Every Town Has its Bug

CHICAGO — Chameleons sell best in Boston, according to the bug men, and residents of most big cities are good buyers. But New York falls short of other metropoli as a buying center.

In New York, the only thing for bug men to sell is baby nutes. There seems to be no special reason for this switch in preference.

The bug men have tried to meet the New Yorkers’ demand for bonnetied bugs, too. But Texas suppliers find it impossible to supply the bugs with any degree of regularity because the creatures appear and disappear according to whims of weather.

TV Week’s Business Softening: 1957-58 May Be Rough

TV network business, which opened this season skeptical of everything, is now giving signs of softening. A number of sponsors with closed contracts are now trying to sell off pieces of their vehicles. At this rate, the networks may find a buyers’ market in the 1957-58 season.

New Syndicated TV Shows Do Well, But Second Year’s Better

Newly produced syndicated TV films debuting this fall have been doing quite well. Second-year production, however, is doing several. Several new programs, however, do not promise any new properties.

RCA Victor EP Price Cuts

Seem Reaching Dead Market ...

RCA Victor has cut EP edge prices up to 50 cents, effective January 2. The cut is in the belief that the EP is the highway to a sound future record business and that the heavy appeal to the youth element. Victor execs also point to the increasing level of 45-r.p.m. player sales as another reason for posting EP sales thru lower price and wider representation.

Col. to Emphasize Merchandising

In 37 Package Sales Kickoff ...

Traffic-building merchandising helps for dealers. Traffic-building merchandising helps for dealers.

AF Reindeer Rating Scores

SONDRELLSON, Greenland — The U.S. Air Force has developed a novel rating system to appraise broadcast and television shows viewed by the Air Force personnel stationed around the base in now showdown situations, which here fall from noon to 3 p.m.

By direct visit, they obtain "ratings" for television programs by simply list "Janet Disks" as the No. 1 drama series. Ed Sullivan, "The Ed Sullivan Show" in variety, and "Walt Disney" as highest adventure Westerns show. The Sullivan-Ellis Pasteley survey showed a cumulative record high of 11.5 in live situation.

ARTISTS FLOCK
to Give Troops
ENTERTAINMENT

NEW YORK — Performers are suddenly flocking to the aid of the Air Force entertainment program for the sending of show units to isolated overseas points. In response to The Billboard article of last week and the personal call of Adolph Green, David Persson, Lina Feestman and others who just returned from a Greenland junket, every base should see at least one show in 1957.


Michael S. O’Shea, publicity director of the American Theater Wing, who has been arranging what few tours there have been, is in the process of setting up plans for circuit tours in the Caribbean, North Africa, South Pacific and North Pole areas, subject to Air Force approval.

Thousands of airmen in these areas haven’t seen a live show in 18 months and more, and John Lupton, star of “Broadway,” has initiated another campaign to benefit G.L.I. by selling personal appearance tours. Lupton is taking up the need for TV films at local stations so that local stations can be working out the means with packagers, producers, sponsors and all agencies.

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TV Melts Greenland Deep Freeze at All Base Up Thule Way

Video Shows, Personalities Earn
High Ratings From Servicemen

By BOB BERNSTEIN

THULE, Greenland — Nowhere in the world is television more appreciated and enjoyed than here and sites similarly cut off from civilization. All eyes were on the Northeast Air Command, taverned with thousands of hard-working, homesick airmen, the search for relaxation is a desperate one. Each base has been wisely provided with a local TV operation to fill the void which occasional movies, poker games and basket ball can only superb. With outdoor sports negated by the extreme cold and indoor sports confining the G.L. to the same space, television helps them escape to the rest of the world, where they are wisely kept behind the front lines of their tour of duty.

Schedule:

A schedule of five hours per day keeps him up to date on current shows. Some, like the Ed Sullivan specials, reach Greenland eight days after network airing. Others, like NBC TV spectaculars, arrive a month later. Still others, syndicated films particularly come in bunches at the end of a season. All are eagerly watched.

The show tour folk who teled up here bring life to the dull, slow pace of the grey shadows of Thule. Hundreds of men working on the TV facts, here and develop their hobbies.

The Soong family are guests on “What’s My Line?" in June. They remember what Sherm man Billingsley said about Toot Snor to prompt a law suit. They can recite the opening dialogue of the first “Walt Disney” episodes. Because they have such limited entertainment, each new show is something special to be discussed and remembered.

Taste Levels

They have their levels of taste. One film scene was deleted because they didn’t like it any more than we did in the States. But their general gratitude makes them a receptive audience to all offerings, no matter how poor, which are never deleted. A few generous organizations, like Motion Picture, Radio and Television, and American Theater Wing, have secured special programs for bases, which run them happily to fill out programming gaps.

Local shows average one hour a day and include news, weather, society and official announcements. Plans are about to stage live dramatic programs and an religious service. Most of the men prefer imports, since the tiny, one-camera studios is ill-equipped to achieve any visual success with its local talent.

The TV star has replaced the movie star as the person we’d most like to see, “and have a chat with,” and members of the cast. They are welcomed with open arms and loudly praised themselves bigger celebrities than the box office kings and queens. Joe Orsini, for example, was a name and face (not to mention figure) known instantly to the 15,000 airmen in her audiances, and she could not stop at a minute of any performance.

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LOOKS LIKE HARD JOB AHEAD
For Webs’ Show Salesmen

NEW YORK—Signs point more and more to 1957-58 as a season of a hard sell for the video networks, if they wish to duplicate the commercial success of the beginning of the season, according to informed advertising opinion. For the first time in the seller’s market of six months ago has turned soft and is gradually becoming a buyer’s market.

Among the shows available to potential sponsors of the upcoming season, the following are the ones that appear to have the greatest selling potential.

"Wells Fargo," and it will have Wednesday 10:30-11 open for an interested client soon.

Another indication of the sales situation at NBC is the fact that it has turned back 1:30-3:30 on the lines of the line. The 1:30-3:30 program will be turned back on the line for 1:30-3:30 only at the end of the schedule.

AT ABC there are any number of prime time periods and participations for the new schedule.

Neither Apple’s nor Pink’s is large enough to attract much attention.

But NBC and ABC are both determined to keep their eyes on the ball and to see if they can attract any sizable audience. The network’s structure is rigid and it is not expected to change for the new season.

The biggest change is expected to come in the late slot, where NBC has decided to start a new series, "The Playhouse." The show features two-hour programs, which are expected to attract large audiences.

Ford’s Happy About Ernie

DETROIT—Ernest Ford Motors are very happy about the sponsorship of Ernest Ford, the Thursday 9:30-11 p.m. NBC TV show. The program, which has been renewed for another season, has shown signs of becoming a ratings hit, and NBC is expected to continue the show.

The show features Ford, who is known for his colourful personality, and is expected to attract a large audience.

The show is sponsored by NBC and is expected to continue for several more seasons.

KATE SMITH & CO

ABC Has Program Plans Up Its Sleeve

NEW YORK—Kate Smith will sign ABC-TV special telecast April 25, 1957, marking her 25th anniversary as a performer. Youngstown, Ohio’s own Kate Smith was the original American Radiator & Standard Sanitary Corporation, which sponsored her during her 25th anniversary year.

Kate Smith is looking for a replacement for her show, which ends the 9 p.m. slot April 25. She will fill the slot Sunday night at 9 p.m. in Youngstown.

The show, which is scheduled to be aired live on Saturday night time for new shows, is expected to be returned.

New Shows

Off ABC’s debut list is "My 70" which is expected to start on the air during the month of May.

ABC-TV’s new show is expected to air on the network during the month of May.

Ford Moves Ahead on Alternate Wk. Pattern

NEW YORK—Ford is evidently taking steps to expand its alternate-week pattern, which this season is expected to become another major pattern. It is expected to take over the Shuler shows, "The Brothers," and "The Summer Girl," starting July 25 on "The Brothers," and continuing July 30 on "The Summer Girl." These shows are expected to be part of a new pattern, which is expected to be announced in the near future.

The only other car maker that has an alternate-week pattern is De Soto, which is expected to become another major pattern. It is expected to take over the shows of the Ford pattern, starting July 25, and continuing through the summer months.

FORD ADVERTISING

Ford has been working on a new advertising campaign for the upcoming season, which is expected to be announced in the near future.

The campaign is expected to feature a new pattern, which is expected to be announced in the near future.

Ford is expected to continue its successful pattern of alternate-week shows, which is expected to be announced in the near future.

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**FOR 1957**

Gibson Offers New Stations Show Primer

NEW YORK—A 1957 programming primer have been released by Gibson, director of research for R&R Representatives, Inc., board chairman of seven major markets and an analysis of the most promising television stations operating in the U.S.

1) Analyze a full year's ratings of each station in your market and compare them with the national ratings.

2) Program with an eye to local habits, such as meals and stay-at-home viewership.

3) All stations have tried to give local service, but the time is always short, rating points and advertising revenue not large and contracts often lost by clinging too closely to local interests.

4) Therefore, program as little local time as is consistent with national commitments to your city and the regulations of the Federal Communications Commission.

5) If you have a feature program or adventure show in daytime hours, when viewers can't leave the room for a moment without missing the point of the plot.

6) Keep the situation comedy property as available. Even third reruns of "My Little Marge" are far better than shows that are a shadow of a comedy film they once were.

7) Choose your syndicated film carefully, as you can't always stand up to network and feature film competition.

8) To meet the ever increasing needs of its clients, Miss Gibson's knowledge is being applied to the development of a completely complete scheduled coverage of the stations in Norfolk, and San Antonio, opening in February.

HOLLYWOOD—Adolescent Agency producers have been bidding up the film rights to "The Phantom," as well as the TV rights to the property. The title character is a masked romantic hero who always solves mysteries in costume.

No production arrangements have yet been announced, but it is understood that Flamingo is considering filming the pilot in Cuba.

**Flamingo Gets TV Rights to 'The Phantom'**

**NEW YORK**—The long running comic strip, "The Phantom," may come back to TV next season. Flamingo Films last week signed a deal for the TV rights to the property. The title character is a masked romantic hero who always solves mysteries in costume.

No production arrangements have yet been announced, but it is understood that Flamingo is considering filming the pilot in Cuba.

Hollywood—Advertisers and agencies are growing colder towards the newspapers for television demonstration purposes, and there are indications that shows aired purely at a kid audience, and which are mainly plays with a 12-inch set within a year or two.

Two years away from younger parents programming, the fact that sponsors are finding it hard to increase advertising, the shows are not moving the goods.

Pointing out this, Bob Levine, vice-president of California National Advertising, has been calling "Chromoscope" to be sponsored by London-Wittman, but his efforts have changed in mind. It is expected that next season the web may try a two-year-a-deal time period if a strong show and client can be found.

Pulse Poll Backs WNAC Statement: Boston Likes Docs

**BOSTON**—A special Pulse survey taken last week during the war season finds outside Russia, uphold the contention of WNAC that viewers, at least, are looking for "good" TV. "Gounce" racked up 417, top of the list was Lawrence Wells, Richard Montgomery and boxing, reaching an audience of 20 million. According to official figures, distributor of the 90-minute film, this was the first time a movie achieved in a competitive market.

**Not Moving the Goods**

**Sponsors, Agencies Turning Cold Shoulder on Kid Shows**

For example, Pantheon, whose newspaper column in the Sunday papers, is moving cold shoulder on kid shows, as the shows are more or less repeats of a day's running cold shoulder on kid shows. In the last four weeks, the "Big Top" has played in the city of New York, with the September 6th performance, packed.

"What we in Special Services can't understand," commented one agency officer at a staff meeting, "is why sponsors and ad agencies don't see the point of this season. For patrons, they expose their products to receptive viewers, and it seems to me that only the part of the audience that can see, they still are on the show, which is a hangover from vaudeville.

"It statistics will influence more than patronage," said another sponsor's representative, "we can tell the audience that a show is a big hit, just as we can tell that a show is a big hit. But we can't tell the audience that a show is a big hit, just as we can tell that a show is a big hit."

"What's the difference between the two?" asked one of the sponsors.

"The difference between the two is that one is a popular show, and the other is not."

"But, what's the difference between a popular show and a not popular show?"

"That's the difference between the two," said the other sponsor's representative.

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COMMERCIAL CUES

WORLD TO THE WISE

The Grey Advertising Agency, after considerable expense in the field, has assembled some facts about its new advertising which are summed up in its latest Grey Matter publication as a word to the wise. The data urges creative production techniques for advertising. "Because of gravity, creativity", it warns, and says further that the blurb must have the brand's imprint, not the agency's. Ads can no longer be arrows that get into the air, but guided missiles, says the publication. And, far from minimizing the creative "big idea," it outlines the steps necessary to build a solid foundation for any advertising campaign. These steps are: Clear definition of the goal or objective, integration of all information, skills, and finally, the creative transformation. In that manner, the production process forms a framework in which big ideas can be co-ordinated for maximum impact.

TV Commercials in Production

This week starts this commercial programs during the fall. A full program of 20 minutes of advertising content over the course of a regular season. The following methods designate the time of commercial break.
COMING EARLY IN '57...

An exclusive feature specifically keyed to the every day business needs of the time buyer.

An exclusive feature that fits hand in glove with The Billboard’s editorial concentration on TV programming.

An exclusive feature that provides the perfect sales atmosphere for the trade advertising message of every TV station.

Watch for further details coming soon from The Billboard
How They Rate

Althea New Series Do Well, 2d-Yr. Shows Even Better

NEW YORK—The new programs that went on the air via syndication this fall are doing quite well. The shows in second-year production are doing better than the new programs. Among the new programs that debuted this fall, "Sheriff of Cochise" seems to be the strongest.

These conclusions are drawn from a study of November Pulse reports for 20 major markets. Two shows made their debuts in over 100 markets this fall, "Sheriff" and "Dr. Christian." "Sheriff" was among the top syndicated shows in 11 of the 20 markets, while "Dr. Christian" was among the top three in five of those markets.

"Dr. Christian" was among the top 20 syndicated shows in eight of the markets checked. It was not among the top three in any of those markets.

Both shows were generally rated to equal-fringe time in the market when they went over the top 20. Each was booked between 6 and 8 p.m. in only one of their top-rated markets, "Sheriff" did well in New York City, sales director of WJZ-TV, that city. "Dr. Christian" played Monday-Thursday at 8 p.m., and "Christian" did it in Houston, where it played Friday-Sunday at 10 p.m.

"Sheriff," "Christian." Shows "Sheriff" had the highest bookings in two of its top-rated markets, "Christian" had 7,000 bookings in three of them.

"Frontier Doctor" was another fall favorite in syndication. It began airing in a few markets in August. To date it is on the air in only about 40 markets. Many of its debuts are still running, and "Frontier Doctor" turned up among the top 20 in only one of those markets, Detroit, where it was the eighth ranking syndicated show, with a Sunday, 6 p.m. play date.

Two other new programs debuting this fall are "The Late Show: The Playhouse" and "The Trasee." But their ratings are not as high as those of the two popular shows mentioned above.

Revlon Ups Feature Marts; NTA Basis

NEW YORK—Revlon was reported last week to have increased its planned sponsorship of feature films programs to 40 markets. But meanwhile the NTA Film Network has been making a determined effort to recoup its losses by lining up the top 10 station-line up, Revlon, Butterfield, Burrell & Co., and O'Brien, is understood to have resisted the NTA offer because it was not satisfied with the time controlled by the network.

NTA is said to have been offering terrific inducements, in addition to showing a roster of stellar pictures by the 20th Century-Fox backlog, it is rumored to be offering an appreciable discount on its basic time and program rate. To make the Revlon deal it looks as if NTA will have to work fast, a source said.

Broderick & O'Brien, has sold two of its own sponsorships to the network for this year, one of which is already under way. It is understood that Revlon signed for the remaining half of the season, which will probably go in the slot normally assigned to NTA.

WOAI Buys M-G-M Films

SAN ANTONIO—WOAI-TV has bought the M-G-M feature film shows from the M-G-M syndicate to acquire the big pictures.

The station already has the Warners Bros. library, bought from Associated Artists Producers Productions.

O'Brien Planning 'Wild West' Show; First Date in Calif.

HOLLYWOOD—"Wild West" show is being packaged by Hugh O'Brien, star of the TV series, and Hans Schnei- der, producer. The show will get its tryout in San Francisco and Los Angeles before the NBC-Sid Grauman on January 14. The show will have its five sets in his troupe. He himself will make his debut at a Western theme, using four or five standard Western songs in his repertoire, plus also give a mock-standup exhibition, and with the addition of a controversial audience participation system with a simulated bar-room brawl.

The Answer?

Hwd. Service Trying New Synd. Angle

HOLLYWOOD — The problem of how to recoup money rapidly in those one-time, once-a-year shows has been the one that has continued production of a proven format, plus a movie that has been new from a new angle by Hollywood Television Service.

Another angle from the Hollywood company is what to do about "Stories of the Bible" that has been successful in the last three years, has had a top trend record in syndication. Earl Collins, president, the program that is good for Hollywood to do is to change the time it has appeared to turn out that additional product.

Collins solution will be to produce a sequel titled "Famous Sheriff and Outlaws," which, except for the name, will be similar to its predecessor. Negotiations are now under way for the "Jim Davis, "Centuries" star, to play the lead in the show.

In this way advertisers would be able to obtain a program with a proven sales record which would not conflict with those other programs. The once-a-year time production could again be held to 39 full hours, which, in turn, is better for the station and the optimum for syndication.

WCBS' Biggest Gain in Participation Pix Shows

NEW YORK — The biggest gain in WCBS-TV's biggest year has been in its participating pix shows. Sam Cook Diggers, the station's comedy, is understood to have sold all revenue was up 90 percent over 1955 (up was over 15 percent over 1954's figures). Participation sales were up 20 percent over 1955.

The increase in rates for the "Late" and "Early Shows" (which are "Margie" and "Dinner at Eight" and the addition of 45 minutes to the latter show) is not enough to explain this tremendous gain, since their effect was felt only in the early weeks. More contributory were the sudden succes-
NEW YORK — The quarterly-series television show program, on which the NBC Network is paying an average of $5 to 10 per minute, has been considered a serious contender, has been relatively quiet in recent negotiations, and has been known as "Sterling Television." Sterling has offered the quarter-hour series, which is an extension of its "Little Theatre" and "Children's Theatre," and has been described as "the most successful quarter-hour series on television," by 22 newspapers and magazines.

"Sterling Television" is a series of quarter-hour shows that air on Thursdays at 8:30 p.m. EST, and is produced by Sterling Television, Inc., a subsidiary of Sterling Television, Inc., which is owned by Sterling Television, Inc. The series has been described as "a half-hour magazine show that deals with social and cultural issues," and has been praised for its "thoughtful and insightful" programming.

The series features guest speakers such as Martin Luther King Jr., Malcolm X, and Coretta Scott King, and has been noted for its "thoughtful and insightful" programming. The series is produced by Sterling Television, Inc., a subsidiary of Sterling Television, Inc., which is owned by Sterling Television, Inc. The series has been described as "a half-hour magazine show that deals with social and cultural issues," and has been praised for its "thoughtful and insightful" programming.

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**IN THE CHAPEL**

**True Love Keys Aisle**

"Slow Walk"

NEW YORK — Wedding bells might not be the music business personalities took to slow walk down the aisle. Mercey Bennis’ spotless gown was only well to Charles O’Carron, former husband of Betty Hartwag, and music critic Rita Friday (28) at the Las Vegas House of Worship in Mont- mark, The Desert Inn, was later the scene of a gala reception.

On the same day in Hollywood, former rep in France for Capital Records, Inc., M. E. Morris, the International De- partment, Westinghouse Records was going to Miss Marthone Anzillati. At the same time, meanwhile, publisher Phil Kahl and singer-and-playwright Steve Cogan were writing invitations to their wedding on January 9.

Meanwhile, Ben Grevey, see Billboard staff, married out of the taste of Westinghouse Electric Corporation.

**Covas Takes ‘Tra La La’ To Court**

NEW YORK — "Tra La La," which is shaping up as a hit via Laura Berek, Atlantic’s advertising director, because the subject of an infringement suit last week in New York Federal Court.

Jack Covas, doing business as Jack Berek, was named as defendant by Atlantic Records and Mercury Records as defendants, and to an infringement of six Covas songs, on behalf of the Berek family, buy music publisher of 643 Second Avenue, New York City.

Covas also challenged the tune in the "Tra La La," to "Check Your Heart," by Gillette and Vaska.

A hearing date is not set.

**ELVIS?**

**The Little Old Lady Says: No!**

NEW YORK — Larry Kassig, vice-president and general man-ager of RCA Victor’s Record Divi- sion, has been named director of the company’s new Cincinnati subsidiary and the company’s new Cincinnati subsidiary.

It seems that one supermarket chain, the Kroger Co.," which is owned by the Kroger Co.," has been named director of the company’s new Cincinnati subsidiary. The Kroger Co.," which is owned by the Kroger Co.," has been named director of the company’s new Cincinnati subsidiary.

"Tra La La," by Elvis Presley’s "78," is being sold in record stores in the Cincinnati area.

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**Graybo Going Sound Track**

HOLLYWOOD — Singer Bob Graybo, who for a number of years has been the "man behind the scenes" in the music business, has scored a coup with a new sound track, which will at least be heard in one film.

Graybo has made demonstrative records for motion pictures, i.e., "Land of the Lost," "The Thing," "Desiree," etc., but up to now he had not scored in the live film. Singer’s demo on the 20th Century-Fox "Babbling of Morn- ing," was cut by Graybo, and will be used in the film. Graybo is also signed with RCA-Victor disk subsidiary, Unique Records, and will also cut some "Babbling" material for the latter firm.

Score was prepared by Hal Levy and Frederick Loemmer, Mark War- ner Music Publishing.

**WIND Sold to Westinghouse**

CHICAGO — WIND, pioneer in Chicago of the records-news-sports format and reported recently here to be in the running for a Westing- house Broadcasting Company, Inc., will be in charge of the radio outlet in Boston, Pittsburgh, Fort Wayne, Ind., and Portland, Ore.

The station has long been the key outlet for middle class exposure in Chicago. No sharp change in program- ming policy is anticipated for the station.

Price was $5,300,000, payable in five installments of $1,060,000, $1,060,000, $1,060,000, $1,060,000, and $1,060,000.

**NO ONE’S TALKING**

**Dot Records-Paramount Negotiations Continue**

HOLLYWOOD — Negotiations for the purchase of Dot Records by Paramount Pictures continued last week, with no indication from either the sides to the property.

Random, Dot president, would not comment on any of the developments, nor were any representatives of either Paramount or Music Corporation of America available for comment.

A number of Dot’s top men have been in the Washington area for negotiations.

Wood would be named as vice-president of Paramount, and post- tranfer to the head of the Dot board of directors. Wood has been in confer- ence with Warner Bros. President Barney Balaban, Edith L. Wein, and a number of Paramount men.

**H. & R. Acquires Kalman Features**

Deal Spotlight Another Milestone In Aberbach’s ‘Operation Renewal’

**By JUNE BUNDE**

NEW YORK — The latest major acquisition by Fink & Reing of copyright renewals to "Frolic-Fellow," "Lumberjack," and the exclusive sale of Charles Em- merson’s music to the world’s largest music publisher, Kalman Features, has spotlighted the rapid growth of this firm in the past year.

Working quietly and in general, but most, I am sure, are aware that Kalman has been directly hiring in the Kalman deal, composed in July by H. & B. attorney Young Dwyer. It marks the first time Kalman’s had a signed over his rights to his father’s works, which include at least 20 well-known standards and three operas.

H. & R. is setting up a separate music company, tagged Charles Em- merson, Inc., that will handle the material. The materials that are sold are "Mama’s Song," "Mama’s Song," and "The Greatest Man," all by Charles Em- merson.

It has spent more than $500 and $500 and $500 to make a copyright search on the Kalman works, and Dwyer who pointed out that such searches are particularly un- necessary for renewal one price on all aspects of renewal bargaining. The lawyer also noted that particular cases must be taken to avoid fulfill- mes were written for hire (usually for movies), in many cases, for renewal cases renewals were not to the studio. In those cases, the writer would not be hired the writer, rather than to the writer and/or his heirs.

In addition to acquiring renewal

**SAUCERS**

**Two More Crocker Law Suits**

NEW YORK — Also the Fly- ing Saucer League of Law course, legal crockery is still flying in the face of the law.

Harry Fox office, acting as agent for several New York publishers, has filed suit against two such entities, one in Cleveland, the other in the Washington area.

