SIXTY-THIRD YEAR

FEBRUARY 2, 1957
THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Price: 35 CENTS ALL OVER THE WORLD

More Jumbo Jukes Spell More Disks

56 Juke Box Output Dips But 200's To Up Op Record Buys If It Needs Rises

By BOB DIETMEIER

CHICAGO.—The record business can expect to sell more disks to juke box operators in 1957 because of more selections on juke boxes, not because of more juke boxes.

Juke box manufacturers have set their sales sights a little higher for 1957. But literally. The 1956 production estimates for the industry, even 5 per cent increase this year over last—which would be considerable—would not change very much because the juke box industry is still a small one.

In 1957, the estimate is 65,000 units. Production during that period will be in the neighborhood of 75,000, with about 60,000 for 1956, 65,000 for 1955, 60,000 for 1954, 80,000 for 1953, 39,000 for 1952, 60,000 for 1951, 65,000 for 1950, 60,000 for 1949.

Besides, there are still built-in bottlenecks that the export market continues to hire off at an increasingly larger pace of the year. Our first, the 60,000 figure for 1956, was the highest level ever reported for juke box manufacturers who supplied a record store. This year, 34,000 stores are expected to receive 14,000 or more records. A year earlier, this segment was around 10,000 to 11,000 units.

The important fact about last year's output is that it supplies a huge industry-wide flow of machines to major retail music centers in the United States. Approximately 125,000 to 150,000 units were filled out in assembly plants of manufacturers which started production of the huge selection machines for the industry.

Record sales to the juke box market during 1957 should show a good increase over last year in spite of more selection equipment is placed in operation. How much of an increase, however, will depend on several key factors in the operating business itself. It is known that during 1950, manufacturers recorded more records on 200-play units than on a machine with fewer selection. It was also....

(Continued on page 80)

Juke Ops to Back TV Fete

LOS ANGELES — Juke Box Denver, a musical quiz television show sponsored by a group of California juke box operators, will debut on CBS in the fall of 1957.

The group, California Music Wholesalers, announced this week that the program would start as a local show, with plans for Statewide and eventually national distribution by the end of the year.

In a recent interview with Billboard, Juke Box Denver said he expects to move the program to a 15-page format in the fall of 1957.

(Continued on page 80)

NEWS OF THE WEEK

TV Lights Up Cigar Business, Smokes Out Critical Cliches

By BOB BERNSTEIN

NEW YORK.—The accepted stereotype of cigar smokers as fat politicians and gangland churls has been shattered, thanks to television. TV's...
Winnings

FACTS FOR INDUSTRY ONLY
Webs Okay De-Emphasizing Ratings Data for Public

By SAM CHASE

NEW YORK — The TV networks have reportedly reached an understanding on a top-brass level to de-emphasize public excitement over ratings. At the first step of this plan, they have jointly decided to cease issuing press releases listing their programs achieved by their efforts.

The move in no way diminishes the use made of ratings by the professionals of the business. Its intent is to quiet the public hubbub over who's on top, which has given rise to a sense of heroism among excitable network advisors and agency brass.

The recent battle over the recognition, if any, of poor ratings for the dozen of NBC's Walter Winchell shows threw up additional evidence of the professional industry practice which can result from unconsidered charges and renewed over-ratings behavior.

Back of the move, likewise, lies the recognition that TV is, after all, a major advertising medium which is in direct competition with other media for the advertising dollar. Should past conditions continue, with TV networks endlessly refuting the others with promos, the particular ratings which bear back up their story, the constant public wrangling could cast doubt on the believability of the potential over-all network story.

With space in the public prints at a premium, it is felt that these kinds of things have been overstated on a daily basis to increase advertising in the showings of differences in survey methods and campaigns, which could bring about such differences.

