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Life Among Lizards Not Always Rosy!

Bug Men, or Sellers of Chameleons, Etc., Pack Their Stock for Big Winter Season

By TOM PARKINSON

CHICAGO — New Year's pink elephant season is out of the way, and now the bug men are getting ready for their winter season.

Bug men are neither from Mars nor hallucinations but that unique cadre of men who sell chameleons. With the season at hand for indoor circuses and sports shows, the lizard merchants are packing their stock in trade, and hotel men can be alerted.

Visitors at certain winter attractions will find the bug men busy with big green display boards on which are pinned a couple of dozen small lizards. Nowadays, these so-called chameleons bring 75 cents and sales are brisk.

Leader of the business is Joe Trocey, quick-talking fellow with a sense of humor about the business he is in. Working with him is Mike Healy, probably the dean of bug men.

Mainstay of the Healy-Trocey combine has been the Ringling-Barnum combine, and they say that summer circus weather is just right for the chameleons. But Trocey also was taking his bug boards to buildings long before Ringling decided it would try the same locations.

Usual procedure is for the salesman to wire orders to a source of supply in Louisiana or elsewhere along the Gulf. There, the lizards are found in abundance and suppliers pick them up by the dozen any night. Air mail parcel post brings the five-inch bugs to Trocey and his crew on the second day, and by that night or the next they have been pinned to the lapels of youngsters at the rodeo or circus.

Hotel Complications

But sometimes there are complications and that is where hotels often enter the picture. It seems that boxes of bugs have a way of breaking, ripping, tearing or otherwise allowing leakage of their animated contents. Sure as chamele-

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 metropolises as a lizard-buying town.

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

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

ons break loose in a hotel room. A maid enters, screams and runs rampant with reports of anything from dragons to bed bugs. Any way you look at it, the management frowns on chameleons at that point. Mike Healy used to find it so hard to get a hotel room as a bug man that he posed as a musician and carried his stock thru the lobbies in a violin case.

Trocey's travelers always make the same hotel in Boston, where they have worked for years during the Ringling spring stand. Invariably, some chameleons get loose, since bug men must open the containers and put leashes on the live-stock as well as transfer them to individual boxes. And the hotel manager insists that each year he gets complaints until the next January that there are bugs roaming the room.

The escapees, however, are infinitesimal compared to the 70,000 or 80,000 that Trocey says his crew sells each year. He estimates that combined sales of all bug men totals 200,000. His own best day was at the Indiana State Fair once when he had four agents working and they sold 2,200 at 75 cents each. They could have sold more but they couldn't fit bugs with a string and safety pin and put them in boxes fast enough.

Trocey reports that the wholesale price has increased over the years from 3 cents to 15 cents, and he points out that there is some loss in transit. For that reason, his retail price has increased from 25 cents in 1924 to 50 cents in 1940
(Continued on page 46)

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 bases. In response to The Billboard article of last week and the personal enthusiasm of Adolph Green, Drew Pearson, Lisa Ferraday and others who just returned from a Greenland junket, every base should see at least one show in 1957.

Among those who have offered their services gratis are Renzo (The Continental) Cesana, Martyn Green, Al (Captain Video) Hodge, Irish (Sheena) McCalla, Joseph Schildkraut, Brenda Lewis, Milton Berle, Giovanni Martinelli, Virginia Graham, Hermoine Gingold, Donald Buka, Dick Moore, Regina Resnik and Gertrude Berg.

Michael Sean O'Shea, publicity director of the American Theater Wing, who has been organizing 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.

John Lupton, star of "Broken Arrow," has initiated another campaign to benefit G.I.'s. On a current 15-city personal appearance tour, Lupton is talking up the need for TV films at local stations on far-off bases and will be working out the means with packagers, producers, sponsors and ad agencies.

TV Melts Greenland Deep Freeze at Air 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 at sites similarly cut off from civilization. At the bases of the Northeast Air Command, teeming with thousands of hard-working, lonesome 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 basketball can only scrape. With outdoor sports negated by the extreme cold and indoor sports confining the G.I. to the same faces he labors with every day, television helps him escape to the rest of the world he left behind for a year's tour of duty.

Schedules

A schedule of five hours per day keeps him up to date on current shows. Some, like the Ed Sullivan stanzas, 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 welcomed.

The show tour folk who trekked up here to bring live talent found the guys sharper than home viewers on TV facts, lore and developments. They can tell you who guested on "What's My Line?" in June. They remember what Sher-

man Billingsley said about Toots Shor to prompt a law suit. They can recreate the opening dialog of the first "Wyatt Earp" episode. Because they have such limited entertainment, each telecast becomes something special to be discussed and remembered.

Taste Levels

They have their levels of taste. One film series was dropped 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, including the commercials, which are never deleted. A few generous organizations, like Motion Pictures for Television and American Theater Wing, have secured permanent prints for bases, which rerun them happily to fill out programming gaps.

Local shows average one hour a day and include news, weather, variety and official announcements. Plans are afoot to stage live dramatic programs and air religious services. Most of the men prefer imports, since the tiny, one-camera studio is ill-equipped to achieve any visual success with its local products.

The TV star has replaced the movie star as "the person we'd most like to be marooned on a glacier with," and members of the recent Christmas show unit found themselves bigger celebrities than the box office kings and queens. Lisa Ferraday, for example, was a name and face (not to mention figure) known instantly to the 15,000 airmen in her audiences, chiefly because her TV stints as interview shows and half-hour dramatic anthologies had preceded her and made her a favorite.

Siri, the skyscraper blonde
(Continued on page 3)

NEWS OF THE WEEK

TV Webs' Business Softening; 1957-'58 May Be Rough . . .

TV network business, which opened this season with an expected SRO, is now showing signs of softening. A number of sponsors with choice time and properties 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. . . . Page 2

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 better than any new property. . . . Page 6

RCA Victor EP Price Cuts Seen Broadening Disk Market . . .

RCA Victor has cut EP disk prices up to 40 per cent effective January 7. Move is keyed to the belief that the EP is the highway to a sound future record business thru its 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 pushing EP sales thru lower price and wider repertoire . . . Page 10

Col. to Emphasize Merchandising In '57 Package Sales Kickoff . . .

Traffic-building merchandising help for dealers is the key to Columbia Records' album sales plans for 1957. Successful "Buys of the Month" program will be joined by a new "Buy of Your Dreams" plan offering special bargain prices on 76 catalog mood sets by Kostelanetz, Faith and Weston. The label also plans a heavy release of new packaged material by new and current artists. . . . Page 11

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AF Reindeer Rating Scores

SONDRESTROM, Greenland — A "grey flannel minded" officer here has developed a novel rating service to apprise base personnel of the respective success of TV shows aired by the Air Force station. He and a buddy sprint around the base in snow shoes during prime evening hours, which here fall from noon to 3 p.m. By direct visit, they obtain the "Reindeer Ratings" which currently list "Janet Dean" as the No. 1 drama series, Ed Sullivan as tops in variety and "Wyatt Earp" as biggest adventure-Western show. The Sullivan-Elvis Presley stanza scored a cumulative record high of 94.5 in four airings.

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 1956-57, according to informed advertising opinion. For the plain fact is 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 on CBS-TV right now are half of Jackie Gleason, and one half hour of the second strongest new show of the season, "Playhouse 90." The network has firm commitments for both shows, but Bulova and Ronson, the respective clients, are asking for relief.

Amana's half of Phil Silvers is expected to be dropped this spring, but is being kept under wraps. The network is expected to have little trouble in selling half of this last show. CBS, of course, has been unable to sell either of the new shows in its Sunday 5-6 p.m. time slot, the well-received "Boing-Boing" and "Mama." Another time period to be vacated soon and to be available is Saturday evening 7-7:30, now occupied by "Beat the Clock," which moves to Friday 7:30 for Hazel Bishop.

CBS Strongest

CBS, with its large number of high-rated shows, is in the strongest sales position. NBC-TV has half of Monday 8:30-9 ready for any sponsor who wants to buy

'Tonight' Pulls \$1,375,000 in Charter Sales

NEW YORK — "Tonight" has already racked up \$1,375,000 in charter client sales. The top order was received from Heliane Seager's Pink Ice, which has bought about \$1,000,000 worth of participations.

Smaller but still substantial orders have been received from Yardley, which bought about \$200,000 worth of participations, American Sta-Dri Paints another \$100,000, Evinrude outboard motors for \$50,000 and the Wood Conversion Company for \$25,000. Admiral is said to be on the verge of buying a large number of participations in the show.

The charter client plan gives advertisers a bonus participation for each three they buy until the latter part of May. The new version of the late evening show tees off in late January.

"Wells Fargo." And it will have Wednesday 10:30-11 open for any interested client soon.

Perhaps another indication of the sales situation at NBC is the fact that it has turned back 10:30-11 Sunday night to the stations. Tho the half hour does not guarantee a large number of clearances, it should have value to an advertiser with the right kind of property, but there were no takers satisfactory to the web.

At ABC there are any number of prime time periods and participations to be had on Saturdays and Sundays.

There are additionally a large number of other clients who would like to cut back on their current TV commitments. General Foods is ready to split any four of its current shows with other sponsors. In most cases these are programs such as "Circus Boy," "West Point," "Hiram Holliday" and "Roy Rogers," which have not done as well as expected this season.

But the experience of this season would tend to reinforce the point of view that next season sponsors will be more chary of making commitments, unless they are for properties which seem to have really strong hit potential.

General Motors, for its Pontiac and Buick divisions, remained virtually out of network TV this season, and now is in the position where it can pick and choose. Buick, however, has bought occasional spectaculars.

The competition between networks for audiences also is apt to become fiercer next season, making for an even greater risk on the part of sponsors.

This naturally is not to say that CBS will have major selling difficulties. But both NBC and ABC are most likely to find that they will have to work harder before they can corner the same amount of clients, unless either or both come up with line-ups of shows which seem like blockbusters.

KATE SMITH & CO.

ABC Has Program Plans Up Its Sleeve

NEW YORK—Kate Smith will star in an ABC-TV special telecast April 28, 9-10 p.m., marking her 25th anniversary as a performer. Youngstown Kitchens, a division of American Radiator & Standard Sanitary Corporation, will sponsor the musical salute thru Grey Advertising Agency, which is readying the format. Guest stars associated with Miss Smith in the past will also perform.

ABC is seeking a replacement for "Omnibus," which exits the 9 p.m. spot April 21, to fill the Sunday night gap starting May 5. In other Sunday night activity, the web is extending the January 6 and 13 telecasts of Ted Mack's "Amateur Hour" to 90 minutes (7:30-9 p.m.), with the possibility of more "long" stanzas after April 28. Between January 14 and then, "It's Polka Time" will fill the 8:30-9 p.m. slot, presumably making its long-expected exit the week of the Kate Smith special. With a two-hour segment to fill, ABC is considering shifting its "Famous Film Festival," scheduled to depart in March, to Sunday evenings, opening the Saturday night time for new shows now being prepped.

New Shows

Off ABC's debut list is "My 70 Sons," the June Havoc starrer about a widow who inherits a military academy. New possibilities for spring, summer and fall include "Man Against Space," a science-fiction series produced and di-

rected by "Captain Video" alumnus Frank Telford; "Sinbad the Sailor," a King Brothers adventure series whose pilot was just completed in Turkey, and "Real Georgia," Walter O'Hanlon production slated for Imogene Coca.

The most immediate problem of ABC's programmers is a quick replacement for "Polka Time" in the Tuesday 10-10:30 p.m. period. No longer a possibility is the Abbott and Costello "Penny for Your Thoughts," which has been changed to a kids' quiz for twilight viewing.

A year-end statement by web chief Ollie Trez revealed the expected acquisition of primary affiliates in Boston and Omaha, two critical markets currently giving ABC clearance headaches, as well as previously announced San Antonio and Norfolk affiliations early in 1957.

Ford Moves Ahead on Alternate Wk. Pattern

NEW YORK—Ford is evidently taking steps to expand its alternate week pattern of network advertising. It will take over the Sheaffer Pen commitment January 1 and 15 on "The Brothers," CBS-TV, Tuesdays, 8:30-9 p.m. There is every likelihood that it will continue to alternate as sponsor, along with Procter & Gamble, on the situation comedy for the duration of the season.

This would give Ford its second co-sponsored property of this season, "The Zane Grey Theater," which it sponsors along with General Foods being the first. The Ford intention, it is said, is to stake out a Tuesday franchise on CBS, regardless of the success or failure of "The Brothers."

Prior to this season Ford sponsored only shows which they owned completely. Generally, other auto manufacturers follow the same pattern in network video advertising which stresses identity as against circulation.

LONG DRAMA

Two 2-Hour Plays Being Blueprinted

NEW YORK — Two two-hour dramas are currently being blueprinted which will offer viewers a change of pace from the weekly hour fare. The first is a property for Alcoa in its Sunday night 9-10 slot on NBC-TV. It is a property for Alcoa in its Sunday night 9-10 slot on NBC-TV. It is a video adaptation by David Shaw of "Compulsion," the Meyer Levin best-seller based on the Leopold-Loeb case. It will be presented in two consecutive installments as will the other drama.

The second is an original story being written by Reginald Rose for "Studio One," the Monday 10-11, CBS-TV, Westinghouse-sponsored drama. It concerns itself with a murder trial and the moral dilemma of a lawyer who is defending a client he believes guilty, tho' he believes he should be given legal representation.

Ford's Happy About Ernie

DETROIT — Execs at Ford Motors are very happy over their sponsorship of Tennessee Ernie, the Thursday 9:30-10 p.m. NBC-TV stanza. The hillbilly performer has proved himself a terrific car salesman in addition to his entertainment ability. He is said to be responsible for attracting a large number of customers to the Ford showrooms.

Ernie's ratings, up against the "Playhouse 90" powerhouse on CBS-TV, have not been too potent, but his share of audience is excellent. His latest Nielsen shows him with a better than 40 per cent share of audience. Ernie's most recent Trendex for Thursday (27) gave him a 34.8 share of audience.

NEW YORK—Revlon is said to be interested in the Saturday 7-7:30 evening time period on CBS-TV. Hazel Bishop is switching its "Beat the Clock" from that time slot to Fridays at 7:30.

Revlon is looking for a show that would be directed at teen-age girls so as to spur their interest in its products.

Census Bureau Uncovers Data Of TV Interest

WASHINGTON — The boys in the back room feverishly concocting 1957's TV programming will have a potential audience out of a U. S. population which is the largest, one of the best-heeled and as maddeningly unpredictable as that of previous years. The Census Bureau, in a year-end tally of some 169,600,000 Americans, points out that Christmas of 1956 undoubtedly topped the estimated "three out of four" households with TV sets calculated by the bureau in February, 1956.

Characteristics of the U. S. population of interest to programmers and sponsors show that metropolitan areas have grown at four times that of other sections in the past six years, and account for an estimated 96,200,000 out of U. S. civilian population of 164,300,000, estimated by the bureau in March, 1956. Women continue to outnumber men, with 84,700,000 distaffers, to 83,400,000 males.

Small fry under five numbered 18,700,000, with 3,500,000 reaching school age, by July, and 2,600,000 potential high schoolers, who reached the rock and roll age of 14 at the same time. Ready for college were 2,300,000 18-year-olds, in fiscal 1956.

Of interest to programmers for the young married set—the suburbs had the highest saturation in married couples. Marriages got younger, with half the men marrying before reaching 23, and half

(Continued on page 4)

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FOR 1957

Gibson Offers New Stations Show Primer

NEW YORK—A 1957 programming primer for new stations is offered by Avery Gibson, director of research for H-R Representatives, Inc., based on personal visits to major markets and an analysis of the record of every current station operating in the U. S.

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

2) Program with an eye to local habits, such as mealtime and stay-at-home nights, which vary geographically.

3) All stations have tried to give local service, but the tune-in always drops, rating points and advertising revenue dip and large contracts are often lost by clinging even to a successful local show. Therefore, program as little local time as is consistent with moral commitments to your city and the regulations of the Federal Communications Commission.

4) If you are the fourth station in the market, program as much feature film as possible. If you are the second or third station, do likewise if the competing stations haven't glutted the schedule with upwards of eight features per week.

5) Don't program mystery or adventure shows in daytime hours, when viewers can't leave the room for a moment without missing the point of the plot.

6) Buy as much situation comedy property as is available. Even third reruns of "My Little Margie" are garnering good ratings, and there is a shortage of comedy film series.

7) Choose your syndicated films carefully, as most of them don't stand up to network and feature film competition.

A regular service to its station clients, Miss Gibson's knowledge is being utilized currently in preparing complete recommended schedules for new stations in Norfolk and San Antonio, opening in February.

HOLLYWOOD—Ashley-Steiner Agency in a deal with the network will film pilots for two new series for NBC-TV.

First to roll, approximately mid-January, will be "Pony Express," produced by Frank Rosenberg. Following will be "Marco Polo," adventure drama based on the exploits of the 13th century Venetian.

Presbrey and Miss Rountree Import Sight-Sound System

NEW YORK — Martha Rountree and Oliver Presbrey have concluded a deal to import a sight-sound system from France said to outdate those currently in use here on TV film shows. ABC-TV expects to be the first user, having tested the method on Miss Rountree's "Press Conference" two weeks ago.

A monitor system, developed by Parisian TV engineers, gives the director the same control over film cameras as he now has over live show cameras. Only one camera need operate at a given moment, which the director selects while watching the shots available on a monitor. The reduction in film, editing, lab time and shooting time represents a huge financial saving, according to Presbrey, especially when the show is in color.

Flamingo Gets TV Rights to 'The Phantom'

NEW YORK—The long running comic strip, "The Phantom," may come to life on 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 wears a frogman type of costume.

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

NBC to Return 10:30 Sunday

NEW YORK — NBC-TV has decided to turn Sunday 10:30-11 back to its affiliates after the bowling show winds up its sponsorship cycle. It now is occupying the time period for General Cigar.

The network has been considering "Chronoscope" to be sponsored by Longine-Wittnauer, but changed its mind. It is expected that next season the web may try to recapture the 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 telecast here of "Camera Inside Russia" upheld the contention of WNAC-TV that viewers, at least in this market, love documentaries.

"Camera" racked up a 31.7, topping Lawrence Welk, Robert Montgomery and boxing, reaching about 1,000,000 viewers. According to Official Films, distributor of the 90-minute film, this was the highest audience rating yet achieved in a competitive market.

Toll TV One of Big Posers FCC Faces

WASHINGTON—The burning question of toll TV—"its program resources, types of programs contemplated, and the plans on those intending to engage in it"—will require "further proceedings" at the Federal Communications Commission in the coming year. It may be necessary to include "moral hearing and demonstrations," on the subscription picture, says the

NOT MOVING THE GOODS

Sponsors, Agencies Turning Cold Shoulder on Kid Shows

HOLLYWOOD — Advertisers and agencies are growing colder and colder on children's programming, and there are indications that shows aimed purely at a kid audience will be as rare as a 12-inch set within a year or two.

The trend away from youngsters' programming is primarily due to the fact that sponsors are finding out that, to an increasing extent, the shows are not moving the goods.

Pointing this out, Bob Levitt, vice-president of California National Productions, notes that the television pattern is only repeating what advertisers discovered in the newspaper and magazine field—that over the long run children do not control parents' buying.

The impact of this is only beginning to hit children's programming this year. National Dairy, for

instance, is cancelling "Big Top," which it has sponsored for several years and which has been one of the more successful daytime programs in terms of ratings. "Mickey Mouse Club" has been only a little more than half sold this season, and there is talk of cutting it to a half hour next year. The effect is felt on a local basis also. For instance, "Circus" on Los Angeles' indie KTLA had excellent audience response, but failed in expected sales and was axed.

Ad agency execs are unanimous in agreeing that the day of the children's program is passing and that this will result in more and more family type shows. An exec at Young & Rubicam makes the point, for instance, that this has been a General Foods policy for years; that it's fine to get the kids in the audience, but that the program must appeal to adults as well.

Glenhall Taylor, vice-president of N. W. Ayer, feels that what may have happened is that parents are becoming to a degree immunized against children's pleas to buy this or that, and that kids themselves may have entered into an anti-premium cycle in which box tops and gimmicks don't mean as much as they used to.

Austin Peterson, v.-p. of Ted Bates, thinks that some products might be excluded in the general trend, but agrees that agency buying is moving more and more towards family programming. An exec at J. Walter Thompson sums it up most succinctly when he says, "If the show's just for kids we don't have any clients who'd be interested."

HEP IN GREENLAND

TV's Popularity Only Thing Hot in Thule

• Continued from page 1

whose only show business exposure has been thru TV, was tabbed immediately as a performer from the Sid Caesar, Perry Como and Jackie Gleason hours. Drew Pearson, whose newspaper column reaches but a scattered handful of overseas troops, was famous and a friend thru his TV series. Airmen whose civilian knowledge of show business was limited to Lana Turner and local vaudeville are to-

day cheering the erudite, the brand-new arrival and the familiar bit player from TV.

"What we in Special Services can't understand," commented one officer at Sondrestrom Air Base, "is why sponsors and ad agencies don't send us more shows, in fact, all their shows. For pennies, they expose their products to receptive viewers over and over. And not only do the men purchase products here, but a 1,000,000 relatives and friends, grateful that Sponsor X has brought their boys fun, repay the favor with sales and good will at home."

"If statistics will influence more than patriotism," said another spokesman, "we can tell hesitating sponsors and packagers that NEAC personnel numbers in excess of 25,000, with another 50,000 men lodged at other similarly isolated Air Force bases." Just as the live talent discovered that every boy was mailing his souvenir program home, so do these men write faithfully about the TV shows which furnish the bulk of their amusement.

Set Owners

Nearly 8,000 enlisted men own their own TV sets (all table models) which they normally sell to newcomers when their tour of duty is over. But base exchange stores report steady sale of 100 sets a month, and the Air Force allotment of public viewing keeps increasing for each base, as additional barracks and mess halls are erected.

Up here, an hour from the North Pole, the battle for ratings is a Madison Avenue triviality compared to the battle for prints being waged by Air Force brass. Immediate goals for Iceland, Greenland, Labrador and Newfoundland TV stations are more shows, especially situation comedies, adventure series and quizzes. Eventually, they hope they will be borrowing less and keeping more for the TV libraries of prints they're trying hard to build.

The one thing that doesn't go here is ice shows, which are greeted with understandable groans. Anything else, good print or bad, plays to critical acclaim.



WGAL-TV
Lancaster, Penna.
NBC and CBS



\$3 2/3 BILLION
in retail sales

America's 10th TV market—the Channel 8 Multi-City Market: 3 1/2 million people, owning 917,320 TV sets, having an annual income of \$5 3/4 billion, of which they spend \$3 3/8 billion in retail stores.



Channel 8 Multi-City Market	
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FCC in its weary summary of fiscal 1956, frankly acknowledged to be the toughest year in the agency's history.

Mounting pressures in the whole television service, with toll TV's 70-volume docket still the biggest on record and allocations protests running it a close second, were the main electronics problem children of the year. Further woe was added by the "900 man-days—three and half man-years" spent in connection with hill hearings, says the agency. During the year, the commission desks were piled with an average of 1,800 miscellaneous communications applications and pleadings per day, plus court hassles and hearings, in the red-hot competition for TV outlets.

Something of an anti-climax, in the face of Justice Department's latest belts at networking, is the agency's note that its own special network study will include a survey of two or three selected markets to get the public's reaction to its TV service, and give local advertisers a chance to air their complaints. This will be done with a view to possible amendment of the agency's "chain broadcast rules," evolved for radio, and as suitable for the TV age as high button shoes.

In spite of all the roadblocks, the agency notes that nearly 500 commercial TV stations were on the air in fiscal 1956, with another 100 authorized. TV revenue

(Continued on page 4)

LAUGHTER TO GUNFIRE

Westerns May Jam Air Waves in 1957

HOLLYWOOD — "Westerns, Ho!" has become the byword at telefilm production companies and networks as planning for the coming season unfolds.

The prospect must be giving both advertising agencies and sponsors considerable food for thought in view of what happened to the comedies as the viewing audience became saturated with them.

NBC-TV, which has been lagging in the development of Westerns, is getting its first since the demise of "Frontier" on the air as "Wells Fargo" replaces "Stanley."

CBS is moving more in an off-beat vein, apparently keeping in mind the success of "Gunsmoke," which, when first put on the air, was an entirely new departure.

"Have Gun, Will Travel," tale of a hired gunman, starring Richard Boone, is being shot by Filmmaster Productions for the net this week.

ABC-TV, which has based its success heavily on the Western, has several under preparation. Lou Edelman (Wyatt Earp) is filming "The Californians," based on the book of the same name.

Independents are by no means

lagging behind. First of the new series of pilots to be completed was "Outpost," which was turned out by Pine-Thomas Productions.

"The Last Marshal" is being projected by Desilu for NTA. The Frank Latourette-Jim Moser combine have an anthology called "Primrose" set for January.

Meanwhile, back at the ranch, it's to be remembered that only a percentage of these projects will reach fruition.

RESTLESS PEOPLE

By CHARLOTTE SUMMERS

Among the radio-TV personalities who have accepted chairmanship posts on the 1957 March of Dimes committee for the January 2-13 campaign are Bob Hope, Robert Trout, Lawrence Welk, Helen Hayes and Dinah Shore.

Frank Luther, recording star; Jeff Forbes, producer-director, and Ed Gilman, cinematographer, all representing WNAC-TV, Boston, public affairs visit, flew to Austria for a week's visit to Hungarian refugee camps.

Iron Curtain Pix For Screen Gems

NEW YORK—Screen Gems is negotiating with Crusade for Freedom for a new vidfilm series. The half-hour show would be taken from the files of the organization, and would concern itself a great deal with escapees from behind the Iron Curtain.

It would lean toward the documentary. The program would be shot overseas.

101,850,000 ABC Home Hours Noted

NEW YORK—ABC-TV's progress is reflected in the second Nielsen report for November, which notes that for the first time the number of home hours of viewing for ABC has topped the 100,000,000 mark (101,850,000), an increase for the week of 28 per cent over November, 1955.

COMMERCIAL CUES

WORD TO THE WISE

The Grey Advertising Agency, after considerable experience in the field, has assembled some facts about commercial production which are summed up in its latest Grey Matter publication as a word to the wise.

ID'S ...

Cascade Pictures will put 26 one-minute spots before the cameras during the next three weeks. The company is adding a fourth permanent crew to handle the business.

TV Commercials in Production

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues.

(Continued from last week)

Table with columns: Sponsor, Product & Agency (Show, if any) No. (Seconds) Type (C-Color) Commercial Producer. Rows include FOODS AND BEVERAGES, TRANSPORTATION, DRUGS AND TOILETRIES.

(Continued next week)

Toll Television

Continued from page 3

Lacked only \$250,000,000 in its push to join \$1,000,000,000 a year industries, and color busted out all over, with 30 stations now

equipped to colorcast, the FCC's 22d annual report notes. Increasingly popular portables played their role in putting TV sets into those four out of every five city homes, and half of the farm homes, tallied by the July, 1956, census survey.



LOYALTY

There are different kinds of loyalty... Los Angeles has its own special viewing loyalty that continues to baffle the experts.

Right now, loyal Los Angeles is staying up with KTTV—watching top-quality, first-run MGM features each night, Monday through Friday.

Are we sure they're watching? Well...

Pulse, (Nov. 1956) 10:15 P.M. to Midnight Monday through Friday Average Rating 14.1 Share of Audience 37.8

Minute participations in these fine pictures with stars such as Robert Taylor, Clark Gable, Lana Turner, etc., are \$800. That's about what you pay for chain breaks on the two leading network stations in Los Angeles in prime evening time.

Viewing loyalty makes a big difference in Southern California, and the difference is KTTV.

KTTV Los Angeles Times-MGM Television Represented nationally by BLAIR-TV

BUILT RIGHT INTO

ENTERTAINMENT IS NTA

NTA • 60 West 55th Street New York 19, N. Y.

TOP PLAYS

ANOTHER TOP RATED SYNDICATION SERIES FROM

SCREEN GEMS

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 concen-
tration 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

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

NEW YORK—The new properties that went on the air via syndication this fall are doing quite well. The shows in second-year product are doing better than the new properties.

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."

"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 them.

Both shows were generally relegated to so-called fringe time in the markets in which they were among the top 20. Each was booked between 8 and 10:30 p.m. in only one of their top-rated markets.

"Sheriff" had 7:30 p.m. bookings in two of its top-rated markets. "Christian" had 7:30 p.m. bookings in three of them.

"Frontier Doctor" was another fall debut in syndication. It began airing in a few markets in August. But to date it is on the air in only about 40 markets.

Two other new properties debuted late in the fall, "O. Henry Playhouse" and "The Tracer." But they were airing in too few markets during the November rating week to show up in this study.

The two series that put second-year production on the air this fall are "Highway Patrol" and "Dr. Hudson's Secret Journal."

"Highway," which was an instantaneous hit when it debuted in the fall of 1955, and which still had the highest weighted av-

erage rating in The Pulse's October study, was among the top 20 syndicated shows in 18 of the 20 markets checked for this study.

"Highway" had prime time bookings (between 8 and 10:30 p.m.) in seven of the markets in which it was among the top 20.

"Dr. Hudson" was among the top 20 in 11 markets, among the top three in five and was first in

three markets. "Hudson" played prime time in five of the 11 markets in which it was in the top 20 ranks.

Oddly enough, these two well-entrenched shows did not get 7:30 p.m. slotting in their top markets anymore than the two new entries. "Highway" played 7:30 p.m. in only one of its top-rated markets among those checked.

One Hand Washes Other Nicely for Ziv

Syndicator Helps Outlets Get \$3 Million In Business and Thereby Also Aids Self

NEW YORK — The extent to which film distributors are aiding stations with spot sponsorship sales was indicated in a statement last week by Len Firestone, New York City sales manager of Ziv-TV, that Ziv participated in an estimated \$3,260,000 worth of time and program sales from which Ziv itself made nothing.

This isn't a purely philanthropic gesture, Firestone admitted, since the more spot business the stations get the more film they buy.

"A sponsor may be considering using film shows in, say, 15 markets. He tells us what his markets are. We then furnish him with availabilities on our shows in those markets. This cuts out a tremendous amount of checking by agency time-buyers," said Firestone.

The distributor whose New York salesmen keep their eyes on the field sales records can ride this two-way sales street as fast or faster than time buyers and spot reps can get together on such deals.

One recent example was Ziv's sales of "Men of Annapolis" to WMBR-TV, Jacksonville, Fla. Two days after the program was sold to the station, the Ziv salesman in New York, in a sales call to the Ruthrauff & Ryan Agency, got Sun Oil to buy sponsorship on a 52-week deal.

Ziv last summer sold 26 first-run episodes of "Mr. District Attorney" to WPIX here, and the

very next day it had worked out a deal at Young & Rubicam for Piel's Beer and General Cigar to co-sponsor the show on WPIX.

The distributor can also work out more remote co-sponsorship deals for a station. WCAU-TV, Philadelphia, bought "Man Called X." In New York, Ziv got the Ellington Agency to put Cities Service on half the show there.

Ziv sold the second year of "Highway Patrol" to four stations in Georgia, including WAGA-TV, (Continued on page 8)

Revlon Ups Feature Marts; NTA Busy

NEW YORK—Revlon was reported last week to have increased its planned sponsorship of feature film programs to 40 markets. But meanwhile the NTA Film Network has been making a determined effort to sell Revlon on taking its entire 108-station line-up.

NTA is said to have been offering terrific inducements. In addition to showing a roster of stellar pictures out of the 20th Century-Fox backlog, it is rumored to be

RKO to Start Sales Push on 'Aggie' Series

NEW YORK—RKO Television plans to start its sales campaign on its half-hour series called "Aggie" at the end of this month and expects to get it on the air before the end of the winter. One sale has already been made.

RKO expects to start selling "Sailor of Fortune" a few weeks after it gets "Aggie" moving.

"Screen Directors' Playhouse" will be held for fall debuts in syndication, tho it will probably be pitched for network summer replacements before that.

TV Series Gross Close to \$5 Mil. For Roach in '56

HOLLYWOOD — Gross production of TV entertainment films by Hal Roach Jr. was \$4,867,000 in 1956. Sidney S. Van Keuren, company v.p. and general manager said last week. Figure includes only series which Roach owns outright or holds part interest in.

The figure represents 110 half-hours of "Screen Directors Playhouse," "The Charlie Farrell Show," "Code 3," "John Nesbitt Telephone Time," "Oh! Susanna" and "Blondie."

THE ANSWER?

Hwd. Service Trying New Synd. Angle

HOLLYWOOD — The problem of how to recoup money rapidly in syndication yet, at the same time, continue production of a proven successful show is being attacked from a new angle by Hollywood Television Service.

The question facing the company is what to do about "Stories of the Century," which, over the past three years, has had a top track record in syndication. Earl Collins, president of the company, feels that the program is still good for several runs in most markets, yet the time appears ripe to turn out additional product.

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

In this way advertisers would be able to obtain a program with a proven record, yet one which would not conflict with those episodes already on the air. At the same time production could again be held to 39 half hours, which, in Collins' opinion, is the optimum for syndication.

WOAI Buys M-G-M Films

SAN ANTONIO — WOAI-TV here has bought the M-G-M feature film library, the 21st station to acquire the big pictures. The station already has the Warner Bros. library, bought from Associated Artists Productions.

WOAI is planning to give the pictures their first run in a new 10:30 p.m. strip beginning next week. Heretofore it played NBC and ABC network shows at 10:30 and "Tonight" at 11 p.m.

O'Brian Packaging 'Wild West' Show; First Date in Calif.

HOLLYWOOD—"Wild West" show is being packaged by Hugh O'Brian, television's "Wyatt Earp." The show will get its tryout in San Jose and Richmond, Calif., auditoriums on January 19 and 20.

O'Brian will have five acts in his troupe. He himself will make his debut as a Western singer, using four or five standard folk songs in his repertoire. He'll also give a marksmanship exhibition, and wind up the program with a simulated bar-room brawl.

WCBS' Biggest Gain in Participation Pix Shows

NEW YORK — The biggest gain in WCBS-TV's biggest year was in its participating film shows, Sam Cook Digges, the station's manager, stated last week. Overall revenue was up 19 per cent over 1955 (which was up 15 per cent over 1954). Revenue from participation sales was up 30 per cent over last year.

The increase in rates for the "Late" and "Early Shows" (which have always been virtual SRO) and the addition of 45 minutes to the latter do not in themselves explain this tremendous gain, since their effect was felt only in the closing weeks of the year. More contributory were the sudden suc-

cesses this season of the "Late, Late Show," which went SRO after a change in sales plan, and of the 9-10 a.m. comedy strip, "My Little Margie" (now replaced by "Trouble With Father") and "Amos 'n' Andy."

Digges declared that the success of the "Late, Late Show" this season should prove precedential for wee-hour movie programs on major-market stations all over the country. In following the "Late Show" it may start anytime from 12:45 to 2 a.m. The Nielsen Station Index has shown that it reaches an average 300,000 homes here nightly.

Mr. DISTRICT ATTORNEY STARRING DAVID BRIAN



#1 SYNDICATED SHOW IN KANSAS CITY PULSE, AUGUST, 1956 23.4

#8 AMONG ALL NETWORK SHOWS ALL WEEK!

Table with 2 columns: BEATS, Ratings. Includes Robert Montgomery (17.9), Jackie Gleason (16.7), Dragnet (17.2), G. E. Theatre (15.7), Four Star Playhouse (14.4), Steve Allen (13.9), Ford Theatre (13.5), and others.

ZIV TELEVISION PROGRAMS, Inc. Cincinnati, Chicago, Hollywood, New York

Quarter-Hour Series Still Alive; Sterling TV Helps Them Thrive

NEW YORK—The quarter-hour series, which in the early days of TV film was considered a serious contender, has been relatively quiet in recent years, but it is by no means dead. True, production of new quarter-hour shows is quite thin and among the major producers of TV film programs, quarter hours have been dropped, but from independent producers there is an occasional new entrant such as the "Field and Stream" series just bought by Genesee Brewing for Upper New York State. None of the recent quarter-hour shows are dramatic such as "Invitation Playhouse" and "Playhouse 15" of old.

A large bulk of the existing quarter-hour film programming is now handled by one distributor, Sterling Television. Sterling has found that the only way quarter-hour business makes sense these days is in station library deals, since the sales cost in sponsor deals on a single such series would be out of all due proportion.

Sterling Catalog

Hence, Sterling has amassed a catalog of 182 dramatic episodes (consisting of six different series, such as "Little Theater" and "Invitation Playhouse") and 631 non-fiction episodes (14 different series, such as "Movie Museum," "Adventures in Sports," "Concert Hall" and "Jungle"). Add to this a lot of miscellaneous shorts Sterling has in its vaults, and its total quarter-hour supply exceeds 1,000 films.

In an effort to elicit some basic generalities about quarter-hour programming today, Sterling recently surveyed 22 of the 150-odd stations it has under contract for quarter-hour product.

A slight majority of the respondents programs the quarter-hour film only once a week. Six of the 22 strip them, and another four use other multi-weekly combinations. The main slottings were 6-7 p.m. and 11-midnight, used by five sta-

tions each. The weakest period for quarter hours were mornings and prime time, used by three stations each. Afternoons, noon-5 p.m. were used by four stations.

Bookings

Of the 12 stations booking quarter hours once a week, six listed weekday schedulings, three indicated Saturday, none attested to a Sunday playdate and three said merely "once a week."

Three of the 22 stations said they integrated the quarter hours into local productions, one of them in a full-hour "Movietime" show, one in a kiddie show and one in a live variety show. Two other stations said they used their quarter-hour stock for fillers, one of them using it only thus.

Most stations apparently use their quarter-hour shows as spot carriers. Of those polled by Sterling, 14 had participating sponsors,

another four were carrying the shows sustaining. Of the four that had single sponsors, two of them had local retailers, another had a local coal and oil company and the fourth did not identify the sponsor.

Bulk Sales

By dealing in large bulks, Sterling is able to accommodate both large and small-market stations, the \$30-per-film sales rounding out to \$5,000 contracts, which are worthwhile for both seller and buyer.

Recently Sterling sold almost its entire quarter-hour supply to CKLW, Detroit. It also made large library deals recently with WTOP, Washington, and WRVA, Richmond, Va. Other major market deals were made in the past couple of months with KRCA and KHJ, Los Angeles; WGR, Buffalo; WGRB, Schenectady, N. Y.; KRON, San Francisco, and WFBM, Indianapolis.

TELEPULSE TALLY

M-G-M, Col. Movies Score Hit on WCBS

NEW YORK — The Telepulse ratings released here last week confirmed that WCBS-TV had indeed scored a hit with its powerhouse line-up of M-G-M and Columbia features the first week in December. The "Late Show," for which Pulse surveys only the first 45 minutes, had an average of 13.5. That's a 73 per cent increase over its November average and an 82 per cent increase over its average of December, 1955.

The "Early Show" did not get such a big boost from the new crop of product. Its average 9.1 was only 30 per cent better than November and 20 per cent better than last December.

A station spokesman speculated that one reason the "Early Show" may not have gained so much from the Metro injection was that the public was not yet acquainted with its new 5:30 p.m. starting time, 45 minutes earlier. It was also considered possible that that movies had already worked themselves close to their optimum audience in what is still essentially a kiddie viewing period.

Other Stations

Big pictures that played other stations here the December rating week did not fare quite so well, relatively speaking. WOR-TV's "Million-Dollar Movie" with two days of "Experiment Perilous" and five days of "Mr. Blandings Builds His Dream House" had a total 16-play Telepulse of 58.4, which is about medium for "MDM." WATV's "Famous All-Star Movie" with two days of "Centennial Summer" and five of "Ox Bow Incident" had a 16-play total of 43.6, which is relatively low for that show.

The top draw on the "Late Show" was the Saturday night opening blast with "Command Decision." Its first 45 minutes averaged 22.0. Second strongest was Friday night's "Johnny Eager," which averaged 14.8 Pulse.

WBAL Buys 2 NTA Pkgs.

BALTIMORE—WBAL-TV here has bought both 20th Century-Fox packages from National Telefilm Associates, the 52-picture package, originally released by NTA last summer, and the new "Rocket 86."

The station is putting them into a new show titled "20th Century Theater," Saturday and Sunday night at 11:15 p.m. The new show debuts this week with "How Green Was My Valley" on January 5, and "Doll Face" on January 6. Serving as alternate hosts of "20th Century Theater" will be Bob Jones and Nancy Clark.

WBAL, an NBC affiliate, has been playing its "Picture Playhouse" on Saturday nights and "Million Dollar Movie" on Sunday nights. During the week it carries "Tonight," which runs neck and neck with WAAM's late movies.

WOR to Open Second Movie Slot for Series

NEW YORK — WOR-TV, which opened the current season with its schedule packed with RKO feature films, is set to convert a second vital strip to half-hour shows. The 9-10 p.m. slot, between the two nightly showings of the "Million Dollar Movie," will carry syndicated programs three nights a week beginning in another week.

This is the strip in which WOR has been running its "Hour of Danger," consisting of RKO mystery movies. It will maintain this policy henceforth only Monday and Thursday nights, changing the title to "The Whodunit Theater." In addition to the RKO pictures, the show will use Screen Gems' new mystery package. The other three nights will get half-hour shows, including two first-runs.

On Tuesday in that slot WOR will play "State Trooper" and "All Star Theater." And on Friday it will have "Crusader" and "War in the Air."

Only a few weeks ago WOR dropped its hour-long "6 o'Clock Movie" (RKO) and installed half-hour comedy and adventure re-runs back to back.

NBC Pix Sells 'Code 3' to 10

NEW YORK—ABC Film Syndication racked up 10 sales last week for "Code 3" to put the show in 25 markets. Stations include WIMA, Lima, O.; KSWO, Lawton, Okla.; WIBW, Topeka, Kan.; KTAG, Lake Charles, La.; KOMO, Columbia, Mo.; KRBB, El Dorado, and KNAC, Fort Smith, Ark.; KFBC, Cheyenne, Wyo.; KAVE, Carlsbad, N. M., and JOKR, Tokyo.

ABC Film's new "Exclusive!" series goes on sale January 15, with three stanzas completed starring Faith Domergue, Phyllis Calvert, Bonar Colleano and Kieron Moore. Ralph Bellamy is slated for a role when shooting resumes in England.

See Heads Up Pix Committee

WASHINGTON—The National Association of Radio & Television Broadcasters last week named Harold P. See, KRON-TV, San Francisco, chairman of its television film committee. See has called a meeting of the committee for January 18 in New York. Standards of quality for film reproduction by individual stations will be discussed at the confab.

Others named to the committee include Elizabeth Bain, WGN-TV, Chicago; Joseph L. Floyd, KELO-TV, Sioux Falls, S. D.; Gordon Gray, WOR-TV, New York; Elaine Phillips, WSPD-TV, Toledo, O.; Kenneth I. Tredwell, WBTV, Charlotte, N. C.; Raymond Welcott, WRGB, Schenectady, N. Y.

Desilu to Produce Show for Splendex

HOLLYWOOD — Desilu was inked by Splendex Enterprises last week to produce the company's first TV venture, "The Five Star Show." The pilot rolls January 10.

Frances Langford has been set as one of the five star-hosts on the program, with Bob Hope appearing as guest on the initialer. David Rose is musical director.



There are different kinds of loyalty...

Los Angeles has its own special viewing loyalty that continues to baffle the experts.

Right now, loyal Los Angeles is staying up with KTTV—watching top-quality, first-run MGM features each night, Monday through Friday.

Are we sure they're watching? Well...

Pulse, (Nov. 1956)
10:15 P.M. to Midnight
Monday through Friday
Average Rating 14.1
Share of Audience 37.8

Minute participations in these fine pictures with stars such as Robert Taylor, Clark Gable, Lana Turner, etc., are \$800. That's about what you pay for chain breaks on the two leading network stations in Los Angeles in prime evening time. But in KTTV's "Million Viewer Theatre" you can have the impact of minutes and the big audience, too.

Viewing loyalty makes a big difference in Southern California, and the difference is KTTV.

KTTV
Los Angeles Times-MGM
Television
Represented nationally by BLAIR-TV

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

Offices in principal cities throughout the United States

MCA-TV
Film Division

tpa

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

Here's a line on the HOTEL *New Yorker* 34th Street at Eighth Avenue

Now a MASSAGLIA Hotel

Manhattan's largest and most conveniently located hotel. 2500 outside rooms, all with bath and free radio-television in many. Direct Tunnel connection to Pennsylvania Station. All transportation facilities at door.

Doubles from \$10
Singles from \$7
Suites from \$28

THREE POPULAR RESTAURANTS

The fabulous **GOLDEN THREAD CAFE** provides fine dining facilities that please the most exacting, and dancing to name bands every evening (except Sunday).

The **LAMP POST CORNER** restaurant serves "Char-Glo" grilled specialties in a gay 90's atmosphere, and features the famous **GASLIGHT BAR** with honky-tonk music nightly.

The **COFFEE HOUSE** provides excellent food at economical prices.

JOSEPH MASSAGLIA, JR., President
CHARLES W. COLE, Gen. Mgr.
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Sample and meeting rooms for every purpose.

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CHICAGO MIDWEST HEADQUARTERS BOOKING OFFICE • 200 E. Walton DE 7-6344
World famed hotels Television Teletype service

Al Capp Puts Name to New Cartoon Show

NEW YORK—Al Capp is putting his name to a new five-minute cartoon program, the first time the famed cartoonist has been associated with animated film. The show will be produced under the auspices of RKO Television and released by RKO in the spring.

The plot and leading character of the cartoon show is being kept a secret for the time being. It is described as a comedy-mystery. No title has been picked yet.

Each five-minute segment will be a cliff hanger. The series will be designed for stripping. RKO is planning on 39 weeks' worth of production. It expects to have the first week's worth ready for screening in the spring.

Capp is understood to have been persuaded to get into TV film when he saw a new streamlined animation technique developed by Anigraph Productions, Ltd., an English firm owned by Collier Small, writer-editor. Small has set up a new firm, Graphic Animation for Television, Inc., to produce the Capp show for RKO, using the Anigraph process.

The scripts and basic drawings for the new Capp show are now in preparation here in New York under the supervision of Jerry Capp, the cartoonist's brother. The actual animation work is expected to start in London next month.

P & G, Borden Renew 'Choice'

HOLLYWOOD—A show which was on the verge of being axed a year ago, last week received its second 26-week renewal since that time. The situation is a good example of how schedule shuffling and patience on the part of a sponsor can help pull a new program out of the hole, and perhaps give the advertiser a better bargain than if he were to drop it and rush into something else.

The program in question is "The People's Choice," just renewed by Borden and Procter & Gamble. When it first went on the air in the fall of 1955 it was slotted opposite the first half of "Climax." Its ratings were around 15.0.

Borden's, which had already suffered ill fortune in what was then one of the most sought-after slots in TV, the half-hour between Groucho Marx and "Dragnet," hesitated, went to the brink of canceling, then pulled back when NBC pushed "Dragnet" ahead of "People's Choice" to give it an even start with "Climax."

The result was beneficial to both programs. "Dragnet" leaped almost 10 points and "People's Choice" went to 28.0. It dropped again after that but leveled off around 24.0. The November ARB gives it a 22.0, respectable in this year of over-all reduced ratings. ("Dragnet," in comparison, had 29.6, "Climax" 34.5.)

Happy Holidays!

From
OFFICIAL FILMS, INC.
25 WEST 45TH STREET
NEW YORK 36, N. Y.

America's Leading Independent
Distributor of TV Films

PULSE LOCAL RATINGS FOR NOVEMBER

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

BUFFALO	DAYTON, O.	ST. LOUIS	MINNEAPOLIS-ST. PAUL
<p>3 TV STATIONS—347,300 TV HOMES Population—1,212,400 (14th in U. S.) Buying Income—\$1,978,712,000 (14th)</p> <p>Retail Sales—\$1,449,717,000 (14th) Food Sales—\$346,398,000 (13th) Drug Sales—\$40,931,000 (16th) Automotive—\$263,038,000 (15th)</p> <p>Above figures include following counties: Erie, Niagara</p>	<p>2 TV STATIONS—125,000 TV HOMES Population—526,700 (44th in U. S.) Buying Income—\$1,072,359,000 (34th)</p> <p>Retail Sales—\$674,145,000 (39th) Food Sales—\$151,343,000 (38th) Drug Sales—\$21,540,000 (36th) Automotive—\$138,619,000 (35th)</p> <p>Above figures include following counties: Greene, Montgomery</p>	<p>3 TV STATIONS—536,100 TV HOMES Population—1,849,200 (9th in U. S.) Buying Income—\$3,353,799,000 (11th)</p> <p>Retail Sales—\$2,195,732,000 (10th) Food Sales—\$512,449,000 (9th) Drug Sales—\$72,618,000 (11th) Automotive—\$428,952,000 (9th)</p> <p>Above figures include following counties: Madison and Clair, Ill.; St. Louis City, St. Louis and St. Charles, Mo.</p>	<p>4 TV STATIONS—362,300 TV HOMES Population—1,247,600 (13th in U. S.) Buying Income—\$2,361,663,000 (12th)</p> <p>Retail Sales—\$1,657,379,000 (13th) Food Sales—\$337,686,000 (14th) Drug Sales—\$54,010,000 (14th) Automotive—\$290,446,000 (13th)</p> <p>Above figures include following counties: Anoka, Dakota, Hennepin, Ramsey, Minn.</p>
TOP NETWORK SHOWS	TOP NETWORK SHOWS	TOP NETWORK SHOWS	TOP NETWORK SHOWS
<ol style="list-style-type: none"> 1. Ed Sullivan, WBEN, Su.46.7 2. I Love Lucy, WBEN, M.45.7 3. \$64,000 Question, WBEN, T.43.4 4. Lawrence Welk, WGR, S.40.3 5. Alfred Hitchcock, WBEN, Su.38.0 6. Climax, WBEN, Th.37.9 7. Playhouse 90, WBEN, Th.37.8 8. Jackie Gleason, WBEN, S.37.4 9. G. E. Theater, WBEN, Su.37.2 10. I've Got a Secret, WBEN, W.37.0 10. Millionaire, WBEN, W.37.0 	<ol style="list-style-type: none"> 1. Phil Silvers, WHIO, T.45.8 2. Ed Sullivan, WHIO, T.44.6 3. Arthur Godfrey, WHIO, W.41.3 4. Brothers, WHIO, T.41.0 5. Climax, WHIO, Th.39.3 6. West Point, WHIO, F.38.8 6. Red Skelton, WHIO, T.38.8 8. Disneyland, WHIO, F.37.1 9. Robert Cummings, WHIO, Th.36.8 10. \$64,000 Question, WHIO, T.36.5 	<ol style="list-style-type: none"> 1. Ed Sullivan, KWK, Su.36.2 2. I've Got a Secret, KWK, W.35.5 2. What's My Line? KWK, Su.35.5 4. Alfred Hitchcock, KWK, Su.35.2 4. Phil Silvers, KWK, T.35.2 6. Producer's Showcase, KSD, M.35.1 7. \$64,000 Question, KWK, T.34.2 8. People's Choice, KSD, Th.33.9 9. Perry Como, KSD, S.33.5 10. Millionaire, KWK, W.33.2 	<ol style="list-style-type: none"> 1. Ed Sullivan, WCCO, Su.38.9 2. Producer's Showcase, KSTP, M.37.7 3. Jackie Gleason, WCCO, S.35.2 4. Football, KSTP, S.33.7 5. Groucho Marx, KSTP, Th.32.7 6. Lawrence Welk, WTCN, S.32.4 7. \$64,000 Question, WCCO, T.31.2 8. Alfred Hitchcock, WCCO, Su.29.5 8. Dragnet, WSTP, Th.29.5 10. G. E. Theater, WCCO, Su.28.5
TOP MULTI-WEEKLY SHOWS	TOP MULTI-WEEKLY SHOWS	TOP MULTI-WEEKLY SHOWS	TOP MULTI-WEEKLY SHOWS
<ol style="list-style-type: none"> 1. News, Weather (11 p.m.), WBEN, M-F.17.8 2. Mickey Mouse Club, WGR, M-F.14.6 3. Guiding Light, WBEN, M-F.12.6 4. CBS News, WBEN, M-F.12.2 5. Search for Tomorrow, WBEN, M-F.11.9 6. Gene Autry, WBEN, M, W-F.11.3 7. News, Weather (11 p.m.), WGR, M-F.11.1 8. Love of Life, WBEN, M-F.10.8 8. Sports (11:15 p.m.), WBEN, M-F.10.8 10. Headlines, News, Sports (6 p.m.), WBEN, M-F.10.2 	<ol style="list-style-type: none"> 1. Reporter, Sports Desk (6:30 p.m.), WHIO, M-F.27.3 2. Front Page News (11 p.m.), WHIO, M-F.20.4 3. NBC News, WLW-D, M-F.17.8 4. Mickey Mouse Club, WLW-D, M-F.17.7 5. Wild West Show, WHIO, M-F.16.8 6. Strike It Rich, WHIO, M-F.15.4 7. Arthur Godfrey, WHIO, M-F.14.6 8. Eddie Fisher, WLW-D, M-F.13.3 9. Sally Flowers, WLW-D, M-F.12.7 10. Guiding Light, WHIO, M-F.12.6 	<ol style="list-style-type: none"> 1. NBC News, KSD, M-F.14.5 2. Eddie Fisher, KSD, W, F.13.7 3. Mickey Mouse Club, KWK, M-F.13.2 4. News, Weather (6 p.m.), KWK, M-F.31.1 5. News (6:15 p.m.), KSD, M-F.11.1 6. Guiding Light, KWK, M-F.10.7 6. News (11 p.m.), KSD, M-F.10.7 8. News (11 p.m.), KWK, M-F.10.4 9. Wranglers' Club, KSD, M-F.10.3 10. Search for Tomorrow, KWK, M-F.10.2 	<ol style="list-style-type: none"> 1. Ingrid Headlines (10 p.m.), KSTP, M-F.18.3 2. Mickey Mouse Club, WTCN, M-F.16.9 3. Weather, Sports (10:15 p.m.), KSTP, M-F.13.1 4. CBS News, WCCO, M-F.11.7 5. C. Adams, Sports (6 p.m.), WCCO, M-F.11.3 6. News, Weather (10:30 p.m.), WCCO, M-F.10.7 7. Guiding Light, WCCO, M-F.10.4 8. Art Linkletter, WCCO, M-F.10.1 9. Search for Tomorrow, WCCO, M-F.9.7 10. My Little Margie, KMGM, M-F.9.6
TOP FEATURE FILMS	TOP FEATURE FILMS	TOP FEATURE FILMS	TOP FEATURE FILMS
<p>Once Weekly</p> <ol style="list-style-type: none"> 1. Molson's Golden Ale Theater, WBEN, M-11:30-12:00 mid.8.7 2. Feature Performance, WGR, S-3:00-4:30 p.m.8.0 3. Crystal Curtain Time, WBEN, W-11:30-12:00 mid.7.8 4. RCA Theater, WBLF, S-11:00-12:00 mid.6.8 5. Bar 2 Ranch, WGR, S-12:00-1:00 p.m.6.1 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. 11:30 Theater, WBEN, T, Th, Su-11:30-12:00 mid.6.9 2. Midday Matinee, WGR, T-F-1:00-2:00 p.m.5.0 3. Million 5 Movie, WBLF, M-F, Su-5:30-6:45 p.m.4.9 4. Million 5 Matinee, WBLF, M-F-1:00-2:30 p.m.3.3 	<p>Once Weekly</p> <ol style="list-style-type: none"> 1. Gold Cup Theater, WLW-D, S-6:00-7:30 p.m.27.9 2. First Run Theater, WLW-D, Su-2:30-4:00 p.m.20.0 3. Saturday Nite Theater, WHIO, S-11:45-12:00 mid.18.0 4. Sunday Nite Theater, WHIO, Su-11:15-12:00 mid.13.5 5. First Run Theater, WLW-D, S-11:45-12:00 mid.12.0 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. Wild West Show, WHIO, M-F-5:00-6:00 p.m.16.8 2. Evening Theater, WHIO, M, W, Th-11:15-12:00 mid.15.9 3. Movie Matinee, WHIO, M-F-4:00-5:00 p.m.9.5 	<p>Once Weekly</p> <ol style="list-style-type: none"> 1. 1st Run Theater, KWK, S-10:00-11:30 p.m.21.0 2. Movie, KWK, F-11:30-12:00 mid.11.5 3. Western Movie, KWK, S-2:00-3:30 p.m.9.0 4. Movie, KWK, Su-11:30-12:00 mid.8.9 5. Movie, KTVI, M-8:30-9:30 p.m.4.5 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. Feature Film, KSD, T, Th, Su-11:15-12:00 mid.7.8 2. KWK Theater, KWK, M, W, Th, S-11:30-12:00 mid.7.2 3. Million 5 Movie, KTVI, T-Su-10:00-11:15 p.m.5.3 4. Movie, KTVI, W, F-7:00-8:15 p.m.4.4 5. Movie, KTVI, M-F-5:00-6:15 p.m.1.7 	<p>Once Weekly</p> <ol style="list-style-type: none"> 1. Million 5 Theater, WCCO, S-10:30-12:00 mid.8.2 2. Showcase, WTCN, F-10:00-12:00 mid.7.0 3. Your Sunday Show, WTCN, Su-4:45-6:00 p.m.6.1 4. Boots and Saddle Theater, KSTP, Su-10:00-12:00 p.m.5.6 5. Marquee Theater, KMGM, Su-7:15-8:30 p.m.4.7 <p>Multi-Weekly</p> <ol style="list-style-type: none"> 1. Movietime, KMGM, M-F-6:00-7:30 p.m.6.8 2. Early Movie, WTCN, M-Th, S, Su-10:00-12:00 mid.6.4 3. Hollywood Playhouse, WCCO, M-F-10:45-12:00 mid.6.0 4. Nitecap Theater, KMGM, M, W-Su-10:30-12:00 mid.5.8 5. Midday Matinee, WTCN, M-F-12:30-2:00 p.m.3.5
TOP SYNDICATED FILMS	TOP SYNDICATED FILMS	TOP SYNDICATED FILMS	TOP SYNDICATED FILMS
<ol style="list-style-type: none"> 1. Superman (Flamingo), WBEN, W-7:0022.2 1. Cisco Kid (Ziv), WBEN, Th-7:0022.2 3. Stories of the Century (Hollywood), WGR, M-10:3020.0 4. Man Called X (Ziv), WBEN, M-9:3019.5 5. Annie Oakley (CBS), WBEN, T-7:0018.4 6. Studio 57 (MCA), WBEN, M-7:0016.4 7. Highway Patrol (Ziv), WGR, T-10:3016.2 8. Captain Midnight (Screen Gems), WGR, S-9:00 a.m.15.2 9. Count of Monte Cristo (TPA), WBEN, F-7:0014.2 10. Dr. Christian (Ziv), WGR, S-10:3013.9 11. City Detective (MCA), WGR, Th-10:0013.4 11. Wild Bill Hickok (Flamingo), WGR, F-6:0013.4 13. Star and the Story (Official), WGR, Th-10:3013.0 14. Gene Autry (CBS), WBEN, W-F-6:1511.3 15. Hopalong Cassidy (NBC), WGR, Th-6:0011.2 15. Celebrity Playhouse (Screen Gems), WGR, Su-10:3011.2 17. Buffalo Bill Jr. (CBS), S-9:30 a.m.10.7 18. Foreign Legionnaire (TPA), WGR, M-6:0010.5 18. San Francisco Beat (CBS), WGR, M-9:0010.5 20. Jungle Jim (Screen Gems), WGR, S-11:00 a.m.10.4 	<ol style="list-style-type: none"> 1. Highway Patrol (Ziv), WHIO, T-9:0041.3 2. Amos 'n' Andy (CBS), WHIO, W-7:3040.8 3. Gene Autry (CBS), WHIO, W-7:0034.3 4. Rosemary Clooney (MCA), WHIO, T-7:3033.8 5. Soldiers of Fortune (MCA), WHIO, M-7:0033.5 6. Police Call (NTA), WHIO, M-6:4531.0 7. Badge 714 (NBC), WHIO, S-10:3030.5 7. Man Called X (Ziv), WHIO, F-10:3030.5 9. Superman (Flamingo), WHIO, T-6:0030.0 10. I Led Three Lives (Ziv), WLW-D, F-9:0028.8 10. Sky King (Nabisco), WHIO, M-6:0028.8 12. Wild Bill Hickok (Flamingo), WHIO, W-6:0026.3 13. Little Rascals (Interstate), WHIO, Th-6:3025.0 14. The Whistler (CBS), WHIO, S-7:0022.8 15. Passport to Danger (ABC), WLW-D, Su-10:3022.0 16. Stage Seven (TPA), WLW-D, M-7:0019.5 17. Science Fiction Theater (Ziv), WLW-D, T-10:3018.5 18. Crunch and Des (NBC), WLW-D, Th-7:0017.0 19. Sheriff of Cochise (NTA), WLW-D, W-10:3014.5 20. Little Rascals (Interstate), WHIO, S-1:3014.4 21. Championship Bowling (Schwimmer), WHIO, T-11:3014.2 22. Celebrity Playhouse (Screen Gems), WLW-D, S-11:3013.5 	<ol style="list-style-type: none"> 1. Death Valley Days (Pacific Borax), KWK, S-9:3027.9 2. Foreign Intrigue (Official), KWK, T-9:3024.4 3. Count of Monte Cristo (TPA), KWK, F-9:3023.2 4. Dr. Christian (Ziv), KWK, Su-10:0022.4 5. Annie Oakley (CBS), KWK, S-6:0022.3 6. Federal Men (MCA), KSD, M-9:3021.5 7. I Married Joan (Interstate), KSD, W-9:3020.7 7. Celebrity Playhouse (Screen Gems), KSD, T-9:3020.7 9. Soldiers of Fortune (MCA), KSD, M-10:0020.0 10. Man Called X (Ziv), KSD, Th-10:0019.2 11. Highway Patrol (Ziv), KWK, Th-10:0016.9 11. I Led Three Lives (Ziv), KSD, W-10:0016.9 13. Stage 7 (TPA), KWK, M-10:0016.5 14. Code 3 (ABC), KSD, F-10:0016.2 15. Inspector Mark Saber (Thompson), KWK, Su-6:0015.2 16. Science Fiction Theater (Ziv), KSD, T-10:0014.9 17. Jungle Jim (Screen Gems), KWK, S-5:0014.5 18. Ramar of the Jungle (TPA), KSD, W-5:3014.3 19. Dangerous Assignment (Official), KWK, W-10:3014.2 20. Rosemary Clooney (MCA), KSD, S-10:0014.0 	<ol style="list-style-type: none"> 1. Stage 7 (TPA), KSTP, M-9:3016.0 2. Wild Bill Hickok (Flamingo), WCCO, S-5:3015.9 3. Buffalo Bill Jr. (CBS), WCCO, S-11:30 a.m.15.4 4. I Search for Adventure (Bag-nall), WTCN, M-9:3015.2 5. Sheriff of Cochise (NTA), WCCO, S-9:3014.9 6. Soldiers of Fortune (MCA), WCCO, Th-10:0014.8 7. Rosemary Clooney (MCA), WCCO, M-10:0014.0 8. Annie Oakley (CBS), WCCO, S-5:0013.5 8. Highway Patrol (Ziv), KSTP, F-10:3013.5 8. Sky King (Nabisco), WCCO, S-11:00 a.m.13.5 11. Studio 57 (MCA), KSTP, W-9:3012.7 12. Hopalong Cassidy (NBC), WCCO, Su-10:00 a.m.12.4 13. Celebrity Playhouse (Screen Gems), KSTP, Su-9:3012.2 14. Life of Riley (NBC), KSTP, Su-6:0011.0 14. I Led Three Lives (Ziv), KSTP, T-9:3011.0 14. Stars of the Grand Ole Opry (Flamingo), WCCO, S-10:0011.0 17. Badge 714 (NBC), KSTP, T-10:3010.7 17. Captain Midnight (Screen Gems), WCCO, S-10:00 a.m.10.7

Guild Closes Big Triangle Stations Deal

PHILADELPHIA — The stations that have gone farthest into feature film programming continue to stock up on half-hour libraries. The Triangle stations, which have all three of the major movie libraries under contract, recently closed a mammoth deal on half-hour films with Guild Films.

For its stations in Altoona, Pa.; Binghamton, N. Y., and New Haven, Conn., it took virtually the entire Guild rerun backlog. For WFIL-TV, here, it bought three series. The deal is understood to be for two years.

Revlon Features

Continued from page 6

Warner Bros. pictures. When it had boosted its plan to a 30-market spread early last week, it was reported that in 18 of its markets its show was to consist of Warner pictures, in seven they were to be 20th Century-Fox and in five they were to be M-G-M. Revlon's plans call for half-sponsorship of once-weekly programs.