The Cleveland suit, filed De- cember 17 in U. S. District Court against Robert Zelman, of Cosmic Records, charged the label’s disk "The Answer to the Flying Saucer U.F.O." used parts of several copyright- ed sound effects for a 5-cent royalty and 3 cents in damage for each use of those songs in his "Cosmic (Atlantic Records’ affiliates), Herman Lubinsky (of Savvy Mus- sic), Harvard (Van Megui), St. Louis Journal (Hill & Range affili- ates), and Patricia Music (Phil Main).


**North Signs Victor Pact**

HOLLYWOOD — Composer Alex North was recently signed to an RCA Victor recording contract here last week, with North to conduct his score from the Warner Bros. film "The Moonshiner," the film that brought him to the attention of the industry.

It was arranged by the Federal Com- mission in February 1955.

Max Steiner, another top film composer, was previously linked by the firm.
New ASCAP Revision of Publisher Distribution Formula Draws Blast

Opposition Changes Move an Attempt To Confuse Members, Previous Issues

NEW YORK—The American Society of Composers, Authors & Publishers last week again revised the official distribution formula for songwriters and publishers. A leader of the forces opposing the change, John T. Moore of the ASCAP, described the effort to confuse the members and to take away their right to attend the annual meetings.

The Society last notified members of similar changes in October, 1958 (The Billboard, October 20). New revisions deal with allocation of additional credit for network programs picked up in ASCAP's local station survey, the elimination of special credits relating to performance, and the elimination of any provision for television, the provision for review by the board of directors. Changes addressing questions concerning category or placement of a composition, or statistical changes in the credit for background, cue and bridge music, and other musical and non-musical contributions based on public domain material.

The performance of compositions in motion pictures shown on television will be held to necessitate the same, or other television performance.

Background Changes

The ASCAP decision relating to background, cue and bridge music completely eliminates the existing credit formula. All background music performed visually or vocally will receive no credit. For background music used on records, or included in the program, two or more of the following categories will be included in the formula: (A) At least 75% of the total network, or a combination of network and local, or (B) At least 15% of the total network.

The ASCAP decision regarding the elimination of the television performance of compositions in motion pictures shown on television will be held to necessitate the same, or other television performance.

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The performance of compositions in motion pictures shown on television will be held to necessitate the same, or other television performance.

**S$5 Million Fund For Refugees N.C.J.D. Goal**

NEW YORK — The newly formed National Council of Disc Jockeys for Public Service is readying a drive to raise $5,000,000 (for legal assistance and medical aid for the public) as well as the Council's membership drive for $1,000,000. Films and tape records gathered by a 10-jockey committee which returned from a survey last month, will be utilized in the campaign, along with the upcoming programs whereby discs in each city will feature a special record hope and defense to the refugee fund. Funds will be channeled to the American Friends Service Committee, the Catholic War Veterans, the Salvation Army, and other organizations.

The campaign is sponsored by the National Council of Disc Jockeys for Public Service, a new independent organization.

**Campan Signs New Pact**

Pepi Campo, Latin band leader and TV personality, has signed a fiveyear pact with Republic Records, which will feature his own recording unit on the company's newly launched Variety label. Campo has recorded for the label for several years, and has been running a label for the past three years.

**Bergman Joins ABC**

Dwight Bergman, Jr., formerly of ABC-Paramount, has joined ABC-Paramount in the newly formed post of LF sales and merchandise director. Under the superintendence of Walt Kayd, a former executive of Columbia, Bergman will concentrate exclusively on package deals involving the company's operations.

**Mrs. Hyden Engels**

DIED IN CLEVELAND... Mrs. Hyden Engels, wife of Danny Engels, died on February 18. She was 50. Engels, who worked for the family firm, was a long-time resident of Cleveland, Ohio. He was the father of three sons and two daughters.

**Dad's in the Band**

Burlington Post, Burlington, N. C., March 5, 1957. Don Engels, father of Danny Engels, has joined the Burlington Post. The Post is the family newspaper.

**Danny Engels**

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FOLK TALENT & TUNES

BY BILL SACHS

Around the Horn

"This part of New England," says Bob Day, director of WBZ, Boston, Mass., "is loaded with country music fans. This is a region where the 'gutbucket' label no longer exists. Within the last few years, the audiences have expanded to include fans of bluegrass, country, and folk music. The mixture of these styles creates a unique sound that resonates throughout the region."

At the center of this region is the Worcester Folk Festival, held in May. The festival features a variety of artists, including traditional folk singers, contemporary folk musicians, and bluegrass bands. This year's lineup includes some of the most renowned folk artists, such as Pete Seeger and Joan Baez.

Beyond the Worcester Folk Festival, the region is home to a number of other music venues and events. The Faneuil Hall in Boston regularly hosts concerts and performances, while the Berklee College of Music hosts a variety of events throughout the year. The region is also home to a number of folk music clubs, such as the Boston Folklore Society and the New England Folklore Society.

The Worcester Folk Festival is not only a celebration of music, but also a celebration of the region's rich history and culture. The festival provides a platform for artists to connect with their audience, and for the audience to connect with each other. The festival is a testament to the power of music to bring people together.

Storm Brewing for Loew's

From the November 8, 1957 issue of The Billboard:

STORM BREWING FOR LOEW'S

The storm brewing for Loew's, the New York City-based movie studio, has reached a boiling point. The studio has been struggling with production issues and financial problems for some time, but things have reached a critical point.

The studio's most recent production, "The Story of Dracula," was released earlier this year, but the film has received mixed reviews and has not done well at the box office. The studio's financial troubles have also been exacerbated by a recent strike by several of its key employees, including directors and writers.

In an interview, studio head John Loew expressed his concern about the company's future. "We're in a very difficult situation," he said. "We need to make some tough decisions, and we need to do it quickly."

The studio's board of directors has called an emergency meeting to discuss the situation. It is expected that the board will make some significant changes to the studio's operations in order to turn things around.

Despite the challenges, the studio remains committed to producing high-quality films. "We're not going to give up," Loew said. "We're going to fight this battle, and we're going to win."
MR. MILLION

Fats

WHAT'S THE REASON I'M NOT PLEASIN' YOU

Published By
BOURNE, INC.
136 W. 52nd St., N. Y. C.

DIRECTION
SHAW ARTISTS CORP.
565 5th Ave., N. Y. C.

IMPERIAL RECORDS
IN CANADA • LONDON RECORDS, Ltd.
As sung by FATS DOMINO in the 20th Century-Fox Picture—
"THE GIRL CAN'T HELP IT"
Starring Jayne Mansfield, Tom Ewell, and Edmond O'Brien

Published By
COMMODORE MUSIC CORP.

PUBLIC RELATIONS
MARVIN DRAGER
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Mr. Million

Gons Home 5180
Ain't It A Shame 5348
Fat Man 5056
When My Dreamboat Comes Home 5396
My Blue Heaven 5386
Gons To The River 5231
Baby, Please 5283
Please Don't Leave Me 5240
Something's Wrong 5262
Blueberry Hill 5407
Rose Marie 5251
I'm In Love Again 5386

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Public Relations
MARVIN DRAGER
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IMPERIAL RECORDS
PERSONAL APPEARANCE  
RECORDS BROKEN—  
IN EVERY LOCATION  
OF THE COUNTRY!

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SHAW ARTISTS CORP.  
565 5th Ave., N.Y.

IMPERIAL RECORDS  
SALES TALK

'T57 Sales Demand
Creative Slant

- Competition will be keen next year, calling for new approach to sales
- Creativity lacking on the part of most dealers

NEW YORK—The disk industry has been undergoing a period of expansion in every phase of the business in the year ahead. The expansion has taken several forms. Radio stations have opened. Audio centers have added records. Large department stores and supermarkets have put in racks and have been doing good-to-excellent business. And these stores, which are actually on the fringe of the business, are reported to be bolstered by customer competition for record outlets.

Since competition will grow with the industry from year to year, it becomes necessary to look at the sales techniques you use. Here are a few new and improved creative job.

1. Have you arranged for directory insertion in your local Yellow Pages?
2. Have you arranged for newsstand ads?
3. Have you heard of display windows?

Avoid Weak Suggestions

You are not selling creatively and you are selling off a list of products. It confuses the customer and has no sales appeal. Therefore, say, "If you are interested in merchandise for your phonograph, you would like to try playing the records in various features of your sales.

Dealers who think the rack would serve for special purposes will have plenty of suggestions and delivery schedules from their Columbia distributors.

HOLLY HAS "ALL PURPOSE" RACK

Holly Associates, manufacturers of self-service racks, is selling a disk rack that has many applications. Because of its revolvable frame, which travels on casters and is extendable, the rack can be placed side by side in a row with a separator in the line. It can also be extended to an extended width of 84 inches.

Constructed of 15 gauge steel on a sturdy tubular frame, the rack will accommodate records of all sizes. Mindful of pinfils in disk racks, the Holly rack (see picture below) with LP albums displayed on the bottom and the space extending 45% in the largest accessible top.

The new Holly rack should appeal strongly to supermarkets and stores that would like to try playing the records in various locations.

The Big "Best" album was pre-sold by Allen Francis. The idea is that currently making personal appearances in small areas of theaters where "Rock, Rock, Rock," is showing, Freed, of course, is featured in the film. He's appearances are primarily heeded by top name attendance. Disk sales, however, have been an important product of his promotion efforts.

Tours with Fred & M-C M are being handled by Allen Francis. She's currently making personal appearances in small areas of theaters where "Rock, Rock, Rock," is showing, Freed, of course, is featured in the film. He's appearances are primarily heeded by top name attendance. Disk sales, however, have been an important product of his promotion efforts.

RCA SHOWS 3-TRACK TAPE SYSTEM...

A new triple-track tape recording system has been demonstrated by RCA Victor. Chief engineer for the company, William Milliburg, who designed the unit for the company, says that the recorder makes three separate sound tracks on half-inch record tape. Each track is picked up from separate microphones, one track on the right and one in the center of the stage.

Tapeless tracks are played back from separate microphones, giving a three dimensional effect which closely approximates the original sound of the orchestra.

LIVINGSTON HAS STACKED AND STAGGERED TAPES

One of the leading producers of stereo phonograph tapes, announcer that no change has been made in its policy of making all stereo tapes in its catalog available in both the stacked (linear) and staggered (spiral) versions.

The announcement says the company, is prompted by what may be a confusing situation to a gunner of stereo phonograph equipment. Since models offered by several manufacturers have staggered heads and others use stacked heads, it must be made clear that Livingston tapes—as well as other manufacturers—are available in all three forms.

LIVINGSTON'S next release, announced for February 1, will be obtainable in either version. This release, consisting of 12 tapes, will include "Stereo Showcase by Livingston," highlighting excerpts from many tapes in the Livingston catalog.

Store-Film Tie-In Ups Disk Sales

Film casa dealers tie-in with N. Y. and N. J. theaters

Dealers thrift U. S. can successfully use idea

NEW YORK — Sales of the M-C M albums, "We're With the Big Best," have been showing a definite uptick as a result of disk and motion pictures exhibitors. Wherever the film, "Rock, Rock, Rock," is playing, there is a metropolitan New York area. M-C M Records' promotion people have encouraged dealers to play rock-and-roll albums in the theater lobbies. To return the favor, disk dealers plug the film with posters in their display windows.

The Big "Best" album was pre-sold by Allen Francis. She won't appear in the film but her voice is used on the sound track and gets screen credit. In her appearances, she sings two songs from the film, "Swing Low, Sweet/heart" and "Little Blue Wren." She released her on a single and, as you can tell, a prominent display space in the theater lobby. Connie also plugs the disk from the stage and mentions the name of the nearby shop where it can be bought.

Charles Francis and Allen Freed take film to Philadelphia before an enthusiastic theater audience. Tie-in by record dealers with concurrent promotional campaigns in M-C M rock 'n roll disks.

The Thunderbird, new all-transistor portable radio of radical design, introduced by Sylvania, is shown above. Powered by seven transistors, the unit is built in a cabinet (left) in the carrying position (right) in the open position. Speaker output is 10 watts per channel in stereo output. The cabinet has three positions. Weight less than two and-a-half pounds, including batteries.
The recent recognition by The Billboard and Variety of DOT RECORDS as a “MAJOR” recording company made it truly a joyous holiday season. We earnestly hope that in 1957 we will be able to live up to the superlatives heaped upon the organization in 1956.

DOT RECORDS, however, could never have grown—in this short time—from a minor to a major recording company without the aid, acceptance and confidence of the thousands of wonderful people who comprise our great industry.

To these friends, and especially to co-workers and artists in the DOT organization who have been with me since the beginning in Gallatin, Tennessee, I am forever grateful.
Packaged Records Buying Guide

**Best Selling Pop Albums**

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

1. **ELVIS—Elvis Presley** ........... RCA Victor LPM 1392
2. **CAPITOL—Harry Belafonte** ....... RCA Victor LPM 1248
3. **MY FAIR LADY—Original Cast** .... Columbia OL 5900
4. **THE EDDY DUCHIN STORY—Sound Track** .... Decca DL 8289
5. **THE KING AND I—Sound Track** .... Capitol W 740
6. **HIGH SOCIETY—Sound Track** .......... Capitol W 750
7. **ELVIS PRESLEY** ................. RCA Victor LPM 1245
8. **OKLAHOMA!—Sound Track** ....... Capitol SAO 193
9. **BELAFONTE—Harry Belafonte** ...... RCA Victor LPM 1150
10. **MERRY CHRISTMAS—Lawrence Welk** .... Coral CRL 57093
11. **JERRY LEWIS JUST SINGS** .......... Decca DL 8410
12. **I SAY IT WITH MUSIC—Lawrence Welk** .... Coral CRL 57011
13. **THIS IS SINATRA—Frank Sinatra** .... Capitol T 789
14. **HYNMS—Tenorine Emile Ford** ....... Capitol T 756
15. **THE PLATTERS** ................. Mercury MG 20146

**Pop Albums Coming up Strong**

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

1. **Sk ! Trails** ....... Jo Stafford Columbia CL 910
2. **The Platters, Vol. 2** .......... The Platters Mercury MG 20216
3. **Giant** ... Sound Track Capitol W 773
4. **Lil' Abner** ........ Original Cast Columbia OL 5159
5. **Calendar Girl** .... Julie London Liberty SL 9002
6. **Rock and Rollin'** .... Fats Domino Imperial 10009

**Most Played by Jockeys**

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

1. **ELVIS—Elvis Presley** ........... RCA Victor LPM 1392
2. **CAPITOL—Harry Belafonte** ....... RCA Victor LPM 1248
3. **THE ELGAR TOUCH—Les Elgott** .... Columbia CL 875
4. **SONGS FOR SWINGIN' LOVERS—Frank Sinatra** .... Capitol W 853
5. **HIGH SOCIETY—Sound Track** .......... Capitol W 750
6. **SKY TRAINS** —Jo Stafford .... Columbia CL 910
7. **S FANTABULOUS—Ray Conniff** .... Columbia CL 925
8. **THIS IS SINATRA—Frank Sinatra** .... Capitol T 789
9. **ELLA AND LOUSS—Ella Fitzgerald & Louis Armstrong** .... Verve MG Y 6003
10. **JERRY LEWIS JUST SINGS—Jerry Lewis** .... Decca DL 8410

**Review Spotlight on...**

**Classical Albums**

**IHO-KOUKES—1812 OVERTURE AND OTHER ORCHESTRAL FAVORITES (1LP)** Chicago Symphony Orchestra, Fritz Reiner, Cond. RCA Victor SLP 13

It seems that the market can always absorb another good version of the "1812" and this version by Reiner is one of the very best. In addition, the conductor has given model performances of "Marche Russe," "Dover's Cockalorum Overturn," "Smetana's "Barber's Shop" and "Weill's 'Porgy and Bess.'" The combination is a natural for beginning collectors and "41" buyers in general.

**Jazz Albums**

**THIS ONE'S FOR BASIE (1LP)—Buddy Rich Orchestra** .... Columbia CL 3016

Buddy Rich's "tribute to Basie" is not an imitation of the Basie sound, but an inspired attempt to capture the feel and musical essence of the Basie band. The knowledgable style of the leader in his recent band and the thought that went into the arrangements of Marty Paich bring off this historic first. Rich has two extended solos (in "Jumping at the Woodside" and "In a Mood") and these are well conceived virtuoso displays. A highlight is the low-register flute solo of Buddy Collette on "Blue and Sentimental." It's a heaving album, running over with high spirits and tasty thrills, and can hardly fail to register with jazz fans of all kinds.

**Album Cover of the Week—**

**Dillinger's Last Jazz Band (1EP)** ABC Paramount ARC 126. Though dillinger's career ended in this cover photo makes it a slick display item for dealers. The label itself, printed in red and white type, is a true item of the era, from the time of Dillinger. Cover design by Fran Scott. Photography by Max Heat.

**Reviews and Ratings of New Albums**

**Popular**

**MUSIC A LA CARTE** ....... RCA Victor LPM 1337

The boys harmonize a dozen barely pertinent hits. No fancy trimmings—just respectable, conventional pieces ("I'll Cut A Rug Down The Road," "I'll Be Seeing You," etc.). A whole show is a hit with its variety of tunes, but relatively few new songs. Attractive cover, showing singer in action and backed by the face of the Corp's celebrated voices, with added sales tip.

**GOLDEN SONGS** ....... Mercury MG 1976

Various cover, up with some weak backing, while acting as its own conductor. The album features generally off the beaten track, but they are more entertaining than they look. Acceptable for a lighter day, but not 'impressive."

**JAZZ**

**S T HISTOR ICAL SYMPHONY No. 1 (1LP)** TCHAIKOVSKY, SINFONIE ORCHESTER FRAUNFELDER, Durch Händel, Cond. LPM 1150

Metschikow is the star in this brilliant and strong presentation of the Tchaikovsky piece. He has little competition on the available historical pieces, made on the most important Parlophone records, available from Parlophone and Mercury. Both sides are hi-fi, and this recording should still hold its own on this classic.

**THE LAST FOUR ORCHESTRA SYMPHONIES—BEETHOVEN** (1LP) 1. No. 4 2. No. 8 3. No. 9 4. No. 10

For all the versions of these compositions this is one of the most effectively played. It will be heard by all who have record of this period, to illustrate the development and maturity of the works. The orchestral recordings are still available. Mendelssohn's "Pianola" is a must. There is also a special historical album which should be heard.

**THE PIANO FOLKWAYS OF JAZZ** (3LP)

This set of recordings is done to a slightly different approach, using more natural tone colors and mood music. This gives the listener a fresh look at the music of the time and makes it all the more enjoyable. The Teddies are given a slightly different and more modern feeling. These are available on the current Fol Twain label. There are also a few tracks which should be heard in this classic.

**ZANITZBURG: SYMPHONY No. 3 IN E FLAT: CLARINET CONCERTO** Chicago Symphony Orchestra, m. Blackwell, Conducted by S. Krenz, Cond. EMI 391

This recording is of high quality, and is a must for all collectors. The clarinet concerto is performed with great beauty of tone by Mr. Blackwell. The disc is an excellent addition to any collection.

**The Great American Jazz Bands** (1LP)

This set is a must for all collectors. It is a collection of some of the greatest American jazz bands of the time. The recordings are also available in a complete set.

**PERIOD'S JAZZ DIGEST** ..... **VOLUME II** (1LP)

Compiled by the American Record Collectors Society. This is a complete set of the most important jazz recordings of the period. The recordings are still available, and should be heard in this classic. The set is available in a complete set.

**A NIGHT AT THE RIBBON** ..... **Art Blakey Quintet** (1LP)

Tremendous modern "hard bop" sound, coming out at the black club sounding even better. The album features the Art Blakey Quintet, which is considered to be one of the most exciting groups in the business. The recordings are still available, and should be heard in this classic.
happy selling with "HAPPY HUNTING"

An Original Cast Recording

Jo Mielziner presents
Ethel Merman in
"Happy Hunting"

Fernando Lamas

with
Virginia Gibson Gordon Polk Mary Finney
Leon Belasco Olive Templeton Renato Cibelli

Book by
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Lyrics by
Matt Dubey Harold Karr

Directed by Abe Burrows

$4.98

Long Play or 45 EP

recorded in New Orthophonie High Fidelity

"'Happy Hunting' is a Merman Mirthquake" Robert Coleman, N.Y. Mirror,
and it's yours to sell... exclusively on RCA VICTOR

other "Happy Hunting" albums and records your customers will want to own:

"HAPPY HUNTING" - Brilliant orchestral arrangements of the music played by Hugo Winterhalter and His Orchestra. Long Play $3.58; 2-45 EP versions $1.49 ea.

SONGS FROM "HAPPY HUNTING" – 4 top tunes from the show. Sung by Dinah Shore; Jaye P. Morgan & Eddy Arnold; and Tony Martin. 45 EP $1.49

IFN/MUTUAL ADMIRATION SOCIETY–Jaye P. Morgan & Eddy Arnold, 89¢

THE GAME OF LOVE – The Ames Brothers, 89¢
I'M A FUNNY DAME – Eartha Kitt, 89¢
THIS MUCH I KNOW – Tony Martin, 89¢
A NEW-FANGLED TANGO – Dinah Shore, 89¢
THIS IS WHAT I CALL LOVE – Diahann Carroll, 89¢
A NEW-FANGLED TANGO – Hugo Winterhalter and His Orchestra, 89¢

Nationally Advertised Prices. Your customers will hear these records best on an RCA New Orthophonie High Fidelity "Victrola."
**Reviews and Ratings of New Albums**

**Popular**

- **Children's**
  - **SNOW WHITE**
    - By Various
    - Presented by Columbia
    - Review:
      - Music: 82
      - Sound: 80

- **MANY NODDIES**
  - By Various
  - Presented by Columbia
  - Review:
    - Music: 70
    - Sound: 70

- **AND NOW FOR YOUR MUSICAL ENTERTAINMENT**
  - By Various
  - Presented by Columbia
  - Review:
    - Music: 75
    - Sound: 75

- **A GREAT ALBUM FROM A GREAT PICTURE**
  - **DIMITRI TIOKMIN ORCHESTRA**
  - Presented by RCA Victor
  - Review:
    - Music: 80
    - Sound: 80

- **FRIENDLY PERSUASION**
  - Presented by RCA Victor
  - Review:
    - Music: 75
    - Sound: 75

- **UNIQUE RECORDS**
  - Presented by RCA Victor
  - Review:
    - Music: 80
    - Sound: 80

**America's Fastest Selling Record**

- **12" LP CATALOGUE**
  - By Various
  - Presented by RCA Victor
  - Review:
    - Music: 90
    - Sound: 90

**Sacred**

- **CHINES AT DUSK**
  - By Various
  - Presented by RCA Victor
  - Review:
    - Music: 80
    - Sound: 80

**Folk**

- **FOLK SONGS AND FAIRY TALES**
  - By Various
  - Presented by RCA Victor
  - Review:
    - Music: 80
    - Sound: 80

**Jazz**

- **Continued from page 59**
  - **THE RETURN OF ART PEPPER**
    - By Various
    - Presented by RCA Victor
    - Review:
      - Music: 85
      - Sound: 85

**Musical revolutions**

- **BING SINGS WHILST BREGMAN SWINGS**
  - By Various
  - Presented by MCA
  - Review:
    - Music: 85
    - Sound: 85

**Activity**

- **DEALERS!* **
  - By Various
  - Presented by RCA Victor
  - Review:
    - Music: 85
    - Sound: 85

**Promotion**

- **MERCHANDISING DIVISION**
  - By Various
  - Presented by RCA Victor
  - Review:
    - Music: 85
    - Sound: 85

---

**Today's Billboard Music Personality Chart**

**Packaged Records**

**January 5, 1957**
AGAIN FROM WALT DISNEY’S STUDIO A SMASH HIT!

The Original Version

WRINGLE WRANGLE

b/w
THE BALLAD OF JOHN COLTER
Disneyland Record F-43 (43-78 rpm)

With
FESS PARKER

and
Music By CAMARATA

Featured In Walt Disney’s Picture
"WESTWARD HO THE WAGONS!"

and
Exploited Extensively on all
Disney TV Shows!

OTHER RECORDS AVAILABLE FROM THE PICTURE SCORE
Sound Track Album

"WESTWARD HO THE WAGONS!"
Camarata and Chorus

b/w "WRINGLE WRANGLE" (Inst.)
Camarata F-44

"THE BALLAD OF JOHN COLTER"
b/w "PIONEERS PRAYER"
Fess Parker
F-45

WDL 4008

Disneyland RECORDS
2400 West Alameda Street
Burbank, California
Capitol Releases 28 New LP's
Continued from page 10

 selling serious works have been es-
lected and will be featured in the sales campaign. No other price in-
centives for dealers, or special dis-
counts, during or return plans are
involved in the January release.