As a result, while future ratings will be scanned just as anxiously by network execs responsible for programming, increasingly its not that, as much as possible, this incantation can be kept internalized where it can be controlled, and the public will be left to decide its

Warner-Lambert Buys Full NTA Line-Up for Features

NEW YORK — The NTA Film Network has a sponsor. About the only reliable trade reports last week, the Warner-Lambert Pharmacis will announce Monday night's perscrption of the hour-and-a-half feature film on the full-line-up over 100 stations.

The deal is said to be extremely advantageous for Warner-Lambert, according to the reports, will have the half of the programming and advertising the program.

Warner-Lambert will get its pick of the next 20 TV outstanding pictures remaining in its backing. The last time Warner-Lambert has made its choice is said to include 'Alexander's Ragtime Band,' 'The Guernica of War,' 'The Great God Brown,' 'Winged Victory,' '3 Godfathers,' 'The Edge of the Tides,' 'Mother Wore Tights,' 'The Adirondacks,' 'The Plow That Broke St. Mark,' 'Loyals of London,' 'Forever Amber,' 'Blood and Sand' and 'The Ghost and Mrs. Mu.

The show will be used to advertise all the telecasts manufactured by Warner-Lambert. The agencies on the deal are Sullivan, starvation, Colby & Coles for the Delmar, Haldeman and Products and W. A. Haskins and the Linter- tude Products.

Trade sources report the movie program will have to get a national airing of 15 hours at 9:30 Cost Per-M.猫

NBC also is weighing an opportunity to capitalize on the opportunities to up the CBS appetite. It has shown a huge advertising campaign behind the show. In addi-

tion, NBC has arranged for constant appearances by Van Doran on the program. He was on the Steve Allen show Sunday (37). Monday Van Doran will be seen "Today" and "The Mousetrap" and "Price Is Right," as a part of his appearance on 'Twenty-One' when he challenges the last.

GM Due for Great Web TV Re-Entry

NEW YORK — Indecisions that General Motors will be back into network TV on all fours and full force. The automaker has always started shipping for several programs. The kick section is on the plate for speculative this spring to beef up its advertising. It was the first major network and the CBS-TVS before the show cooked.

Reports are, however, that GM has been under considerable pressure to step up its use of the medium as a way to build public relations, except that it is new well repesented on TV. Ford is currently giving Chevrolet a real battle in the fight for the No. 1 sales position in automobiles. It is bought in Plymouth, too, with its completely revamped hot model, has shown a surprising sales resurgence and may possibly wrest the No. 3 position from the other. Of its other GM division, Oldsmobile, even half of the NBC-TVS Saturday spectacular, and Pontiac, only in network TV, it will probably be represented on the next half-hour show of their own next season.

Ford, of course, is shopping for a regular station for its new car, the Edsel. Ford has been in an active TV advertising strategy at all times, and it will probably pursue a terrific saturation campaign on the broadcast media to introduce the vehicle. Chrysler, now a heavy network spender, may be forced to buy even more network TV to compete with the others.

Berle Series Interests GF

NEW YORK — General Foods is showing marked interest in the new Milton Berle variety series, "Follow That Man." The price for the half-hour show is estimated at $60,000. Advance reports are that Berle has put together a strong pilot film. The show is timed for an important slot on NBC. The series will be the subject of an important slot on NBC. The series will be on the air next season.

It has been indicated that General Foods will drop "Bargain Hunters" at the end of the current season, and that Roy Rogers, which provides it, will be canceled but at the end of the current seas-

The show will be presented after a coast-to-coast theater hour beginning in San Francisco or Los Angeles. It will probably be one of the most important network TV programs history, running an estimated $400,000, and is indisputable of the kind of money that has been spent to get impact. Foote, Cone & Belding was the agency.

DOUBLE PLAY
Oberon TV Would Show Two Nights

NEW YORK — ABC-TV and CBS-TV film series are lining up for a "two-night stand" on Western rooftops in foreign Legion," which would be aired on the web in a new "double exposure." The series would start on Thursday, March 19, then move to Thursday, March 26, 1987. The dramatic anthology, narrated by Merle Oberon, will afford "an attractive cross-section pattern of the two advertisers at the price of one telecast week. Revenso is no longer interested in the series.