Even if it fails to make a deal with Revlon, the NTA Network is hopeful of getting a national sponsor to start the new year. It is understood to have one or two other interested prospects, and even with the year-end holidays upon it, it has in these past two weeks been selling extremely hard.

One Hand Washes

Continued from page 6

Atlanta. Sunshine Biscuits had bought various Ziv shows in the South in previous years. When Ziv informed Sunshine's agency, Cunningham & Walsh, of these availabilities, it bought "Highway" over that four-market spread.

Buyers in Line

A distributor's ability to track down regional sponsors induces a certain number of stations to grab its new shows at the first crack with the hope of being included in a regional. Conversely, the prior sale of a new show to a powerful station in a way helps the distributor sell the regional sponsor, since it can thus give the advertiser some assurance of good clear-

ance in one of its important markets.

In this manner, KTVV, Los Angeles, still one of the most active buyers of first-run syndicated series, bought "Dr. Christian" from Ziv. Then, when S&W Fine Foods decided on a 12-market sponsorship of the show down the West Coast, KTTV became part of the deal.

The \$3,260,000 gross time and program sales estimated by Firestone is assumed to be on behalf of about \$1,000,000 worth of Ziv's station sales, which is probably about 8 per cent of Ziv's total gross syndication sales last year.

PROGRAMMING—
the key to successful TV advertising

THE BILLBOARD—
the key to successful programming

'IN THE CHAPEL'

'True Love' Keys Aisle 'Slow Walk'

NEW YORK — Wedding bells tinkled last week as music business personalities took that slow walk down the aisle. Mercury Records' Patti Page was wed to Charles O'Curran, former husband of Betty Hutton. Nuptials took place Friday (28) at the Las Vegas home of Wilbur Cross, whose Strip landmark, The Desert Inn, was later the scene of a gala reception.

On the same day, Bobby Weiss, former rep in France for Capitol Records and now in charge of E. H. Morris' International Department in Paris, was married to Miss Marthou Ascaratil. At the same time, meanwhile, publisher Phil Kahl and singer-actress Shaye Cogan were writing invitations to their wedding on January 20.

Meanwhile, Ren Grevatt, ace Billboard staffer, married out of the trade Saturday (22). The lucky young lady is the former Joan Lawrence.

Graybo Going Sound Track

HOLLYWOOD — Singer Bob Graybo, who for a number of years has been the "man behind the scene" in a great many motion picture sound tracks, will at long last be heard on film.

Graybo has made demonstration records for motion pictures, i.e., "Love Is a Many-Splendored Thing," "Desiree," etc., but up until now hasn't been heard on film. Singer's demo on the 20th Century-Fox "Badlands of Montana" score was picked up last week and will be used in the film. Graybo also inked a contract with RKO's disk subsidiary, Unique Records, and will also cut some "Badlands" material for the latter firm.

Score was penned by Hal Levy and Irving Gertz, with Mark Warnow Music publishing.

WIND Sold to Westinghouse

CHICAGO — WIND, pioneer in Chicago of the records-news-sports formula and reputedly one of the most profitable radio stations in the country, was purchased last week by Westinghouse Broadcasting Company, Inc. Westinghouse owns radio outlets in Boston, Pittsburgh, Fort Wayne, Ind., and Portland, Ore.

The station has long been the key spot for record exposure in Chicago. No sharp change in programming policy is anticipated for the present.

Price was \$5,300,000, payable in shares of Westinghouse Electric Corporation stock.

KICK 5-YEAR GOAL IN ONE

Col. Prexy Tabs '56 for Over 50% Sales Increase

NEW YORK — "Columbia Records has achieved more than its 50 per cent sales increase in just one year—1956," Goddard Lieber-son declared in a statement summing up last year's business.

According to Lieber-son, the 50 per cent hike, originally projected over a five-year span, had been realized in one, because of "the unprecedented acceptance of the phonograph and the long-playing

Covas Takes 'Tra La La' To Court

NEW YORK — "Tra La La," which is shaping up as a hit via Lavern Baker's Atlantic disk, became the subject of an infringement suit last week in New York Federal Court.

Jack Covas, doing business as Juke Box Alley Songs, named Snapper Music, Inc.; Johnny Parker, Vanguard Productions, Inc.; Atlantic Records and Mercury Records as defendants, and sought to an infringement on his property, enjoin them from selling the tune via disks, radio, TV and films. He also asked damages.

Covas alleges that the tune is an infringement on his property, "Check Your Heart."

"Tra La La," featured by Miss Baker in Alan Freed's Vanguard film, "Rock, Rock, Rock," also was cut by Georgia Gibbs for Mercury. Parker is the cleffer of "Tra La La."

ELVIS?

The Little Old Lady Says: No!

NEW YORK — Larry Kanaga, vice-president and general manager of RCA Victor's Record Division, brought back this true story from the company's recent conclave with rack jobbers in Indianapolis:

It seems that one supermarket manager called up his disk rack jobber and complained that all of Elvis Presley 78's were broken. "I can't understand it," said the jobber, "but I'll replace 'em for you." Which he did.

But several days later, he picked up his phone and listened to the same complaint a second time. Again he replaced them. But this time he made the delivery per-

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NO ONE'S TALKING

Dot Records-Paramount Negotiations Continue

HOLLYWOOD — Negotiations for the sale of Dot Records to Paramount Pictures continued here last week, with no indication from either party as to the progress being made. Randy Wood, Dot president, would not elaborate on any of the developments, nor were any representatives of either Paramount or Music Corporation of America available for comment.

Should the deal be completed, Wood would be named as vice-president of Paramount, and possibly be added to the board of directors. Wood has been in conference with Paramount President Barney Balaban, Edwin L. Weisl,

Dealers' Traffic Building Columbia's '57 Keynote

76 Sets in 'Special Buy' Bargain Group Tagged as Top Sales Aid

By REN GREVATT

NEW YORK — Columbia Records' 1957 sales efforts will be keyed more closely than ever to traffic-building merchandising help for dealers. Following its highly successful "Buy-of-the-Month" program, launched last May, the diskery has kicked off the new year with an expanded program known as "Buy of Your Dreams." Under this plan, customers will be able to purchase any of 76 catalog mood packages by Percy Faith, Andre Kostelanetz and Paul Weston at \$1.98, when they buy one other by any of these artists at the regular list price.

Other strong dealer incentives will be a continuation of the "Buy-of-the-Month" plan, a number of colorfully packaged new pop and classical album releases and an extension of the "Top 20" Masterworks 100 per cent exchange group to 30 albums.

The "Dream" plan will run approximately six weeks, commencing January 13 and winding up at the end of February. Dealers will purchase supplies of any of the 76 albums at \$1.85 each. The total return for two such sets will be \$5.96 (\$3.98 plus \$1.98)—a full normal mark-up.

The dealers can start ordering

at once, national advertising will not start till January 13—allowing plenty of time for stocking. It's also stressed that a 90-day dating plan will be in effect (except for single records) and that current inventory may be included in the campaign. Inventory can be replaced to the same level, prior to the end of the drive.

Promotion-wise, dealers will be backed to the hilt. Two-by-four-foot window signs, one-by-two-foot in-store versions of the same signs and a complete in-store display, including a five-foot-eight-inch traffic-stopping sign and a three panel counter card—one panel for each artist—are being made available. All material is printed in Day-Glo paint for maximum visual effect. Dealer mailing pieces will also be provided.

B. of M. February Features

The "Buy-of-the-Month" program will be highlighted in February with a pop selection featuring Tony Bennett. The Masterworks package will feature the first Columbia disk of the St. Louis Symphony—conducted by Vladimir Goldschmann — performing "La Mer" by Debussy and two Ravel works, "La Valse," and "Valse Nobles et Sentimentales." New "Buy-of-the-Month" sales aids include a permanent window display, full color post cards of each month's selections and a permanent browser with room for 20 of each selection. The latter will be available in a counter model at \$20 and a floor model with wrought iron legs, at \$26.

Columbia has signed several new album artists who will bow in 1957. These include guitarist George Van Eps and the renowned British comedian, Stanley

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SAUCERS

Two More Crockery Law Suits

NEW YORK — Altho the Flying Saucer fad has about run its course, legal crockery is still flying in some parts of the country. The Harry Fox office, acting as agent for several New York publishers, recently filed suit against two such disks—one in Cleveland, the other in San Francisco.

The Cleveland suit, filed December 17 in U. S. District Court against Bernard Zelman, of Cosmic Records, charged the label's disk "The Answer to the Flying Saucer-U.F.O." used portions of five copyrighted tunes. Publishers suing for a 2-cent royalty and 6 cents in damages for each use of portions of their tunes are Progressive Music (Atlantic Records' affiliate); Herman Lubinsky (of Savoy Music); Harvard (Ivan Mogull); St. Louis Music (Hill & Range affiliate), and Patricia Music (Phil Kahl).

The San Francisco suit, filed in Federal District Court the same week against Novelty Record Company, asked royalties and damages of at least \$1,250 for copyright infringement on five tunes used on a Novelty disk tagged "Marty on Planet Mars." Publisher plaintiffs were Elvis Presley Music (H.&R.); Venice Music (affiliate of Specialty Records); Monument Music, Walden Music (Atlantic affiliate), and Melrose Music.

H. & R. Acquires Kalman Copyrights

Deal Spotlights Another Milestone In Aberbachs' 'Operation Renewal'

By JUNE BUNDY

NEW YORK — The recent acquisition by Hill & Range of copyright renewals to "Poinciana," "Tumbling Tumbleweed," and the entire interests of Charles Emmerich Kalman in the works of his late father, Emmerich Kalman, has spotlighted the rapid growth of H. & R.'s catalog of standards.

Working quietly and in general without fanfare, Gene and Julian Aberbach have acquired more than 100 valuable renewals—some on a split copyright basis—during the past three years.

The Aberbachs' activity in the renewal field, of course, was vastly

stimulated last June, when the U. S. Supreme Court handed down its decision in the Buddy De Sylva case granting a child a share (in his late father's songs) equal to that of the widow. H. & R. had acquired the share of De Sylva's son, Stephen William Ballentine, in the De Sylva renewals for \$100,000 and other royalty considerations some months before.

The Ballentine decision had a direct bearing on the Kalman deal, according to H. & R. attorney Lew Dreyer. It marks the first time Kalman's son has signed over his rights to his father's works, which include at least 20 well-known standards and three operettas.

H. & R. is setting up a separate music company, tagged Charles Emmerich Kalman, Inc., to handle the material. The son, who lives in Europe and also writes, will own 50 per cent of the ASCAP firm, which also will publish his own songs. Kalman wrote "The Countess Maritza," "The Gypsy Princess," etc.

H. & R. spent more than \$500 just to make a copyright search on the Kalman works, said Dreyer, who pointed out that such surveys constitute one of the most difficult aspects of renewal bargaining. The attorney also noted that particular care must be taken to ascertain if tunes were written "for hire" (penned for movies), since in many cases renewal rights then belong to the studio or producer who hired the writer, rather than the writer and/or his heirs.

In addition to acquiring renewal

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a member of the board of directors, and Paramount attorneys.

It could not be ascertained

(Continued on page 13)

DOT-PAR DEAL HYPES TRADE CONFUSION

HOLLYWOOD — News of the negotiations between Dot Records and Paramount Pictures last week gave rise to considerable speculation and confusion in the trade regarding the effect of such a deal on the ABC-Paramount records operation.

Actually there is no connection between Paramount Pictures and American Broadcasting - Paramount Theaters Corporation. The Paramount Pictures theater assets were divested in 1949 as a result of the reorganization required by the Consent Decree in the action of the government against the major film companies. United Paramount Theaters and the American Broadcasting Company were subsequently merged in July 1951 and the merger was approved by the Federal Communications Commission in February 1953.

record as fixtures considered necessary to the American home as the television set, the radio and the washing machine."

Recorded entertainment for the home is solidly entrenched not only in this country, but thruout the world as well, Lieber-son continued, adding that: "Sales of Columbia's affiliates and subsidiaries, which span the globe, increased

(Continued on page 13)

New ASCAP Revision of Publisher Distribution Formula Draws Blast

Opposition Charges Move an Attempt To Confuse Members, Previous Issues

NEW YORK—The American Society of Composers, Authors & Publishers last week again revised its publisher distribution formula. A leader of the forces opposing the administration immediately tagged the move "an apparent attempt to confuse the members and to take wind out of our sails at the coming meeting."

The Society last notified members of similar changes in October, 1956 (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 performances of motion pictures on television, the provision for review by the Classification Committee in questions concerning category or placement of a composition, substantial changes in the credits for background, cue and bridge music, and new consideration for works based on public domain material.

New radio payoff gives additional credit, equivalent to a performance on 20 stations, to network programs appearing in the local station survey.

The performance of compositions in motion pictures shown on television will henceforth receive the same treatment as other television performances.

Background Changes

The changes relating to background, bridge and cue music completely revise the previous ASCAP formula. All background music performed visually or vocally will receive full credit. For other background uses, such compositions will receive full credit only if they fulfill two of four qualifying categories: A) Performance on at least six wholly different national network commercial television programs. B) Performance on at least 12 wholly different national network commercial radio programs. C) At least 18 wholly different local programs. D) Has an accumulation of at least 5,000 credits from wholly different categories.

\$5 Mil Fund For Refugees N.C.D.J. Goal

NEW YORK — The newly formed National Council of Disk Jockeys for Public Service is readying a drive to raise \$5,000,000 for aid to Hungarian refugees, via the efforts of the Council's membership of deejays across the country.

Films and tape records gathered by a 10-jockey committee which returned from a survey trip abroad last month, will be utilized in the campaign, along with local level campaigns whereby jocks in each city will donate receipts from special record hops and dances to the refugee fund. Funds will be channeled thru CARE, and similar relief organizations.

CARE and the International Committee for European Migration sponsored the recent trip abroad by the N.C.D.J. Ten deejays, including Prexy Murray Kaufman, WMCA, New York; Veepee Al Jarvis, KFVB, Hollywood; Secretary, Don McLeod, WJBK, Detroit; Treasurer, Bob Clayton, WHDH, Boston; members of the Board of Governors, Paul Berlin, KNUZ, Houston; De Courtney, KSFO, San Francisco; Buddy Deane, WITH, Baltimore; Phil McLean, WERE, Cleveland; Art Palan, KDKA, Pittsburgh; and Art Nelson, KLIF, Dallas.

Background music may earn half credits by fulfilling half of the foregoing provisions.

Background music which does not qualify under these provisions will earn 1/10 of 1 per cent of a point if performed by less than four instruments, and 1 per cent of a point if performed by four or more instruments, providing the performance is on a program of 15 minutes or less presented two or more times weekly.

If performed on other programs, 1 1/2 per cent of the full credit will be allowed for each three minutes or fraction thereof.

Cue and bridge music by less than four instruments will earn 1/10 of 1 per cent of a point, and 1 per cent of a point if performed by four or more instruments.

Theme Formula Same

The distribution formula relating to theme music and jingles remains the same, with the controversial 20,000 credit system still in force.

Works in the public domain which contain so much new material as to justify their classification as new works will henceforth receive credit as a new composition. If the new material is not sufficient to qualify as a "new work," the composition will receive

credit assigned by the Classification Committee. For performances by all other public domain arrangements by less than four instruments, 2 per cent credit will be allowed. For performances by four or more instruments, 20 per cent credit will be given.

In case of questions relating to public domain works, the Classification Committee will decide the issues involved.

Other changes include the addition of a new provision in which "the Classification Committee recognizes that there may be cases in which there is a question as to the category in which any particular composition or use falls. In such cases, the committee shall decide the credit to be allotted, and shall state the basis of its determination in each case."

Dissident ASCAP members voice the opinion that the new distribution formula is merely an attempt to confuse the members and the issues previously raised. "The accent is still on availability and seniority," said one of the opposition leaders, "and we still need a simple distribution plan any new member can understand."

The ASCAP general membership meeting is scheduled for this Thursday (3) at the Waldorf-Astoria.

McINTYRE TEST LOOMS

Court to Decide Case of Unpublished Arrangement

HOLLYWOOD—The long baffling question of whether or not an unpublished arrangement can be protected is scheduled to come up in U. S. Federal Court as a result of an action filed by Mark McIntyre, father of Patience and Prudence, against Double-A Music and Bregman, Vocco & Conn in the alleged misappropriation of his version of "Tonight You Belong to Me."

Action, filed by attorney Arthur S. Katz under the seldom used Lanham Act, asked for damages of \$125,000, an account of the profits, permanent injunction against the defendants, and that "such copyrights be declared fraudulently obtained and their invalidity be declared."

Case is somewhat precedential in that action alleges that McIntyre gave up no common law rights in his arrangement of the old Billy Rose-Lee David tune, and that he seeks to establish the ownership of an arrangement as released on a phonograph record.

Suit charges the defendants with

misappropriating his intellectual property. Defendants first published sheet music of the tune with a photograph of McIntyre's children, Patience and Prudence, on the cover, altho the music sold was not the new arrangement, according to the complaint.

Both Double-A and Bregman, Vocco & Conn refused him payment on credit for his arrangement, McIntyre claims, and they encouraged others to copy it under the defendants' license. Moreso, "Defendants are not now, nor have they ever been, vested with any rights, title or interest . . . to copy and reproduce without plaintiff's consent, plaintiff's unpublished arrangement of 'Tonight You Belong to Me.'"

In previous cases of this nature, actions were generally filed under the provisions of the Copyright Act, whereas the McIntyre case seeks relief under the Lanham Act. Last important "arrangement" issue was the Supreme Records-Decca Records action involving "A Little Bird Told Me."

PLENTY OF NOTHING

DJ Hyden Sparks Real Zany Stunt

By BERNIE ASBELL

CHICAGO — Some of the world's worst literature, that which adorns the backsides of the record albums, last month was responsible for setting off one of the zaniest promotion stunts ever.

The stunt was hatched not by a record company, needless to say, but by Playboy Magazine, published here, which could afford to stand back and be amused at regarding the frequently laughable literary tone of liner copy. Central figure in the stunt was disk jockey Bill Hyden, of KVOO, Tulsa, Okla., who won a contest for deejays sponsored by Playboy to find the "Biggest Literary Nothing" on an album liner.

The prize, tailored to fit the contest, was announced as the "World's Biggest Nothing"—but it turned out to be really something—an all-expense-paid round-trip by Greyhound bus between Bumpus Mills, Tenn., to Fruitland, Tenn. For the 75-mile distance, bus routings required a 200-mile trip. Even more unfortunately, by best connections, it took Hyden 60 hours—three days and a night—to negotiate the round trip.

Life Magazine was struck by the enormous tribute to the disk industry's literary level, and it assigned a writer and photog to cover the details of the "Biggest Nothing" tour which were as follows:

Hyden was flown last Monday from Tulsa to Nashville by American Airlines which specially dubbed the flight the "Bumpus Mills Flagship." He was met by Governor Frank Clement, who appointed Hyden an honorary colonel of Tennessee, the biggest "nothing" the governor could offer. Then boarding a bus at Bumpus Mills at 6:25 a.m. Tuesday, he stopped for his first connection in Paris, Tenn., at 9:56 a.m. Because there was no outgoing bus until the next morning at 8:45, Hyden whooped it up in Paris. The town turned out for an official civic fish fry where the deejay was presented with a sample of the town's source of economic sustenance, a small bottle of perfume labeled "Made in Paris."

Snuff From Acuff

Next morning, after a 9:58 a.m. arrival at Humboldt, Hyden was greeted by home-towner Roy Acuff and a reception committee of city fathers. In a ceremony at city hall, Acuff came up with more local products: a can of snuff, a box of Italian cigars, a pair of cowboy boots, a pair of crutches and a boat paddle.

Then at 12:40 p.m., on to Fruitland—an eight-minute journey. Another civic committee met him and staged a cheese-and-cracker lunch

at the general store and for after-luncheon entertainment, the town put on a hog-killing, an old Tennessee cultural delight.

At 5:32 p.m.—this was Wednesday—Hyden started the return trip. Next day at Clarksville, during a five-hour layover, the town put on an old-fashioned tobacco auction. Then Bill snipped a ribbon, officially opening the new city dump. On his arrival at 6:20 p.m. back at Bumpus Mills (population 150) five hundred Tennesseans from several counties around feted their guest—and the nameless bards who write album liners — at a sit-down banquet.

It was all over.

Hyden had taped all the ceremonies and brought them back to Tulsa. But his listeners had been carefully prepared in advance to get in on the festivities. For two weeks preceding the trip, Hyden had broadcast daily weather reports from Bumpus Mills.

Plenty of Nothing

Oh, yes, Hyden's winning entry! It was a paragraph from Fantasy's album, "Modern Music from Chicago." It read:

"With the shifting of metronomic duties from drums to bass in the modern idiom, today's bass player must have as an integral part of his musical make-up not only the harmonic conception necessary for all jazz purveyors but must have innate ability to maintain, with full tone and swing, any and all of the tempos imposed upon him by an unlimited number of soloists." End of quote.

The translation, Bill Hyden adds, is: "Today's bass player ought to know how to play bass."

RCA Victor fought hard for the first place title. But having lost out, they were consoled with second, third and fourth places all to themselves.

world-rights for Burlington on U. S. tunes.

New York

Instead of sending Christmas gifts the past week, Eccle Nardone notified friends of the late Larry Spier that donations — in their honor — would be made to the Heart Fund.

Arrow Records last week signed warbler Alan Martin, formerly with ABC-Paramount, to a long-term contract. His first release is scheduled for January. Arrow's distribution is now being set up nationally, with Leonard I. Wolf Enterprises handling the line's promotion. . . . Walter Hofer is spending the holidays in Mt. Sinai Hospital, New York, where he is scheduled for a serious operation.

Chuck Darwin of Dawn Records signed the jazz-musical comedy thrush India Adams to an exclusive last week. Miss Adams currently is playing the lead in "Can Can" which opened at the Nixon Theater, Pittsburgh, Tuesday (25). . . . Another Dawn act, Les Jazz Modes, opened the same day in the same city, at Crawford's. . . . Rock and roll warbler Bobby Brooks was signed by Rainbow Records chief, Eddie Heller. . . . Irwin Zucker, West Coast promotion man, in town last week to huddle with clients.

Hugo Winterhalter has recorded an instrumental album of the tunes from the Broadway smash, "Happy Hunting," for Victor, which company also has the original cast production. This is the same formula employed with great success by Columbia's Percy Faith with "My Fair Lady" last year.

MUSIC AS WRITTEN

Campo Signs New Pact With Variety Label . . .

Pupi Campo, Latin band leader and TV personality, has signed a new, exclusive recording contract with Paramount Enterprises. His disks will appear on that company's newly launched Variety label. Campo's first album will be rushed for January release, simultaneously on extended play 78's and 45's both (three disks each), and on one 12-inch LP.

Bergman Joins Am-Par As Sales Exec . . .

Devey Bergman, Jr., formerly with Benita Records, has joined ABC-Paramount in the newly-formed post of LP sales and mer-

chandise director. Under the supervision of Am-Par national sales chief Larry Newton, Bergman will concentrate exclusively on package goods with special emphasis on dealer promotion.

Mrs. Danny Engel Dies in Cincinnati . . .

Mrs. Rae Kruke Engel, wife of Danny Engel, Midwestern representative for Chappell & Company, with headquarters in Cincinnati, died at Jewish Hospital, Cincinnati, Friday (28), after a lingering illness. Mrs. Engel was a member of the Cincinnati May Festival. Danny Engel has been active in the music business in Cincinnati for

nearly a half century. Services for Mrs. Engel were held Sunday (30), with interment in Love Brothers Cemetery, Cincinnati. Surviving, besides her husband, are her father, two brothers and a sister.

Dash to Exit Post With Burlington . . .

Irwin Dash, U. S. representative for Burlington Music here, will leave that post at the end of this month. His future plans have yet to be announced. Burlington is the American publishing wing of British Decca (London). As the firm's first representative here, Dash primarily concentrated on picking up

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

"This part of New England," typewrites Bob Day, deejay at WLBZ, Bangor, Me., "is loaded with country music fans. The new auditorium here, which accommodates 7,500, took inventory recently and found that the country show in September, headed by Hank Snow and Porter Wagoner, drew over 5,000. The only attraction to pull close to that number was 'Holiday on Ice,' and it had heavy promotion from the Junior Chamber of Commerce. When Hank Snow was here, he commented: 'I can't understand why one would build a \$2,000,000 auditorium and put in a \$2 microphone.' As a result they are completing installation of a \$12,500 public-address system. This Texas hillbilly deejay has found a home up here in the cold country."

Frank Wakefield, mandolin virtuoso, formerly heard with Lee Bond's group, is currently featured at the Hillbilly Jamboree Club, Detroit. He's also working with Wade Birchfield, writer of "Hit Parade of Love," on some new tunes. . . . Tune-smith Bob Belyeu is visiting deejays in Texas, Oklahoma and Louisiana to promote his three new ditties, "Rockin' Down the Mississippi," by Jimmy Boyd on Columbia, and

a pair back-to-back on the Intro label, "Thumpity Thump" and "Dreamy Valley," cut by Gracie Lind.

First broadcast of Dow Chemical's new 300-station "Red Foley Show" on ABC radio is set for Saturday, January 19, with supporting talent including the Foggy River Boys, Libby Horne, Porter Wagoner, Bill Wimberly's Country Rhythm Boys and announcer Joe Slattery. RaliOzark serves as producer, with KWTO, Springfield, Mo., the originating station. . . . "Ozark Jubilee," now back on its Saturday schedule on ABC-TV, immediately following the Lawrence Welk show, will have as Saturday's (5) guest Smiley Burnette, while January 12 will mark the appearance of the Polio Poster Child, 4-year-old Marlene Olsen. On January 19 Jimmie Davis makes his third guesstar appearance with the show.

A five-town circuit in Mississippi and Louisiana is being established to offer weekly jamboree shows, beginning with the opening of "Ouachita Hoedown" at Gus Kallio's Arena, Monroe, La., February 7. Kallio, boxing and wrestling promoter, will produce the shows, with Charlie Wright, Dallas agent, furnishing the talent and supervising the units. In addition to Monroe, units will play Jackson and Vicksburg, Miss., plus two Louisiana towns still to be selected. In addition to the regulars, name record acts will be brought in as guesstars.

Denver Duke and Jeffery Null, who spent the holidays at home following a three-month road trek, have a new manager in Paul Giley, of Maytown, Ky. . . . The gospel-singing Blackwood Brothers are set thru January as follows: Sheffield and Decatur, Ala., January 3; Nashville, 4; Atlanta, 5; Jackson, Miss., 10; Houston, 11; Fort Worth, 12; Kilgore, Tex., 14; Texarkana, Tex., 15; Little Rock, Ark., 16; Gadsden, Ala., 17; Charlotte, N. C., 18; Kingsport, Tenn., 19; Montgomery, Ala., 26; Springfield, Mo., 29, and St. Louis, 31.

MORE FOLK TALENT AND TUNES ON PAGE 42

W&G Deal to Press, Distribute Advance Records Down Under

HOLLYWOOD—W&G Record Processing Company, Ltd., with headquarters in Melbourne, Australia and domestic representation via Jimmy Parks, Manchester, N. H., has completed negotiations for distribution and manufacture of Coast indie Advance Records thruout Australia and New Zealand.

Deal was made in accordance with the firm's policy to release American-produced material to the Australian disk market on the firm's W&G Selected Releases label. Firm intends to substantially add to its repertoire via acquisition of complete catalogs from American indies rather than spasmodic releases of hit singles only.

First advance release includes two singles, an EP and LP by Lorry Raine. National promotion in Australia is planned for Miss Raine's first sides, with plans for a tour down under to be made.

W&G also garnered distribution rights from another Coast indie, Balboa Records, with six sides from

their catalog selected for early release.

Aussie label's first hit on an indie label was the Cathy Carr dishing of "Ivory Tower" on Fraternity. The company's first entry in the country and western field was made some weeks ago with the acquisition of the Starday catalog.

Parks is known to be negotiating for the release of a major classical line to supplement its pop line. W&G is also exclusive distributor for the AM-Par and RKO-Unique lines in Australia and New Zealand.

No One's Talking

Continued from page 11

whether or not all of the various enterprises in which Wood is involved would be included in the sale. Among these are the Randy-Smith Publishing Company, the Wood-Spina personal management firm, and the original retail and mail order disk firm in Gallatin, Tenn. Wood holds 70 per cent of the stock in Dot Records; other stockholders are Al Bennett, former national sales manager of Dot and now general manager of the Hart Dist. Company in Los Angeles; Gilbert Brown, manager of the disk operation in Gallatin, and disk jockey Gene Nobles.

Under any circumstances, the deal is not expected to be completed for several weeks barring any unforeseen snag in the negotiations.

Five-Year Goal

Continued from page 11

50 per cent over the preceding year.

Nearly 60 per cent of total industry sales in 1956 were in long playing records, and Columbia's own LP sales have increased 107 per cent over 1955 totals, Lieber-son indicated. "At the same time, Columbia's single record sales have skyrocketed," he continued, with three million sellers in the closing Mitchell's "Singing the Blues" has now surpassed two million in sales.

Lieberson, pointing to phonograph sales as an integral factor in the high level of disk sales, said that volume of Columbia's own phonograph units increased 32 per cent in 1956.

Records as a merchandising medium for other products also came into greater use in 1956, according to Lieberson. He averred that razor blades, men's shirts, automobiles and electrical appliances have all been sold successfully thru disk exploitation during the past year. Specifically, he mentioned Gillette's "Great Moments in Sports" premium, which accounted for more than a million 7-inch LP's.

Storm Brewing for Loew's

Continued from page 10

from the board. Those who drew Tomlinson's fire include Charles Moskowitz, vice-president and treasurer; Howard Deitz, vice-president in charge of advertising and publicity; Ben Melnick, vice-president and counsel; Charles A. Brownell, an attorney.

In a letter to Joseph Vogel, president, Tomlinson declared: "The corporation has been riddled with nepotism and favoritism. The dead hand of those who inherited soft spots in the management, instead of earning them thru skill and talent, holds the throttle." Calling for sound business techniques, that will protect stockholder interests, Tomlinson told Vogel: "So long as the Schenck, Moskowitz and Dietz influences remain, you are unable to accomplish the changes expected of you."

Earlier, stockholder dissatisfaction with management policies was indicated when Lehman Brothers and Lazard Freres, large Wall Street banking houses holding substantial shares in Loew's, resigned seats on the company's board. Trade circles said that the seats

were given up because the two firms felt they could not afford to be associated with what they felt were poor management practices.

At one point, reportedly at the behest of Lehman and Lazard, the management firm of Booz, Allen & Hamilton was hired to make a survey of all Metro operations, with the view to making economy and efficiency recommendations. A final report is expected shortly almost certainly in advance of the firm's annual meeting which takes place on February 15.

That the disk and music publishing subsidiaries of Loew's would be covered in the survey was seen as a strong likelihood. Several present and former board members, when queried, indicated that the survey would cover every aspect of operation, including those connected with music functions and even those concerned with theater lobby sale of candy and refreshments. It is also known that at least one official of M-G-M Records has been interviewed by a member of the Booz, Allen & Hamilton firm.

when answering ads . . .

Say You Saw It in The Billboard

Recorded by
ELVIS PRESLEY
RCA VICTOR

"LOVE ME TENDER"
Elvis Presley Music, Inc.

"ANY WAY YOU WANT ME"
(That's How I Will Be)
Ross Jungnickel, Inc.

Sole Selling Agent:
HILL AND RANGE SONGS, INC.

DEALERS, DEEJAYS,
ONE STOPS
DAVID SEVILLE
The HIT Version
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All the news of your industry every week in The Billboard . . .

LOOK OUT FOR . . .

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Leroy Anderson's

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100% Recorded

MILLS MUSIC

WHILE THE LIGHTS ARE LOW

Recorded by The King Sisters on Capitol

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BMI Check List

OF NEW RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
AM I LOSING YOU (Rondo) JIM REEVES (Victor)	C&W Spotlight	C&W Bullseye	
BABY, BABY (Snapper) FRANKIE LYMON & TEENAGERS (Gee)	R&B Best Buy	R&B Sure Shot	Very Good
BLUE MONDAY (Commodore) FATS DOMINO (Imperial)	Best Buy	Sure Shot	
BY YOU, BY YOU, BY YOU (Trinity) JIM LOWE (Dot)	Spotlight	Sleeper of the Week	Best Bet
DESERT SUNRISE (Hamblen) JAN AUGUST (Mercury)	74 (Good)	B (Very Good)	Very Good
LARRY SONN (Coral)	73 (Good)	C+ (Good)	
DESTINATION LOVE (Tiger) THE FOUR COINS (Epic)	80 (Excellent)	Best Bet R&B Best Bet	Excellent
WYNONIE HARRIS (Atco)	R&B Spotlight		
FLIRTANGO (E. B. Marks) BERNIE WAYNE ORCH. (ABC-Paramount)	75 (Good)	B (Very Good)	
I FEEL THE BEAT (Trinity) JIM LOWE (Dot)	Spotlight	Sleeper of the Week	Good
JIM DANDY (Raleigh) LAVERN BAKER (Atlantic)	R&B Best Buy	Sure Shot	
JUST A LOT OF SWEET TALK (Dandelion) JIM EDWARD & MAXINE BROWN (Victor)	C&W Best Buy	C&W Bullseye	
LOVER'S TANGO (Simon House) BILL FONTAINE (Unique)	75 (Good)	B (Very Good)	
MOTHER MINE (Montclare) JERRY VALE (Columbia)	82 (Excellent)	Disk of the Week	
TIME OF THE YEAR (Rush) THE FOUR COINS (Epic)	80 (Excellent)	B (Very Good)	Very Good
WE'RE GONNA ROCK TONIGHT (Snapper) THE THREE CHUCKLES (Vik)	78 (Good)	C+ (Good)	
YEARNING (Starrite) JEANETTE HICKS & GEORGE JONES (Starday)	C&W Spotlight	C&W Bullseye	
YOU CAN'T CATCH ME (Snapper) CHUCK BERRY (Chess)	R&B Best Buy	R&B Sure Shot	Very Good
YOU DON'T OWE ME A THING (Acuff-Rose) JOHNNIE RAY (Columbia)		Disk of the Week	Best Bet

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NEW YORK • CHICAGO • HOLLYWOOD • TORONTO • MONTREAL

MR. MILLION

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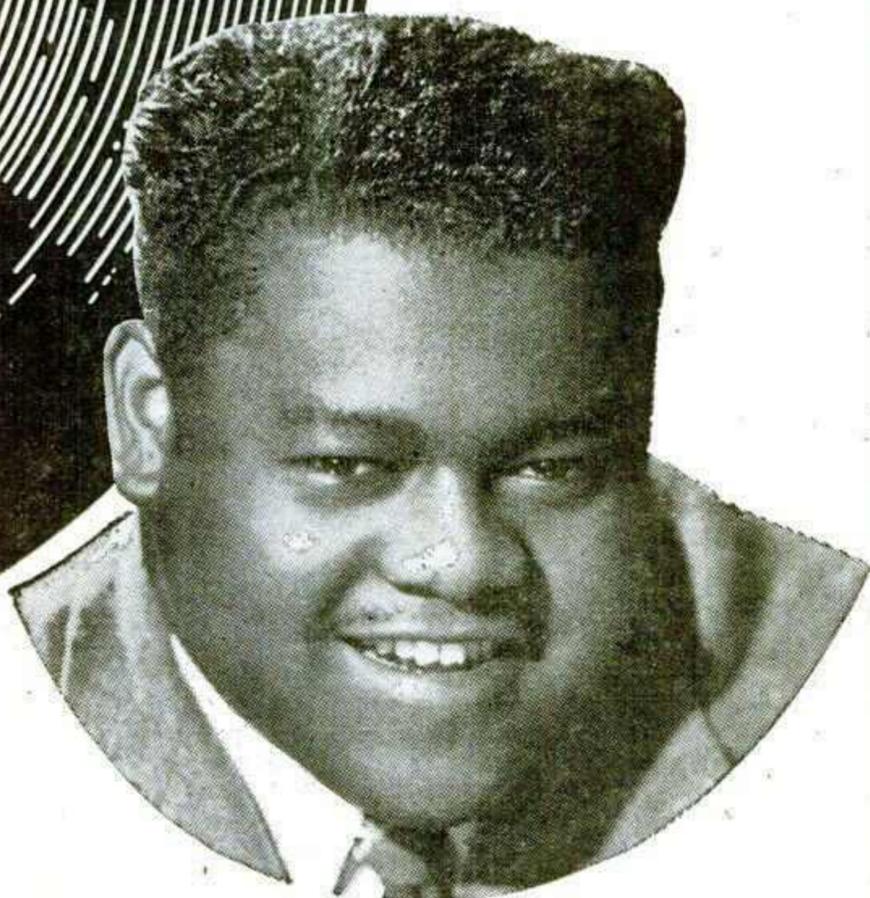
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DOMINO



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



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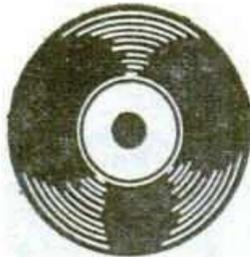
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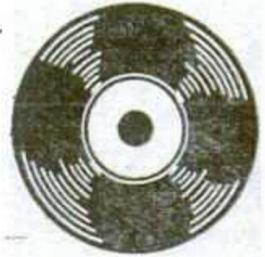
AIN'T IT A SHAME
5348



WHEN MY DREAMBOAT
COMES HOME
5396



GOIN' HOME
5180



MY BLUE HEAVEN
5386



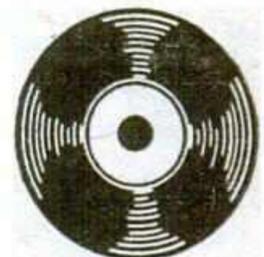
GOIN' TO THE RIVER
5231



BABY, PLEASE
5283



PLEASE DON'T LEAVE ME
5240



SOMETHING'S WRONG
5262



BLUEBERRY HILL
5407



I'M IN LOVE AGAIN
5386



ROSE MART
5251

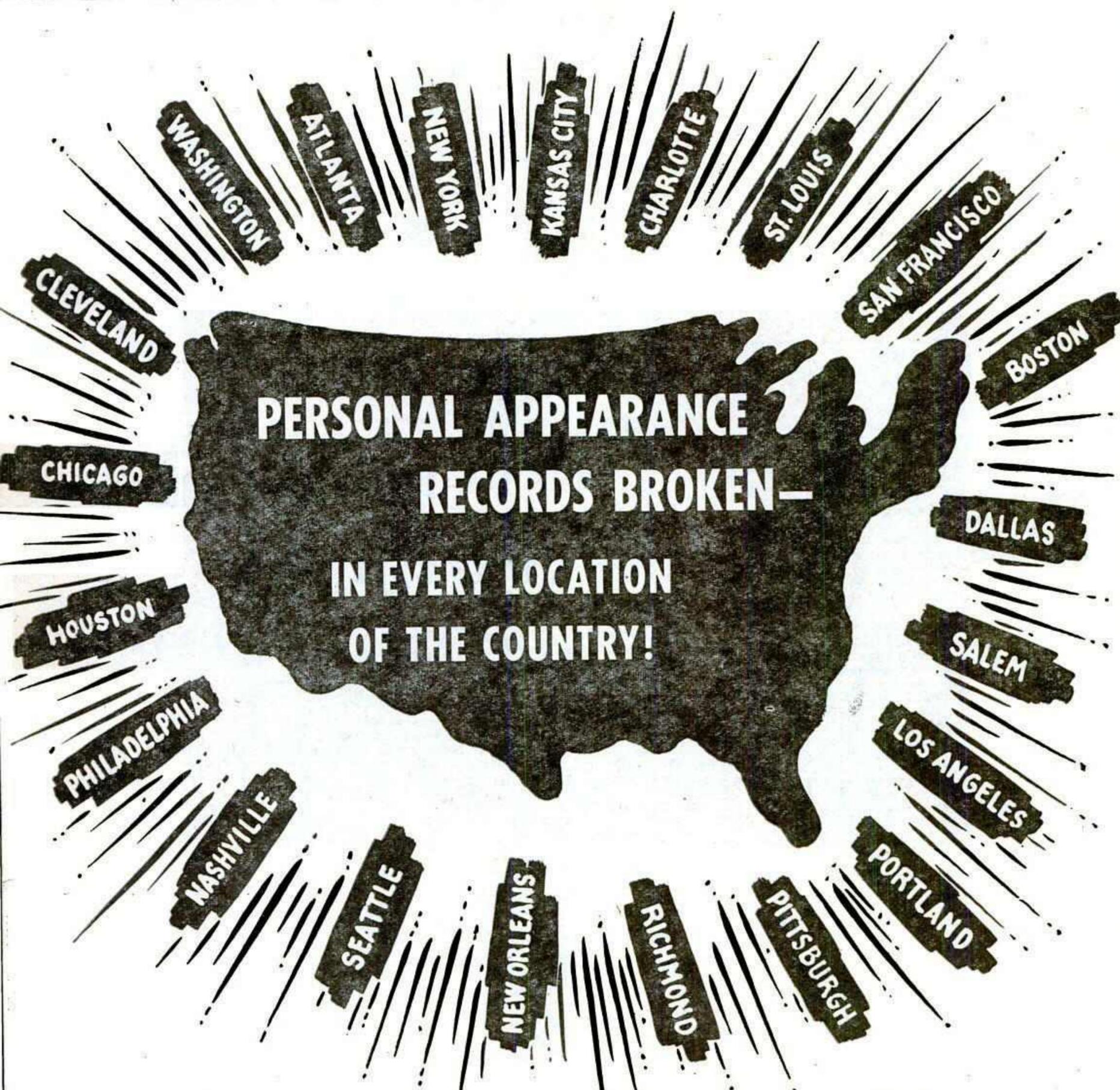
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THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

SALES TALK

'57 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 that shows no signs of changing in the year ahead. The expansion has taken several forms. New music outlets have opened. Audio centers have added record lines. Drug and grocery supermarkets have put in racks and have been doing good-to-excellent business. And these supers, which are actually on the fringe of the business, are regarded as double-barreled competition by most record outlets.

Re-Evaluation Necessary

Since such competition will grow rather than diminish in the year ahead, it becomes necessary to look at the sales techniques you use, with an eye to doing a more creative job. How, for instance, do you rate with other dealers when it comes to "suggestion selling"?

"Suggestion selling" is a basic technique which should be practiced automatically by every sales person. It is important to review from time to time. Let's do so now.

What Is "Suggestion" Selling?

Stated briefly, "suggestion selling" is a technique of tactfully suggesting to your customer suitable merchandise in the form of some related item, a new product, seasonal items, advertised specials, etc.—in addition to the merchandise the customer already intended to purchase.

Let's say your customer decided to buy a new replacement needle. A "related" item would be a record brush or anti-static cloth. You should point out to the customer that the needle will last longer (up to 10 times longer, in fact) by keeping record grooves free of dust and grit. A simpler example of a "related" item would be "more Beethoven" for a Beethoven customer.

The New Product

Everyone is interested in seeing something they've never seen before. Therefore, you are fairly certain of an attentive audience if you can introduce a new product. The product doesn't necessarily have to be new to you. It could be something you've had in stock which the customer has never seen before. Introduce the product gracefully by saying something like, "By the way, have you seen this new anti-static spray?" after you have completed the sale of the article the customer originally wanted.

Everyone appreciates a bargain and the record business has had plenty of them recently. After your sale, you might say, "We have a special on these two Columbia records this month — only \$2.98.

They'll cost you a dollar more next month." The same approach could be used with sampler disks.

Offer Seasonal Merchandise

Holidays and seasons are excellent guide-posts for selecting appropriate items to suggest for your customers. Portable radios and phonographs are naturals for springtime sales. Graduation is an important date. So are Father's and Mother's days and many other dates throughout the year.

Avoid Weak Suggestions

You are not selling creatively when you reel off a list of products. It confuses the customer and brings on an automatic "no." Never suggest any more than one item at a time.

Another weak suggestion is asking the "anything else" question. This is so vague that it might as well not be asked. Be specific when you suggest merchandise.

The negative approach is equally bad. Yet, many sales people believe they are selling by suggestion when they ask a question like "you wouldn't need a needle for your phonograph, would you?" This is an open invitation for the customer to say "no" and is never productive of sales.

Suggestion selling should never be thought of as "high-pessuring." It actually favors the customer by catering to his needs. By using suggestion selling you do your customer a favor, your store and your selling career a favor as well.

These ideas, as well as many others, are attractively presented in a series of booklets published by the Willmark Service System, Inc. If you are a subscriber to their service, ask to see their "Quotient Selling Bracers."

EXTRA! NEWSIES AID DISK SALES

TORONTO—The record business here receives its best break in some years when The Telegram, one of the country's largest dailies, begins its weekly record page.

The page will be carried each Friday and slanted towards the teen-ager, altho it will carry news about records in every field.

Its beginning followed a conversation Bill Kearns, promotion manager, Quality Records Ltd., had with the newspaper, showing him how the record page had worked out in such cities as Vancouver and Detroit.

One-sixth of the page will be devoted to advertising by the dealers, many of whom will be canvassed each week for their top sellers for a local hit parade. The top 10 will be picked from the pops disks, jazz disks and Western disks.

Feature articles will be carried on various musicians in the city, visiting record artists, hit-parades among the kids and letters from the readers. Copies of the page will be placed in the windows of the dealers.

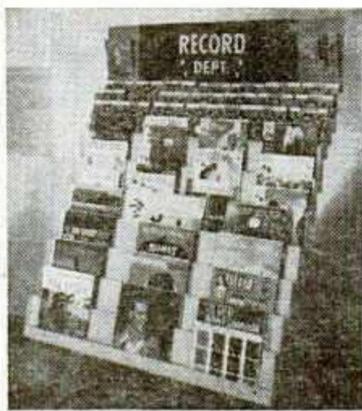
HOLLY HAS 'ALL PURPOSE' RACK

Holly Associates, manufacturers of self-service racks, is selling a disk rack that has many applications. Because of its movable frame, which travels on casters and an extendable feature, the rack can be placed anywhere in a store on a moment's notice. It can expand from a closed width of 55-inches to an extended width of 84-inches. It is 55-inches high.

Constructed of 18-gauge steel on a sturdy tubular frame, the rack will accommodate records of all sizes. Mindful of pilferage in disk shops, the Holly people show their rack (see picture below) with LP albums displayed on the bottom and the more easily pilfered 45's in the less accessible top position.

The new Holly rack should appeal strongly to supermarkets who would like to experiment with merchandising disks but, at the same time, would like to try displaying the records in various locations in the store.

Disk dealers who think the rack would serve for special purposes within their stores can get prices and delivery schedules from their Columbia distributors.



Store-Film Tie-In Ups Disk Sales

- Film cues dealer tie-ins with N. Y. and N. J. theaters
- Dealers throuout U. S. can successfully use idea

NEW YORK — Sales of the M-G-M album, "Music With the Big Beat," have been showing a definite uptrend as a result of disk dealer and motion picture exhibitor tie-ins. Wherever the film, "Rock, Rock, Rock," has shown in the metropolitan New York area, M-G-M Records' promotion people have encouraged dealers to display 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 Beat" album was produced for M-G-M by Allen Freed who is currently making personal appearances around the New York area in theaters where "Rock, Rock, Rock," is showing. Freed, of course, is featured in the film. His appearances are primarily aimed at upping movie attendance. Disk sales, however, have been an important by-product of his promotion efforts.

Touring with Freed is M-G-M thrush Connie Francis. She doesn't appear in the film but her voice is used on the sound track and she gets screen credit. In her appearances, she sings two songs from the picture, "I Never Had a Sweetheart" and "Little Blue Wren." M-G-M has released them as a single and, of course, the disk gets prominent display space in the

theater lobby. Connie also plugs the disk from the stage and mentions the name of the neighborhood shop where it can be bought. Dealers Everywhere Can Tie-In

While Allen Freed and Connie Francis cannot make personal appearances all over the country, dealers can borrow part of this promotion for their own use. Promotion-minded theater managers in all communities seek ways of getting bigger audiences and are grateful for a chance to promote on a co-operative basis with local record stores. Alert dealers have provided theater-owners with records to play during movie intermissions. In some cases, film exhibitors have even given the local disk shops credit on the screen.



Connie Francis and Allen Freed take a bow before an enthusiastic theater audience. Tie-ins by record dealers with theater owners have boosted sales of M-G-M rock 'n' roll disks.

NEW PRODUCTS

'NEWSLETTE' RADIO BRINGS IN ONE STATION . . .

A six-ounce radio, smaller than a cigarette pack, was placed on the market last week by Newsette manufacturing corporation, Cincinnati, O.

The radio, called the "Newsette," is a superheterodyne, transistor model tuned and locked to receive only local outlet WKRC at 550 kilocycles. "Newsette" officials believe they are the first to market such a radio commercially.

Individual tuning on the "Newsette" is permitted by a cord and ear piece similar to those used on hearing aid devices. The idea for such a one-station radio originated with Charles Lipman, Newsette president. He presented his plans to George Waslo, WKRC engineer, who recently built the world's smallest radio transmitter. Waslo worked out technical developments with transistor authority, Walter Sutton, president of Sutton Electronics, Lexington, Ky.

WKRC has exclusive broadcast rights to all Cincinnati Redleg games for 1957 and is a basic affiliate of the CBS radio network.

DuMONT PLANS NEW HI-FI PHONO MODELS . . .

Watch for new high fidelity phonograph models from DuMont in the near future. William Scales, sales manager for the firm, says that actual sales have consistently outstripped forecasts for DuMont's hi-fi phonos.

With this experience, the firm is planning to put new models on the market. Currently, three DuMont hi-fi models are available, covering different price ranges. At the top of the line is the "Tanglewood." It includes AM and FM radio.

DuMont has also recently entered the transistor radio field with a model cased in top-grain cow-

hide. Six transistors and two germanium diodes provide maximum sensitivity and selectivity. Power is supplied by six "C" type flashlight batteries, giving a minimum of 300 hours' service.

The DuMont transistor radio measures 7 inches by 4 3/8 inches by 3 inches. It is priced at \$89.95.

LIVINGSTON HAS STACKED AND STAGGERED TAPES . . .

Livingston, one of the leading producers of stereophonic recorded tapes, announces that no change is contemplated in its policy of making all stereo tapes in its catalog available in both the stacked (in-line) and staggered (displaced) versions.

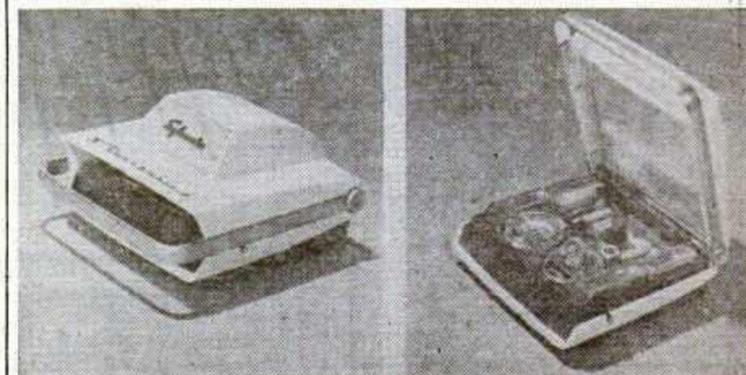
This announcement, says the company, is prompted by what may be a confusing situation to a purchaser of stereo playback equipment. Since models offered by some of the manufacturers use staggered heads and others use stacked heads, it must be made clear that Livingston tapes—as well as other manufacturers—are available in either form.

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.

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 Miltenburg, who designed the unit for the company, says that the recorder makes three separate sound tracks on half-inch recording tape. Each track is picked up from separate microphones, one on the left, one on the right and one in the center of the stage.

The three separate tracks are played back thru three separate channels, giving listeners a three dimensional effect which closely approximates the original sound of the orchestra.



The Thunderbird, new all-transistor portable radio of radical design, introduced by Sylvania, is shown above. Powered by seven transistors, the set is shown (left) in the carrying position and (right) in the open position. Speaker outlets are provided in both positions. Set weighs 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.

A handwritten signature in cursive script that reads "Rudy Wood". The signature is written in dark ink and is positioned in the lower right quadrant of the page.

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Pop Albums

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

- 1. ELVIS—Elvis Presley... RCA Victor LPM 1382
2. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
3. MY FAIR LADY—Original Cast... Columbia OL 5090
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 1254
8. OKLAHOMA!—Sound Track... Capitol SAO 595
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. SAY IT WITH MUSIC—Lawrence Welk... Coral CRL 57041
13. THIS IS SINATRA—Frank Sinatra... Capitol T 768
14. HYMNS—Tennessee Ernie Ford... Capitol T 758
15. THE PLATTERS... Mercury MG 20146

Pop Albums Coming up Strong

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

- 1. Ski 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 5150
5. Calendar Girl... Julie London Liberty SL 9002
6. Rock and Rollin'... Fats Domino Imperial 9009

Most Played by Jockeys

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

- 1. ELVIS—Elvis Presley... RCA Victor LPM 1382
2. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
3. THE ELGART TOUCH—Les Elgart... Columbia CL 875
4. SONGS FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 653
5. HIGH SOCIETY—Sound Track... Capitol W 750
6. SKI TRAILS—Jo Stafford... Columbia CL 910
7. 'S WONDERFUL—Ray Conniff... Columbia CL 925
8. THIS IS SINATRA—Frank Sinatra... Capitol T 768
9. ELLA AND LOUIS—Ella Fitzgerald & Louis Armstrong... Verve MG V 4003
10. JERRY LEWIS JUST SINGS—Jerry Lewis... Decca DL 8410

Review Spotlight on...

Classical Albums

TCHAIKOVSKY: 1812 OVERTURE AND OTHER ORCHESTRAL FAVORITES (1-12")—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 virtuosic reading by Reiner is one of the very best. In addition, the conductor has given model renditions of Liszt's "Mephisto Waltz," Dvorak's "Carnival Overture," Smetana's "Bartered Bride Overture" and Weinberger's "Polka and Fugue from "Schwanda." The combination is a natural for beginning collectors and hi-fi bugs in general.

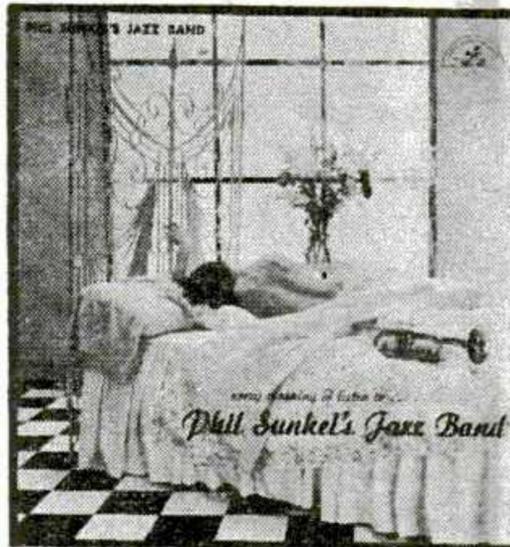
Jazz Albums

THIS ONE'S FOR BASIE (1-12")—Buddy Rich Orchestra. Norgran MG N-1086

Buddy Rich's "tribute to Basie" is not an imitation of the Basie sound, but an inspired attempt to get at the feel and musical juice of the Basie band. The knowledgability of the soloists in Rich's big band—and the thought that went into the arrangements of Marty Paich—bring off this difficult feat. Rich has two extended solos (in "Jumping at the Wood side" and "9:20 Special") 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 jumping 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



PHIL SUNKEL'S JAZZ BAND (1-12"), ABC-Paramount ABC 136. The delicate color composition and beauty of this cover photo make it a sock display item for dealers. The tasteful, yet undeniably sexy shot is tied into the title with the copy line "Every Morning I Listen to Phil Sunkel." Cover design by Fran Scott. Photography by Hank Parker.

Reviews and Ratings of New Albums

Popular

MUSIC A LA CARTE... 83 The Crew Cuts (1-12") Mercury MG 20199

The boys harmonize a dozen hardy perennials here. No fancy trimmings—just easy-going, easy-listening arrangements with a variety of swing and ballad themes. "Johnson Ran," and "Candy" go hand in hand with "After I Say I'm Sorry" and "A Nightingale Sang in Berkeley Square." This fine Crew Cuts' showcase should go like hot cakes with the group's fans.

A NIGHT AT THE COPACABANA WITH TONY MARTIN... 81 (1-12") RCA Victor LPM 1357

This grooving, recorded on the nitery floor, comes off very well sound-wise. Aside from the fact that Martin brings off a kind of tour-de-force with 10 of his old faves, the package gains authentic floor-show atmosphere via his own intros of his numbers and recorded audience reaction. It should be a hit with Martin fans, and likely make him some new ones. Attractive cover, showing singer in action and backed by the line of the Copa's celebrated cuties, adds additional sales bait.

GOLDEN STRINGS... 80 Florian ZaBach (1-12") Mercury MG 20176

Violinist comes up with some more lush bowing, while acting as his own conductor. His dozen offerings are generally off the standard beam, but are varied material-wise and keep interest high all the way. Whether it's a swinging "Fiddle Rock," a mellow "Golden Strings," or a rollicking "Petticoats of Portugal" (which he recently cut as a single), the results are continuously easy on the ear. ZaBach's following will like this and there is plenty of jock material in it, too. Flashy cover will help.

ROCK, PRETTY BABY... 78 Sound Track (1-12") Decca DL 8429

If the movie—a teen-ager saga about rock and roll—clicks, as expected, this album could be a sleeper. Tunes—styled in both an r.&r. and ballad groove—are catchy and pleasant as performed by Jimmy Daley and the Ding-A-Lings, Rod McKuen and Alan Copeland.

TOM SAWYER... 76 Conductor, Ralph Norman Wilkinson (1-12") Decca DL 8432

Frank Luther's musical version of the Mark Twain classic was originally showcased on TV's United States Steel Hour program last year. This

(Continued on page 22)

Classical

SHOSTAKOVICH: SYMPHONY NO. 1; PROKOFIEV: SCYTHIAN SUITE (1-12")—Orchestre National de la Radiodiffusion Francaise; Igor Markevitch, Cond. Angel 35361... 81

Markevitch is the star in these brilliant performances. This is virtuoso conducting for the hi-fi era by a man who is quite at home in such 20th Century music. Oddly, he has little competition on the youthful Shostakovich piece, while on the less important Prokofiev, show-piece versions are available from Scherchen and Ormandy. Both sides are hi-fogenic, and this orchestral disk should sell readily on demonstration.

THE LAST THREE SYMPHONIES OF TCHAIKOVSKY — SYMPHONIES NOS. 4, 5 AND 6 (3-12")—The Leningrad Philharmonic; Kurt Sanderling, Eugene Mravinsky, Conds. Decca DXE 142... 80

For all the versions of these symphonies listed in the catalogs, it will have to be admitted by all who hear these recordings by this outstanding Russian orchestra, that something "new" has been said on the subject. Sanderling and Mravinsky offer new insights and underscore many subtleties that have eluded Western conductors. The Leningrad "Pathetic" is a triumph; it is so beautifully and eloquently played that it must be just about the best one available. Mravinsky's interpretation of the Fifth is also an exciting thing and near the top of the class. The Fourth is given a dignified, surprisingly unemotional reading by Sanderling. He does strike fire in the last movement, but a conductor like Karajan has done better with this score. All the way round, this set is a fascinating showcase of a great orchestra — and (since these recordings were made in Vienna) in superb hi-fi sound. Commercial possibilities here are great.

MOZART: SYMPHONY NO. 39 IN E FLAT; CLARINET CONCERTO (1-12")—Philharmonic Orchestra, Herbert Von Karajan, Cond.; Bernard Walton, Clarinet, Angel 35323... 79

Either side can sell this. The fine concerto gets perhaps its best all-around disk, having a larger and much better orchestra than Kell's, and also excellent recording. Walton plays with much of Kell's virtuosity, but takes less liberties. The symphony doesn't suffer from lack of recordings, but the magnificent-sounding Philharmonia and the conductor have their firm fan-followings. Few, if any of the most exacting connoisseurs would find fault with this reading. An excellent stock staple.

BELA BARTOK AT THE PIANO, VOL. 1 (1-12)—Bartok 903... 70

As a "young man," Bartok was more renowned as a pianist than as a composer, and here the student has a chance to study his keyboard style. The record-

(Continued on page 22)

Jazz

THE JAZZ GREATS—THE DRUM ROLE... 83 Volume VIII Giants of Jazz: Buddy Rich, Cozy Cole, Max Roach, Art Blakey, Roy Haines, Lionel Hampton, Shelly Manne, Willie Rodriguez (1-12") EmArcy MG 36071

This one will provide a ball for drum fans and students, and it should enjoy a healthy, long-lasting sales life. Several, but not all sides qualify as hi-fi excitement inciters, but the older tracks, by Cole and Rich, have their important place in such an anthology. The best demos would be the two Roach tracks (with Clifford Brown). Most sides have other solo instruments also, good names—and there are several big-band tracks. Cover sells the idea well. For all stores.

PERIOD'S JAZZ DIGEST, VOLUME II... 82 (1-12") Period SPL 304

A sampler that gives a broad cross-section of the label's catalog, from Big Bill Broonzy's "Letter to My Baby" to Charlie Mingus' "Stormy Weather." Among the selections: Django Reinhardt doing "Danse Norvegienne"; Maxine Sullivan, "I'm Coming, Virginia"; Josh White, "She's Too Much for Me"; Jack Teagarden ork, "Davenport Blues"; Osie Johnson, "Don't Bug Me"; and a variety of other artists like Thad Jones, Kai Winding, Milt Jackson, Charlie Shavers, etc. The earlier "Jazz Digest" of such diverse types sold well and is still available. This \$1.98 bargain should do just as nicely.

A NIGHT AT BIRDLAND... 81 Art Blakey Quintet (1-12") Blue Note 1522

Tremendous modern "hard bop" session cut at the jazz club during working hours in 1954. Line-up is constituted much like Blakey's current Jazz Messengers, but with the late Clifford Brown (trumpet), Lou Donaldson (alto), plus H. Silver (piano), C. Russell (bass) and Blakey (drums). Altho this stuff has been out on 10-inch LP's the increased market value of the performers, the superior quality of the solos and the prevalent excitement thruout should carry sales as far as Blue Note's distribution will allow.

NEW ORLEANS SHUFFLE... 81 Turk Murphy Ork (1-12") Columbia CL 927

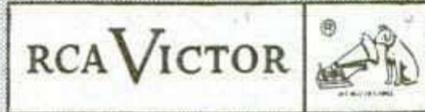
Turk Murphy does his best here to keep alive the authentic New Orleans style and the job comes off with good results. This is a group which Murphy debuted earlier this year at the Tin Angel in San Francisco. In addition to Murphy on

(Continued on page 22)

happy selling with "HAPPY HUNTING"



An Original Cast Recording



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presents

Ethel Merman
in
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Fernando Lamas

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

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Lyrics by Matt Dubey Music by Harold Karr

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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¢

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Your customers will hear these records best on an RCA
New Orthophonic High Fidelity "Victrola."®



Reviews and Ratings of New Albums

Popular

Continued from page 20

package spotlights the same cast, with John Sharpe in the title role, Jimmy Boyd as Huckleberry Finn, and Rose Hampton as Aunt Polly. A colorful musical salute to days gone by, featuring 25 different song sets, and with strong nostalgia appeal to Twain fans and kids.

AND NOW FOR YOUR MUSICAL ENJOYMENT . . . 75

Kitty White (1-12")
Mercury MG 20183
Thrush's third album is strictly on the folk beam. Selections include a dozen ballads — some traditional, some quite new—but all delivered strictly in the idiom. Items like "Ten Thousand Miles" and "Hammer Man" are on the agenda along with such recent matters as "Dark as a Dungeon" and "West Wind." It's a package that can stir up considerable interest from folk tune addicts. The styling is top drawer

on all counts, and will occasion plenty of pop sales, too.

MANY MOODS . . . 72

The World Symphony Ork (1-12")
Request RLP 10033
The mood is nude on the cover, which may very well be the most off-beat display item of the year. A naked blonde with a dedicated expression is pictured playing the piano while instruments float around her in limbo. Lush instrumentals of melodic mood music, spotlighting some fine trumpet solo work, are featured inside, but the cover's the thing sales-wise.

Classical

Continued from page 20

ings show their age, but they show Bartok to have been a highly accomplished instrumentalist. The bulk of the material consists of short pieces by the composer, from "Mikrokosmos" and other works; also included are Liszt's "Sorsum Corda" and four Scarlatti Sonatas. An important item for the Bartok student.

I MUSICI: CORELLI: CONCERTO GROSSO NO. 1 IN D, OP. 6; VIVALDI: CONCERTO IN A FOR VIOLA D'AMORE; CONCERTO IN D MINOR OP. 3, NO. 11; MARTINI: CONCERTO IN F FOR PIANO AND STRINGS. (1-12")—Angel 35253 . . . 73

Excellent Italian instrumental ensemble continues to fill gaps in the pre-classical repertoire, with releases on both Angel and Epic labels. The Corelli and Vivaldi works with Opus numbers have been available elsewhere in larger, "complete" collections, but the two solo concertos appear to be new on LP, and this is the first disk appearance of Father Martini (1706-1784). There are no finer readings of this music extant, and the sound is perfectly tailored. For the connoisseurs who still buy for music and performance.