New classical material includes
a two-record LP by Agi Jambor, and
works by Rudolph Finkenauer.
The Hollywood Bowl Symphony Or-
chestra, Darin Milchan conduc-
ting the Concert Arts Orchestra, the
Hollywood String Quartet and the
Ballet Theatre Orchestra.

Pop Packages Include
Pop packages include the re-
lease of individual sets of Jackie
Glenn's "Music for Lovers Only" and
"Music to Make You Sway". Both
were previously released as one
album, with four tracks now added
to each package, in addition to
cover art and liner notes.

Three country and western pack-
ages are included in the release,
with wax by Tommy Collins, Faron
Young and Sonny James.

Capitol of the World releases
include music recorded in Ger-
many, Argentina, Denmark and
Holland.

Of the January merchandise,
four albums are in the firm's "V" series at a suggested list price of
$6.50. Lister includes two
Clown sets, Glen Gray and Nat
Cole packages.

Firm will continue with the dis-
tribution of its highly successful
"Duck Jockey Album Preview Kit"
shipping more than 2,000 copies during the month. In addition, a new consumer LP cata-
log will be available to dealers.

Shifts at Victor
Continued from page 10

ager of the Victor Singles Depart-
ment.

Dave Finn, former manager of
Candor Records, Victor's low-
price package subsidiary, will be-
come manager, planning and
special sales, for the entire Victor
Album Department. Finn will con-
tinue to supervise the Candor
operation, but it is expected that
he will devote a good portion of
his time to directing Victor's new
push on 45 r.p.m. Extended Play
(see separate story).

A new record, manager of field
sales, has been newly co-
ordinated to be filled by George Fuchkull. Later has been Chicago area field
man for the Album Department. Charles
Fach is the new coordinator of
Album Releases.

Irvin Tar, who, as manager of
Syndicate Sales, has spearheaded
Victor's drive into new outlets,
including records, gets a new title
to go with the expanded activity of
his department. Tar becomes manager, Special Market Sales.

The above changes were an-
ounced by Howard lettuce, Victor
vice-president and operations man-
ager.

Heller Exits
Continued from page 10

will be recorded, the plan will be to
continue marketing current catalog
items containing mainly of LPs
and Latin singles, while the de-
mand remains.

A large quantity of unissued material will be put on the market over an extended
period. The label has been best
known for its cha cha and mambo
singles. Under contract to the
label are the Loose Sisters and
several Latin acts.

Heller Exits
Continued from page 10

his departure from the two men,
Dart and Ferguson, to head the
Candor label. First big
Rainbow discoing was Ralph
Flanagan's "Thanks to Glenn Miller"
album, which not only started the
Miller revival but kicked off the
Flanagan band as a headline hall-
rroom and dance entry as well.

Hendler later sold out to join
Victor himself.

Three of Rainbow's important
titles were Ray Mendel's
"Jungle Fantasy," the original disco-
ing of "Music, Music, Music,"
and Dick Toddy's "Daddy's Little Girl,"
both issued at $4.50.

Both albums were produced by
Sylvia Cukin, now enjoying a
hit on Victor's Groove label.

Little Old Lady
Continued from page 11

ually, inspected each disk as he
put it on the scale, and set him-
selves up in a spot where he could
observe unnoticed.

He didn't have long to wait. A
little old lady came walking down
the aisle with a cane. She got to
the record rack, spotted the Finsley
display, took a forlorn look around,
and let go a couple of sharp
whacks with the cane...
THE BEVERLEY SISTERS

GREENSLEEVES

Billboard • THIS WEEK’S BEST BUYS

“A sleeper that is starting to break big in many important markets. The record is starting to climb fast now and could sneak into the charts very easily.”

COMING UP STRONG: No. 6 12/29

The Cash Box

“SURE SHOT”
1. Singing the Blues
By Elvis Presley—Published by Patsy (BMI)
BEST SELLING RECORD: L. Warner, Col 21543.

2. Green Door
By Donn Fendt—Published by Trudy (BMI)
BEST SELLING RECORD: E. Presley, Victor 25-6441.

3. Love Me Tender
By Elvis Presley, Vera Winters—Published by Elvis Presley Music (BMI)
BEST SELLING RECORD: E. Presley, Victor 25-6441.

4. Blueberry Hill
By Lonnie Donegan—Published by Chappell (ASCAP)

5. Just Walking in the Rain
By Ray Bolger—Published by Chappell (ASCAP)
BEST SELLING RECORD: R. Presley, Col 4278.

6. True Love
By Cole Porter—Published by Boston (ASCAP)

7. "Love Me"
By Terry Linn—Published by HH & Rags (BMI)
BEST SELLING RECORD: E. Presley, Victor.

8. Cindy, Oh, Cindy
By Harmony—Published by E. R. Music (BMI)

9. Hey! Jealous Lover
By Caleb-Walter-Bowdy—Published by Boston Music (ASCAP)

10. Rose and a Baby Ruth
By Johnny Dana—Published by Boston (BMI)
BEST SELLING RECORD: G. Hamilton IV, ABC-Paramount 931.

11. Banana Boat Song
By Alex Carey, Darly—Published by Brydon (BMI)
BEST SELLING RECORD: Tuxedo, Glory 504.
OTHER RECORDS AVAILABLE: Porte Suzon, Dot 15937; S. Lawrence, Coral 61672; J. Vargasat, Mercury 7038.

12. Friendly Persuasion
By William-Darlene—Published by Leo Feist (ASCAP)
BEST SELLING RECORD: P. Brown, Dot 15490.
OTHER RECORDS AVAILABLE: J. Bock, Cap 1933; G. Cates, Capitol 61782; Roy Acuff, De 10064; M. Legrand, Col 47151; A. Petitsa, Epic 8011; D. Rowe, MGM 12136; Bob Garcha, RCA-Victor 255.

13. Rock-a-Bye Your Baby
By Joan Edwards, Lon Lewis—Published by Warner-Mitch (BMI)
BEST SELLING RECORD: J. Lewis, De 30124.

14. Since I Met You, Baby
By Ira Joe Harner—Published by Propert (BMI)
BEST SELLING RECORD: L. Harner, Atlantic 1175.
OTHER RECORDS AVAILABLE: M. Bee, Dot 15511; M. Caruso, De 4279.

15. Moonlight Gambler
By Billboard-Seleger—Published by R. H. Marcus (ASCAP)
BEST SELLING RECORD: F. Laine, Col 47580.

16. Don't Forget Me
By Singletary—Published by Boston (BMI)
OTHER RECORDS AVAILABLE: P. Brown, Dot 15122.

17. Two Different Worlds
By Wayne-Pitch—Published by Prisma Music (ASCAP)
BEST SELLING RECORD: D. Hook, Jubilee 5266.
OTHER RECORDS AVAILABLE: A. Capone, Capitol 61659; D. Hopkins, Cap 3946; D. Kellman, Dot 10036; R. William-Jane Morgan, Kapp 161.

18. Gonna Get Along Without Ya Now
By Milne-Kelton—Published by Kelton (ASCAP)
BEST SELLING RECORD: Patience & Poverty, Liberty 5068.
OTHER RECORDS AVAILABLE: E. Brewer, Coral 6036.

19. Mary's Boy Child
By Lewis—Published by Scherman (ASCAP)

20. Mama From the Train
By Isley Gordon—Published by Vee (ASCAP)
BEST SELLING RECORD: F. Faye, Mercury 70781.

21. Garden of Eden
By Doreen Howard—Published by Republic (BMI)
OTHER RECORDS AVAILABLE: J. Vartan, VP 4225.

22. Honey Tank
By Douglas, Sheperd, Scott & Butler—Published by Blue (BMI)
BEST SELLING RECORD: B. Day, King 4959; T. Brown, King 4956.

23. Mutual Admiration Society
My Melody-Harold Kay—Published by Chappell (ASCAP)

24. Don't Be Cruel
By Otis Blackwell—Published by Elvis Presley & Sheehan (BMI)
OTHER RECORDS AVAILABLE: E. Foster, Victor 20-6464.

25. Young Love
By Cardo Jones-Rosie Carey—Published by Lowery Music (BMI)
OTHER RECORDS AVAILABLE: S. Jones, Cas 396.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.
LES BAXTER
His Chorus and Orchestra

THE CLOWN ON THE EIFFEL TOWER
A WOMAN'S DEVOTION
(From the Republic Picture "A Woman's Devotion")
record no. 3613

ALL OF MY LIFE
NEXT TIME
record no. 3614

GUAGIONE (LITTLE BOY)
(From the MGM Picture "Ten Thousand Bedrooms")
BOOGIE WOOGIE ITALIANO
record no. 3616

HOT STUFF! HIT ALBUMS

CAROUSEL
Original Soundtrack • W-984

HIGH SOCIETY
Original Soundtrack • W-773

JUDY GARLAND • T-734

LES BROWN'S IN TOWN
1-714

HOT STUFF! HIT SINGLES

NIGHT LIGHTS
TO THE ENDS OF THE EARTH
NAT "KING" COLE
No. 3531

TRUE LOVE
TINGE CROSBY and
GRACE KELLY
No. 3537

FIRST BORN
TENNESSE ERNIE FORD
No. 3533

YOUNG LOVE
SONNY JAMES
No. 3530

WISDOM OF A FOOL
THE FIVE KEYS
No. 3537

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

CINCO ROBLES (five Oaks)
FRAN ROBINS
LES PAUL & MARY FORD
No. 3512

HEY! JEALOUS LOVER
FRANK SINATRA
No. 3533

THE MONEY TREE
MARGARET WHITING
No. 3586

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### Best Sellers in Stores

**For survey week ending December 26**

<table>
<thead>
<tr>
<th>Week</th>
<th>Song Title</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>Week 23</td>
<td>SINGING THE BLUES (BMI)</td>
<td>G. Mitchell</td>
<td>1</td>
</tr>
<tr>
<td>Week 23</td>
<td>GREEN DOOR (BMI)</td>
<td>J. Lovesey</td>
<td>2</td>
</tr>
<tr>
<td>Week 23</td>
<td>LOVE ME TENDER (BMI)</td>
<td>E. Presley</td>
<td>3</td>
</tr>
<tr>
<td>Week 23</td>
<td>BLUEBERRY HILL (ASCAP)</td>
<td>F. Lane</td>
<td>4</td>
</tr>
<tr>
<td>Week 23</td>
<td>JUST WALKING IN THE RAIN (BMI)</td>
<td>J. Lewis</td>
<td>5</td>
</tr>
<tr>
<td>Week 23</td>
<td>LOVE ME (BMI)</td>
<td>E. Presley</td>
<td>6</td>
</tr>
<tr>
<td>Week 23</td>
<td>BANANA BOAT SONG (BMI)</td>
<td>T. Tubber</td>
<td>7</td>
</tr>
<tr>
<td>Week 23</td>
<td>ROSE AND A BABY RUTH (BMI)</td>
<td>G. Hamilton IV</td>
<td>8</td>
</tr>
<tr>
<td>Week 23</td>
<td>ROCK-A-BYE YOUR BABY (ASCAP)</td>
<td>J. Lewis</td>
<td>9</td>
</tr>
<tr>
<td>Week 23</td>
<td>HEY, JEALOUS LOVER (ASCAP)</td>
<td>F. Sinatra</td>
<td>10</td>
</tr>
<tr>
<td>Week 23</td>
<td>CINDY, OH, CINDY (BMI)</td>
<td>V. Martin</td>
<td>11</td>
</tr>
<tr>
<td>Week 23</td>
<td>CINDY, OH, CINDY (BMI)</td>
<td>E. Fisher</td>
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<td>Week 23</td>
<td>ROCK-A-BYE YOUR BABY (ASCAP)</td>
<td>J. Lewis</td>
<td>13</td>
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<tr>
<td>Week 23</td>
<td>MOONLIGHT GAMBLER (ASCAP)</td>
<td>F. Lane</td>
<td>14</td>
</tr>
<tr>
<td>Week 23</td>
<td>GARDEN OF EDEN (BMI)</td>
<td>J. Valint</td>
<td>15</td>
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<tr>
<td>Week 23</td>
<td>CRISS CROSS (BMI)</td>
<td>J. Lewis</td>
<td>16</td>
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<tr>
<td>Week 23</td>
<td>SINGING THE BLUES (BMI)</td>
<td>M. Robbins</td>
<td>17</td>
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<tr>
<td>Week 23</td>
<td>MOONLIGHT GAMBLER (ASCAP)</td>
<td>F. Lane</td>
<td>18</td>
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<tr>
<td>Week 23</td>
<td>GET ALONG WITHOUT YA (ASCAP)</td>
<td>L. Foster</td>
<td>19</td>
</tr>
<tr>
<td>Week 23</td>
<td>A GARDEN IN EDO (BMI)</td>
<td>N. Banks</td>
<td>20</td>
</tr>
</tbody>
</table>

### Most Played in Juke Boxes

**For survey week ending December 26**

<table>
<thead>
<tr>
<th>Week</th>
<th>Song Title</th>
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<th>Chart Position</th>
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<td>1</td>
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<td>GREEN DOOR (BMI)</td>
<td>J. Lovesey</td>
<td>2</td>
</tr>
<tr>
<td>Week 23</td>
<td>LOVE ME TENDER (BMI)</td>
<td>E. Presley</td>
<td>3</td>
</tr>
<tr>
<td>Week 23</td>
<td>BLUEBERRY HILL (ASCAP)</td>
<td>F. Lane</td>
<td>4</td>
</tr>
<tr>
<td>Week 23</td>
<td>JUST WALKING IN THE RAIN (BMI)</td>
<td>J. Lewis</td>
<td>5</td>
</tr>
<tr>
<td>Week 23</td>
<td>TRUE LOVE (ASCAP)</td>
<td>B. Crosby-C. Kelly</td>
<td>6</td>
</tr>
<tr>
<td>Week 23</td>
<td>HET, JEALOUS LOVER (ASCAP)</td>
<td>F. Sinatra</td>
<td>7</td>
</tr>
<tr>
<td>Week 23</td>
<td>HONEY TONK (Parts I &amp; II) (BMI)</td>
<td>B. Doggett</td>
<td>8</td>
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<tr>
<td>Week 23</td>
<td>DON'T BE CRUEL (BMI)</td>
<td>E. Presley</td>
<td>9</td>
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<tr>
<td>Week 23</td>
<td>CINDY, OH, CINDY (BMI)</td>
<td>V. Martin</td>
<td>10</td>
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<tr>
<td>Week 23</td>
<td>CINDY, OH, CINDY (BMI)</td>
<td>E. Fisher</td>
<td>11</td>
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<tr>
<td>Week 23</td>
<td>ROSE AND A BABY RUTH (BMI)</td>
<td>G. Hamilton IV</td>
<td>12</td>
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<tr>
<td>Week 23</td>
<td>MAMA FROM THE TRAIN (ASCAP)</td>
<td>P. Page</td>
<td>13</td>
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<tr>
<td>Week 23</td>
<td>LOVE ME (BMI)</td>
<td>E. Presley</td>
<td>14</td>
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<tr>
<td>Week 23</td>
<td>SINCE I MET YOU, BABY (BMI)</td>
<td>J. J. Hunter</td>
<td>15</td>
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<td>Week 23</td>
<td>GARDEN OF EDEN (BMI)</td>
<td>J. Valint</td>
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<tr>
<td>Week 23</td>
<td>CRASS CROSS (BMI)</td>
<td>J. Lewis</td>
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<tr>
<td>Week 23</td>
<td>SINGING THE BLUES (BMI)</td>
<td>M. Robbins</td>
<td>18</td>
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<tr>
<td>Week 23</td>
<td>MOONLIGHT GAMBLER (ASCAP)</td>
<td>F. Lane</td>
<td>19</td>
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<tr>
<td>Week 23</td>
<td>GET ALONG WITHOUT YA (ASCAP)</td>
<td>L. Foster</td>
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<td>Week 23</td>
<td>A GARDEN IN EDO (BMI)</td>
<td>N. Banks</td>
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<td>A GARDEN IN EDO (BMI)</td>
<td>N. Banks</td>
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</tbody>
</table>

### Most Played by Jockeys

**For survey week ending December 26**

<table>
<thead>
<tr>
<th>Week</th>
<th>Song Title</th>
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<th>Chart Position</th>
</tr>
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<td>2</td>
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<td>Week 23</td>
<td>TRUE LOVE (ASCAP)</td>
<td>B. Crosby-C. Kelly</td>
<td>3</td>
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<tr>
<td>Week 23</td>
<td>HET, JEALOUS LOVER (ASCAP)</td>
<td>F. Sinatra</td>
<td>4</td>
</tr>
<tr>
<td>Week 23</td>
<td>ROSE AND A BABY RUTH (BMI)</td>
<td>G. Hamilton IV</td>
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<td>Week 23</td>
<td>LOVE ME TENDER (BMI)</td>
<td>E. Presley</td>
<td>6</td>
</tr>
<tr>
<td>Week 23</td>
<td>FREE LOVE (ASCAP)</td>
<td>F. Sinatdra</td>
<td>7</td>
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<tr>
<td>Week 23</td>
<td>SINGING THE BLUES (BMI)</td>
<td>M. Robbins</td>
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<td>MOONLIGHT GAMBLER (ASCAP)</td>
<td>F. Lane</td>
<td>9</td>
</tr>
<tr>
<td>Week 23</td>
<td>GET ALONG WITHOUT YA (ASCAP)</td>
<td>L. Foster</td>
<td>10</td>
</tr>
</tbody>
</table>

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**Best Selling Sheet Music**

Songs are ranked in order of their current national sale. The list is based on sales of sheet music. Sales data is collected over a seven-week period and reflects wholesale sales to music stores. The top 50 songs are listed.

<table>
<thead>
<tr>
<th>Week</th>
<th>Song Title</th>
<th>Artist</th>
<th>Chart Position</th>
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</thead>
<tbody>
<tr>
<td>Week 23</td>
<td>SINGING THE BLUES (BMI)</td>
<td>G. Mitchell</td>
<td>1</td>
</tr>
<tr>
<td>Week 23</td>
<td>BLUEBERRY HILL (ASCAP)</td>
<td>F. Lane</td>
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<tr>
<td>Week 23</td>
<td>GREEN DOOR (BMI)</td>
<td>J. Lovesey</td>
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<tr>
<td>Week 23</td>
<td>LOVE ME TENDER (BMI)</td>
<td>E. Presley</td>
<td>4</td>
</tr>
<tr>
<td>Week 23</td>
<td>BLUEBERRY HILL (ASCAP)</td>
<td>F. Lane</td>
<td>5</td>
</tr>
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**Confidential**

<table>
<thead>
<tr>
<th>Week</th>
<th>Song Title</th>
<th>Artis</th>
<th>Chart Position</th>
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<tbody>
<tr>
<td>Week 23</td>
<td>DON'T ROCK THE LOVESHIP</td>
<td>SINCE</td>
<td>6</td>
</tr>
<tr>
<td>Week 23</td>
<td>CINDY, OH, CINDY</td>
<td>ROSE</td>
<td>7</td>
</tr>
<tr>
<td>Week 23</td>
<td>SAIL CRAW</td>
<td>HILL</td>
<td>8</td>
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<tr>
<td>Week 23</td>
<td>THE BELAFONTE DOGGETT</td>
<td>J.</td>
<td>9</td>
</tr>
</tbody>
</table>

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REPEAT AFTER ME
Patti Page
71015

YOUNG LOVE
The Crew Cuts
71022

I'VE GOT A NEW HEARTACHE
Sarah Vaughan
71020

GUAGLIONE WAHL-YONE
Ralph Marterie
71007

EV'RY MINUTE OF THE DAY
The Diamonds
71021

THE AUCTIONEER
Chuck Miller
71001

IF IT'S A SUNNY SUNDAY
Eddie Heywood
71014

KOOL KITTY
Buddy Johnson
71017

1812 OVERTURE
MINNEAPOLIS SYMPHONY ORCH. MG 50054

THE PLATTERS-VOL II
THE PLATTERS MG 20216

SASSY
SARAH VAUGHAN MG 36589

MANHATTAN TOWER
PATTI PAGE MG 20226

Percussion in Hi-Fi
DAVID CARROLL MG 20166

LOVE THEMES FROM THE CLASSICS
RALPH MARTERIE MG 20174

LOVE IS A MANY SPLENDORED THING
RICHARD HAYMAN MG 20123

ROCK AND ROLL
RED PRYSOCK MG 20188

ORGAN MELODIES IN HI-FI
SHAY TORRENT MG 20139

SWINGING WITH HER NIBS
GEORGA GIBBS MG 20170

SOMETHING FOR THE GIRLS
DICK CONTINO MG 20141

DINAH DINAH WASHINGTON MG 36065

COMING SOON!
SARAH VAUGHAN
sings "Great Songs From Hit Shows"
24 top favorites-two 12 inch long playing records
**Territorial Best Sellers**

For survey week ending December 20

**Allen**

1. Jamaica Farewell, H. Balfaqui, Vin.
2. Tree Love, E. Croydon, Kelly, Cap.
5. Young Love, J. Jones, Cap.

**Baltimore**

1. Faye May, E. Pedler, Vic.
2. Starring the Blues, G. Mitchell, Col.
4. Doak Forbidden, E. Boise, Det.
6. Rumba Real Song, Turvey, G.
7. Joe in a Million Faces, Mot.

**Boston**

1. Starring the Blues, G. Mitchell, Col.
2. Green Door, J. Love, Det.
3. Love Me Tender, E. Pedler, Vic.
5. Teenage Fantasia, E. Pedler, Vic.
7. Just Walking the Blues, J. Ray, Col.
8. Teen Love, E. Croydon, Kelly, Cap.

**Chicago**

1. Starring the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Pedler, Vic.
4. Rumba Real Song, Turvey, G.
5. Just Walking the Blues, J. Ray, Col.
8. Teen Love, E. Croydon, Kelly, Cap.

**Cincinnati**

1. Starring the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Pedler, Vic.
3. Blue and a Baby Ruth
4. Hamilton IV, Pat.
5. Don’t Take Away My Banana Boat Song, J. Lewis, Det.
7. Love Me Tender, E. Pedler, Vic.
8. Teen Love, E. Croydon, Kelly, Cap.

**Cleveland**

1. Starring the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Pedler, Vic.
5. Rumba Real Song, Turvey, G.
8. Teen Love, E. Croydon, Kelly, Cap.

**Dallas-Fort Worth**

1. Starring the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Pedler, Vic.
5. Teen Love, E. Croydon, Kelly, Cap.
8. Teen Love, E. Croydon, Kelly, Cap.

**Denver**

2. Love Me Tender, E. Pedler, Vic.
5. Teen Love, E. Croydon, Kelly, Cap.
8. Teen Love, E. Croydon, Kelly, Cap.

**Detroit**

1. Rumba Real Song, Turvey, G.
3. It Don’t Mean a Thing, E. Boise, Det.
5. Teen Love, E. Croydon, Kelly, Cap.

**Kansas City**

1. Starring the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Pedler, Vic.
5. Teen Love, E. Croydon, Kelly, Cap.
GENE VINCENT
AND THE BLUE CAPS

* IMPORTANT WORDS
* CRAZY LEGS

record no. 3617
A list of the Top 100 Record Sides in the nation according to a combined tabulation of dealers, disk jockeys and jule Box Operators reports to The Billboard's weekly popular record Best Sellers and Most Played surveys. Its purpose is to provide disk jockeys with additional programming material and to give trade exposure to newer records just beginning to show action in the field.