Spoken Word

J. M. SYNGE: THE PLAYBOY OF THE WESTERN WORLD . . . 80

Starring Siobhan McKenna and Cyril Cusack (2-12")
Angel 3547-B (35357-358)
An impressive recording of Syngue's minor masterpiece. Co-stars Siobhan McKenna and Cyril Cusack get all that the play has to give out of their readings of Pegeen Mike and her Playboy, and a highly efficient cast backs them up. This is another top-grade package for drama students and theater lovers in general—an Irish classic cut in Dublin by a cast of Irish experts. Cover with scene from the stage version and booklet recounting the play's stormy beginnings, as well as a synopsis, add to sales potential.

Sacred

CHIMES AT DUSK . . . 75

Lew Charles at the Maas Chimes (1-12")
Word W-3011 LP
A fine package for admirers of chimes sound. Organist again proves his mastery of that medium with some 16 hymns particularly adaptable to the bells. There is dignity and religious feeling in his projection. Good sales possible in this segment of the market.

Folk

FOLK SONGS AND FAIRY TALES . . . 81

Obernkirchen Children's Choir (1-12")
Angel 65031
These "angels in pigtails" have prepared another program here that is going to endear them further with their American enthusiasts. One side of this LP is given over to a musical setting of "The Bremen Town Musicians" (from Grimm's "Fairy Tales"), and calls for some difficult vocalizing from the young soloists and from the choral ensemble. The second side is a collection of beautiful songs ranging from the "Echo Song" of Orlando di Lasso to Brahms' "Lullaby." Most affecting band undoubtedly is the medley of German children's songs. Everything is done with musical distinction. No sales problem here.

Spiritual

BLESS THIS HOUSE . . . 85

Mahalia Jackson (1-12")
Columbia CL 899
This is a package of outstanding performances by one of the great artists—and perhaps the greatest singer of gospel music—of our day. Class dealers, therefore, should definitely keep this album in stock. It is loaded with fine sides, including "Let the Church Roll On," "Precious Lord," "Down by the Riverside," a sterling performance of Gershwin's "Summertime," etc. Particularly suitable for the holidays as well as for general inventory.

Children's

SNOW WHITE . . . 82

Sound Track (1-12")
Disneyland WDL 4005
One of the all-time picture greats, this sound-track version should be eagerly greeted by record dealers. Despite its age, circa 1937, the score abounds with ingredients that generally appeal to children. Set should receive wide endorsement by adults as well, tho it's the youngsters who will really appreciate it. Top tunes then and now are "Whistle While You Work," "Heigh-Ho," "Some Day My Prince Will Come."

CINDERELLA . . . 80

Sound Track (1-12")
Disneyland WDL 4007
The sound track from the old Walt Disney film still retains a delightfully refreshing air, with enough lure here for both the adult and juve markets. Never before released, the original score has such hits as "A Dream Is a Wish Your Heart Makes," "So This Is Love," "Bibbidi-Bobbidi-Boo" and "Cinderella." Pic will be re-issued next month, with the theatrical bally certain to stimulate album sales.

TOM AND JERRY STORY TIME . . . 80

(1-12")
M-G-M E3450
Bret Morrison, well known in Chicago radio circles, does an excellent story-telling job here on six tales of the comic cartoon characters, Tom and Jerry. There are three complete stories (about seven minutes each) to a side, including items like "Tom and Jerry and the Fire Engine," "Tom and Jerry and the Rocket Ship to the Moon," etc. Leroy Holmes and ork contribute very polished music and sound effects to the proceedings. The package is an excellent addition to the racks given over to kiddie fare. Titles are re-issued from older 78's.

A CHILD'S GARDEN OVER VERSES . . 77

Frances Archer & Beverly Giles (1-12")
Disneyland WDL 3004
The Robert Louis Stevenson poetry classic has been adapted and set to music by Gwyn Conger, and is a must educational set for moppets. Archer-Gile plaintive folk rendition adds warmth and tenderness to this oft-recorded work, with the set undoubtedly to become a standard on dealer's shelves. Additional folk tunes, "Frere Jacques," "Frog Went a-Courtin'," are used to swell the package to a twelve-inch set and complement the Stevenson content.

Latin American

LET'S CHA CHA WITH PUENTE . . . 85

Tito Puente Ork (1-12")
RCA Victor LPM 1592
Another sock cha cha album by Puente. The package spotlights 11 danceable, generally unfamiliar selections—all featuring a great beat and attractive instrumentation. Cover—a sensuous photo of a tigerish blonde in the midst of a cha-cha—is an eye-catcher.

TAKE OUR THREE FOR CHA CHA CHA . . . 80

La Playa Sextet, Emilio Reyes Ork., Al Castellanos Ork (1-12")
Mardi-Gras LP 5005
Excellent entry in the cha cha cha sweepstakes. Ten highly peppered rhythm selections get expert treatment at the hands of these three popular groups. Cha cha cha aficionados will doubtless get a kick out of a comparison of their styles. Pop and L.-A. customers alike will find lots of pleasurable music for dancing and listening here.

Jazz

Continued from page 20

trombone, the scene includes Birch Smith, trumpet; and Murphy vets Bob Helm on clarinet, Dick Lammi on banjo and Bob Short on tuba. Don Ewell, an excellent traditional stylist, holds down the piano seat. With the exception of "My Honey's Lovin' Arms," the material all harks well back to old New Orleans. Solid collector's fare and the silhouetted trombone man against a backdrop of a riverboat makes the cover a sales-worthy display piece.

THE RETURN OF ART PEPPER . . . 80

Art Pepper Quintet (1-12")
Jazz; West JWLP-10
The sound of Pepper's alto has been badly missed the last few years. He is active now again on the West Coast and in very good form, if one may judge from this LP. On this date, he was seconded by Jack Sheldon on trumpet and a rhythm section composed of Shelly Manne, Russ Freeman and Leroy Vinnegar. As remembered, Pepper's touch is light and crisp, with a magnificent gift for understatement. Sheldon makes more of an impression than on his recent solo album for Jazz: West. The material, with the exception of "Broadway" and "You Go to My Head" consists entirely of Pepper originals. For a beautifully styled slow ballad, try "Patricia," for a fascinating rhythm opus, try "Funny Blues." Should be a very good seller.

MAXINE SULLIVAN VOL. II . . . 78

Charlie Shavers and his Ensemble (1-12")
Period SPL 1207
The thrush sings with her usual good taste and expressive phrasing on a group of tunes penned by the late Andy Razaf, most of them written with Fats Waller. Selections include "Honeysuckle Rose," "S'posin'," "Ain't Misbehavin'," etc. Standout backing by Shaver's all-star crew, including Dick Hyman, Milt Hinton, Osie Johnson, Wendell Marshall, Buster Bailey and Jerome Richardson.

DAVE GARROWAY PRESENTS THE WIDE, WIDE WORLD OF JAZZ . . . 77

(1-12")
RCA Victor LPM 1325
Jazz for the masses, with Garroway, who emceeds NBC-TV's "Wide, Wide World" show, contributing a relaxed, I don't know anything about jazz but I know what I like" type commentary. Effective and varied talent line-up includes Tito Puente ork, the great Lee Wiley with Deane Kincaide's Dixieland Band, Barbara Carroll Trio, Helen Ward with (Peanuts) Hucko's Swing Band and Billy Butterfield. Tunes carry show's travel theme—"Flying Down to Rio," etc.

BROADWAY SHOWCASE . . . 77

Buddy De Franco Ork (1-12")
Verve MG V 2033
The idea of jazzmen playing show tunes is finding market support, and this may do better than previous De Franco sets, but it's still unlikely to start a sales rush. Arrangements are by Russ Garcia, for 24 men and the leader's competent, but personality-lacking clarinet. Tunes include "Speak Low," "Who Cares," etc. Latter is a good demo band. The tunes will help sell it, but this may fall down somewhere between the jazz and pop markets.

PHIL SUNKEL'S JAZZ BAND . . . 75

(1-12")
ABC-Paramount ABC 136
At present, Sunkel is known mainly to fellow musicians, but this original writer-trumpeter should build a big public eventually. The 10-piece band here sounds like a strange, but provocative and enjoyable combination of cool-modern and Red Nichols' Five Pennies, or the Bix Biederbecke groups of the '20's. There's an abundance of humor, musical meat and beat here. Sunkel's pixie-ish notes and, particularly, Frank Scott's highly unusual, absorbing cover, are likely to draw attention. Mostly originals by Sunkel, but it might be wise to use the standard, "Polka Dots and Moonbeams" for the demo.

RHYTHM WAS HIS BUSINESS—A SALUTE TO JIMMIE LUNCEFORD . . . 74

George Williams Ork (1-12")
RCA Victor LPM 1301
Despite his tremendous influence, Lunceford never produced hit records. Williams' up-dating of typical Lunceford arrangements retains the charm and danceability of the great band whose influence once again is reaching a cyclical peak among dance bands. There are some okay solos by Ernie Royal, Hal McKusick, Al Cohn and Hank Jones, among others. Also an inferior imitation of Willie Smith's alto sax. Includes "For Dancers Only," "White Heat," etc. Most appeal would seem to be for dancers, but the title and names don't sell that idea.

BUDDY CHILDERS QUARTET . . . 73

(1-12")
Liberty LJM 6013
Childers is a trumpet man who has done some good work with the Charlie Barnet band — and made a favorable impression with a previous Liberty LP ("Sam Songs"). Here he is teamed with two other Barnet alumni: drummer Boone Stines and pianist Arnold Ross, with bassist Harry Babasin rounding out the foursome. It's a happy blowing session with the emphasis on bright, tangy up-beat selections. Childers has ample technique; his ideas are "mainstream modern," without straying too far out. Rhythm section has vitality, with Babasin a stand-out. With exposure, this LP should rack up fairly good sales.

JAZZ—SAN FRANCISCO STYLE . . . 67

Virgil Gonsalves Sextet (1-12")
Liberty LJM 6010
There is no such thing as a "San Francisco style" of modern jazz, but the city has a nucleus of fine local musicians and we get a good earful of the kind of sounds that can be heard there. Gonsalves is a particularly gifted baritone saxophonist, and he sustains the excellent impression made on other sets. The other horns also are above average (on tenor, Dan Pateris; on valve trombone, Bob Badgley); the rhythm section swings. The material offered, however, has been pretty thoroughly explored, and too much of it invites comparison to other treatments of better quality. A little more adventuresome spirit would have been welcomed.

JAZZ CHICAGO STYLE . . . 66

Art Hodes and his Hi-Fivers (1-12")
Mercury MG 20185
Hodes has been back in his native Chicago for some years now, but perhaps there are a few traditionalist
(Continued on page 24)

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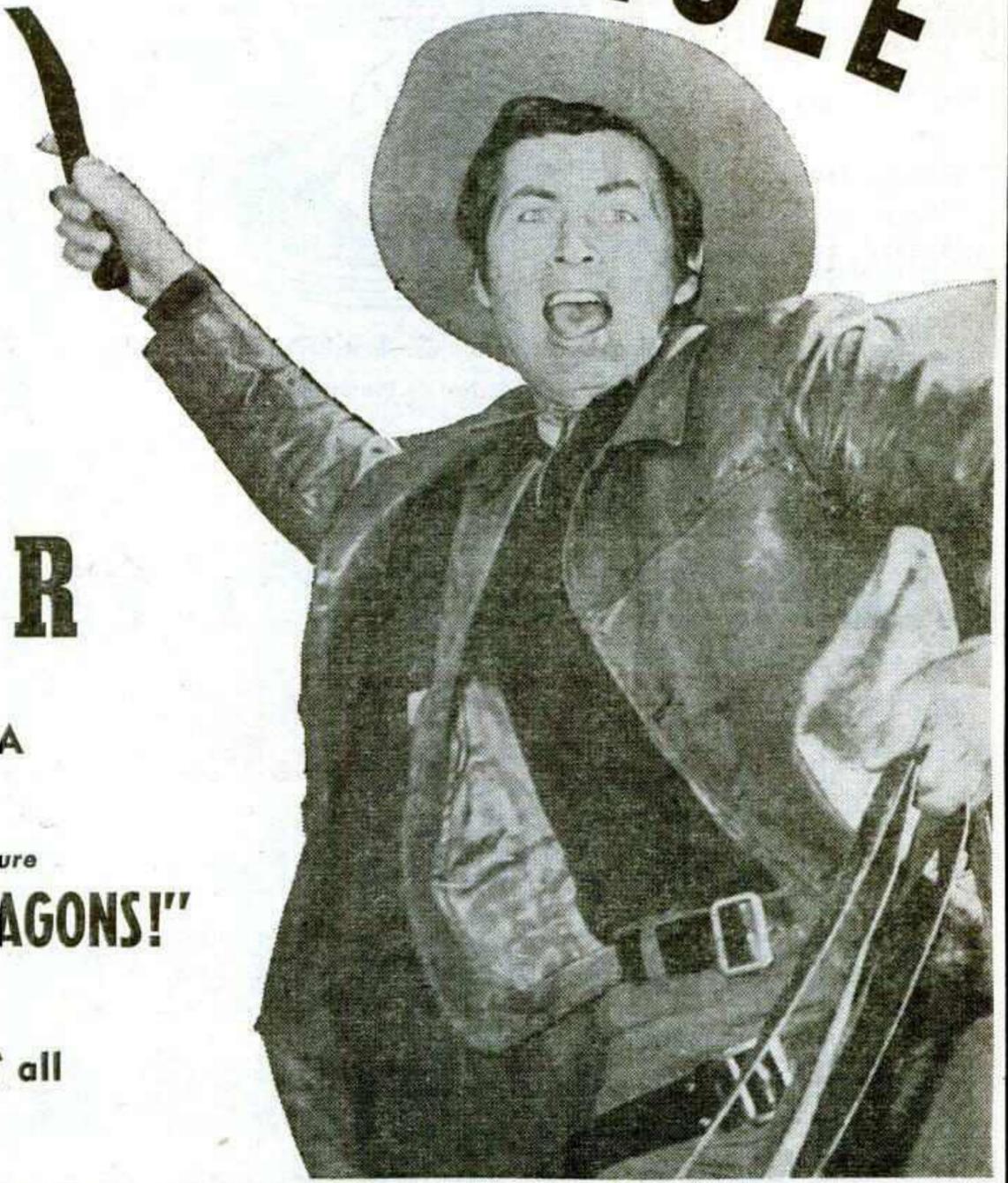
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FIRST
QUARTERLY
EDITION

JAN. 26, 1957

Don't Miss It!

Capitol Releases 28 New LP's

• Continued from page 10

selling serious works have been selected and will be featured in the sales campaign. No other price incentives for dealers, or special discount, dating or return plans are involved in the January release.

New classical material includes a two-record LP by Agi Jambor, and works by Rudolph Firkusny, the Hollywood Bowl Symphony Orchestra, Darius Milhaud conducting the Concert Arts Orchestra, the Hollywood String Quartet and the Ballet Theatre Orchestra.

Pop Packages Include

Pop packages includes the release of individual sets of Jackie Gleason's "Music for Lovers Only" and "Music to Make You Misty." Both were previously released as one album, with four tracks now added to each package, in addition to new cover art and liner notes. Other highlighted pop sets are "Casa Loma in Hi Fi" by Glen Gray; "Comedy Caravan" which couples wax previously issued as singles by Andy Griffith, Yogi Yorgesson, Harry Kari, Stan Freberg and Johnny Standley; "Skylight Rhapsody" by Joe Bushkin; "The Four Freshman and Five Trumpets"; "After Midnight" by Nat Cole; "Legend of the Jivares Carr; "Ray Anthony Plays for Dancers in Love," and "Moondreams" by Dick Haymes.

Three country and western packages are included in the release,

German Hit

• Continued from page 10

and is currently a best-seller in Germany on the Polydor label. Morris will have new English lyrics and title written for the novelty fox trot's release here.

Meanwhile, Morris has obtained world-rights (outside the U. S.) to "Cinco Robles" and "Good Night, My Love, Pleasant Dreams" and Weiss will follow thru on those songs abroad. The former tune is published here by Warman Music, while the latter (cut by the McGuire Sisters) is published by Quintet and House of Fortune Music.

Weiss is in Hollywood this week for conferences with Buddy Morris, following which he returns here and then treks back to Paris in late January. During his three week's stay in Manhattan, Weiss married the French actress, Marthou Ascarateil, December 28.

Jazz

• Continued from page 22

fans around the country who remember his simple Chicago blues-boogie and Hines-style piano. It's the best part of his Chicago-Dixie LP, since his cohorts are quite inferior. There's not enough here for the Dixie connoisseur, and not enough noise for the hi-fi bugs who like their Dixie loud rather than good. A limited entry.

LINEAR SKETCHES64
The Julius Wechter Quartet (1-12")
Jazz West JWLP 9

Wechter is a young vibes player, out California way, who blends sounds and ideas here with alto, bass and drums. To get more of a "linear" feel, Wechter explains, he prefers to dispense with piano in a small group. The quartet seems to strive for the subdued, carefully integrated chamber music sound associated with the MJQ. Much of their work, however, is so languid and deliberate that interest tends to flag. Wechter is a talent to watch, but he is still a long way from being able to hold attention thru an entire LP.

**NEW SOUNDS
FROM NEW ORLEANS**61
(1-12")
Patio MJL 1

An interesting set with sales possibilities limited, however, to the New Orleans region where these men are known. These are N. O. moderns. Most interesting side is that devoted to Jack Martin's original "Jazz Suite de Camera," in the vein of some of the more popular experimentalists. Flip features altoist (Mouse) Bonati who is a competent, but not overly distinctive Parker-ite. Cover carries a good, original piece of drawing and design.

with wax by Tommy Collins, Faron Young and Sonny James.

Capitol of the World releases include music recorded in Germany, Argentina, Italy, Paris, London and Holland.

Of the January merchandise, four albums are in the firm's "W" series at a suggested list price of \$4.98. Latter include the two Gleason sets, Glen Gray and Nat Cole packages.

Firm will continue with the distribution of its highly successful "Disk Jockey Album Preview Kit" shipping more than 2,000 copies to deejays thruout the country. In addition, a new consumer LP catalog will be available to dealers.

Shifts at Victor

• Continued from page 10

ager of the Victor Singles Department.

Dave Finn, former manager of Camden Records, Victor's low-priced package subsidiary, will become manager, planning and specialty sales, for the entire Victor Album Department. Finn will continue to supervise the Camden 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 disks (see separate story).

A new post, manager of field sales, has been created to be filled by George Parkhill. Latter has been Chicago area field man for the Album Department. Charles Fach is the new co-ordinator of Album Releases.

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

The above changes were announced by Howard Letts, Victor vice-president and operations manager.

Heller Exits

• Continued from page 10

will be recorded, the plan will be to continue marketing current catalog items consisting mainly of LP's and Latin singles, while the demand remains. A large quantity of unreleased 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 Bonnie Sisters and several Latin acts.

Heller founded Rainbow in 1947 with Herb Hender, following the departure of the two from the now-defunct Cosmo label. First big Rainbow dinking was Ralph Flanagan's "Tribute to Glenn Miller" album, which not only started the Miller revival but kicked off the Flanagan band as a bigtime ballroom and dance entry as well. Hender later sold out to join Victor himself.

Three of Rainbow's important singles hits were Esy Morales' "Jungle Fantasy," the original dinking of "Music, Music, Music," and Dick Todd's "Daddy's Little Girl." Heller also formed the Mickey and Sylvia r.&b. duo, now enjoying a hit on Victor's Groove label.

Little Old Lady

• Continued from page 11

sonally, inspected each disk as he put it on the rack, and set himself 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 Presley display, took a furtive look around, and let go a couple of sharp whacks with the cane . . .

THE BEVERLEY SISTERS

GREENSLEEVES

1703

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"

LONDON
RECORDS



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending December 26

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Singing the Blues		1 10	6. True Love		4 15
By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545.			By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap 3507. RECORDS AVAILABLE: K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473.		
2. Green Door		3 15	7. *Love Me		8 7
By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.			By Terry Leiber-Mike Stoller—Published by Hill & Range (BMI) BEST SELLING RECORD: E. Presley, Vic.*		
3. Love Me Tender		2 12	8. Cindy, Oh, Cindy		7 12
By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643. RECORD AVAILABLE: H. Rene, Vic 20-6728.			By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORDS: E. Fisher, Vic 20-6677; V. Martin, Glory 247.		
4. Blueberry Hill		5 13	9. Hey! Jealous Lover		9 10
By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.			By Cahn-Walker-Twomey—Published by Barton Music (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3552.		
5. Just Walking in the Rain		6 17	10. Rose and a Baby Ruth		10 8
By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORDS AVAILABLE: J. Killean, Abbott 3024; Prisonaires, Sun 186; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.			By Johnny Dee—Published by Bentley (BMI) BEST SELLING RECORD: G. Hamilton IV, ABC-Paramount 9765. RECORDS AVAILABLE: Country Gentlemen, Vic 20-6673; R. Flanaga, Vic 20-6719; E. Fontaine, Dec 30108.		

Second Ten

11. Banana Boat Song		16 2	15. Don't Forbid Me		23 2
By Arkin, Carey, Darling—Published by Bryden (BMI) BEST SELLING RECORD: Tarriers, Glory 249. OTHER RECORDS AVAILABLE: Fontane Sisters, Dot 15527; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020.			By Singleton—Published by Roosevelt (BMI) RECORDS AVAILABLE: P. Boone, Dot 15521.		
12. Friendly Persuasion		11 16	17. Two Different Worlds		21 10
By Webster-Tlomkin—Published by Leo Feist (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15490. RECORDS AVAILABLE: L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; Bob Graybo, RKO-Unique 355.			By Wayne-Frisch—Published by Princess Music (ASCAP) BEST SELLING RECORD: D. Rondo, Jubilee 5256. RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap 3565; D. Kallman, Dec 30036; R. Williams-Jane Morgan, Kapp 161.		
12. Rock-a-Bye Your Baby		16 6	18. Gonna Get Along Without Ya Now		14 5
By Jean Schwartz, Joe Young, Sam Lewis—Published by Warock-Mills (ASCAP) BEST SELLING RECORD: J. Lewis, Dec 30124.			By Milton Kellum—Published by Kellum (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55040. RECORD AVAILABLE: I. Brewer, Coral 60676.		
14. Since I Met You, Baby		12 5	18. Mary's Boy Child		25 2
By Ivory Joe Hunter—Published by Progressive (BMI) BEST SELLING RECORD: I. J. Hunter, Atlantic 1111. RECORDS AVAILABLE: M. Bee, Dot 15517; M. Carson, Col 40789.			By Lorin—Published by Schumann (ASCAP) BEST SELLING RECORD: H. Belafonte, Vic 20-6734.		
15. Moonlight Gambler		20 4	20. Mama From the Train		12 9
By Hilliard-Springer—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: F. Laine, Col 40780.			By Irving Gordon—Published by Remick (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70971.		

Third Ten

21. Garden of Eden		15 9	26. Jamaica Farewell		26 3
By Dennise Norwood—Published by Republic (BMI) RECORD AVAILABLE: J. Valino, Vik 0226.			By Lord Burgess—Published by Shari Music (ASCAP) RECORD AVAILABLE: H. Belafonte, Vic 20-6663.		
22. Honky Tonk		18 19	27. Canadian Sunset		24 25
By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) RECORD AVAILABLE: B. Doggett, King 4950; T. Brown, King 4976.			By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) RECORDS AVAILABLE: T. Heath, London 1692; M. Lopez, Vic 6678; A. Williams, Cadence 1297; H. Winterhalter-E. Heywood, Vic 20-6537.		
23. Mutual Admiration Society		27 7	27. Slow Walk		22 5
My Matt Dubey-Harold Karr—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12365; E. Arnold-J. P. Morgan, Vic 20-6708; T. Brewer, Coral 61737.			By Cll Austin—Published by Norbay (BMI) RECORDS AVAILABLE: B. Doggett, King 5000; S. Austin, Mercury 70968; O. Smith, Cadence 1304.		
24. Don't Be Cruel		18 22	29. I Dreamed		- 1
By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) RECORD AVAILABLE: E. Presley, Vic 20-6604.			By C. Grean-M. Moore—Published by Trinity (BMI) RECORD AVAILABLE: B. Johnson, Bally 1020.		
24. Young Love		- 1	29. Auctioneer		- 1
By Carole Joyner-Ric Cartey—Published by Lowery Music (BMI) RECORD AVAILABLE: S. James, Cap 3602.			By Van Dyke-Black—Published by Randy Smith Music (ASCAP) RECORD AVAILABLE: L. Van Dyke, Dot 15503.		

*Now available as a Pop Single. Available on RCA Victor 45 EPA-992 and in the RCA Victor 33 1/2 "Elvis" LPM 1382

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



Buyboard

NEW NEW NEW NEW NEW NEW

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

TRUDY RICHARDS



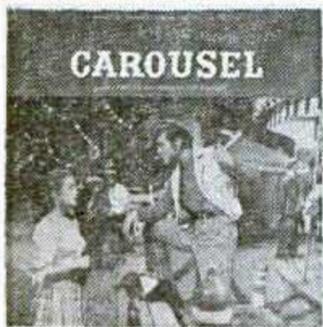
ALL OF MY LIFE
NEXT TIME
record no. 3614

RENATO CAROSONE

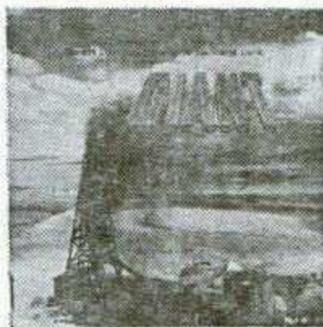


GUAGIONE (LITTLE BOY)
(From the MGM Picture "Ten Thousand Bedrooms")
BOOGIE WOOGIE ITALIANO
record no. 3616

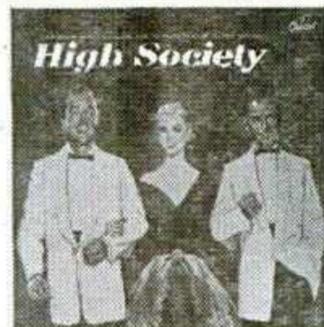
HOT STUFF! HIT ALBUMS



CAROUSEL
Original Soundtrack • W-884



GIANT
Original Soundtrack • W-773



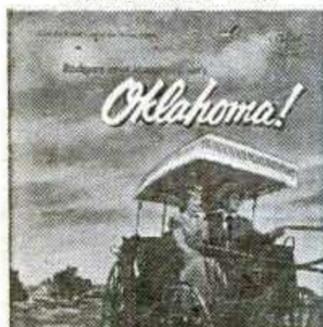
HIGH SOCIETY
Original Soundtrack • W-750



JUDY
JUDY GARLAND • T-734



LES BROWN'S IN TOWN
T-746



OKLAHOMA!
Original Soundtrack • SA0-595



SONGS FOR SWINGIN' LOVERS
FRANK SINATRA • W-653



TENNESSEE ERNIE FORD - HYMNS
T-756



THE KING AND I
Original Soundtrack • W-740



THIS IS SINATRA
T-768

HOT STUFF! HIT SINGLES

NIGHT LIGHTS
TO THE ENDS OF THE EARTH
NAT "KING" COLE
No. 3551

TRUE LOVE
BING **CROSBY** and
GRACE KELLY
No. 3507

FIRST BORN
TENNESSEE **ERNIE FORD**
No. 3553

YOUNG LOVE
SONNY JAMES
No. 3602

CIU CIU BELLA
LOVE ME DO
DANNY KAYE
No. 3603

WISDOM OF A FOOL
THE FIVE KEYS
No. 3597

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

CINCO ROBLES (Five Oaks)
Ro-Ro-Robinson
LES **PAUL & MARY FORD**
No. 3612

HEY! JEALOUS LOVER
FRANK SINATRA
No. 3552

THE MONEY TREE
MARGARET WHITING
No. 3586

• Best Sellers in Stores

For survey week ending December 26

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

This Week	Last Week	Weeks on Chart	Record
1.		1	SINGING THE BLUES (BMI)—G. Mitchell 1 10 Crazy With Love (ASCAP)—Col 40769
2.		3	GREEN DOOR (BMI)—J. Lowe 3 15 (Story of) The Little Man in Chinatown (BMI)—Dot 15486
3.		2	LOVE ME TENDER (BMI)—E. Presley 2 12 Any Way You Want Me (ASCAP)—Vic 20-6643
4.		4	BLUEBERRY HILL (ASCAP)—F. Domino 4 13 Honey Chile (BMI)—Imperial 5407
5.		6	JUST WALKING IN THE RAIN (BMI)—J. Ray 6 18 In The Candlelight (ASCAP)—Col 40729
6.		5	TRUE LOVE (ASCAP)—B. Crosby-G. Kelly 5 14 Well, Did You Evah? (ASCAP)—Cap 3507
7.		7	*LOVE ME (BMI)—E. Presley 7 7 Vic EPA 992
8.		9	BANANA BOAT SONG (BMI)—Tarriers 9 3 No Hidin' Place (BMI)—Glory 249
9.		8	ROSE AND A BABY RUTH (BMI)—G. Hamilton IV 8 8 If You Don't Know (BMI)—ABC-Paramount 9765
10.		10	ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis 10 7 Come Rain or Come Shine (ASCAP)—Dec 30124
11.		20	DON'T FORBID ME (BMI)—P. Boone 20 3 ANASTASIA (ASCAP)—Dot 15521
12.		15	MARY'S BOY CHILD (ASCAP)—H. Belafonte 15 2 Venezuela—Vic 20-6734
13.		13	MOONLIGHT GAMBLER (ASCAP)—F. Laine 13 4 Lotus Land (ASCAP)—Col 40780
14.		11	HEY, JEALOUS LOVER (ASCAP)—F. Sinatra 11 10 You Forgot All the Words (BMI)—Cap 3552
15.		14	CINDY, OH, CINDY (BMI)—E. Fisher 14 13 Around the World (ASCAP)—Vic 20-6677
16.		22	CINDY, OH, CINDY (BMI)—V. Martin 22 10 Only If I Praise the Lord (BMI)—Glory 247
17.		16	GONNA GET ALONG WITHOUT YA NOW (ASCAP)—Patience & Prudence 16 5 Money Tree (ASCAP)—Liberty 55040
18.		17	DON'T BE CRUEL (BMI)—E. Presley 17 23 HOUND DOG (BMI)—Vic 20-6604
19.		24	JAMAICA FAREWELL (ASCAP)—H. Belafonte 24 3 Once Was (ASCAP)—Vic 20-6663
20.		12	SINCE I MET YOU, BABY (BMI)—I. J. Hunter 12 5 You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111
21.		23	CONFIDENTIAL (BMI)—S. Knight ... 23 4 Jail Bird (BMI)—Dot 15507
22.		—	YOUNG LOVE (BMI)—S. James — 1 You're the Reason I'm in Love (BMI)—Cap 3602
23.		18	HONKY TONK (PARTS I & II)—B. Doggett 18 20 King 4950—BMI
24.		—	AUCTIONEER (ASCAP)—L. Van Dyke — 2 I Fell in Love With a Pony Tail (ASCAP)—Dot 15503
25.		21	GARDEN OF EDEN (BMI)—J. Valino 21 9 Caravan (ASCAP)—Vik 0226

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

• Most Played in Juke Boxes

For survey week ending December 26

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

This Week	Last Week	Weeks on Chart	Record
1.		1	SINGING THE BLUES (BMI)—G. Mitchell 1 9 Crazy With Love (ASCAP)—Col 40769
2.		2	GREEN DOOR (BMI)—J. Lowe 2 13 (The Story of) The Little Man in Chinatown (BMI)—Dot 15486
3.		3	LOVE ME TENDER (BMI)—E. Presley 3 11 Any Way You Want Me (ASCAP)—Vic 20-6643
4.		5	BLUEBERRY HILL (ASCAP)—F. Domino 5 12 Honey Chile (BMI)—Imperial 5407
5.		4	JUST WALKING IN THE RAIN (BMI)—J. Ray 4 16 In the Candlelight (ASCAP)—Col 40729
6.		6	TRUE LOVE (ASCAP)—B. Crosby-G. Kelly 6 10 Well, Did You Evah? (ASCAP)—Cap 3507
7.		9	HEY, JEALOUS LOVER (ASCAP)—F. Sinatra 9 7 You Forgot All the Words (BMI)—Cap 3552
8.		8	HONKY TONK (PARTS I & II) (BMI)—B. Doggett 8 17 King 4950
9.		7	DON'T BE CRUEL (BMI)—E. Presley 7 22 HOUND DOG (BMI)—Vic 20-6643
10.		10	CINDY, OH, CINDY (BMI)—V. Martin 10 9 Only If I Praise the Lord (BMI)—Glory 247
10.		14	CINDY, OH, CINDY (BMI)—E. Fisher 14 8 Around the World (ASCAP)—Vic 20-6677
12.		11	ROSE AND A BABY RUTH (BMI)—G. Hamilton IV 11 6 If You Don't Know (BMI)—ABC-Paramount 9765
13.		12	MAMA FROM THE TRAIN (ASCAP)—P. Page 12 5 Every Time—I Feel His Spirit (BMI)—Mercury 70971
14.		13	*LOVE ME—E. Presley 13 4 Vic EPA-992—(BMI)
14.		—	SINCE I MET YOU, BABY (BMI)—I. J. Hunter — 1 You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111
16.		15	GARDEN OF EDEN (BMI)—J. Valino 15 5 Caravan (ASCAP)—Vik 0226
17.		—	ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis — 1 Come Rain or Come Shine (ASCAP)—Dec 30124
18.		17	SINGING THE BLUES (BMI)—M. Robbins 17 3 I Can't Quit (BMI)—Col 21545
19.		—	MOONLIGHT GAMBLER (ASCAP)—F. Laine — 1 Lotus Land (ASCAP)—Col 40780
20.		18	GONNA GET ALONG WITHOUT YA NOW (ASCAP)—Patience & Prudence 18 3 Money Tree (ASCAP)—Liberty 55040
20.		—	PRISCILLA (BMI)—E. Cooley — 1 Got a Little Woman (BMI)—Roost 621

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

• Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart	Record
1.		1	Love Me Tender (Presley)..... 1 12
2.		2	Singing the Blues (Arluff-Rose)..... 2 7
3.		2	True Love (Buxton Hill)..... 2 15
4.		5	Green Door (Trinity)..... 5 11
5.		4	Just Walking in the Rain (Golden West)..... 4 13
6.		7	Cindy, Oh, Cindy (E. B. Marks-Bryden)..... 7 9
7.		6	Blueberry Hill (Chappell)..... 6 8
8.		8	Friendly Persuasion (Feist)..... 8 10
9.		13	Hey, Jealous Lover (Barton)..... 13 6
10.		9	Two Different Worlds (Spier)..... 9 8
11.		10	Love Me (Hill & Range)..... 10 4
12.		14	Rose and a Baby Ruth (Bentley)..... 14 2
13.		—	Canadian Sunset (Meridian)..... — 21
14.		—	Mutual Admiration Society (Chappell)..... — 2
15.		—	Mama From the Train (Remick)..... — 4

• Most Played by Jockeys

For survey week ending December 26

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

This Week	Last Week	Weeks on Chart	Record
1.		1	SINGING THE BLUES (BMI)—G. Mitchell 1 10 Crazy With Love (ASCAP)—Col 40769
2.		4	*LOVE ME (BMI)—E. Presley 4 6 Vic EPA-992
3.		3	GREEN DOOR (BMI)—J. Lowe 3 15 (Story of) The Little Man in Chinatown (BMI)—Dot 15486
4.		2	LOVE ME TENDER (BMI)—E. Presley 2 12 Any Way You Want Me (ASCAP)—Vic 20-6643
5.		6	TRUE LOVE (ASCAP)—B. Crosby-G. Kelly 6 14 Well, Did You Evah? (ASCAP)—Cap 3507
6.		5	HEY, JEALOUS LOVER (ASCAP)—F. Sinatra 5 11 You Forgot All the Words (BMI)—Cap 3552
7.		10	ROSE AND A BABY RUTH (BMI)—G. Hamilton IV 10 8 If You Don't Know (BMI)—ABC-Paramount 9765
8.		16	DON'T FORBID ME (BMI)—P. Boone 16 2 Anastasia (ASCAP)—Dot 15521
9.		9	MOONLIGHT GAMBLER (ASCAP)—F. Laine 9 4 Lotus Land (ASCAP)—Col 40780
10.		8	JUST WALKING IN THE RAIN (BMI)—J. Ray 8 15 In the Candlelight (ASCAP)—Col 40729
11.		13	GONNA GET ALONG WITHOUT YA NOW (ASCAP)—Patience & Prudence 13 5 Money Tree (ASCAP)—Liberty 55040
12.		—	MARY'S BOY CHILD (ASCAP)—H. Belafonte — 1 Venezuela—Vic 20-6734
13.		25	TWO DIFFERENT WORLDS (ASCAP)—D. Rondo 25 10 He Made You Mine (ASCAP)—Jubilee 5256
14.		14	SINCE I MET YOU, BABY (BMI)—I. J. Hunter 14 5 You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111
15.		7	BLUEBERRY HILL (ASCAP)—F. Domino 7 12 Honey Chile (BMI)—Imperial 5407
16.		18	BANANA BOAT SONG (BMI)—Tarriers 18 2 No Hidin' Place (BMI)—Glory 249
17.		24	I DREAMED (BMI)—B. Johnson 24 4 If It's Wrong to Love You (BMI)—Bally 1020
18.		11	CINDY, OH, CINDY (BMI)—E. Fisher 11 11 Around the World (ASCAP)—Vic 20-6677
18.		—	YOUNG LOVE (BMI)—S. James — 1 You're the Reason (BMI)—Cap 3602
20.		20	ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis 20 3 Come Rain or Come Shine (ASCAP)—Dec 30124
21.		22	MONEY TREE (ASCAP)—M. Whiting 22 4 Maybe I Love Him (ASCAP)—Cap 3586
22.		15	GARDEN OF EDEN (BMI)—J. Valino 15 8 Caravan (ASCAP)—Vik 0226
23.		12	FRIENDLY PERSUASION (ASCAP)—P. Boone 12 16 Chains of Love (ASCAP)—Dot 15490
24.		—	**POOR BOY—E. Presley — 1 Vic EPA 40006
25.		23	JAMAICA FAREWELL (ASCAP)—H. Belafonte 23 4 Once Was (ASCAP)—Vic 20-6663

* (Not available as a Pop Single, available on RCA Victor 45 EPA 992 and in RCA Victor "Elvis" LPM 1382)

** (Not available as a Pop Single, available on RCA Victor 45 EPA 40006 (Sound Track from the Movie "Love Me Tender")

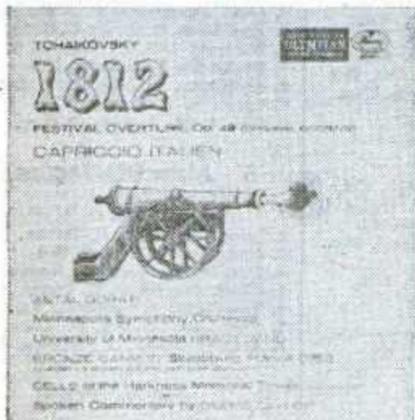


MUSICAL MONEY MAKERS

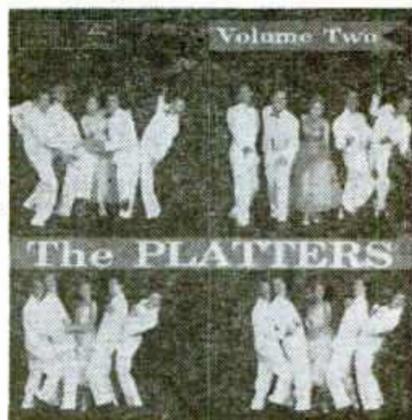
TOP SELLING SINGLES

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

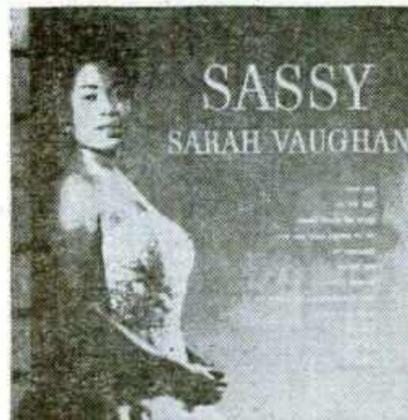
TOP SELLING MERCURY ALBUMS



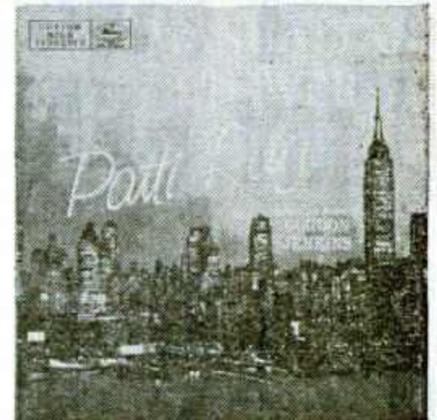
1812 OVERTURE
MINNEAPOLIS SYMPHONY ORCH. MG 50054



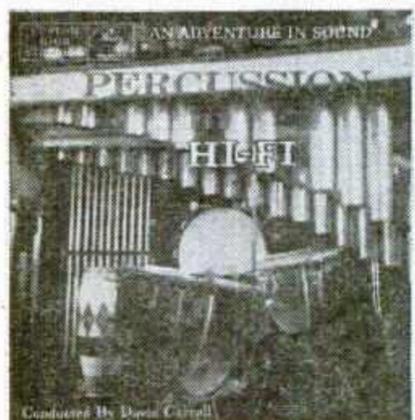
THE PLATTERS-VOL.II
THE PLATTERS MG 20216



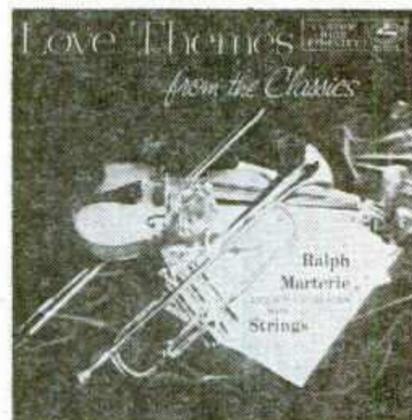
SASSY
SARAH VAUGHAN MG 36089



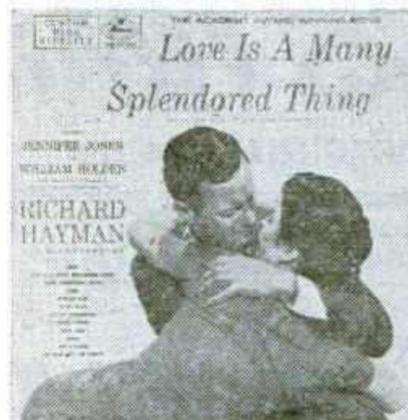
MANHATTAN TOWER
PATTI PAGE MG 20226



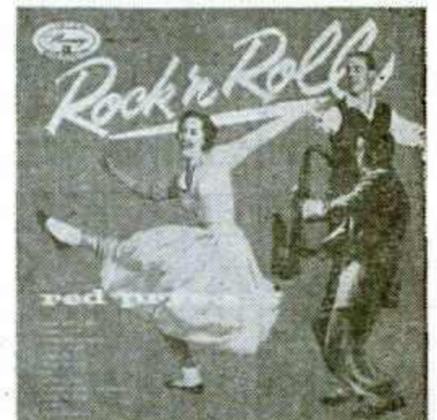
PERCUSSION IN HI-FI
DAVID CARROLL MG 20166



LOVE THEMES FROM THE CLASSICS
RALPH MARTERIE MG 20174



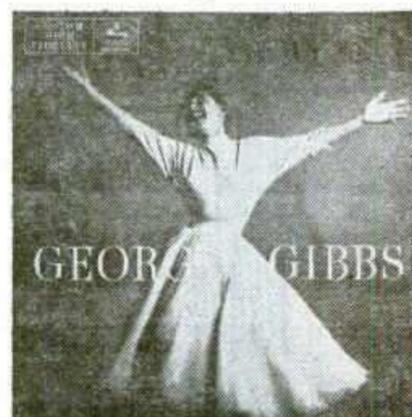
LOVE IS A MANY SPLENDORED THING
RICHARD HAYMAN MG 20123



ROCK AND ROLL
RED PRY SOCK MG 20088



ORGAN MELODIES IN HI-FI
SHAY TORRENT MG 20139



SWINGING WITH HER NIBS
GEORGIA 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

**HAPPY
NEW
YEAR HITS**



from... **M-G-M Records**

JONI JAMES

**TO YOU
I GIVE
MY HEART**
and
DANNY BOY
MGM 12369 • K12369

DAVID ROSE
And His Orchestra

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

Breaking Big

NEW MOONEY HIT! **ART MOONEY and his orch.**

SINNER'S TRAIN
and **WHEELING, WEST VIRGINIA** MGM 12403 • K12403

LERROY HOLMES AND HIS
ORIENTAL BLUES
(Theme From The Kovacs' Show) MGM 12408 • K12408

TUGBOAT EIGHT
HEY, TAXI!
Vocal by **ERNE KOVACS**

GREAT NEW VOCALIST

ROBERT MAXWELL

SONG OF THE NAIROBI TRIO
(Solfeggio)
and
ACCIDENTAL SLIP ON AN ORIENTAL RUG
MGM 12410 • K12410

Featured On TV Ice Show

FOUR SPICES

ARMEN'S THEME
and
FIRE ENGINE BOOGIE
MGM 12398 • K12398

ROGER COLEMAN

IN HAMBURG WHEN THE NIGHTS ARE LONG
and
ONE MORE KISS
MGM 12380 • K12380

THE NATURALS

'ERBERT
and
FEELING FOOLISH IN BRAZIL
MGM 12358 • K12358

Introducing
DAVE BURTON

FEMME FATALE
and
Hungry For Your Kisses
MGM 12409 • K12409

• Territorial Best Sellers

For survey week ending December 26

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

Atlanta

1. Jamaica Farewell, H. Belafonte, Vic.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Green Door, J. Lowe, Dot
4. Singing the Blues, G. Mitchell, Col.
5. Young Love, S. James, Cap.

Baltimore

1. Love Me, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Ain't Got No Home, C. Henry, Ago.
4. Don't Forbid Me, P. Boone, Dot
5. Priscilla, E. Cooley, Rst.
6. Banana Boat Song, Tarriers, Gly.
7. One in a Million, Platters, Mer.
8. Blueberry Hill, F. Domino, Imp.
9. City of Angels, Highlights, Bly.
10. Rock-a-Bye Your Baby, J. Lewis, Dec.

Boston

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Love Me Tender, E. Presley, Vic.
4. Banana Boat Song, Tarriers, Gly.
5. Moonlight Gambler, F. Laine, Col.
6. Faded Summer Love, G. Shaw, Dec.
7. Mary's Boy Child, H. Belafonte, Vic.
8. Cindy, Oh, Cindy, V. Martin, Gly.
9. Auctioneer, I. Van Dyke, Dot
10. Jamaica Farewell, H. Belafonte, Vic.

Buffalo

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Banana Boat Song, Tarriers, Gly.
5. Just Walking in the Rain, J. Ray, Dot
6. True Love, B. Crosby-G. Kelly, Cap.

Chicago

1. Singing the Blues, G. Mitchell, Col.
2. Just Walking in the Rain, J. Ray, Col.
3. Blueberry Hill, F. Domino, Imp.
4. Rock-a-Bye Your Baby, J. Lewis, Dec.
5. Green Door, J. Lowe, Dot
6. Banana Boat Song, Tarriers, Gly.
7. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
8. Mary's Boy Child, H. Belafonte, Vic.
9. Garden of Eden, J. Valino, Vik.
10. Love Me Tender, E. Presley, Vic.

Cincinnati

1. Singing the Blues, G. Mitchell, Col.
2. Love Me, E. Presley, Vic.
3. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
4. Gonna Get Along Without Ya Now
Patience & Prudence, Lbt.
5. Blueberry Hill, F. Domino, Imp.
6. Love Me Tender, E. Presley, Vic.
7. Mary's Boy Child, H. Belafonte, Vic.
8. Green Door, J. Lowe, Dot
9. Young Love, S. James, Cap.
10. Since I Met You, Baby
I. J. Hunter, Atl.

Cleveland

1. Singing the Blues, G. Mitchell, Col.
2. Banana Boat Song, Tarriers, Gly.
3. Love Me Tender, E. Presley, Vic.
4. Just Walking in the Rain, J. Ray, Col.
5. Mary's Boy Child, H. Belafonte, Vic.
6. Since I Met You, Baby
I. J. Hunter, Atl.
7. Young Love, S. James, Cap.
8. Jim Dandy, L. Baker, Atl.
9. Goodnight, My Love
McGuire Sisters, Cor.
10. Blueberry Hill, F. Domino, Imp.

Dallas-Fort Worth

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. True Love, B. Crosby-G. Kelly, Cap.
5. Blueberry Hill, F. Domino, Imp.
6. Just Walking in the Rain, J. Ray, Col.

Denver

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

Detroit

1. Banana Boat Song, Tarriers, Gly.
2. Rock-a-Bye Your Baby, J. Lewis, Dec.
3. Don't Forbid Me, P. Boone, Dot
4. Since I Met You, Baby
I. J. Hunter, Atl.
5. Singing the Blues, G. Mitchell, Col.
6. Blueberry Hill, F. Domino, Imp.
7. Mary's Boy Child, H. Belafonte, Vic.
8. Gonna Get Along Without Ya Now
Patience & Prudence, Lbt.
9. I Miss You So, C. Connor, Atl.
10. True Love, B. Crosby-G. Kelly, Cap.

Kansas City

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.

3. Blueberry Hill, F. Domino, Imp.
4. City of Angels, Highlights, Bly.
5. Moonlight Gambler, F. Laine, Col.
6. Green Door, J. Lowe, Dot
7. Since I Met You, Baby
I. J. Hunter, Atl.

Los Angeles

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Love Me Tender, E. Presley, Vic.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Blueberry Hill, F. Domino, Imp.
6. Just Walking in the Rain, J. Ray, Col.

Milwaukee

1. Mary's Boy Child, H. Belafonte, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Jamaica Farewell, H. Belafonte, Vic.
4. Gonna Get Along Without Ya Now
Patience & Prudence, Lbt.
5. Banana Boat Song, H. Belafonte, Vic.
6. Banana Boat Song, Tarriers, Gly.
7. Moonlight Gambler, F. Laine, Col.
8. Cindy, Oh, Cindy, V. Martin, Gly.
9. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
10. Since I Met You, Baby
I. J. Hunter, Atl.

Minneapolis-St. Paul

1. Confidential, S. Knight, Dot
2. Singing the Blues, G. Mitchell, Col.
3. Moonlight Gambler, G. Laine, Col.
4. Don't Forbid Me, P. Boone, Dot
5. True Love, B. Crosby-G. Kelly, Cap.
6. Blueberry Hill, F. Domino, Imp.
7. Rock-a-Bye Your Baby, J. Lewis, Dec.
8. Auctioneer, L. Van Dyke, Dot
9. Love Me, E. Presley, Vic.
10. Slow Walk, B. Doggett, Kng.

New Orleans

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Hey, Jealous Lover, F. Sinatra, Cap.
5. Cindy, Oh, Cindy, E. Fisher, Vic.
6. True Love, B. Crosby-G. Kelly, Cap.
7. Moonlight Gambler, F. Laine, Col.
8. Armen's Theme, J. Reisman, Vic.

New York

1. Singing the Blues, G. Mitchell, Col.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Love Me Tender, E. Presley, Vic.
4. Green Door, J. Lowe, Dot
5. Hey, Jealous Lover, F. Sinatra, Cap.
6. Just Walking in the Rain, J. Ray, Col.
7. Blueberry Hill, F. Domino, Imp.
8. Cindy, Oh, Cindy, V. Martin, Gly.

Philadelphia

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Just Walking in the Rain, J. Ray, Col.
5. Green Door, J. Lowe, Dot

Pittsburgh

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. One in a Million, Platters, Mer.
4. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
5. Banana Boat Song, Tarriers, Gly.
6. Confidential, S. Knight, Dot
7. Rock-a-Bye Your Baby, J. Lewis, Dec.
8. Cindy, Oh, Cindy, E. Fisher, Vic.

St. Louis

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

San Francisco

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Just Walking in the Rain, J. Ray, Col.
5. Blueberry Hill, F. Domino, Imp.

Seattle

1. Singing the Blues, G. Mitchell, Col.
2. Just Walking in the Rain, J. Ray, Col.
3. Love Me Tender, E. Presley, Vic.
4. Dreamy Eyes, Four Preps, Cap.
5. Moonlight Gambler, F. Laine, Col.
6. Green Door, J. Lowe, Dot

Toronto

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Hey, Jealous Lover, F. Sinatra, Cap.
5. True Love, B. Crosby-G. Kelly, Cap.

GENE VINCENT

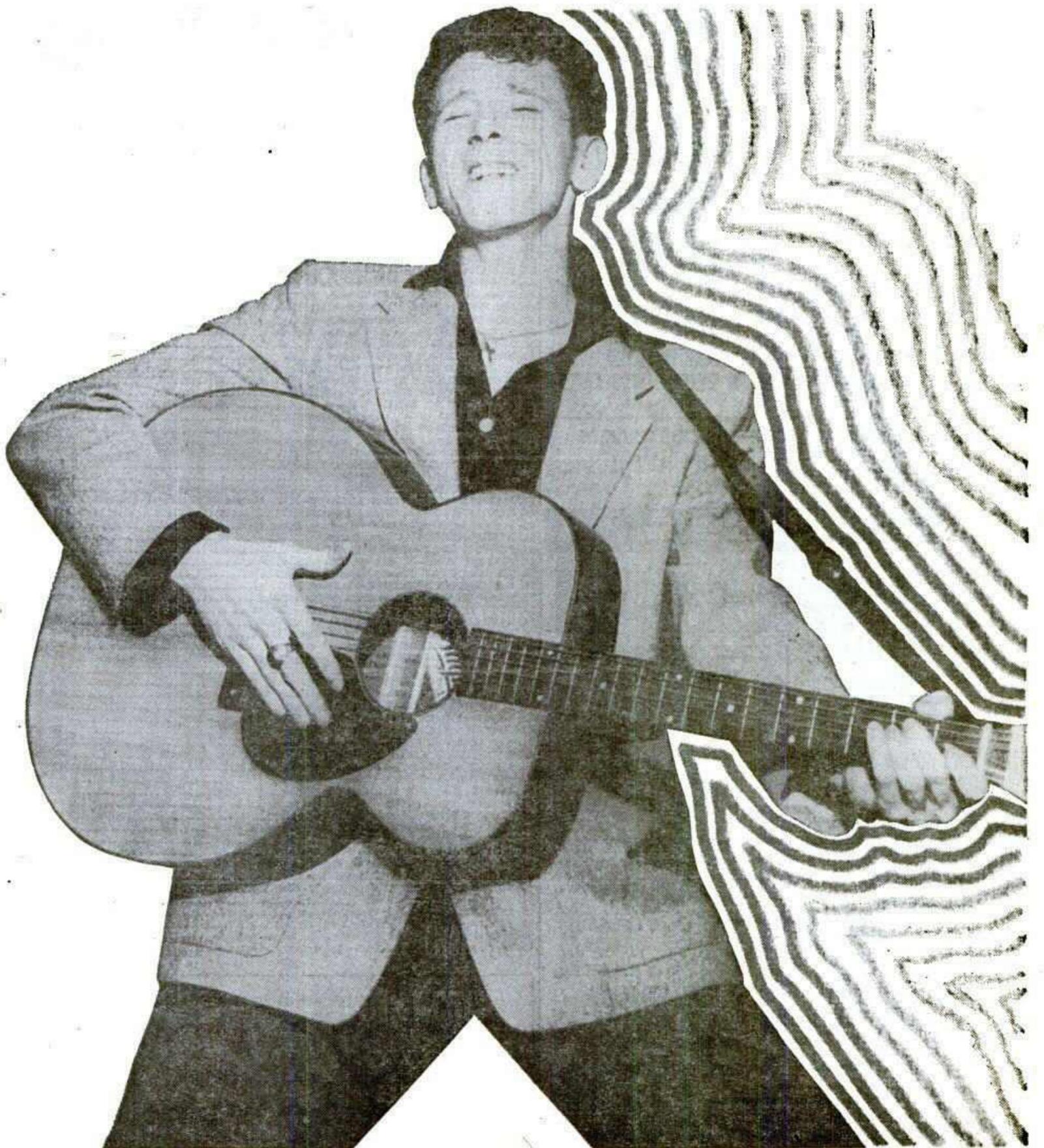
AND THE BLUE CAPS



* **IMPORTANT WORDS**

* **CRAZY LEGS**

record no. 3617



KING *TOPS IN POP!*

HONKY TONK
KING 4950

2 BIG HITS

SLOW WALK
KING 5000

AND NOW HIT #3 - BY THE GREAT...

Bill Doggett

HONKY TONK (Vocal)

KING 5001 - THIS IS A VOCAL VERSION!

SPECIAL RELEASE

YES - WE ADMIT IT - TWO COVERS ON ONE RECORD!

LUTHER AND LITTLE EVA-KING 5010

LOVE IS STRANGE | AIN'T GOT NO HOME

NEW RELEASES

OTIS WILLIAMS AND HIS CHARMS

BLUES, STAY AWAY FROM ME | PARDON ME

DE LUXE 6105

LITTLE WILLIE JOHN

A LITTLE BIT OF LOVING | WILL THE SUN SHINE TOMORROW

KING 5003

THE MIDNIGHTERS

LET ME HOLD YOUR HAND | OOH BAH BABY

FEDERAL 12288

BILLY GAYLES

JUST ONE MORE TIME | SAD AS A MAN CAN BE

FEDERAL 12287

MARGIE DAY

TAKE MY HAND | FROM SOMEONE WHO CARES

DE LUXE 6102

JAMES BROWN AND THE FAMOUS FLAMES

JUST WON'T DO RIGHT | LET'S MAKE IT

FEDERAL 12289

BEST SELLERS

HARLEM NOCTURNE

EARL BOSTIC
KING 4978

BILLY GAYLES

I'M TORE UP

FEDERAL 12265

THE MIDNIGHTERS

TORE UP OVER YOU

FEDERAL 12270

MAC CURTIS

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

KING 4995

YORK BROTHERS

WAGES OF SIN | YOU GET MAD

KING 4994

OTIS WILLIAMS and HIS CHARMS

GYPSY LADY | I'LL REMEMBER YOU

DE LUXE 6098

LITTLE WILLIE JOHN

I'VE BEEN AROUND | SUFFERING WITH THE BLUES

KING 4989

CONFIDENTIAL

BUBBER JOHNSON
KING 4988

I WON'T PLEAD NO MORE

CHONNIE-ON-CHON

JAMES BROWN and the FAMOUS FLAMES

FEDERAL 12290

COME ON AND GET IT

THE MIDNIGHTERS

FEDERAL 12285

HAPPY NEW YEAR

KING - FEDERAL - DELUXE

DISTRIBUTED BY **KING RECORDS**

THE TOP 100

For survey week ending December 26

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

Pos.	Song	Artist	Label	Last Week	
1	SINGING THE BLUES	G. Mitchell	Columbia	1	
2	GREEN DOOR	J. Lowe	Dot	3	
3	LOVE ME TENDER	E. Presley	Victor	2	
4	TRUE LOVE	Bing Crosby & G. Kelly	Capitol	5	
5	JUST WALKING IN THE RAIN	J. Ray	Columbia	6	
6	BLUEBERRY HILL	F. Domino	Imperial	4	
6	LOVE ME	E. Presley	Victor	7	
8	HEY, JEALOUS LOVER	F. Sinatra	Capitol	8	
8	ROSE AND A BABY RUTH	G. Hamilton IV	ABC-Paramount	8	
10	MOONLIGHT GAMBLER	F. Laine	Columbia	15	
11	CINDY, OH, CINDY	E. Fisher	Victor	10	
12	ROCK-A-BYE YOUR BABY	J. Lewis	Decca	15	
12	SINCE I MET YOU, BABY	J. Hunter	Atlantic	12	
14	GONNA GET ALONG WITHOUT YA NOW	Patience & Prudence	Liberty	12	
15	MARY'S BOY CHILD	H. Belafonte	Victor	21	
16	DON'T FORBID ME	P. Boone	Dot	30	
17	BANANA BOAT SONG	Tarrriers	Glory	20	
18	CINDY, OH, CINDY	V. Martin	Glory	19	
19	GARDEN OF EDEN	J. Valino	Vik	14	
20	MAMA FROM THE TRAIN	P. Page	Mercury	11	
21	FRIENDLY PERSUASION	P. Boone	Dot	18	
22	HONKY TONK	B. Doggett	King	17	
23	JAMAICA FAREWELL	H. Belafonte	Victor	24	
24	DON'T BE CRUEL	E. Presley	Victor	26	
25	I DREAMED	B. Johnson	Bally	31	
26	PRISCILLA	E. Cooley	Roost	36	
27	SLOW WALK	B. Doggett	King	40	
28	CONFIDENTIAL	S. Knight	Dot	21	
29	MUTUAL ADMIRATION SOCIETY	T. Brewer	Coral	27	
30	YOUNG LOVE	S. James	Capitol	43	
31	TWO DIFFERENT WORLDS	D. Rondo	Jubilee	28	
32	SINGING THE BLUES	M. Robbins	Columbia	29	
33	AUCTIONEER	L. Van Dyke	Dot	31	
34	BABY DOLL	A. Williams	Cadence	33	
34	NIGHT LIGHTS	Nat (King) Cole	Capitol	25	
36	CITY OF ANGELS	Highlights	Bally	50	
37	I WALK THE LINE	J. Cash	Sun	88	
38	I FEEL SO GOOD	Shirley & Lee	Aladdin	42	
39	SINCE I MET YOU, BABY	M. Carson	Columbia	46	
40	POOR BOY	E. Presley	Victor	54	
41	WHEN MY BLUE MOON TURNS TO GOLD AGAIN	E. Presley	Victor	48	
42	ARMEN'S THEME	D. Seville	Liberty	39	
42	ON LONDON BRIDGE	J. Stafford	Columbia	45	
44	ANASTASIA	P. Boone	Dot	51	
44	BANANA BOAT SONG	Fontane Sisters	Dot	88	
46	GOODNIGHT, MY LOVE	McGuire Sisters	Coral	39	
46	TWO DIFFERENT WORLDS	R. Williams & J. Morgan	Kapp	71	
48	ON MY WORD OF HONOR	Platters	Mercury	76	
49	MONEY TREE	M. Whiting	Capitol	64	
50	GREENSLEEVES	Beverly Sisters	London	84	
50	JIM DANDY	L. Baker	Atlantic	87	
52	TRA LA LA	G. Gibbs	Mercury	53	
53	THOUSAND MILES AWAY	Heartbeats	Rama	79	
54	SLOW WALK	S. Austin	Mercury	23	
55	PETTICOATS OF PORTUGAL	D. Jacobs	Coral	35	
56	AIN'T GOT NO HOME	C. Henry	Argo	44	
57	I MISS YOU SO	C. Connor	Atlantic	69	
58	BLUE MONDAY	F. Domino	Imperial	—	
58	BANANA BOAT SONG	S. Vaughan	Mercury	73	
60	BLUE MOON	E. Presley	Victor	93	
61	ARMEN'S THEME	J. Reisman	Victor	52	
62	HOUND DOG	E. Presley	Victor	54	
63	STAR YOU WISHED UPON LAST NIGHT	G. MacKenzie	Vik	62	
64	MUTUAL ADMIRATION SOCIETY	J. P. Morgan & E. Arnold	Victor	56	
65	RUDY'S ROCK	B. Haley	Decca	100	
66	FADED SUMMER LOVE	G. Shaw	Decca	57	
66	AUCTIONEER	C. Miller	Mercury	59	
68	PARTY'S OVER	Doris Day	Columbia	82	
69	JUST IN TIME	T. Bennett	Columbia	58	
70	TRUE LOVE	J. Powell	Verve	85	
71	DANCING CHANDELIER	S. Syms	Decca	98	
72	I SAW ESAU	Ames Brothers	Victor	66	
73	LOVE IS STRANGE	Mickey & Sylvia	Groove	—	
74	PARALYZED	E. Presley	Victor	78	
75	BY YOU, BY YOU, BY YOU	J. Lowe	Dot	78	
75	ONE IN A MILLION	Platters	Mercury	67	
75	TONIGHT YOU BELONG TO ME	Patience & Prudence	Liberty	68	
78	LOVE ME TENDER	H. Rene	Victor	86	
79	YOU'LL NEVER, NEVER KNOW	Platters	Mercury	40	
80	CRAZY WITH LOVE	G. Mitchell	Columbia	60	
81	BLUEBERRY HILL	L. Armstrong	Decca	99	
81	CANADIAN SUNSET	E. Heywood-H.	Winterhalter	Victor	34
83	IN THE STILL OF THE NIGHT	Satins	Ember	72	
84	CANADIAN SUNSET	A. Williams	Cadence	63	
85	I WOULDN'T KNOW WHERE TO BEGIN	E. Arnold	Victor	—	
85	I LOVE MY BABY	J. Corey	Columbia	82	
87	GIVE ME	E. Rodgers	Columbia	76	
87	TWO DIFFERENT WORLDS	D. Haymes	Capitol	80	
87	WISDOM OF A FOOL	Five Keys	Capitol	48	
90	IT ISN'T RIGHT	Platters	Mercury	96	
91	PETTICOATS OF PORTUGAL	B. Vaughn	Mercury	90	
92	AUTUMN WALTZ	T. Bennett	Columbia	90	
93	FRIENDLY PERSUASION	Four Aces	Decca	100	
93	OUT OF SIGHT, OUT OF MIND	Five Keys	Capitol	—	
93	SADIE'S SHAWL	B. Sharples	London	—	
93	SOMEONE TO LOVE	Four Aces	Decca	81	
97	STILL	L. Baker	Atlantic	—	
98	DREAMY EYES	Four Preps	Capitol	—	
99	FIRST BORN	T. Ernie	Capitol	61	
99	I CAN'T LOVE YOU ENOUGH	L. Baker	Atlantic	—	
99	LAY DOWN YOUR ARMS	Chordettes	Cadence	97	

2 GREAT POP HITS THAT ARE DIFFERENT—IMITATED BUT NOT EQUALED

"LITTLE BY LITTLE"
HAPPY BROWN . . . Savoy 1506

"BAD BOY"
THE JIVE BOMBERS . . Savoy 1508

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sing

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"AIN'T GOT NO HOME"

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OCIE SMITH

sings

"SLOW WALK"

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A National Hit on All Charts

THE HEARTBEATS

"A THOUSAND MILES AWAY"

b/w
"OH, BABY, DON'T"

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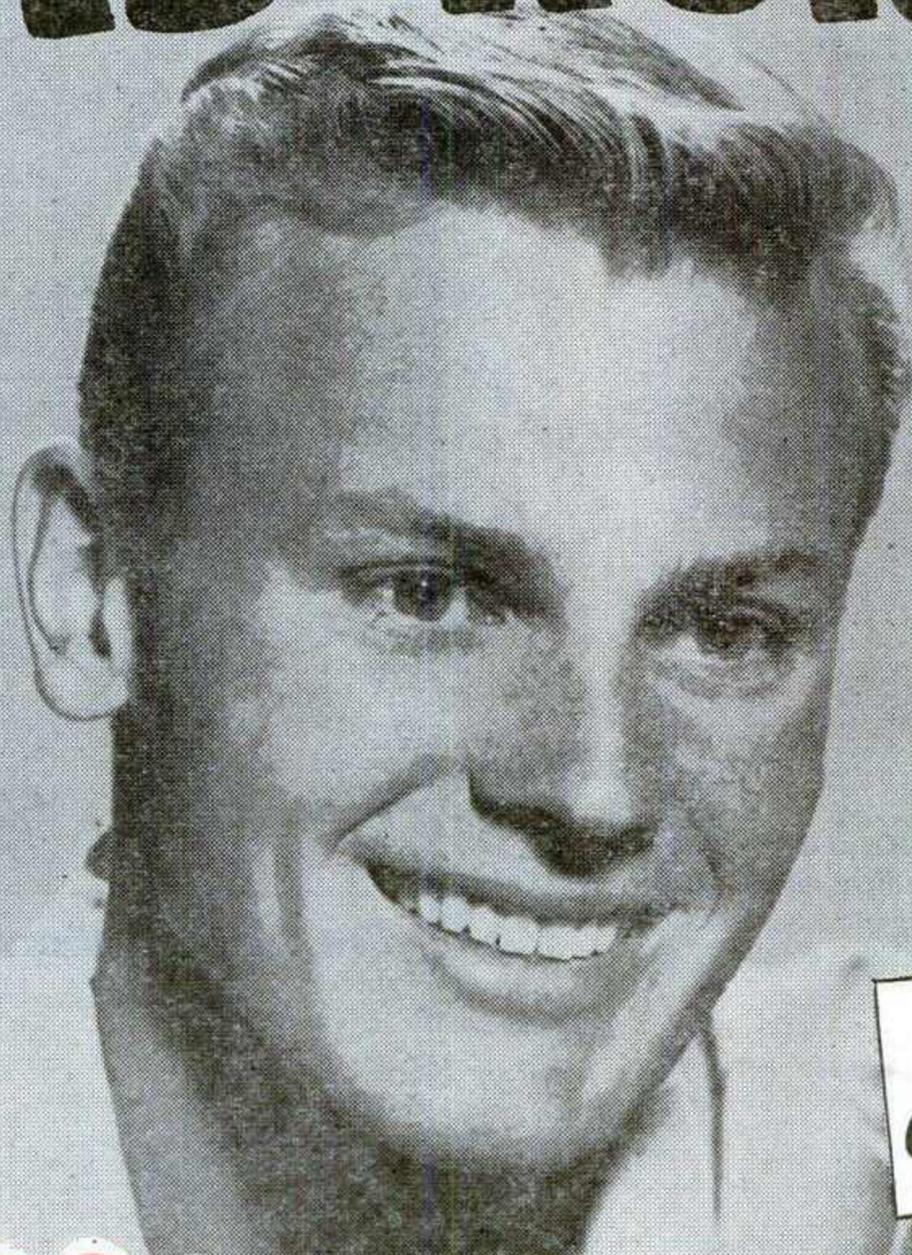
CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

THE GREATEST SMASH OF '56-'57
and it's on **DOT**

TAB HUNTER

SENSATIONAL
WARNER BROS.
MOTION PICTURE
STAR



OUT TEN DAYS—
OVER **400,000** ORDERS

YOUNG LOVE

RED SAILS ^{IN} THE SUNSET

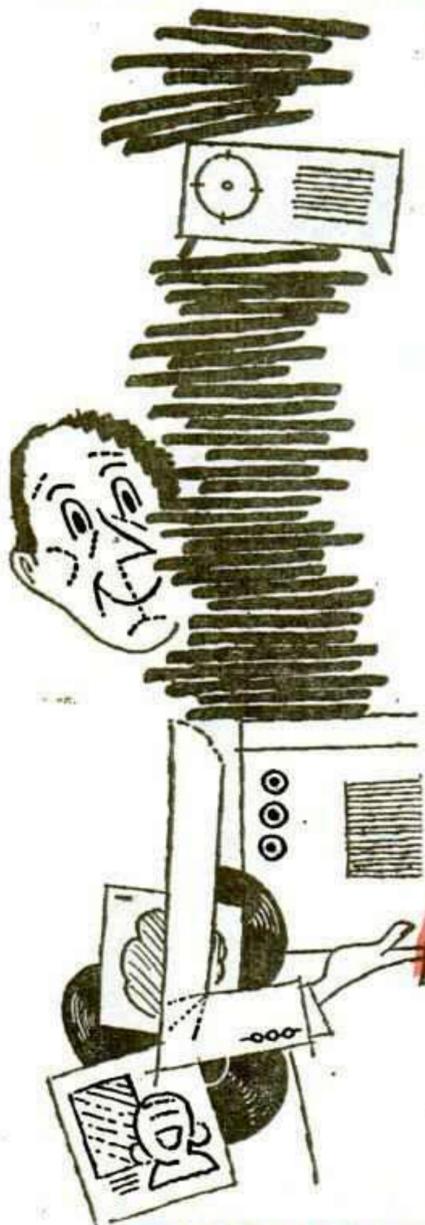
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MORE PROFIT DOLLARS

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are helping dealers
everywhere sell more
singles, albums, phonos
and accessories!

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

Twice a month, you get all these sales-aids mailed to
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- "HONOR ROLL OF HITS" POSTER — 17"x22", flashy two colors. Lists the Top 10 Tunes of the week plus the up-and-coming hits.
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You save half!

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- Please send me one sample SALES BOOSTER KIT. My dollar is enclosed.

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Store Name _____
Address _____
City _____ Zone _____ State _____

• **Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio

- An Old-Fashioned Christmas (R)—Harms—ASCAP
- Anastasia (R) (F)—Feist—ASCAP
- Armen's Theme (R)—Bourne—ASCAP
- Baby Doll (R) (F)—Remick—ASCAP
- Banana Boat Song (R) — E. B. Marks-Bryden—BMI
- Christmas Alphabet (R)—Budd—ASCAP
- Christmas Is A-Comin' (R)—Hub—ASCAP
- Christmas Waltz (R)—Sands—ASCAP
- Cinco Robles (R)—Warman—BMI
- Friendly Persuasion (R) (F)—Feist—ASCAP
- Give Me Your Heart for Christmas (R)—Fisher—ASCAP
- Hey! Jealous Lover (R)—Barton—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Heard the Bells On Christmas Day (R)—St. Nicholas—ASCAP
- Long Before I Knew You (R)—Stradford—ASCAP
- Love Me Tender (R) (F)—Presley—BMI
- Love in a Home (R) (F)—Commander—ASCAP
- Mama From the Train (R)—Remick—ASCAP
- Money Tree (R)—Frank—ASCAP
- New Fangled Tango (R) (M)—Chappell—ASCAP
- Night Lights (R)—Bregman, Vocco & Conn—ASCAP
- One Little Boy (R)—Harms—ASCAP
- Rudolph the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP
- Silver Bells (R)—Paramount—ASCAP
- Sleigh Ride (R)—Mills—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Two Different Worlds (R) — Princess—ASCAP
- Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
- Young Love (R)—Lowry—BMI
- You're All I Want for Christmas (R)—Porgie—BMI

Television

- An Old-Fashioned Christmas (R)—Harms—ASCAP
- Birthday Party for the King (R)—Harms—ASCAP
- Christmas Spirit (R)—Harms—ASCAP
- Cindy, Oh, Cindy (R)—E. B. Marks-Bryden—BMI
- Give Me This Day (R)—Valando—ASCAP
- Green Door (R)—Trinity—BMI
- Golden Dreams (R)—Harms—ASCAP
- He'll Be Comin' Down the Chimney (R)—Planetary—ASCAP
- Holly Ho (R)—Harms—ASCAP
- Humbug (R)—Harms—ASCAP
- I Heard the Bells on Christmas Day (R)—St. Nicholas—ASCAP
- I Think of You (R)—Harms—ASCAP
- It Might Have Been (R)—Harms—ASCAP
- Just Walking in the Rain (R)—Golden West—BMI
- Long Before I Knew You (R) (M)—Stradford—ASCAP
- Love Me Tender (R) (F)—Presley—BMI
- Mankind Should Be My Business (R)—Harms—ASCAP
- Money Tree (R)—Frank—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- One Little Boy (R)—Harms—ASCAP
- Rudolph the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP
- Singing the Blues (R)—Acuff-Rose—BMI
- Sleigh Ride (R)—Mills—ASCAP
- Stingiest Man in Town (R) — Harms—ASCAP
- Thanks for Christmas (R) — Chatham—ASCAP
- Too Close for Comfort (R) — Laurel—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
- Yes, There Is a Santa Claus (R)—Harms—ASCAP
- You'll Wear a Chain—Harms—ASCAP

• **Best Selling Sheet Music in Britain**

(For Week Ending December 22)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

- Just Walking in the Rain—Frank (Golden West)
- More—Berry (Shapiro-Bernstein)
- The Green Door—Francis Day (Trinity)
- Autumn Concerto—Macmelodies (Symphony)
- Two Different Worlds—Spier (Spier)
- True Love—Chappell (Buxton Hill)
- Christmas Island—Macmelodies (Peter Maurice)
- A House With Love in It—Lawrence Wright (Evans)
- St. Therese of the Roses—Dash (Dennis)
- Cindy, Oh, Cindy—Dash (E. B. Marks-Bryden)
- A Woman in Love—Morris (Frank)
- Whatever Will Be, Will Be—Melcher-Toff (Artists)
- In the Middle of the House—John-Fields (Shapiro-Bernstein)
- Lay Down Your Arms—Francis Day (Howie Richmond)
- Christmas and You—Duchess (Leeds)
- When Mexico Gave Up the Rhumba—Feist (Copar)
- My Prayer—World Tide (Skidmore)
- Davy Crockett Is Helping Santa Claus—Kassner (Kassner)
- Rockin' Through the Rye—Sterling (Valleybrook)
- Come Home to My Arms—Sterling (Chappell)

• **Best Selling Pop Records in Britain**

(For Week Ending December 22)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	JUST WALKING IN THE RAIN—Johnnie Ray (Philips)	1
2.	SINGING THE BLUES—Guy Mitchell (Philips)	4
3.	GREEN DOOR—Frankie Vaughan (Philips)	2
3.	ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)	3
5.	TRUE LOVE—Bing Crosby and Grace Kelly (Capitol)	7
6.	CINDY, OH, CINDY—Eddie Fisher (HMV)	5
7.	MAKE IT A PARTY—Winifred Atwell (Decca)	9
8.	CHRISTMAS ISLAND—Dickie Valentine (Decca)	12
9.	RIP IT UP—Bill Haley Comets (Brunswick)	6
10.	MY PRAYER—Platters, Mercury	8
11.	LOVE ME TENDER—Elvis Presley (HMV)	14
12.	WOMAN IN LOVE—Frankie Laine (Philips)	10
13.	MORE—Jimmy Young (Decca)	14
14.	MOONLIGHT GAMBLER—Frankie Laine (Philips)	—
15.	WHEN MEXICO GAVE UP THE RHUMBA—Mitchell Torok (Brunswick)	13
16.	HOUND DOG—Elvis Presley (HMV)	11
17.	SINGING THE BLUES—Tommy Steele (Decca)	19
18.	HOUSE WITH LOVE IN IT—Vera Lynn (Decca)	20
19.	FRIENDLY PERSUASION—Pat Boone (London)	20
20.	CINDY, OH, CINDY—Tony Brent (Columbia)	16

Coupon Deals Can Be Nuisance, Says Hancock

CINCINNATI—Howard Hancock, manager of the Song Shop, town's leading music and record mart, denies that he nixed a coupon promotion which Maurie Rose, local Columbia rep, had arranged with local RKO theaters because "it brought too much traffic to the store."

"We have no objection to heavy store traffic," said Hancock, "but we have found in the past that coupon deals can very often become a nuisance. Some coupon holders insist upon listening to virtually

every single or album in the catalog before they'll make a selection. Others, who don't own a phono, will request that we apply the value of the coupon to other merchandise in the store.

"Several years ago we entered into a deal on which no expiration date was stamped on the coupon. We were redeeming coupons more than six months after the deal had ended. That experience cost us nearly 200 records," Hancock concluded.

Rose's coupon deal tied in with the local RKO theaters' gift theater-ticket books thru the holidays. Other music shops in town are reported to have honored the coupons.

Columbia's
First HIT
of 1957

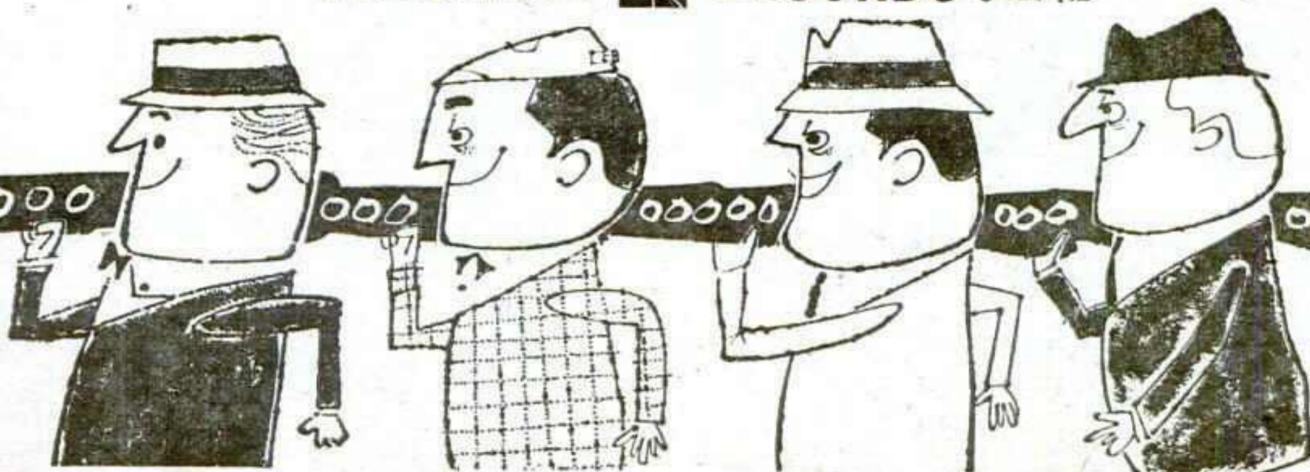


the **FOUR
LADS**
singing

**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, WERE, Cleveland, whose first Coral Record is out this week, will pass out his Christmas cards again this year to kids at his record hops. . . . DeeJays at KRUX, Phoenix, Ariz., adopted 365 children at the St. John's Indian School for Christmas. Spinner Jack Carney acted as Santa Claus, while the jocks passed out toys and food to the Indian youngsters. . . . Dick Drury



A POP SMASH

MICKEY & SYLVIA

Playing and Singing

LOVE IS STRANGE

G/4G 0175



A PRODUCT OF RADIO CORPORATION OF AMERICA
MADE IN U.S.A.

155 East 24th Street, New York City

joined WBRB, Detroit, effective January 1. . . . Cal Zethmayr, WWCS, Tifton, Ga. (deejay, record librarian, chief engineer and salesman for his outlet), is in the market for taped promotional spots by artists.

THIS 'N' THAT: Barry Kaye, WJAS, Pittsburgh, will emcee and stage another live show at the Mosque Theater next month. . . . Manager-jock, Paul Nakel, WJMO, Cleveland, has set up a recording contract for the Johnny Pecon Polka Band with Dana Records. . . . Tom Edwards, WERE, Cleveland, is readying a complete list of record distributors and labels they carry. . . . Altho KPAL, Palm Springs, Calif., is only a 250 watter, its jocks probably interview more big names than any other station in the country, since Palm Springs is the home of Frank Sinatra, Bing Crosby, etc., and a resort favorite with countless others. The station also has a captive audience, since 10,000 feet of solid rock kill Los Angeles radio in the spa, leaving only KPAL for local listening. KPAL jocks include Jim Ameche, Bill Jenkins, Dirk Courtney, Bud Lee and Richard Anderson.

Under new management of the Paul Bunyan Broadcasting Company, KBUN, Bemidji, Minn., will set up its record programming with "The Billboard charts coming in for even more use in programming," according to jockey Jim Carrington. New manager at KBUN is James Hambacher, while new deejay shows include Terry

MONITOR MUSICAL SURVEY

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas.

- Chicago: "I Dreamed," Betty Johnson, Bally.
- Miami: "Hey! Jealous Lover," Frank Sinatra, Capitol.
- Amarillo, Tex.: "Singing the Blues," Guy Mitchell, Columbia.
- Hartford, Conn.: "Icicle Wingding," Milt Herth, M-G-M.

Dorsey from 6:30 to 9:30 a.m.; Bob Zellmer, 2-3 p.m.; Carrington, slotted from 3 to 5 p.m., and Fee Barthelemy from 10.45 p.m. to midnight. The station, notes Carrington, needs platters for its new stepped-up programming schedule.

Gene Kaye, WIEL, Elizabethtown, Ky., has an interesting mystery tune gimmick on his show, whereby six participating sponsors contribute small prizes each night. Winners have to collect their loot in person at one of the advertisers' place of business, thus bringing in potential customers. Jocks at new station WWRI, West Warwick, R. I., are in the market for news and photos of disk artists. Spinners include Jim Bonnett, Dave Balfour, Day Sandstroem and Art Wood. . . . Jim Mendes, WICE, Providence, R. I., is emceeing local jazz concerts.

GIMMIX: Hal Fryar, WFMJ-TV, Youngstown, O., is spotlighting new album covers on his video disk show. . . . Bob Wery, WGTO, Haines City, Fla., is conducting a one-man campaign to save the nickel cup of coffee. He has recruited the support of restaurant owners thruout Florida and neighboring States, each of whom has pledged himself to "serve an excellent cup of coffee for five cents." To date 300 cafes have joined the movement.

Victor Cuts Price

Continued from page 10

this country. EP's, they feel, must be regarded in a different light than they have been in many sectors of the market. According to Vice-President and Album Department Topper George Marek: The EP is not the poor man's LP. It would be more accurate to designate it as the successor to the standard 12-inch shellac 78 of the old days."

Generally, EP will be recorded and packaged with the youth market in mind. This will mean an emphasis on single EP's rather than on Multiple sets, on the creation of special EP repertoire, and on greater sight appeal. It's unlikely that the entire contents of every new LP will made available on EP's Original Cast productions will come out only in complete EP combinations, and the entire contents of top name pop LP's, by a Belafonte or a Presley, for example, will be made available on single EP's. Many other EP's will include only the four best selections from a given LP.

It is expected that jazz will acquire new importance as EP repertoire, as it has in Europe. It's felt that here, as well as there, the price of an LP is beyond the reach of teen-age jazz fans. This holds true also of light classics.

Victor's price cut plans have been a closely guarded secret, revealed for the first time Friday evening (28) to a gathering of Victor field men at the Essex House.

YESTERYEAR'S TOPS—

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

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

Warner Signs Myoshi Umeki

CHICAGO—Myoshi Umeki, Japanese thrush on Mercury and Arthur Godfrey shows, has been signed by Warner Bros. to appear in "Saianora," starring Marlon Brando. The pic will be filmed in Japan. Merc has already recorded Miss Umerki on the tunes she'll do in the film, for issuance later, Art Talmadge, Merc a.&r. chief, said.

The Oldest ONE-STOP Record Service

All Labels

All Hits

45 RPM 55c
78 RPM 60c
Single EP's 91c

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Jimmy Beasley
MY HAPPINESS
b/w
JAMBALAYA
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"ANASTASIA"
ROGER WILLIAMS
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KOPP RECORDS

RELIABILITY — QUALITY
RECORD PRESSING
Originators of the
NON-SLIP FLEX
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1037 N. SYCAMORE ST.
LOS ANGELES 38, CALIF.

WANTED UNUSED RECORDS CAPITOL

Purple Label only (any quantity—78 and/or 45 rpm)

Any titles or number acceptable
Quote Best Prices F.O.B. our store

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S-M-A-S-H!

HEAVY ADVANCE ORDERS

I DON'T WANNA HEAR A LOVE SONG

c/w

I'VE GOT YOU

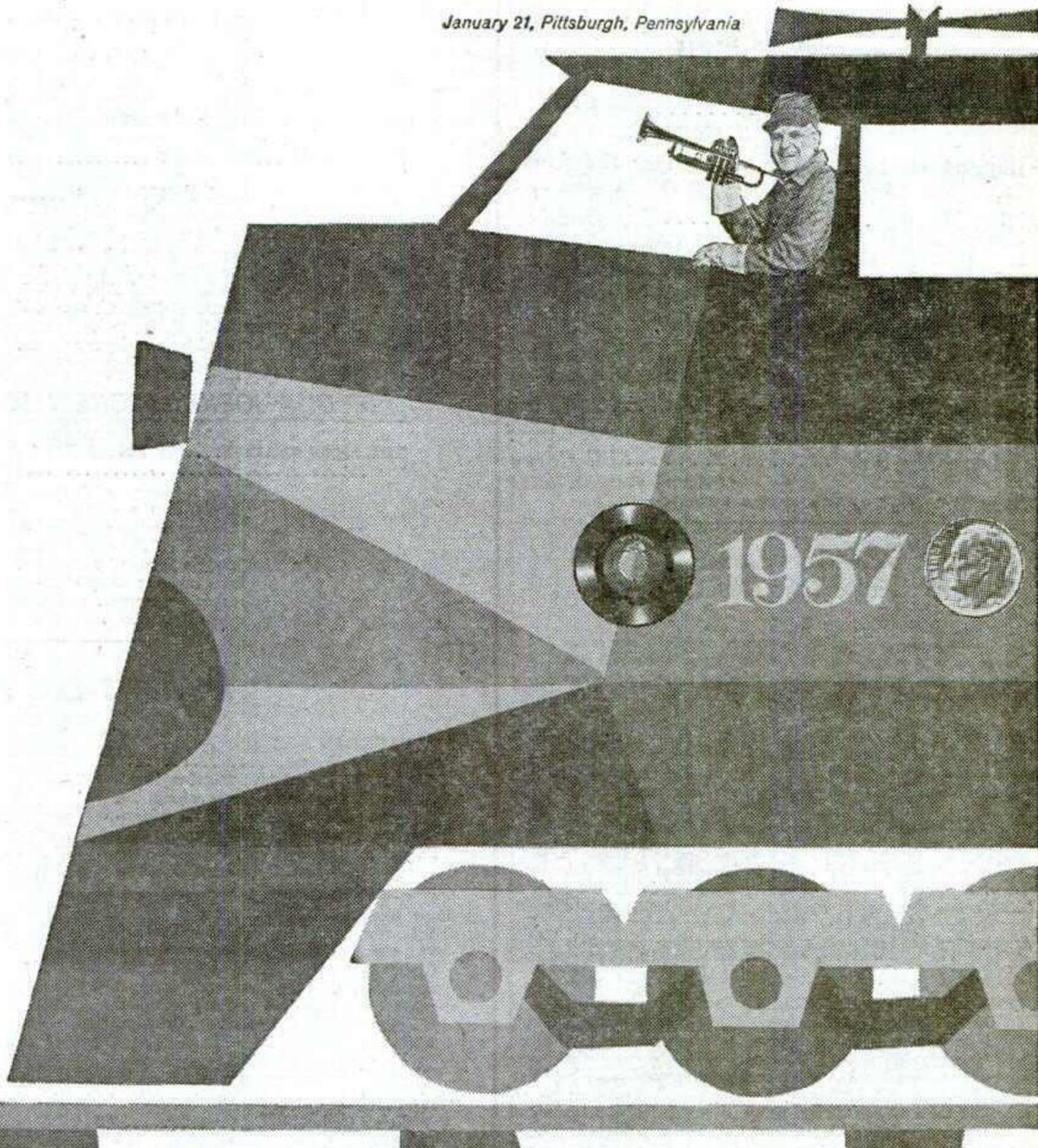
#711

BY IRENE CARROLL Arr. & Cond. by JOE SHERMAN

Promotion: 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.

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

RECENT POP RELEASES**Coming Up Strong**

The Billboard's weekly survey of top volume dealer sales indicates these recent releases are gaining sales strength and have the best chance of hitting Billboard's best seller charts.

1. **Singing the Blues** **Marty Robbins**
(BMI) Columbia 21545
2. **Ain't Got No Home** **Clarence Henry**
(BMI) Argo 5259
3. **Greensleeves** **Beverly Sisters**
(ASCAP) London 1703
4. **One in a Million**
On My Word of Honor **The Platters**
(BMI); (BMI) Mercury 71011
5. **Banana Boat (Day-O)** **Harry Belafonte**
(ASCAP) RCA Victor 6771
6. **Blue Monday** **Fats Domino**
(BMI) Imperial 5417
7. **Young Love** **Tab Hunter**
(BMI) Dot 15533
8. **You Don't Owe Me a Thing**
Look Homeward, Angel **Johnnie Ray**
(BMI); (BMI) Columbia 40803
9. **By You, By You, By You** **Jim Lowe**
(BMI) Dot 15525
10. **I Love My Baby** **Jill Corey**
(ASCAP) Columbia 40794

This Week's Best Buys

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

- BANANA BOAT (DAY-O)** (Shari, ASCAP)—Harry Belafonte—RCA Victor 6771—With each recent 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 very big record in cities like Boston, New York, Baltimore, Atlanta and Chicago. Flip is "Star-O" (Shari, ASCAP). A previous Billboard "Spotlight" pick.
- YOUNG LOVE** (Lowery, BMI)—Tab Hunter — Dot 15533 — Dot's signing of the movie idol seems to have been a sound business move. Against formidable competition—and with the handicap of being a late starter—this record is piling up tremendous support. Providence, Philadelphia, Boston, New York, Chicago, Los Angeles and St. Louis are a few of the cities where it is taking off in a big way. Flip is "Red Sails in the Sunset" (Shapiro-Bernstein, ASCAP). A previous Billboard "Spotlight" pick.
- YOU DON'T OWE ME A THING** (Acuff-Rose, BMI)
LOOK HOMEWARD, ANGEL (Greta, BMI)—Johnnie Ray—Columbia 40803—In two weeks' time Ray's new record has established itself securely in most of the cities of the country that were surveyed this week. Both sides were getting good play, but "You Don't Owe Me a Thing" was running ahead in customer preference. At the rate this disk is going, it could rival the success of "Walking in the Rain." A previous Billboard "Spotlight" pick.
- BY YOU, BY YOU, BY YOU** (Trinity, BMI)—Jim Lowe—Dot 15525—Lowe's latest release also is moving out with the greatest of ease. Minneapolis, Cincinnati, St. Louis, Nashville, Baltimore, Boston and other markets report good to strong sales. Now has excellent chart potential. Flip is "I Feel the Beat" (Trinity, BMI). A previous Billboard "Spotlight" pick.
- I LOVE MY BABY**(Shapiro-Bernstein, ASCAP)—Jill Corey—Columbia 40794—This record has been coming up with substantial sales gains each week since release has snowballed now into an important chart contender. The reports from almost all areas are good, with one-stops showing special enthusiasm. Flip is "Egghead" (Dartmouth, ASCAP).
- CINCO ROBLES** (Warman, BMI)—Russel Arms—Era 1026—Les Paul and Mary Ford—Capitol 3612—Two of the records competing on this tune have taken a substantial 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 stocked in depth by the average dealer and one-stop. Flip of the Arms platter is "The World Is Made of Liza" (Warman, BMI); of the Capitol record, "Ro-Ro Robinson" (Trojan, BMI). The former was a Billboard "Spotlight" pick.

• Review Spotlight on . . .**POP RECORDS**

FRANK SINATRA Capitol 3608 **CAN I STEAL A LITTLE LOVE?**
(Northern, ASCAP)

YOUR LOVE FOR ME (Mr., BMI)
Sinatra goes on a new "kick" here, playfully styling a rock and roll type pic, "Rock, Pretty Baby." The lyric is cute and the singer gives it a light, humorous touch that is hard to resist. Added to this is a groovy beat that will wow the kids. "Your Love for Me" is one of those quiet, tender ballads of the order of "Young at Heart" that Sinatra does so perfectly. It also should stir up a beehive of sales activity.

THE FOUR LADS Columbia 40811 **WHO NEEDS YOU?**
(Korwin, ASCAP)

IT'S SO EASY TO FORGET (Dominion, BMI)
Two classy performances of the lilting, sentimental kind of tunes that are the special domain of this group. The smooth blending on "Who Needs You?" makes an especially strong impression. It's a pretty tune that grows on the listener. Flip is another slick job, also with first-rate sales possibilities. A solid coupling.

AL HIBBLER Decca 30176 **TREES**
(Vogel-Schirmer, ASCAP)

THE TOWN CRIER (Planetary, ASCAP)
A new reading by Hibbler of a tune identified with him earlier in his career when he was a band vocalist. It gives him a marvelous opportunity to show off his wide-range pipes and all the virtuoso tricks of which he is capable. Admittedly a bit on the sensational side, hard-hitting performance like this has strong commercial appeal, nevertheless. "Town Crier" is a tearful ballad which Hibbler styles smartly and with maximum emotional impact. Could be a real powerhouse.

POP DISK JOCKEY PROGRAMMING

THE MODERNAIRES Coral 61779 (Pts. 1 & 2) **A TRIBUTE TO TOMMY DORSEY**

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

Reviews and Ratings * ***BILLY VAUGHAN ORK**

Pennsylvania Waltz 87

DOT 15530—A highly effective three-quarter opus in a slow, pretty setting. Vocal is handled by chorus, with a solo soprano sax weaving silvery embroidery around the melody. Very good commercial potential here, especially to operators. (Paxton, ASCAP)

Sugar Blues 85

With this coupling, this disk becomes virtually the "perfect" juke box record. Clyde McCoy's long-time hit is reproduced here with the "wah wah" trumpet solo set to a slow rock and roll beat, and is commercial dynamite. (Pickwick, ASCAP)

LES BAXTER

A Woman's Devotion 85

CAPITOL 3613—Attractive group warbling on an appealing film title ballad with effective lyrics and melodic backing job. (Criterion, ASCAP)

The Clown on the Eiffel Tower 79

Lilting instrumental wax with a catchy tempo and a fresh Parisian flavor. Good jockey material. (Zodiac, BMI)

HUGO WINTERHALTER ORK

A New-Fangled Tango 85

VICTOR 6775 — Infectious instrumental side should get plenty of jockey spins. Tune is swiny rhythm item from new Ethel Merman musical, "Happy Hunting." (Chappell, ASCAP)

Bundle of Joy 76

Melodic theme from new Eddie Fisher-Debbie Reynolds movie is wrapped up in lush instrumental arrangement by Winterhalter. (Lamas-Ramrod, ASCAP)

ERNIE KOVACS AND LEROY

HOLMES' TUB BOAT 8

Hey, Taxi! 81

M-G-M 12408—Deejay Kovacs presides over an enjoyable noise-making session here. Whistles, bells and other sound effects punctuate this novelty. The musical material is that of the ricky-tick piano school, and has an old-fashioned charm. (Zodiac, BMI)

Oriental Blues 76

This is the theme of the Ernie Kovacs show: A fast, tricky beat item pounded out on an out-of-tune piano with choral and percussion effects on the side. Both of these sides have obvious deejay possibilities. (Meadowbrook, ASCAP)

DE CASTRO SISTERS

I Never Meant to Hurt You 80

VICTOR 6774—Strong thrashing job by the gals on an appealing ballad with a lilting tempo. (Tuxedo, ASCAP)

I Hear a Melody 76

Okay piping on an attractive rock and roll ballad with a strong beat. (Alana, BMI)

THE JOHNNY BURNETTE TRIO

Lonesome Train 78

CORAL 61758—A rockabilly style blues that was featured in the pic, "Rock, Rock, Rock." Burnette, with help from echo chamber and a "down home" guitar backing, gets a good marketable sound. Demand is still good for this. (Snapper, BMI)

I Just Found Out 76

This side also is a blues, and Burnette sings it with feeling. The lyric is read with a slight stutter, and that gives a cute effect. Slow, solid beat backing is very attractive. (Vernon, ASCAP)

(Continued on page 40)

BIG NEW ONES FOR A BIG NEW YEAR!

#9776
"ONE SODA, TWO STRAWS" c/w "THERE, I'VE SAID IT AGAIN"

BOBBY SCOTT
with Don Costa, his Orchestra and Chorus

#9772
"STASHU PANDOWSKI" c/w "I DON'T WANT TO SET THE WORLD ON FIRE"

RUSS CARLYLE
and his Orchestra

#9746
"THE GIRL DOWN THE STREET" c/w "THE RIGHT TIME FOR LOVE"

THE DREAMERS
featuring Johnny Duggan

#9777
"LET YOUR LIPS RUN AWAY WITH YOUR HEART" c/w "WHERE YOU ARE"

RICHARD HAYES
with Sid Feller, his Orchestra and Chorus

#9778
"ROCK JUNCTION" c/w "SEAWEED"

FREDDIE MITCHELL
and his Rockers

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another great job!
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to sweep the nation!

**"WRINGLE
WRANGLE"**

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

#9785

YOUR CHECK LIST OF CURRENT CLICKS!

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

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

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

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

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

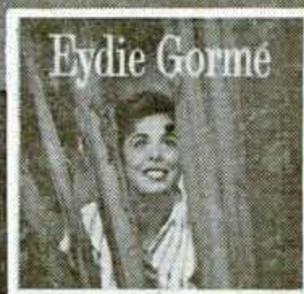
#9773
"I'LL COME BACK"
c/w
"ITS A PITY TO SAY GOODNIGHT"
EYDIE GORMÉ

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

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



FRESH POP PRESSINGS



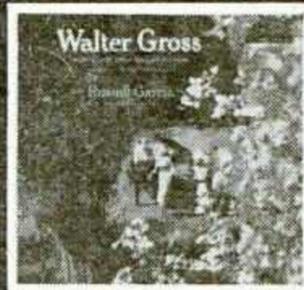
ABC-150

EYDIE GORMÉ



ABC-151

IT'S POLKA TIME
Stan Wolowic & the Polka Chips



ABC-153

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



ABC-154

BROADWAY HITS IN HI-FI
Irving Fields Trio

Reviews of New Pop Records

Continued from page 38

RICHARD HAYES

You Can Run, But You Can't Hide...78
DECCA 30187—Hayes' first Decca platter spotlights a smooth warbling stint on the Joe Louis tune. A pretty ballad, which should get extra spins on strength of ex-champ tie-up. (Republic, BMI)

If A Dream Can Make You Mine...75
Warmly expressive reading of nice ballad with rock and roll backing. (Sequence, BMI)

WAYNE KING

Pennsylvania Waltz...75
DECCA 30171—A sweet, schmaltz version of the pretty waltz theme, which has been cut by several other labels. (Paxton, ASCAP)

Ma Cherie...72
Danceable instrumental wax version of a sentimental waltz tune. (Thunderbird, ASCAP)

JOE CUBA AND HIS CHA CHA BOYS

I Got You Under My Skin...74

RAINBOW 372—Cha cha version of the Porter standard is danceable and listenable, with its strong beat and hip modern jazz vocal by Willie Torres. A great jockey side. The language distortion of title is Rainbow's, not Porter's.

Mambo of the Times...72
Another strong dance side, again with Torres' capable, energetic vocal in English.

TOM EDWARDS

What Is a Teen-Age Girl?...74
CORAL 61773—Edwards, a WERE, Cleveland, jock, contributes an underplayed reading to a teen-age twist on the "What Is a Boy?" monolog. Good wax choice for jockeys with bobby sox audiences. (Vernon, ASCAP)

What Is a Teen-Age Boy?...72
As above. (Vernon, ASCAP)

JOE CUBA AND HIS CHA CHA BOYS

Ritmo De Cha Cha...73
RAINBOW 370—Top-notch, authen-

tic small-group and chorus dance side, with chorus chanting in Spanish. Great for dancers and big-city deejays. (Nassau, BMI)

Juan Jose...72
Another appealing, authentic, danceable side.

THE MODERNAIRES

I'm Ready to Love Again...73
CORAL 61764—Smartly paced vocal on swiny rhythm ditty with a catchy beat. (Mark VII, ASCAP)

Noah...71
Dramatic theme from new TV film series "Noah's Ark" is wrapped up in competent vocal by group. (Mark VII, ASCAP)

LONNIE DONEGAN

How Long, How Long Blues...72
MERCURY 71026—British vet treats the traditional country-flavored blues for good effect. Easy backing and delivery can win it considerable favor. Both sides are from the old Leadbelly repertoire. (Leeds, ASCAP)

Don't You Rock Me, Daddy-O...71
Fast beat, rockabilly-type offering gets similar send-off. Highly professional job by all hands. Same sales comment. (Ludlow, BMI)

GEORGE KEOKI

Kuwili...70
DECCA 30159—Good merchandise for dedicated Hawaiian fans. Keoki and group have authentic "Islands" sound and vocal and chorus are effective in danceable rhythm. Jocks might give this a whirl. (Miller, ASCAP)

Kaloaloo...70
Up-tempo fare on the same beam as the flip, with vocal and chorus again a big help. Can spark some counter interest in category. (South Sea, ASCAP)

TERRY GILKYSON

Marianna...70
COLUMBIA 40817—Clefber and erstwhile Western-style warbler Gilkyson goes calypso for a pleasant side. It's more album than singles material, however. (Montclare, BMI)

Goodbye Chiquita...70
Another charming original, engagingly sung. It's also in a folk vein. (Montclare, BMI)

DANNY GUGLIELMI ORK

Long, Long Ago...70
NOVA 109—"Dena" is the vocalist on this side, a girl who sounds a bit like Mary Ford. She does a quietly competent job on a religious-theme opus. If exposed, should do moderately well. (Jan, BMI)

The Heart of Shyrl...68
The label calls this "stratophonic music," and this instrumental does have an exotic, other-planet atmosphere. Strings plus electronic gimmicking add up to a wild sound that is not unappealing. (Jan, BMI)

TOMMY CHARLES

I'm Glad, So Glad...68
DECCA 30172—Singer exhibits an ear-easy set of pipes on a run-of-mill love chant. Backing is helpful, but there is nothing original enough in the over-all to get it off the ground. (Cedarwood, BMI)

I'm Still in Love With You...66
Sugary love ballad gets moderately effective solo send-off. Choral and ork backing build it better than it deserves. (Cedarwood, BMI)

ALAN BLAKE

Nightingale...68
CANDLELIGHT 3067—Singer gives considerable eloquence to an up-tempo rhythm. Sid Bass' ork and chorus backing adds originality. However, sales chances look no more than fair. (E. B. Marks, BMI)

Don't Make Promises...65
Pleasant, unpretentious ballad with moderate appeal. Bass again helps plenty. Will take even more selling than the flip. (Peer, BMI)

ART SMITH

Maybe...67
KEY 515—The baritone gives an easy-going reading of the Gershwin tune, made doubly attractive by a bouncy, lilting backing. Listening kicks here. (Harms, ASCAP)

Driftwood...66
There is a fine romantic feel to this vocal styling, and it is handsomely showcased in this colorful string arrangement. Good delay programming item. (Round Table, ASCAP)

Sacred

THE STAMPS QUARTET
Rather, Watch Over Thy Child...74
COLUMBIA 40806—This is straight type hymn singing by a group very popular in the field. Good entrant in the sacred market. (SESAC, Inc.)

I Will Not Be a Stranger...72
Group harmonizes similarly on another hymn tune. Again both vocalizing and backing have emotional impact and make a good grooving for the medium. (SESAC, Inc.)

Polka

JOHNNY VADNAL ORK
Back Porch...78
VICTOR 6766—Sprightly polka instrumental with a lively danceable beat. Good juke wax. (DiBella, SESAC)

Hesitation...78
Same comment. (Hill & Range, BMI)

Dealers' Traffic

Continued from page 11

Holloway, now appearing here in the Broadway hit, "My Fair Lady." These are in addition to the St. Louis Symphony.

On the Top 20 Masterworks exchange list, dealers are being warned to check stock for 10 albums, formerly on the Top 20 list and no longer included. Twenty new entries have been made, however, to round out the list to 30.

High-Powered Releases

In addition to the special traffic building programs, Columbia will start the first quarter with a number of high-powered new releases. The new product includes a package by Johnnie Ray, titled "The Big Beat"; "Bonjour Paris" Michel LeGrand's follow-up to "Castles in Spain"; a dance scoring of the Judy Holliday hit musical, "Bells Are Ringing," by Sammy Kaye; "The Most Happy Piano," with the Erroll Garner Trio; the George Van Eps album, "Mellow Guitar," and "Noel Coward in New York," with all-new material by the British star.

Also included will be Kostelanetz's "The Lure of Spain"; "The Radio City Music Hall Organ," with organist Ashley Miller; the Hololway packaged titled "Ere's Holloway," and sets by new pactees, the Hi Los, an already well-known vocal quartet; and de Los Rios, billed as an Argentine Michel LeGrande. New Longhair diskings include "Danse Macabre," by the New York Philharmonic Symphony with Dmitri Mitropoulis, and the new St. Louis Symphony album.

H.&R. Acquires

Continued from page 11

copyrights—both entire and split—from U. S. writers, H. & R. has been buying up renewals in Europe and has acquired many tunes which, while valuable abroad, have never been exploited in this country. The Aberbachs have commissioned U. S. writers to pen American lyrics for the foreign material which will be released here shortly.

Among important standards acquired by H. & R., via the renewal route, are two Bob Nolan tunes, "Tumbling Tumbleweed," and "Cool Water"; "She's Funny That Way"; "When the White Lilacs Bloom Again" (split with Harms); "Poinciana"; "Just a Gigolo," also split; "Chlo-E," split with Robbins; "Sweet and Lovely," split; "Mickey," split with Charles H. Daniels; "Was It a Dream," split with Harms; "The Hut Sut Song," and "Moonlight and Roses," which is currently in litigation with Robbins disputing H. & R. ownership claim of all rights.

The De Sylva catalog, of course, is loaded with great standards—"Do It Again," "Button Up Your Overcoat," "Together," "When Day Is Done," "Somebody Loves Me," "A Kiss in the Dark," "Birth of the Blues," "Sonny Boy," "California Here I Come," etc. Many of the De Sylva tunes are split copyright deals, and in line with this Dreyer reported that H. & R. has entered into agreements with most of the publishers involved, whereby they work together on joint promotion of the songs (lining up EP's, live performances, picture deals, etc. He also noted that only one firm prints up copies in each case to avoid duplication hassles.

A number of old-line publishers have expressed some concern as to whether H. & R.'s "Operation Renewal" indicates that the so-called "gentlemen's agreement" among publishers—regarding a hands-off policy on renewals which otherwise might remain with their original copyright holders—is on its way out.

Number of Releases This Week

Label	Pop	R&B	C&W
ATLANTIC	1	1	—
AUTHENTIC	—	1	—
CANDLELIGHT	1	—	—
COLUMBIA	3	—	2
CORAL	3	—	—
DECCA	5	—	1
DE LUXE	—	2	—
DOT	2	—	—
FEDERAL	—	2	—
HICKORY	—	—	1
KEY	1	—	—
MERCURY	1	—	—
M-G-M	1	—	—
NOVA	1	—	—
OKEH	—	1	—
ONYX	—	1	—
RAINBOW	2	—	—
RCA VICTOR	3	—	3
SPECIALTY	—	1	—
SUN	—	1	2
TOTAL	23	10	9

HAVE A HAPPY NEW YEAR WITH THESE JUBILEE HITS

Don Rondo
"TWO DIFFERENT WORLDS"
Jubilee 5256

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

Rosalie Michaels
"BONJOUR TRISTESSE"
Jubilee 5264

Sherry Parsons
"WHISPERING HEART"
"HOW CAN I KEEP MY MIND ON MY FEET"
Jubilee 5265

The Callahads
"TAKE MY LOVE"
"I GIVE YOU MY WORD"
Jubilee 5259

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"I End Up Crying"—#1931-A
b/w
"A Woman Can Make You Blue" #1931-B
By Royce Porter
"It Took One Moment"—#1930-A
b/w
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Name _____
Occupation or title _____
Company _____
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City _____ Zone _____ State _____



LOUIS PRIMA



Record No. 3615



This Weeks C&W Best Buys

AM I LOSING YOU? (Rondo, BMI)
WAITIN' FOR A TRAIN (Peer, BMI)—Jim Reeves—RCA Victor 6749
 —Reeves has another hot traffic draw in this two-sided seller. Reports from Nashville, Durham, Richmond, Birmingham, and Dallas indicate that it won't take long for this record to hit the national charts. "Am I Losing You" is the preferred side at present. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . C&W RECORDS

MARTY ROBBINS
Knee Deep in Blues (Acuff-Rose, BMI)
The Same Two Lips (Acuff-Rose, BMI)—Columbia 40815—If any disk could duplicate the enormous success of "Singing the Blues," this one possibly could. "Knee Deep" (also recorded by Guy Mitchell) has much of the sound and quality of "Singing the Blues," and could easily duplicate its success. The flip side is a weeper, read in such a tender and moving way, that Robbins' recently acquired pop fans will readily respond to this, too.

FARON YOUNG
I Miss You Already (Tree, BMI)
I'm Gonna Live Some Before I Die (Nash, BMI)—Capitol 3611—The top-listed side here is a beautiful weeper that shows Young to be—more than ever—one of the outstanding stylists now practicing in this field. His artful way of embellishing a melody stamps this material with a quality that only he is capable of giving. "I'm Gonna Live" has much of the spirit of another hit of the singer's: "Live Fast, Love Hard and Die Young"; this could be a seller in that class.

JOHNNY HORTON
I'm Coming Home (Golden West, BMI)
I Got a Hole in My Pirogue (Cedarwood, BMI)—Columbia 40813—The singer, who had a big one in "I'm a One-Woman Man" not long ago, has material in "I'm Coming Home" that could give him his biggest record to date. He is cast in a pounding, "down home" blues item here that gets in the blood after about eight bars. Horton's vocal against this twangy backing makes a terrific impression. "Pirogue" is a rockabilly type novelty of great appeal. It's hard to see how this can miss becoming a gold mine.

Reviews of New C&W Records

BOBBY LORD
My Baby's Not My Baby Any More . . . 86
 COLUMBIA 40819 — Another fine two-track job. Tune is a weeper, but briskly paced. Unusual is the different quality the warbler gets in each range. (Acuff-Rose, BMI)
Your Sweet Love . . . 84
 Lord turns in some fine two-track harmony on this intense devotional offering. Rendition merits good pay and the side could sell. (Golden West, BMI)

JOHNNIE AND JACK
Mr. Clock . . . 83
 VICTOR 6777 — Highly effective number, with a smart conception of tempo and orking. Tempo is in a clock, and the boys whack out the words and harmony in their most telling fashion. Could be a big one. (Acuff-Rose, BMI)
The Banana Boat Song . . . 76
 Country act seems miscast in this calypso hit, tho they turn in a highly professional reading. Should get some novelty spins by country deejays. (Bryden-E. B. Marks, BMI)

LEFTY FRIZZELL
Glad I Found You . . . 80
 COLUMBIA 40818—Frizzell sells a poignant ballad with sock emotional impact. (Golden West, BMI)
Lullaby Waltz . . . 77
 Warmly sincere warbling on an appealing, little sentimental waltz theme. (Golden West, BMI)

WILMA LEE AND STONEY COOPER
The Tramp on the Street . . . 80
 HICKORY 1058—Religious overtones in this display of sympathy for the man who died on the street. Wilma Lee carries the message, drawing the parallel with Jesus. Most effective in the back-country style. (Dixie, BMI)
Loving You . . . 74
 Back-country gang joins in to make this a lively round. Message offers firm friendship and other assurances. Good, bright listening. (Acuff-Rose,

HANK SNOW
Carnival of Venice . . . 77
 VICTOR 6772—Snow has chosen a grand old tune for a guitar solo here. He plays it with several of the well-known variations and proves he still is one of the best pluckers in the field. Fine deejay material.
Oh, Wonderful World . . . 76
 Another guitar solo, taken at a lively gait, with some delicious blues touches for added color. Lots of folks will get pleasure from these handsomely crafted sides. (American, BMI)

BILL BRADLEY
Drunkard's Diary . . . 75
 FABOR 41—Showmanly reading of a moving theme about a guy who took to drink when his sweetie left him for another man. (Dandelion, BMI)
World of Fallen Dreams . . . 73
 Plaintive warbling on a touching weeper with a pleasant melody. (Dandelion, BMI)

VERNON CLAUD
Daylight Angel . . . 71
 DECCA 30174 — Singer warbles a country lament with good results. Claud has authentic country sound and a style that will make above-average impact. (Old Charter, BMI)
Jungle of Cement and Stone . . . 69
 Another weeper about a country boy oppressed by the big town. A smooth reading, that is a credit to Claud. (Copar, BMI)

MILLER SISTERS
Ten Cats Down . . . 70
 SUN 255—Pair bring hefty delivery to this sharp rockabilly item. Novelty material and treatment can get it moderate play. (Knox, BMI)
Finders Keepers . . . 65
 Team puts pleasant harmonizing into a slow waltz-tempo theme. Good change-of-pace coupling for flip. But over-all impression is run-of-mill. (Knox, BMI)

SLIM RHODES
Take and Give . . . 68
 SUN 256 — Strong, medium-paced beat is the strongest ingredient in this rockabilly side. Material is quite thin. (Knox, BMI)
Do What I Do . . . 66
 A routine rockabilly offering (Knox, BMI)

Polka

FRANKIE YANKOVIC
Chicagoand Twirl Polka . . . 78
 COLUMBIA 40816—Polka maestro comes up with another solid dance side in which he has had a hand in cleffing. Should do well in its field and jocks should similarly take note. (Mills, ASCAP)
Diane Waltz . . . 77
 Tuneful waltz with carfilling accordion lead. More of Yankovic cleffing on another very danceable offer-

C&W Territorial Best Sellers

For survey week ending December 26
 City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

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

Charlotte

1. Crazy Arms, R. Price, Col.
2. I Walk the Line, J. Cash, Sun
3. Love Me Tender, E. Presley, Vic.
4. Singing the Blues, M. Robbins, Col.
5. Don't Be Cruel, E. Presley, Vic.

Dallas-Fort Worth

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. I Walk the Line, J. Cash, Sun
4. Hound Dog, E. Presley, Vic.
5. Love Me Tender, E. Presley, Vic.
6. Train of Love, J. Cash, Sun
7. Poor Man's Riches, B. Barnes, Sdy.

Houston

1. Singing the Blues, M. Robbins, Col.
2. Love Me Tender, E. Presley, Vic.
3. Yearning, G. Jones, J. Hicks, Sdy.
4. Young Love, S. James, Cap.
5. Crazy Arms, R. Price, Col.
6. I Walk the Line, J. Cash, Sun
7. Stolen Moments, H. Snow, Vic.
8. Just One More, G. Jones, Sdy.

Memphis

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

Nashville

1. Singing the Blues, M. Robbins, Col.
2. I Walk the Line, J. Cash, Sun
3. I've Got a New Heartache, R. Price, Col.
4. Crazy Arms, R. Price, Col.
5. There You Go, J. Cash, Sun
6. I'm Tired, W. Pierce, Dec.
7. Love Me Tender, E. Presley, Vic.
8. Repenting, K. Wells, Dec.
9. There Goes My Love, G. Morgan, Col.

Richmond, Va.

1. Singing the Blues, M. Robbins, Col.
2. Hound Dog, E. Presley, Vic.
3. Love Me Tender, E. Presley, Vic.
4. You're Running Wild, Louvin Brothers, Cap.
5. Don't Be Cruel, E. Presley, Vic.

St. Louis

1. Singing the Blues, M. Robbins, Col.
2. I Walk the Line, J. Cash, Sun
3. Love Me Tender, E. Presley, Vic.
4. There You Go, J. Cash, Sun
5. Poor Man's Riches, B. Barnes, Sdy.

ing. Same commercial comment. (Mills, ASCAP)

Spiritual

THE SPIRIT OF MEMPHIS
I Found Something . . . 76
 PEACOCK 1769—J. Bledsoe is the expressive lead in both natural and falsetto ranges on this slow, emotional chant. (Lion, BMI)
If It Ain't One Thing . . . 76
 Joe Hinton takes the lead on his own number in a more familiar up-tempo format. A light, romping and contagious item. (Lion, BMI)

Johnnie Bailes, who with his brother, Walter, formerly trouped as the Bailes Brothers, recently cut his first session for Decca Records, with his initial release, "I Owe It to My Heart" and "You Make Me Live Again," due out around February 1. The Bailes Brothers formerly recorded for King and Columbia and from 1943 to 1946 appeared with "Grand Ole Opry." They were among the originators of "Louisiana Hayride" in 1946. Walter recently retired from the c.&w. field to enter the ministry. Johnnie is co-producer, emcee and vocalist with "Peach State Jamboree," which airs each Saturday night, 8-12, over WJAT, Swainsboro, Ga., from the stage of Nancy Auditorium there. Other regulars with the show are Johnny Elgin, Dee Thompson, Jack Sowell, Lyneve Wheeler, J. B. Wasdon, Carol Kirby, Red Boatright and the Hubbard Twins.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Biff Collie, popular Houston c.&w. deejay, has been engaged to emcee and handle the commercials with the Philip Morris Country Music Show, booked by Jim Denny, which hits the road at Richmond, Va., January 6, playing six shows a week for a minimum of 13 weeks. Collie left Houston last August for California, where he did odd commercial jobs until mid-November, when he joined the Philip Morris organization. Meanwhile he continues his deejaying over KPRC, Houston, with a daily show for Moore-Turner Chevrolet. He tapes his show from week to week, air-mailing them back to the station.

The Miller Brothers' Band members recently held their third annual party and supper at the Millers' club in Wichita Falls, Tex., with three of the combo's oldest employees being given special recognition. With a combined total of 20 years with the band, Madge Suttee, piano; Bill Jourdan, steel guitar, and Dutch Ingram, drums, were lauded for their years of co-operation and service to the band. Gifts were exchanged and bonuses were handed to each of the band members, as well as to employees of the club by Leon and Lee Miller. Also honored at the affair were Wichita Falls deejays Bill Mack and Doc Warren, of KWFT; Jim Risner, of KSYD, and Ted Overby, of KTRN. Doc Warren was the principal speaker of the evening.

Joe Adams, of Ozark Music Publications, Normandy, Mo., typewrites: "Since Sarg Records released No. 141 with my company's two numbers, 'Our Secret Rendezvous' and 'Down in Brazos Valley,' I have personally visited over 100 stations and jocks and mailed out over 250 copies. The jocks are in favor of the 'Rendezvous' side. I have about 150 more stations to cover, and if that doesn't do it, I might as well take a job with some name record company and get paid for my hard labor. My agreement with Sarg was to cover the Northern States, while they cover the South. So, if I missed any c.&w. stations, I'd like to have them drop me a card. The Key Twins are the vocalists on the record. I was somewhat disappointed in the rating I got in The Billboard, and I intend to make your reviewer unhappy when it makes the charts."

Frieda Barter, great friend of country music, has taken on the editorship of Rustic Rhythm, with offices at Suite 322, 527 Lexington Avenue, New York 17. . . . Chef Adams, whose latest on the Quality label is "Now That You're Gone," has moved his Country Rhythm Kings back into Horseshoe Tavern, Toronto, for their fourth stop there this year. . . . Wes Chapman and His Prairie Dawgs, popular on the nitery circuit in the Toronto area, are in their fourth month at that town's Bermuda Tavern.

Happy Jake, who with his Cow-boys has been playing dances in the Iowa corn country the last 25 years, is running Western dances every Friday night at his Circle Ballroom at Powersville, eight miles south of Charles City, Ia. Happy says he recently had Bill Wimberly and His Country Rhythm Boys, followed later by the Wimberly gang plus Pete Stamper. Two weeks ago Happy Jake had

Pee Wee King leading Andy Doll's Ridgeriders to a full house.

Andy Jackson and His Tuxedoed Texans, Western swing band which works attired in tuxedos topped with 10-gallon hats, have just welcomed a fifth member to the group. He's Ted Hurley, lead guitarist. The Tuxedoed Texans, currently appearing at the Paramount Lounge, Cicero, Ill., are slated to head for Mexico shortly after the first of the year. . . . Cowboy Vokes, of Vokes Music, New Kensington, Pa., avers that three major publishers have been angling for the rights to his "A Babe, a Star, a Manger." One publisher bid as high as \$2,000, Vokes claims.

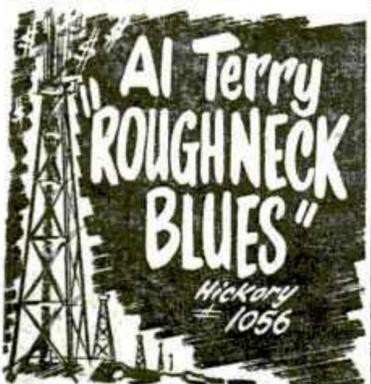
As we go to press, Grelun London, of Hill & Range Songs, Inc., shoots us a fresh-off-the-press copy of Hank Thompson's Brazos Valley Hit Songs No. 2, containing 14 additional tunes that the popular Hank has made popular. The 42-page song book is profusely illustrated with full-page photos showing Thompson during the various phases of his career. It bears \$1 price tag.

Mitchell Torok (Decca) has left "Ozark Jubilee" in Springfield, Mo. . . . Leon McAuliffe and His Cimarron Boys are set thru January on a string of Texas dates, with Jim Halsey, of Thunderbird Artists, Inc., and Kent Kistler, of the PM Agency doing the booking. Leon will make the jumps in a new Beechcraft Bonanza, which he recently purchased. During the group's road trek, the Miller Brothers' Western Dance Band will play McAuliffe's Cimarron Ballroom, Tulsa, Okla., January 16. The Miller Brothers also will do Leon's regular Wednesday night TV show over the Oklahoma Network.

Faron Young and Johnny Cash, plus three other acts still to be set, and members of WHKK's "Jamboree" will comprise the February show at the Armory, Akron. Cliff Rodgers, WHKK country music deejay, is in charge of arrangements. . . . "Ozark Jubilee's" nine-year-old star, Brenda Lee, makes her second appearance on the Perry Como TV show January 5, after three weeks at the Flamingo, Las Vegas. . . . Gene Vincent's newest release for Capitol is "Important Words" b.w. "Crazylegs," the former written by Gene and his manager, Bill (Sheriff) Davis, the same combo that knocked out Vincent's initial release, "Be-Bop-A-Lula," and "Race With the Devil," his second release.

Gene Harrell, heard nightly at Chaylor's night club, Texarkana, Tex., has just cut "I Won't Be Back No More" and "Mumbles" for John Stephenson's Cowtown label, of Fort Worth. Release is due in two weeks. . . . Tony Wayne, of Corpus Christi, Tex., booked on the Westport label with his rendition of "Many Ways" b/w "Together Forever." On the same label Jimmy Dallas does "Treasured Souvenirs," while Cathy Justice helps him on the flip side on "Eeny Meeny Miny Mo." The Westport Sweethearts, trio comprising Cathy Justice, Christine Ruf and Betty J. Ruf, do one entitled "Crazy Dream," while Cowboy Bobby, age 11, does the flip entitled "Cap-Gun Cowboy." Samples on the

(Continued on page 45)



• **C&W Best Sellers in Stores**

For survey week ending December 26

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

This Week	Last Week	Weeks on Chart
1. SINGING THE BLUES (BMI)—M. Robbins.....	1	16
I Can't Quit (BMI)—Col 21545		
2. CRAZY ARMS (BMI)—R. Price.....	2	31
You Done Me Wrong (BMI)—Col 21510		
2. I WALK THE LINE (BMI)—J. Cash.....	3	31
Got Rhythm (BMI)—Sun 241		
4. I'VE GOT A NEW HEARTACHE (BMI)—R. Price..	4	8
WASTED WORDS (BMI)—Col 21562		
5. LOVE ME TENDER (BMI)—E. Presley.....	5	12
Any Way You Want Me (ASCAP)—Vic 20-6643		
6. DON'T BE CRUEL (BMI)—E. Presley.....	6	23
HOUND DOG (BMI)—Vic 20-6604		
7. THERE YOU GO (BMI)—J. Cash.....	9	3
TRAIN OF LOVE (BMI)—Sun 258		
8. CASH ON THE BARREL HEAD (BMI)—		
Louvin Brothers.....		
7	10	
YOU'RE RUNNING WILD (BMI)—Cap 3532		
9. YOUNG LOVE (BMI)—S. James.....	11	2
You're the Reason (BMI)—Cap 3602		
10. SEARCHING (BMI)—K. Wells.....	8	27
I'd Rather Stay Home (BMI)—Dec 29956		
11. SWEET DREAMS (BMI)—F. Young.....	10	29
Until I Met You (BMI)—Cap 3443		
12. REPENTING (BMI)—K. Wells.....	15	6
I'M COUNTING ON YOU (ASCAP)—Dec 30094		
13. STOLEN MOMENTS (BMI)—H. Snow.....	12	4
Two Won't Care (BMI)—Vic 20-6715		
13. BEFORE I MET YOU (BMI)—C. Smith.....	13	11
Wicked Lies (BMI)—Col 21551		
15. ACCORDING TO MY HEART (BMI)—J. Reeves....	-	9
Honky Tonk Girl (BMI)—Vic 20-6620		

• **Most Played C&W in Juke Boxes**

For survey week ending December 26

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

This Week	Last Week	Weeks on Chart
1. SINGING THE BLUES (BMI)—M. Robbins.....	1	14
I Can't Quit (BMI)—Col 21545		
2. CRAZY ARMS (BMI)—R. Price.....	2	28
You Done Me Wrong (BMI)—Col 21510		
3. I WALK THE LINE—J. Cash.....	3	28
Get Rhythm (BMI)—Sun 241		
4. LOVE ME TENDER (BMI)—E. Presley.....	5	9
Any Way You Want Me (ASCAP)—Vic 20-6643		
5. I'VE GOT A NEW HEARTACHE (BMI)—R. Price...	4	7
Wasted Words (BMI)—Col 21562		
5. DON'T BE CRUEL (BMI)—E. Presley.....	6	21
Hound Dog (BMI)—Vic 20-6604		
7. REPENTING (BMI)—K. Wells.....	-	1
I'M COUNTING ON YOU (ASCAP)—Dec 30094		
8. STOLEN MOMENTS (BMI)—H. Snow.....	10	4
Two Won't Care (BMI)—Vic 20-6715		
9. POOR MAN'S RICHES (BMI)—B. Barnes.....	7	15
Those Who Know (BMI)—Starday 262		
10. I'M TIRED (BMI)—W. Pierce.....	-	1
It's My Way (BMI)—Dec 30155		

• **Most Played C&W by Jockeys**

For survey week ending December 26

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

This Week	Last Week	Weeks on Chart
1. SINGING THE BLUES—M. Robbins.....	1	16
Col 21545—BMI		
2. I'VE GOT A NEW HEARTACHE—R. Price.....	2	9
Col 21562—BMI		
3. YOUNG LOVE—S. James.....	7	3
Cap 3602—BMI		
4. I WALK THE LINE—J. Cash.....	4	31
Sun 241—BMI		
5. CRAZY ARMS—R. Price.....	3	33
Col 21510—BMI		
6. GO AWAY WITH ME—Wilburn Brothers.....	6	6
Dec 30087—BMI		
7. LOVE ME TENDER—E. Presley.....	8	11
Vic 20-6643—BMI		
8. WASTED WORDS—R. Price.....	9	8
Col 21562—BMI		
9. ACCORDING TO MY HEART—J. Reeves.....	4	15
Vic 20-6620—BMI		
9. AUCTIONEER—L. Van Dyke.....	-	1
Dot 15503—ASCAP		
9. I'M TIRED (BMI)—W. Pierce.....	-	1
Dec 30155		
12. STOLEN MOMENTS—H. Snow.....	13	2
Vic 20-6715—BMI		
13. BEFORE I MET YOU—C. Smith.....	12	8
Col 21551—BMI		
13. *LOVE ME—E. Presley.....	10	2
Vic EPA 992—BMI		
15. REPENTING—K. Wells.....	14	7
Dec 30094—BMI		

* (Not available as a Pop Single, available on RCA Victor 45 EPA-992 and in RCA Victor 33 1/3 "Elvis" LPM 1382)

JEAN SHEPARD

IF YOU CAN WALK AWAY

TOMORROW I'LL BE GONE

record no. 3618



Okeh RHYTHM & BLUES "HITS"

Rhythm & Blues Notes

By GARY KRAMER

Jack Gold has formed a new label to be called Paris Records. Gold was a.&r. director and sales manager of Pilgrim Records, where he produced "Follow Me" by the Esquires and "Ka-Ding-Dong" by the G-Clefs. Gold is taking these two groups with him to the new label. Rosemary June and the 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 Esquires releases became important tunes. "Look Homeward, Angel" is the current Johnnie Ray hit. "Follow Me" has also been done by Billy Williams and Bernie Nee. The Paris label's initial distributor set-up will be that of Pilgrim Records.