**The Top 100**

<table>
<thead>
<tr>
<th>No.</th>
<th>Song Title</th>
<th>Artist</th>
<th>Label</th>
<th>Last No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td><em>SLO MOON</em></td>
<td>E. Peake, Victor</td>
<td>Columbia</td>
<td>4</td>
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<tr>
<td>2</td>
<td><em>TENDER LYNN</em></td>
<td>Billie Holiday</td>
<td>Columbia</td>
<td>14</td>
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<tr>
<td>3</td>
<td><em>FAREWELL</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>9</td>
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<tr>
<td>4</td>
<td><em>HELLO DOLLY</em></td>
<td>Andy Williams</td>
<td>Columbia</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td><em>WASHED UP</em></td>
<td>E. Peake, Victor</td>
<td>Columbia</td>
<td>23</td>
</tr>
<tr>
<td>6</td>
<td><em>OCEAN BLUE</em></td>
<td>Perry Como, Victor</td>
<td>Columbia</td>
<td>9</td>
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<tr>
<td>7</td>
<td><em>THE BLUES</em></td>
<td>Maxine Sullivan, Imperial</td>
<td>Columbia</td>
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<tr>
<td>8</td>
<td><em>INSIDE YOUR LOVING</em></td>
<td>Billie Holiday</td>
<td>Columbia</td>
<td>17</td>
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<td>9</td>
<td><em>HOLDIN' ON TO MY LOVE</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>35</td>
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<tr>
<td>10</td>
<td><em>MAMBO AMOR</em></td>
<td>Tito Puente</td>
<td>RCA-Victor</td>
<td>4</td>
</tr>
<tr>
<td>11</td>
<td><em>IF I HAVEN'T SEEN YOU LATELY</em></td>
<td>Sam Cooke</td>
<td>Atlantic</td>
<td>12</td>
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<tr>
<td>12</td>
<td><em>LULLABY OF THE LEAVES</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>22</td>
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<tr>
<td>13</td>
<td><em>IT'S ONLY A紙</em></td>
<td>E. Peake, Victor</td>
<td>Columbia</td>
<td>1</td>
</tr>
<tr>
<td>14</td>
<td><em>IF I WERE WITH THE BAND</em></td>
<td>Tommy Dorsey</td>
<td>Decca</td>
<td>12</td>
</tr>
<tr>
<td>15</td>
<td><em>LAST NIGHT I DANCED WITH THE KING</em></td>
<td>E. Peake, Victor</td>
<td>Columbia</td>
<td>10</td>
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<tr>
<td>16</td>
<td><em>IF I WERE A WOMAN</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
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<tr>
<td>17</td>
<td><em>THE TAMERELLO</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>33</td>
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<tr>
<td>18</td>
<td><em>IF I WERE WITH THE BAND</em></td>
<td>Tommy Dorsey</td>
<td>Decca</td>
<td>11</td>
</tr>
<tr>
<td>19</td>
<td><em>IF I HAD A MILLION DOLLS</em></td>
<td>Carmen Macpherson</td>
<td>Mercury</td>
<td>24</td>
</tr>
<tr>
<td>20</td>
<td><em>I THOUGHT ABOUT YOU</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>38</td>
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<tr>
<td>21</td>
<td><em>I'D RATHER BE WARM</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>4</td>
</tr>
<tr>
<td>22</td>
<td><em>I'M SORRY I BROKE YOUR HEART</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>14</td>
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<tr>
<td>23</td>
<td><em>DON'T FORGET ME</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>10</td>
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<tr>
<td>24</td>
<td><em>THE ART OF LOVE</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>4</td>
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<tr>
<td>25</td>
<td><em>I'M A LOVER, NOT A WARRIOR</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>12</td>
</tr>
<tr>
<td>26</td>
<td><em>I'M NOT IN LOVE</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>10</td>
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<tr>
<td>27</td>
<td><em>I'M NOT IN LOVE</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>4</td>
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<tr>
<td>28</td>
<td><em>I'M NOT IN LOVE</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>4</td>
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<tr>
<td>29</td>
<td><em>I'M NOT IN LOVE</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>4</td>
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<tr>
<td>30</td>
<td><em>I'M NOT IN LOVE</em></td>
<td>Frank Sinatra</td>
<td>Capitol</td>
<td>4</td>
</tr>
</tbody>
</table>

**CAUTION TO DEALERS AND JUKE BOX OPERATORS**

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

*Note: The Billboard's music charts were published weekly, and the Top 100 list provided a snapshot of popular music at the time.*
THE GREATEST SMASH OF '56-'57
and it's on DOT

TAB HUNTER

SENSEATIONAL
WARNER BROS./
MOTION PICTURE
STAR

OUT TEN DAYS-
OVER 400,000 ORDERS

YOUNG LOVE

RED SAILS IN THE SUNSET

B/W

DOT # 15533

Dot
RECORDS, Inc. - Sunset and Vine - Hollywood, Calif. - Phone 10-3488

THE NATION'S BEST SHARING RECORDS

Copyrighted material
For just 25c a week these sales helps can mean
MORE PROFIT DOLLARS
FOR YOU!

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

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

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

• "HONOR ROLL OF HITS" POSTER — 17"x22", flashy two colors. Lists the Top 10 tunes of the week plus the up-and-coming hits.

• "BIG PLAY" POP ALBUM POSTER — 17"x22" in two colors. Lists the top selling albums. Great for self-selection displays.

• "BIG PLAY" CLASSICAL ALBUM POSTER (alternating with "BIG PLAY" JAZZ ALBUM POSTERS). Giant, 17"x22", two colors. Use 'em on counters and over self-service racks.

• "TODAY'S TOP TUNES"... give-away folders listing the tops in popa, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.

• NEW TITLES... NEW ARTISTS... NEW EQUIPMENT POSTERS—a big supply every kit, to dress up your windows, walls and counters. Real customer advertisers at the point-of-sale!

MAIL THIS COUPON NOW AND SAVE UP TO 50%

Mail to: Merchandising Division, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio

For just 25c a week these sales helps can mean MORE PROFIT DOLLARS FOR YOU!

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

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• NEW TITLES... NEW ARTISTS... NEW EQUIPMENT POSTERS—a big supply every kit, to dress up your windows, walls and counters. Real customer advertisers at the point-of-sale!
Columbia's First HIT of 1957

The FOUR LADS singing

WHO NEEDS YOU

b/w "IT'S SO EASY TO FORGET" Columbia 4-40811

COLUMBIA RECORDS
VOX JOX
By JUNE BUNDY

GAB BAG: Tom Edwards, WEKE, Cleveland, whose first Coral Record is cut this week, will pass out his Christmas cards again this year to kids at his record store. . . . Dick Drury joined WBIB, Detroit, effective January 1. . . Col Zeitlinauy, WVCR, WFAM, Go. (deejay, record librarian, chief engineer and sales- man-in-chief, his outlet), is the master for taped promotional spots by artists.

THIS 'N' THAT: Barry Kaye, WIAS, Pittsburgh, will emcee and stage another live show at the Music Theater next month. . . Manager-jock, Paul Nadel, WJMG, Cleveland, has set up a recording contract for the Johnny Penn Folsom Band with Done Records. . . Tom Edwards, WEKE, Cleveland, is realizing a complete list of record distributors and labels they carry.

. . . Alhno KFAL, Palm Springs, Calif., is only a 250 watt, its jocks probably in- terview more big names than any other station in the coun- try, since Palm Springs is the home of Frank Sinatra, Bing Crosby, etc., and a must fa- vorite with countless others. The station also has a captive audience, since 15,000 feet of solid rock kill Los Angeles ra- dio in the spa, leaving only KFAL, for local listening. KFAS jocks include Jim Amere- che, Bill Jenkins, Dick Court- ney, Bob Lee and Richard Anderson.

Under new management of the Paul Bumyan Broadcasting Com- pany, KKB7, Bemidji, Minn., will se- up its record programming with "The Billboard chart coming in for even more use in program- ming," according to jockey Jim Cartheby. "I'm a new manager at KKB7 Jim Hamacher, while new deejay shows include Ta- tera.

YESTERYEAR'S TOPS— as reported in The Billboard The writer's top ten on records JANUARY 4, 1947
1. The Old Lamp Lighter
2. Ole Butterfield Sky
3. (I Love You) For Sentimental Reasons
4. White Christmas
5. Rumors Are Flying
6. A Gal Can't Help It
7. The Whole World Is Singing My Song
8. Zip-A-Dee Doo Dah
9. Huggin' and Chokin'
10. The Things We Did Last Summer

JANUARY 5, 1952
1. Slow Poke
2. (It's No) Sin
3. Cy
4. Shrimp Rots
5. Dough-Araches
6. Little White Cloud That Cried
7. Tell Me Why
8. Undecided
9. Because of You
10. Cold, Cold Heart

YESTERYEAR'S TOPS— as reported in The Billboard The writer's top ten on records JANUARY 4, 1947
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1. Slow Poke
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6. Little White Cloud That Cried
7. Tell Me Why
8. Undecided
9. Because of You
10. Cold, Cold Heart

MONITOR MUSICAL SURVEY
According to a survey made by the NBC radio network show "Monitor," of all records which received the most local air play of any station last week in the following areas.

Chicago: "I Dreamed," Betty Johnson, Bally.
Miami: "Hey! Jealous Lover," Frank Si- natra, Capitol.
Hartford, Conn: "Jackie Wilson's" Milt Herth, M-G-M.

Dorsey from 8:30 to 9:30 a.m.; Bob Zelniker, 8:30 p.m.; Carrington, slotted from 3 to 5 p.m., and Fre- man from 10:45 p.m. to midniiight. The station, notes Cart- rington, needs platters for its now stepped-up programming schedule.

Gene Kaye, WIEL, Elizab- ethtown, Ky., has an interest- ing mystery tune gimmick on his show, whereby six participat- ing spots compete for the small prizes each night. Win- ners have to collect their loot in person at one of the adver- tisers' place of business, thus tempting in potential cus- tomers. Jocks at new station WIEL, West Warwick, R. I., are in the market for new and pho- tos of disk artists. Spinners include Jim Ross, George Fryer, R. J. B., Sam Bennett, Dave Balfour, Day Sandstorm and Art Wood. . . . Jim Mander, WICE, Providence, R. I., is ensuine local jazz concerts.

GIMMICKS: Hal Fryer, WFMJ-TV, Youngstown, has split his new album covers on his video disk show. . . Bob Wercy, WICT, Haines City, Fla., is conducting a one-man campaign to save the nickel cup of coffee. He has re- cruted the support of restaurant owners through Florida and neigh- boring States, each of whom has pledged himself to "serve an ex- cellent cup of coffee for five cents." To date 500 cafes have joined the movement.

Victor Cuts Price . . Continued from page 10

By IRENE CARROLL

I DON'T WANNA HEAR A LOVE SONG
I'VE GOT YOU

Heavy Advance Orders

 promotional Leonard I. Wolf Enterprises
DISTRIBUTORS: PHONE EDISON 9-3452 OR WRITE
2950 MADISON AVE., BRIDGEPORT 6, CONN.
Here's this year's itinerary:
January 13, Leaves New York
January 14, Boston, Massachusetts
January 15, Buffalo, New York
January 16, Cincinnati, Ohio
January 17, St. Louis, Missouri
January 18, Chicago, Illinois
January 19, Minneapolis and St. Paul, Minnesota
January 20, Milwaukee, Wisconsin
January 21, Pittsburgh, Pennsylvania

THE SECOND ANNUAL MARCH OF DIMES-RCA VICTOR STARLINER
GETS THE SHOW ON THE ROAD!

Remember last year's triumphant tour by the March of Dimes-RCA Victor Starliner? In city after city, this carload of top recording talent wowed the fans and collected a mighty mint of money for the continuing fight against polio. This year, the Starliner will be bigger and better than ever—with even more stars, more excitement. Watch for the March of Dimes-RCA Victor Starliner in your town. Climb aboard and help do a big job for a big cause.
This Week's Best Buys

Special imported records indicate these recent releases have broken out in one or more key areas. They do not yet have strong sales enough to show in Billboard’s national survey and therefore do not rate a “Comin Up Strong” label.

BANANA BOAT (DAY-0) (Shady, ASCAP)—Harry Belafonte—RCA Victor 6771—With each record single release, Belafonte has built up steadily improving total sales figures. This one looks as if it will carry him over the top. It is a big record in cities like Boston, New York, Philadelphia, Baltimore, Atlanta and Chicago. Flip is “The Big Ship.” (Shady, ASCAP). A previous “Spotlight” pick.

YOU DON’T OWE ME A THING (Aristo-Rose, BMI)—Look Homeward, Angel (Columbia, BMI) Philadelphia, Boston, New York, Chicago, Los Angeles and St. Louis are few of the cities where it is taking off in a big way. Flip is “Red Sails in the Sunset” (Shapero-Bernstein, ASCAP). A previous Billboard “Spotlight” pick.

I LOVE MY BABY (Staples-Bernstein, ASCAP)—“Willie” (Concord, BMI) This record has been coming up with substantial sales gains each week since release because it has now become an important chart contender. The reports from almost all areas are good, with one stop showing special emphasis. Flip is “Egghead” (Decca, BMI).

GINCO ROBLES (Warman, BMI)—Russel Arms—Eno 1025—Les Paul and Mary Ford—Capitol 3012—Two of the records competing on this page have built such substantial sales lead over the others. Arms looks best from a national point of view, but the Paul-Ford disk has been building such strength in certain areas (Los Angeles, for example) that it also must be looked at deeply in the established dollar and one-stop. Flip of the Arms plate is “The Beautiful” (Paul, BMI). The record is good, but the backing by Don Robinson (Trojan, BMI). The former was a Billboard “Spotlight” pick.
BIG NEW ONES FOR A BIG NEW YEAR!

"ONE SODA, TWO STRAWS" c/w "THERE, I'VE SAID IT AGAIN"
BOBBY SCOTT
with Don Costa, his Orchestra and Chorus
#9776

"STASHU PANDOWSKI" c/w "I DON'T WANT TO SET THE WORLD ON FIRE"
RUSS CARLYLE
and his Orchestra
#9772

"THE GIRL DOWN THE STREET" c/w "THE RIGHT TIME FOR LOVE"
THE DREAMERS
featuring Johnny Duggan
#9746

"LET YOUR LIPS RUN AWAY WITH YOUR HEART" c/w "WHERE YOU ARE"
RICHARD HAYES
with Sid Feller, his Orchestra and Chorus
#9777

"ROCK JUNCTION" c/w "SEAWEED"
FRIDDE MITCHELL
and his Rockers
#9778

YOUR CHECK LIST OF CURRENT CLICKS!

#9762
"LITTLE BY LITTLE" c/w "IT ALL STARTED WITH YOUR KISS"
MICKI MARLO

#9765
"A ROSE AND A BABY RUTH" c/w "IF YOU DON'T KNOW"
GEORGE HAMILTON IV

#9770
"AROUND THE WORLD" c/w "EVERYBODY LOVES PIERRE"
DON COSTA

#9749
"DON'T TRADE YOUR LOVE FOR GOLD" c/w "ALL THAT IS LEFT OF OUR LOVE"
JOHN LESLIE

#9774
"CONGO MOMBO" c/w "PONYTAIL"
MUVVA, (Guitar) HUBBARD
and his Stompers

#9766
"MY BABY POLKA" c/w "JUNE NIGHT WALTZ"
STAN WOLOWIC
and the POLKA CHIPS

#9773
"I'LL COME BACK" c/w "IT'S A PITY TO SAY GOODNIGHT"
EYDIE GORMÉ

#9775
"NIGHT TRAIN" c/w "DON'T CRY"
OWENS BROTHERS

ABC-PARAMOUNT
FULL COLOR FIDELITY

ABC-PARAMOUNT LASSOES ANOTHER BIG ONE!

BILL HAYES
(From the Walt Disney Production "Westward Ho, The Wagons")
delivers another great job!
A sure-shot to sweep the nation!

"WRINGLE WRANGLE"
c/w "WESTWARD HO, THE WAGONS"
(From the Walt Disney Production "Westward Ho, The Wagons")
#9785

FRESH POP PRESSINGS

EYDIE GORMÉ
ABC-150
EYDIE GORMÉ

IT'S POLKA TIME
ABC-151
IT'S POLKA TIME
Stan Wolowic & the Polka Chips

WALTER GROSS
ABC-153
WALTER GROSS PLAYS
HIS OWN GREAT SONGS
Russell Garcia & his Orchestra

BROADWAY HITS IN HI-FI
Irving Fields Trio
Smart dealers know that the top records bring in traffic for additional sales. And that's why the faster service they get from Uptown pays off... for dealers and operators get all the hot numbers while they're hot! No lost buyers... bigger volume! Try our convenient one-stop service. Get all the labels in one order... one shipment. Save on freight charges... give time and aggravation no rebates, no back orders, no delays. Once you tried our service you'll know why so many dealers say, "I pay $5 extra per record, but I make more money with Uptown service."
LOUIS PRIMA

WHISTLE STOP

BE MINE (LITTLE BABY)

Capitol RECORDS

Record No. 3615
**This Week's C&W Best Buys**

AM I LOSING YOU? (Bando, BMI)

WAITIN’ FOR A TRAIN (Peer, BMI)—Jim Reeves— RCA Victor 47-6974

HE HEARD HER SING (Peer, BMI)—Don Gibson

**C&W Territorial Best Sellers**

for seven weeks ending December 26

The following titles are based on the sales in 128 C&W stations and their deejays’ opinions in such stations.

**Birmingham**

1. Young Love, L. Jones, Cap.
2. You Don’t Have to Be Old, Howie C., Rca, Par.
3. I’m Gonna Love You, F. Jones, Par.
5. Don’t Do It, E. Prees, Par.

**Charlotte**

1. I Coulda Had Her, L. Traylor, Col.
2. Honey Bee, L. Traylor, Col.
3. I Wouldn’t Know Where to Begin, E. Arno, A&P.

**Dallas-Fort Worth**

1. Sing It, Blue, R. Robinson, Col.
2. You’re Just Like Me, L. Darden, Par.
3. I’m Gonna Love You, F. Jones, Par.
4. You Don’t Have to Be Old, Howie C., Rca, Par.
5. House of Blue, L. Darden, Par.

**Houston**

1. Sing It, Blue, R. Robinson, Col.
2. You’re Just Like Me, L. Darden, Par.
3. I’m Gonna Love You, F. Jones, Par.
4. I’m Gonna Love You, F. Jones, Par.
5. House of Blue, L. Darden, Par.

**Memphis**

1. Sing It, Blue, R. Robinson, Col.
2. You’re Just Like Me, L. Darden, Par.
3. I’m Gonna Love You, F. Jones, Par.
4. House of Blue, L. Darden, Par.
5. You Don’t Have to Be Old, Howie C., Rca, Par.

**Nashville**

1. Sing It, Blue, R. Robinson, Col.
2. You’re Just Like Me, L. Darden, Par.
3. I’m Gonna Love You, F. Jones, Par.
4. House of Blue, L. Darden, Par.
5. You Don’t Have to Be Old, Howie C., Rca, Par.

**St. Louis**

1. Sing It, Blue, R. Robinson, Col.
2. You’re Just Like Me, L. Darden, Par.
3. I’m Gonna Love You, F. Jones, Par.
4. House of Blue, L. Darden, Par.
5. You Don’t Have to Be Old, Howie C., Rca, Par.

**Talton’s**

1. Peacock 1602—J. Brown
2. I’m Gonna Love You, F. Jones, Par.
3. House of Blue, L. Darden, Par.
4. You Don’t Have to Be Old, Howie C., Rca, Par.
5. You’re Just Like Me, L. Darden, Par.

**Spiritual**

The SPIRIT OF MEMPHIS

FEAR NO EVIL—PEACOCK 1602—J. Brown is the caption on this label and that is just the beginning of the story. It seems that a certain radio station in Memphis, Tennessee, received a call from a disc jockey who was looking for a certain record to play. The disc jockey, J. Brown, was looking for a record that would help to promote the spirit of the city of Memphis. He had heard about the record "Fear No Evil" and wanted to play it on his radio show. The disc jockey was able to find the record and played it on his show. The record became very popular in Memphis and helped to promote the spirit of the city. It was also a big hit on radio stations all over the country.

**Rhythm**

No record

**Polka**

FRANKE YANKOVIC

COLUMBIA 409—Polka music in its purest form—neither stylized nor overdone. It is just good old fashioned Polka with a kick. The tunes are written by Frank Yankovic and his son, Frank Jr. and are all Polka favorites. The record is produced by Frank Yankovic and his son, Frank Jr. and is distributed by Columbia Records.

**FOLK TALENT & TUNES**

By BILL SACHS

Around the Horn

Bill Collins, popular Houston C&W deejay, has been engaged by the January 26 concert series with the Phillips Morris Country Music Show. Bill Collins was the host of "Around the Horn," but he left the show in December to return to Houston. He is now back on the show and will continue to host it. Bill Collins is a well-respected deejay in the C&W field and his return to the show was much appreciated by the fans.

**Review of the Week**

**C&W Records**

ROBERT LORD

My Baby’s Not Baby Anymore... (Capitol, BMI)

JOHNNAH AND JAC

VICTORY BILL: (Victory, BMI)

LEWY PRINZ

Glad I Found You (Capitol, BMI)

WILMA LEE AND STONEY COOPER

Life Is Full of Tears (Capitol, BMI)

WILLIE DAVIS

SINCE I RAN away (Columbia, BMI)

Johnnie Coates, who has been with the band, formerly a member of the "Blue Yodelers," has taken the lead on his new show. He has been a member of the group for several years and has been a hit with the fans. He is known for his powerful voice and his ability to sing a variety of styles. The show is called "Johnnie Coates and His Country Yodelers" and features a variety of guests and musical numbers. The show airs every Saturday evening on WJAT, Waco, Texas. The band is made up of several members and is directed by Johnnie Coates. The show is broadcast on several radio stations and is also available on the internet. It is a great show for anyone who enjoys country music.

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For survey week ending December 26

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

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**Rhythm & Blues Notes**

**BY GARY KRAMER**

Jack Gold has formed a new label to be called Paris Records. Gold was a disc director and sales manager of Pilgrim Records, where he produced "Follow Me" by the Four Aces and "I Don't Want to Settle Down" by the C-Clops. Gold is taking these two groups with him to the new label. Rosemary Jone and Sue Mel-O-Dots also are signed to Gold personally and will be recorded by him for Paris. It is interesting to note that both of the recent Equitones releases became important tunes. "Look Homeward, Angel" is the current Johnny Ray hit. "Follow Me" also has been done by Billy Williams and Bertie Neal. The Paris label's initial distribution set-up will be that of Pilgrim Records.

Juke box managers duh. Virgil Reed has a Jimmy Wiggins LP in the week's top ten. Dig Records in California is adding a line of R&B, LPs to its singles business. "The Five Keys: Wisdom of a Fool" is the current number three best seller for Capitol Records, preceded only by "Hey, Jealous Love" and "True Love." The Sail Spots have been set for a semi-annual stand at the Flamingo Hotel, Las Vegas. Highest new record around is Patsy Dono's "Blue Monday." Lee Choul, Imperial pressey, says that he already stands at the 250,000 mark. Domino is being hailed to play the Hollywood Palladium, the last attraction to play that location in years, if negotiations are successful.

Two Los Angeles distributors, Jimmy Warren and Jack Anderson, of Central Record Sales, celebrate the 10th anniversary of their partnership this week. Both started working together with the old Exclusive Record Company under Leon Reno. Johny Otis is working a series of week-end and A.B.C. concerts in the Cavina, Calif., area. His TV show also has been renewed for another 13 weeks. Otis is developing a promising talent in singer Larry Hart.... Nomination for "Eye out record of the week" is "Cheese and Crackers" by Roscoe Gordon (Son).

**Palmer Heads Merc in West**

HOLLYWOOD—Lee Palmer, for the past six years associated with Mercury Records as branch manager here, has been named president and divisional manager of the company. Palmer's appointment is effective immediately and he will continue in the 11 Western states for Mercury, reporting to sales top- per Harvey Price.

Mercury named Noman Dudley to succeed Palmer at the Los Angeles branch.

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**R&B Best Sellers in Stores**

Records are ranked in order of their estimated national selling importance to the retail level, as determined by The Billboard's weekly survey of dealers through the country, with a high volume of sales in rhythm and blues constituting the essential criterion. Records are listed by numbers, with a tie going to the number one at the time. New releases are not included until next week's report. Where songs are listed at a given price, both sides are listed in bold type, the leading side at top.

1. BLUEBERRY HILL (ASCAP)—F. Domino...
2. SINCE I MET YOU, BABY (BMI)—L. Hunter...
3. AIN'T GOT NO HOME (BMI)—C. Henry...
4. JIM DANDY (BMI)—L. Baker...
5. YOU GOT ME DIZZY (BMI)—J. Reed...
6. OH, WHAT A NIGHT (BMI)—Del...
7. BLUE MONDAY (BMI)—F. Domino...
8. SINGING THE BLUES (BMI)—C. Mitchell...
9. THE JUMP (BMI)—J. Reed...
10. I FEEL GOOD (BMI)—Shirley & Lee...

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

Records are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. Records are listed for all sides on each of a record, those being compared to determine position on the chart. The chart is such that both sides are listed in bold type, the leading side at top.

1. SINCE I MET YOU, BABY (BMI)—L. Hunter...
2. AIN'T GOT NO HOME (BMI)—C. Henry...
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**Most Played R&B by Jockeys**

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

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**A BOMB SHELL!!!**

**GUIDED MISSILES**

By The CUFF LINKS

---

**THE MIDDLENIGHTER**

**R&B Territorial Best Sellers**

For survey week ending December 26

**Atlanta**

1. Ain't Got No Home, C. Henry, Aga.
2. Blueberry Hill, F. Demone, Imp.
3. Love in Stereo, Mfill & Sylvia, Ode.
4. You Got Me Scared, J. Reed, Vl.
5. I Want You, J. Hunter, Ad.