Disk jockey Alan Freed did land-office business again this year in his big Christmas "Rock 'n' Roll Party" at the Brooklyn Paramount. Among the acts were Shirley and Lee, the Moonglows, Screaming Jay Hawkins, Jessie Belvin, the G-Clefs, the Heartbeats, the Three Friends, and the Dells. . . . The Golden Gate Quartet made its first appearance at the Apollo Theater in a number of years in a nine-day engagement there beginning Wednesday (26). . . . At Harlem's Baby Grand, Linda Hopkins offered a novelty in singing four Japanese songs in rock and roll style. The chick spent several years in the chopstick belt.

Atco Records has a Jimmy Witherspoon LP in the works. . . . Dig Records in California is adding a line of r.&b. LP's 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 Lover" and "True Love." . . . The Ink Spots have been set for a semi-annual stand at the Flamingo Hotel, Las Vegas. . . . Hottest new record around is Fats Domino's "Blue Monday." Lew Chudd, Imperial prexy, says that orders already stand at the 350,000 mark. Domino is being baited to play the Hollywood Palladium, the first attraction to play that location in years, if negotiations are successful.

Two Los Angeles distributors, Jimmy Warren and Jack Andrews, 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 Rene. . . . Johnny Otis is working a series of week-end r.&b. concerts in the Covina, Calif., area. His TV show also has been renewed for another 13 weeks. . . . Okeh Records has a promising talent in singer Larry Hart. . . . Nomination for "Far out record of the week": "Cheese and Crackers" by Roscoe Gordon (Sun).

Palmer Heads Merc in West

HOLLYWOOD — Lee Palmer, for the past six years associated with Mercury Records as branch manager here, has been named western division regional manager of the company. Palmer's appointment is effective immediately and he will cover the 11 Western States for Mercury, reporting to sales top-per Morry Price.

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




A sensational New Artist with a "HIT" first record!

Larry Hart

IF A DREAM COULD MAKE YOU MINE

b/w
A LOOKA—A LOOKA
Okeh 7077 • 4-7077



A smash in New York—spreading all over!

The Schoolboys



SHIRLEY

b/w
PLEASE SAY YOU WANT ME
Okeh 7076 • 4-7076




sales are SCREAMIN'!

Screamin' Jay Hawkins

I PUT A SPELL ON YOU

Okeh 7072 • 4-7072



and an R&B breaking POP on EPIC!

Andre Williams

BACON FAT

b/w
JUST BECAUSE OF A KISS
Epic 9196 • 5-9196





RECORDS

R&B Best Sellers in Stores

For survey week ending December 26

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

This Week	Weeks on Chart	Last Week
1. BLUEBERRY HILL (ASCAP)—F. Domino	1	13
Honey Chile (BMI)—Imperial 5407		
2. SINCE I MET YOU, BABY (BMI)—I. J. Hunter	3	6
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
3. HONKY TONK (Parts I & II)—B. Doggett	2	21
King 4950—BMI		
4. AIN'T GOT NO HOME (BMI)—C. Henry	5	5
Troubles, Troubles (BMI)—Argo 5259		
5. JIM DANDY (BMI)—L. Baker	12	4
Tra La La (BMI)—Atlantic 1116		
6. YOU GOT ME DIZZY (BMI)—J. Reed	10	4
Honey, Don't Let Me Go (BMI)—VeeJay 226		
7. SINGING THE BLUES (BMI)—G. Mitchell	6	4
Crazy With Love (ASCAP)—Col 40769		
8. OH, WHAT A NIGHT (BMI)—Dels	7	9
Jo-Jo (BMI)—VeeJay 204		
9. BLUE MONDAY (BMI)—F. Domino	—	1
What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417		
10. SLOW WALK (BMI)—S. Austin	9	8
Wildwood (BMI)—Mercury 70963		
11. I FEEL GOOD (BMI)—Shirley & Lee	8	7
Now That It's Over (BMI)—Aladdin 3338		
12. GREEN DOOR (BMI)—J. Lowe	15	11
(Story of) The Little Man in Chinatown (BMI)—Dot 15486		
13. LOVE ME TENDER (BMI)—E. Presley	11	12
Any Way You Want Me (ASCAP)—Vic 20-6643		
14. SLOW WALK (BMI)—B. Doggett	4	6
Hand in Hand (BMI)—King 5000		
15. ON MY WORD OF HONOR (BMI)—B. B. King	14	7
Bim Bam (BMI)—RPM 479		

Most Played R&B in Juke Boxes

For survey week ending December 26

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

This Week	Weeks on Chart	Last Week
1. SINCE I MET YOU, BABY (BMI)—I. J. Hunter	2	6
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
2. BLUEBERRY HILL (ASCAP)—F. Domino	1	13
Honey Chile (BMI)—Imperial 5407		
3. JIM DANDY (BMI)—L. Baker	—	1
Tra La La (BMI)—Atlantic 1116		
4. SLOW WALK (BMI)—S. Austin	4	5
Wildwood (BMI)—Mercury 70963		
5. BLUE MONDAY (BMI)—F. Domino	10	2
What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417		
6. SINGING THE BLUES (BMI)—G. Mitchell	—	1
Crazy With Love (ASCAP)—Col 40769		
7. OH, WHAT A NIGHT (BMI)—Dels	8	7
Jo-Jo (BMI)—VeeJay 204		
8. GREEN DOOR (BMI)—J. Lowe	7	4
(Story of) The Little Man in Chinatown (BMI)—Dot 15486		
9. HONKY TONK (Parts I & II)—B. Doggett	3	18
King 4950—BMI		
10. YOU GOT ME DIZZY—J. Reed	—	1
Honey, Don't Let Me Go (BMI)—VeeJay 226		

Most Played R&B by Jockeys

For survey week ending December 26

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

This Week	Weeks on Chart	Last Week
1. BLUEBERRY HILL—F. Domino	1	14
Imperial 5407—BMI		
2. SINCE I MET YOU, BABY—I. J. Hunter	2	6
Atlantic 1111—BMI		
3. HONKY TONK—B. Doggett	4	19
King 4950—BMI		
4. I FEEL GOOD—Shirley & Lee	3	7
Aladdin 3338—BMI		
5. JIM DANDY—L. Baker	—	2
Atlantic 1116—BMI		
6. OH WHAT A NITE—Dels	10	6
VeeJay 204—BMI		
6. BLUE MONDAY—F. Domino	—	1
Imperial 5417		
8. SLOW WALK—S. Austin	6	6
Mercury 70963—BMI		
9. IN THE STILL OF THE NIGHT—Satin	8	16
Ember 10005—BMI		
9. AIN'T GOT NO HOME—C. Henry	9	3
Argo 5259—BMI		
11. DON'T BE CRUEL—E. Presley	—	17
Hound Dog (BMI)—Vic 20-6604		
11. RUDOLPH THE RED-NOSED REINDEER—	—	1
Cadillacs		
Josie 807—ASCAP		
13. SHE'S GOT IT—Little Richard	—	4
Specialty 584—BMI		
13. ON MY WORD OF HONOR—Platters	15	2
Mercury 71011—BMI		
15. JUANITA—C. Willis	—	5
Atlantic 1112—BMI		

R&B Territorial Best Sellers

For survey week ending December 26

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

Atlanta

1. Ain't Got No Home, C. Henry, Ago.
2. Blueberry Hill, F. Domino, Imp.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. You Got Me Dizzy, J. Reed, VJ
5. Since I Met You, Baby, I. J. Hunter, Atl.

Charlotte

1. Ain't Got No Home, C. Henry, Ago.
2. Blueberry Hill, F. Domino, Imp.
3. Honky Tonk, B. Doggett, Kng.
4. Jim Dandy, L. Baker, Atl.
5. Since I Met You, Baby, I. J. Hunter, Atl.
6. I Feel Good, Shirley & Lee, Ala.
7. You Can't Catch Me, C. Berry, Chs.
8. Singing the Blues, C. Mitchell, Col.
9. You Got Me Dizzy, J. Reed, VJ

Chicago

1. On My Word of Honor, B. B. King, RPM
2. Blueberry Hill, F. Domino, Imp.
3. Singing the Blues, G. Mitchell, Col.
4. Slow Walk, S. Austin, Mer.
5. Honky Tonk, B. Doggett, Kng.

Cincinnati

1. Thousand Miles Away, Heartbeats, Rma.
2. In the Chapel, A. Cole, Btn.
3. Since I Met You, Baby, I. J. Hunter, Atl.
4. Slow Walk, B. Doggett, Kng.
5. Honky Tonk, B. Doggett, Kng.

Detroit

1. Since I Met You, Baby, I. J. Hunter, Atl.
2. Jim Dandy, L. Baker, Atl.
3. Slow Walk, B. Doggett, Kng.
4. Behind the Sun, D. O. Gibson, Che.
5. Love Me Tender, E. Presley, Vic.
6. I Feel Good, Shirley & Lee, Ala.

Los Angeles

1. Green Door, J. Lowe, Dot
2. Love Me Tender, E. Presley, Vic.
3. Since I Met You, Baby, I. J. Hunter, Atl.
4. Oh, What a Night, Dels, VJ
5. Slow Walk, B. Doggett, Kng.
6. Honky Tonk, B. Doggett, Kng.
7. Singing the Blues, G. Mitchell, Col.
8. Ain't Got No Home, C. Henry, Ago.

New Orleans

1. Since I Met You, Baby, I. J. Hunter, Atl.
2. Singing the Blues, G. Mitchell, Col.
3. Blue Monday, F. Domino, Imp.
4. Ain't Got No Home, C. Henry, Ago.
5. Green Door, J. Lowe, Dot
6. Blueberry Hill, F. Domino, Imp.
7. Honky Tonk, B. Doggett, Kng.
8. I Feel Good, Shirley & Lee, Ala.
9. On My Word of Honor, Platters, Mer.
10. Juanita, C. Willis, Atl.

New York

1. Since I Met You, Baby, I. J. Hunter, Atl.
2. Blueberry Hill, F. Domino, Imp.
3. Juanita, C. Willis, Atl.
4. Love Is Strange, Mickey & Sylvia, Grv.
5. Thousand Miles Away, Heartbeats, Rma.

Philadelphia

1. Since I Met You, Baby, I. J. Hunter, Atl.
2. Love Is Strange, Mickey & Sylvia, Grv.
3. Goodnight, My Love, J. Belvin, Mod.
4. Blueberry Hill, F. Domino, Imp.
5. Thousand Miles Away, Heartbeats, Rma.

St. Louis

1. Oh, What a Night, Dels, VJ
2. You Get Me Dizzy, J. Reed, VJ
3. On My Word of Honor, B. B. King, RPM
4. Blue Monday, F. Domino, Imp.
5. Blueberry Hill, F. Domino, Imp.
6. Thousand Miles Away, Heartbeats, Rma.

Washington, D. C.

1. You Got Me Dizzy, J. Reed, VJ
2. Blueberry Hill, F. Domino, Imp.
3. Jim Dandy, L. Baker, Atl.
4. Singing the Blues, G. Mitchell, Col.
5. Since I Met You, Baby, I. J. Hunter, Atl.
6. In the Chapel, A. Cole, Btn.
7. Slow Walk, S. Austin, Mer.
8. Green Door, J. Lowe, Dot
9. Love Me Tender, E. Presley, Vic.
10. Love Is Strange, Mickey & Sylvia, Grv.

FOLK TALENT AND TUNES

Continued from page 42

above will go out to the deejays next week.

Lefty Frizzell (Columbia) and wife, Alice, are celebrating the recent arrival of a new son, Joray. Last week Lefty embarked on a seven-day flying trip, with engagements in Edmonton, Alta., December 26; Calgary, Alta., 27; Denver, 28; Phoenix, Ariz., 29; Tucson, Ariz., 30; Albuquerque, 31, winding up at Colorado Springs, Colo., on New Year's Day. He then flew back to Hollywood, where Station

This Weeks R&B Best Buys

IN THE CHAPEL (Monument, BMI)—Ann Cole—Baton 232—It's taken over two months for this record to get started, but it's going like "gangbusters" now. The record appears this week on the Cincinnati and Washington territorial charts and stands a good chance of hitting the national list very soon. Flip is "Each Day" (Monument, BMI). A previous Billboard "Spotlight" pick.

OVER AND OVER AGAIN (Snapper, BMI)—The Moonglows—Chess 1646—The group has another solid seller here. Reports from New York, Buffalo, Chicago, St. Louis, Nashville, Durham and other markets show that this disk is gaining momentum, and still has a lot of mileage to go. Flip is "I Knew From the Start" (Snapper, BMI). A previous Billboard "Spotlight" pick.

MY HAPPINESS (Miller, ASCAP)—Jim Beasley—Modern 1009—Juke box and retail reports on this Domino-styled disk have been excellent from the outset, and are now substantial enough to make it necessary to recognize the unusual chart potential that this record has. Cities where it is doing nicely include New York, Boston, Philadelphia, Baltimore, Washington, Buffalo and Nashville. Flip is "Jambalaya" (Acuff-Rose, BMI).

Review Spotlight on . . . R&B RECORDS

NO SELECTIONS THIS WEEK.

Reviews of New R&B Records

THE MIDNIGHTERS
Let Me Hold Your Hand 82
FEDERAL 1228—A good commercial ballad, with the lead pleading feelingly. Beat and backing are very effective, and should go over in a big way with Midnighters' fans. (Armo, BMI)

WILLIE HEADEN
Let Me Cry 79
AUTHENTIC 410—In a spiritual pattern digs deep for a potent reading. A fine performance that should see some action. (Dootsie Williams, BMI)

ART NEVILLE BAND
The Whiffenpoof Song 78
SPECIALTY 592—Taking a cue from Fats Domino, Neville gives a groovy styling of the standard that will appeal to a lot of people. (Not the "Boola Boola boys.") Good sales possibilities here, if exposed. (Miller, ASCAP)

BILLY GAYLES
Just One More Time 77
FEDERAL 12287—This side has a wild, frantic quality, but Gayles rides over the goings-on with real blues authority. Gayles is a fine shouter in the old tradition, and it is a gas to hear him here. (Armo, BMI)

KRKD is honoring him with a Lefty Frizzell Day. Frizzell is prepping promotional material for his new release, "Lullaby Waltz," which hits the music racks January 7. . . . After 12 years in Hollywood, Americana Corporation has moved to near quarters in Woodland Hills, Calif.

Paul Blunt, steel man with the "Big D Jamboree" band, Dallas, the last eight years, who was severely burned in a fire that destroyed his Dallas home December 16, left the hospital last week. His family escaped the blaze but lost all their belongings. Paul will be out of action for some time. . . . Sonny James left Dallas December 28 for weekend dates in Arizona and New Mexico for A. V. Bamford. Beginning mid-January, Capitol has him set for a deejay tour to plug his "Young Love" platter which is reported to be catching on like a house afire.

Don McKnight, 17-year-old singer-guitarist, and Jerry and Johnny Case, 13 and 9 respectively, are regular members of "Red River Valley Jamboree," heard each Saturday at 3:15 p.m. over KFTV, Paris, Tex.

Sad as Man Can Be . . . 72
An up-beat blues in a tasty, well-conceived styling by Gayles. The material itself is only of medium caliber. Worth a few spins, nevertheless, for Gayles work. (Armo, BMI)

LARRY HART
If a Dream Could Make You Mine 76
OKEH 7077—Good rock and roll ballad is belted with great sincerity by a promising warbling talent, with group support. If this gets a heavy push, it can do business. (Sequence, ASCAP)

THE PEARLS
Tree in the Meadow 75
ONYX 506—Sincere group stint on moving ballad with standout performance by lead singer. (Shapiro-Bernstein, ASCAP)

THE DRIVERS
My Lonely Prayer 74
DE LUXE 6104—Sincere group reading of a moving ballad. (Armo, BMI)

ROSCOE GORDON
Cheese and Crackers 72
SUN 257—Cat is on a real screaming kick here. Reading whips up moderate excitement. A "far out" novelty that youngsters may dig. (Knox, BMI)

DANNY COBB
I'll Love You (Till the Day I Die) 69
DE LUXE 6106—An unusually appealing ballad, read at a slow pace and with church touches. Cobb belts out the message with an intensity of emotion that ought to provoke above-average response. (Mer-Lu, BMI)

EDDIE POWELL
Darling, My Darling 64
TUXEDO 918—A slow ballad, with a strong church influence in the wailing chorus and the piano chords supplying the backing. Reading is thin, however, and chances seem very limited. (Ford, BMI)

JAP CURRY'S BLAZERS
Hey, Now! 57
YORK 111—This male group gang-sings its way thru a cute medium-tempo rhythm item in competent fashion. Sound seems to date from thirty years back. (BMI)

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Life Among Lizards Not Always Rosy!

• Continued from page 1

and 75 cents since 1942. At the same time, the price he pays to show owners or concessionaires for the sales rights have multiplied even more. This "privilege" is now more per day than it was for a week when he started.

Feeding a Problem

Feeding a stock of a thousand chameleons is a problem. Most bug men buy worms from fish bait dealers, and they would shoo flies toward their bug boxes. But temperature is a greater problem in some cases.

Once a shipment to a winter circus at Milwaukee arrived in eight-below weather. Upon opening the box, Trocey found the chameleons all in a ball, and he gave them up for dead. But the bugs were left in the warm hotel room and they thawed out. When he returned there were chameleons everywhere.

In their native haunts, these lizards want it warm but they also need shade. So Trocey finds that July scorches are too much for bugs unless the agents can keep their boards in the shade. In San Bernardino, Calif., about 10 years ago, the Trocey team worked a circus date in 110-degree heat. Chameleons were dropping like flies until Trocey's men could rescue them with ice and water.

Buffalo was the scene of some otherwise forgotten episode in which a medicine show got into a jam about how it was handling snakes. This resulted in an ordinance which prohibits sale of reptiles. Since this includes lizards, no one has sold chameleons there in 40 years. But Trocey was with the Ringling circus when it played suburban North Tonawanda, and his bug boards were all up and down the midway. Chameleons were a true novelty to the Buffalo residents that crowded around, and business was big.

Trocey reports that while Boston is by far the best spot for chameleon sales, they also go well in other big cities such as Washington, Baltimore, Chicago and Los Angeles. Sales drop in smaller cities.

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

There also are varieties of lizards in Cuba and Puerto Rico that Trocey investigated; they are too big and, worse, they bite customers.

Reason for looking into these side lines was an embargo placed on chameleon shipments from Louisiana. Only those required for science were to be available. That's when Joe formed a biological supply company and stayed in business.

Bug men trace their calling back to a 1905 convention of the Elks Lodge. That is where Mike Healy is believed to have seen his first chameleons and it wasn't long after that he was trailing circuses. Trailing is that status in which concessionaires follow a show and work the crowds it draws but have no connection with the show and pay no percentage to it. Trailing is counted as not quite cricket, but nevertheless something in the pioneering and enterprising class.

Healy trailed such shows as Forepaugh Sells, Barnum & Bailey and Ringling Bros. Big show concession managers spotted bugs as a coming thing and invited Mike to join out at a price. Subsequently, he has been with Sells-Floto, Hag-enbeck-Wallace, Polack Bros., and

several other circuses, as well as Ringling-Barnum. Trocey joined Healy on Sells-Floto in 1924. By that time, there were bug men with nearly every important circus. Benny Levin trailed Sparks Circus. Willie Moon worked the Wallace show. Bugs Foster was with the Wallace and Floto shows. Darbey Hicks quit circuses long enough to sell bugs at A Century of Progress. In recent years, Roy Bowen has been with Clyde Beatty Circus. Rosenberg makes indoor dates, including Chicago's Golden Spurs Rodeo, while Trocey and company appear at the New York Madison Square Garden Rodeo. Sports shows are a relatively new outlet for bugs, and the many indoor circus dates continue strong.

Racing Fans Honor Moyer Of Reading

POTTSTOWN, Pa.—Russ Moyer, director, publicist and auto race director of the Reading (Pa.) Fair, was honored here recently by the Checkered Flag Fan Club as the "individual who had done the most to advance racing thru personal interest and endeavor during 1956."

More than 500 attended the annual banquet in the Eagles Home. The award, made in mystery fashion, was in the form of an engraved desk plaque. The meeting was the fifth annual.

Moyer was cited for his work in converting the Reading Fair track from a mediocre raceway into a thriving mecca of topflight competition. He was praised for his programming during the past season and his tentative scheduling for the 1957 campaign.

PRETTY SLIM PICKING FOR THREE-DAY HOLIDAYS

NEW YORK—Federal legislation will again be sought in 1957 to rig many holidays to fall always on a Monday, it is predicted. Proponents of the measure point to the fact that the year's calendar provides for only one three-day holiday which affects all people, and that is the traditional Labor Day stretch.

Reaction in the amusement trade has been mixed to rigging holidays in this fashion. Many operators feel that a long week-end will encourage citizens to take extended trips to far-off places, which would benefit shore resorts and stretch spending out over a three-day area.

Opponents, however, say it is just as well to have a holiday in midweek, claiming that between Friday night and Sunday night a family has pretty much shot its amusement wad. By Monday, it is claimed, papa has had it, and wants to relax.

Most Hit Midweek

Outside of Labor Day, holidays for 1957 almost all fall in midweek. Lincoln's Birthday and New Year's Day will fall on a Tuesday. Memorial Day and the Fourth of July come on a Thursday.

Washington's Birthday will fall on a Friday but affects, for the most part, just school kids and workers of banks and municipalities. Many business firms will remain open. The same condition

BARNES INKS QUEBEC FAIR

THREE RIVERS, Que.—Exposition Regionals de Trois Rivieres has awarded the contract for its night grandstand show to Barnes-Carruthers Theatrical Enterprises, Chicago. The agency, which will provide the show for six nights, was represented in negotiations by Jimmy Lee and Stu McClellan.

Ozone Theater, Kiddieland Set For Texas Town

GRAND PRAIRIE, Tex.—A combination drive-in theater and Kiddieland will be opened here early in May, it was announced by Jerry Silvers, owner of the Uptown Theater in this city.

The new amusement center, to be known as the Grand Prairie Theater and Kiddieland, will be located on the Dallas-Fort Worth Highway. It will be located on a 36-acre plot that will provide room for 900 automobiles.

The kid rides will be spotted on the highway and will be operated separately as well as in conjunction with the theater. Kid theater customers will be given several free ride tickets.

Rides will include a Hodge's Hand Car and five Allan Herschell devices to include a G-16 Miniature Train, three-abreast Merry-Go-Round, Roadway Ride, Boats and a Sky Fighter.

The front of the Kiddieland will be flashed with large animal characters and there will be a well-stocked fishing area in a creek and pond adjacent. Also planned is a picnic area, swimming pool and miniature golf course.

WIN A TOLL BOOTH

Mobile Schenley Unit Offers 'Toll' Contest

NEW YORK—A novel display embodying an even more novel contest has been fielded by the Schenley Distillers Company in effort to get its message to the consumer. The mobile units, which will likely play fairs and celebrations in 1957, is self-contained in two big trailers which connect side by side. Each van is expandable, and the resultant set-up is 34 feet wide and 40 feet deep. Following in the footsteps of the Guinness Clock and Schaefer trains, it is the first unit actually featuring the product.

The exhibit features historical and educational items about the distilling business and also capitalizes on a contest entitled "Own a Toll Booth." Considerable effort was spent with the city, notably the Triborough Bridge and Tunnel Authority, before the list of prizes was completed.

This is the list: 1) Cash sum equal to all tolls taken in 24 hours from the Staten Island Ferry System's six boats; 2) cash sum equal to all tolls taken during 24 hours of a major holiday at one toll booth on the Triborough Bridge; 3) two prizes, each equal to tolls taken in a 24-hour period at one turnstile of the IRT subway in Grand Central Station, busiest station in the world; 4) 100 prizes, equal to tolls taken in a 24-hour period in one penny gum machine.

Coupons with detachable contest stubs are decorated with transit emblems, plus a likeness of a bottle of Schenley's O.F.C. Canadian whisky.

National Tour

The exhibit is set up in a Kinney System parking lot on 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 named executive vice-chairman of the Concessions Committee for the 1957 Presidential Inauguration.

Concession headquarters are at 1022 Fifteenth Street, Washington. All novelties, merchandise and food to be sold during the inauguration period must be approved by the concessions committee, it was stated. Applications may be obtained at Room 106, District Building, 14th and E Streets.

Price also is vice-chairman of the Printing Committee.

Beam Thriller Bucks Weather In '56; Outlook Good for '57

COSHEN, N. Y.—Forty days of bad weather were not enough to put his thrill show activities in the red last season, promoter Ward Beam reported last week in telling plans for the 1957 edition of his auto units. Early indications are for an excellent season for the thrill show business, he claimed.

Beam will again fashion the show around competition among the Canadian Aces, Dick Rogers' All-American Motor Maniacs and Ward Beam's 1956 World Champion Auto Daredevils.

Last year's weather was the worst he experienced in 34 years of oper-

ation, Beam recalled. He credited the feature of three competing units, plus a successful advertising scheme, with holding grosses to a high level.

For 1957 Beam has ordered five Fords, five Plymouths and five Chevrolets, all bought outright. They will sport a new color scheme, and drivers will don costumes worked out by New York designer Raoul Johns.

Bookings are reportedly encouraging to date. Beam, who also represents a number of other attractions, is sending out a new illustrated catalog.

23, then play two months in other New York area lots before taking to the road. Plans for the road tour are incomplete, but the distillery will angle for fair dates.

The display is in excellent taste behind its Schenley Showcase facade. Many display cases show ancient manuscripts and books on the art of distilling, models of grain fields being harvested, an electrical pushbutton board which illuminates chosen drinks and recipes, operating scale model of a gin distillery, etc.

Attendants hand out souvenir bottle caps, a Showcase program and colorful drink recipe folders. Units have their own tractors and, outside of New York, will use their own generators for power. Tour is managed by Morton Good.

NASCAR Names Whiteman as Race Official

DAYTONA BEACH, Fla. — Band leader Paul Whiteman will again serve as supervisor of sports car activities at the eighth annual NASCAR (National Association for Stock Car Auto Racing) International Safety and Performance Trials February 3-17.

A series of major sports car races will be held over the nearby New Smyrna Beach Airport course to highlight National Sports Car Day, Sunday, February 10. Whiteman will also be director of the race program at the airport's 2.4-mile blacktopped course.

Whiteman, an authority on sports cars as well as music, has been associated with the annual speed trials in Daytona Beach for the past several years. His appointment was announced by Bill France, president of NASCAR, and Tom McCahill, director of the trials.

Walters Re-Elected Blue Water Prexy

PORT HURON, Mich.—Floyd B. Walters was recently re-elected to his fifth term as president and midway secretary of the Blue Water Festival Association here.

Walters, who headed the local Paper Makers' Celebration before it combined with the Blue Water event, said that plans are being made to add a boat or trailer show to the 1957 celebration, plus several other features as yet undecided. Members of the association plan to attend the January meeting of the Michigan Fairs Association in Detroit.

Howard Swim Show Inks 8 Iowa Fairs

CHICAGO—The Sam Howard water show will be seen at eight Iowa and one North Dakota fairs in 1957, Ernie Young, of GAC-Hamid, announced last week.

Annuals booked by the swim-and-dive show include those in Iowa, at Vinton, Cresco, Corydon, Waukon, Manson, Missouri Valley, Northwood and Mount Ayr. In North Dakota the unit will play at Jamestown.

SEASON'S GREETINGS

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GEORGIANS URGED TO SAVE ASSN.

ATLANTA—Another intense appeal was sent out this week by Joe F. Pruett 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 Biltmore Hotel, and members have been advised that unless attendance and interest show an improvement the association may be forced to dissolve.

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. Henkle, city manager.

The course was built in 1946 by Holmes Cook for the city, and Cook has operated it since as a concessionaire. The city provides ticket cashiers. Peak day during 1956, Henkle said, topped 2,600 golfers.

Cook is constructing a 20-position archery 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**
Imperial—Mid-Winter Fair, March 2-10. D. V. Stewart.
- Connecticut**
Hartford—Hartford Fair, March 13-17. County Amusement Co.
- Florida**
Arcadia—DeSoto Co. Fair, Jan. 14-19. A. G. Erickson.
Dade City—Pasco Co. Fair Assn. March 6-9. J. F. Higgins.
De Land—Volusia Co. Fair Assn. March 4-9. Lee Maxwell.
Eustis—Lake Co. Fair & Flower Show Assn. March 11-17. Karl Lehmann.
Fannin Springs—Suwannee River Fair & Livestock Show, Jan. 23-25. L. C. Cobb, Trenton.
Fort Myers—Southwest Fla. Fair Assn. Feb. 4-9. Robert Hippelheuser.
Lake Wales—Lake Wales VFW Fair Assn. Jan. 14-19. David Pritchitt, P. O. Box 415.
Largo—Pinellas Co. Fair Assn. Feb. 26-March 2. J. H. Logan.
Orlando—Central Fla. Fair Assn. Feb. 18-23. C. T. Bickford.
Palmetto—Manatee Co. Fair Assn. Jan. 28-Feb. 2. W. H. Kendrick.
Punta Gorda—Charlotte Co. Fair Assn. Jan. 14-19. Harry Jack.
Sarasota—Sarasota Co. Fair Assn. Jan. 14-19. Kenneth Clark.
Sebring—Highlands Co. Fair Assn. Feb. 25-March 2. B. J. Harris Jr.
Tampa—Fla. State Fair, Jan. 29-Feb. 9. J. C. Huskisson.
West Palm Beach—Palm Beach Co. Fair Assn. Jan. 18-26. Lamar Allen.

Keene, N. H., Picks Wheeler

KEENE, N. H.—The Cheshire Fair Association has elected Robert P. Wheeler as its new president. Wheeler has long been connected with the association, having been with the fair when it started as a Farmers' Field Day in 1935.

Other officers elected were Harry C. Hastings, vice-president; Joseph Kershaw, re-elected treasurer, and Clifford H. Coles, re-elected clerk. The directors will elect the secretary.



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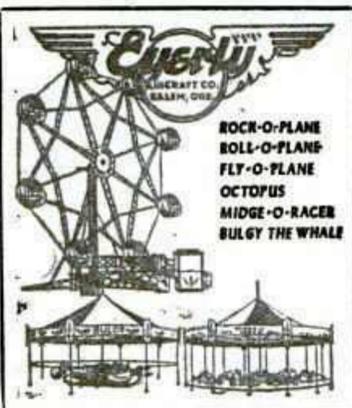


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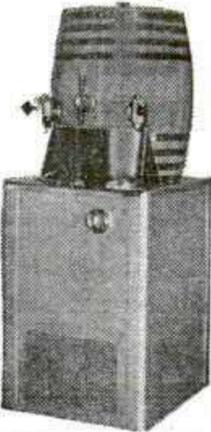
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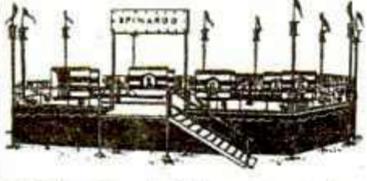
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THE FINAL CURTAIN

BERKOWITZ—Max,
56, 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 had been chairman of that club's children's Christmas party for the past three years. A son, Charles, survives.

CRAIG—Malcolm,
77, former secretary-treasurer of the Foam Lake, Sask., Agricultural Society, recently after a lengthy illness. Survived by his widow, four sons and two daughters.

DALZIEL—Sandy,
of the three Dalziel brothers, Sandy, Bob and Joker, What Cheer, Ia., and bass man with the Barnum & Bailey and Ringling Bros.' circuses years ago, November 27 in Des Moines of a heart attack following an operation for a stomach ulcer. He left the road in 1915 to play Des Moines theaters and for many years had been treasurer of Local 75, American Federation of Musicians, Des Moines. His widow survives.

DOUGLAS—Roland,
56, December 20 in Detroit following an accident. He had been a billposter with the Sells-Floto and Ringling Bros. and Barnum & Bailey circuses, contact man, former vaudeville performer, promotion advertising man, stagehand, motion picture projectionist and concessionaire at Edgewater Park, Detroit. He was a member of the Michigan Showmen's Association, Motion Picture Operators' Local 199, Stagehands' Local 288, and the Dallas local of the billposters' union. Survived by his widow, Ilabel, and a son, Ronald Jr. Interment in Forestlawn Cemetery, Detroit.

GEORGE—Lydia,
85, mother of Mrs. Ella Stophel, who with her husband, Bill, is an independent concessionaire, December 23 at Butler, Pa. Services December 26 and burial in Coyleville, Pa.

HILLERT—Charles,
veteran Eastern carnival man who until two years ago was active with Wildlife and Unborn shows with such organizations as the King Reid, Coleman Bros., Prell and O. C. Buck shows, recently in a Binghamton, N. Y., hospital. Services and burial December 22.

JENNISON—C. H. (Pop)
former circus musician who became 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 Moultrie in 1907 and was responsible for organization of the local high school band. Survived by his widow.

KLARK—Gladys,
stage, radio and TV actress who at one time toured with her Gladys Klark Stock Company, December 16 of a heart attack at her home in New York after returning from a tour of the Val Balfour Passion Play. She was the widow of J. E. Balfour, owner of the old Balfour stock companies and daughter of Mr. and Mrs. Hardin Klark, of the old Hardin Klark Company. She was a charter member of Equity and the American Federation of Television and Radio Artists. Surviving is her son, Val Balfour.

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

SMITH—James,
36, known professionally as Joe Mix Jr., trick rider, roper, sharpshooter and whip cracker, December 23 in a Lansing, Mich., hospital. With the Tiger Bill Wild West at the age of three, he had toured with such organizations as Lewis Bros.' Circus, the Milt Hinkle Rodeo, Buck Owens' Circus, and the Morris & Castle, D. D. Murphy and W. C. Wade shows. At various times he had also worked as a free act. Surviving are his widow, Maxine; a son, Jimmy, three daughters, Penny Jo, Sharon and Carol; two sisters, a brother, his father and mother. Burial in Evergreen Cemetery, Lansing, Mich.

Denver Rodeo-Show Tabs Big Advance

DENVER — Advance sale of tickets for the National Western Stock Show and Rodeo last week was running strongly ahead of any previous year, officials announced. The event is scheduled to open January 10 for a week's run in the Coliseum here.

Newest feature will be the crowning of a queen by the International Rodeo Association.

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Circus Routes

Davenport, Orrin: Saginaw, Mich., 13-19;
Grand Rapids, 21-27.

Ice Shows

Holiday on Ice of 1957: Rock Island, Ill., 2; Des Moines, Ia., 3-8; Lansing, Mich., 10-15; Milwaukee, Wis., 17-27.
Ice Capades, 16th Edition: Phoenix, Ariz., 2; Spokane, Wash., 6-13; Seattle 15-27.
Ice Vogues of 1957: Roanoke, Va., 3-6; Charleston, W. Va., 8-11; Youngstown, O., 11-16.
Shipstads & Johnson's Ice Follies of 1957: Philadelphia, Pa., 2-13; New York, 15-27.

Miscellaneous

Hitler's Personal Auto, Jack W. Burke, Mgr.: Gadsden, Ala., 2-5; Anniston 6-8; Albertville 9; Cullman 10; Jasper 11-12.
O'Day, Marie, Palace Car: Kinder, La., 2; Lake Charles 3-5; Cameron 7-12; Sulphur 14; Vinton 15; Orange, Tex., 16-17.

Beatty Outfit Plans Changes In Equipment

DE LAND, Fla.—Work of rebuilding the Clyde Beatty Circus started the day after New Year's at winter quarters in the fairgrounds. Walter Kernan, manager, is in charge in the absence of Frank McClosky, who is scheduled for a European jaunt.

A complete overhaul and many major improvements are planned. Tent makers have been in conference with Kernan 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)

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ROLLER RUMBLINGS

RSFA Survey Fingers Pulse of Rink Trade

NEW YORK—Results of the first scientific and comprehensive survey of the roller-skating industry, undertaken on a far-reaching scale for the Roller Skating Foundation of America by the marketing firm of Bee Angell & Associates, Chicago, were announced here last week by Joseph Shevelson, executive secretary-treasurer of the RSFA.

The survey includes rink operation in general, size, locations, facilities, personnel, box-office draw, customer-appeal, programs, dress and skate rentals.

According to the statistical study, there are approximately 4,800 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 25,000 population and 20 per cent are in cities of more than 25,000.

Patrons are young, it was reported by those interviewed, 75 per

cent of whom were rink owners and the remainder rink managers. Almost one-fifth of the customers are under 10 years of age, 66 per cent are between 10 and 20 and only 16 per cent are over 21.

Party nights are a regular feature in eight out of 10 rinks, with 60 per cent having one or two such nights a week and 28 per cent of the rinks featuring party nights three or four times weekly. Dancing is included in 27 per cent of the skating programs, 18 per cent of the rinks offer moonlight 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 they enforce dress regulations rigidly.

The RSFA survey shows that about 55 per cent of the rinks operate six or seven nights weekly, 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 more than 1,000 a week. General admission prices range from 36 cents to 50 cents at 64 per cent of the rinks. About one-fourth charge more than a half dollar and the rest have a 35-cent box-office fee.

Twenty per cent of the rinks have a stock of up to 150 shoe skates for rental to patrons, 20 per cent have up to 250 pair, 13 per cent stock as many as 350 rental shoe skates and 15 per cent have more than 350 or less than 50. Six out of 10 rinks charge 25 cents for rentals, 30 to 40 cents is charged by 23 per cent and only 11 per cent charge more than 40 cents.

When it comes to size, 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 up to three persons and only 22 per cent have more than a half

(Continued on page 58)

Ride Builder Has Kid Rides In Shop Center

MOUNTAIN VIEW, Calif.—Arrow Development Company's Kiddieland in a Palo Alto shopping center drew record crowds during the pre-Christmas holidays and gave the company opportunities to study the appeal of new devices, display equipment, and make money.

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

The park is located in the Town and Country Village shopping center. The market operators are reported well satisfied with the part the park is playing in facilitating buying from the 54 business establishments in the center. Shoppers are leaving their children to play while they shop. A "birthday playland" is featured. This is a package deal that includes ice cream and cake along with ride tickets.

The park includes a new tracked auto ride, electrically controlled sports cars crossing a pool in one place and running thru a tunnel in another; boat ride in an oblong pool, a Diesel-type miniature train around the perimeter of the park, a Fontaine Fox-type of street car, a 32-foot Merry-Go-Round with horses for both adults and children, and five other rides.

Schulze said plans are under way to refurbish an old San Francisco cable car and use it in the park as well.

Infant Game Park Sets Larger Ride Operation

PATTERSON, N. Y.—Prevented from opening until Labor Day, and taking a shellacking from the weather for its debut, new Birch Hill Game Park is going ahead with improvement work which should prepare it for a big season in 1957.

The animal farm has ekked out 11 weeks of operation with paid admissions of 20,000-odd people. Potential, however, is high, and additional rides, notably an adult-sized Merry-Go-Round, will supplement the three units in operation for the premiere. These are a Miniature Train, Sky Fighter and Herschell boat ride.

There are 100 acres in use, taking advantage of attractive rolling terrain, and an option is held on an adjacent extra 100 acres. Permanent structures include an administration building, snack bar and souvenir shop which sells items concentrating on the animal angle.

Birch Hill Game Park is modestly stocked with bear, deer, llamas, goats, monkeys and fowl, and the animal exhibits will be expanded with the return of more

favorable operating weather next spring.

30 Owners

Owners are a 30-member corporation, of which several are active in Putnam County civic life. Some hold elected office. Manager of the park is Bill Toye.

Admission prices will hold firm at 75 cent for adults and 25 cents for kids, and advertising will plug the natural surroundings and picnic facilities, consisting of three picnic areas and numerous fireplaces. With the passing of Indian Point Park, Peekskill, the operators hope to draw many picnickers who had patronized that upper Westchester County spot, as well as residents of Putnam and Dutchess counties.

Advertising will be heavy in the local area, with an occasional shot in metropolitan New York papers. Five 24-sheet boards are in use.

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Game Farm, Circus Plans Told by Von

WILKES-BARRE, Pa. — Von Bros.' Circus has moved into its new winter quarters here and now is preparing for opening its under-canvas tour in early spring.

Manager Henry Vonderheid announced that the show will have an enlarged menagerie under a 50 with two 30's this season. He has made several trips recently to buy animals.

Animals also will figure prominently in his plans for Red Rock Game Farm, a new operation he is building at a newly purchased site on Route 115 between Wilkes-Barre and Williamsport.

The park's 400-foot front will be built like a fort with block houses at each end. A 30 by 100 concession building will be at the main entrance. Attractions will include numerous animal displays, a

line-up of amusement rides and concessions. It is to open April 21.

Circus acts will be shown free at the game farm, he announced. Meanwhile contracting agents for Von Bros.' Circus have contracted 12-block sellouts as well as a number of standard auspices dates for the coming season.

Work in quarters includes construction of two 30-foot semi-trailer cages. A turkey dinner was served employees on Christmas Day. Recent visitors to quarters included the Henry Todds, the Jack Wilson family and Lois Deiterick. Von'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 160-foot European-style round top with new side walls and marquee was shipped Monday (24) to Wally Yee, Honolulu showman, for use with his upcoming circus.

It was built by the O. Henry Tent & Awning Company, which starts work now on the new big top for Hunt Bros.' Circus. This is to be a 100 with three 40's, with red and blue trim and cable construction. Bernie Mendelson, of O. Henry, said it will be completed in time for Hunt's opening at Pali-sades Park.

Next in line at O. Henry is to be a 120 with one 50 for St. John Terrell's Music Circus in New Jersey. It will be green and orange.

Still pending are details of a 140 with three 50's for the Clyde Beatty Circus and a new big top of undecided size for Mills Bros.' Circus. Among other larger tops recently built was a 40 by 160 for the Royal American Shows, where it will house the Side Show.

Midgets Suing Bertram Mills Over Injuries

LONDON—A pair of performing midgets, Henry and Emmy Behrens, is suing Bertram Mills Circus, Ltd., in the Queen's Bench Division, over injuries and losses sustained as a result of stampeding elephants. The incident took place at the Olympia Fun Fair in January, 1954.

Behrens, 62, height 30 inches, and his wife, 56, height 36 inches, were working for an operator named Whitehead who had taken a booth featuring the midgets. The circus managed and controlled the fun fair. They say four elephants being led to a performing ring broke loose and wrecked their booth, and that if they were not carried out they would have been trampled to death.

Defendants say Whitehead's daughter had a dog on the premises in breach of regulations, and that the animal frightened the elephants. They also claim the midgets, in appearing, accepted all risks.

Frank Braden To Paramount

CHICAGO — Frank Braden, veteran press agent for Ringling-Barnum Circus, will join the Paramount Pictures press corp as assistant to the Midwestern publicity director.

Braden will be headquartered in Chicago, where he succeeds David Friedman in the Paramount office. E. G. Fitzgibbons, with whom Friedman has been working, is moved up to Midwestern publicity director.

Friedman resigned his Paramount post effective January 7 to operate his own company, Apex Attractions, which exhibits films on a roadshow basis. Friedman's staff includes Scott Hall, formerly with Ringling and other shows.

In past winters Braden has worked with Paramount on a temporary basis. He was ahead of "Three-Ring Circus" and "The Greatest Show on Earth" as well as other Paramount Pictures. In his new post he will be on the road much of the time, making the area generally outlined by Louisville, Indianapolis, Minneapolis and Omaha.

UNDER THE MARQUEE

C. A. (Red) Sonnenberg is a new grandfather. . . . Ray Ollech is progressing at South Chicago Community Hospital, Chicago, but will be there another six weeks. . . .

Bud Watkins has left Miami by ship for South America, where he will be eight weeks with the Circo Razzore. He took with him four chimps, two camels, two kangaroos, two ostriches and a zebra. . . . Bill Green, of the wild animal farm at Fairlee, Vt., had his elephant on the Garry Moore and Steve Allen shows December 31.

Pete Kortez, Red McKittrick, Sam Alexander and Rose Westlake passed thru Sarasota recently. Kortez is taking a Side Show to a park in Caracas, Venezuela, and McKittrick will have a Kortez show in Mexico City. . . . Al Moss is working movie studios in Hollywood.

Happy Belisle, Kelly-Miller drummer, is with Henry Kyes on a Cuban circus. . . . Phil Garko, Mills musician, is wintering in Tampa. Roy Short, another Mills musician, is with the dog track band at St. Petersburg, Fla. . . . Eddie Jackson is wintering in Tampa.

Mary Jane Miller writes from Sullivan's Circus Hall of Fame that the Sabre Jets, flying act, is working out there. In the act are Dick Anderson, Billy Ward, Juan Rodry Rodriguez and Encarnita Llanguna. Visitors included CFA's Charley Geiger and son, Marshall, and C. H. Whitcomb.

Arthur Leonard reports that his Leonard Bros.' Circus closed a 28-week season November 12 in Thomasville, Ga., going to Taft, Fla., to share quarters with the James E. Strates Shows.

Tom Smallwood, world traveler and circus follower, was in Chicago last week while on his way to Europe. . . . Jake and Jack Mills were in Sarasota. . . . Pete Cristiani

(Continued on page 54)

Orrin Davenport Dates Corrected

CHICAGO — Corrections in dates for appearances of the Orrin Davenport Circus at several towns were announced this week.

The corrected time for the Saginaw, Mich., stand is the week starting January 13. The Grand Rapids stand is the week starting January 21. Grand Forks, N. D., will be the week of April 22. Hibbing, Minn., will be May 3-5.

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2-PHONEMEN-2

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Hartford Firm Holiday Show Program Given

HARTFORD, Conn. — The Hamilton Standard employees' Christmas Party circus Sunday (23) in the State Armory had Scampy Dobritch as ringmaster and music by the Mickey Sullivan band. Midget clowns Jimmy Armstrong and Frankie Saluto entertained before the show, which was produced by Nick Falzone and featured the following program:

Grand entry parade, Hawthorne Wild Animal Fantasy, eight leopards, eight wild wolves, one zebra, one black leopard; Zoppe-Savatta ladder display; Payo and Mai, unicycle juggling; Marion Seifert, dressage; Zoppe-Savatta roly-boly; Paramount Bears; Zippy the chimp, with Lee Ecuver.

Dieter Tasso, juggler; Bokaras (7), teeterboard; Zoppe-Savatta riding act; Takeo Usui, rope slide, and the Great Cresso, rocket car. Shows were at 10 a.m. and 1 and 4 p.m.

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5-PHONEMEN-5

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DENVER, COLO.—State AFL-CIO Yearbook & Buyers Guide, 4th year, did \$60,000 in '56. Earn \$150 to \$400 per week. Full cut-offs, no P.O.P. Contact G. EVERETT, RAce 2-4368, Labor Temple Annex, 43 W. 4th Ave., Denver, Colo.

PUEBLO, COLO.—City AFL-CIO Directory Labor Temple Sign Boards. Did \$20,000 in 3 weeks in '55. Repeat 3rd year. Contact ED BARRETT, Lincoln 4-8953, Labor Temple, 242 N. Union, Pueblo, Colo.

SALT LAKE CITY—City AFL-CIO Directory Labor Temple Sign Boards. This is tops and fast. Contact ABE ROTH, Elgin 5-9536, Labor Temple, 161 South 2nd East, Salt Lake City, Utah.

OAKLAND, CALIF.—City AFL-CIO Directory Labor Temple Sign Boards. Placed 1,000 signs in '56. Tops and money-maker. Contact MURRAY ROSS, Hlgate 4-0256, Labor Temple, 2635 Valdez, Oakland, Calif.

LONG BEACH, CALIF.—For top deal, contact MAX STOTLAND, Hemlock 4-3437.

SANTA ANA, CALIF.—County Labor Paper, JACK HERSHMAN, Kimberly 3-8491.

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Richmond to Feature Acuff 'Ole Opry' Unit

LANCASTER, Pa.—Details of talent shows for five 1957 fairs were told last week by Harry Cooke, of the Cooke & Rose agency here. Leading the list is Virginia State Fair, Richmond, a repeater.

The fair, September 20-28, will feature the Roy Acuff "Grand Ole Opry" unit for seven days, as well as a thrill show which will perform in front of the grandstand on two days. In the Arena, there will be a Wild West show on six days and a rodeo on the other three.

Cooke will again provide many of the dates for country and western talent in the East at fairs and parks, as well as dates for circus and variety acts.

Also signed by the agency are the following: Shade Gap, Pa., July 29-August 3, Frank Cook, high wire; Los Alabees, whips and aerial; Aerial Earls; Karen Nyce, balancing and acrobatic, plus a daily change of western or hillbilly acts.

Carlisle, Pa., August 12-17, thrill show opening day and a revue-type show with a 10-girl line the other five days; Torelli's Circus; Karen Nyce, acrobatic and balancing; Watts and Newman, musical; Rose Sisters, juggling; Waltonas, trampoline; the Spring Garden Band and the Rambling Hoedowners and a square dance band, August 15.

Woodstock, Va., August 26-31, line of girls; Frank Cook, Watts and Newman, Torelli's Circus, Lou Myers, comedy juggler, and Jessie Griffiths, organist.

Tazewell, Va., August 13-17, 10-act circus program and organist.

Rae Re-Elected Estevan President

ESTEVAN, Sask.—President of the Estevan Agricultural Society for the past nine years, E. P. Rae has been re-elected. Vice-presidents are Walter Gates, Harold Carlberg and Ron Galloway. Midway and general admission receipts for the summer fair totaled \$15,400, compared with \$12,400 in 1955. Expenses were higher. A total of \$13,470 has already been spent on the auditorium building being built at the fairgrounds.

FAIR ASSN. MEETINGS

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 5. Robert S. Turner, Horseheads, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 6-8. William H. Clark, 360 Walnut Street, Franklin, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 7-9. Harold C. Pederson, 3521 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, Department of Agriculture, State of Missouri, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Atlanta, January 14. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 15-17. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 16. Tom Craig, 618 Montgomery Building, Spartanburg, secretary.

Association of Tennessee Fairs, Hotel Andrew Jackson, Nashville, January 17-18. L. E. Griffin, P.O. Box 90, Nashville, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 17-18. Corbin Green, P.O. Box 776, Hickory, secretary.

Western Canada Association of Exhibitions, Prince Edward Hotel, Brandon, Man., January 18-20. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, Jefferson Hotel, Richmond, January 20-21. William E. Finch, Fair grounds, Danville, secretary.

Michigan Association of Fairs and Exhibitions, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, secretary-treasurer.

Association of Alabama Fairs, Hotel Stafford, Tuscaloosa, January 21-22. C. W. Summers, Jasper, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 21. William C. Lynn, Room 615, 1 West State Street, Trenton 8, secretary.

Massachusetts Agricultural Fairs Association, Hotel Hawthorne, Salem, January 21-22. Paul Corson, Topsfield, secretary.

North Dakota Association of Fairs, Decotah Hotel, Grand Forks, January 21-23. A. D. Scott, Fargo, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 23-24. Roy E. Symons, Skowhegan, secretary.

Pennsylvania Association of County Fairs, Abraham Lincoln Hotel, Reading, January 23-25. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 24-25. L. Doc Cassidy, Kentucky Fair and Exposition Center, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 27-29. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings,

Mont., January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 28-29. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 28-30. H. C. McClellan, Arlington, secretary.

Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 3-4. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Huckins Hotel, Oklahoma City, February 4-5. Vera G. McQuilkin, P.O. Box 3998, Oklahoma City, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 11-12. Leonard T. Barnes, P.O. Box 907, Little Rock, secretary.

Midwest Circuit, Continental Hotel, Kansas City, Mo., February 22. Virgil C. Miller, Kansas State Fair, Hutchinson, president.

Association of Connecticut Fairs, Berlin High School, Berlin, March 9. Joseph C. Bartlett, North Haven, Conn., secretary.

Canadian Assn. Sets '57 Meet

QUEBEC—The Canadian Association of Exhibitions will hold its 1957 convention November 26-28 in the Royal York Hotel, Toronto. Emery Boucher, secretary-treasurer, announced.

Rt. Hon. James G. Gardiner, Canada's minister of agriculture, was named honorary president of the association at its recent convention. Other officers include Sam Foster, Canadian National Exhibition, honorary vice-president; W. R. Crewdson, Fredericton, N. B., president; E. D. McGugan, London, Ont., vice-president; Boucher, secretary-treasurer, and the following directors: Maurice E. Hartnett, Calgary, Alta.; H. E. McCallum, Toronto, and Jack Clarke, Ottawa James Paul, Edmonton, Alta., is the immediate past president.

Lamar, Mo., Changes Dates

LAMAR, Mo. — The Lamar Farm and Industrial Exposition has changed its dates and will operate from September 12 thru 14, Bud Moore, manager, announced. Earlier the dates had been set for September 19-21.

The '57 fair will be called "The Century of Progress," marking the 100th anniversary of Lamar. Ken Garman's Sunset Amusements has been signed to provide the midway attractions.

Colorado Group Skeds Meeting

STERLING, Colo.—The North-eastern Colorado Fair Association will hold its annual meeting January 8 in Akron, Colo., Vernon H. Carter, secretary-treasurer, announced. The confab, to be held in the Y W Electric Building, will discuss subjects pertinent to fair management.

Florida State Gets 160-Acre Plant Site

TAMPA — Florida State Fair and Gasparilla Association has been given a 160-acre site by the city for a new fairgrounds and an additional 95 acres for establishment of a city sports center.

The city-owned property borders on North Dale Mabry Highway, from Columbia Drive north to near Hillsborough Avenue, and will permit the fair to move from its present crowded downtown location.

Tentative long-range plans call for a new fairgrounds along with a sports center, coliseum and other developments. 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 commitment letter, awarding the land to the fair, and signed by Mayor Nick Nuccio and all city representatives, stated:

"This is to advise that the city of Tampa will convey to the Florida State Fair and Gasparilla Association 160 acres of the city's Dale Mabry property for fair association purposes, and will also convey an additional 95 acres of said property to your association for a public sports center, which sports center shall be constructed and operated

in a manner to be hereafter agreed upon between your association and the city."

J. C. Huskusson, the fair's general manager, announced that the annual had signed a new publicity director, Colton G. (Chick) Morris. Morris has had wide experience in the fields of newspaper, radio and television. He was a feature writer and radio commentator for the Christian Science Monitor and more recently was director of news and special events for radio and television station WBZ, Boston. Morris also authored several books based on his experiences in the Navy during World War II.

Harry Kelley Hillsdale Sec'y For 28th Term

HILLSDALE, Mich.—Harry B. Kelley, veteran secretary of the Hillsdale County Fair, was recently re-elected to that position for the 28th consecutive year. William J. French was renamed president; Erwin Howe, vice-president; J. I. Post, treasurer, and Mrs. Harry B. Kelley, assistant secretary.

In reviewing the '56 fair, it was pointed out that the event was the second largest on record, surpassed only by the centennial run. The board spent over \$10,000 on plant improvements during the year, including a new 4-H dairy cattle barn, two covered judging rings and new lighting in front of the grandstand.

Sioux Falls Nets \$9,183

SIoux FALLS, S. D.—Sioux Empire Fair here wound up its 1956 business with a net profit of \$9,183.59, according to a recent audit. It was earlier reported that the event operated at a loss.

ANNUAL MEETING ASSOCIATION OF ALABAMA FAIRS

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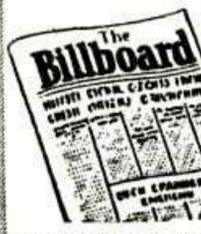
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15-Fair Trek Eyed As Prell's Winner

NEW YORK—The fair season is all but complete on paper for Prell's Broadway Shows, with the last of 15 annuals to be signed at coming State meetings. Prominent on the list for Prell are two fairs vacated by the retirement of show owner John Marks. These are Lynchburg, Va., and Gastonia, N. C.

While Prell's envisions another good season, at least as satisfactory as last year, the still date routing depends in part on the New Jersey situation. Traditional booking has sent the show up the East Coast for a couple of weeks on Long Island, then to New Jersey en route to the show's fair opener, the July date in Harrington, Del.

The plan holds firm for 1957 but depends on whether the New Jersey concession situation is clarified before springtime. Last year's July Fourth Statewide shutdown caused setbacks to several shows, all of which, like Prell's, will be viewing whatever action may be taken by the Legislature before spring.

New Towers, Lights

The show will field a couple of new light towers, Joe Prell reports, and the early May opening will also feature a new set of searchlights. There also will be a Merry-Go-Round, two Ferris Wheels, Whirlo, Rock-O-Plane, Chairplane, Tilt-A-Whirl, Caterpillar, Whip, Coaster, five kiddie rides, live pony ride and a new Junior Hot Rod, to be delivered in June.

All units will feature fluorescent lighting, and several new tractors are on order. Besides the rides, the show will field the Monkey Speedway, Side Show, Motor-drome, Snake Show, Wild Life, Minstrel Show and two girl shows.

In addition to the Marks dates, Prell's will play fairs in Frederick, Md.; Goldsboro, N. C. (eighth year); Carlisle, Pa.; Cumberland, Md.; Wilson, N. C.; South Boston and Fairfax, Va.; Harrington, Del., and the Columbia, S. C., Colored Fair.

Joe Prell, newly named third vice-president of the National Showmen's Association, said he will be active on the club's behalf throughout the coming season.

Bucky Allen Nominated by Tampa Club

TAMPA—Bernard (Bucky) Allen, of World of Mirth Shows, has been nominated for the '57 presidency of the Greater Tampa Showmen's Association. He is slated to succeed Sam Gordon, who served in that position during the past year.

Also on the ticket are C. C. (Specks) Groscurth, first vice-president; Earl Maddox, second vice-president; Richard Gilsdorf, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer. The last two are up for re-election.

Nominated to the board of directors were Harry Rubin, George Ringlin, Harry Gaughn, George Reinhardt, William Clain, Paul Sprague, Doc Hartwicke, Jack Young, Tony Baress, James Cyr, Sam Delaney, Glenn Porter, Bob Buffington, Harry Hauck, David Schwartz, Bob Hasson, T. W. Kelly, Eddie Hunter, John Campi, Jack Horbett, Jack Norman, Morris Stokes, Eddie Yeager, Maury Brod and Tommy Arger.

Members of the nominating committee included Paul Sprague, Sam Delaney, Joe Sciortino, Maury Brod, Harry Rubin, Eddie Yeager and Harry Gaughn.

Starlite Sets Cox For Winter Duties

AUGUSTA, Ga. — Richmond Cox, newly signed publicity-promotion man for the recently organized Starlite Shows, owned by R. C. McCarter and associates, said last week that his tour of duty with Starlite will only last thru the winter.

With the start of the 1957 carnival season, Cox, a veteran publicist for the World of Mirth Shows, will resume his duties with that organization. However, he plans to have his coin-operated kiddie rides and cotton candy stands on the McCarter show during 1957.

Cox, who is working out publicity and promotion for Starlite in advance of the season, said he will attend upcoming fair association meetings with McCarter, splitting with him when dates overlap. In addition, Cox will also represent Custom Comics, Inc., producer of comic books with fairground motifs, at the meetings.

Detroit Club Hosts 512 Kids At Yule Party

DETROIT — The Michigan Showmen's Association played host to 512 of Detroit's underprivileged children at its annual Christmas Party held Sunday (23) in its club-rooms. The youngsters were brought to the event thru schools, police, settlement houses and religious groups.

Each moppet enjoyed a lunch and a gift bag of toys valued at \$5 each, including one major gift such as a large doll or panda. In addition, the club sent some 100 gift sacks to Children's Hospital here. The event was filmed by Station WWJ-TV and later aired.

There was a note of sadness at this year's party. Max Berkowitz, who had been chairman of the party for the past three years and again served this year, died suddenly of a heart attack. Irving (Stash) Rubin filled in as chairman.

Club members who assisted in the preparations and during the party included Max Nahoun, William (Frenchy) Ellis, Robert Morrison, Sam Ginsberg, Ben Morrison, Sam Burd and Rex Allen. Members of the Ladies' Auxiliary who participated were Laura Baker, Grace Ziegler, Margie Manzell, Marion Fodel, Helen Cook, Mrs. Tim Galo, Mrs. Sam Burd, Tina Weiner, Gertrude Quist, Edith Rizik, Ann Stone, Gene Briggs and Rose Morrison.

Clyde Butler filled the Santa Claus role, while Roy Kissell and Robert Wolf clowned with the Detroit Fire Department clown band. The Sylvia Lee School of Dancing presented several numbers, Diana DeQuinn sang and school groups provided additional entertainment.

Goree Buys Five Rides

AZLE, Tex. — Cecil A. Goree, show owner, announced that he has placed orders for five rides with San Antonio Roller Works, with all the devices to be mounted on tandem-wheel trailers. Rides will include a 32-foot Merry-Go-Round and three kid devices, Autos, Ferris Wheel, Tubs and Pony Carts.

Rides will be all-steel construction and will fold up for moving between dates. Canvas tops will be made by Anchor at Evansville, Ind.

Mullins Books Canada Tour

BANGOR, Me. — Four consecutive weeks of Canadian dates have been booked for Mullins' Royal Pine Shows, owner Clifford Mullins reported last week. The unit usually plays Maine and other Upper New England States.

Mullins also announced purchase of three tractor-trailer combinations. Winter quarters work will get under way soon.

Belle City's Wis. Dates

MILWAUKEE — A change in dates of Rusk County Fair, Ladysmith, Wis., to July 24-28, tying in with the annual Water Regatta, gives Belle City Amusements a chance to fill in its route with an extra sponsored date now in the making, according to Charles G. Panacek, show owner, who said that the show also has signed Waukesha County Fair, Pewaukee, Wis., July 18-21.

NSA'S ELECTIONS SET FOR JANUARY 9 MEETING

NEW YORK — Installation of Morris Batalsky as president, and other officers and governors to lead the National Showmen's Association in 1957, will take place at the next club meeting Wednesday (9). There being no independent ticket entered by last week's deadline, the unanimous choice of the membership will be symbolized by casting of one ballot.

Al McKee will move up to first vice-president, Jeff Harris to second vice-president, and Joe Prell will join the line of succession as third vice-president.

Discussion of raising funds for the final payments on the new clubhouse on West 56th Street domi-

nated the meeting Wednesday (26), presided over by Gerald Snellens, president. Among the suggestions was the selling of memorial plaque names at \$100 for members and \$50 for Ladies' Auxiliary members. There was no decision.

Also discussed was whether the benefit fund monies are applicable in this case.

The club's annual New Year's Eve party will be held in the club-rooms, and a final sale of tickets was held on the floor. Other tickets were to be made available at the office up to the time of the affair.

Also present were George A. Hamid Sr., president emeritus, and John S. Weisman, past president.

Tampa Club Hosts 1,000 Kids at Party

TAMPA—The Greater Tampa Showmen's Association played Santa Claus to 1,000 underprivileged children at the club's ninth annual Christmas party here Friday (21). The event was held on the club's grounds and featured free rides, refreshments, entertain-

ment and huge bags of toys for each youngster.

Ten chartered buses brought about 60 children, selected by the Family Welfare Service, from among various agencies, and another 153 moppets from Mary Help of Christians School.

Gift bags, each containing toys valued at \$5, were labeled according to age groups. Bags of candy and nut were distributed and five rides, donated by Royal American Shows, were set up on the parking lot and kept going at a steady pace thruout the afternoon.

Harry (Irish) Gaughn, founder of the annual party, was again chairman of the event, assisted by Earl Maddox and Ernie Wenzik and a dozen other members. Work on the big event started some two weeks before the party.

PCSA Elects Bob Downie '57 President

LOS ANGELES—Bob Downie was elected president of the Pacific Coast Showmen's Association Monday night (31) when Al Flint, executive secretary, cast one vote for the unopposed official slate here.

Also elected with Downie, who recently retired from the canvas business, were Matthew (Jimmy) Lantz, vice-president; Al Weber, treasurer, and Bob Matthews, secretary. Matthews was re-elected.

Downie succeeds Edward J. Harris, now with the Frank W. Babcock United Shows. Lantz, concession manager with the Crafts Shows, succeeds Downie, and Weber takes over his post from Harry Phillips, a food concessionaire at Dave Bradley's Beverly Park here.

S. L. Cronin was named as a member of the board of trustees for five years. He succeeds J. Ed Brown, whose five-year term expired. Arthur Andersen was again named for a term of five years to the cemetery board.

Members named to the board of governors were: Harry A. Illions, Dick Searce, John T. Backman, M. M. Buckley, Dan Dix, J. E. Dauer, Sam Dolman, M. H. Ellison, Alex Freedman, Matt Herman, Arthur Hockwald, Ed Hellwig, Rudy Jacobi, G. C. Loomis, Sam Landesman, Louis Leos, Fred Mortensen, Joe Mead, Lee Smith, John Cardwell, C. E. Moore, Harry Myers, James Smith, John Snobar, Sam Steffins, Joe Steinberg, George Surtees, Steve Vaughn, Elmer Velare, Charles Walpert, Joe Blash, Thomas MacDow, John Shaffer, Louis Bacigalupi, Bob Banard, Al (Red) Cohn, Tom Condron, L. G. Chapman, Charles Goss and Eddie Roth.

Weyburn Wins, Despite Rain

WEYBURN, Sask. — Altho two days of the three-day fair were rained out, the Weyburn Agricultural Society will come out on the right side of the ledger, Roy Schultz, secretary-manager, told the annual meeting. Receipts for the year were \$54,908 and expenditures were \$58,241, leaving a deficit of \$3,333, but federal and provincial grants will more than cover the loss, he said.

Murray McFadden was elected president, succeeding Monty Adolphe, president for three years. Vice-presidents are Edgar Pettit, Paul Erb and Preston Andrews. Schultz was returned as secretary-manager for a 10th term.

Hot Springs Fems Install '57 Officers

HOT SPRINGS—The Ladies' Auxiliary of the Hot Springs Showmen's Association installed Virginia Gamble as its 1957 president with appropriate rights here last week. At the same time the group honored Ethel Booth, outgoing president.

Also installed by Caroline Holt were June Reynolds, first vice-president; Rose Kahn, second vice-president; Betty Dyer, third vice-president; Bonnie Wheatley, secretary; Rose Marie Stein, treasurer; Elsie Powell Tyler and Daisy Fritts, club mothers.

Bonnie Wheatley served as toastmistress and introduced Mayor Floyd Housley of this city, Mrs. Emmett Jackson, Mrs. John Erme, Mrs. Leonard Ellis, Mrs. Byron Hurst, Mrs. James Bundy and Edna Lee Howe. Vivian Zimdars, Bonnie Wheatley, Alice Hennies and Caroline Holt were in charge of arrangements.

The new president was escorted to the platform by her daughter, Sharon, and Sharon Holt. Other guests included Bernice Goltz, Joan Fairly, Leona Crowe, Roselee Martin, Ollie Sheldford, Rose Cutler, Jean Spicher, Pearl Weydt, Kathleen Make, Ida Lee Knight, Blanche Sprinkle, Jackie Wilcox, Babe Rogers, Rebecca Castle, Evelyn Rinaldi, Gloria Pierson, Jessie Howe, Nita Weaver, Lela Howey, Mary Spitzer, Phillis Emswiler, Marie Wells, Laura May Williams, Peggy Waldron, Della Rogers, Martha Pknis, Belle Roberts, Jerry Dwyer, Geneva Hazen, Ollie Glosser, Millie Wilson, Irene Ogle and Marion Shuford.

Helen Staley new chaplain, and Lillian Ray, '56 chaplain, also participated.

Settle Killed In Auto Crash

CINCINNATI—Jack Settle, co-owner with Jack O'Haver of Jack's United Shows, was killed December 24 in an automobile accident somewhere in Louisiana, it was reported Saturday (29) by O'Haver.

As a result of the death, O'Haver said, Florida fair contracts held by the show are being canceled. O'Haver received word of the death in a telephone report to him by a deputy sheriff of Lafitte, La., and further details were lacking at press time.

CLUB ACTIVITIES

Hot Springs Showmen's Association Ladies' Auxiliary

President Virginia Gamble presided at her first meeting. On the rostrum with her were June Reynolds, first vice-president; Betty Dyer, third vice-president; Bobbie Wheatley, secretary, and Rose Marie Stein.

President Gamble announced the following committees: Membership screening, Billie Owens, chairman, and Shirley Bazinet, co-chairman. Finance, Alice Hennies, chairman, and Marion Shuford, House, Irene Ogle, chairman, and Joan Fairly, Goodwill, Ann Rice, chairman, and Rebecca Castle, Ways and means, Evelyn Renaldi, chairman, and Mary Spitzer, Entertainment, Lillian Ray, chairman, and June Reynolds, Official greeters, Ollie Glosser, chairman, and Mildred Wilson, Card box, Rose Cutler, Meeting night buffet, Ollie Shelford, chairman, and Rose Cutler, Welfare and mercy fund, all past presidents. Publicity, Jackie Wilcox, Birthday cards, Ida Lee Knight, Convalescent home, Martha Pknis, Telephone, Elsie Powell, Shirley Bazinet and Leona Crowe, Cemetery, Caroline Holt, chairman, and Vivian Zimdars, Bazaar, Bonnie Wheatley, chairman, and Rose Kahn.

Under supervision of Elsie Powell, the annual Christmas party was staged December 23 at Lake-wood County Home, with entertainment and gifts for patients. Christmas Day dinner in the club rooms was served to 200 members and guests. Ollie Shelford prepared three turkeys. During the evening a toast was made to President Mike Doolan, who could not attend, and entertainment consisted of a surprise, "This Is Your Life," honoring Lee Moss; carols and a visit by Santa for the children.

The men's club, with the assistance of the auxiliary, has established a permanent blood bank for members at the local Ouachita Hospital. During the business meeting a committee was named to secure prices on an electric organ. A New Year's Eve dance and open house will be held in the club rooms. Billie and Whitey Owens returned from a 10-day visit in Florida. Harry Hennies is spending the holidays at his home here and doing redecorating and landscaping. Recent visitors at the club included Max Goodman, Chuck Moss and Mrs. Babe Rogers.

National Showmen's Association Ladies' Auxiliary

Installation of Ann Brown to serve a second term as president will be Monday (7) in Roshoff's Hotel. Mrs. Bess Hamid will be toastmistress.

The meeting of December 12 was well attended. President Ann Brown welcomed back Mrs. Hamid, who had been ill; Billy Dworetzky, Mickey Levine and Mildred Schwartz. New members, Catherine Kamin and Betty Faber, were also welcomed.

One ballot was cast for all officers, there being no opposing slate. Dorothy Goldberg and Mae McKee were in charge of ballots and results of voting will be published shortly.

It was announced that Anna Cook's mother passed away. Claire

Priddy and Ann Dismore are on the sick list, and Helen Young has been released from the hospital.

Jane Tubis won the punch board award and donated it for Christmas toys the club was to purchase for kiddies at Bellevue Hospital. Frances Simmons and Lillian Swanson, of the Kismet restaurant, also made a Bellevue children's donation.

Eileen Weisman won the money-filled piggy bank donated by Catherine Anderson. The night produced a handsome sum toward the auxiliary's lounge in the new club home. Catherine Fried and Molly Spitz brought in articles for the white elephant table.

At the January 7 installations, Eileen Weisman will represent the Miami club at the candle lighting ceremony. Two of Freddy Coleman's songs will be used in Johnny Pineapple's show, booked for eight weeks in Toledo.

Caravans, Inc.

CHICAGO — The 13th annual installation of officers and banquet drew a good turnout. Claire Sopenar, femsee, introduced the mascot, Mae Muscarello. Violet Slovick served as installing officer and Lovey Austin provided the piano music.

Lillian Lawrence, treasurer, was the first to take office, followed in order by Wanda Derpa, secretary; Mae Taylor, Mollie Raymond and Isabell Brautman, third, second and first vice-presidents respectively, and Agnes Barnes, new president.

Tables were decorated with autumn leaves and candles. Favors included a small bottle of wine, feather duster and a plastic hood. Each officer table had a small covered wagon signifying Caravans. Flowers were received from the auxiliaries of the Showmen's League, National Showmen's Association, Miami Showmen's Association, Michigan Showmen's Association, Greater Tampa Showmen's Association and the Missouri Show Women's Club.

Rev. Marcel LaVoy delivered the invocation. Evan LeRoy presented a show including Jeannie James, acro-violinist; Smarties, musical comedy, and Ralph (Skippy) Pope, taps. Marianna Pope, outgoing president, distributed gifts to all her officers and committee chairmen.

An open house and bazaar followed. Hostesses included Eva LeRoy, Agnes Barnes, Isabell Brantman, Rose Jarboe and Lillian Pano. Helen Wettour supervised the bazaar. Pearl McGlynn han-

dled the award books on the crocheted afghan. Helen Hoffmeyer sold cards. Mollie Raymond was awarded the TV set and Ann Guiffre the afghan. Cash donations were made by Josephine Haywood, Joan Sullivan and H. Payne.

Miami Showmen's Association Ladies' Auxiliary

President Agnes Grosso called the 156th meeting to order. Assisting were Kitty Glosser and Ann Whitehead, vice-presidents; Lois Weiss, treasurer, and Hilda Roman, recording secretary. Chaplain Elsa Bryant delivered the invocation and Evelyn Taylor reported 95 members present.

New members were Mary Anne Lucas, Arline Randolph, Kathryn North and Ruby Marchian. Attending their first meeting were Grace Elly, Gay Markell, Shirley Lyons and Lena Erdell. Correspondence was received from Rhea Carson, Pat Labau, Vivian Roberts, Martin M. Weiss; Caravans, Inc., and the Heart of America Showmen's Association.

Ann Whitehead reported Rhea Carson and Frances Deemer were on the sick list.

An imported Italian skirt, donated by Ruth Schreiber, was taken by Ann Whitehead. Lois Hanson took the dark horse. The blood bank was reported to stand at 435 pints. Recent donations were made by Peggy Biscow, Molly Straus, Ann Benjamin, Florence Yancey and Charlotte Wright.

The Secret Pal Club will hold its dinner on February 7. Ruth Schreiber, chairman of the ceme-

tery plaque fund, reported the plaque is being readied.

Greater Tampa Showmen's Association

TAMPA — The meeting was called to order by President Sam Gordon with close to 125 members present. Also on the platform were C. C. Groscurth, Vernon Korhn and Harry Julius.

George Ringlin reported Tommy Thomas in St. Joseph Hospital; Whitey Erdman in Veterans' Hospital, and Tony Waddell up and about after being hospitalized. Eddie Lowe announced that the blood bank stood at 474 pints.

Doc Hartwicke reported on the barbecue, and Irish Gaughn said the Saturday night dances were drawing good crowds. Eddie Zaccchini related plans for the New Year's Eve party.



Rolling Home, excellent condition, hot water, gas, electric plant, complete bathroom, septic tank, air conditioning, custom built, \$15,000.

Bargain Priced—\$5,000

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Clean and reliable Carnival or organized entertainment for the week of July 1, 1957, for Firemen's Celebration, under auspices of East Brady Volunteer Fire Department. Address all replies to **HENRY KERSCHBAUMER, Chairman** East Brady, Penna.

JAMES E. STRATES SHOWS

HAS FOR SALE

Park type Train, big coaches, V-8 Ford motor, 200 ft. of track, new last June. Allan Herschell Little Dipper, new in May. Up and down once. Little Bomber, new in May. Used in park five months. Boat Ride for park, used five months, in top shape. Looper, in good condition. Spitfire and other Rides.

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SUNSET AMUSEMENT CO.

RIDE MEN: OLD and NEW, contact us now for contracts, etc., for 1957. Must drive. SHOW MEN: ALL SHOWS with own equipment. Will give Girl Show X to party with good equipment and talent complete. (Marge McCloud, contact.) CONCESSIONS: Photos, Age-Weight, Long Range, Foot Longs, Cookhouse, Glass, Lamp, Parakeet and Bear Pitches. All Exclusive. P. O. BOX 468, DANVILLE, ILLINOIS.

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Want reliable Man to operate Monkey Speedway, salary and percentage. Want Ride Foremen and Second Men for all rides. Semi Drivers given preference.

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WANT FOR FLORIDA FAIRS

STARTING AT THE MANATEE COUNTY FAIR, PALMETTO, FLA., WEEK OF JAN. 21 THRU 26; FOLLOWED BY THE GREAT SOUTHWEST FLORIDA FAIR, FT. MYERS, FLA., WEEK OF FEB. 4 THRU 9; THEN THE FLORIDA STRAWBERRY FESTIVAL AT PLANT CITY, FLA., FEB. 18 THRU 23; THEN PINELLAS COUNTY FAIR & HORSE SHOW, LARGO, FLA., FEB. 25 THRU MARCH 2; VOLUSIA COUNTY FAIR, DE LAND, FLA., MARCH 4 THRU 9; LAKE COUNTY FAIR, EUSTIS, FLA., MARCH 7 THRU 16.

These are the Correct Dates for the Above Listed Events

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SHOWS

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CONCESSIONS

Will book Round-Up, Spinaroo or any new, non-conflicting major or Kiddie Rides.

Foremen and Second Men for Merry-Go-Round, Twin Wheels, Tilt, Rolloplane, Rock-o-Plane, new 12-Car Dodgem. Can place Electrician's Helper and reliable people in all departments. All must be licensed semi drivers. All Help that closed with us, please contact at once.

Want Shows with own equipment and transportation — Motordrome, Colored Revue, Fat People, Single-O Freaks, Monkey, Animal, Illusion or any good Grind or Bally Shows suitable for ladies and children.

Will place Concessions of all kinds, Hunky Punks and Games that work for stock. Positively no flats. Also have open midway for all catering Concessions except Pronto Pups.

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WANT TO BUY SEVERAL KIDDIE RIDES

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WANTED SCRAMBLER or ROUND-UP

on percentage basis for top location in PARAGON PARK, Nantasket Beach, Mass., for 1957 season. Write or wire

PARAGON PARK

Box B, Nantasket Beach, Mass.

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Last call for Concessions for Cameron, Louisiana, Fur and Wildlife Annual Festival, January 7 to 12.

Can place Long and Short Range Lead Gallery, Cork Galleries of all kinds, Water and Ball Games, Jewelry, Balloon Darts, Tip Over, Coke, Penny Pitch, Bear Pitch, any Stock Concession. No money prizes. Have plenty rides and shows. For Concession Space phone RALPH R. MILLER, Walnut 15068, Baton Rouge, La., until Jan. 4; then Cameron, La.

THANK YOU

EP. AND KITTY GLOSSER

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"Save Money With Johnny"
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Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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Need 6-Cats, Bucket, Coke-Up and all types of Hanky Park Agents. Open Jan. 14 in Arcadia, Fla. Contact

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P.S.: Have small Cookhouse for sale, cheap. Good condition. Reason for selling—no help.

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Show opens in Augusta, Ga., February 1 under strong auspices. Have real spring route, with big promotion tie-in with merchants. Our 18 Fairs start July 1 and carry us in Illinois, Indiana, Kentucky, Tennessee, North and South Carolina, Georgia and Alabama.

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MIDWAY CONFAB

Concessionaire John Gallagan Thursday (20) continued in Duke Hospital, Durham, N. C., following a glandular operation. Originally scheduled to be discharged from the hospital Saturday (22), his release at that time was in doubt as he suffered a blood clot following the operation.

Walter Driver, long-time tent rep and veteran treasurer of the Showmen's League of America, is confined to bed at the home of his sister in Lewiston, Mich.

W. S. Myers, of the Myers Concession Company, Dupont, O., recently underwent an eye operation in St. Rita Hospital, Lima, O., according to Frank J. Kula.

Abbey Hymes, daughter of novelty concessionaire A. Hymes, was wed December 16 to Shelly Broden, of the Cunningham and Walsh advertising agency, at the Riverside Plaza Hotel, New York. Joe Basile played a few numbers, Marty White's band played for dancing and several acts appeared. Couple is honeymooning in Miami.

Frank Capell has entered Medical Center in Jersey City, N. J., for a check-up. . . . Joe McKee is back from a two-week trip to Europe on ride business and is holding forth at his Palisades (N. J.) Amusement Park office.

More than 500 kids were entertained at the Miami Showmen's Association's Christmas party on Saturday (22), and Santa Claus made an appearance. . . . A mobile blood bank unit was set up at the club on Thursday (20), with more than 100 persons donating blood to the MSA, including members Natalie Byus, Marty Weiss, Edward Turbin, Willie Stein, Louis Bell, Albert P. Childress, Irving Beck, Mike Wold, Ann Bernago, Harry Ross, Ernest Goulart, Danny Glosser, John Daniels, Larry Mercasseo and Lee Thomas.

Rose Westlake, who was slated to sail December 20 on the Southern Cross for Coney Island, Caracas, Venezuela, caught the opening of the "Hollywood or Bust" film starring Dean Martin and Jerry Lewis December 19 in Miami. Miss Westlake had a bit with Lewis in the film.

Edward K. Johnson has his miniature animated circus booked in as a ballyhoo aid at the Montgomery (Pa.) Farmer's Market. In one four-day period, with rain on the first three days, attendance was reported at 4,728. Johnson played a number of Philadelphia area dates with his show last season, including the Reading (Pa.) Fair with the Cetlin & Wilson Shows which he formerly served as contracting agent.

Frank B. Koyama, formerly with Carl J. Lauter's Side Show, is working at the Ovington Recreation Center, Brooklyn, while wintering

in that city. Koyama will return to Coney Island, N. Y., as a concession operator next season. . . . Forrest C. Swisher, concessionaire with the Parada Shows, getting settled in his new home and winter quarters in Caney, Kan. Ray Pratt, in charge of maintenance for Swisher, was recently called into the Army. . . . E. B. Walsh, owner of the City of Matchsticks exhibit, is moving his attraction into a new, 32-foot semi-trailer. Walsh recently purchased property in Gibsonton, Fla., which he'll use to store old equipment.

Homer R. Sharar, of the 20th Century Shows, is wintering in Rockford, Ill. Sharar will leave for San Antonio in February to play the stock show there. . . . Bentley and Moran are prepping a theater tour with a mental act. They're being booked by the Franklin Booking Agency, Dallas. . . . Skippy La Rue is presently her "Beauty and the Beast" dance act in Texas clubs. . . . Sherry Ross working her "Devil's Mistress" act thruout Oklahoma. . . . Chief and Sherry Moran, of Girl Show note, are wintering with their family in Yakima, Wash.

Ted LeFors, veteran West Coast showman, is recuperating from surgery in St. Vincent's Hospital, Los Angeles. His mother is confined to Good Samaritan Hospital in the same city following a stroke. . . . J. W. and Ruth Gilman left their Burbank, Calif., home after Christmas and headed for Florida. Before going out with Penn Premier Shows, J. W. expects to do a little fishing with Lloyd Serfass.

Walter B. Fox writes from Mobile, Ala., that he has been making satisfactory recovery after an operation to save the sight of his right eye. Recent visitors at the Fox home, 753 Conti Street, have included Johnnie Adams, Harry Bartlett, Frank W. Peppers, Byron Gosh, Charlie Crichton, S. A. Ratliff, Charles H. King Jr., and Gene and Martha Massingale.

Mrs. Harry Bartlett, of glass pitch note, spent the holidays in Kansas City, Mo., with relatives. The Bartletts operate a trucking service in Mobile, Ala., during the winter. . . . The Greater Ohio Showman's Association, Dayton, O., sponsored a New Year's Eve ball and watch party for teen-agers, according to Mrs. E. W. Hutchinson.

Nine Florida fairs, starting with Arcadia January 14, have been set by Clades Amusement Company, according to Agnes Bloom at Labelle, Fla., winter quarters. The show is being put into shape under the supervision of Joseph Glade. Also in quarters are Capt. Frank Hurd and troupe, Dick Palmtea, advertising manager; Jim Hansen, show artist, and his wife and nine children; Ray Owens, Jim Boley, Carl Ford and co-managers Agnes and Jerry Saddlemire.

With Easter falling on April 21, the Mobile (Ala.) Mardi Gras will be held later than usual, enhancing chances for good weather and the Frank W. Peppers and Johnny Denton shows, signed to furnish rides and straight sales concessions at the event. Mr. and Mrs. Peppers served a turkey dinner to working men in Mobile quarters on Christmas Day.

Harry Agne, concessionaire with Eastern shows, is wintering at his home in Daytona Beach, Fla.

Many of the Prell's Broadway Shows personnel will be in Miami for the New Year. Sam Prell returned there after spending part of the holidays in New York. Joe Prell and wife accompanied him. Joe's son, Carl, is back at University of Virginia, while Marion Prell will be entering Syracuse Univer-

UNDER THE MARQUEE

Continued from page 50

has the concessions with the circus in Cuba. . . . Bill Reynolds is in Sarasota.

Peter Harris, whose parents formerly were the doctor and nurse with Ringling-Barnum, has a role in the stage play, "Witness for the Prosecution," in Chicago. . . . Duncan (Cisco Kid) Renaldo gave a Christmas party for people making the holiday circus at the Louisville fairgrounds.

Don Rey and Jimmy Goff open January 2 for a run of two to four weeks at the Pere Marquette Hotel, Peoria, Ill.

Steve (Bozo) Benner has been clowning Christmas dates and has a comedy car. . . . Acts at the Boeing Christmas party in Wichita included Sonny Moore, dogs; Chai and Somay, acrobatics and contortion; Les Blue and Yvette, juggling unicyclists; Bob Barnett, clown; Aerial Thrillers, double traps; Jenniers' Seals; Tokayer Troupe, teeterboard; Louie and Pretzels, comedy, and Frank Cain's big heads.

Barney Rapp's Cincinnati Christmas show unit included Duncan Renaldo, St. Leons, Widaman's Elephants, Bobo Barnett, Dalton and Bailey, Bauers' Risley act, Six Symphonettes, Chester and Joe Sherman, and Frank Cain.

George J. Keller writes that he is in Hawaii for the E. K. Fernandez show. Other acts on the bill include Ace Lillard and Harry Wollman, stunt men; the Hendrickses, horses; Capt. Earl McDonald, human torch; four matadors and, Dee Fisher, organist. They are at Honolulu Stadium thru January 2. Keller will be with Orrin Davenport and Tom Packs this season.

Justus Edwards, Polack Western press chief, is vacationing in Mexico City and expects to see Atayde Circus. He has been working up material for next year's show and has prepared a new mailing piece, among other things.

Ray Bickford, Bernardstown, Mass., clown, writes that the Circus Clown Club is being reorganized. . . . Kay Coff, circus artist, together with her sister and a photographer were at Tony Diano's quarters recently for Sunday magazine material. Henry Varner assisted. . . . Bob Calloway, old-time trouper, would like mail at the Thorp Nursing Home, Bristol, Ind.

Emmett Kelly worked the Montgomery-Roberts store in Sarasota for Christmas. . . . Buzzie Potts, clown is at Gravely Sanitarium, Chapel Hills, N. C., and is selling a few oil paintings from time to time. . . . Bernie Griggs, circus performer and clown, has been released from the City of Hope Hospital in California and now is at home in El Monte, Calif.

Crash Dunigan, high-act producer, is recuperating at his New Britain, Conn., home after surgery for removal of a cataract on an eye. . . . Capt. Eugene Christy's Lions and the Lawton Hart Troupe were in St. Paul for a company Christmas party. Christy is booked for eight weeks' work in California, some of it for the proposed Emmett Kelly TV show.

Bill Green, press agent formerly with circuses, was discharged from the hospital at Detroit Sunday (30) and is convalescing at his home prior to a fourth major operation. . . . Jack Bell, owner of a billposting plant in Detroit, is back at

sarasota. Ben Prell is at home in Scotch Plains, N. J. Lot man Johnny Hoffman and Maxie Sharpe are in Miami.

work after hospitalization for a combination of pneumonia, heart ailment, liver trouble and diabetes.

David King Cedar Rapids, Ia., is building a new school and theater show that will include vent, clown and cartoonist numbers.

Winter quarters performance by Ringling-Barnum on a recent Sunday included Sancho Morales, dogs; Cristiani Trio, tumbling; Jack Joyce's mixed animals; Hugo Schmitt's single elephant, with Roman Schmitt; Evy Karoly, bareback; Bisbini Trio, juggling; Aldo Cristiani's Doberman Pincers; Ringling Liberty horses, with Charles Mrowkowski; Evy Karoly, high school horse; Ringling Tigers, with Trevor Bale; Ringling elephants (5), with Hugo Schmitt.

From Sullivan's Hall of Fame, Mary Jane Miller writes that several acts which have been practicing there have gone to Cuba. . . . The Geraldos visited and reported they have their final citizenship papers. . . . Frank Cucksey has been a visitor and he brought his mother for a visit, too. . . . Jugglers Julie and Mauricio have been working out at the hall. . . . Joe and Genevieve McCarthy, formerly heads of the Ringling wardrobe department, are regulars on the Hall of Fame staff. . . . CFA John Hanly and his wife visited. . . . A Christmas show for 700 employees of a power company was at the Hall of Fame, and John Sullivan was master of ceremonies. . . . Russ Lottourneau, in charge of puppet shows, celebrated a birthday. . . . Diane Johnson, a star tumbler at the hall, is joining the Barbetto girls to go with Polack Bros. . . . The Sabre Jets are back in action after laying off while Dick Anderson recovered from a back injury. . . . Otto Grotefent and friends have been frequent visitors.

Beatty Outfit

Continued from page 48

expected here from his Hollywood, Calif., home to prep for his indoor dates with his big wild animal act. He and his family spent the holidays in California.

Bill Petty, secretary, is spending his vacation in Los Angeles, and during his absence Dee Miller is in charge of the office. Most of the department heads have returned after spending the holidays with relatives.

Floyd King is back after a business trip to New York. He operates from his home in Macon, Ga. Two contracting agents are now at work. J. C. Rosenheim and R. E. Miller Jr. Miller has given up his plans to go into the automobile business in Sarasota and has joined the advance again.

King, who is acting in a dual capacity as general agent and promotional director, announced that seven promotional managers have been signed and are starting to work. They are Herbert Knight, Bob Allen, Charles Blaum, J. R. Fremont, Allen Tobell, Ben Yearty and Lee Tanguay.

Press of his work caused King to forego his usual Christmas vacation, but his wife, Mrs. Vicki King, and their four children went to Louisville, Ky., to spend the holidays with Mrs. King's parents.

CAN PLACE FOR TEXAS CITRUS FIESTA, MISSION, TEX., January 22-27

Scooter, Rock-o-Plane, Scrambler. Also Stock Concessions. Need several good Ride Men. Address:

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SPECIAL 3-PIECE WRENCH SET

- 6" Adjustable Wrench
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All Quality Forged Tempered Steel
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Comprising 36 Wrenches • Bulk Pack. 25% dep. with order, bal. C.O.D., F.O.B. Chicago.

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E. P. FITZPATRICK
304 N. Adams St.
Wilmington, Delaware

MERCHANDISE TOPICS

Magic Block Company, 2513 Riverside Avenue, Minneapolis, has a low-priced puzzle that does many tricks. Acrobatic Blocks seem to be a never-failing source of pleasure. The blocks are held together by flat tapes and may be moved into 999 different positions for an endless variety of tricks, says the firm. Both educational and mystifying, satisfaction of self-accomplishment makes it an interesting item. Workers are offered a sample for 25 cents. Regular price to the trade is \$17 per hundred.

An unusual woman's watch is getting a lot of response, according to Weinman's, 182 South Main, Memphis. This is a sparkling 17-jewel watch which has been rebuilt like new, complete with hand-set rhinestone bracelet band. It has a snap-shut jeweled cover which conceals the face. It is released by pressing a tiny button. Gift box is included free. The company suggests you get in on this latest creation.

If you haven't checked Gellman Bros. catalog lately, send for one. The firm is located at 119 North Fourth Street, Minneapolis, and the catalog is free. This is a genuine money-saving guide for premium users, auctioneers, wagon jobbers, agents, salesmen and distributors,

and illustrates a line of imported and domestic novelties. Included are nationally advertised name brand merchandise such as housewares, electric appliances, jewelry, watches, clocks, stuffed toys, blankets, carnival goods and other fast-selling items. Gellman has a 35-year record of dependable service.

Harris Novelty Company, 1102 Arch Street, Philadelphia, writes that its line of Elvis Presley novelties is selling like wildfire. Heading the list is a two-way flasher button which shows two different pictures of the star. Another button states, "I Like Elvis." The same words are also shown on a colorful pennant. Harris will send complete prices on these novelties as well as a listing of many other novelties and merchandise in which it specializes.

A good way to make some extra cash during winter months is recommended by Eder Vacuum Cleaner Company, 13345 Livernois, Detroit. Salesmen can get in business for themselves with the Electrolux Model 30 Cleaner, complete with all attachments, that looks and works like new. Each is individually boxed with a one-year guarantee. The price of \$24 each in lots of 12, or \$25.50 for a sample is worth investigating.

PIPES FOR PITCHMEN

By BILL BAKER

FLOYD B. VALTERS... former sheet writer, was recently re-elected to his fifth term as president and midway secretary of the Blue Water Festival Association, Port Huron, Mich.

LENA RHEINHART... well known for years as a top hill-billy fiddler with med shows in the Southwest, was reportedly fatally burned when the cabin in which she was living in California burned to the ground.

NEW YORK NEWS... notes from Joe Joblots: Excellent weather in the East made Christmas toy business the biggest ever for Phil Braweiser, who soon heads for the South. Pat Elvis McGinley, known as the corsage king, will make the inauguration in Washington. Duke Segal has his eye open for a new line of dancing dolls, a big hit in Gotham. Sam Circus is observing his 50th year in showbiz. Sal Vinci is opening a loan agency in Cleveland. Lew Lux and Pete the Greek are now partners. Joe Marks is still a bachelor and is not happy about it. Harry Friedman, West Coast concessionaire, has opened a balloon store on 14th Street.

10 Years Ago In Pitchdom...

Dutch Hildebrandt was active in the promotional business, working out of Springfield, O... Mary Reynolds was working cleaner compounds in the New Haven, Conn., area to outstanding business... Ross Dyar, Fergie Ferguson, Leroy Crandell and Curly Bartok were in Hot Springs taking the baths... Bob Posey was heading out of Texas to open a store in New Orleans... Ed and Ethel Hill were doing well in North Carolina... W. F. McDonough was working in his home town of Gardiner, Me.

Curly Warwick was getting folding money with gyroscopes in Chicago... Freddy W. Voekker, vet soap worker, was in Veterans' Hospital, Lyons, N. J... Harry J. Mills was in Grants Pass, Ore,

framing a myrtlewood novelty layout for sports, flower and trade shows... Memphis Red Tilley was getting fair money in Baton Rouge, La., with shopping bags and target balloons... Jim Wall was in Bristol, Va., mapping plans for a move into the tobacco belt... Ray C. Herbers announced his retirement from the med business and plans for an April opening with a "Face the Facts" show under canvas... Mary E. Ragan and her husband, Dick Kanthe, were wintering in California.

Big Al Wilson was in Miami Beach, Fla., working the wonder mouse... Morris Lerry announced his retirement from the novelty business and plans to operate a farm with Corn Blum... Eddie Leonard was in Denver Springs, Fla., for the winter... Moses Sparks, sock worker, was getting big passouts in Arkansas towns... R. R. Roach was working at Sears, Chicago, and getting money with Svengali decks and the wonder mouse... George Ankrem and Jimmy and Maybelle Garrett were doing well in Ruskin, Ga., with shell jewelry. Blackie Davis and Georgia Boy Drew were wintering in Ruskin... Harry Corry was wintering in New Orleans.

Jerry Russell was in Charity Hospital, New Orleans... E. H. Eaton was in San Francisco framing a glass cutter and sharpener layout.

Buy direct from
Costume Jewelry Manufacturer

CATALOG
FREE CATALOG WRITE TODAY!

Offers a full line of Earrings, Scatter Pins, Necklaces and Earring Sets Religious Jewelry, Rings, Bracelets, Ident's, etc. OVER 150 DIFFERENT, fully illustrated and easy to sell jewelry items. **COMPARE OUR PRICES & QUALITY!** Also: Men's and Ladies' Watch Sets.

THIS WEEK'S SPECIAL! Necklace and Earring Sets in Gift Boxes. Beautiful lasting Gold Finish and set with finest quality Rhinestones. Assorted Styles—\$6.50 per doz.

PACKARD JEWELRY CO.
Dept. B, 48 W. 25th St., N. Y. 10, N. Y.

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

Send \$15 for sample package of 10 items

WRITE FOR FREE 1957 LOUIS WATCH BROCHURE

You may re-order any of the individual numbers you desire.

Sample package of our 10 Latest Promotions. Each item tested and proven to be "hot" sellers. Our repeat orders prove each number is a winner.

If you are not satisfied with our selection we will refund your money. 25% dep., bal. C.O.D., F.O.B. Chicago.

DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Illinois
Phone: LAwndale 2-7377

The FAMOUS Geneva 7-PC. MENS JEWELRY SET

AT THE NEW LOW PRICE **\$5.95** 6 or more

Sample \$6.95
1 Yr. Written Guarantee 25% deposit with order, balance C.O.D.

Includes:
* Jeweled Wrist Watch, fancy dial
* Matching Expansion Band
* Spring Clip Tie Bar, matching Cuff Links
* Retractable Ball Point Pen
* Propel-Repel Lead Pencil
* Beautiful satin lined box with life tag and \$71.90 price tag

Also available in 17-J, \$9.95

NATIONAL DISTRIBUTING CO. PHONE #2-6433
1751 W. FLAGLER MIAMI, FLORIDA

WHOLESALE BUYERS' GUIDE

Gellman BROS.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

IT'S NEW! IT'S BIG! IT'S FREE!

325 PAGE CATALOG

GIANT BOOK PACKED WITH NATIONALLY ADVERTISED MERCHANDISE AT LOWEST WHOLESALE PRICES!

Big, colorful Catalog shows thousands of wholesale bargains in housewares, jewelry, electrical goods, leather goods, watches, and toys. Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business.

GEM Sales 533 Woodward Dept. A
Detroit 26 Mich.

NOW AVAILABLE AS PREMIUMS

Genuine Thornehill MEN'S 7-PIECE MATCHED JEWELRY SET

\$5.75 Complete 6 or more (Sample \$6.95)

DELUXE GIFT SET INCLUDES:
* Men's Watch Fully Guaranteed
* Matching Expansion Band
* High Styled Cuff Links
* Matching Tie Bar
* Super Styled Fountain Pen
* Matching, streamlined pencil or key chain
* Luxurious Gift Box good for jewelry storage—cigarette box, etc.

HAWTHORNE WATCH CO. 593 MISSION STREET SAN FRANCISCO 5, CALIF.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Canes, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.

every conceivable kind of **EQUIPMENT, SUPPLIES AND SERVICES** has been sold in The Billboard

WHAT DO YOU HAVE TO SELL? Write Box 666, 2160 Patterson St., Cincinnati, Ohio

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

RATE: 20c a word—Minimum \$4.

CASH WITH COPY

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

RATE: \$1 per agate line—\$14 per inch. Minimum \$10.

CASH WITH COPY

(unless credit has been established)

WEINMAN'S MEN'S WOMEN'S New Styles

BENRUS ELGIN WALTHAM GRUEN BULOVA

Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49

All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

10 Assortment, Men's FOR \$69.50

Elgin, Waltham. Complete with Expansion Bands. (Sample \$9.95)

\$6.45 Each

SPECIAL LOT—Men's Elgin, Waltham Watches

Reconditioned and Guaranteed. Expansion Bands included.

5-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT

WEINMAN'S

182 S. Main St., Memphis, Tenn.

JEWELRY CLOSEOUTS

E-1—Tailored earrings, asst. gr. \$18.00
 E-2—Stone earrings, asst. gr. 21.00
 B-1—Bracelets, asst. gr. 24.00
 T-1—Tailored Tie Sets, bxd., dz. 3.50
 T-2—Stone Tieside Sets, bxd., dz. 4.50
 O-1—Odd lot necks & bracelets, gr. 15.00
 R-3—Men's stone rings, asst. dz. 2.75
 2160—Stone neck & ears, bxd., dz. 7.50
 2164—Stone neck & ears, bxd., dz. 9.00
 2256—3-piece pearl set, bxd., dz. 12.00
 5631—3-pc. Rhinestone Set, dz. 18.00
 W-1—6-piece watch set, each. 5.95
 W-2—Ladies' Watch Set, each. 6.25
 C-1—Cufflinks, carded, dz. 1.25
 T-4—Tiesides, carded, dz. 1.25
 WF-8—Men's stone dial watch, bxd. 5.50

Try samples of any items listed above at reg. prices. 20% deposit, balance c.o.d. Free Catalog.

NEW ENGLAND JEWELRY BUYERS
 124 Empire St., Dept. 8 Prov. R. 1

ACTS, SONGS & PARODIES

This is a DISPLAY CLASSIFIED AD Your Advertisement displayed in a space this size will cost only \$14 per insertion

23,000 PROFESSIONAL GAGS, ROUTINES, ad lbs, doubles! 1,600 pages! For free comedy catalog write: Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ap20

AGENTS & DISTRIBUTORS

AGENTS, PITCHMEN — RELIGIOUS CALENDARS, 15x20 pictures suitable framing; sells fast, 10 subjects; sample and prices, 35¢. Casa, Livingston, Tenn.

ATTENTION—HOSIERY: LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect. Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. ja12

FABULOUS CLOSEOUTS

Tailored Earrings, Asst. STYLES \$ 1.50 dz
 Charm Brace. Asst. 2.50 dz
 Pierced Earrings on Display 1.75 dz
 Tie Slide & C/L Set, Reg. \$2.50. 5.40 dz
 Enamel on Copper Pins, 2.50 dz
 Cuff Links 2.50 dz
 Rhinestone Earrings, Asst. 2.50 dz

EXTRA SPECIAL!!!!

BOXED SETS, Asst. STYLES... \$ 4.50 dz
 Ornamental Stay Combs... 1.00 dz
 Gen. Cultured Pearl Pins & Neck... 4.80 dz
 Large Stone Earrings... 4.80 dz
 Ropes Asst. 3.00 dz
 4 pc. Pearl Set, Boxed... 13.50 dz
 Pearl Earrings, Asst. STYLES... 1.50 dz

20% Deposit with Order. Balance C.O.D. FREE BOOKLET DESCRIPTIVE LITERATURE

KAREN ORIGINALS

45 No. Main St. Bristol, Connecticut

ELVIS PRESLEY ANIMATED BADGES. They're movable and profitable. Send 35¢ for sample. Elvis Presley Club, Room 217, 1105 Lawrence, Chicago.

ATTN.: SALESMEN—11 WESTERN STATES "only"! Save heavy freight charges! Sell famous name brand Appliances, Housewares, Furniture, Jewelry, Tools, Auto Accessories, Sporting Goods from Western Catalog (64 and 350 pages). No investment, no inventory. We drop ship! General Wholesale, Box 4058CR, San Francisco. ja5-np

EARRINGS — ASSORTED STONED AND tailored, \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. ja26

JAPAN DIRECTORY — JAPANESE MANUFACTURING exporters, plus Japan trade journal information and opportunity mail, \$1 today Nippon Annual, 920 3rd Ave., Seattle 4, Wash. ja19

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz
 Stoned & Tailored Earrings 1.75 dz
 Pierced Earrings on Display 1.25 dz
 Charm Bracelets, asst. 1.50 dz
 Lord's Prayer Necklace, boxed 3.00 dz
 Children's Jewelry, boxed, asst. 2.95 dz
 Asst. Tie Slides, carded 1.00 dz
 Rosaries, imported 1.95 dz
 Cameo Sets, boxed 7.20 dz
 Tie Slide Sets, asst., boxed 4.00 dz
 4 Pc. Rhinestone Sets, boxed 18.00 dz
 Summer Earrings, asst. 7.00 gr.
 Pearl Necklaces (domestic) 1.45 dz
 Neck & Earrings, asst., boxed 9.00 dz

SAMUEL SILVERMAN & CO., INC.

1820 Westminster St. Providence, R. I.

JOKERS FUN SHOP — FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. fe23

LEATHER BILLFOLDS, \$54 GR.—SAMPLE doz., \$5.50; Cowhide, \$10.80 doz.; English Morocco, \$13.50 doz.; stitchless Steerhide, \$15 doz; Morocco, \$18 doz.; Ladies' Wallets, all pastel colors, \$66 gr.; sample doz., \$6.50. Ladies' Cowhide, \$13.50 doz. Olympic, 321 Newman Ave., New York 72. ch

MAGAZINE SALESPeOPLE, EXPERIENCED,

district crew managers, veterans, for better deal write Steele, P. O. Box 1760, Franklin, Tex. Lowest turn in, best sheets, work anywhere. ja19

ANIMALS, BIRDS, PETS

ANIMALS, BIRDS, REPTILES FOR SALE. Write, visit Ross Allen's Reptile Institute at Florida's Silver Springs. ja19

CHEETAHS, ONE PAIR EXCELLENT CONDITION, tame, one year old, \$2,000 pair; Spotted Indian Leopard, one year old male, tame \$650; Siamese Elephants, females, one 56 inches tall, \$3,250; one 51 inches tall, \$3,500, can be easily led; full grown double wattled violet neck Cassowaries, full grown, good for side show, \$300 each; one Llama, male, two years old, \$375, Trefflich, 228 Fulton St., New York.

CHIMPANZES, FULL GROWN FEMALES, \$500 each; young Chimps, males and females, \$600 each up; Monkey sale, African Greens, \$35 each; Sooty Mangabays, \$40 each; Monas, \$45 each; Pigtail, male, \$85; Mandrills, \$125 each; Baboons, \$65 each; Black Spider Monkeys, \$35 each; Java Baby Monkeys, \$35 each; Squirrel Monkeys, \$21.50 each; one Two Toe Sloth, acclimated; good feeder, two years old, in New York one year, special, \$200. Write for complete animal list. Trefflich, 228 Fulton St., New York.

Tell Your Selling Story to BETTER ADVANTAGE Use Display Type and White Space

Rate: only \$14 per inch This 1 1/2-inch space costs only \$21

CHRISTMAS SPECIALS — BABY RACCOONS, descended Skunks, Pigmy Skunks, Parakeets, Monkeys, \$19.50 each. Baby Alligators, Animals, Birds, Reptiles, all kinds. Free list. Thompson Wild Animal Farm, Clewiston, Fla. ja5

SPECIAL — ELEPHANTS

Immediately available Indian Assam female Babies, large choice. All about 5'. We compete as usual on price and quantity Phone Whitehall 3-4073

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.

50 Broad St. New York

FOUR RETICULATED PYTHONS, 18 TO 20 feet, fat, healthy bodies, clear mouths, excellent feeders. Sailor Katzy, Route 2, Box 568, Tampa, Fla. ja2

BUSINESS OPPORTUNITIES

CERTAIN NEWSPAPER ITEMS WORTH \$5 each; dozens worth 25¢ to \$3. Learn which. Free details. Dorcitt, 2215 So. Walnut, Muncie, Ind. fe16

ATTENTION—ALL CARNIVAL AND CIRCUS Owners: Motel, 26 units, brick veneer, several hundred feet of paving, 10 acres of land all fenced, 400' federal highway frontage. Would make excellent winter quarters as well as a good income, both winter and summer. Will sell all cash or reasonable down payment. Good climate, don't pass this up. Contact K. Marshall, Phone LO 45578 or 2022 South St., Nacogdoches, Tex. ja5

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

BILLIARD PARLOR, E. Cen. Ala. Top loc. l. Sdy. clientele! \$50 rent! 6 tables. Oppty. Dept. #8439.

ROLLER SKATING RINK, No. W. N. Y. No competition. All eqpt. Main st. loc. New! Dept. #42392.

MUSIC STORE, So. W. Conn. Ideal city loc. Instr. sold, taught, rented. Poor competition. Modn. eqpt. Top oppty! Dept. #42396.

CHAS. FORD & ASSOC. INC.

6425 Hollywood Blvd. Los Angeles, Calif.

HOW TO MAKE MONEY WITH CARNIVAL Games 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite San Jose 26, Calif. fe4

MORE BUYERS

Will Stop and Read YOUR AD if you use

RATE ONLY \$14 per inch

DISPLAYED CLASSIFIED AD

MUST SELL 200,000 BRAND NEW RECORDS—Latin-American, 78 rpm.; different labels at 5¢ each. All records in original sleeves, 25 to a box, 100 to a carton. Juan Martinez Vela, Inc., Box 2027, San Juan, Puerto Rico. ja26

NEWS CLIPPINGS, TESTIMONIAL LETTERS, etc., reproduced in quantities for sales promotions. Prompt! Price list free. Fame Reproductions, 291 Ellis, San Francisco 2, Calif. ja5

WANTED — PROFESSIONAL COUPLE TO manage small Roller Skating Rink, good location; or will rent rink to responsible party. Write, Diamond State Drive-In Theatre, Felton, Dela. ja5

COSTUMES, UNIFORMS, WARDROBES

DERBIES, \$2; CLOWN SUITS, \$15; GIRL Show, Strip, Minstrel Costumes, Wigs. Free list. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone UNION 3-9509.

LEOTARDS, BIKINIS, EXOTIC WEAR. Lowest prices on mesh hose, tights, gloves, leotards. List: Actual photos, \$1. Stan Stanton, Liberty 4, N. Y.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh9

FOR SALE — SECOND-HAND SHOW PROPERTY

BRILL'S NEW ILLUSION PLANS—BURNED Alive, \$5; 3 Cute Illusions, \$1; 27 Big Illusions, \$46. Free catalog. Brill, Box 875, Peoria, Ill.

KIDDIE RIDE EQUIPMENT — ONLY 100 U. S. Aircraft Belly Tanks, about 10 ft. long by 26", cost \$100. At \$12 ea. Tel. 2-5455, Redmond Lumber Corp., P. O. Box 1068, Richmond 8, Va.

KIDDIE TRAIN RIDE—MADE BY MINIATURE Train Co. 12 Model, used one season, good as new. Lake Lansing Amusement Park, Haslett, Mich.

LIST YOUR RIDES WITH, BUY YOUR rides through Young's Carnival Sales, 5218 Wadena, Duluth 7, Minn. Phone Market 4-9519. Prompt Service. Want Rides from New England especially. ja5

MINIATURE (RENSSELAER) TRAIN, G-16, diesel type, loco, and 3 cars, left-entrance, 36/54 pass. Extra good condition with 2,400 ft. track, \$8,000. B. E. Roberts, 1676 Noble Dr., N. E. Atlanta 6, Ga. TRINITY 2-1479. ja12

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ja19

USED RIDES—LARGE STOCK OF ADULT and kiddie rides that have been traded in on new equipment. Write today for list. King Amusement Co., Mt. Clemens, Mich. fe16

LITTLE ATOM World's Smallest Pistol

COMPLETE WITH RANGING AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS

ACTUAL SIZE



Dealer's Cost... \$12.00
 List... \$1.95 ea.

Actually shoots caps with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog.

G & S Mfg. Co. Dept. B. NASHVILLE, TENNESSEE

Dancing Drummer Dog



He turns his head, drums and dances when bulb is squeezed. Bright red and blue trim. Each in Poly-bag.

Dot. \$ 2.00
 Gross 21.60

Include postage with order.
 25% deposit with C.O.D. orders.

KIPP BROTHERS Wholesale Distributors Since 1880
 240-42 SOUTH MERIDIAN ST. INDIANAPOLIS 25, INDIANA

DO YOU HAVE OUR 480-PAGE FREE CATALOG

If not, you should have one—it's yours for the asking! Our only request is that you state your type of business in first letter.

FOR THE LATEST MERCHANDISE—PRICES—QUALITY—AND SERVICE

Contact: **Wisconsin DeLuxe Company**
 1902 No. Third St. Milwaukee 12, Wisconsin

You Can't Beat **BRODY** for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clothes—LAMPs—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods — SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.

84-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

M. K. BRODY
 1116 S. Halsted St., Chicago 7, Ill. L. D. Phone: MOndroe 6-9520
 In Business in Chicago for 37 Years

LAVENDER SACHET BASKETS

Made of tightly woven bleached rattan, holds dried lavender flowers without spilling. Each with colorful plastic stopper.

\$79.00 PER 1,000
 \$45.00 per 500
 Imported dried lavender flowers, 10 lbs., \$8.50.

SHERFY'S, LTD.
 2124 Boyer Seattle, Washington

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

● TIP CARDS ●
 ● BASEBALL CARDS ●

at very reasonable prices.

COLUMBIA SALES CO.
 302 Main St., Wheeling, W. Va. Phone: Wheeling—CEdar 34282

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:
 REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.
 DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14.
 (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
 2160 Patterson St.
 Cincinnati 22, Ohio

Please insert the above ad in..... Issue

I enclose remittance of \$.....

Name

Address

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

50 YOUNG MARES AND 2 SPOTTED Studs, all for \$3,200. Will sell in smaller amounts; reason for selling, lease running out on our ranch. Trucks available for delivering. No time for letter writing. Phone now day or night 8317. Don't wait, you might be too late. P. L. Cobb, Amite, La.

FORMULAS

FOR SALE—REFRESHMENT STAND, 6X10 feet; steel frame, aluminum metal, gas lights, etc., \$250. R. Ulrich, 700 Edgewater Rd., New York 59, N. Y.

INSTRUCTIONS BOOKS & CARTOONS

"RULE OTHERS WITH THOUGHTS." (FOR adults.) Since telepathy controversial, no promises. But satisfaction guaranteed—or refund. \$2. Delmar, 846-E7 Sunnyside, Chicago 40.

MAGICAL APPARATUS

NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radioophone for mentalist, easily concealed. Brochure prices on request. Nelson Enterprises, 338 South High, Columbus, O.

MISCELLANEOUS

COIN MACHINE MECHANIC—16 YEARS same company; repair anything; wants job Jackson, Fla., vicinity. Write Box C-121, c/o Billboard, Cincinnati 22, O.

500 NAME-ADDRESS GUMMED LABELS printed, 65¢ postpaid. Artprint, P. O. Box 166, Sheboygan 5, Wis.

M. P. FILMS & ACCESSORIES

ARCADE OPERATORS—NEW 16MM. RE-leases, Art, Pinup and Burlesque Subjects; 400 ft. and 600 ft., \$29 and \$30, 10% discount on large orders. Send for free list. Box C-118 c/o Billboard, Cincinnati 22, O.

IN ORIGINAL SHIPPING CASES, USED ten times, Ampro Arc Projector, extra lens, etc.; and six major company road shows, big stars and pictures prints like new. Original cost projector and film \$3,800. Have no need, priced for quick sale, \$1,000 for all. Bill Tatham, Clinton, Ill.

16MM. SOUND FILMS, FEATURES AND Shorts. Hundreds of titles in all price ranges. Sale or exchange. Crawford Film Service, 412 Page St., Ft. Worth 10, Tex. np

PERSONALS

ANYONE KNOWING WHEREABOUTS OF Richard Broderick wife Cliff Frost, 417 Des Moines St., Des Moines, Ia., or call Cherry 46932, Des Moines, Ia., for liberal reward.

BILL—CHECK GEN. DEL., NEW Rochelle, New York P. O. for letters always. Letter received. Jo.

WANTED—ADDRESS OF PAUL BRAM-lett Stafford, born 5-5-'04; also known as John Harrison Devaney, Jack Reed, Vivian Clarence Reed. Have information of interest to him. Write BAR, P. O. Box 7346, Atlanta 9, Ga.

PHOTO SUPPLIES DEVELOPING—PRINTING

PHOTO BOOTHS, CAMERAS, D.P. PAPER Developers, Frames, everything for direct positive photography. Write for our low prices. PPD Camera Co. 1546 W. Cortez Chicago 22 Ill. ph-17n

STUDIO EQUIPMENT FOR SALE

Complete D.P. Millman 2 1/2x3 1/4 Camera with lens & prism; Marks & Fuller En-lyner, also reducing unit, Stainless steel Tanks & Strips Carriers, Photo Copy Machine, Visualizer, 2 Neon Signs, Display Frames & Samples. Cost over \$1,000. Best offer takes it all.

STAGE DOOR CAFE

1219 Main Street Columbia, S. C. YOUR FAVORITE SNAPSHOT OR PHOTO (send same) on 100 glossy gummed back photo stamps, \$1.75. Forsyth, 1313 Sherman, Pittsburgh 12, Pa.

PRINTING

ALWAYS SPEEDIEST SERVICE, QUALITY Window Cards, three colors, 14x22 size, \$8 hundred; larger 17x26 size, \$12.50. Cards for all amusement occasions, many illustrated. Also Bumper Cards, Bumper Signs, Tribune Press, Dept. W-57, Earl Park, Indiana. ma30

TARGETS FOR SHORT RANGE GALLERY, \$3 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md. ja12

200 #1/4X11 LETTERHEADS AND 200 #6 1/2 Envelopes, postpaid, \$4. Globe Print Shop, St. Stephen, S. C.

200 #1/4X11 LETTERHEADS AND 200 #6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. ja7

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-136, Chicago 32, Ill. ja26

GOLDMINE OF 600 MONEY MAKERS—Free copy Specialty Salesman Magazine, desk 22-B, 307 North Michigan, Chicago 1, Ill. ch-17n

\$300 FIRST WEEK OR MONEY BACK. New glow ad clock unlike any in world. Electric Ad Clock Co., 612-620 Orleans, Chicago 10, Illinois. np

Every conceivable kind of EQUIPMENT, SUPPLIES AND SERVICES has been sold in The Billboard.

What Do You Have To Sell? Write BOX 666 2360 Patterson St. Cincinnati, Ohio

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. ja12

WANTED TO BUY

WANTED—USED 45 PHONOGRAPH RE-cords, top price paid for late top numbers. Herbert Fischer, 14923 Edbrooke, Dolton, Ill. Dolton 5067. ja12

HELP WANTED

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

ENTERTAINING UNIT WANTS TENOR Man, some comedy, group vocals, quartet. Has location, some traveling. Salary open; don't misrepresent. Location Combo. Box C-122, c/o Billboard, Cincinnati 22, O.

MALE VOCALIST, SINGLE, MUST SING original keys; traveling commercial orchestra. Guaranteed salary; 50 weeks per year. Bob Calame, 2107 N. 18th St., Omaha, Nebraska. ja5

NEED PIANO MAN FOR TRIO—AGE 20-30, travel, play shows and commercial, dancing. Now working northwest. Good contacts. Write immediately. Ken Snyder, 1745 Curtis St., Berkeley 2, Calif.

WANTED—MUSICIANS FOR REPLACE-ments on organized commercial dance band. Cut or no notice. If you drink don't answer this ad. Del Clayton, 1611 City National Bank Bldg., Omaha 2, Neb. ja5

WANTED—YOUNG EXPERIENCED PI-ano. Must read, fake, commercial, jazz. Florida location, no spooks. Orchestra Leader, 5000 Phillips Highway, Jacksonville, Florida.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

AGENTS & MANAGERS

AT LIBERTY FOR SEASON 1957—CIRCUS Gen. Agent. First time at liberty in 20 years. No wires. Write. Address John D. Foss, 1108 W. Providence, Spokane, Wash. ja5

MISCELLANEOUS

ANIMAL MAN WANTS PERMANENT JOB in zoo. Circus background, has handled bulls, big cats and other animals. Age 48, white, single, sober. Write Box C-117, c/o Billboard, Cincinnati 22, O. ja5

FORMER NEWSPAPERMAN, REPORTER, DJ, who knows records, music and all disk jockeys in Florida where he travels regularly as a press relations man for Florida Highway Patrol, would like serve as contact man for record company or what have you? Write or wire Red Kerce, Tallahassee, Fla. ja5

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Of- fice Box 2902 Seattle, Wash. mh30'57

MUSICIANS

A-1 ORGANIST DESIRES CHANGE. HAVE own instrument and transportation. Prefer location. Male, age 30, neat, personable. Prefer Calif. Contact Musician, Box 523, Monterey, Calif.

AVAILABLE DECEMBER 23—TENOR, alto, clarinet, flute, Hotel-type banda. Locations. Les Dickson, Library Hotel, Springfield, Ill.

BASS MAN—NAME BAND AND COMBO experience, age 34. Need fake job temporarily, unable to read due to eye operation. Very good ear. Prefer combo. Musician, Room 62, Michigan Hotel, Indianapolis, Ind. ja5

COMMERCIAL LEAD, ALTO OR TENOR, double flute, alt lb clarinet, bass clarinet, read shows well. Name experience. Con- sider combo or hotel work only. Write or wire Eddie Bean, Taycheedah, Wis.

JOHN EMERY—ORGANIST-PIANIST-VO- calist. One of America's most entertain- ing musicians. Dinner, dance, cocktail music, requests. Have electronic organ. Available Jan. 5. Write c/o Caron, 410 Church, No. Adams, Mass. ja19

ORGANIST—HAMMOND, EXPERIENCED Pianist and Solovox. Write Marjorie Ekedahl, 153 1/2 Chandler St., Jamestown, N. Y. Tel. 91-115.

TRUMPET MAN, UNION, WANT SECTION chair, no lead. Will travel. Art Athey, 143 Ridge Ave., New Kensington, Pa. ja12

TROMBONE—NAME EXPERIENCE, ESSEN- tials, sober. Cut or else. "Fete" Bolleau, General Delivery, Atlanta, Ga.

PARKS & FAIRS

AT LIBERTY AFTER NOV. 1, 1957 RAY'S Circus Revue. Dogs, Monks, Birds, small Pony and baby Elephant. Due to entertain- ing acts forced to move to larger quarters. Mail Magnolia, Ohio. Route #1. Phone Canton, Ohio. Union 62010. H. R. (Hube) Ray. ja21'57

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indian- apolis 21, Ind. ja28

HIGH FIRE DIVING AS FEATURED BY Fox Movietone. A stunt man demon- strates his most dangerous assignment. A wonderful sight to behold. Impressive re- sults wherever shown. Capt. Mac Pro- duction, 456 Lamphier Place, Warren, O. Tel. 45337. ja12

COMING EVENTS

Arizona Phoenix—Aris. Nat'l Livestock Show, Jan. 2-5. Phoenix—Phoenix Automobile Show, Jan. 8-13.

California Richmond—Richmond Automobile Show, Feb. 15-17. San Diego—Auto Show, Jan. 18-27. San Diego—All-Breed Cat Show, Jan. 26-27. San Diego—National Doll Show, Feb. 4-9. San Francisco—China, Glass and Gift Show, Feb. 3-6. Kay Leber, 1355 Market Street. San Francisco—San Francisco Automobile Show, Jan. 5-13. San Francisco—National Sports & Boat Show (Cow Palace), March 1-10. Thomas Rooney. San Jose—Better Homes Exposition, March 5-10. Patrick J. O'Toole.

Colorado Denver—Denver Automobile Show, Feb. 4-9. Denver—National Western Stock Show, Jan. 11-19.

Connecticut Hartford—Connecticut Sportsmen & Boat Show, Jan. 19-27. F. J. Byron Jr. Hartford—7th Annual National Autorama Show, Feb. 20-24. New Haven—Connecticut Boat Show (Arena), March 21-24. Milton Cottler.

District of Columbia Washington—Washington Auto Show, Jan. 5-13.

Florida Clewiston—Sugarland Expo, Jan. 31-Feb. 4. Doug Peary Kissimmee—Kissimmee Valley Livestock Show, Feb. 14-17. Carlyle Bronson. Madison—N. Fla. Livestock Show & Sale, Jan. 28-29. C. R. Hamrick Jr. Miami—S.E. Fla. & Dade Co. Youth Show, Jan. 23-27. Lamar S. Walker. Plant City—Fla. Strawberry Festival, Feb. 18-23. P. W. Nulter. Quincy—W. Fla. Livestock Assn. Pat Cattle Show & Sale, Jan. 22-24. A. G. Driggers. Miami—Miami Sportsmen's Show (Dinner Key Aud.), Feb. 10-17. West Palm Beach—Palm Beach County Fair, Jan. 18-26. Lamar Allen. Winter Haven—Fla. Citrus Expo, Feb. 11-16. Philip E. Lucy.

Georgia Atlanta—Southeast Boat & Sports Show, March 1-8. Atlanta—Southern China, Glass & Gift Show, Jan. 20-23.

Illinois Chicago—Chicago Auto Show, Jan. 5-13. Chicago—National Boat Show, Feb. 8-17. Guy W. Hughes. Chicago—International Sports & Outdoor Show (Amphitheater), March 8-17. Frank M. Hogan. Peoria—Peoria Sports, Boat, Home & Vacat- ion Show (Robertson Field House), March 26-31. Sidney J. Page. Fort Wayne—Fort Wayne Sports, Vacation & Boat Show, Jan. 29-Feb. 3. Ben Cowall. Indianapolis—Indianapolis Auto Show, Jan. 18-26. Indianapolis—Indianapolis Sports, Vacat- ion & Boat Show, Feb. 22-March 3. Melvin T. Ross.

Iowa Ottumwa—Iowa-Missouri Outdoor Ameri- ca Show (Coliseum), March 28-30. Laurence Hamley.

Louisiana Cameron—Fur and Wildlife Festival, Jan. 7-12.

Maryland Baltimore—Automobile Show, Jan. 19-26.

Massachusetts Boston—New England Sportsmen's & Boat Show, Feb. 2-10. Albert C. Rau. Topsfield—Sportsmen's and Boat Show (Fairgrounds), April 18-21. Danvers Fish & Game Club.

Mexico Mexico City—Second International Auto- mobile Show, Jan. 4-13.

Michigan Bay City—Poultry Show, Jan. 10-13. Bay City—Better Homes Show, March 15-20. Jack Davis, Box 12. Detroit—Detroit Auto Show, Jan. 19-27. Detroit—Detroit News Boat Show, Feb. 2-10. Frank Jenkins. Detroit—Detroit Sports & Travel Show (Fairgrounds), March 9-17. Frank Jen- kins.

Minnesota Minneapolis—Upper Midwest Auto Show, Dec. 28-Jan. 6. St. Paul—Land-o-Lakes Boat, Marine & Tackle Show (Auditorium), March 15-24. Noel Van Tilburg.

Missouri Kansas City—Kansas City Auto Show, March 2-10. Kansas City—Kansas City Sports, Boat, Trailer & Travel Show, Feb. 1-10. F. W. Kahler. St. Louis—Auto Show, Jan. 19-27. St. Louis—Builders' Home Show, Feb. 9-17. Mel Doernhoefer. St. Louis—Midwest Sports Show, Feb. 23-March 3. Wendell Emrick.

Nebraska Lincoln—Lincoln Auto Show, March 13-17. Omaha—Omaha Auto Show, Feb. 2-10. Omaha—Omaha Sports, Vacation & Boat Show (Auditorium), March 2-10. O. E. Budde.

New Mexico Albuquerque—Albuquerque Auto Show, Feb. 11-17.

New York Buffalo—Buffalo Automobile Show, Jan. 5-12. Buffalo—Buffalo Boat, Travel & Sports Show, Feb. 22-March 2. George W. Collins. Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 2-10. Albert J. Chase. New York—American Toy Fair (New Yorker and McAlpin Hotels, Toy Bldg.), March 6-15. New York—National Sports & Vacation Show, Feb. 15-24. Vic Oristano. New York—National Motor Boat Show, Jan. 19-27. Joseph E. Chote. Rochester—Rochester International Sports & Boat Show (War Memorial Aud.), March 8-17. Vic Oristano.