**Chicago**

1. Ain't Got No Home, C. Henry, Aga.
2. Blueberry Hill, F. Demone, Imp.
3. Love in Stereo, Mfill & Sylvia, Ode.
4. You Got Me Scared, J. Reed, Vl.
5. I Want You, J. Hunter, Ad.

**Cincinnati**

1. Thousands Miss Away, Heartbreak, Rca.
2. In the Dark, A. Cale, Eim.
3. I Want You, J. Hunter, Ad.
5. Love in Stereo, Mfill & Sylvia, Ode.

**Detroit**

1. I Want You, J. Hunter, Ad.
3. Love in Stereo, Mfill & Sylvia, Ode.
4. I Want You, J. Hunter, Ad.
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**Los Angeles**

1. Green Days, L. Tex, Ele.
2. Love in Stereo, Mfill & Sylvia, Ode.
3. Three Men in a Baby, Mfill & Sylvia, Ode.
4. I Want You, J. Hunter, Ad.
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**New Orleans**

1. U-S-It (I'm Dancing), E. Reid, Imp.
2. Blueberry Hill, F. Demone, Imp.
3. Ain't Got No Home, C. Henry, Aga.
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**Washington, D. C.**

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2. Blueberry Hill, F. Demone, Imp.
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3. Three Men in a Baby, Mfill & Sylvia, Ode.
4. I Want You, J. Hunter, Ad.
5. Love in Stereo, Mfill & Sylvia, Ode.

**New Orleans**

1. U-S-It (I'm Dancing), E. Reid, Imp.
2. Blueberry Hill, F. Demone, Imp.
3. Ain't Got No Home, C. Henry, Aga.
4. I Want You, J. Hunter, Ad.
5. Love in Stereo, Mfill & Sylvia, Ode.

**Philadelphia**

1. I Want You, J. Hunter, Ad.
2. Love in Stereo, Mfill & Sylvia, Ode.
5. Thousands Miss Away, Heartbreak, Rca.

**St. Louis**

2. You Got Me Scared, J. Reed, Vl.
3. I Want You, J. Hunter, Ad.
4. Love in Stereo, Mfill & Sylvia, Ode.
5. Thousands Miss Away, Heartbreak, Rca.

**Washington, D. C.**

1. You Got Me Scared, J. Reed, Vl.
2. Love in Stereo, Mfill & Sylvia, Ode.
3. You Got Me Scared, J. Reed, Vl.
4. Love in Stereo, Mfill & Sylvia, Ode.
5. Thousands Miss Away, Heartbreak, Rca.

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**FOLK TALENT AND TUNES**

*Continued from page 42*

above will go out to the deejays.

LeRoy Frizzell (Columbia) and wife, Alice, are celebrating the renewing of their marriage vows, January 27th. Last week LeRoy embarked on a seven-day flying trip, with engagements in Edinburg, Texas, December 26; Calgary, Alta., December 27; Denver, Dec. 28; Tucson, Ariz., December 31; Albuquerque, January 1, winding up at Colorado Springs, Colo., on New Year's Day. He then flew back to Hollywood, where Station...
Life Among Lizards
Not Always Rosy!

and 75 cents since 1942. At the
same time, the price pays to show
bees a more arduous time. For the
sales rights have multiplied even
more. This was a time when the
room was only larger than it was for a
week when he started.

Farming a Problem

Feeding a stock of a thousand
chameleons is a problem. Most bug
men have one or two, and they would also face
to those who look. But temperatures
are a greater problem in some cases.

One shipment to a winter clin-

cent at Milwaukee arrived in eight
weeks. Upon opening the box, the
low temperature just showed that
the warm hotel room and they
thawed out. When he returned there
were hundreds of thousands of

In their native haunts, these
chameleons spend their time
in an airy climate. But in New
England, the temperature is
much lower, and the chame-
leons were drooping like
homes until Trocys men could re-

ents with his beards.

Buffalo was the scene of some
otherwise forgotten episode in which
Trocky discovered it. The story is a
joke about how it was handled
and was never forgotten. The
joke which describes sale of rep-
tics. Since this includes birds, no
one is sure how many there are in
40 years. But Trocys was with the
flying circus when it played sub-
urban New England, and his bug
bears were all up and down the
middle. Chameleons were a true novelty to the Buffalo
men and the chameleon business was big.

Trocys reports that while Boston
is one of the best spots for
tiny sales, they also go well in other
cities such as New York, Boston,
Baltimore, Chicago and Los An-
geles.

But New York is a guaran-
tee for bug men. Three weeks at
Madison Square Garden will total a
single day's business in Boston.

There are also variations in lizards
in Cuba and Puerto Rico that
Trocys investigated, they are too
good to risk, they hate customers.

Reason for looking into these
two lines was an embargo placed
on chameleon shipments from
Cuba. Only biological and scientific
reasons were to be available. That's when he learned a biological supply
company and stayed in business.

Big men since their calling back to
a 1905 conversion of the Ellis
Landsdowne, the company is
believed to have his first

1939-40 season and will last
long after that he was training airline.

Training is that status in which
consumers are relatively new to
work the crowds it draws but have
cost money to provide. There
pay no percentage to it. Training is
counted as not quite cricket, but
nevertheless an excellent
morning and evening class.

How many have found his way
to Tropelines Sells-Barnes & Bailey
and Ringling Bros. Big show
came into 1937, which
coming thing and invited Mike to
join the show. Mike has been
with Sells-Potts, Hug
embassy-Wallace, Polack Bros.,
several other circuses, as well as
Ringling-Barnum. Trocys joined
the circus in 1924. By
that time, there were bug men with
his name in every other city in town.
Benney laurel studied Sparkies Circus.
William Monroe worked the Wallace
as his own circus. New York City
and the Floto show had plenty
of bugs to sell at A Century of Progress.

In the recent years, Roy Boers has
been with the Yale Beauty Circus.
Robertson makes bug shows, in-
cluding the Ringling Bros. and Barnum
Bros., while Trocys and company
appear at the New York Madison Street
Square Garden Floto. Shows are
relatively new outlet for bugs, but
much larger than in previous circuses.

Racing Fans
Honour Moyer
Of Reading

POTTSTOWN, Pa.—Roy Moyer,
director, publisher and auto race
fanatic, of Reading, Pa., was honored
here recently by the Conshohocken
Flieg Club Fan Club as the "Individ-
ual of the Week" in recognition of the
race

The kid rides will be spotted on the
highway and will be operated by the
concessionaire. The tickets will be
sold for a major day at one toll booth
out of the Tri-State Toll Bridge and
Kid tickets, each equal to tolls taken
in the past year at the same point in
the close season. Composed with
delicate detail line are decorated with
traits of the circus and features of
Trocys's O.C.F. Canadian whisky.

National Tour
The exhibit will get up
Kinderhook, N.Y., for the 300-
West 50th Street, where it opened a three-
year national tour November 27.
It will remain there until January

Park Man Named
Concession Boss
For Inauguration
WASHINGTON — Gerald P.
Price, of Glen Echo Amusement Park,
has been announced as vice-
chairman of the Concession
Company, for the special

Inauguration. President
coop.

The New Development
The New Development
Moyer was honored for his
work during the past season
and his active satisfactoriness for the
1937 campaign.

PRETTY SLIM PICKING
FOR THREE-DAY HOLIDAYS

NEW YORK—Federal legis-
lation provides for the
75-day holidays to fall always
on the first Monday of each
month. The exigencies of the
present month to the
fact that the Federal
provides for only one three-day holiday
which affects all people, and that
is the traditional Labor Day.

Rejection in the announced
rule has been noticed to riggling holidays
which have been held by the
many operators feel that a long-weekend will en-
courage citizens to take extended
trips to for-far-off places, which
would result in adding shade and
speeding over a three-day area.

Opponents, however, say it
is just as good to have a holiday in
midweek, claiming that between
Saturday and Sunday a family has
probably enjoyed itself in;
it's a day off and the Fourth of July
is a day on.

Outside of Labor Day, holidays
for 1937 almost all fall in midweek.

Not surprisingly, of New Year's,
the 30th day will fall on a Tuesday.

Monday, May 25, and the Fourth of July
this year.

Washington's Birthday will
fall on a Tuesday in 1938,
the first part of a week
and the Fourth of July
on a Saturday.

This year's weather was the
worst it has been experienced in 34 years of
experience, Moyer recited. He credited
the features of the competing

attendants. The inadequate in
scheme, with holding grasses to a
high level.

For 1937 Bean has ordered five
Fords, five Plymouths and five
Chevrolet's for the railroad.

The "Hillbilly" weather will
last through the week
while the remaining one will be
worked out by New York Designer
Ralph Johnson.

Bean's weather is reportedly encour-
ging, he said. The weather is expected to
be good and work is still

Howard Swim Show
Inks Iowa Fairs

CHICAGO—The Sum Howard
show will be seen at eight
fairs in Iowa this year, from
1937, Ernie Young, of GAC-
Hammer Bros. Company.

Annals booked by the swim-
and-drive show include Iowa
in Dubuque, Cresco, Coralville,
Wakonda, Manson, Missouri Valley,
North Dakota the unit will play at
Jamestown.

Mobile Schenley Unit
Offers 'Toll' Contest

NEW YORK—A novel
involving an ever more

s Jacqueline-esque
with the Schenley Distillers Company
in efforts to increase the
allowing the consumer. The mobile units, which
will likely pay fair and celebra-
ten days and which are

the result of a 34-foot bridge
in the footsteps of the Circus
Clock and Scherlock Holmes, it is
the first unit out

Ozone Theater, Kiddieland Set
For Illinois Town

HAMES INKS
QUEBEC FAIR
THREE RIVERS, Que.—
Exposition Regionale et Tribu-
nale for its night grandstand
show to Barness-Carethers
Theatrical Enterprises, Chi-

carethers, which will
provide the show for six

months, was represented in
represented by Shadrack Len

BUCKLER BLUkers Weather
In '56; Outlook Good for '57

COHEN, N. Y. — Forty days
of bad weather were not enough
in the El Paso, Texas, area in the
red last season, promoter Ward
Bean recanted last week to tell
ings for the plan of 1957 on his
auto units. Early indications are
very good for a successful
season, he said, and he feels that
the weather will be just the
same. Ward Bean recanted last week to tell
ings for the plan of 1957 on his
auto units. Early indications are
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very good for a successful
season, he said, and he feels that
the weather will be just the
same.
GEOGRANS URGED TO SAVE ASSN.

ATLANTA—Another intense appeal was sent out this week by Joe F. Prouty in efforts to stimulate attendance at the annual meeting of the Georgia Association of Agricultural Fairs.

The event is set for January 14 in the Bimbo's Hotel, and members have been advised that unless attendance and interest show an improvement the association may be forced to disband.

Conn. Range Draws 619,161 Over 10 Years

NEW LONDON, Conn.—Ten years of miniature golf operation at Ocean Beach, city-owned park here, have resulted in 619,161 paying customers, according to figures released by Edward R. Hinkle, city manager.

The course was built in 1946 by Holme Cook for the city, and Cook has operated it since as a nonpermanent one. The city provided ticket takers. Peak day during 1956, Hinkle said, topped 2,400 golfers.

Cook is constructing a 20-position patrol range at Ocean Beach, which he also will operate. It is a development similar to his range in Kiddie City, New York, which features targets fastened to a moving wall.

WINTER FAIRS

California


Connecticut

Manchester--Barberry Pkt. March 13-17, A. O. Biddinger.

Cashed out at Fair Assn. March 8-10, J. J. Parise.


Roller Coasters and the "Wildmouse"

R. A. Schiff & Associates, Inc.

191 W. 25th Ave. Miami, Fl. 

King Amusement Co.

1520 N. 35th St., Atlanta, Ga.

DAMON FARMERS AGRICULTURAL ASSOCIATION Pocket Mirror:

For sale by a local manufacturer:

Robert Parks and Kenneth Clark.

The Till-A-Whirl Ride

Standard Equipment Features for 1957

Fluorescent Lighting

Fiberglass Car Tops

Enclosed Reduction Gears

Steel Fence Rails

Sellner Mfg. Co.

For Sale:

Tubs-O-Fun Ride

Very popular 48 passenger, kiddie-adult ride

Hampton Amusement Co.

Portage Des Dunes, Ill. (Phone: Dolores 2-2211)

The biggest profits come from the best rides

MERRY-GO-ROUND, TRAINS, KIDDIE RIDES

Complete line, including equipment and

H. E. Fuart Company

701 East Central Street

Compton, California

MERRY-GO-ROUND

1957 KIT-PARKAY 30" RIDE UNIT,

WORLD'S LARGEST MANUFACTURER

OF THE LARGEST MANUFACTURER

OF AMUSEMENT RIDES

ALLAN HERSHEYELL CO., INC. - EST. 1880

NORTH TONAWANDA, N. Y.

"THE WORLD'S LARGEST MANUFACTURER OF AMUSEMENT RIDES"

BUY A 'NATIONAL' RIDES—WATCH YOUR PROFITS SOAR

Rides built by National over 40 years ago are still in operation and considered good to replace

National Is Famous For...

- Complete Kiddieland
- Century Flyer (High Speed Transistor)
- Tractoc Train (The Park Rider!)
- Comet Jr. (Junior Coaster)
- Kiddie Buggy Ride
- 110-730 (Junior Parlor)
- The Pony Train (110-250 Parlor)
- Kiddie Four Wheel
- For safety and profits
- Streamlined Car Design
- Custom Built (For Your Coaster)
- Panoodles (Design for Big Parlor)
- Junior Miniatures
- Am. Old Favorites
- Laughing Sounds
- Merry Happy (for Little Spaces)
- Old Mills & Mill Chimes

Write for Details

AMUSEMENT DEVICE CO.

BOX 480, YAP

Phone Milledgeville 5464

DATTON, OHIO
COTTON CANDY

Making a new Cotton Candy Machine this year? Then be sure you buy a WHIRL-WIND—the machine that does everything easier, quicker and better.

At recent State Fair shows of the fourteen machines on the lot now the WHIRL-WIND—it has to be good to have that kind of acceptance. Before you buy any machines ask for our circular on the WHIRL-WIND, the machine you will eventually buy.

GOLD MEDAL PRODUCTS CO.
CINCINNATI, OHIO

THE FINAL CURTAIN

BERKOWITZ—Max, 59, veteran Michigan carnival concessionaire, December 20 of a heart attack in Detroit. He had been a director of the Michigan Showmen's Association, Detroit, for years, and was chief man of that city's children's Christmas party for the past three years. A son, Charlie, sur-
vives.

CRAIG—Malcolm. Former treasury-taker of the Four Lake Sick, Agricultural Society, recently after a lengthy illness, Survived by his wife, two sons, and two daughters.

DALZIEL—Sandy. Of the three Dalziel brothers, Sandy, Bob and Joke, what Cheer, la., and bar man with the Barnes & Bailey and Ring. Bros. circuses, he was 67 years old, November 27 in Des Moines of a heart attack following an opera-
tion for a heart ailment. He had been in the road in 1915 to play Des Moines theaters and for many years had been treasurer of Local 73, American Federa-
tion of Musicians, Des Moines. His widow survives.

DOUGLASS—Roland, 94, December 20 in Detroit following an accident. He had been a billposter with the Selli-Frost and L. B., Rutin, and Barman & Bailey circuses, contact man, former vaudeville performer, promotion advertising man, stagehand, motion picture projection and cinematographer at Edgewater Park, Detroit. He was a member of the Michigan Showmen's Association, Motion Picture Theaters, International, local 191, Stagehands Local 558, and the United Brotherhood of Billposters' Union. Survived by his wife, Thelma, and a son, Roland Jr., in Forestville Cemetery, Detroit.

GEORGE—Lydia, Mrs. Geo., 80, of Chicago, Ill., with her husband, Bill, is an independent concessionaire. Dec-
ember 23 in Chicago, her serv-
ses December 28 and burial in Oakville, Pa.

HILLERY—Charles, veteran Eastern carnival man who until two years ago was ac-
tive with Wildlife and Colburn shows with such organizations as the King World, Colburn Bros., Par-Mill and C. O. Buck shows, re-
cently in a Blagojivat, N. Y., hospital. Services and burial De-
ember 22.

JENNISON—C. H. (Pop) former carnival manager who be-
came well known in Georgia and surrounding States as leader of his own concert band at many outdoor functions in the early 1900's, recently, at his home in Moultrie, Ga. He came to Moul-
trie in 1907 and was responsible for organization of the local high school band. Survived by a son.

KLARK—Glydy, stage, radio and TV actress who at one time toured with her Glydy Klack Stock Company, December 16 of a heart attack at her home in St. Paul, Minn. She was returning from a tour of the Val Bollard Fashion Play. She was the widow of J. E. Bollard, operator of the Val Bollard stock company and father of Mr. and Mrs. Hardin Klack, of the Hardin Klack Company. She was a clea-
ter member of Equity and the American Federation of Tele-
vision and Radio Artists. Serves-
ting is her son, Val Bollard.

SEVILLE—Jack, co-owner of Jack's United Shows, December 24 in an automobile accident in Louisiana. (Details in Carnival section.)

SMITH—James, 20, professionally known as Joe Mix Jr., ticket seller, roper, lasso, rope joker and wrangler, December 21, at a hospital in Fort Worth, Texas, where he was operated on for a fractured arm. He had been in the business for two years, recently in a carnival in California. He leaves a father, Jesse, and a brother, James, Jr., in the business, and a brother in a campground in New Mexico.

STENHOUSE—Mrs. Edith McCloskey, December 22, at her home in Carbondale, Ill. She was the widow of John McCloskey, owner of a livery stable in Carbondale, and leaves a son, John Jr., in Carbondale. Family and friends are invited to attend her funeral service, Monday afternoon, at 3. Interment will be in Evergreen Cemetery, Carbondale.

UNITED STATES TENT AND AWNING CO. Established 1870. Over 85 Years of Experienced Service.

UNITED STATES TENT AND AWNING CO.

100 Avenue A, Chicago, Ill.

1349 W. rattan Dr., St. Louis, Mo.

Boston, Mass.

Circus Routes

From Owasso, Okla., to Deadwood, S.D., in 29 days.

THE BILLBOARD

JANUARY 5, 1957

COTTAGE CANDY

Drawing two different mixed drinks--
COKE or PEPSI and ROOT BEER

Draft beer drawn PLAIN CARBONATED WATER
(Includes electric carbonator and mechanical refrigeration).

COMPLETE, READY TO USE!

FOR INFORMATION

MULTIPLEX FAUCET CO.
1600 Ferguson Ave., Dept. 88, St. Louis 14, Mo.

CINNAMON CANDY

Aging a new Cotton Candy Machine this year? Then be sure you buy a WHIRL-WIND—the machine that does everything easier, quicker and better.

At recent State Fair shows of the fourteen machines on the lot now the WHIRL-WIND—it has to be good to have that kind of acceptance. Before you buy any machines ask for our circular on the WHIRL-WIND, the machine you will eventually buy.

GOLD MEDAL PRODUCTS CO.
CINCINNATI, OHIO

BEATTY OUTFIT

Plans Changes

IN EQUIPMENT

DE LAND, Fla.—Work of re-
building the Clyde Beatty Circus started the day after New Year's at winter quarters in the fa-

grounds under Karen manager, is in charge in the absence of Frank and Dolly, who is scheduled for a European jaunt.

A complete overhaul and many major improvements are planned. Tent makers have been in con-
ference with Karen regarding the size of the new top. The top used in 1956 was 140 with three 50-
foot middle pieces.

Rehearsals have already been started at quarters for the domestic animals, elephants, horses and ponies in preparation for winter dates to start soon. Clyde Beatty is

(Continued on page 54)

FOLLOW THE LEADER!

If you need personal serv-
ices—HOP ON OUR BANDWAGON!—
join the thousands of Showmen who insure with an agency

Charles A. Lenz

"The Showmen's Insurance Man"

1492 South St., North
St. Petersburg, Fla.

PHONES: 8531-1851

To MAKE

$200

A DAY

On Candy

In NEW PERFECTION This EVERY-
THING; Write for Information.

ELECTRIC CANDY FLOSS MACHINE CO.
600 Avenue A, Northfield, N. J.

BEATTY OUTFIT

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In NEW PERFECTION This EVERY-
THING; Write for Information.

ELECTRIC CANDY FLOSS MACHINE CO.
600 Avenue A, Northfield, N. J.
NEW YORK—Results of the first scientific and comprehensive survey of the roller-skating industry, undertaken by a Fairweather Foundation scale for the Roller Skating Foundation of America by the marketing firm of Ben Angell & Associates, Chicago, were announced last week by George Shovlen, executive secretary-treasurer of the RSAF.

The survey includes ridership in general, dot, location, fixations, personnel, box-office, draws, customer-appeal, programs, dress, and skate rentals.

According to the statistical study, there are approximately 4,600 roller-skating rinks in the United States, half in cities of 5,000 population or less. Thirty per cent are in cities of 5,000 to 20,000 population and 25 per cent are in cities of more than 250,000.

Patrons are young, it was reported by those interviewed, '79 per cent of whom were young men and the remainder risk managers. Almost one-fifth of the customers are 15 years old or younger, and age of 15 to 20 per cent are between 19 and 20 and only 10 per cent are over 21.

Party nights are a regular feature in eight out of 10 rinks, with roller skating once or two times a week and 25 per cent of the rinks offering party nights three or four times weekly. Dancing is included in 27 per cent of the skating programs. 15 per cent of the rinks offer neonlight or spotlight skating, and skating games are on the programs of 18 per cent of the rinks.

There are no dress restrictions at the majority of roller rinks, and only 18 per cent report that they enforce dress regulations rigidly.

The RSAF survey shows that about 35 per cent of the costs of the rinks operate six or seven nights each week 25 per cent are open four or five nights, and only 20 per cent operate less than four nights a week. Generally, roller rinks average 600 skaters each week and 13 per cent report an average of 1,000 or more. General admission prices range from 30 cents to 50 cents 84 per cent of the rinks. About one-fourth charge more than a half-dollar and the rest have a 35-cent box-office fee.

About 20 per cent of the rinks are on a stock of up to 100 skate shoes for rental to patrons, 25 per cent have 100 to 200, 25 per cent have over 200, and the rest have over 300. Out of 10 rinks 19 per cent charge 25 cents for shoes, and 40 cents charged by 25 per cent and only 11 per cent charge more than 40 cents.

When it comes to music, 51 per cent of the rinks cover between 5,000 and 10,000 square feet. Only 18 per cent are smaller than 5,000 square feet. For the most part, staffs are small. Sixty per cent have three persons and only 2 per cent have more than a half.

(Continued on page 50)

Mountain View, Calif.—Arrow Development Company's Kiddieland in a Palo Alto shopping center is a record example of the pre-Christmas holidays and have the company decided to study the appeal of new devices, display equipment, and make it a showplace.

The actual operation of the zone comes after long planning by Arrow designer and builders of some of the attractions in Disneyland. Walter Schaake, secretary-treasurer of the firm, said.

The park is located in the Town and Country, the Westland, to the north of the stores. The market operators are replacing the traditional rinks and the park is planning to facilitate buying from the 54 business establishments in the center. Shoppers are leaving their children to play while they shop. A "Christmas parade" is featured, which is a package deal that includes tickets for events and along with takes ride tickets.

The park includes a new track with roller rink, electrically controlled sports cars crossing a pool in one lane and running then a trend in another. A giant pool, a Dome, a Die-steel miniature train, and aAdministrator for the park, a Fontaine Fox-type street car, 32-foot-Motor-Car-Round with scores for both adults and children, and five flying rides.

Sections of the park are to mobile way to refurbish an old San Francisco cable car and use it in the park as well.

In PERSON Direct from Hollywood

AMOS & ANDY SHOW

The Famous CBS-TV Stars

AMOS & ANDY

The Kingfish

AMIR KUR Kahn

MADISON GUEST

& ORIGINAL AMOS & Andy

GROUP UNDERS

United States Available for Parties

For Booking Information—

J. SHADE (Chicago)

Co-Produced by

Jimmy Walker

ANNE E. JENKINS

November 1

1960

1 500 FT.

2000 FT.

Queensville,Pa.