Rochester—Rochester Automobile Show, Jan. 26-Feb. 2. Schenectady—Schenectady Auto Show, Jan. 14-19. Syracuse—Auto Show, Feb. 17-23. Syracuse—Food-O-Rama, Feb. 3-10. Syracuse—Post Standard Home Show, March 5-8. Syracuse—Central New York Builders & Garden Show, March 28-April 2. Syracuse—Syracuse Automobile Show, Feb. 17-23.

North Carolina Asheville—Asheville Auto Show, Feb. 14-17.

Ohio Cincinnati—Cincinnati Automobile Show, Jan. 21-26. Cleveland—American and Canadian Sports- men's Vacation & Boat Show (Auditor- ium), March 22-31. A. W. Newman. Columbus—Columbus Dispatch-Journal Vac- ation, Travel & Boat Show (Fair- grounds), March 15-24. Ben Cowall. Toledo—Sports, Home Boat & Auto Show, March 9-17. Paul Spor, Spitzer Bldg.

Oklahoma Oklahoma City—Midwest Boats, Sports, Vacation, Hobby and Outdoor Show, March 10-17. Jack Wright. Oklahoma City—Okla. 4-H & FFA Live- stock Show, March 11-15. A. K. Mackey. Okla. Nat'l Stockyard Co. Oklahoma City—Greater Okla. Home Show, March 24-31. Gus Fields, Biltmore Hotel.

Oregon Portland—Portland Boat Show, Feb. 22-March 3. The Oregonian.

Pennsylvania Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 25-30. J. Allland. Harrisburg—Pennsylvania State Farm Show, Jan. 14-18. H. R. McCulloch. Pittsburgh—Pittsburgh Automobile Show, Jan. 19-26. Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), March 1-9. Clinton W. Smullen.

South Carolina Greenville—Greenville Automobile Show, Feb. 28-March 2.

Tennessee Nashville—Great Lakes of the South Out- door Show (Fairgrounds Coliseum), March 11-18. Amon C. Evans.

Texas Dallas—Southwest Sports, Boat & Vacat- ion Show, March 22-31. El Paso—Better Homes Expositions, Feb. 13-17. Patrick O'Toole, Hilton Hotel. Houston—Pat Stock Show & Livestock Expo., Feb. 20-March 3. Herman Engle, Box 2371. Houston—Houston National Automobile Show, Jan. 26-Feb. 3. Laredo—Washington Birthday Celebration, Feb. 19-March 3. San Angelo—San Angelo Pat Stock Show, March 7-10. San Antonio—San Antonio Sports & Boat Exposition (Bexar Co. Coliseum), March 12-17. Ernest Reich. San Antonio—San Antonio Home Show (Bexar Co. Coliseum), April 7-14. Irving Wayne, Home Builders' Assn.

Virginia Richmond—WLEE Homemakers' Show, Jan. 29-Feb. 5. Richmond—Virginia Sportsmen's & Motor Boat Show (Arena), March 15-24. John E. Raine.

Washington Seattle—Seattle Auto Show, Jan. 4-13. Spokane—Sports Show, March 19-24. Tacoma—Better Homes Exposition, March 19-24. Dorothy H. Godfrey.

Wisconsin Milwaukee—Sentinel Sports & Vacation Show & Great Lakes Boat Show (Arena and Aud.), March 23-31. Charles D. Col- lins. Milwaukee—Milwaukee Auto Show, Feb. 9-16.

CANADA Alberta Edmonton—Spring Livestock Show and Sale, March 25-April 2.

Ontario Toronto—Canadian National Sportsmen's Show (Coliseum), March 15-23.

Quebec Montreal—Montreal Sportsmen's Show (Show Mart Bldg.), March 29-April 7. Ted Glendinger.

New "COLOR PIX" T. V. Brings Color T.V. to Millions Brings You 300% Profit

Now "Color Pix" T.V. screen filters make PICTURES IN COLOR a reality. Attach to any black & white T.V. receiver in seconds... without tools. Instantly vivid "real as life" color takes the place of drab black & white. Eliminates glare and eye-strain in all sizes... at a low, low price, assuring tremendous sales and BIG, BIG 300% profits for you. Don't delay, be the first in your area with this startling T.V. color picture miracle. \$1.00 per sample demonstrator; specify size. Special discounts to distributors, crew man- agers, etc. Don't miss this TREMEN- DOUS OPPORTUNITY. Write today to: ALRICH MFG. CO., INC., Dept. B Box 469 Great Neck, N. Y.

Free Wholesale Catalog CONTAINING Expansion & Photo Idents Heart & Disc Pendants Aluminum Chain Idents Rings & Pins Pearls Closeouts, Etc. SEND FOR YOUR COPY TODAY Please state your business. FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: Franklin 2-2567

Spotlight Value! Packed with "SELL" Priced for PROFIT! CEL-MAX Ensemble KEY CHAIN \$4.89 Sample \$6.45 EXPANSION BAND JEWELLED WATCH CUFF LINKS TIE BAR In lots of 12, \$4.79 Ea. Stunning Beauty in FIVE (5) Smartly matching pieces! Complete Jewelry Wardrobe PLUS Handsome Jeweled Watch! Shipped in assorted sets. Beautifully boxed! Min. order 6. NATIONALLY ADVERTISED It's terrific! High styled Cuff Links... Full length Key Chain... Tie Bar... Fine Expansion Band and Handsome Jeweled Watch! All luxuriously packed... Sensationally priced! A sample will convince you! 25% with order, balance C.O.D. Write for new catalog. CEL-MAX, Inc. 582 SO. MAIN ST. MEMPHIS, TENN.

Flash! Flash! Flash! SHEFFIELD STEAK KNIVES and CARVING SET 9 PIECES—Matched gold-speckled handles; six serrated Sheffield steak knives; 3-pc. hand-forged Sheffield carving set; 24-carat gold tooled drawer chest. \$3.60 ea. in lots of 12 Sample \$5.00 each Write for FREE 1957 Wholesale Catalog 25% dep., bal. C.O.D., F.O.B. Chicago. ARCADE SALES CO. 610 N. Cicero Ave., Chicago 44, Ill.

Paradise Retractable BALL POINT PENS Gold cap • regular or slimline • in tubes or without tubes (specify). Shipped prepaid. One-third deposit for C.O.D. shipment. Full payment in advance saves you C.O.D. charges. Order now! 500 pens minimum order. NATIONAL SANITARY SALES, INC. 6640 N. Western Avenue Chicago 45, Illinois

FREE! WHOLESALE CATALOG Big Sales for Salesmen, Agents, Distributors. Write today for our BIG, FREE Catalog containing nationally advertised products at unbelievable LOW PRICES. Deal direct with widely known wholesale house handling complete lines of JEWELRY • NOVELTIES • RINGS • ENGRAVING • MDSE. • CARNIVAL. Sterling Jewelers 1975 EAST MAIN ST. COLUMBUS 5, OHIO

BLUE SKY

'Man or Woman, \$400 Monthly, Spare Time . . .

NEW YORK—The above heading has been run with the following advertisement which does not conform to the minimum standards recommended by Better Business Bureaus in conjunction with the National Automatic Merchandising Association:

"Be Your Own Boss! Refilling and collecting money from our five-cent High-Grade Nut machines in this area. No selling! to qualify for work you must have car, references, \$640 cash, secured by inventory. Devoting 6 hours a week to business, your end on percentage collections will net up to \$400 monthly . . ."

The ad was run by North American Nut Company, Inc., New York. NBBB has received no response to requests for information addressed to the firm. Complaints have been recorded against the firm from individuals who allege that they were induced to purchase machines by misrepresentations and that predictions or promises of substantial profits have not materialized.

Some complainants report that they were led to believe that the company was affiliated with a large New York nut importing firm. The latter has advised NBBB that it has no connection with the proposition beyond selling nuts to machine purchasers.

One Martin Richmond has been reported as being president of North American Nut Company, Inc. NBBB files identify an individual of this name with previous vending machine promotions which have been the subject of complaint, not adjusted to complainants' satisfaction.

Withey Named Lehigh Distrib

DETROIT—Jack Withey, Howell, Mich., has been appointed factory distributor in Michigan and Ohio for the new Take A Break coffee and chocolate unit of Lehi, Inc., Easton, Pa. The unit operates with an adjacent fountain which provides both hot and cold running water.

Withey, in the vending business since 1951, has been Michigan distributor for Barvend, and has also recently taken on the State distribution for Vendomatic's new hot food machine. In addition, his firm distributes vending machine supplies.

Withey is establishing a permanent display room at Weidman Sales Company, Detroit, as well as at his office and showroom in Howell.

Two New Overseas Plants for Pepsi

CHICAGO — Pepsi-Cola Company has announced the opening of two new overseas bottling plants, bringing to a record 22 the number of new installations started in one year.

According to Henry M. Winter, president of Pepsi-Cola International, Ltd., the new plant at Albshausen, Germany, will have an annual capacity of 600,000 cases. The other plant, at Aden, British-owned seaport on the southern edge of the Arabian peninsula, will have an annual capacity of 570,000 cases.

LIONS, PLUS DUCKS, EQUALS BRISK TRADE

CASTALIA, O.—Take one vending machine, add corn, and a sprinkling of Lions and ducks, and in the proper atmosphere there is the making of a profitable enterprise.

At least, such has been the case in Castalia, O.: Each year thousands of wild ducks stop off here on their trips to and from the Southland. Here they have found a large pond that freezes over only about once in 25 years and is fed by underground water streams.

The Lions Club of Castalia, noting that many visitors come to watch the ducks each winter, installed a vending machine which dispenses "duck food." Two nickel chutes deliver ground corn, while a 10-cent chute delivers scratch feed.

The machine proved so popular with the ducks and visitors during the first week of operation that the Lions purchased another machine to meet the demand.

\$\$ CUBED

Eye Ice Vending In Canada

OTTAWA — Ice vending in Canada is a new and growing business. Most of it is done by the ice companies themselves with some 60 machines being operated in Ottawa and Toronto.

The ice companies see the vending arm of their trade as a most important source of income. Vending locations are set up at gasoline stations as well as at the ice plants. Machines in use are either brought in from the U. S. or are manufactured by the ice companies here. There is a gradual increase of local manufacturing.

Price of the ice vended ranges anywhere from 25 to 60 cents a block, with no serious operating problems experienced by the companies.

Most of the units are housed in masonry buildings because of building bylaws, altho wood and aluminum, less expensive housings, are preferred by the manufacturers. Housing regulations are gradually being overcome in suburban areas.

Auerbach Joins ABC as Assistant to President

NEW YORK—Morris Auerbach has resigned from the Rome Manufacturing Company to join the ABC Vending Corporation. He assumed his new duties at ABC, as assistant to President Jack Beresin, Wednesday (2).

Auerbach, a veteran restaurant, industrial feeding and vending executive, will develop the ABC in-plant feeding program. While ABC operates in some industrial locations, the in-plant feeding phase of the firm's operation has played a secondary role to its theater and transient location activities.

The ABC industrial vending program will combine manual and automatic feeding systems. Auerbach will have his office in the firm's new headquarters in Long Island City and will work closely with Charles O'Reilly, chairman

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 "supplemental" to a "primary" industry. So said NAMA president John Pierson recently, perhaps best summing up the developments of the year.

"Instead of it's being a new business, it's now an established one. Know-how and experience have been substituted for hopes and dreams," Pierson added.

With 1956 vending sales volume hitting an estimated record high of \$2-billion the statement is not without import. This is an increase of better than 10 per cent over 1955's \$1.8 billion. What's more, current estimates are for volume to hit \$2.9 billion by 1960.

Contributing to the growth were expansions in all lines—hot foods, milk, and cold-hot drink units.

Milk vending, in its infancy during 1955, zoomed into a dominant role with the development of bulk milk as well as carton venders.

Cold drink venders developed from post-mix-only to use of pre-mix flavors, 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 machines, where coffee is brewed within the machine as opposed to being mixed by use of a concen-

trate. At last count 10 manufacturers had entered this field.

Developments in merchandising, utilizing venders, likewise kept stride with engineering developments on the venders themselves. Automatic feeding became the byword, with operators expanding lines to meet the increased demand.

Retailers likewise became increasingly aware of the possibilities of venders in merchandise promotion. In November, Grand Union opened a supermarket in New Jersey—the first to have 24-hour grocery vending—with all other major chains announcing plans to follow suit. Other retail establishments—candy stores but one example—turned to the venders for store-front mechanical sales.

Following are some of the highlights that happened during 1956:

JANUARY. Interstate - Coffee Corporation launches national distribution program for its new fresh-brew coffee vender. . . . Based on general economic conditions and boom times in industry, operators look for record prosperity in 1956. . . . Vari-Vend offers operators lease plan. . . . Foodco begins production on its new cup milk vender. . . . Pending price boosts, single-price venders, and conversion costs tend to keep cigarette vending profits below volume. . . . Relationship of diversified operator and dairymen studied at National

Dairy Council meet. . . . Blue-Chip firms expanding into automatic selling, buy vending factories. . . . Universal Match acquires National Vendors. . . . Coke to move into multi-sirup field. . . . Jersey Teamsters' Union attempts to organize workers in vending industry

FEBRUARY. New York law would protect vend operators with minimum cigarette price, based on cost plus 10 per cent. . . . Jersey Supreme Court kills \$100 license on outdoor venders. . . . First in-plant plan in Memphis. . . . New pizza vender by Pie-O-Matic. . . . NATD to discuss position of tobacco distributor in vending at annual convention. . . . Heller's vending purchase financing volume hits record \$738 million. . . . Harmon Company expands production and distribution. . . . Coffee Host Company plans 300-drink coffee vender. . . . Frigid Fruit new apple vender. . . . NAMA suggests model sanitation code for food and beverage venders in Iowa. . . . Candy manufacturers plan \$50 Million ad campaign. . . . Boston in-plant feeding expanded 30 per cent in 1955. . . . Rowe revamps sales, factory organization—new personnel, four new divisional offices to meet 25 per cent increase. . . . Boston considers vending machine tax. . . . Foodco milk vender approved by New York Health Board.

MARCH. Cigarette Merchandisers' Association convictions, impending civil suits, price hikes, cause New York Operators to sell cigarette vending routes. . . . Chain stores reject use of venders for new supermarket installations. . . . Virginia Legislature mulls lower tax for bottlers supplying vending machines. . . . Ohio cigarette operators convert machines to meet State one-cent tax increase. . . . New York Supreme Court rules ban on milk venders unconstitutional. . . . Fedam bows 60-pound, 10-selection hot food vender, price \$160. . . . Vaughn Company develops refrigerated egg vender for \$2,850. . . . Vending sales up 83 per cent, while

(Continued on page 62)

Supermarkets Take to Store-Front Venders

NEW YORK — Vending's newest role—automatic merchandising of groceries for supermarkets—is going forward by leaps and bounds, with the Atlantic and Pacific Company announcing the installation of two new round-the-clock store front vending operations—one opened in the Long island area of Levittown, N. Y., last week, and one now being constructed in Santa Ana, Calif.

The nation's first such operation was started the first week in November at the new Grand Union flagship supermarket in East Pater-

son, N. J., with store officials reporting results to be "more than they had hoped for." (The Billboard, November 10.)

In Levittown a battery of five vending machines (Vari-Vend) were installed outside the street facing store front window of A&P's Gardner Avenue store, for 24-hour vending of such items as bakery goods, dairy products, canned and frozen items, meats, and dry staples.

The automatic salesmen, measuring 72 inches high by 52 inches wide and 30 inches deep each, are built on a special platform, with a protective covering canopy. The units are stocked from the front, and accept pennies, nickels, dimes and quarters. Renovation for the installation of the battery took a week.

The installation in Santa Ana, now under construction, will cover 26,000 square feet in total store space—twice the size of most other store units west of the Mississippi.

According to several A&P officials, the installations were regarded as a test operation, and would spread to other A&P locations if successful.

Ferrara Intros 5c Fruit Cocktail

CHICAGO — Ferrara Candy Company, Chicago, has announced production of its new 5-cent Fruit Cocktail bar, available in 24-count display boxes, 12 boxes to a shipping case, or the standard vend pack, 100 count shipping case.

Bars are also available for the 1-cent venders, packed in 32 count shipping cases.

Sales Up on Giant-Size Soft Drinks

TORONTO — Odeon Theaters (Canada), Ltd., and Polarmat are co-operating to experiment in the vending of giant soft drinks, selling for 20 cents.

In six weeks of operation there has been a two-to-one sale of the giant-size drinks over the six-ounce size, according to Tom Moran, Odeon candy department chief.

The Polarmat machines dispense both 10-cent and 20-cent drinks. A growing tendency on the part of customers to purchase the larger size precipitated the new vending plan.

The machines have increased the gross about 25 per cent, Moran figures. Major problems thus far incurred were in the cup operation and in the mechanical operation.

Greatest potential of the machines is seen in the industrial locations, which take no commission. Theater operators, who take a high commission, see in the machine an opportunity to double the per capita purchases of the average theater-goer.

FINEST RECONDITIONED VENDORS

- Silver King, 5c.....\$ 8.50
 - Acorn, 1c or 5c..... 10.00
 - N. W. Model 49, 1c or 5c.. 12.50
 - Master, 1c & 5c, Comb.... 8.50
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COINMEN YOU KNOW

Chicago

By KEN KNAUF

At Gottlieb, only Judd Weinberg and Nate Gottlieb are home to tend to the business end. Alvin and Dave just left to join Sol in Florida for a little winter sunshine and fishing—report weather fine. Dave is staying at the plush new Americana Hotel. Alvin plans to be back January 6, to take over when Nate will take his whole brood down for some sunshine vitamins. Herb Perkins, of Purveyor, stocked up on food, wine and "bromos" for their annual Christmas party with Herb brightening up the event with bonus checks for a good year.



GOTTLIEB

Perkins plans to be off to the South on a combination business and pleasure trip after the new year. At First, Wally Finke and Sam Kolber

greeting operators in to look over the games: Sy Kase, Kankakee; Gene Gendreau and Rolli Weese, Rockford; Mel Burt, Cool City, and Jack Siler, of Indianapolis. First's annual Christmas party was held December 24, with the showrooms packed to capacity with people, food, wine, and a goodly portion of merriment.

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

Ed Levin, Chicago Coin's director of sales, wouldn't say yes and he wouldn't say no, to stories of a new 11 and 14-foot bowler. Mort Secore just returned from the West Coast where he visited Denver, Salt Lake City, Dallas and El Paso. Bill DeSelm, of United, reporting the plant is on a six-day week to fill production schedules. Al Thoeke returned to the plant from trips to Louisville and Cincinnati—plans to hit the West Coast after the first of the year. John Casola also returned from business to

St. Louis and Nashville—like-wise off after the first of the year to Texas.

New York

By AARON STERNFIELD

Mac Polay, Casino Music, was victimized by burglars at his 10th Avenue shop last week. The thieves broke in and took tools, parts and generally cleaned the place out. Police have arrested two youths and charged them with the crime.

Hy Levine has entered the game-operating business and has joined the Associated Amusement Machine Operators of New York. . . . Hank Petet, Wurlitzer field service engineer, visited Joe Young, Irv Holzman and Abe Lipsky at Young Distributing last week.

George J. Braun, one of the coin machine pioneers in New York during the 1930's, is currently a trucking executive. Braun and Claire Morano, office manager of AAMONY, attended the wedding of Mrs. Morano's nephew, Harvey Gibbs, to Beverly Bloom at the Riverside Plaza, Saturday night (22).

Mr. and Mrs. Morris Rood, Runyon Sales, celebrated their 15th wedding anniversary Saturday (22) with dinner in New York and a Broadway play. Accompanying the Roods were Mr. and Mrs. Irv Kempner and Mr. and Mrs. Lou Wolberg.

Myron Sugerman, son of Barney Sugerman, Runyon Sales, is home for the Christmas holidays. Myron is a sophomore at Bucknell University. . . . Herb Chacon, Cornwall Automatic, New Rochelle, was a recent visitor on 10th Avenue.

Irv Kempner, Runyon Sales, and Martin Blatt, AMI Field engineer, conducted a service school Thursday at the Rowe Music Service, Troy, N. Y. Elmer Rowe was host. . . . Mr. Sam Krasner, Cavco Amuse-

ment, Bridgeport, Conn., are vacationing in Florida.

More than 20 operators attended the AMI service school at Runyon Sales Saturday (22). Jack Prigoff was in charge. The school sessions resume after the holiday season.

Murray Kaye, Atlantic-New York, said the Seeburg service schools will resume after January 1. . . . Tom Greco, Greco Brothers, Glasco, N. Y.; Joe Hanna, Syracuse, and Sid Fowler, Newark, N. Y., at-

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COLOR or PLASTIC.....\$ 6.00 per M
TWO-TONE VACUUM PLATE 12.50 per M

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- Chloro-Vend Ball Gum 40¢ lb.
- Chloro-Vend Chicks, 320 ct. 40¢ lb.
- Chicle Chicks, 350 & 520 ct. 36¢ lb.
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- Tab (short stick), 100 ct. 38¢ box
- 5-Stick Gum, 100 packs \$1.90

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Cigarette Machine Conversions

IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for
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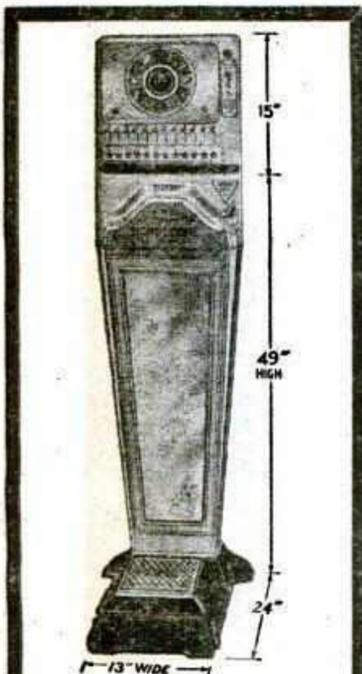


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TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

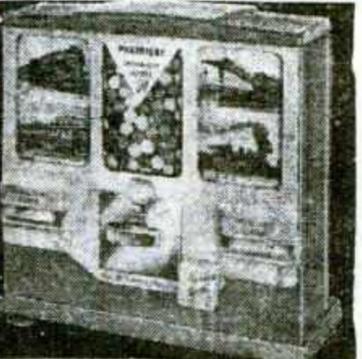
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Plastic Varsity Letters\$2.00 per M in 10,000 lots & up
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SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35 L.I. N.Y.

tended the American Hand Dryer showing in Philadelphia last week.

Twin Cities

By JACK WEINBERG

How's this for being unlucky, or would you call it being lucky? An ardent fan of the University of Iowa football team, Irving Sandler, head of the Sandler Distributing Company, of Minneapolis and Des Moines, managed to get two tickets to the Pasadena Rose

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PLUS 5000 Attractive Fast Selling Picture Cards!

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Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will . . . indicated by pointer on dial.

Also one of the best amusement devices. Uses only one dry battery usually good for 1,500 to 3,000 plays.

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PRESIDENT 2-2900

Bowl game to watch his favorite Hawkeyes represent the Big Ten in the New Year's Day football game. But the rush of business brought on by his firm's distribution of United's Bowling Alley was so great that Sandler was forced to cancel his Pasadena trip and give the tickets away.

Matt Engel, who entered the coin machine business 20 years ago when he joined up with LaBeau Novelty Sales Company, has retired from the business and, at the age of 68, is taking life easy while waiting to become a grandfather for the first time in March. Two years after entering the field, Engel went to work for Mayflower Novelty Company, and Herman Paster and Sam Taran who then operated it.

Except for a short period of less than a year when he worked for Lieberman Music Company, Engel was at the Mayflower firm until his retirement. Kenny Glenn, who shared duties with Engel in managing Mayflower now is in complete charge, with the firm occupying new quarters across the street from its old location in St. Paul. Engel has been put to work by his wife wielding a paint brush and a hammer, and has become somewhat of a do-it-yourself devotee around his home in St. Paul. When the grandchild arrives in March, Engel and his wife plan to go to Denver to meet the newest member of the family.

Archie LaBeau, of LaBeau Novelty Sales Company St. Paul, reports that operator interest in the new Rock-Ola 200 juke box has been excellent. LaBeau said he is able to get delivery on some units and that they go out to operators almost as fast as they arrive at his place. He said that otherwise business is more or less marking time to get over the holiday season, after which he expects it to zoom along in better fashion than it did a year ago when it was beset by many investigations and legal problems.

Proud father is Irving Sandler, of Sandler Distributing Company. His second son, Ron, 16, also turns out to be an athlete like his older brother. But Ron's specialty, as a high school sophomore, is basketball instead of football. The only soph on the Valley High School team in West Des Moines, Ia., Ron as a forward has been high scorer for the squad the last several games and has contributed mightily toward the team's 8-1 win record thus far this season.

Juke box operators with Wurlitzer machines report that the 50-cent chute has been

quite a money-producer for them of late. Mike Young, of Soldiers Grove, Wis., said the chute has increased his collections by 25 per cent. Pete Wornson, of Mankato, Minn., attributes a boost of up to 40 per cent for his machines with the device which is set at seven plays for a half. Also enthusiastic about it is Joe Webber, of Blue Earth, Minn., who is getting 10 cents per play, with the 50-cent chute varying at seven, eight or nine plays depending on the location.

Also happy with the half-dollar set-up is Floyd Shaw, of Eden Valley, Minn., whose dime play route is turning out well with the chute a money-maker. Minnesota (Continued on page 62)

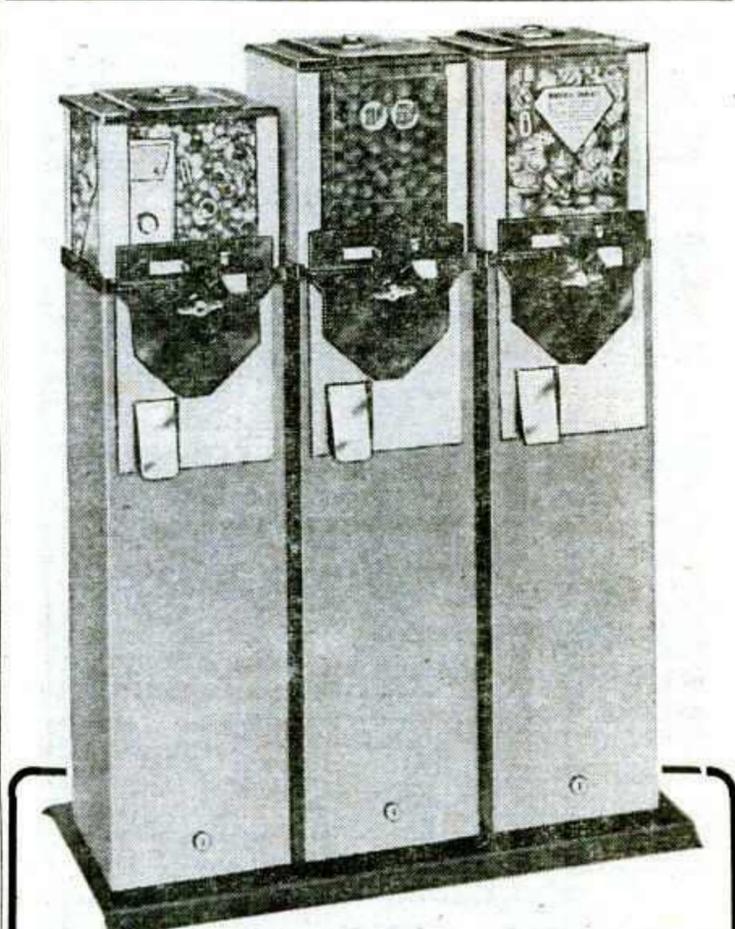
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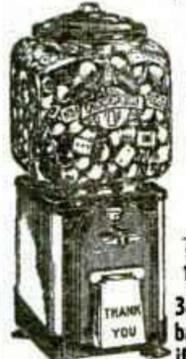
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Each \$12.75 Each 100 or more

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Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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Send more details Send scale
\$20 deposit enclosed

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Vending Primary Industry in '56

Continued from page 59

profits dip 47 per cent due to increased product costs and operating expense, NAMA regional meet hears. . . Sidewalk Service Company bows 25-selection, baked goods vender. . . Memphis operators diversify to meet rising costs.

APRIL. Jersey cigarette tax boost costs operators \$15 million in conversion costs. . . Rowe buys Lennox cup vending rights. . . Jersey proposes tax rebate for operators faced with conversion costs. . . Manufacturers move to expand lines to supply diversified operators. . . Priscilla Alden Cosmetic, Inc., launches drive with lipstick venders. . . Continental expands line to produce food vending equipment. . . Lovitt introduces milk-shake vender. . . Grand Union plans supermarket vending operation in Jersey, with surveys showing that 94 per cent of other chains polled interested in plan

MAY. Nine-day strike ended at Interboro candy and gum routes in New York with union contract signed for two years. . . Venders double milk sales in Toledo schools. . . National Vending Corporation to be listed on stock exchange in June. . . Phillie supermarket turns to venders to speed up cigarette sales. . . Bev-Vend launches plan for direct sales to operators. . . NVA annual convention with emphasis on diversification, expansion; two new units bowed. . . East Paterson, N. J., seeks ban on outdoor vending. . . Rudd-Melikian, Kwik-Kafe annual convention with new three-selection cold, five-drink hot units displayed. . . L&M plans to up Chesterfield price one-cent. . . National Restaurant Association exhibits venders at show.

JUNE. Allied installs Chicago's first hot meal vender. . . L & M changes mind on price boost as other manufacturers hold line. . . Sealpak bows pilot of pre-brew coffee unit. . . German roll-film vender slated for U. S. debut. . . Five manufacturers enter produc-

tion of hot food venders. . . Vendo displays entire line in national press conference. . . NIRA convention features forum on commissions, vandalism, and need for single contractors for industrial vending. . . International Leasing Corporation offers operators machine financing plan. . . Europe growing market for drink machines. . . Germany expands as vending manufacturer, with U. S. importing difficulties contributing to rise. . . Candy bar vender sales up 8 per cent in 1955. . . Illinois operators form State association to promote expansion and combat unfair legislation. . . Commerce Department predicts venders to play major role in future retailing. . . Lovitt introduces milk-shake vender.

JULY. Kroger grocery chain tests bread, milk vending units for supermarket operation. . . New York plans cigarette price hike with operators priming for changeover. . . National Vending merges with Continental Car - Na - Var new "Continental" stock listed on American exchange. . . NCA plans \$319,000 publicity drive in fall. . . NAMA study shows operators' profits 34 per cent of total sales. . . 125 exhibitors sign for NAMA annual convention. . . Billboard poll shows operators expect to increase summer gross by five to 30 per cent by diversifying

AUGUST. California Automatic Vending Association invites 400 operators to join to promote better industry relations. . . NAMA appoints 32 State chairmen for membership drive. . . Fedam's 50-can capacity hot food unit in production. . . Pre-mix to be stressed at 1956 bottler show. . . Public relations to be stressed in NAMA's planned convention business program. . . New York milk price war between apartment house vending machines and retail shops. . . Apco named New York distributor for Lunch-O-Mat.

SEPTEMBER. Vendo moves to buy Vendorlator. . . Beads help ball gum operators have best summer collections in five years. . . Montag Furnace Company enters vending field with food unit. . . New York candy store installs storefront vending. . . California bulk association fights to reduce municip-

pal bulk vending taxes. . . Agriculture Department reports venders boost milk sales. . . \$10 million planned shopping center in West Orange, N. J., to have vending units. . . Bally to enter vending field with hot-cold cup drink machine. . . Universal purchases Gottfried stock for interest in National Rejectors. . . NCA renews efforts to raise funds for national public relations plan. . . Massachusetts vending operators form State association. . . Tobacco tax group holds annual meet, considers eliminating Federal tax stamp. . . West Coast tall bulk sales beat record summer. . . Machines seen replacing concession stands as interest high on vending at PCA (theater concession) show. . . Discuss financing, manufacturer supply depots for the West Coast, and discriminatory per-machine taxes at CAVA meet. . . Apco in production on pre-mix drink venders.

OCTOBER. Dollar shortages, shipping charges, duties, cheap skilled labor, major factors in rise of European coin machine production. . . Illinois Vendors' Association membership hits 66 as plans are set for State meet. . . NVA names Chicago for 1957 convention. . . Hot canned food vending hits record peak with nine manufacturers and 11 process firms entering in past 10 months. . . FTC charges L&M with discriminatory vending allowances. . . USVMA begins production on hot-dog vender. . . Walter Reade Theaters to operate venders in Jersey toll highway restaurants. . . Grand Union, N. J., supermarket to vend butter, cold cuts, eggs, bread, milk, cheese from wall batteries. . . Lehigh bows three-selection dry ingredient cup unit. . . Candy vending up seven per cent in 1955. . . Servend merges with Vendway.

NOVEMBER. Grand Union, N. J., supermarket first in U. S. to have 24-hour grocery vending. . . Outdoor milk vending emphasized at Dairy Show. . . Major grocery chains announce plans to enter full scale vending ventures. . . Fruit Industries Corporation announces five-year finance plan for carton juice venders. . . In-plant feeding keys California operator meet attended by 100. . . ABT launches vending expansion via introduction of new coin components, creation of national and foreign sales and service organization, and expansion of plant facilities. . . Bally announces Fred Mills Jr. to head vending corporation with hot-cold unit first in new line.

DECEMBER. NAMA hosts record 6,000 at December convention. . . Ameropa Trading and Shipping Organization to ship 1,000 cup drink units to Germany. . . 150 NAMA exhibitors show cigarette, candy, hot food and coffee venders at Chicago annual convention. . . NAMA business session

COINMEN YOU KNOW

Continued from page 61

coinmen were saddened by the death recently of Barney Corbin, 57, partner for years with Tom Crosby, operator-distributor at Faribault, Minn. Corbin, who had been suffering with a heart ailment, had lived in Los Angeles for several years but maintained his Minnesota coin machine interest. He died on a visit to Faribault. Surviving are his wife, son and daughter who returned to Los Angeles after the funeral. Mr. and Mrs. Tom Crosby are vacationing in California.

Solly Rose is traveling North Dakota for Sandler Distributing Company and reports back to headquarters that operator interest in United bowling alleys is high. Jack Bacqus, of Jamestown, N. D., was in Minneapolis this week buying bowling alleys and reports that most of his music is on dime

PM Sales Execs Get New Berths

NEW YORK—Ray Jones, vice-president in charge of sales for Philip Morris, Inc., last week announced a reorganization of the firm's sales department.

John S. Prokop, with the company 20 years and currently Texas regional sales manager, goes to New York as field assistant to J. R. O'Connor, national sales manager.

Bree Johnson, who joined the firm in 1937, becomes regional sales manager in Texas. Johnson is now West Coast regional sales manager.

Gilbert E. Winter Jr., who had been Midwest regional sales manager, gets Johnson's old job. Stepping into Winter's post will be Jay Dieleman, who had been Midwest section sales supervisor.

and workshops stress automatic feeding, specialized operator problems, sanitation, and self-brews versus instant coffee venders—special emphasis on going "full line." . . German distributor predicts self-brew units to go big in Europe. . . Venders hailed by civic groups in school milk plans. . . Rowe cup drink manufacturing shifted to Whippany. . . Rudd - Melikian preps Kwik Kafeteria, hot plate, can, sandwich battery. . . NATD survey shows 15 per cent of candy venders sell dime bars only. . . Wholesale tobacco distributors operate twice as many venders as non-wholesale operators—revealed in NATD survey. . . Massachusetts cigarette dealers get \$918,000 tax rebate. . . Continental names Dan Carr general sales manager of vending corporation.

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are inexpensive, trouble-free machines which can be economically and quickly serviced. One example is the

NORTHWESTERN 5c PACKAGE GUM VENDER

For full information on our complete line of profit-making venders write to—

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THE WOODPECKER THAT PECKS!

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

Send 35c for Regular Sample Kit of Charms

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PENNY KING COMPANY
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MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. DeLuxe 1c & 5c Comb.	12.00
N.W. #39 1c Perc.	7.95
N.W. #33 1c Perc. S.G.	6.50
Columbus 5c Brk. or Mfg.	4.50
Silver King 1c B.G. or Mfg.	7.45
ABT Guns	35.00
Acorn, 1c or 5c	8.50

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	77
Pistachio Nuts, Large Tulip	74
Pistachio Nuts, Vendor's Mix	67
Pistachio Nuts, Sheik	55
Cashew Whole	64
Cashew Butts	61
Peanuts, Jumbo	48
Spanish	32
Mixed Nuts	57
Tabby-Lets, 520 ct.	30
Rainbow Peanuts	32
Boston Baked Beans	32
Jelly Beans	28
Licorice Gems	28
Leaflets (similar to M. & M.), 55c ct.	48
Assorted Fruit Charms, 100 ct.	42
Hershey-ets	43
Rain Blo Ball Gum, 60 ct.	28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	30
Rain Blo Ball Gum, 100 ct.	32
200 lb. minimum, prepaid on all Rain Blo Ball Gum.	
Adams Gum, all flavors, 100 ct.	48
Wrigley's Gum, all flavors, 100 ct.	45
Beech-Nut, 100 ct.	45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

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L'ONGacre 4-6467

POPPERETTE

Fully Automatic Popcorn Machine

10¢ Hi Profit %

\$159.00

TERMS: 1/3 Deposit With Order, Balance C.O.D.

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Mayflower Distributing Co.
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when answering ads . . . Say You Saw It in The Billboard

play, doing well. Con Kaluza, of Browerville, Minn., bought bowling alleys on his trip to this market. Music was the prime reason Charles Serson came in from St. Cloud, Minn.

Leo Landsberger, of Loop Music Company, Minneapolis, bought bowling alleys for his route. So did Russell Cherty, of Baldwin, Wis., as well as Bob and Ed Kubes, of New Prague, Minn. Orville Willette, of Lemon, S. D., brought his family to Minneapolis to spend the Christmas holiday season with relatives here. Frank Mager, of Grand Rapids, Minn., in for parts, said he has converted his operation to dime play and is well satisfied with the results. Jim Stansfield, of Winona, Minn., came to town for parts and records. Shopping among the distributors was Mattie Huppert, of Red Wing, Minn.

New Orleans

By JACK DEMPSEY

The entire rear section of the Penny Arcade on historic Canal Street in New Orleans is being converted into a plush bowling alley. The bowling center features the new Bally ABC Bowling Lane. . . . Ralph Bosworth says he "plain gives up!" Ralph complains he can't get enough Key West machines. The demand for the new number far exceeds the supply being sent, he adds. . . . Louis Boasberg, head of the New Orleans Novelty Company, says he introduced Aruns Callery to the "wilds of Chicago" at the recent park convention.

Louis Boasberg gave a Christmas party at his home in Lake Vista, and the guest list read like a "Who's Who" among former All-American football greats from this section. Among the guests were former All-Americans Jerry Dalymple, Claude (Monk) Simons, Eddie Price, of Tulane; Dr. Abe Mickal, former All-American while at Louisiana State University; Clem Sehart, former Loyola great, and head coach Anton (Andy) Pilney, All-American at Notre Dame, who now serves as head coach of the Tulane Green Wave.

Bill Peacock, music and game operator, reports that he placed all the current Christmas hits as well as many of the older popular ones of yesteryear on his music boxes and they all got good play. . . . The boys at the Tac Amusement Company, from the head, George (Tac) Elm, all the way down the line, are looking forward eagerly to the new year, when they celebrate their 25th anniversary.

All music operators in the city, particularly those in the famed Vieux Carre, are expecting a big play on their machines during the next few weeks as the town is beginning to fill up with Sugar Bowl visitors. Many are adding country and western tunes to their selections to meet the expected demand of the Texans and the "Volunteers" from Tennessee.

Sandy Moore and Gabe Foreman, Suffolk-Nassau Amusement, report that their 3,000-square-foot addition in Freeport should be ready in early January. An open house is planned for the air conditioned office, shop and showroom building.

Music operators were busy putting Christmas records on their machines in anticipation of biggest week of business all year. All operators agree Christmas week brings biggest collections. Operators with route men busy readying the holiday records include Drew Canale, Canale Amusement Co.; Doug Highfill, Rainbow Amusement Co.; Joe Cuogi and Johnny Novar-

ese, Poplar Tunes Record Co.; Edward H. Newell, general manager, Or-Matt Amusement Co.; Parker Henderson, Southern Amusement Co.; Allen Dixon, general manager, S & M Sales Co.; Guy Canipe, Canipe Amusement Co.; Jimmy Rutlege, manager of Ace Music Co.; Allen Keller, Allen Keller Co.; Jake Kahn, Tri-State Amusement Co., and Billy Forsythe and E. T. Bailey, Forsythe & Bailey Amusement Co.

Los Angeles

By SAM ABBOTT

Sam Ricklin and Gabe Orland moved into their new California Music building just prior to Christmas. With the Christmas buying, they decided to forego an official opening until early in February. Ray Powers, of M.A.C. Vendors, Inc., spent the holidays in Sacramento with friends and relatives. Bill Ketchersid was a visitor to coin row from San Bernardino.

The many friends of James (Slim) Crock, music operator, will regret to learn of his death in San Diego. Roy Provencher, of the Minthorne Music, who was grounded in the office here during the Christmas rush, will take to the road again following the holidays. C. B. Ellison and his young son made a trip to Los Angeles Wednesday (26) to get stocked up for the New Year's holidays for the locations of the Desert Operating Company in Lancaster.

Clyde Benlinger, of Balboa, took time off on his recent trip here to lunch with Ed Wilkes, of Paul A. Laymon, Inc. Bill Bradley was in from Covina. Banning was represented by Oscar Tetzlaff. Bill Williams made one of his frequent trips from nearby Gardena. Bill and Mrs. Farlow, of Bakersfield, made a visit to West Pico while they were in town for pre-Christmas shopping. G. O. Van Drake, kiddie ride operator, says that markets are opening so fast in the San Bernardino area that he is kept busy making installations.

E. F. McGlone, of Orange County Music, Santa Ana, stopped off at Sierra Distributors en route from his home in Van Nuys to Santa Ana. Sierra Distributors and Norty's Record Center are getting a new coat of exterior paint. Paul Vogel is heading the second used coin equipment store to be opened by Minthorne Music.

Memphis

By ELTON WHISENHUNT

Clarence A. Camp, president of Southern Amusement Company, is ready to solo. He's been taking flying lessons the past several months and flies two or three days a week. He has a cabin on Horse-shoe Lake, Ark., an hour's drive. Flying time is 15 minutes, and he has arranged with owners of a cotton-dusting landing strip near his cabin for him to land there.

George Sammons, president of Sammons-Pennington Company, getting congratulations from his friends for the leadership he is giving Arkansas music operators in their move to dime play. He makes talks around the State to groups of operators, giving facts and figures on why they need to convert.

Al Mason, regional manager of AMI, was in Memphis on a visit

recently. He made a business and good-will call on Southern Amusement Company, AMI distributor. He travels the South-Central States.

Parker Henderson, general manager of Southern Amusement Company, reports two new games catching on well in Memphis. They are Ski-Bowl, manufactured by Chicago Coin Machine Company, and Skill-Ball, made by Genco. . . . Allen Dixon, general manager of S. & M. Distributing Company, reports good response from operators on new Rock-Ola 200.

Music and game operators in Memphis recently for shopping included Lavaughn Johnson and brother, D. C. Johnson, Johnson Amusement Company, Corinth, Miss.; Elgie Foster, Foster Music Company, Bolivar, Tenn.; M. B. Morris and brother, Roy B. Morris, Morris Amusement Company, Somerville, Tenn.; Bill Hayden, Hayden Music Company, Caruthersville, Mo.; W. V. Forsythe and Raymond Bailey, Forsythe Amusement Company, Millington, Tenn.; Clinton Collins, Crystal Amusement Company, Grenada, Miss.; Bill Uttz, Dixie Novelty Company, Covington, Tenn.; James Howard, Dixie Amusement Company, New Madrid, Mo.; Henry Hitchcock, Jonesboro Music Company, Jonesboro, Ark.; J. L. Long, Long Music Company, Hollendale, Miss.

Morris Berger, of Berger Amusement Company, West Memphis, recently opened a store near the dog race track, adding to his business diversification. . . . Tom Armstrong, Armstrong Music Company, Brinkley, and Frank Smith, president of S. & M. Sales Company, Memphis, were duck hunting in Arkansas recently. . . . E. J. Mahfouz, Stuttgart Amusement Company, Stuttgart, Ark., has done nothing but duck hunt for the past two weeks.

All music and game operators at Pine Bluff, Ark., are busy these days with the merry jingle of cash registers after the successful change-over to dime play several weeks ago.

Miami

By RAOUL SHAPIRO

Sammy Marino, of Marino Music Company, and president of the AMOA, hoping things will go all right at next week's AMOA annual affair. . . . Oscar Garcia, of Garcia Music Company in Key West, recently lost a new juke box, shuffle alley and cigarette machine when one of his locations burned.

X. Y. Zeverly, of Radio Center, having his troubles these days. "X" had a minor operation on his ear, and tho he finally got the bandage off, is afraid he may need another operation to really clear up the trouble. . . . Eloise Mangon's mother is coming along fine. Eloise is the female half of Mangone & Magone. . . . Enid Michaelson, daughter of Ruth Michaelson, of Continental Music Company, taking full advantage of the warm Miami sun these days. Enid is making the town with her fiance, Charley Cook. Enid and Charley both live in Brooklyn.

Moe Steinberg, of Sterling Amusement Company, Hialeah, has reason to hang his head in shame. Moe has been going out in his boat for many years, and never any trouble. So what happens? All he did was get seasick. It will be a long time before his friends stop ribbing him. . . . Sol Gottlieb, of Gottlieb Manufacturing Company, Chicago, down for a spell of sunburn. Joe Mangone, of All Coin Amusement Company, Gottlieb distributor in Florida, invited Sol to

(Continued on page 66)

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—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- January 1—West Virginia Music Operators' Association, quarterly meeting, State Office, Charleston, W. Va.
- January 1—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- January 1—Washington Music Merchants' Association, monthly meeting, Seattle.
- January 2—Summit County Music Operators' Association, monthly meeting, Akron.
- January 2—Music Operators' Society of St. Jos. Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- January 3—California Music Merchants' Association, Sacramento Div., monthly meeting, Headquarters, Sacramento.
- January 3—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
- January 7—United Music Operators of Michigan, monthly meeting, Ballroom Floor, Fort Wayne Hotel, Detroit.
- January 8—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- January 8—California Music Merchants' Association, Los Angeles Division, monthly meeting, headquarters, Los Angeles.
- January 8—Automatic Phonograph Owners' Association, monthly meeting, Hotel Sheraton-Gibson, Cincinnati.
- January 10—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- January 16—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
- January 19—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, Ohio.
- January 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- January 22—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- January 28—Central States Phonograph Operators' Association, monthly meeting, 805 Main Street, Peoria, Ill.

COIN MARKET PLACE The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.
CLASSIFIED ADVERTISING

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
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CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATES: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER
Unless credit has been established.

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ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

FOR SALE — TREMENDOUS BUSINESS, established route of 1,100 1¢ Gum Machines in Midwestern City. All late model equipment of Acorn and Victor machines. Route is 9 years old and requires no out of town travel. Wholesale Business of Equipment and Supplies also included in sale of Route. Books open for inspection. Possibilities of future expansion. Box 1215, c/o Billboard Pub. Co., St. Louis, Mo. ja5

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for prices. Vecico Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-ja26

Positions Wanted

WANT WORK ANY PLACE — MECHANIC on pin games, alleys; 20 years' experience. Can give references; do not drink. Write Glenn Moody, 116 S. 7th St., Louisville, Ky.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2552 Milwaukee Ave., Chicago 18, Illinois. ch-ja26

CIGARETTE...CANDY...COFFEE...CIGAROMAT —FACTORY DISTRIBUTORS—
U-Select-It Candy & Coffee, Cigaromat Gum & Cigar Machine, Royal "17" and Mercury Cigarette Machines, Watling Scales, Whites Latex & Comb Machines. Write for information and prices.
TEXAS ASSOCIATED ENTERPRISES
P. O. Box 1048 Amarillo, Texas

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. ja26

FOR SALE—CUP VENDING MACHINES—2 Mills, single drink, Model 400C-8; 2 Soda Shoppe, six drink, Model S-D; 1 Supervend, three drink, Model A-2. Very reasonable. United Beverage Corp., 1723 S. Michigan Ave., Chicago 16, Ill.

PUBLIC ADDRESS UNIT, USED LESS than 20 hours, consists of 1 Webster Public Address Unit, 2 Webster Booster Units, 4 Electro Voice Speakers, 1 Electro Voice Microphone, 1 Record Player, 2 speeds, 1 Taylor Ice Cream Mix Machine with storage attach in stainless steel, 1 Mills Freezer Cabinet, 7 Double Lid top, 1/2 h.p. Compressor. Refrigeration Sales & Service, Sabina, Ohio. Phone 2521.

VENDING MACHINES—PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1 Tab Gum, 5 Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hersheys, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Vendors. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. ja26

Wanted to Buy

CASH FOR YOUR JUNK—WILL PAY HALF price for your mutilated coin. John Estill, 501 Hemphill St., Fort Worth, Tex. ja26

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. ja26

USED VENDING MACHINES WANTED—49's, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 18, Pennsylvania. ch-tn

VICTOR, N.W., ACORNS, BALL PEN Vendors, Legal Amusement, Bally Kiddie Games, etc. Best prices. Write Scott Novelty Co., 710 West 42d St., Houston 18, Tex. ja26

THIS IS A 10-LINE AD
For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

200-Play Phono Dominates Juke Box Business in 1956

CHICAGO—The 200-selection juke box dominated the music machine industry in 1956. It was the pivotal point around which the operating business turned.

All manufacturers hung their hats on the 200-play machine during the year, with AMI, Inc.; the Rudolph Wurlitzer Company and the Rock-Ola Manufacturing Corporation beginning production of models during the year, and the J. P. Seeburg Corporation continuing its output begun in the fall of 1955.

Distributors concentrated their heaviest selling fire on the jumbo unit of their lines.

The 200-play unit was the dominant factor in operating, and will continue to be in 1957, because it placed in sharper relief than ever before the necessity of operators eliminating unprofitable commissions, providing more exacting programming, more skillful cost-checking.

Indeed no operating trade practice was untouched by the affects of the biggest capacity machine thus far produced.

The jumbo machine also affected dime play, in some areas making dime play a reality.

Dime play was still a long way from being a reality thruout the country, but encouraging progress was made during the year. In the opinion of most seasoned traders, 1956 was a banner year for the spread of dime play, and that because of it, it will be only a short

time, perhaps two years, before the dime is the universal single-play coin for the juke box. At the same time, it was pretty well agreed that there will be pockets of nickel play thruout the country for years to come.

Location loans became more of a problem for operators during 1956, not because loans were increasing in number primarily, but rather because the financial burden of providing them became increasingly more difficult in the face of operating costs outdistancing operating income.

More and more operators began to diversify with other coin-operated equipment in order to meet the problem, but all recognized the job that the narrowing profit margin spelled: Dime play, restructuring commission schedules, checking costs all the way down the line.

Editor's Note: Juke box highlights for 1956 will appear in next week's issue of The Billboard. See amusement game and vending machine capsule reviews for the years in their respective sections.

Op Credit, Interest Rates Still Steady

6-7%, 12-18-Month Finance Terms Used By Most Coin Firms Surveyed Thru U. S.

This is the first part of a two-part series.

CHICAGO—Despite the current period of tight credit on the national scene, the country's juke box operators generally find little change in finance terms.

A nation-wide spot survey of operators shows the majority using 12-18-month credit terms at 6 to 7 per cent interest. Slightly more than half of those surveyed reported paying cash for at least some of the phonographs they purchased. Most felt that terms of 12-18 months would be most preferable, altho many have 18-24-month terms.

Only a small percentage of operators reported credit "stiffer" than in the early months of 1956. While no operators would admit to finding "easier" terms, most fell into the "no change" category. The majority found no change in interest rates, and most expected no increase in the near future.

Nearly half of those surveyed pay interest rates of 6 per cent; about one-fourth pay rates of 7 per cent, one-sixth, rates of 8 per cent.

Close to one-third of the operators reported financing 50 to 75 per cent of the total cost of a juke box; slightly more than one-fourth finance 75-90 per cent.

Ops Give Views
On the plus side of the ledger, from the operator viewpoint, was O. Rodgers, Rodgers Novelty Company, Salinas, Calif. Said Rodgers, "Distributors seem ready to give us any amount of equipment on any terms—they seem to be willing to make any arrangements."

Frank Cuzalino, Western Novelty, McAlester, Okla., had the opposite view: "I think credit is tighter today than it has been for the past 15 years, altho I still get all the financing I want. More collateral is asked."

Said Ted Nichols, Kyes & Nichols, Fremont, Neb., "It is harder for us to borrow money than it has been for several years, but no harder than 10 years ago. Tight money comes in cycles of several years. A few years ago banks were coming to us. Now they don't want coin machine paper. In a few years banks will welcome our business again. I believe tight money is good for our business. It keeps us from over-buying."

An Indiana operator reported, "When we finance equipment it is thru our bank. Our interest rate is very low and we can make our own terms. We have done business with the same bank for 25 years."

Bill Frej, Maquoketa, Iowa, finds "money is getting tighter. So far it hasn't affected us, but we believe that in the near future it will. If the rates get higher we'll just have to cut down on the number of new machines we buy."

Anthony Grazio, Quincy, Mass., said, "Money is tighter—we used to pay 5½ per cent, now we pay 6 per cent."

Calif. Trade: Larger Mixed Routes Ahead

By SAM ABBOTT

LOS ANGELES—The trend in operating here is toward larger music machine routes. These run from a few machines to nearly 5,000 in a single route. Music operators with many machines less than that number are branching out with games and cigarette machines.

There are several reasons for the expansion. One is that operating costs of phonographs as well as the needed investment have increased. To get more revenue, the operators are putting more machines on location. This accomplishes the point and also wards off competition as well as keeping the location-owner from complaining about too many operators in the one sport.

The expansion is accounting for the return into demand of bowlers and the price of used games has increased. The bowlers were set aside when the pool table craze hit. With it dying, the bowlers are back and the players seem as happy as ever.

With the growing population and the establishment of shopping areas, which give the people in that area top "neighborhood" spots, the revenue should rise. Operators have ceased to worry about per capita spending and are looking for total revenue increases. In Los Angeles County alone there are approximately 3,500 taverns with hard liquor licenses and beer and wine permits, the Tavern Association of Southern California reports. The operators aim at these spots in addition to hundreds of malt shops and even miniature golf courses that are open the year around. Here, too, is a difference between operation here and in most other sections—there is no winter of which to speak. Definitely, there is no snow and slush.

MUSIC FORUM ENDS HOLIDAY

CHICAGO — The Music Operator Forum is back from its holiday. We were sorry we had to temporarily postpone publishing results, but as of this week, the Forum will again be a weekly feature in the Music Machines section.

This week's Forum is part two of a two-part series—part one appeared in the November 24 edition of The Billboard.

Colorado Assn. Names Officers; Airs Dime Play

DENVER—Gathering momentum with a record of seven successful meetings, the new Colorado Music Merchants' Association has named its slate of officers for the first formal year.

President is Lee Wycaver, Midwest Music Company; vice-president is Marion Sancetta, Marion Music Company; secretary-treasurer, Lou Shulman, Modern Music Company.

At all meetings, which have been rotated on a regular basis thru the showrooms of Denver distributors, turnout has exceeded expectations, according to Shulman. It has been (Continued on page 66)

Wurlitzer to Bow New 104, 200 January 6

CHICAGO — The Rudolph Wurlitzer Company will introduce two new juke boxes—104-selection and 200-selection models—the week beginning January 6.

Distributors thruout the country will hold operator showings during that week which is billed "National Wurlitzer Days."

The new line will be equipped with National Rejectors' newly developed four-in-one 50-cent coin chute which accepts nickels, dimes, quarters and half-dollars, thus eliminating the necessity for a separate 50-cent chute.

No further details of the new equipment could be learned at press time, but reliable sources indicated the machines would feature new cabinet design.

UMO Sponsors Yule Program For a Prison

DETROIT — Motor City juke box operators presented a show to one of their most unusual audiences last week—the Detroit House of Correction. Separate Christmas shows were given at Dehoco, as the institution is generally known, one for men and one for women, in separate buildings about a mile apart. The women's institution, incidentally, as the only women's prison in Michigan, houses inmates from short-timers up to lifers, while the men's prison has only relatively short terms, including many in for driving offenses.

Arrangements for the unusual show were made thru the Traffic Safety Bureau's Arthur De Coninck. Talent for the show was supplied by the United Music Operators of Michigan, with Eddie Gajac, head of Music Counsellors, assisting Conciliator Roy Small in setting up the shows.

Talent on the bill for both performances included: Jack Scott and His Rock-A-Billies, western music; The Escorts, male musical trio; The Starlets, femme musical trio; Sally Toth, national champion baton twirler for three years; Patti Jerome, star of the Bowery show; Sue Evans, Cadillac Records artist; Kay Malone, Decca artist; Adele Storm Trio, the UMO's own act, and Bob Cordell, of the Bowery, who emceed the show.

is going 10 cents for a single, three-for-a-quarter, and in a few spots four-for-a-quarter.

Operators of music machines (and most also have games and cigarette machines) have thought (Continued on page 68)

Minn. Op Cited By Newspaper As Top Citizen

MINNEAPOLIS — Charles F. Webber, of Webber Music Company, Minneapolis, last week became the first operator to be singled out by The Minneapolis Star for its "Town Topper" series.

The newspaper has been publishing the series for several years, each day selecting one or two local individuals for the honor, which includes publication of the subject's photograph and a recap of his activities.

Webber, said The Star, got a helping hand in shaping his career when he assisted radio announcer Ted Husing who was covering the National Open golf tournament at a local golf club more than 22 years ago. Instead of "caddying" the announcer's portable radio transmitter.

Husing encouraged Webber to go into radio work and the Minneapolis man became a combination announcer-engineer after graduation from Edison high school in 1934. The technical side of radio (Continued on page 66)

Badger Ops Sked Central Wis. Meeting

WISCONSIN RAPIDS, Wis. — Wisconsin Music Merchants' Association, Inc., will hold its next meeting here Monday, January 10.

Plans call for a business meeting at 1 p.m., following luncheon for the operators, according to C. S. Pierce, Broadhead, president. Ed Dowe, Beaver Dam, is secretary-treasurer, and Cliff Bookmeier, Green Bay, vice-president. into the juke box business, where

Iowa Music Men Sked First Conclave Jan. 12

DES MOINES — Iowa Music Operators, Inc., recently reorganized, will hold its first full-scale convention in Des Moines January 12-13, it was announced last week by Bob Manville, of Cedar Rapids, president of the organization.

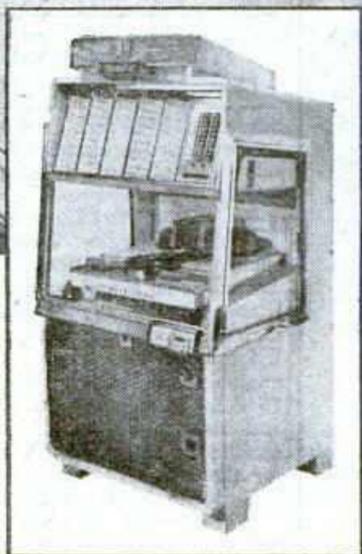
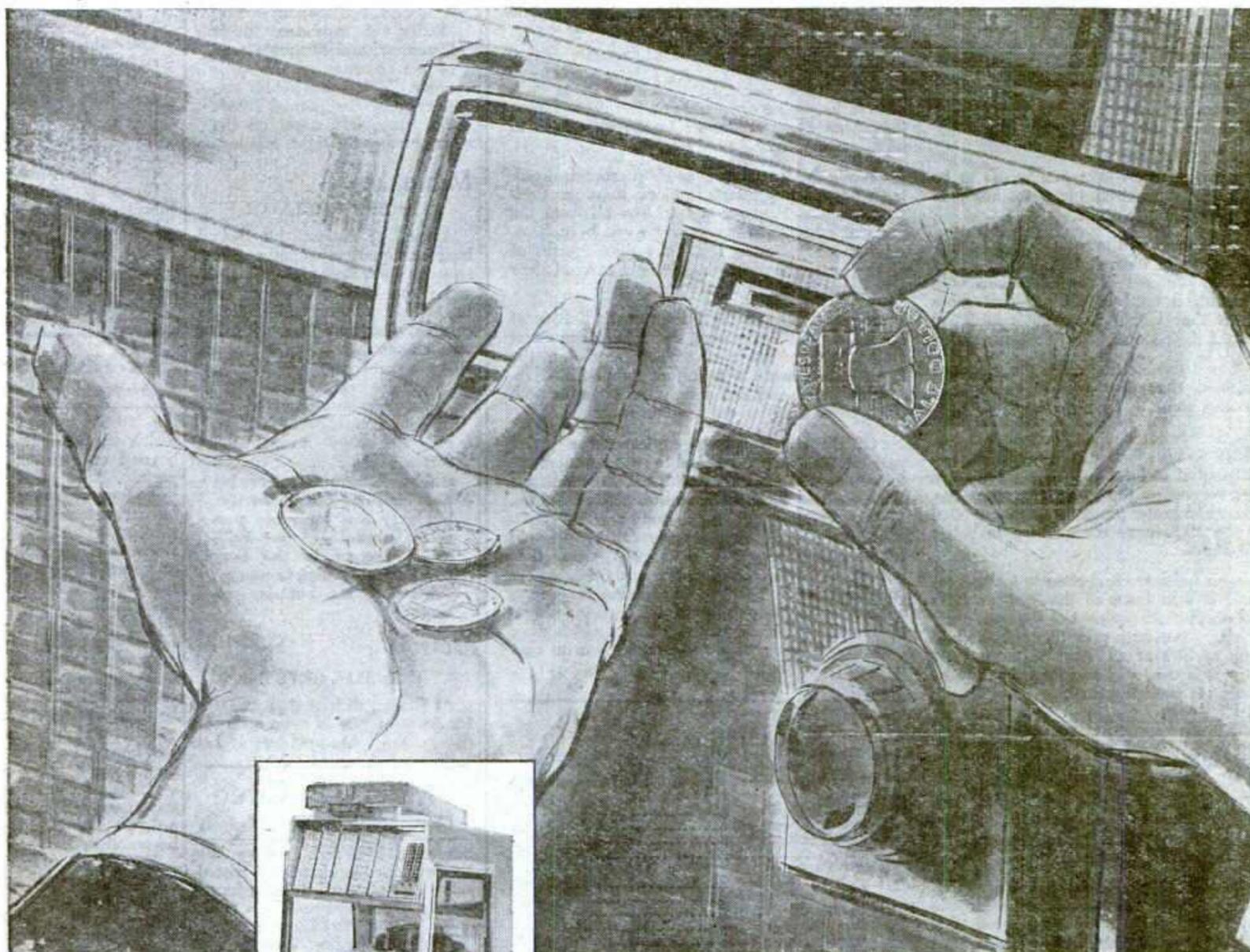
Main speaker at the meeting will be George Miller, president of MOA, who will address the group Sunday, January 13, bringing the music operators up to date on latest

developments in Congress regarding the copyright issue.

In addition, the convention will take place almost with the opening of the 1957 Iowa Legislature, so some discussion is expected to be devoted to possible legislation by the General Assembly. The Iowa Legislature convenes Monday, January 14.

About 50 members are expected to attend the two-day meeting, which will be held at Hotel Fort Des Moines.

From AMI, again the finest...



The

"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



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

MUSIC OPERATOR FORUM



Consisting of one key executive from each leading sponsor, advertising agency, TV broadcaster, producer and film company.

200's, Dime Play Boost Ops' Future

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

The new 200-selection juke box seems to be carving a rather substantial niche for itself in the future plans of music operators.

Fully 53 per cent of those operators participating in the Forum indicated that they would equip 10 to 25 per cent of their locations with 200's. A combined total of 23 per cent more indicated that they would place 200's in 25 to 50 per cent of their stops.

It is significant to note that all of the operators polled indicated that they were installing the 200's in at least some of their routes.

Many of the operators who indicated that they expected 1956 to be a better year for them than the last, attributed at least part of the optimism to the 200's success on the scene. Increased customer interest and better programming were cited as reasons the 200's were contributing to better gross profit figures.

Replies also indicated a decline in interest for the 40's and 50's in favor of the 80's, 120's and 200's. Less than 25 per cent of the total operators answering the poll said they planned to use the 40's or 50's at all. And of these, fully three-fourths said they will 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 in general 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 stepped-down in the routes.

When it came to telling what the most important reason was for operators buying the juke boxes they do, Forum replies indicated that "terms" offered by the distributor were in most cases (25 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 juke box they desired, and made their final decision after shopping around among the various distributors for the best break on price.

However, almost as many (21 per cent) stated that location requests influenced their buying

choice for new machines, which seems to indicate an increasing awareness on the part of location owners and customers to the difference in juke box models.

While the operators may shop 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 juke boxes from one distributor.

If poll results of the Forum are indicative of the feeling of all operators, distributors can count on keeping the trade of the operator once the initial sale is made, if he offers competitively favorable 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 introduction of dime play with better commission arrangements, and the expansion of their routes.

The validity of these reasons was substantiated by the replies of those who felt 1956 would not be any better or, in some cases, worse than last year. Higher costs, for records, equipment and servicing were cited as reasons for poorer anticipated profits, with operators agreeing almost unanimously that an increased take, which dime play would bring, was a must for them to continue successfully.

How They Voted

- What percentage of your locations would you equip with
 - 200's
 - 10-25% of locations 52.9%
 - 25-35% of locations 11.8%
 - 35-50% of locations 11.8%
 - Other 23.5%
 - 80's to 120's
 - 25-50% of locations 27%
 - 50-60% of locations 9.5%
 - 60-75% of locations 27%
 - Over 75% of locations 9.5%
 - Other 27%
 - 40's or 50's
 - 10-25% of locations 7%
 - 35-50% of locations 2%
- What are the most important reasons you buy the juke boxes you do?
 - Terms 25%
 - Location request 21%
 - Selections offered 18%
 - Price 15%
 - Other 21%
- Do you buy most of your juke boxes from one distributor?
 - Yes 76%
 - No 24%

The Question:

Will 1956 be a better year for you in terms of net profit than last year?

The Answers:

Yes...

CLAYTON S. HUNT, C. & F. Music, Urbana, Ill.: "Yes, we will complete conversion to dime play, will expand about 30 per cent by adding another route and 20 per cent by new locations. But, the most important is the addition of a title and programming service which is adding about 25 per cent to gross income since its start at the MOA convention in May."

BEN CHICOFKY, Forest Hill, N. Y.: "I think 1956, due mostly to increased local activity, new 200-record machines."

MAX KLEIN: "Dime play and better percentage arrangements will make 1956 a better year."

HARLAN C. WINGRAVE, Emporia, Kan.: "Net profit will be about 15 per cent better during 1956 due mostly to increased local activity. Construction is bringing in transit workers."

GEORGE R. RHODES, Uniontown, Pa.: "I expect 1956 to be a better net year because of my low buying and concentration on reducing monthly payment accounts."

WILLIAM BLATT, Miami Beach, Fla.: "If we can keep switching to 10-cent play we will most likely have a better year. At the present time the juke box operator finds himself in a bad spot. With too many payments to make, equipment and parts constantly on the up-grade and help getting scarce and more expensive, the operator has to have more income. Otherwise, he will soon be out of business."

TED SALVERSON, JR., Salverson Distributing Company, Huron, S. D.: "We believe this year will be better, as we don't expect to expand as much as we have in the past. We also are doing a better merchandising job."

No...

Illinois operator (who asked not to use his name): "No. Heavy investment in new 100's and 200's and record costs higher than ever, have hurt our cash position very much. However, our net profit may turn out better than our present cash position indicates."

A. W. TRONT, JR., Melody Shop, Cheyenne, Wyo.: "No. With pinballs down and 200's in, competition is tight."

California operator (who asked not to use his name): "Increasing expenses and decreasing play are the reasons 1956 will not be a good year profit-wise. Also, we have lost money on loans."

W. C. BRENNER, JR., Evansville, Ind.: "There has been much local unemployment due to a shutdown of two large plants. This will hurt our music grosses."

COINMEN YOU KNOW

Continued from page 63

see the Miami-Pittsburgh game. Joe's good time was spoiled when Miami was beaten.

Seen at the Miami Variety Club's benefit fight recently were Dave Engel, of County Amusement Company; Bob Weller, of Advance Music Company, and Murray Gross, of the company of the same name. This writer bet his son, Ronny, of Continental Music Company, five cents on the outcome of the fight, and lost.

Milwaukee

By BENN OLLMAN

A spell of illnesses hit United, Inc., headquarters recently. Strickler were Ruth Beckman, Joe Hillar and Gabe Nelson. Harry Jacobs Jr., Woody Johnson and Harry Jacobs Sr. were kept busy with their own chores and filling in for the ailing members of the Wurlitzer distributing organization.

Premium business is holding up well, reports Sam Hastings, altho the volume he gets from coinmen has dropped considerably. "Operators are buying premiums for their own use, but very few for route purposes," says Sam. Joe Pelligrino, partner in the busy P. & P. Distributing Company, celebrated his birthday recently.

Detroit

By HAL REVES

Al Gange, district representative for Seeburg, was in town for a few days, making headquarters at Lou

Minn. Op Cited

Continued from page 64

interested him and it drew him he developed a simplified record-selecting system since adopted widely, the award said.

Wins Pilot License

While in radio, Webber also spent much of his time in the air as well as on it and won his pilot's license at the age of 17. Since then he has logged some 4,000 flying hours and bases his single-engine plane at Crystal airport. In 1942 he joined the civil air patrol and now is a lieutenant colonel serving as special projects officer for the Minnesota wing.

Early in 1956 he became the first Minnesota man to receive CAP's distinguished service award. In alternate years he directs CAP international drill competition at the Minnesota State Fair.

Branching into real estate activities at 40, he is president of the Zero-Zero Club, oldest flying group in Minnesota, and a director of Lost Spur Ranch Club near Mendota, Minn.

Webber's "unfulfilled ambition," the award story disclosed, is to buy an electric organ, take lessons and learn how to play. He is married and has a son and daughter.

Webber is recognized as one of the more active and astute operators in the Twin Cities area and is regarded by all in the industry as a top example of the type of individual the business needs.

Nemesh's Music Systems and calling on the trade. . . "Target bowlers are going good, and also music," says Maurice A. (Morrie) Tophan, Detroit manager for Miller-Newmark Distributing Company.

Three skeeball lines, Genco, Chicago Coin and Exhibit, are all going strong, replacing the pool tables which did big business here for years, Tophan notes. Tophan has joined forces with veteran Earl E. (Mike) Benson, who also operates the Michigan Nickel Company with a diversified route, to establish a new juke box route as the Mercury Music Company.

James J. Giacchini and Joseph LoBaido, who formerly operated (Continued on page 73)

Colorado Assn.

Continued from page 64

the intense interest in dime play which has generated such whole-hearted co-operation, Shulman reports.

A few problems, as expected, have developed, primarily on the subject of location splits. While Denver's nine major phonograph operators have settled on the 50-50 split for several years, there are many indications that there are 60 and even 70 per cent splits (in favor of locations) being offered, even where new 200-play straight-dime chute machines are concerned. Members agree that it will be difficult to rectify this situation.

Strict dime play on all locations has been advocated and will undoubtedly become a tenant. Exceptions, of course, reports the association, will be elderly 20-record, 40-play machines which will be sanctioned on nickel play.

Formal incorporation of the association and membership list are currently on nickel play.

Formal incorporation of the association and membership list are currently being drawn up.

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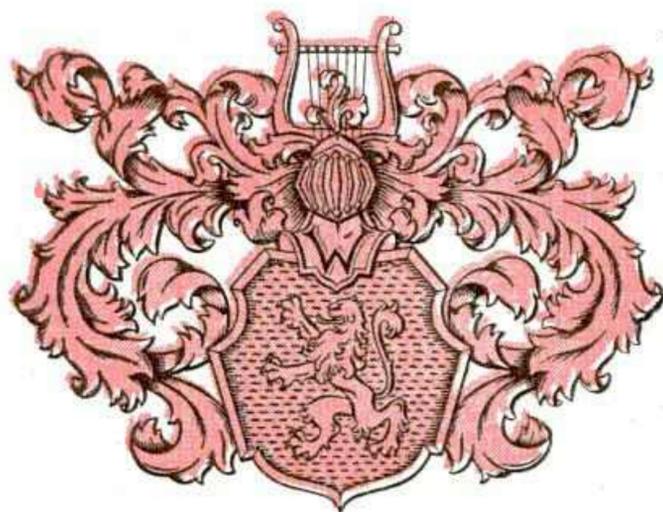
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Company Name.....

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

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All Locations**

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Amusement Game Industry News Highlights of 1956

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

CHICAGO—The coin-operated amusement machine industry of 1956 was characterized by an intensive search for a new type of location game to replace the popular but fading pool game. It might be said that the search was never quite successful.

Not until year's end did any new model game show signs of developing into an industry-wide trend.

The year began with brisk business, a carry-over from 1955's coin

pool game boom. Manufacturers were still in steady output, distributors were continuing to rack up solid orders and operators were making close-to-peak grosses on the games.

As the year progressed, however, the popularity of the pool game dwindled. By April grosses had shrunk and most operators ceased to expand their routes. Before long, the old shuffle bowlers, delegated to the stockrooms during the pool game bonanza, reappeared on locations in growing numbers.

The Long Wait

Then, with a mixture of pinballs, pool and shuffles on the route, operators sat back and waited for new developments in the field. Changes were introduced in design and play of pool games which somewhat renewed interest in these games and kept grosses at a healthy level. Nothing really new came along from manufacturers, however.

Meanwhile, in-line pinballs took a setback from a string of legal actions thruout the country. Five-ball pins continued at a steady level thruout the year. In October a U. S. Court of Appeals ruling put in-line games at least temporarily back on their feet. Sales rose back to normal.

Not until November did new models appear that held promise for the future. The games were target-bowlers, fairly steady though non-spectacular earners that filled the gap at locations. Among them were 14-foot models resembling miniature bowling alleys that took on great promise at year's end.

JANUARY. CIAA elects officers, sets program. . . . Game manufacturers say pool here to stay. . . . California distributors credit 1955 gross gains to pool. . . . Eastern game operators optimistic of 1956. . . . Indiana Assembly to re-examine anti-pinball law. . . . Minnesota operators get court order guarding pins. . . . New European sources hike pool ball supply. . . . Game market spins as pool ups sales, bingos, bowlers lag. . . . Memphis ruling hits coin pool operation. . . . Pool fails to make headway in Gotham. . . . Spot over 35,000 pool games in U. S. . . . Coin chute manufacturers push heavy output for pool. . . . CIAA sets plans, action. . . . Coin union plans national drive to organize repairmen.

FEBRUARY. Fifteen million record year seen for 1955 coin export trade. . . . Tax slash to aid French coin sales. . . . Malay bans games, restricts play. . . . 1956

game output tuned to pool, pins. . . . Trade sees growing used pool market. . . . Seventy Chicago operators join CIAA. . . . Indianapolis reviews pin play, coin licenses. . . . Expanded sales set new Keeney dollar mark. . . . Bally enters five-ball pin field, bows new game. . . . Minnesota court rules free-play pinballs okay under State law. . . . Pool leads production parade of 1956 games. . . . Baltimore operators hold eighth annual banquet. . . . Pin games give Baltimore coin trade healthy boost. . . . Multiple-player five-balls lead Gottlieb output. . . . Pool "hottest" game in Los Angeles trade. . . . Pool in Southland gets mixed reactions. . . . Pool brightens operator-distributor credit view, price steadies. . . . CIAA sets policies on routes, licensing. . . . Gotham Arcademen fear new tax bite.

MARCH. New York City Arcademen launch association. . . . Manufacturers see variety key to spring game sales. . . . Minnesota location owners attack pin indictment. . . . Pool "goes modern," adds electricity. . . . Indiana judge rules free-play pins okay under law. . . . Weiskopff elected head of New York Arcade owners' group. . . . Automatic, four-side play pool model bowed by Chicago Coin. . . . Table tops, first pool conversions, hit market. . . . Texas pins okay in Dallas, banned in Fort Worth. . . . Fifty-eight thousand pool games out, 17 manufacturers in. . . . Keeney pool games bow new electric features. . . . Max Levine, Scientific head, dies. . . . First 1956 baseball games hit market. . . . Abe Wisen tells operators to follow trend to suburban market centers. . . . Game manufacturers plan exhibits at MOA, NVA shows. . . . Fort Worth pinball ban ruled unconstitutional. . . . Multi-player five-ball pins hope of Memphis game operators. . . . Latest count: 75,000 pool games out. . . . 1955 coin exports hit record \$15,000,000. . . . Guns, baseball pace Memphis Arcade plans. . . . Virginia operators ride pool wave, fill 15 per cent Richmond stops.

APRIL. Baseball season spotlights coin pitching, batting games. . . . Pool disappoints operators in Canada, nets low. . . . Arcade operators set for summer season, gun games head list. . . . European trade fairs play up coin machines. . . . Chicago game, juke licenses hit 13,695 in 1956. . . . Pool sales slide, but operators say grosses are up in most areas. . . . Chicago op-

(Continued on page 69)

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' Union, Local 134, AFL.

This is the same union with which local juke box operators are presently affiliated. Previously the game operators' association operated as an independent organization.

The contract follows a vote by CIAA members at their last meeting, December 11, to negotiate with the union. (The Billboard, December 22.)

CIAA has rented offices at 188 West Randolph Street, Room 1102. The association has also hired an executive secretary and a stenographer. To meet increased costs of operation and union dues, the membership voted to increase dues to \$1 per month per machine to be paid quarterly. Union labels were being mailed to operators to be attached to machines prior to January 1.

The union contract means that all those persons who service machines or make collections for operator firms which are CIAA members must be members of the union. Union Chicago headquarters are at 600 West Washington Street.

FLEES COMMIES

Hungarian Distributor Seeks Future in U. S.

CHICAGO — Kalman Hedvig, at the age of 60, recently left his native Hungary, where he had been a coin machine distributor for 20 years, and came to the United States to escape Communist domination.

A peppery little man with laughing eyes, he is glad to talk about the past, but right now it's the future he's most interested in.

"I want to get started in this country doing whatever I can," he stated. His main interest is to remain in the coin machine industry.

So far, he's contacted various manufacturers and distributors in Chicago to see how he might fit in, but as yet nothing has turned up, Hedvig says. "I'm going to keep trying tho," he adds.

One of Hedvig's main concerns at present is improving his understanding of our language. While he's spoken English for many years in Europe, he's not yet as fluent as he would like to be. A lot of the slang and popular usages give him trouble, Hedvig states.

When asked about the coin machine business in Hungary, Hedvig had the following to say:

"In Hungary the distributor also acts as the operator. A game is placed in a location on a 75-25 per cent basis, with the distributor (operator) receiving 75 per cent. However, after the game has taken

in a certain predetermined amount, the location owner is given the game free. Thereafter the distributor (operator) is out of the picture.

"If the location desires a new game, the distributor will place a new model in the spot but with the same agreement as for the previous one."

Hedvig lives with his son and wife at 6040 North Winthrop Avenue, Chicago.

Calif. Forecast: Larger, Mixed Routes in '57

• Continued from page 64

of a 60-40 basis for commissions. Ray R. Powers of M. A. C. Vendors pointed out that such deals are hard to come by. His firm is taking, in some instances, the first \$12.50, the location the second \$12.50 and the remainder being split 50-50. Front money from \$5 to \$8 is sometimes collected, with the remainder cut half-and-half. Where the machine's earnings are sufficient, the firm goes along on a 50-50 basis.

Another firm, the largest in the area, California Music, is following the policy of a guarantee with the split coming after a set figure. Gabe Orland of the firm said that he could not remain in business were it not for such a set-up.

Industrial Slack Hurts

Hemple's First National Music in San Fernando had its wings—clipped by the slackening of industrial activities within the area.

Game operation is limited in this area. Bingos are not frequently found and then in unincorporated areas. With approximately 20 municipalities seeking to incorporate, the area of bingo operation will be more limited than ever now. Guns are going fairly well in taverns.

The rapidly changing laws in sections keep operators on the road to spot games. This takes time, adds to transportation costs and wages.

Operators who have been in the field for years say that the situation for those in coin machine field has always been stirred up. They are taking the present problems as they come and dreaming of a green Christmas thruout 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-pinball ordinance scheduled to go into effect January 10.

Twelve members of the Intermountain Music Operators' Association filed a suit in Third District Court December 17 against Salt Lake City and Police Chief W. Cleon Skousen to block the ban.

The complaint asks that the court order the defendants to refrain from enforcing the ordinance and further asks the court to order the defendants to show cause why an anti-enforcement injunction should not be made permanent.

This is the first co-ordinated and (Continued on page 77)

Raynor Quits CIAA Legal Counsel Post

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

The local game operator group had made steady progress under Raynor's guidance to attain better relations within the industry and with city officials.

The CIAA board of directors accepted the resignation "with deep

regret." Said the board: "We feel that in the one year of our existence that the great progress made by our association is in good measure attributable to Mr. Raynor's capabilities and accomplishments."

The board, however, announced that negotiations are now in progress with a prominent law firm to fill the vacated post. Announcement of the new firm's appointment is expected in the very near future.

S. WEISMAN HAS TRIPLE FETE ON CHRISTMAS DAY

BALTIMORE — December 25 is a pretty special day for Sam Weisman of the Double-U Sales Corporation here. While most members of the coin machine industry celebrate Christmas that day, Weisman also celebrates two other occasions. December 25 is his birthday and also his wedding anniversary, his 31st this year. Weisman had been on a fishing trip off the Florida Keys, but returned to his home in time for the triple celebration.

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**GIVE TO DAMON RUNYON
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Game News Highlights of '56

• Continued from page 68

erators' locations up to 80 per cent on pool. . . . Arcades set to draw spring coin harvest. . . . Detroit firm markets coin pool with slate top. . . . Heavy January exports point to big year. . . . Disneyland brings life to old Arcade.

MAY. New Memphis law to hit coin games. . . . Rivals seek control of Scientific Machine Corporation.

. . . Shuffleboard play on increase. . . . Forty-four distributors to attend annual NCMDA meet. . . . Baltimore game, music collections at record level, mostly five-cent play. . . . Double U Sales to move to new headquarters. . . . Cincinnati, Toledo pin operators await high court rule. . . . NCMDA holds biggest meet, maps P-R, membership drives. . . . Columbus, O., pin operators get favorable court ruling. . . . Gil Kitt elected NCMDA president. . . . Operators find resorts bring dollars year round, up spots. . . . Kiddie ride operators fewer, but trade solid. . . . Slate tops key drive to new pool sales.

JUNE. Game industry on lookout for "hot" new location piece. . . . Washington State hosts giant shuffleboard tourney. . . . Northwest cities hit by pin rulings. . . . Rotation and Kelly play fresh pool approach. . . . Manufacturers view prospects for new location game. . . . Store chains offer pool game for home play. . . . Used game market active as operators buy at faster pace. . . . Ohio court rules out free-play pins. . . . Operators to ask pin rehearing in Ohio as ban halts. . . . CIAA hashes license beefs with city brass. . . . Coin trade pays tribute to Senator Bodkin at UJA dinner. . . . Operators try variety play at coin pool locations. . . . American Shuffleboard sees 20 per cent rise in business. . . . Seventy-one model output tops 1955 period despite slow spring. . . . CIAA license move gains initial okay. . . . United links pool, shuffle bowler, in new location game. . . . Dave Gottlieb donates \$250,000 for hospital.

JULY. Forty manufacturers hunt new game for tavern locations. . . . Chicago manufacturers eye new push after vacations. . . . Pool leads heavy 1956 game model production. . . . New Jersey Legislature passes law to legalize games of skill. . . . Palisades, N. J., Arcade starts 40th season. . . . One hundred and fifty Greyhound post houses gross \$500,000 yearly from coin units. . . . Boston looks outdoors for game trade boost. . . . Game operators battle summer dip, expect to cut slide by 10 per cent. . . . Minneapolis maps new license plan. . . . New Jersey coin operators ready to organize. . . . New bumperless pool scores high in Detroit. . . . New York State okays coin pool for pub spots. . . . New Jersey Governor vetoes skill game bill, ban will stand. . . . Chicago to vote on CIAA game license plan. . . . U. S. bill wound up federal pin tax

(Continued on page 70)

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Crown Bowler 110.00		K.O. Filter, F.S. 350.00
Keeney Carnival 75.00		K.O. Filter, original 150.00
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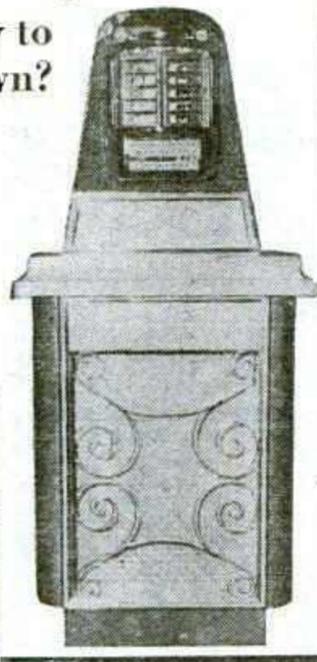
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	UNITED...
	Ace \$145.00
	Banner 175.00
	11th Frame De Luxe 185.00
	Royal 85.00

**PRICED
TO SELL**

Wurlitzer 1400— 45 rpm.	\$225.00
Wurlitzer 1650A— 45 rpm.	425.00
Wurlitzer 1700— 45 rpm.	695.00
Wurlitzer 1800— 45 rpm.	825.00
Seeburg "R"— 45 rpm.	695.00

**ROCK CITY
AMUSEMENT COMPANY**

108 Lafayette Street
Nashville, Tennessee
Phone: Chapel 2-4353

**GIVE TO DAMON RUNYON
CANCER FUND**

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed Bill me

Occupation or Title _____
Company _____
Name _____
Address _____
City _____ Zone _____ State _____

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

J. ROSENFELD Co.
4701 WASHINGTON • ST. LOUIS 8, MO.
FOrest 7-6730

In our 25th
YEAR!
Authorized
ROCK-OLA
CHICAGO
COIN
Distributors

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

Table listing shuffle games like Bally CONGRESS, Bally A.B.C., etc. with prices.

BINGO GAMES

Table listing bingo games like PARADE, DOUBLE HEADER, etc. with prices.

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

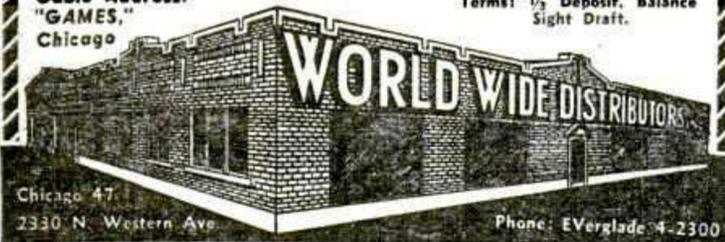
5-BALL GAMES

Table listing 5-ball games like AUTO RACES, CLASSY BOWL'R, etc. with prices.

SPECIAL! Wms. DLX. 4-BAGGER, 10c, 3/25c Chutes... Only \$325

Cable Address: "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47, 2330 N. Western Ave.

Phone: EVerglade 4-2300

when answering ads...

Say You Saw It in The Billboard

Game News Highlights of '56

Continued from page 69

to \$25... Jack Mitnick joins United Manufacturing Company.

AUGUST. Manufacturers prep more gun games, pinballs, but no big surprise in sight... German game, juke output climbs...

SEPTEMBER. Manufacturers predict fall to bring new galaxy of games... Empire, Kitt celebrate 15th coin birthday...

Bally sales chief, dies... Billboard announces plans for annual new game contest...

Germany woos French coin market thru custom office... Federal tax department rules favorably on pool games...

OCTOBER. U. S. Court of Appeals rules in-line pins not gaming units... New equipment lag besets Arcade operators...

NOW DELIVERING UNITED 14' BOWLING ALLEY GOTTLIEB RAINBOW

Jerry Bremner Jay Solomon Central Ohio Coin Machine Exchange, Inc. 854 N. High St., Columbus 8, Ohio Tel.: AXminster 4-3529

NEW! 4-HOLE BUMPERLESS RACK POOL PANELS

Fits all games. Hole in each corner. Reg. size w/ rack and oversize Cue Ball. Panel only \$29.50 each

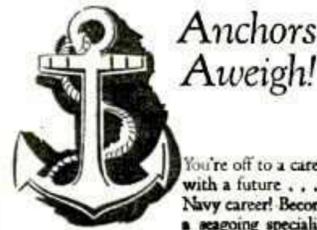
2-HOLE RACK POOL PANELS With Rack and Oversize Cue Ball \$25 each

Refinished Like New

POOL TABLES Reg. Size \$125 Jumbo \$175

New Rotation Balls, Per Set \$12.50 Peas, 1 thru 10, Per Set .65 Plastic Pea Bottles, Each 1.25 Oversize Cue Balls, Each 2.00 Triangle Racks, Each 1.25

Get Our List, New-Used Games, All Types CHARLEY PIERI MONARCH COIN MACH., INC. 2257 N. Lincoln Chicago 14, Ill. Lincoln 9-3996-7



Anchors Aweigh!

You're off to a career with a future... a Navy career! Become a seagoing specialist.



CLEARANCE SALE! CHALLENGER PISTOLS

Like new, with chrome floor stand and Bull's-Eye Target; one year old (16 or 54). \$29.95 Complete in lots of 3 or more. \$39.95 lots of 1 to 4.

WOW! STAR SHOOTING GALLERY \$125.00 SPORTLAND SHOOTING GALLERY \$149.50 (In good working order)

WHILE THEY LAST! Circus Jet (Merry-Go-Round Type) \$95.00

KIDDIE RIDES (Coin Operated). We Buy-Sell-Trade. Send us your list and requirements.

Export Inquiries Invited... All Prices F.O.B. Chgo... All Phones: Uptown 8-1369. CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

GIVE TO DAMON RUNYON CANCER FUND

1957 PROMISES TO BE A BIG YEAR FOR EXHIBIT—ITS DISTRIBUTORS AND OPERATORS THE EXHIBIT SUPPLY COMPANY 4218 W. LAKE STREET CHICAGO, ILLINOIS

The Following Games Rebuilt the Munves Way Look and Work Like New:

Table listing various games and their prices, including Metal Typers, Write Roovers, etc.

1956 catalog complete with latest supplement—free on request. The Standard Reference of the Coin Machine World. Write today.



TOP EARNERS

Wurlitzer Model 1700 \$695.00

Wurlitzer Model 1800 845.00

ROTH NOVELTY COMPANY

54 North Pennsylvania Avenue Wilkes-Barre, Pennsylvania Phone: Valley 3-2853

GIVE TO DAMON RUNYON CANCER FUND

DEMANDEZ NOTRE NOUVEAU GROS CATALOGUE D'EXPORT

- Nous expédions partout Toutes les machines sont garanties 100%

SEND FOR BIG NEW EXPORT CATALOG!

- We Ship Everywhere All Machines 100% Guaranteed

Peda 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!

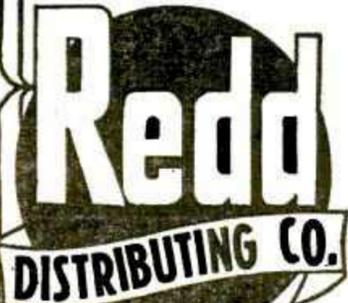
- BALLY BOWLING LANES BALLY KEY WEST BALLY BIKE CHICAGO COIN SKI-BOWL

The fabulous new WURLITZER HALF-DOLLAR MACHINE

WRITE—WIRE—CALL TODAY!

298 Lincoln St., Allston 34, Mass.

Algonquin 4-4040



Exclusive distributors for WURLITZER—BALLY—EXHIBIT—CHICAGO COIN



FOR SALE

Good clean Bingos ready for location. Palm Spring, Yacht Club, Beach Club, Tahiti, Tropics, Dude Ranch, \$35.00 each. Big Time, \$150.00; Miami Beach, \$150.00; Gayety, \$85.00; Wurlitzer 1400, 45 rpm, \$150.00; Wurlitzer 1100, 45 rpm, \$75.00; Wurlitzer Boxes, 24-48-104 selection, also Steppers. Write. Send 1/4 deposit.

FRANK GUERRINI

1211 West 4th St. Lewistown, Pa.

WANTED

A-1 MECHANIC FOR BINGO GAMES

- Work in Chicago area
- Salary: \$600.00 per month
- Regular hours
- Bonus
- Vacation
- Must have car

WRITE TO

BOX 875

The Billboard

188 W. Randolph Street
Chicago 1, Illinois

When answering ads...

SAY YOU SAW IT IN THE BILLBOARD!

steadily... Federal ruling brings slight spurt on in-line pin sales.

NOVEMBER. Pool table-top sales increase as operators move to hike play... Top new coin equipment pieces designed for locations at depots, airports, shop centers. Total 15,728 games, jukes licensed in Chicago... Games surge in September-October, 22 new models introduced... U. S. Solicitor General given extension to decide on federal pinball appeal... Exhibit, Edolite ship new target-bowler games... Cohen bids to organize rival New York juke union... Demand up for late used games in pin, shuffle class... United States ruling aids Minnesota operators to win pin case... Puerto Rico okays coin pool tables... Game licenses await Boston pin probe... United bows new 14-foot target-bowler game... New coin amusement units to deck 30th NAAPPB show... Portland, Ore., votes out pin games... Game exports up for third quarter... Coinmen pay final tribute to Rabkin... Salt Lake City bans all types of pinballs.

DECEMBER. New Arcade equipment decks coin trade booths at NAAPPB convention, 15 exhibitors show 40 games... United States Supreme Court asked rule on pins... Target-bowler games seen as possible 1957 industry trend... Bally announces vending machine manufacturing plans... United States opens way to review of federal pin case... Tough license code mulled in Baltimore... United States lists 337,463 licensed locations... Boston City Council launches anti-pin move... Texas high court rules against pins... United States House subcommittee hears Gottlieb rake proposed pin law... Target-bowlers stir Chicago legal wrangle... Pins get legal lift in Louisiana; Toledo, courts... Emco ships first compact golf putting game for tavern locations... Coin industry backs New York USO effort... NCMDA board meets at Chicago, sets program... CIAA sees Chicago license change, okays union affiliation... Four hundred-fifty attend AAMONY festivities at Waldorf... New target-bowlers grow in popularity, sales... Belgium ripe for United States games at lower prices... Long-alley games to spark manufacturers' plans for 1957 surge.

INCREASE YOUR

SEEBURG

EARNINGS!!!

ROYAL 50c PLAY UNIT NOW AVAILABLE FOR ALL SEEBURG MODELS

★

—Including—

A, B, C, G, W, R, J, V-200 and VL-200

\$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, Calif.

Phone: UNderhill 3-4334

ROYAL MFG. CO.

ATTN: MR. LOUIS E. WOLCHER
1360 Howard St., San Francisco, Calif.

Gentlemen: Please rush me information on your 50c play unit.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Write! Wire! — Phone Us Collect!

FOR THESE LOW-PRICED NEW YEAR SPECIALS WITH FAMOUS DAVIS GUARANTEE (Available for 10c play if requested)

SEEBURG

HF100R\$769
HF100C 669
100W 649
M-100C 539
M-100BL 419
148ML 89

AMI

F-120\$569
E-120 439
D-40 189

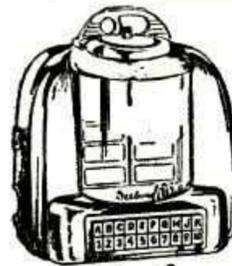
WURLITZER

1800\$639
1700 539
1650A 279
1650 259
1217 HIDE-AWAY 119
1100 89

ROCK-OLA

1438\$449
1436 239
1434 219
1428 89

Shoot-The-Bear \$85
Coon Hunt 85



\$57.50

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

Cable Address: "DAVDIS." 1/3 deposit required. Private Western Union wire.

Our Only Address in Europe: **Holland-Belgie Europe**

403 Ave. Louise, Brussels
Phone 47.66.63
Cable Address: "Hobeleurop-Brussels"

All currencies accepted: Francs, pounds sterling, guilders, lire, marks, etc.

WORLD EXPORT

WESTERN EXPORT

DISTRIBUTING

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 75-1631



Corp.

Your American Red Cross Is Always There After Disaster Strikes

BALLY

Exclusive Distributor For

ROCK-OLA

5 BALLS

CHGO. COIN BLONDIE\$275.00
CHGO. COIN CAPRI 225.00
GOTTLIEB STAGE COACH 149.50
WILLIAMS SMOKE SIGNAL	... 145.00

BOWLING GAMES

BALLY BOWLING LANES -NOW DELIVERING

CHICAGO COIN SKI-BOWLWrite
GENCO SKILL BALLWrite

MUSIC MACHINES

ROCK-OLA 1455-DWrite
ROCK-OLA 1455-SWrite
ROCK-OLA 1454Write
ROCK-OLA 1438\$450.00
AMI MODEL D-80, 40 SEL., 78 RPM 295.00

IN-LINE BINGO GAMES

BALLY

ATLANTIC CITY\$ 49.50
BEACH BEAUTY 345.00
BEACH CLUB 49.50
BEAUTY 49.50
BIG TIME 235.00
BIG SHOW Write
BRIGHT LIGHTS 49.50
BRIGHT SPOT 60.00
BROADWAY 375.00
DOUBLE HEADER 495.00
GAYETY 125.00
GAYTIME 225.00
ICE FROLICS 65.00
KEY WEST Write
MIAMI BEACH 225.00
NITE CLUB 450.00
VARIETY 125.00
YACHT CLUB 50.00

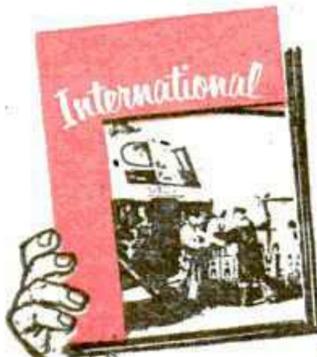
UNITED

CABANA\$39.50
HAVANA 39.50
HAWAII 39.50
TAHITI 39.50

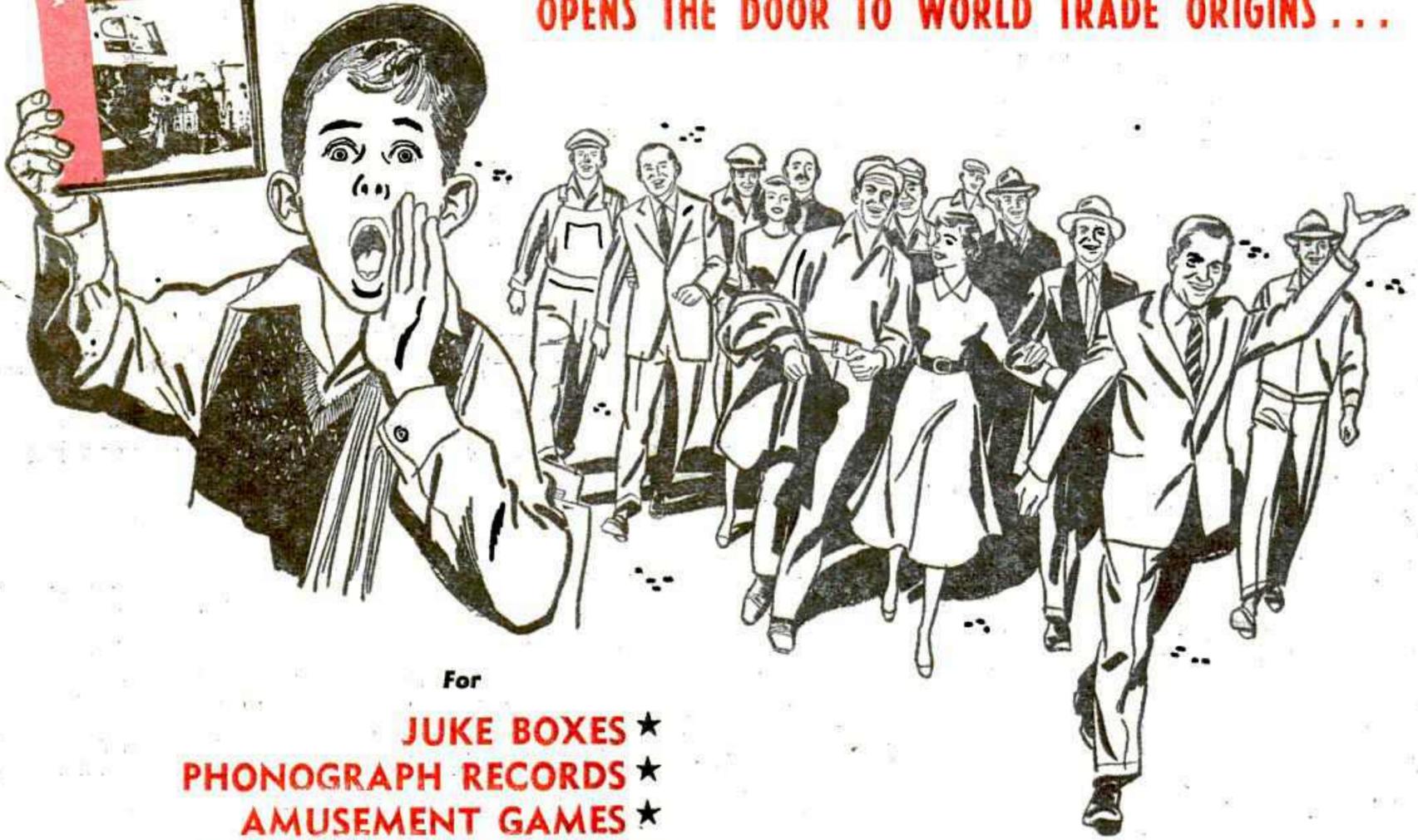
Calderon Distributing, Inc.

450 Massachusetts Ave.
Indianapolis, Indiana
MElrose 4-8468

Calderon



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



For
JUKE BOXES ★
PHONOGRAPH RECORDS ★
AMUSEMENT GAMES ★
and **VENDING MACHINES ★**

IN A \$40,000,000 ANNUAL MARKET

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

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

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

- | | |
|---------|---------|
| English | Spanish |
| French | German. |

▶ Have your advertising message printed in one, or all of these languages, and let this direct contact to 5,000 "live" world trade buyers build your International sales volume . . . with the effectiveness that can only be realized when a trade publication is de-

voted to the direct needs of an established market of recognized identity.

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

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

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

- | | | | |
|---------------------|--------------------|-------------|-----------------------|
| Algeria | Cuba | Honduras | Nicaragua |
| Argentina | Denmark | India | Norway |
| Australia | Dominican Republic | Iran | Panama |
| Austria | Ecuador | Ireland | Peru |
| Belgium | Egypt | Italy | Philippines |
| Bermuda | Eire | Japan | Portugal |
| Brazil | El Salvador | Lebanon | Scotland |
| British Honduras | England | Malaya | Spain |
| British West Indies | Finland | Mexico | Sweden |
| Canada | France | Morocco | Switzerland |
| Chile | Germany | Netherlands | Turkey |
| China | Greece | Netherlands | Union of South Africa |
| Colombia | Guatemala | West Indies | Venezuela |
| Costa Rica | Haiti | New Zealand | |

THE BILLBOARD INTERNATIONAL
188 West Randolph Street
Chicago 1, Illinois

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

Name _____ Title _____

Company _____

Address _____

City _____ State _____



CHICAGO
188 W. Randolph St.
Central 6-8761

NEW YORK
1564 Broadway
PLaza 7-2800

HOLLYWOOD
6000 Sunset Blvd.
HOLlywood 9-5831

COINMEN YOU KNOW

(Continued on page 66)

under the Mercury name, have gone out of business. . . . Tom

Panoram Operators!
FOR SALE
We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.
Phil Gould
283 Market St. Newark 5, N. J.
MArket 2-4275

MECHANIC—A-1 AND MANAGER
Top wages, Penny Arcade, everything. Sunny Calif. Write
K. MUMM
101 W. Pike Long Beach 2, California

Clute, of the Lenawee Amusement Company, operating a pinball and juke box route at Adrian, has a winner—his cocker spaniel, Prince Tom, recently won first prize in the American Spaniel Club Field Trials at Ringoes, N. J.

Don Cochrane, partner in the Zapeer Music Company of Almont, Mich., a strong advocate of 200-play type machines for upstate locations, reports, "I think business is just a little bit better than it was a year ago." This is especially due to the increased interest in amusement games, he said.

Int. Amusement Plans 150-Unit Belgian Arcade

PHILADELPHIA—Sol Groenteman, 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 Knokke, a Belgian resort town on the North Sea, will contain about 150 pieces, with an estimated investment of \$35,000.

Meanwhile Groenteman 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, Groenteman's partner, soon leaves for Europe to spend about a year. Polak will supervise the firm's European holdings.

EXCLUSIVE FACTORY DISTRIBUTORS
AMI - CHICAGO COIN - GENCO-EXHIBIT

ARCADE

Genco Quarterback (New)	\$275.00
C.C. Steam Shovel (New)	Write
Pappy the Clown	295.00
Star Slugger	295.00
Home Run	125.00
Genco Champion Baseball	295.00
Genco Hi Fly Baseball	379.50
Set Shot Basketball	195.00
Cross Country	295.00
Sidewalk Engineer	165.00
Sky Rocket	295.00
Rifle Gallery	175.00
Wild West	325.00
Big Top	295.00
Sky Gunner	95.00
State Fair	395.00
Wms. Deluxe Baseball	110.00
Wms. Four Bagger	350.00
Wms. Crans	225.00
C.C. Basketball Champ	195.00
4-Player Derby	150.00

Silver Bullets	\$125.00
Coon Hunt	150.00
Bear Gun	125.00
Sky Fighter	99.50
Carnival Gun	195.00

BOWLERS

C.C. Championship	Write
Bally ABC	Write
Un. Regulation	Write
C.C. Bowling Team	\$275.00
C.C. Triple Strike	235.00
C.C. Fireball	195.00
C.C. Feature Frame	145.00
C.C. Super Frame	116.00
C.C. Advance	95.00
C.C. Criss Cross Bowler	110.00
C.C. Miami Shuffle	(Less than 1/2 original cost)
Un. Lightning	195.00
Un. Clipper	235.00
Un. Rainbow	110.00
Un. Royal	75.00

1/2 deposit with order, balance C.O.D. or sight draft

MONROE

COIN MACHINE EXCHANGE INC

2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

when answering ads . . .

Say You Saw It in The Billboard

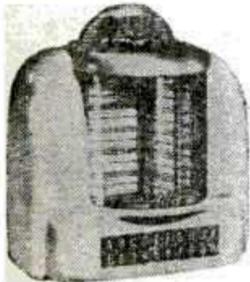
THE KEY to a successful operation today is **Bally** EQUIPMENT

Currently Featuring

- Bally's Key West
- Bally's New ABC Bowling Lanes (2 Sizes—11 Ft. & 14 Ft.)
- BALLS-A-POPPIN'
- De Luxe ABC Bowler
- The Champion
- Model T
- Bally Bike

INTERNATIONAL SCOTT CROSSE COMPANY
SCOTT CROSSE COMPANY
1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
RIttenhouse 6-7712
Branch: 819-821 Lockwood Ave., Scranton, Pa.
Exclusive dist. for Bally in E. Pa. and Rock-Ola in E. Pa., N. Jersey and Del.

SHAFFER WALL BOX SPECIAL



Seeburg 3W1
(100) WALL BOX
(Chrome)
\$54.50

- ★ Completely Reconditioned
- ★ New Buttons
- ★ Chrome Covers

SEEBURG		WURLITZER	
M 100-C	\$545.00	1650	\$299.50
M 100-B	425.00	1500A	249.50
M 100-A	225.00	1400	174.50
ROCK-OLA		1250	124.50
1436	\$179.50	5207 (Wall Boxes)	54.50
104 Sel. Wall Box	Write	5205 (Wall Boxes)	25.00
AMI			
G-80, G-120	Write	D-40	\$175.00
E-120	\$395.00	Model "C"	109.50
D-80	295.00	W-80, W-120	Write
WRITE FOR LATEST ILLUSTRATED CATALOG			

Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years

Columbus, Ohio 849 N. High St. AXminster 4-4614
Cincinnati, Ohio 1200 Walnut St. MAIn 1-6310
Indianapolis, Ind. 1327 N. Capitol Ave. MEIrose 4-3571



BE PREPARED!
FIRST-CLASS
EQUIPMENT IS THE BEST ANTI-FREEZE FOR DROPPING COLLECTIONS!

EXHIBIT'S NEW and DIFFERENT **RINGER BALL**
TOSS the Ball!

ARCADE

Wms. FOUR BAGGER	\$375
Mutoscope K.O. CHAMP	343
Floor Sample	343
Genco CHAMPION	
BASEBALL	285
C.C. TWIN HOCKEY	285
C.C. STEAM SHOVEL	Write
Wms. ALL STAR	
4-PL. BASEBALL	175
SIDEWALK ENGINEER	165
C.C. BASKET CHAMP	145
C.C. 4-PLAYER DERBY	145
Wms. STAR BASEBALL	135
Wms. DEL BASEBALL	135
Cap. MIDGET MOVIES	135
Muto. ROCK N' ROLL	115
Evans B.A.T. SCORE	105
Bally BIG INNING	95
Chi Coin GOALEE	95
TELEQUIZ (w/film)	95
Scien. BATTING PRAC.	75
Amuse BOOMERANG	65

LORD'S PRAYER VENDOR
Greatest Money Maker in History!

GUNS

Genco STATE FAIR	\$395
Exh. TREASURE COVE	295
Genco SKY ROCKET	275
Un. DE L CARNIVAL	205
Un. CARNIVAL	195
Keeney SPORTSMAN	195
Muto. SUPER BOMBER	145
United JUNGLE GUN	135
Ex. SHOOTING GAL	125
UNDERSEA RAIDER	125
Ex. DALE GUN	65

Chicago Coin's **CHAMPIONSHIP BOWLER**
Authentic Handicap Feature!
Fastest Scoring Action!

5-BALLS

GOTTLIEB	
4-PL. SCOREBOARD	\$305
D. L. SLUGGIN' CHAMP	185
4 BELLES	165
MYSTIC MARVEL	155
PINWHEEL	120
GUYS & DOLLS	95
FLYING HIGH	85
SKILL POOL	75
CYCLONE	65
SPOT BOWLER	59
CHICAGO COIN	
BLODDIE	\$325
CAPRI	265
WILLIAMS	
C. O. D.	\$85
SEA JOCKEY	75
HAYBURNER	75

SHUFFLES

CHICAGO COIN	
BOWLING TEAM	\$295
*HOLLYWOOD	275
*TRIPLE STRIKE	275
*ARROW	265
*THUNDERBOLT	245
*HOLIDAY	235
*PLAYTIME	215
FLASH	195
CRISS CROSS TRGT.	125
*GOLD CUP	115
ADVANCE	105
TRIPLE SCORE	85
DOUBLE SCORE	75
*NAME	65
UNITED	
SUPER BONUS	\$355
*IMPERIAL	95
ROYAL	85
OLYMPIC	75
*STAR 10TH FRAME	60
KEENEY	
*DIAMOND	\$165
BIKINI	135
PACEMAKER	85
*DOMINO	65
CARNIVAL	55
10 PLAYER	55
*Indicates Match Play	

POOL GAMES



NEW GAMES
BY LEADING MANUFACTURERS!
LATEST MODELS!
NEWEST FEATURES!
STANDARD PLAYFIELD.
* Jumbo Plastic Lite-Up Bumpers
* 2 or 3-Hole Play
* Levelmatic Adjusters
NEW SENIOR SIZE 36"x60" \$125
NEW KING SIZE 36"x70" \$145

SLATE POOLS
BRAND NEW SLATE TOPS. FACTORY INSTALLED IN FINEST RECONDITIONED GAMES!
\$125

PLAYFIELD CONVERSIONS
RACK POOL TOPS
All new; Rack oversize Cue Ball, reg. size \$25

JUMBO RACK POOL TOPS
32"x66" Rack, oversize Cue Ball \$35

4-HOLE BUMPERLESS RACK POOL TOPS
Holes in corners, reg size w/ rack, oversize Cue Ball \$29.50

FINEST SLATE TOPS
Regulation 32"x48". Best rubberbacked billiard cloth, jumbo Plastic Bumpers \$67.50

FOR RECORD COLLECTIONS!
Chicago Coin's **6-PLAYER TOURNAMENT SKI-BOWL**
DYNAMO SCORING!
EXPLODING COLLECTIONS EVERYWHERE!
BE SMART! BE FIRST WITH **FIRST!**

EXPORT BUYERS! Send for Price List and Literature. Cable: "FIRSTCOIN"—Chicago

FIRST

COIN MACHINE EXCHANGE, INC.
Joe Kline & Wally Finkle

1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500



WANT TOP MECHANIC
 Jukes and Bingo. References. High salary, good working conditions.
DAKOF CO., INC.
 Phone: Garden 2-3862 Middletown, Ohio

ATLAS . . . MAXIMUM in MUSIC VALUES!

A.M.I. E-80	\$395
A.M.I. D-40	195
A.M.I. Model C	150
A.M.I. B	125
Wurlitzer T250	165
Rock-Ola Fireball	275

RECONDITIONED—REFINISHED LIKE NEW!

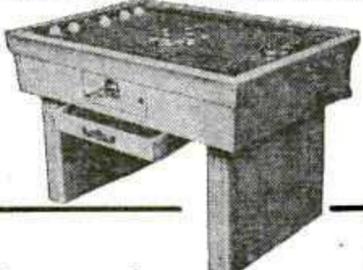
SEEBURG
 3W-1
 WALL-O-MATIC
 100 Sel.—Chrome—
 Latest Features
 —New Buffons
\$65

Terms: 1/3 Dep., Bal. C.O.D.



ATLAS MUSIC COMPANY
 A Quarter Century of Service.
 2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

VALLEY
 ... FIRST in BUMPER POOL



... and still building the "Cadillac" of the Industry!

NO CLOSEOUTS!
 These tables in current production.

- TOURNAMENT BUMPER POOL
- JUMBO POOL
- RACK POOL

All Hard White Maple Construction

● Cured SLATE Replacement Tops . . .
 Quality Cue Sticks . . . PRICED RIGHT!

Write for Information
VALLEY MFG. CO.
 333 MORTON AVE., BAY CITY, MICH. TWINbrook 5-8587



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Williams
6-PLAYER ROLL-A-BALL

Super Deluxe in Every Detail!
 Gets and Holds Heavy Play With:

- ★ Single—Double—Triple Scoring!
- ★ Extra Balls Feature!
- ★ Optional Match Feature!

Williams Is Now Delivering:

"PERKY" 5-Ball Game	"PEPPY" the Musical Clown
-------------------------------	-------------------------------------

Order From Your Williams Distributor!



CREATORS OF DEPENDABLE PLAY APPEAL
 4242 W. FILLMORE ST. CHICAGO 24, ILL.

Archie Pence Dies; Pioneer Minn. Coin Op

MINNEAPOLIS — Archie W. Pence, a pioneer of the coin machine business, died here December 26, with final rites December 28 and burial in Crystal Cemetery.

A Minneapolis resident 50 years, he was in the coin machine business almost that long and was owner of the Automatic Piano Company, now operated by his son, Algin.

A daughter, Mrs. Ruby Vangen, also is a coin machine operator in the 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, Katherine; two daughters, Mrs. Hazel Williams and Mrs. Cap Erickson, both of Minneapolis; three sons, Virgil and Lawrence, of Minneapolis and Cecil, of Hudson, Wis., and a sister, Mrs. Frank Richards, of Gary, Ind.

Conviction Made Under Canadian Anti-Pinball Code

VICTORIA, B. C.—First conviction in British Columbia under a new interpretation of the Criminal Code section dealing with operation of pinballs was made in city police court December 18.

An employee of a local store, where five machines were confiscated, pleaded guilty to the charge of keeping a common gaming house. He originally pleaded not guilty, but his counsel, Donald Anderson, said he was changing his plea on the basis of a Supreme Court of Canada decision brought last August. This ruling, in effect, outlawed pinballs which have an extra attachment allowing players to increase their odds of winning by inserting more coins.

Pinballs 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 68

Sam Marino, Mr. and Mrs. Roy Gulla, of Marino Music Company; Mr. and Mrs. Manny Brookmire, of Brooke Distributors; Marvin Novak, of King Records; Bill Binkley, Mr. and Mrs. Dave Shedd, Mr. and Mrs. Sam Lane, of S&L Amusement Company, Mr. and Mrs. Jon Shokey.

Mr. and Mrs. Larry Bushey, of Sea Coast Distributors; Mr. and Mrs. Dave Engel, of County Amusement; Dave Engel, attorney, and wife; Mr. and Mrs. Harold Carson, Juke Box Company; Irving Holtzman, Wurlitzer distributor in New York; Mr. and Mrs. Jack Semel, New York coinman; Mr. and Mrs. Morri Marder, Mr. and Mrs. Harold Craver, of M&M Service; Mr. and Mrs. Murray Gross, of Murray Gross Music Company; Mr. and Mrs. Murray Blaine, former Miami operator.

Mr. and Mrs. Sol Abrams, former New York game distributor; Mr. and Mrs. Jimmie Bonnie, Mr. and Mrs. Arthur Bruno, of the AMOA office staff; Mr. and Mrs. Buster Railey, of Deale Automatic Company; Mr. and Mrs. Buddy Cohen, of B&B Vending; Mr. and Mrs. Morris Diamond, of Diamond Amusement Company; Mr. and Mrs. Harry Zimand, Mr. and Mrs. Phil Zimand, of Acme Music Company; Mr. and Mrs. Moe Koeppl, of Magic Music Company.

No. 1 Grade Bumper Pool Cues, 48", \$36 val., Special Price, \$28.50 dz. Solid mahogany butts; white points with tips. You can't buy better cues.

No. 2 Grade Bumper Pool Cues, 48", \$27 val., Special Price, \$24.50 dz. 4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues . . . ours will last twice as long.

For a small investment you can have new pool tables. You'll increase your take tremendously, too.

RACK POOL PLAYFIELDS—Immediate Delivery

NO. 1—REGULAR SIZE—32"x48", 2-hole, bumpers besides holes. Holes away from cushion for rebound play. Includes ball rack. . . \$24.75

NO. 2—BUMPERLESS PLAYFIELDS, 2 hole, away from cushion. Includes ball rack and 2 1/4" cue ball . . . \$24.75

NO. 1 STYLE OR NO. 2 STYLE IN KING SIZE—32"x66" (Holes close to cushion if specified) . . . \$37.50

GENUINE ROTATION POOL BALL SETS

REGULAR ROTATION POOL BALL SETS, Nos. 1-10, incl. 2 1/4" . . . Per set \$18.50

ARAMITH ROTATION POOL BALL SET, Nos. 1-10, incl. 2 1/4" . . . Per set \$19.75

Rule cards and instruction sheets packed with each set.

DELUXE CUE BALLS, 2 1/4" Each \$2.50

REGULAR CUE BALLS, 2 1/4" Each \$1.95

2 1/4" 10-BALL RACKS Each \$1.50

KELLY POOL BOTTLES Each \$1.50

TALLY BALL SETS (Peas): Nos. 1-10, incl. Per set .65

For Top Quality Bumper Pool Supplies—Every Item You Need. Write for Our Special Price List for Bumper Pool Supplies. We are as near to you as your telephone or mail box.

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

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SKY GUNNER 95	United LEAGUE 125
DeL. CARNIVAL GUN 195	United CHIEF 100
	United MARS 225

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THAT'S GOLD IN GOTTLIEB'S EXCITING NEW COLORFUL! RAINBOW ACTION!
SLUG REJECTOR! IMMEDIATE SHIPMENT!

POOL TABLE BUYS!	LATE GOTTLIEB 5-BALLS MULTIPLE PLAY
Wms. DIAMOND SCORE \$75	SCOREBOARD, 4-Player \$250
United HIGH SCORE 75	TREADOR, 2-Player 310
Wms. DeL. BANK POOL 50	GLADIATOR, 2-Player 300
Gen. TOURNAMENT POOL 50	MARATHON, 2-Player 295
Gott. SPOT POOL 50	TOURNAMENT, 2-Player 275
	DUETTE, 2-Player 195

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BEST IN THE MIDDLE WEST ALLEYS CHI COIN

Score-A-Line	\$325
Fireball	225
Bowling Team	250
Feature Frame	115
Super Frame	100

UNITED

Lightning	\$225
Speedy	195
League	125
10th Frame Super	95

BALLY

Magic	\$225
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Champion 2 Pl. Baseball \$295
1/2 dep., bal. C.O.D. or S/D

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Get In Step for a PROFITABLE New Year With Empire's Lineup of WINNERS!!

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6-Player
ROLL-A-BALL

UNITED
BOWLING ALLEY

Greatest Game Since Shuffle Alley

GENCO
Official 6-Player
SKILL BALL

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United Pool Alley	\$395.00	Magic	\$175.00
Regulation	375.00	Mainliner	175.00
A.B.C. Bowler	365.00	Speedlane	175.00
"300"	270.00	Ace, Match Score	165.00
Capitol, Mch. Score	265.00	Banner, Mch. Score	160.00
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Bonus Score	245.00	Speedy, High Score	150.00
Thunderbolt	245.00	Cross Cross Target	125.00
Miami Shuffle	195.00	Imperial	95.00
Holiday	175.00		

5 BALLS

GOTTLIEB		GOTTLIEB	
Gladiator	\$325.00	Happy Days	\$ 95.00
Scoreboard	315.00	Flying High	85.00
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PERKY	Write	FUN HOUSE	Write
Can Can	\$275.00		
Super Score	250.00		
Race the Clock	225.00		
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PEPPY THE CLOWN	Write
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Hi-Fly Baseball (New)	389.50
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Space Ranger	295.00
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Genco Quarterback	275.00
Set Shot Basketball	275.00
Muto, Football	275.00
Bally Moonrider	250.00
2-Player Basketball	195.00
Thunderbolt Horse	275.00
Coin Recordio	175.00
Sidewalk Engineer	165.00
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Major League Baseball	150.00
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PIRATE GUN	Write	Coon Hunt	\$175.00
DAVY CROCKETT	Write	Sky Gunner	145.00
State Fair	\$395.00	Nite Fighter	145.00
Wild West	295.00	Bear Gun	145.00
Deluxe BONUS	275.00	Invader	145.00
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Rifle Gallery	175.00	Space Gun	95.00
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HF 100 R	\$795.00	F 120	\$475.00
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COLOR... ACTION... PLAYER APPEAL!

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

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Amusement Pinballs
as American as Baseball and Hot Dogs!

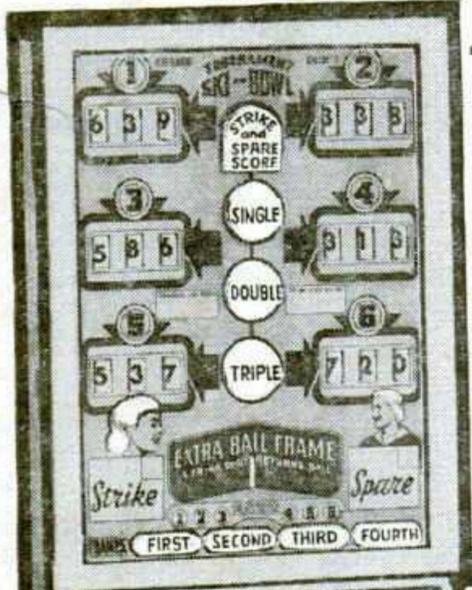
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With The Exclusive . . .
DYNAMO STRIKE
And SINGLE-DOUBLE-TRIPLE SCORING

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 re-shoot and score up to 3 extra strikes!



★ Available In Regular And Super Models!

★ Indestructible Colored Plastic Cups!

★ Full Size Plastic Impregnated Balls!

★ A Natural Attraction For Team Play!

- ★ Completely Noiseless Operation!
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★ Fast Play!

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DOESN'T COST—IT PAYS
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CALL...WRITE...WIRE!
No Reasonable offer will be refused. Write your own ticket!!

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FOR SALE Large Quantity of **WRITE**
 SEEBURG V-200's **for PRICE**

Exclusive Distributors For Wurlitzer & D. Gottlieb & Co.
 In S. Jersey, Del. & E. Penna.

Fight Pin Ban
 • Continued from page 68

co-operative move by any group of operators to stop the steadily growing move to eliminate the pin-ball machine from the Utah scene. Salt Lake County last year passed a similar ordinance to that passed by the city November 6.

The ordinance specifically prohibits "any game, device, contrivance or machine which contains a pay-off or award device . . ." At the present time the only pinballs operating 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 J. A. Stevenson, Ray T. Samuelson, John B. Davies, Max K. Horton, Jack Llewellyn, R. L. Holt, Eugene S. Phelps, Gus Weiser, Willard Selander, Samuel A. McHarg, James H. Sprunt and Irving Monsey, individually and as members of Intermountain Music Operators' Association, an unincorporated association.

"NEW YEAR'S SPECIAL"

BRAND NEW **REPLACEMENT TOPS**

SPECIAL PRICE \$125

2 or 3-hole play, Jumbo Light-Up Bumpers and Non-Warp Play Fields. Latest models. Newest features.
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SLATE TOPS—FINEST QUALITY
 for regulation size (32"x48")
 games \$65.00

4-HOLE BUMPERLESS RACK
POOL TOPS, 1 hole in each corner, regular size w/rack, oversize cue ball \$29.50

RACK POOL TOPS
 all new with rack and oversize cue ball.
 Regular size \$25.00
 Jumbo size 35.00

ACTIVE 666 N. Broad St. Phila. 30
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GENCO'S OFFICIAL 6 PLAYER SKILL BALL

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

2-piece DE LUXE Cabinet!
 Easy to move . . . easy to service

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

ONLY THE ORIGINAL OFFICIAL SKILL BALL HAS ALL THESE EXCLUSIVE NEW FEATURES:

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SEE YOUR GENCO DISTRIBUTOR TODAY!

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Bally ABC BOWLING LANES . . . and grab your share of the countless new spots ready and waiting for the greatest skill-amusement game ever built. Not another shuffle-puck game . . . but real bowling with 3 in. hard rubber ball . . . plus Bally profit-proved quick-set "fly-away" pins and rapid-fire score-totalizer . . . ABC BOWLING LANES is the fastest money-maker you ever operated. Avoid delays in delivery by ordering from your Bally Distributor today.

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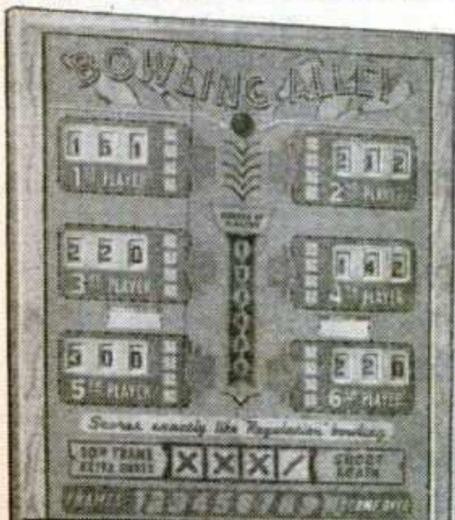
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THE BIGGEST DIMES WORTH OF FUN EVER OFFERED

UNITED'S

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**NEW
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COMPLETELY NEW
STYLED CABINET

14 FT. LONG

29 IN. WIDE
18" HIGH PLAYFIELD

**TRUE
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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
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QUIET
OPERATION**

NO STOOP
BALL RETURN
RISER
JUST LIKE A
REGULATION
BOWLING ALLEY

**LONG
LIFE ON
LOCATION**

EARN BIG MONEY
YEAR AFTER YEAR

- BEAUTIFUL FORMICA PLAYBOARD
- EASY LIFT PLAYBOARD
- SIMPLE MECHANISM
- RUGGED CONSTRUCTION
- EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR

SET UP A BATTERY OF THESE GREAT ALLEYS
AND CASH IN ON HUGE PROFITS
FOR YEARS TO COME!



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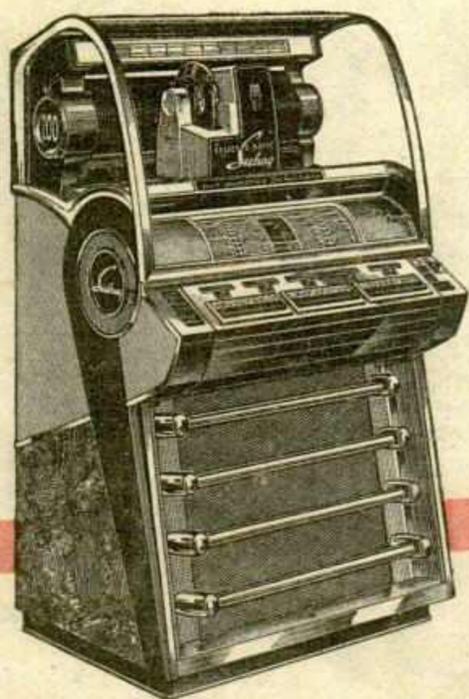
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A COMPLETE LINE OF SHUFFLE ALLEYS • RIFLE GALLERIES • IN-LINE GAMES!

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The Dual Pricing Feature of the V-200 permits programming album records at a proportionately higher price to compensate for the additional playing time.

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