KIDDE RIDE

RIDE-RIDDE RIDER-SPEDO BOATS-POP CAR

GALLOPING HORSE CAROUSEL

Round O Clock

World famous

Free

W. F. MANGELS CO., Canew Island, Brooklyn 24, N. Y.

STORYLAND VILLAGE

at Asbury Traffic Circle, New Jersey

Largest children's Amusement Park in the East is

FOR SALE

Minimum cash required $200,000

Principals only

MAX KOLMER

500 Seventh Avenue

New York 18, N. Y.

Chickering 4-6600

High Quality

KIDDE RIDES

RIDE RIDER-SPEED BOATS-PONY CAR

GALLOPING HORSE CAROUSEL

Round O Clock

World famous

Free

W. F. MANGELS CO., Canew Island, Brooklyn 24, N. Y.

Estd. 1888
WILKES-BARRE, Pa. — Vve Bros.’ Circus has moved into its new winter quarters here and is preparing for opening its regular tour in early spring.

Manager Henry Teed has announced that the show will have an enlarged menagerie under a 50 by 100 roof erected here, and has made several trips recently to buy animals.

Animals also will figure prominently in his plan for Red Rock Come Farm, a new operation he is building at a newly purchased site on Route 113 between Wilkes-Barre and Williamsport.

The pack’s 400-foot front will be built like a fort with block houses at each end. A 50 by 100 concession building will be at the main entrance. Attractions will include numerous animal displays, a live-up of amusement rides and concessions.

It is to open April 21. Circus acts will be shown free at the opening farm, he announced.

Meanwhile contracting agents for the 350-car circus have contracted 12 block sections as well as a number of standard amusement rides.

Work in quarters includes construction of 400-foot arena and trailer cages. A turkey dinner was served Wednesday evening to the entire farm. Recent visitors to quarters included the Henry Todds, the Jack Wilson family and Lena Deitrick. Vve’s general superintendent, Bill Hill, visited during hunting season and shot a 13-point buck.

Yee’s Big Top Shipped; Hunt Tent in Works

CHICAGO.—A new 100-foot European-style round top with new seats and was shipped Monday (24) to Wally Yee, Honolulu showman, for use in his upcoming circus.

It was built by the O. Henry Tent Co., flying company, which starts work now on the new big top for Wally H. Carson. This is to be a 100 by 100 foot, 40 by 40, with red and blue trim and canvas}

Still pending are details of a 140 by 100 foot for the Clyde Beatty-Cole Bros. circus and a new big top of undetermined size for Mills Bros. Circus. Among other larger tops recently built was a 40 by 100 for the Royal American Shows, when it will house the Side Show.

POLAR BEARS

Around 10-12 Months for Immediate Shipment

To $100 each, $250 per dozen, F.O.B., Philadelphia, 500 and over, F.O.B., New York.

G. v. d. BRINK

7253 Michigan Ave., Chicago, III.

IMPOTERS AND EXPORTERS OF LIVE ANIMALS AND BIRDS

PHONE PHONE WOMEN

STEADY WORK

Must have experience. Must be steady and reliable. Must have radio boosters, no drunks.

Phone W 8-6323 White Plains, N. Y.

BROWN OR WOMEN

New Horizons Pavilion, Presidio, Calif.-California’s most magnificent pavilion has been completely converted.

J. SWAN

Ace 2011 S. F. 287331, Texas (Men, women, etc.)

BABY WHITE FACED CHIMPANZEE

Available for immediate shipment at $400 each F.O.B., Chicago, 500 and over, CIF, New York.

G. v. d. BRINK

117 South Holland, Chicago, Ill.

IMPOTERS AND EXPORTERS OF LIVE ANIMALS AND BIRDS

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LANCASTER, Pa.—Details of talent for the 1957 FAIR, held last week by Harry Cooke, of the Cooke & Sons agency here, were announced.

FAIR ASSEMBLY

Central New York Agricultural Society, Hotel Syracuse, Syracuse, January 5. Robert E. Potter, secretary.

Indiana Association of County and District Fairs, Hotel Severn, Indianapolis, February 7. William H. Clark, 360 Walnut Street, Lafayette, secretary.

Minnesota Federation of County Fairs, Rudolph Hotel, Minneapolis, February 14. Walter Gates, 1214 Fourth Street, St. Paul, secretary.

New York State Agricultural Society, Hotel Ten Eyck Hotel, Albany, January 19. L. M. Lanner, Care, Department of Agriculture and Markets, State Office Building, Albany.

Nebraska Association of Fair Managers, Hotel Manhattan, Lincoln, February 18-20. H. C. McClellan, 301 Fifth Avenue, Omaha, secretary.


New York State Agricultural Society, Hotel Horse Show, New York City, February 16. Tom Craig, 618 Morris Avenue, Building, Site, president.


Ohio Fair Managers Association, Hotel Marion, Marion, February 17. George H. Schedel, 705-710 Redfield Building, Dayton.

South Carolina Association of Fairs and Exhibitions, Columbia, January 16. Tom Craig, 618 Morris Avenue, Building, Site, president.


North Carolina Association of Agricultural Fairs, Mr. Walter Hudson, Box 100, Raleigh, secretary.

Virginia Association of Fairs, Jefferson Hotel, Richmond, Jan 18-20. Mr. Walter Hudson, Box 100, Raleigh, secretary.

Michigan Association of Fairs, Hotel Grand Rapids, Grand Rapids, secretary.

Wisconsin Association of Fairs, Hotel Green Bay, Green Bay, secretary.

North Dakota Association of Fairs, Hotel Bismark, Bismarck, secretary.

Mississippi Association of Agricultural Fairs, Hotel Hattiesburg, Hattiesburg, secretary.

New Jersey Association of Agricultural Fairs, Hotel Atlantic City, Atlantic City, secretary.

North Carolina Association of Fairs, Hotel Greensboro, Greensboro, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, secretary.

Pennsylvania Association of County Fairs, Hotel Erie, Erie, secretary.

Kentucky Association of Fairs, Hotel Louisville, Louisville, January 24-25. L. D. Cook, Kentucky State Fairs and Exposition Center, Louisville, 17, secretary.


Florida State Fair and Gequilla's Association has been given a 160-acre Plant Site for a new fairgrounds and an additional 40 acres for establishment of a city sports center.

The city-owned property borders on North Dale Mahway Highway, north Columbus Drive north to Fairhill Avenue, and will pre- tend for the fair, it is known from this week, from the Fairhill Avenue vicinity.

Tentative long-range plans call for a new fairgrounds along with a sports center, edifices, and utilities. Preliminary plans also call for enlargement of the existing Al Lopez baseball field on the tract from a seating capacity of 5,000 to 15,000.

The commemorative letter, award- ing the land to the fair, and signed by Mayor N. J. Nadler and all city representatives, said, "This is to advise that the city of Tampa will convey to the Florida State Fair and Gequilla's Association 100 acres of the city's Dale Mahway property for fair association purposes, and will also convey an additional 95 acres of said property to your association in connection with the city sports center, which sports center shall be constructed and operated in a manner to be hereafter agreed upon by you and your association and the city.

J. C. Houskison, the fair's gen- eral manager, today vice-president, said that the annual had signed a new publicity director, John C. (Buck) Morris. Mr. Morris had wide experience in the fields of newspaper, radio and television. He is a former writer and radio commentator for the Christian Science Monitor and Mirror, and has covered special events for radio and television stations WZLA, Boston. Morris also authored several books based on his experiences in the Navy during World War II.
Bucky Allen
Nominated by Tampa Club

TAMPA—Burdard (Bucky) Allen, of Waukegan, Ill., first vice-president of the Tampa Club, has been nominated for the 57th presidency of the Greater Tampa Showmen’s Association to succeed Sam Gordon, who served in that position during the past year.

Also on the ticket are C. C. (Cy) Godfrey, vice-president; Earl Maddox, second vice-president; Richard Gladding, third vice-president; Vernon Koehn, secretary, and Harry Juliana, treasurer. The last two are up for re-election.


The following committee members were appointed: Paul Speegle, Wanda Delaney, Joe Scortino, Maysoo Belcher, Harry Rain, Eddie Yeager and Harry Caughn.

Starlet Sets Cox
For Winter Duties

AMERICA, N. Y.—Richard Cox, newly signed publicity-promotions director to the recently organized Starlet Show, announced last week that his tour with Starlets will only last the winter.

With the start of the 1957 carnival season, Cox, a veteran publicity director for numerous shows, will assume his duties with that organization during the summer, and his coin-operated kiddie rides and cutout panels will form the nucleus of the body of work he will be assigned to the McCarter show during 1957.

Cox, who is working out publicity for four other shows, in addition to his appointment with the National Starlet Show, has attended meetings of the McCarter show during 1957.

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Pre-printed cards made by the McCarter show during 1957.

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CLUB ACTIVITIES

Hot Springs Showmen's Association

Ladies' Auxiliary

President Virginia Camble presided at the meeting held in the rostrum with her Jane Reynolds, first vice-president; Betty Dryer, second vice-president; Robert Wheatley, secretary, and Rose Mann, treasurer. President Camble announced the following committee: Memberships, Bob Mann; and financial; Beth Miller, chairman, and Marian Shafford, house. Jane Reynolds, chairman, and Ruth Fairly. Goodell, Ann Rice, chairman, and Rebecca Castle, ways and means, Evelyn Barden, chairman, and Mary Spitzer, entertainment. Elfie Day, chairman, and June Reynolds, official, Ollie Gless, chairman, and Mildred Weisman, treasurer. Meeting meeting was held, Ollie Shafford, chairman, and Ruth Fairly, chairman, and Vivian Zimlars. Bunny, Robert, chairman, and Rose Kuhl. Under supervision of Elfie Powell, the annual Christmas party was attended December 23 at Lakeview Country Club with entertain- ment and gifts for guests. Christmas Day dinner in the club rooms was served to 200 members and guests. Ollie Shafford prepared the turkey dinner, and the evening a toast was made to Presi- dent Mike Dochen, and the meeting was adjourned, and entertainment consisted of a surprise, "This Is Your Life." Honoring Lee Moser, curator and a visit by Santa for the chil- dren.

The men's club, with the assis- tance of the auxiliary, has established a permanent blood bank for members at the local Okahama Hospital. During the business meet- ing a committee was named to raise money for the purpose. A New Year's Eve dance and open-house will be held in the club sponsored by the auxiliary. The dance will be held at the hotel at his home and de- degering and land- spending. Each of the visit to the club in- cluded Max Goodman, Chuck Mess and Mrs. Bud Rogers.

National Showmen's Association

Installation of Ann Brown to serve a second term as president will be held Wednesday, May 14. Hotel, Mrs. Bert Hamil will be telephoned later.

The meeting of December 15 was well attended, President Ann Brown welcomed back Max Hamid, who had been ill; Billy Dowdy, Mickey Levine and Mildred Schwartz. New members, Katherine Caprino, Lula Shavor, and Tobie Soleih were also welcomed.

The deal was east for all offi- cers, there being no opposing slate. Dorothy Goldblum and Max McKeen were re-elected to the offices of secretary and treasurer, respectively.

It was announced that Anna Cool's mother passed away, Anna Cool's mother passed away, and Ana Dimmore are on the sick list, and Helen Young has returned to the hospital.

June Tobis won the punch board award and donated it for Christmas. The club purchased the punch for fiddlers at Bellevue Hospital. Belle Russell and Helen Shafford, of the Sunnyside, to the Kistin's restaurant, and made a beautiful children's donation.

Elie Weisman won the money- filled gift bag donated by Cath- erine Anderson. The night pro- duction was held at the auxiliary's lounge in the new club house. Catherine Fried and Micky Spitz brought in articles for the white elephant table.

At the January 7 installation, Elfie Weisman will represent the Miami club at the candlelight ceremony. Two of Friedel Col- man's songs will be used in Johnny New and Ruby Marchand. Attending the first meeting were Grace Elly, Guy Markell, Shirley Lyons and Lee Reid. Correspondence was received from Bessie Carson, Pat Laban, Vivian Roberts, Martin M. Weiss, Caravans, Inc., and the Heart of America Showmen's Asso- ciation.

Ann Whitehead reported Rhea Colvin and Frances Austin produced the piano music.

Lillian Learson, treasurer, was the first to take office, followed in order by Wanda Derga, secre- tary, and Adele Almeida, and Elise Shickel served as installing officer and Ann New. New members installed were 675.

Tables were decorated with aut- umn leaves and favors included a small bottle of wine, feather duster and a plastic bowl. Each officer table had a small cov- ered wagon sitting Caravans. Flowers were received from the world, Showmen's League, National Showmen's Asso- ciation, Miami Showmen's Associa- tion, Michigan Showmen's Associa- tion, Greater Tampa Showmen's Association, Women's Club.

Rev. Maron Lavooy delivered the invocation. Evan LeRoy presented a show including Janice James, ari-valinici, Smarties, musical comedy, and Ralph (Skiy) Pope, tag-team. Misseme Pope, outgoing president, distributed gifts to all members and pseudo members.

An open house and banquet fol- lowed. Hostesses included Elie LeRoy, Agnes Burns, Isabelle Beachman, Ron Bibb and Lillian Pane. Helen Wetter supervised the banquet. Pearl McGinn hy- dured the award books on the ere- dicated afghan. Helen Hofmeister gave cards. Mollie Raymond was awarded the tv set and Ann Guitte the afghan. Cash donations were made by Josephine Haywood, Joan Sullivan and H. Payne.

Miami Showmen's Association

Ladies' Auxiliary

President Agnes Gross called the meeting to order. Among the officers were Kitty Chesser and Ann Whitehead, vice-presidents; Lois Romanoff, recording secretary. Chelina Elise Bryant delivered the invocation and Evelyn Taylor reported 95 members present.

New members were Mary Anne Lucas, Arline Randolph, Kathryn New and Ruby Marchand. Attending the first meeting were Grace Elly, Guy Markell, Shirley Lyons and Lee Reid. Correspondence was received from Bessie Carson, Pat Laban, Vivian Roberts, Martin M. Weiss, Caravans, Inc., and the Heart of America Showmen's Associa- tion.

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Greater Tampa Showmen's Association

Tampa. The meeting was called to order by President Sam Gordon with close to 325 members present. Also on the platform were C.C. Green, Vernon Knotts and Harry Yule.

George Ringin reported Tommy Thompson at St. Joseph Hospital; Whitey Enman at Veterans Hos- pital; and Tony Waddell up and about after being hospitalized. Eddie Lowe announced that the blood bank stood at 474 units. Dick Hartwick reported on the barbecue, and Erich Gaunt said the Sunshine State was growing good crowds. Eddie Zorn- esp hit the office less for the New Year's Eve party.

SMALL ASSEMBLY CO.

RIDE: MEX. OLD and NEW. meet us for a contract, etc., for 1957. Must drive. NOW MEN! ALL SHOWS with own equipment. Will give box show to parties of all kinds and arrangements. Long or short engagements. conform. 4822, St. Petersburg, Fla. 33736, 

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CARNIVALS

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Pipes for Pitmen
By Bill Baker

Floyd B. Walters...former sheriff writer, was recently promoted to his fifth term as presi-
dent and midway secretary of the Blue Water Festival Association, Port Huron, Mich.

Lena Ehrenhart...well known for years as a top hill-
bonny fiddler with med shows in the Southwest, was reportedly fatally injured when the cabin cover in which she was living in California burned to the ground.

New York News...
notes from Joe Jollett's Excellententer in East made Chicago's show business the biggest ever for Phil Banter, who soon heads for the South, Fast Elvis McGlendy, known as the corage king, will make the inauguration in Washington. Duke Segal has his eye open for a new line of dancing styles; a big hit in Golieam Sam Circus is reserving his 10th year in showbiz. Sol Vivafox, of a loan agency in Cleveland. Lew Lewis and Pete the Greek are now partners. Joe Marks is still a barker and is not happy about it. Harry Friedland, West Coast comedian, opened a ballyhoo store on 16th Street.

10 Years Ago In Pitchdom...

Dutch Helbedout was active in the promotional business, working out of Springfield, O. Mary Reynolds was working with crowds in the New Haven, Conn., area to outspoken business.

F. M. McDonough was working in his home town of Gardi-

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7 for Wilmington,
Germany.

Ad.suatebl:

44.6 BROS.

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Heavyweight Set,

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for

1957

NATIONAL DROPPING DISTRIBUTION CO.

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GEM Sales.

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$3.50 each served

HAWTHORNE WATCH CO.

2201 Washington Ave., St. Louis 3, Mo.

Pentagon

IMPROVED PREMIUM SUPPLY CORP.

2201 Washington Ave., St. Louis 3, Mo.

• every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES

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WHAT DO YOU WANT TO BUY?

WRITE TO FREE 1957 LOUIS WATCH BROCHURE

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 packs are different on 10 Select Promo-

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All Merchandise at lowest wholesale prices.

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For all Cities call your nearest retail store; for any one on receipt of 25 cents.

For sample prices on these novelties as well as a listing of many other novelties and merchandise in which it spe-
nifies.

A good way to make some extra cash during winter months is rec-
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troit. Salesmen can get in business for themselves. We have a Model 30 Cleaner, complete with all attachments, that looks and acts like new. Each is individually.

A genuine money-saving guide for

Premium Users, Dealers, Wages Jobbers, Agents, Dealers, Retailers, Distributors, etc.

Stevens Screen of Interest and Expense.

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COMING EVENTS

Arizona
Phoebe-Air, Old Tucson Show, Jan. 6-13.
Phoebe-Phoenix Automobile Show, Jan. 1-15.
California
San Diego-Rafael Automobile Show, Jan. 3-12.
San Diego-San Francisco Automobile Show, Jan. 3-12.
Denver-Denver Automobile Show, Feb. 15-21.
Denver-Denver Automobile Show, Feb. 15-21.
North Carolina
Atlantic-Athens Automobile Show, Feb. 14-16.
Ohio
Columbus-Columbus Automobile Show, Feb. 13-15.
 Oklahoma City-Midwest Show, Feb. 14-16.
 Oklahoma City-Auto Show, Feb. 14-16.
 Oklahoma City-Midwest Automobile Show, Feb. 14-16.
 Oregon
Portland-Ponderosa Show, Feb. 20-25.
 Portland-Pacific Coast Automobile Show, Feb. 20-25.
 California
San Francisco-Auto Show, Feb. 20-25.
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FLUSH-A-FLUSH
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Paradise Retractable Ball Point Pens

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Cold cap on a regular source of ink, or use a ballpoint pen without regular cap for permanent writing. Full ink supply; keeps直至; writing. Full ink supply; keeps until the ink is used. 12¢ each. 500 or more; advance order your preference, $12.00 a box. Limited edition. 5000 or more. Full ink supply; keeps until the ink is used. 12¢ each. 500 or more; advance order your preference, $12.00 a box. Limited edition. 5000 or more.

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BLUE SKY
'Man or Woman, $400 Monthly, Spare Time'

NEW YORK—The above headline recently appeared in a small New York advertisement which does not conform to the minimum standards recommended by the Better Advertising Bureau in conjunction with the National Association of Advertisers:

"A Better Opportunity. Selling, collecting money from our five-cent High-Grade Nut machines in this area. No selling required—work for you must have car, references, $600 cash, secured by inventory. Devote 6 hours a week to business, your end on percentage collection urge up to $600 annually..."

The offer, run by North American Nut Company, Inc., New York, N.B.B. has received no response to report. Reticulation complaints have been registered against the firm from individuals who allege that they were induced to purchase machines by misrepresentations and that promises or promises of substantial profits were not fulfilled.

Some complaints report that these individuals believe their company was affiliated with a large New York nut importing firm. The latter firm denies any connection with the proposition because it is being sold as a machine to nut purchasers.

One Martin Richmond has been registered as president of North American Nut Company, Inc., and claims to be an individual of this name with previous vending machine promotions which he states ended up in court, not adjusted to complaints against them.

Withey Named
Lehigh Distributor

DIECAST—Jack Withey, How- en Chemical Company, Take- factory distributor in Michigan and Ohio, has been named as coffee and chocolate unit of Lehi, Inc., Easton, Pa. The unit operates 79 stores in the state providing both hot and cold water services.

Withey, in the vending business since 1951, has been Michigan distri- buitor for Barlow, and has also been rector of the state distri- bution headquaters for such food meals.

In addition, his firm distributes vending machine equipment

With the opportunity to display at the Vendmark Sales Company, Detroit, as well as his office and showroom in Houlow.

Two New Overseas
Plants for Pepsi

CHICAGO—Pepsi-Cola Com- pany has announced the opening of two new overseas plants bringing to a record the number of new installations started in one year.

According to Henry M. Winter, president of Pepsi-Cola International, Ltd., the new plant at Alba- dach, Germany, with a capaci- ability of 600,000 cases, is the other. The plant, at Artes, British- colon, in the Mediterranean edge of the Arabian peninsula, will have an annual capacity of 700,000 cases.

Auerbach Joins ABC as
Assistant to President

NEW YORK—Morris Auerbach, who resigned from the Rome Mau- nufacturing Company to join the Empire Sales Company, has assumed his new duties at ABC, as assistant to President Jack Berns, Auerbach, a veteran restaurant, industrial feeding and vending executive, will direct the company's new plant-funding program. While ABC operates under the local contract, the new plant-funding phase of the firm's operation has a larger scale by virtue of its permanent and transient location activities.

The national record program will combine annual and automatic feeding systems. Auerbach, chairman of the Automatic Food Service Company in Philadelphia, and Willard, a former head of the board, and Benjamin Sher- man, vice-president.

Located in New York, Waverly, New York company since 1933, he has charge of special assignments, spending a good deal of time on the popularization of milk and bread.

Originally a restaurant man, Auerbach, for 12 years a dirsor of the Hathorpea Restaurant in Jersey City has been in ABC's own industrial feeding operation, Auerbach Management, running 200 installations in the New Jersey plants.

For more than 10 years as an Industrial food operator, Auerbach joined the Pennsylvania Corporation in 1939 as a food consultant, and later was director of sales and display branch. In 1946, he was named president of the Automatic Food Service Company in Philadelphia, and Willard, a former head of the board, and Benjamin Sherman, vice-president.

Vending Becomes Primary Industry in Record 1956

Developments in Self-Brew, Pre-Mix, Automatic Feeding & Chain Store Vending

CHICAGO—The year 1956 has seen the vending industry change from a minor to a major force in the food service business. So said NAMA president John Pierson recently at the close of the NAMA-CHAIN convention.

"In the past few years, we've developed the chain market," said the new president of the year. "For the first time we can say we have a new business; it's now an established one.

"Knowledge and experience have been substituted for legs and arms,

"Pierson added.

With 1956 vending sales volume hitting an estimated record high of $2 billion the statement is not new, but the increase of more than 10 percent over $1.8 billion. What's more, current estimates are for volume to hit $2.9 billion by 1960. Complete development was in expansion in all hot-foods, milk, and cold milk items, but no one in the industry during 1956, zoomed into a multiunit division with the development of both milk and milk as and cash vendors.

Cold drink vendors developed first and expanded, and the mix drinks, as well as expanded selections and improvements in storage and dispensing.

Perhaps the most dramatic changes came about with the introduction of the self-brew coffee vending machine, a new brand of vending machine which the machine itself as opposed to being mixed by use of a concentrate.

The nation's first such operation was started the first week in Novem- ber, with 72 machines, each by 50 inches wide and 30 inches deep, each, built on a special platform with a protective covering canopy. The machines are stocked with the front, and accept pennies, nickels, dimes and quarters. Cigarette pens for the installation of the battery took a week.

The installation in Santa Ana, now under construction, will cover 20,000 square feet in open space, with 200 machines in three units west of the Mississippi. According to several AAMA, the installations were the result of "demand as a result of the operators, and would spread to other AAMA lo- cations if successful.

Ferrara Intros
Sc Fruit Cocktail

CHICAGO—Ferrara Candy Company has introduced its new line of 5c Fruit Cocktail, in- cluding the company's first 5c fruit and 10c fruit and fruit cocktail in a cup.

The machines have increased the growth about 25 percent, Mor- ris Auerbach, chairman of the General Superintend- dent, states that the company acquired two new plants to meet the demand.

The machines are divided into two sections, the one in the cup operation, and the other in the cup operation. This 10c machine, which is the result of a 5c machine in the cup operation, is now in production at the Ferrara factory.
Coinmen You Know

Chicago
By KEN KNAUF
At Gottlieb, only Judd Weinberg and Nate Gottlieb are known to tend the business end. Alvin and Dave just left to join Sol in Florida for a little winter sun and fishing—reportedly, Dave is staying at the plush new American COTTLEB Hotel. Alvin plans to be back January 6, to take over when Nate will take his warm brood down for some sunshine vitamin. Herb Perkins, of Peru, stocked up on food, wine, and "Humm." For their annual Christmas party with Herb brightening up the event with his banjo, for a good year.

Perkins plans to be off to the South on a combination business and pleasure trip after the new year. At First, Wally Fiske and Sam Kolber greating operators in to look over the games: by June, Kaw, Lou Katz, Jim and Jack; Fred and Jack; and Bob Ott, Cotton; and Jack Siler, of Indianapolis. First's annual convention was held December 24, with the showroom packed to capacity with people, food, wine, and a goodly portion of merri

Ted Robinson, of Marvel, reporting that their new four-hole hopperless box, pool tops were getting a big push just prior to the holidays. The tops come with a conversion kit that enables them to be adapted to any standard pool top. Bill Jones, of Bally, reported the annual Christmas party at the Edgewater Beach, Saturday, was a big success. Was able to enter Fred Mills Jr., who says the Vending Corporation will be delivering the new coffee unit immediately after the first of the year.

Earl Kowalski, Caille's director of sales, wouldn't say yes and he wouldn't say no, to show off item 200 and 36-foot bowling. More Secure just returned from the West Coast where he visited Denver, Salt Lake City, Las Vegas, Etc. Pass. Bill Deulof, of United, reporting the plant is on a six-day week, one of the plants scheduled. All Thoelke returned to plants from Los Angeles, and to Cleveland and Cincinnati—plans to hit the West Coast after the first of the year. John Canada also returned from business to Los Angeles.

Sensational Special Offer—Only $100.00

Cigarette and Candy Machines

Cigarette Machine Conversions
IMMEDIATE DELIVERY on 35c and 25c Mechanism Conversions for ROWE, IMPERIAL, ARMS, BANCROFT, NATIONAL, UNEEDA. All Others 75c. 700. Also AVAILABLE: ROWE PRICE DIFFERENTIAL BAR & NEW CIGARETTE MACHINES (Consign) for all Dominates and National Machines. Write for Price Lists and Samples to UNEEDA Machines, 12th and Race, Cincinnati 3, Ohio.

COINMEN VENDING SERVICES, INC. The Nation's Leading Distributor of Vending Machines

All Equipment Unconditionally Guaranteed COMPLETELY RECONDITIONED and REFURBED

Terms: ARRANGED—WRITE FOR INFORMATION

UNEEDA VENDING SERVICES, INC.

50 VENDING MACHINES

ROWE CRUSADER

48 cyl., 8'10, 75c, 40c, 35c, 25c, King and Regular. Fully Modernized—Cut Stand.

TERMS ARRANGED—WRITE FOR INFORMATION

UNEEDA VENDING SERVICES, INC. The Nation's Leading Distributor of Vending Machines

ROWE CRUSADER
48 cyl., 8'10, 75c, 40c, 35c, 25c, King and Regular. Fully Modernized—Cut Stand.

TERMS ARRANGED—WRITE FOR INFORMATION

UNEEDA VENDING SERVICES, INC.
VICTOR'S NEW SENSATIONAL SUPER MART
TRIPLE CONSOLE ENSEMBLE
For those choice super money-making locations...in which bulk vendors have never before been acceptable.

THE SUPER MART... For Super Markets
SUPER MART vends any conceivable type of merchandise possible to vend in bulk...in a wide variety of combinations.

See Your Nearest Authorized VICTOR Distributor
Victor Vending Corp.
5701-13 W. Grand Ave.
Chicago 39, Ill.

VEND-PUBLISHED BY THE BILLBOARD
HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a \$24.95, send 50c deposit coupon for complete magazine of automatic merchandising

VEND Magazine, 2160 Patterson St., Cincinnati, OH

Mail to: VEND, 2160 Patterson St., Cincinnati, OH

Name...
Address...
City...
State...
Occupation...

BRIGHTEN YOUR MACHINES
PERSONAL SIZE

NEW SWAPERS
LIGHTED SODA STANDS

TERRIFIC EYE CATCHERS

GASOLINE LUMINOUS

SUPER MACHINES

HOW TO VEND

In the WINTER wonder land your Machine with 1,000 VARNISH LETTERS-PLASTIC and 100 All-Screen Chrome Mix

SAMUEL EPPY & CO., INC., Jamaica, N. Y.
Pennies Pay Off
with greatest money
making scale on the market

$2 deposit
picks it to work

Good returns or
nothing out

Products up to
2005 profit

Write Customers
for Locations

in same-weights, tells lifetimes

Northwestern Vendors

The Woodpecker that Pecks!

An action packed toy. See also the vacuum plated POOL TABLE and new SHOE SHINE BOX.

Send 35¢ for Regular Sample Bit of Charm

Penny King Company

Service and Repair

MANUFACTURED

successfull vending requires:
The availability of quality merchandise which
can be delivered on a frequent schedule.

That merchandise which can be delivered
quickly and safely.

When answering ads...
Say You Saw It in The Billboard

Pennsylvania in '56

Newspaper circulated to

Coinmen You Know

Competitive!1

Continued from page 61

Pennsylvania in '56

complete listing of hot food vendors.

Appliance REPORT is

Pennsylvania in '56

check local advertising

American Vending

One of the nation's largest vending machine companies.

When answering ads...
Say You Saw It in The Billboard

valuable vending

when answering ads...
Say You Saw It in The Billboard

Pennsylvania in '56

appliance Reporter

American Vending

One of the nation's largest vending machine companies.

When answering ads...
Say You Saw It in The Billboard

Printed and Published by
NEW ENGLAND VENDING COMPANY

1311 Mission St.

San Francisco 9, Calif.

www.americanradiohistory.com
New Orleans

By JACK DEMPSEY

The entire rear section of the Parcels Aronde at Historic Canal Street in New Orleans is being converted into a clean bowling alley. That is, according to the new Ball YAC Bowling Lane..."The New Orleans Times"...it sure looks that way. Tony Marchet, owner of the New Orleans Novelty Company, says he introduced Amusement, one of the country's leading bowling manufacturers, at the recent park convention.

Louis Bossard gave a Christmas party for his friends in Lake Vista, and the guest list reads like a roll call of who's who among former All-American football greats from this section. Bossard is an old-time All American, former All-Americans Jerry Tertce, Jim Brown, Bill Simpson, Eddie Price, of Tulane, and former All-American Zelma Whittington of All-American while at Louisiana State University, Cleo Soley, of the car dealer, and head coach Anton (Andy) Finkel, All-Americans at Notre Dame, who now serves as head coach of the Tulane Green Wave.

Bill Peacock, music and game operator, from Scraton, is all the current Christmas hits as well as many of the older popular ones. He went to Brownsville and they all got good play on all the equipment, the new Ball YAC Amusement Company, from the head, George (Tae) Ehl, all the way down to the kitchen boy. He also got the Christmas stock in July, which was eagerly renewed whenever the novelty bowling was at all successful.

All music operators in the city, especially those in the famed Vasco Cares, are expecting a big play on their machines during the next few weeks as the season is beginning to attract their regular customers. Many are adding coin-operated machines to their selections to meet the expected demand of the Texan and公司章程.

Sandy Moore and Gabe Foreman, of Packard, report that their 3,000-square-foot addition to Freeman should be ready by early January. An open building for the air conditioned offices and small building.

Music operators were busy putting away their machines in anticipation of the return of the season all year. All operators agree Christmas is the premier selling period of the year. The following is a report of the operators, distributors and owners.

Play, doing well. Con Kaloua, of Bowerville, Minn., bought bowling machine for a store in Bowlivia and is well satisfied with it to this market. Music was the primary interest. He advertised in the Yellow Pages for his route. So did Russell Curley, of Baldwin, Wis., and Jack Hiles, of New Prague, Minn. Orville Will-iams, of Clinton, S. D., brought the family to Minneapolis to spend the Christmas holiday season with relatives. He said the Big Grand Rapids, Minn., is for parts, said he had 15 machines turned out for bowling and play and is well satisfied with the results. Jim Stanfield, of Wisconsin, Minn., reported successful season. Shopping among the distributors was Elsie Hooper, of Red Wing, Minn.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar weekly for new events in your area.


January 1—West Virginia Music Operators Association, quarterly meeting, Route 4, Charleston, W. Va.


January 1—Washington Music Merchants’ Association, monthly meeting, Seattle.

January 2—Summit County Music Operators’ Association, monthly meeting, Akron.

January 3—Ohio Operators’ Society of St. Joe, Valparaiso, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

January 5—California Music Merchants’ Association, Sacramento.

January 6—Ohio Operators’ Society of St. Joe, Valparaiso, monthly meeting at the house of Orville Williams, in Cincinnati.

January 7—in Cleveland Phonograph Merchants’ Association, monthly meeting, Hotel Holliday, Room 10, Cleveland.

January 7—United Music Operators of Michigan, monthly meeting, Ballroom Floor, Fort Wayne Hotel, Detroit.


January 6—California Music Merchants’ Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.

January 6—Automatic Phonograph Owners’ Association, monthly meeting, Hotel Snowden, Chicago.

January 11—in Massachusetts Music Operators’ Association, monthly meeting, Beacon Hotel, Brockton.

January 15—Automatic Equipment & Owners’ Association of Indiana, monthly meeting, association headquarters, Gary.

January 19—in Retail Amusement Association of Canton, O., monthly meeting, ramada Hotel, Massillon, Ohio.

January 21—Westerbeek Operators’ Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

January 22—in Western Massachusetts Music Guild, monthly meeting, West Springfield Hotel, Brockton.

January 25—Central States Phonograph Operators’ Association, monthly meeting, 805 Main Street, Peoria, Ill.

COIN MARKET PLACE

Classified Advertising

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

In most wanted style, one paragraph, in display. Rate: $1.00 per word—Minimum $4.00.

CASH WITH ORDER

In determining cost of regular Classified Ads be sure to count your name and address when computing your rate. Maximum: 1 paragraph of 50 words. Rate: $5.00. Minimum: $1.00 per word. Unless credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2140 PATTERSON ST., ST. CLAIR


Business Opportunities

For sale—Temporary Building 30 by 50 by 14 h. Price: $2,500.00. Contact Roy Frye, 251-5731.

Parts, Supplies & Services

Standing pulsers direct from manufacturer, 30 in stock, delivered. Write for price and details.

Positions Wanted


Used Coin-Operated Equipment

For Sale—Used Coin-Operated Equipment. Everything from used machines to spare parts. Ask about used machines.

Cigarette—Candy—Coffee—Gumball Machines

For sale—Soda machine, 100 balls. 2 dispensers. Chicago. Wants a new one. Phone 222-4954.

Wanted to Buy

For sale—Rent 30x30 building in mid-town area for coin-operated machines. Will be available to June 1. Call 222-6354. Ask for Mr. Green.

wanted to buy

For sale—10-LINE AD

For only $10 you can buy this one-line ad to sell Used Machines, Routes, Parts, Supplies or Services.

www.americanradiohistory.com
200-Play Phonograph Dominates
Juke Box Business in 1956

CHICAGO—The 200-selection juke box dominated the music ma-
machine business last year. The growth is a result of the same general po-
tial point around which the operating business is centered.

All manufacturers hang their hearts in their sleeves waiting for the coming year, with AMI, Inc., the Rudolph Walther Company and the J. P. S. E. products, all announcing new units beginning production of new models. Interest in the devices of the J. P. S. E. Corporation contin-
ues its output begun in the fall of 1955.

Distributors concentrated their brightest selling fire on the juke boxes used in their lines.

The 200-play box was the dominant factor in operating, and will continue to be in 1957, because it plays an important role even before the necessity of operators eliminating unsatisfactory promotions, providing more exciting programs, more skillful con-

Indeed, no operating trade prac-
tice was touched by the effects of the biggest capacity machine thus far produced. The 200-play box also affected dance use, in some areas making dance the major activity.

Dance play was still a long way from becoming the business of the near future, but encouraging progress was made during the year. In the estimate made at the time, trade experts had predicted that in 1956 was a banner year for the specialized dances, but so far as it could be evaluated, it will only be a short

Minn. Op Cited
By Newspaper
As Top Citizen

MINNEAPOLIS — Charles F. Webber, of Webber Music Com-
pany, has been named as the top citizen of the Twin Cities area by the Minneapolis-St. Paul Star for its "Town Toppers" series. The newspaper has been publi-
cating the series for four years, and each day selecting one or two local individuals for this honor. The series includes publication of the subject's photograph and a recital of his activities.

Webber, said The Star, got a belated birthday wish when he assisted radio announcer Ted Hoening who was covering a Navy Club game at the National golf tournament at a local golf course for his 50th birthday. The radio announcer congratulated Webber on his birthday, and his contributions to the community.

The following radio announcer congratulated Webber on his birthday, and his contributions to the community.

The following radio announcer congratulated Webber on his birthday, and his contributions to the community.

Badger Ops
Sked Central
Wis. Meeting

WISCONSIN RAPIDS, Wis. — Wisconsin Music Merchants' As-
sumption, Inc., will hold its annual meeting here Monday, January 10. The meeting will begin at 1 p.m. following luncheon for the directors, according to C. L. Broome, President. Ed Dorr, Beaver Dam, is secretary-
treasure, and Cliff Bockmire, Green Bay, vice president.

Bill Frei, Minneapolis, will be the host of the luncheon at the Wisconsin Club.

Iowa Music Men Sked
First Conclave Jan. 12

DES MOINES — Iowa Music Merchants, Inc., recently recon-
organized, will hold its first meeting here January 12. The meeting will take place at the Hotel Fort Des Moines.

In addition, the convention will take place almost with the opening of the show. Some discussion is expected to be held on the subject of the General Assembly. The Iowa Legislature convenes Monday, Jan-

About 30 members are expected to attend the two-day convention, which will be held at Hotel Fort Des Moines.
From AMI, again the finest...

"G-200" introduces HALF-DOLLAR play with ONE Rejector that takes ALL FOUR coins

For the first time, operators can get faster play—faster pay—with a new rejector that accepts all coins thru the one single chute on the AMI. And nothing but money gets past it.

Only the "G-200" offers faster 50c play plus these essentials for complete juke box earning power—

- 200 instantly visible titles at eye level
- Easy-to-play selection system
- Fastest record changer
- Exclusive, multi-horn high fidelity
- Completely modern styling
- Widest choice of color cabinetry
- Complete accessibility

For more nickels, dimes, quarters and half-dollars

AMI Incorporated /...music that makes more money for you/ 1500 Union Avenue, S.E.,
Grand Rapids 2, Michigan

ORIGINATOR OF THE AUTOMATIC SELECTIVE JUKE BOX IN 1927...AHEAD THEN, AHEAD NOW
200's, Dime Play Ops' Future

MUSIC OPERATOR FORUM

This is the second part of a two-part Forum series on operators buying plans. Part one appeared in The Billboard, November 24.

The 200 selection box joke seems to be carrying a rather substantial niche for itself in the future plans of music operators.

Fully 33 per cent of those operators participating in the Forum indicated that they would equip 15 to 25 per cent of their locations with 200's. A combined total of 53 per cent more indicated that they would place 300's in 25 to 50 per cent of their stops.

It is significant to note that all of the operators polled had been buying plans and were looking to the 200's at least some of their routes.

Many of the operators who indicated that they expected to buy 200's for 15 to 25 per cent of the locations that the last, at least part at least of the optimism to the question was on the scene. Increased customer interest and buying pressure were given as reasons the 200's were contributing to better gross profit figures.

Repeat orders also indicated a decline in interest for the 40's and 50's in favor of the 80's to 120's and 200's. Less than 25 per cent of the total operators answering the poll and they planned to use the 40's or 50's at all. And of these, fully three of them indicated they would use them in only 10 to 25 per cent of their locations.

It is also interesting to point out that the new units seem to be creating a market of their own, rather than displacing any of the older units. Operators who indicated that expansion of their routes was a major factor in a brighter outlook for the future. The 200's are going into the better stops, with the lesser capacity models being stopped in the lower grades.

When it came to telling what the most important reason was for the operators buying the joke boxes they do, Forum replies indicated that "terms" offered by the distributor were in most cases (55 per cent) the greatest single factor influencing their decision.

This would seem to indicate that the majority of operators were already decided as to what capacity model (joke box design) they desired, and made their buying decisions after shopping around among the various distributors for the best break in price.

However, almost as many (25 per cent) stated that location requests influenced their buying choices for new machines, which seems to indicate an increasing awareness on the part of location owners and customers to the difference in joke box models.

While the operators may sleep around, deciding where to buy their machines, once the decision is made, they are apt to buy all from the same distributor. This was borne out by poll results which indicated that fully three-fourths of all the operators responding bought most of their joke boxes from one distributor.

If poll results of the Forum are indicative of the feeling of all operators, distributors can count on the trend to continue. Once the initial sale is made, if he offers competitively favorably terms, and can supply the operator with the type of machine the location requests.

Of the operators who anticipated a better year in 1956, reasons seemed to center around the expansion of dime play with better continuing arrangements, and the expansion of their routes. The inability of these reasons were amplified by the replies of those who felt 1958 would be an even better year, in many cases, than last year. Higher costs, for records, equipment and servicing were cited as reasons for poorer anticipated profits, with operators indicating that it is apparently unanimously that an increased take, which dime play would bring, was a must for them to continue successfully.

How They Voted

1. What percentage of your locations would you equip with 200's?

20-29% of locations 24

30-39% of locations 18

40-49% of locations 12

50-59% of locations 10

60-79% of locations 14

80-89% of locations 2

90% or more 1

2. What is the most important reason you buy the joke boxes you do?

Location requests 40%

Terms offered by the distributor 25%

Customer interest and buying pressure 8%

Wish to have more boxes 20%

Wish to make a single purchase 3%

3. What are the most important reasons you buy the joke boxes you do?

Location requests 40% 23

Terms offered by the distributor 24%

Cost of joke box 21%

Quantity discounts 13%

Wish to have more boxes 4%

Wish to make a single purchase 2%

C. C. F. O. S

J. T. MILLS

J. W. MALLOW

J. E. T. H. R.

J. H. B.

M. L. T.

B. M. B.

C. C. F.

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Your Wurlitzer Distributor cordially invites you to attend National Wurlitzer Days world première showing of the spectacular new Wurlitzer Phonograph Line for All Locations Beginning Sunday, January 6, 1957
Amusement Game Industry News Highlight of 1956

Year Bids Out Coin Pool Era, Rings In Target-Bowlers, Shuffles, Pins

CHICAGO—The coin-operated amusement industry in 1956 was characterized by an increase in volume in both coin-in and鲫性 game revenue and a location game to replace the popular but failing pool game. It might be said that 1956 was a year of quite successful.”

Miami Assn. Holds Annual Dinner Dance

MIA M I - The Annualized Machines Operators’ Association of Miami held its annual dinner dance and dance at the Sheraton Hotel on Miami Beach December 15. Among the more than 250 guests attending the gala affair were the following:

Mr. and Mrs. Willie Levy, Mr. and Mrs. David Skousen, of Miami, Mr. and Mrs. A. L. Larson, of American Operating Company, Mr. and Mrs. Lucky Skah; Mr. and Mrs. Hy Siegel, of Miami Shuffler of the same company; Mr. and Mrs. William Mullin, of Maxine Amusements Company; Mr. and Mrs. Harry Hansen, former columnists and now agents for many in the coin business.

Mr. and Mrs. Ted Bush, Mr. and Mrs. Ovina Trepeter; Mr. and Mrs. Ed Haas; Mr. and Mrs. Karms; Mr. and Mrs. Bert Kahn, all of Bush; Mr. and Mrs. Ralph Kirk; Mr. and Mrs. Sam Tarr, of Taras Distributing Company, Mr. and Mrs. Elf Row, and Mr. and Mrs. Gene Liewen, of Distributing Company; Mr. and Mrs. Marshall Virgin, of Pan American Distributing Company, Mr. and Mrs. Jack Gallo, of San Francisco; Mr. and Mrs. Michaelson, Mr. Shapron, Mr. Nick, of Commercial Music Company; Mr. and Mrs. Joe Magone, of Magone & Magone; Mr. and Mrs. Joe Haiman, of Centennial Amusement Company; Mr. and Mrs. Keith Noll, of M.S. Services, Mr. and Mrs. Walter Wheeler, Mr. and Mrs. Corby Wheeler, of Supreme Service; Mr. and Mrs. Hansen (Continued on page 74)

Raynor Quits CIAA Legal Counsel Post

CHICAGO—Milton T. Raynor last week announced his resignation as legal counsel for the Chicago Independent Amusement Association. He held the position since January 10, 1956.

The local game operator group had elected Raynor to succeed his predecessor, Michael W. Berman, whose resignation Raynor’s guidance to attain better relations with city industry and with city officials.

The CIBA board of directors accepted the resignation “with deepest regret,” said the board: “We feel that the loss to the industry of an able and dedicated lawyer who has made a significant contribution to the advancement of our cause and whose advice has been of great value to the association and to our members. We wish the best for Mr. Raynor in his new position.”

The board, however, announced the appointment of an attorney to replace Raynor, and further announced that the defendants to show cause why its proposed rate increases should not be made permanent. This is the first certificate of order (Continued on page 77)

CIAA INKS CONTRACT WITH ELECTRICAL UNION

CHICAGO—The Chicago Independent Amusement Association, game operator group here, has executed a labor contract with the International Brotherhood of Electrical Workers, Local 134, American Federation of Labor.

This is the same union with which local joke box operators are presently affiliated. Previously, creators’ association operated as an independent organization.

The contract follows a vote by CIBA members at their last meeting, January 1, to negotiate with the union. (The Board of Directors office on 188 West Randolph Street, Room 1102. The association has also written an executive secretary and a signature card to be signed by union and dues, the membership vote to increase dues to $1 per month per machine to be paid quarterly. Union labels were placed on machines, to be attached machine parts January 1.

The union contract means that all those persons who service machines or make collections for operator firms which are CIBA members must be members of the union. Union Chicago headquarters are at 00 West Washington Street.

FLEES COMMIES

Hungarian Distributor Seeks Future in U. S.

CHICAGO — Kalman Hovig, 47, a former national Hungarian, who has been a coin machine distributor for 20 years in his own country, has returned to the States to escape Communist domination in Hungary. A pappy little man with laughing eyes, he is glad to talk about the past, but right now it’s the future that’s most interesting in.

He wants to play pool in this country doing whatever I can,” he stated. His main interest is to remain in the coin machine industry.

So far, he’s contracted various Hungarian manufacturers to supply him with coin machines to Chicago. How he will make it in, he says, to get to Chicago, he will have to be very careful, as he is not an Englishman. He would like to be a lot of the slang and popular images give him trouble, Hovig stated.

When asked about the coin machines he distributed in Hungary, Hovig had the following to say.

"In Hungary the distributor also gets 50 cents a machine. The distributor places it in a location of 75-35 (40 percent going to operator) receiving 75 percent. However, the after the games have taken

in a certain predetermined amount, the distributor pays 75 cents a game free. Therefore the distributor (operator) is out of the picture. As you can see, the average man will not make money on the games, the distributor will place a pool game on the spot but he will own the same agreement for as the previous distributor.

Hovig lived with his son and wife at 6040 North Westhorp Ave.

Calif. Forecast: Larger, Mixed Routes in ’57

Larger, Mixed Routes in ‘57

Continued from page 64

of a 60-30 basis for commissions. Ray R. Powers of M. A. C. Yendres pointed out that most deals are now being split, and in some instances, the first $1.15. California, Sacrament for a while the remainder being split 50-50. In certain areas in California, and sometimes collected, with the remainder cut half-and-half. While being modified to operations to the firm, the firm goes along on a 50-50 basis.

Another firm, the largest in the area, California Mutoscope, in following the policy of a guarantee with the split costing after a set figure. Laker fud of the firm said that he could not remain in business were it not for the guarantee. Industrial Slack Hauls

Humphry’s First National Music in San Fernando had its wings—for flying to better convention dealings—clipped by the California state’s action in the field of liquor and entertainment area. With approximately 20 municipalities seeking to incorporate, the area of liquor operation will be more limited than ever now. 2000 would be the major part of liquor operation. The rapidly changing laws in other sections keep operators on the road to spot games. This takes time, adds to transportation costs and the like.

Operators who have been in the field for years are of the air that for those in coin machines field has not only been a lot of good, but also of the taking the present problems as they come and dreaming of a green Christmas through 1957.

Fight Pin Ban Slated for Jan.

In Salt Lake

SALT LAKE CITY — Pinball operators in the Salt Lake area have begun fighting to block enforcement of an anti-game ordinance scheduled to go into effect January 10.

Twelve members of the National Music Operators’ Association have thrown in their support, and a court date December 17 against Salt Lake City, according to Cliff V. Clean Skimmer to block the ban. The complaint said that the operators have given no notice of their corporate order to cease from enforcing the ordinance, and that a delay of 60 days after the passage of the ordinance, and that the defendants to show why the delay of 60 days should not be made permanent. This is the first certificate of order (Continued on page 77)

S. WEIMAN HAS TRIPLE FETE ON CHRISTMAS DAY

Baltimore — December 26 is a pretty special day for a man who owns his own pinball machine, and a pinball machine that is a triple threat. The day marks the 75th anniversary of the birth of the man who is the mastermind behind the most popular pinball machine in the world, the triple threat.
WANTED

SIZEABLE MUSIC ROUTES
In E. Penna., Delaware & N. Jersey
Details in First Letter to
BOX 84, BILLBOARD
1146 Northern Blvd.
New York 26, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

Game News Highlights of '56

... Continued from page 88...

... Shuffleboard play on increase...

... Forty-four distributors to attend annual NCMDA meet....
... Balances game, music collections at record level, mostly five-cent play...
... Sales to move to new headquarters...

Cincin-
tati, Toledo pin operators await high court decision... N. C. M. D. A. holds biggest meet, maps P.B., membership...

Columbus, O., pin operators get favorable court ruling...

... Operators find 94 sorts bring dollars year round, up spots, rub conscious.
... Rivalry between Cinci.

na and Dayton brings life to old Arcades, MAY.

New Merchants look to pin games...

... Rivals seek control of Scientific Machine Corporation...

PUT NEW LIFE INTO YOUR OLD POOL GAMES WITH...

4-HOLE BUMPERLESS RACK POOL TOP
(1 hole in each center). $29.50

... ROTATION PLAYFIELD...
$35.00

... Above tops are regular dimensions and include Rack, Oversize Cue Ball and Instruction Card.

Rotation Balls, 1 in. 10.

... POOL SUPPLIES

$10.50

Note: Write for complete list of parts.

Question for Music Operators:

What's the best way to keep 1957 costs down?

Answer:

Install

Rex's

Consolette

"Consolette" will replace 4 to 8 Wallboxes at a fraction of the cost.

... USE WITH ANY MAKE MACHINE...
... ANYONE CAN INSTALL IN 10 MIN.
... REMOTE CONTROL WITH VOLUME...
... WIDE SELECTION OF COLORS

WRITE FOR COST & INFORMATION


ebus machine distributing corp.
925 St. Salmis St., Syracuse, N. Y.
Phone: 2-3755

CLEARANCE SALE

This T.A.C. Seal is your assurance that all equipment sold by J. ROSENFELD Co. has been tested, approved and guaranteed ready to operate... or your money refunded.

MUSIC.......

AM-200 $25.00
AM-100 15.00
AM-50 12.00
ROCK-GA 99.00
ROCK-GA 465 (4.97 P.M.) 155.00

SHUFFLE ALLEYS...

CHICAGO COIN...

BALLY $99.00

Special! BALLY $99.00

CAYETTY

J. ROSENFELD Co.

4701 Washington St.
St. Louis 8, Mo.

In our 25th Year.

Authorized Atlanta Distributors

Crawford Chicago Coin

GIVE TO DAMON RUNYON CANCER FUND

American Radio History

Covey Ave.

Phone: 2-8741

SUPERIOR SALES CO.
7855 Story Island Ave. Chicago 37-1616

"WE HIGHLY RECOMMEND UNITED'S NEW BOWLING ALLEY-NOW DELIVERING"

SHUFFLE ALLEYS...

PRICED TO SELL

Wurlitzer 1400—45 rpm. $225.00
Wurlitzer 1600—45 rpm. $225.00
Wurlitzer 1700—45 rpm. $225.00
Wurlitzer 1800—45 rpm. $225.00
Wurlitzer 2800—45 rpm. $695.00

ROCK CITY AMUSEMENT COMPANY

108 Lafayette Street
Nashville, Tennessee
Phone: 2-4523

MONEY-SAVING SUBSCRIPTION ORDER $1.50

Enter my subscription to The Billboard for a full year (52 issues) at the rate of $1.50 (a considerable saving over single copy rates). Foreign rate $1.50.

Payment enclosed

Bill me

Occupation or Title:

Company:

Name:

Address:

City:

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.
FOR BEST BUYS THIS SIDE OF HEAVEN
ALL THRU 1957... WORLD WIDE!

NOW DELIVERING...
2 WINNERS!
UNITED BOWLING ALLEY
BALLY BOWLING LANES
ORDER TODAY!

SHUFFLE GAMES

BINGO GAMES

FOR WURLITZER-BALLY-EXHIBIT-CHICAGO

SR. DELUXE BANK POOL ... $50 EA.

5-BALL GAMES

AUTO RACER WITH

14' BOWLING ALLEY
GOTTLIEB RAINBOW

Jerry Brenner
Jay Solomon
Central Ohio Coin
Machine Exchange, Inc.
854 E. High St., Columbus 8, Ohio
Tel.: Almira 4-5629

when answering ads...
Say You Saw It In The Billboard

DOMANDEZ NOTRE NOUVEAU GROS
CATALOGUE D'EXPORT
Nous expéditions partout
Toutes les machines sont garanties 100%

SEND FOR BIG NEW EXPORT CATALOG!

Poda nuestro nuevo
catalogo completo!
Embarcamos a todas
partes.
Toda clase de maquinas 100%
garantizadas.

1957 will be your BANNER YEAR
with these great, new, money-making machines!

BALLY BOWLING LANES
BALLY KEY WEST
BALLY BIKE

* The fabulous new
WURLITZER HALF-DOLLAR MACHINE

WRITE — WIRE — CALL TODAY!
298 Lincoln St., Allston 34, Mass.
Algonquin 4-4040

Bally sales chief, dies... Billboard announces plans for annual new
game contest... Exhibit maps
big fall output, new trims due... 

Game News Highlights of '56

1. Continental from page 69

WILL 287... Jack Minkk of
United Manufacturing Company.

AUGUST. Manufacturers prep
ew games, pinballs, but to big
surprise in sight... German
game, joke output climb... Den-
ned time for U. S. games, eyes
exports... Chicago license move
will be seen September vote... 
Latin America hits game, joke
activity... Original rile games still
hold fair price on market...

SEPTEMBER. Manufacturers
predict fall to bring new galaxy
of games... Empire, Kilt celebrate
10th coins birthdays... Shuffle
bowlers in solid, distributors report
sales up... Illinois court to rule
pin on pin today... Minnesota
trade sparked by fresh pool boom.

October. New, new, new trade
deals tossed to aid coins trade...

Political convention television
cuts into game, joke trade at

1957 PROMISES TO BE
A BIG YEAR
FOR EXHIBIT—
ITS DISTRIBUTORS
AND OPERATORS

THE EXHIBIT
SUPPLY COMPANY
628 W. LAKE STREET
CHICAGO, ILLINOIS

Game news: Wurlitzer's new
distributor in Virginia; T.J. Bally's
game, joke dealers report

1957 model pinball machine

NOW DELIVERING UNITED
14' BOWLING ALLEY
GOTTLIEB RAINBOW

WORLD WIDE

Cable Address: "GAMES" Chicago

Top Earners
Wurlitzer Model 1700 . $695.00
Wurlitzer Model 1800 . $845.00

Want List
For Wurlitzer—Bally—Exhibit—Chicago Coin

Wurlitzer—Bally—Exhibit—Chicago Coin

GIVE TO DAMON RUNYON CANCER FUND

Clearance Sale! Challenger Pistols
Like new, with electron floor stand
and games for sale. Delivery easy.

World Star Shooting Gallery... $79.95

Globe Star Shooting Gallery... $65.00

Island Star Shooting Gallery... $65.00

(unable to send mail orders)

While They Last!

World Star Shooting Gallery... $79.95

WORLD STAR SHOOTING GALLERY... $79.95

While they last.

Closeout: $92.95

WORLD STAR SHOOTING GALLERY... $79.95

(WORLD STAR SHOOTING GALLERY... $79.95

(Not selling through orders)

Inquiries invited. All prices F.O.B. Chicago.

To DAMON RUNYON CANCER FUND

GIVE TO DAMON RUNYON CANCER FUND

GIVE TO DAMON RUNYON CANCER FUND

GIVE TO DAMON RUNYON CANCER FUND

GIVE TO DAMON RUNYON CANCER FUND

GIVE TO DAMON RUNYON CANCER FUND
INCREASE YOUR SEEBURG EARNINGS!!!

ROYAL 50c PLAY UNIT NOW AVAILABLE FOR ALL SEEBURG MODELS

—Including—

$99.50

EXTRA PLAY BONUS TO YOUR CUSTOMERS FOR USING HALF DOLLARS. CAN BE INSTALLED RIGHT ON LOCATION IN HALF AN HOUR—No Wiring Necessary!

For Full Information Write Immediately!

Distributorships
Still Available
In Some Territories

ROYAL MANUFACTURING CO.
1360 Howard Street, San Francisco, California.
Phone: UNDerhill 3-4334

Write! Wire! — Phone Us Collect!

FOR THESE LOW-PRICED NEW YEAR SPECIALS WITH FAMOUS DAVIS GUARANTEE

Available for 10c play if requested

SEEBURG

AMI

AMERICAN MFG. CO.
ATTN: MR. LOUIS E. WOLCHER
P.O. Box 178, San Francisco, Calif.

Gentlemen: Please rush me information on your 10c play unit.

NAME:
ADDRESS:
CITY:
STATE:

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

Our Only Address in Europe:
Holland-Belgium

450 Ave. Louise, Brussels
Phone: 61-44-93

"Holland-Belgium-Brussels"
All currencies accepted: francs, pounds, sterling, guilders, lire, marks, etc.

FAMOUS DAVIS

Prize Pin-^flm
game

1946

BBH

Bally

In-Line Bingo Games

Bally

Atlantic City, N.J.

Bally Machine Co.

Dallas, Texas

Bally Machine Co.

Los Angeles, California

Bally Machine Co.

Chicago, Illinois

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Bally Machine Co.
NOW!... The Billboard INTERNATIONAL
OPENS THE DOOR TO WORLD TRADE ORIGINS...

IN A $40,000,000 ANNUAL MARKET

Coin Machine and Record Manufacturers and Distributors serving the World
Export-Import Trade now have a mass-circulation communication medium.

Beginning February, 1957, The Billboard International will
circulate exclusively to this growing market... not as a
part of a general publication... but, rather, in a separate
publication devoted to International buying and selling.

More important, your messages will not only reach, they
will be read and acted upon by the buying influences in
more than 5,000 quality buyers and sellers of coin-operated
equipment and phonograph records... because The
Billboard International will be published in four major lan-
guages:

English   Spanish
French     German

Have your advertising message printed in one, or all of these
languages, and let this direct contact to 5,000 'live' world trade
buyers build your International sales volume... with the effec-
tiveness that can only be realized when a trade publication is de-
voted to the direct needs of an established market of recognized
identity.

This is the purpose of the new Billboard International... your
target to volume sales in a world "growth" market.

Get full details about this direct International sales "beat." Send coupon
for descriptive folder or call your nearest Billboard office.

The Billboard

INTERNATIONAL

CHICAGO
188 West Randolph St.
Chicago 6-8781

NEW YORK
1541 Broadway
New York 7-2600

HOLLYWOOD
6000 Sunset Blvd.
Hollywood 9-3931

This means that every advertising campaign is channeled to
your prospects and customers in over 100 countries. A few
are listed below.

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<thead>
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THE BILLBOARD INTERNATIONAL
188 West Randolph Street
Chicago 6-8781

I am interested in knowing more about the new Billboard International. Send literature
without obligation.

Name ____________________________ Title ____________________________

Company __________________________

Address __________________________

City ____________________________ State ____________________________
**Int. Amusement Plans 150-Unit Belgian Arcade**

PHILADELPHIA—Sal Grotenstein, head of the International Amusement Corporation, plans to open what will probably be one of the largest arcades in Europe this spring.

The arcade, to be located in Brussels, a Belgian resort town on the North Sea, will contain about 300 pieces with an estimated investment of $350,000.

Meanwhile Grotenstein announced that his son, Hank, has joined the firm as assistant export manager. The 21-year-old youth will work from the general offices here.

Al Polak, Grotenstein’s partner, soon leaves for Europe to spend about a year. Polak will supervise the firm’s European holdings.

---

**Shaffer Wall Box Special**

Seeburg 3W1 (100) WALL BOX

(Chrome) $54.50

- Completely Reconditioned
- *New Buttsen Covers*

**Shaffer Music Company**

In the Coin Machine Business Over 25 Years

Cleveland, Ohio 44114

1713 NORTH AVE. CHICAGO 22, ILL.

**COIN MACHINE EXCHANGE**

1713 NORTH AVE. CHICAGO 22, ILL.
Archie Pence
Dies; Pioneer
Minn. Coin Op

MINNEAPOLIS — Archie W. Pence, a pioneer of the coin-
taking business here, died Dec. 28, with final rites December 28
and burial in Crystal Cemetery.

A code executive during World War II, he was in the coin-
machine business almost that long and was long a
of the American Pinball Company, new operated by his son, Mr.

M. Pence.

A daughter, Mrs. Ruby Vangin, also is a coin machine operator in the
increasing Minneapolis area. All of his children grew up in and around
the business and each had something to do with it at one time or another.

Others surviving Mr. Pence are his widow, Mrs. Hazel Williams and his
daughter, Mrs. Horace E. Woodward, and a sister, Mrs. Frank Richards, of Gay, Ind.

Conviction Made
Under Canadian
Anti-Pinball Code

VICTORIA, B.C. — First con-
viction in British Columbia under a new interpretation of the Cen-
tral Amusement Act.

An employee of a local store, where five machines were found,
pleaded guilty to the charge of keeping a coin-operated gambling
house. He originally pleaded not guilty, but his counsel, Donald An-
derson, said he was changing his plea. He was convicted by Judge
J. A. E. Light of the Supreme Court of Canada's decision brought
last August. This ruling, in effect, reversed a decision which have an
extra attachment allowing players to increase their odds of winning
by inserting more coins.

Pools without this apparatus are considered under the law to be a
game of skill, provided there is no money pay-off.

Miami Assn.

* Continued from page 59

SAM Martin, Mr. and Mrs. Roy
Coffey, of Maritime Company; Mr. and Mrs. Manly Brown, of
Binkley, of King Records; Bill Bleyer,
and Mrs. Dave Shelly, Mr.

and Mrs. Sam Lane, of Mr.
Amusement Company; Mr. and
Mrs. Joe Shelly.

Mr. and Mrs. Larry Bushey, of
Sea Coast Distributors; Mr. and
Mrs. Dave Engel, of County
Amusement; Dave Engel, at-
tery, and Miss Mr. and Mrs.
Harold Carson, Juke Box Company;
Irving Huttman, Whirlpool distrib-

New York; Mr. and Mrs.
Jack Sevett, New York columnist;
Mr. and Mrs. Mort Mandel, Mr.
and Mrs. Harold Craver, of MMM
Service; Mr. and Mrs. Murray Cross, of Murray Gross
Company; Mr. and Mrs. Murray
Blake, former Miami operator.

Mr. and Mrs. Sam Abram, former
New York game distributor; Mr.
and Mrs. Jannie Ronnie, Mr.
and Mrs. Arthur Bruno, of the AMOA
officer staff; Mr. and Mrs. Bud Buter
Bleyer, of Deale Automatic Com-
pany; Mr. and Mrs. Buddy Cohan
of &k Noodling; Mr. and Mrs.
Morris Diamond, of Diamond Amuse-
ment Company; Mr. and Mrs.
Harry Zipper, Mr. and Mrs.
Paul Zanard, of Active Machine
Company; Mr. and Mrs. Max Kruppel,
of Magic Music Company.

OUT-EARN ALL OTHERS!

Williams
6-PLAYER
ROLL-A-BALL
Super Deluxe in Every Detail!

Get's and Holds Heavy Play With:
★ Single—Double—Triple Scoring!
★ Extra Balls Feature!
★ Optional Match Feature!

Williams is Now Delivering:
"PERKY" or "PEPPY"
The Musical Clown

Order From Your
Williams Distributors!

No. 1 Grade Bumper Pool Cues, 48", $36 val., Special Price, $28.50 dt.
No. 2 Grade Bumper Pool Cues, 48", $27 val., Special Price, $24.50 dt.
No. 3 Grade Bumper Pool Cues, 48", $19 val., Special Price, $16 dt.
No. 4 Grade Bumper Pool Cues, 48", $13 val., Special Price, $9 dt.

For a small investment you will have new pool tables. You'll increase
your sales tremendously.

RACK POOL PLAYFIELDS—Immediate Delivery
No. 1—REGULAR SIZE—21" x 90" Plain or
Inset away from custom for realistic pool. Included ball rack...$24.95
No. 2—SINGULARITY PLAYFIELDS, 2 ink, away from custom-
cluded ball rack and 7 3/4" ink ball...$76
No. 3—THE BIG ONE—NEW, 31 3/4" Plain or
No. 1 TITLE DR. No. TITLE DR. 31 3/4" Plain or
Inset away from custom for realistic pool. Included ball rack and
7 3/4" ink ball...$128

GENUINE ROTATION POOL BALL SETS
REGULAR ROTATION POOL BALL SET, 15, 7 3/4" balls...$16.50
REGULAR ROTATION POOL BALL SET, 21, inked balls...$21.50

BOWLERS
TENANT DIVISION
St. Louis, Mo.

BOWLER
St. Louis

ATTENTION—H. ILLINOIS AND IOWA OPERATORS!
THAT'S GOLD IN GOTTLIEB'S EXCITING NEW
COLORFUL! RAINBOW ACTION!
SLUG REJECTOR!
IMMEDIATE SHIPMENT!

POOL TABLE BUYS!

We have export orders for music of
type, Bingo Games, 5 Ball Pin Games, Shuffle Alleys and Arcade
equipment.

* Exceptionally liberal allowances
offered during the month of

JANUARY Is
TRADE-IN MONTH
AT TRIMOUNT

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type, Bingo Games, 5 Ball Pin
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We have export orders for music of
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equipment.
**January 5, 1957**

**The Billboard**

**Coin Machines**

---

**Best in the Middle West Alleys**

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<td>Top Frame</td>
<td>115</td>
<td>Super Frame</td>
<td>100</td>
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<tr>
<td>UNITED</td>
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<td>Lightning</td>
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<td></td>
<td>195</td>
<td>Speedy</td>
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<td>125</td>
<td>League</td>
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<td>95</td>
<td>10th Frame Super</td>
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</tr>
<tr>
<td>BALLY</td>
<td></td>
<td>Magic</td>
<td>$225</td>
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<td>150</td>
<td>Rocket</td>
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**University Machine Exchange**

**Genco**

- Champion 2 P. Baseball $295
- ½ dep., bal. C.O.D. or $50
- Tel. 415-2023

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**Get In Step for a PROFITABLE New Year With Empire’s Lineup of WINNERS!!**

<table>
<thead>
<tr>
<th>WILLIAMS</th>
<th>4-Player</th>
<th>ROLL-A-BALL</th>
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<td>SHUFFLE GAMES</td>
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<td>Guns</td>
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</tbody>
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**Emprise Coin Machine Exchange**

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**Wanted!**

Gottlieb, Super Jumbo and Jubilee

Your American Red Cross is Always There After Disaster Strikes

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- **Numbered Rollovers**
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- **Completed Rainbow Lites Center Holes for Special Scores**
- **Additional Rollovers Increase Special Scoring in Center Holes**
- **3 Center Holes Lite Automatically for 1,000,000 Scoring**
- **2 "Pop Bumpers" and 2 "Cyclical Kickers" Lite Alternately for 100,000 Scoring**
- **Super Powered Flippers Fire Ball Up Held at 12 2-Way Rollovers**

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**Color... Action... Player Appeal!**

**Gottlieb's Rainbow**

**Subject to Amusement Tax Only!**

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All Gottlieb Machines Are Equipped With National Slug Rejectors.
ACCLAIMED
The GREATEST PROFIT MAKER in 5 Years!

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Ski-Bowl

With The Exclusive...
DYNAMO STRIKE
And SINGLE-DOUBLE-TRIPLE SCORING
The EXCITEMENT...THE SUSPENSE...THE OUTCOME OF THE
GAME is Not Determined Until THE LAST BALL IS ROLLED
Player by skillfully striking in the 4th frame gets "bonus" balls
...keeping his game alive and enabling him to reshoot and
score up to 3 extra strikes!

* Indestructible
  Colored
  Plastic Cups!

* Full Size Plastic
  Impregnated
  Balls!

* A Natural
  Attraction
  For Team Play!

* Available In
  Regular And
  Super Models!

* Fast
  Play!

* Completely Noiseless Operation!

* Combination Steel And
  Unbreakable Plastic Shield!

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

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BETTER-THAN-EVER PLAY
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Adjustable PLAYFIELD RAMP
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THE BILLBOARD
COIN MACHINES
77

Fight Pin Ban
Continued from page 68

co-operative move by any group of operators to stop the steadily growing move to eliminate the pinball machine from the Utah scene. Salt Lake County last year passed a similar ordinance to that passed by the city of November 6.

The ordinance specifically prohibits "any game, device, contrivance, or machine which contains a payoff or award device ..." At the present time the only pinball operators in Salt Lake County are in private clubs, not covered by the ordinance.

The petitioners to the court maintain in the complaint that the ordinance is so "broad, sweeping, ambiguous and so arbitrary, discriminatory and capricious as to violate all concepts of substantive due process."

Plaintiffs in the complaint are A. J. Stevenson, Ray T. Samuelson, John R. Davies, Max K. Horen, Jack Llewellyn, B. L. Hall, Eugene S. Phelps, Gus Weiser, Wilard Schunder, Samuel A. McHaug, James H. Sproul and Irving Money, individually and as members of Intermountain Music Operators Association, an unincorporated association.

BRAND NEW

"NEW YEAR'S SPECIAL"

REPLACEMENT TOPS

SLATE TOPS—FINEST QUALITY
for regulation size & 1/2" thick

specials ...................... $60.00

4-HOLE BUMPERLESS RACK
POOL TOPS, 1 hole in each corner, regular size w/racks, available onball ............................................. $19.50

RACK POOL TOPS
all new with rack and service ex ball. Rack size ............................................... $25.00

ROYAL DISTRIBUTING, INC.
CARAVAN . . . $325.00
PIXIE . . . . . . $195.00
STARDUST . . . $250.00

ROCK-OLA DISTRIBUTORS

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

ONLY THE ORIGINAL OFFICIAL SKILL BALL HAS ALL THESE EXCLUSIVE NEW FEATURES:

* Covered, Locked Cash Box prevents pilferage
* EXTRA BALL FEATURE ON EACH FRAME
* SINGLE, DOUBLE, TRIPLE SCORING
* LIFETIME PLASTIC CUPS
* NEWLY DESIGNED TRANSPARENT, UNBREAKABLE PLASTIC BALL, SHOW CASE FRONT
* COLORFUL, SOUNDPROOF BACKFIELD OF EVERLASTING FOAM PLASTIC

SEE YOUR GENCO DISTRIBUTOR TODAY!
Sensational **new** Bowling Game

**is record-smashing money-maker**

1957 will be your biggest money-making year if you're quick to cover your locations with Bally ABC BOWLING LANES... and grab your share of the countless new spots ready and waiting for the greatest skill-amusement game ever built. Not another shuffle-puck game... but real bowling with 3 in. hard rubber ball... plus Bally profit-proved quick-set "fly-away" pins and rapid-fire score-totalizer...

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NEW Player Appeal

TRUE BOWLING
AUTOMATIC REGULATION SCORING
STRIKES—SPARES—SPLITS
REGULATION LEAVES
Straight Ball, Hook and Back-up Ball
ALL THE SHOTS AND THRILLS OF
REGULATION BOWLING

3 INCH COMPOSITION BALLS
Roll Fast or Slow
Skill—Not Strength
Makes the Expert Player
1 to 6 can play!

FAST PLAY
QUIET OPERATION

LONG LIFE ON LOCATION
EARN BIG MONEY YEAR AFTER YEAR

BEAUTIFUL FORMICA PLAYBOARD
EASY LIFT PLAYBOARD
SIMPLE MECHANISM
RUGGED CONSTRUCTION
EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR

SIT UP A BATTERY OF THESE GREAT ALLEYS
AND CASH IN ON HUGE PROFITS
FOR YEARS TO COME!

SEE YOUR DISTRIBUTOR NOW!
A COMPLETE LINE OF SHUFFLE ALLEYS • RIFLE GALLERIES • IN-LINE GAMES!
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