'Annie' to Give Edge Big Plug

NEW YORK — The Ford Motor Company for its new car, the Edsel, has made its first network TV purchase, a two-hour special on NBC of 'Annie Get Your Gun.' Starring Mary Martin. The show will be presented after a coast-to-coast theater hour beginning in San Francisco or Los Angeles. It will probably be one of the most important network TV programs history, running an estimated $400,000, and is indisputable of the kind of money that has been spent to get impact. Foote, Cone & Belding was the agency.

FULL TILT

NBC 'Twenty-One' Wages 'Lucy Fight'

NEW YORK — One of the most interesting programming battles shaping up in TV today is that between NBC and CBS over the ABC's Twenty-One show with the No. 1 in the ratings. In fact, NBC has shown a steady increase in the past three weeks, and that audience has increased from 6.5 to 22 in the three weeks. The network, which has been in the news over audience interest in "Twenty-One," is the leading show in the current poll, according to the reports of Van Doran, who has long been his audience of 104,500. Van

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**Quick Sub**

"Bank" Breaks; Note" Tended Up in 4 Days

NEW YORK—How to create a network show in a four days was demonstrated last week by WEW Associates when "Hail That Note" was conceived and delivered to televi- sion. "Tune the Bank" at the re- quest of sponsor Lincoln Plan. The sponsor's choice, to be known as NBC-TV Sunday Tuesday 10:30-11 p.m. was conceived by Jack Gold at NBC's emergency meeting in Chicago, according to an official. The first of seven Tic-Tac-Toe" weeks, it was to close with a contest for "Get the Bank." Sponsorship, it was said, will be extended to the four weeks as opposed to 11 as in NBC's "Western Ranch Party." A half-hour old serial, it has already been working on "Bank." Two films have already been shot, and the first three episodes are already in production. It is reported that the dramatics will be produced by Frank & Gamble, Litterie, Borden's and Trans-World Airlines are giving the property consideration for sponsor- ship next season. NBC has also agreed to be featured, but the "Western Ranch" combo will make a deal with four hour "Bank." The "Bank" serial will be produced by Frank & Gamble, Litterie, Borden's and Trans-World Airlines, and the show will fill out to a group of 58.

CBS Puts Montague In Charge of All Film

NEW YORK—CBS-TV last week named Edward J. Montague executive producer, in charge of all film operations. He joined the web as "Bank" to return to the "Western Ranch Party" after only a summer replacement for another sponsor.

Many Interested in Caufield Series

NEW YORK—Advertoriel" in "Molly," the new Jua Caufield series, will be shown in each of the NBC network stations. Caufield, who has been described as "a housewife with a twinge," is the advertising sister of an advertising executive. The series will be shown in each of the NBC network stations. Caufield, who has been described as "a housewife with a twinge," is the advertising sister of an advertising executive. The series will be shown in each of the NBC network stations.

**Quir, Panel & Audience Participation Shows**

- **Cost per Thousaod Homes Per Commercial Minute**
  1. $84,000 QUESTION (Revlon, CBS) ... $1.70
  2. PHI'S QUESTIONS (J. Reynolds, CBS) ... $1.92
  3. WHAT'S MY LINE? (J. Montenier, CBS) ... $1.94
  4. BE THE CLOCK (Hazel Bishop, CBS) ... $2.40
  5. $84,000 CHALLENGE (Revlon, CBS) ... $2.20
  6. PEOPLE ARE FUNNY (Tony, NBC) ... $2.26
  7. YOU BET YOUR LIFE (De Soto, NBC) ... $2.31
  8. NAME THAT TUNE (Whitehall, CBS) ... $2.59
  9. TREASURE HUNT (Magent-David, ABC) ... $2.38
  10. DO YOU TRUST YOUR WIFE? (Littger & Myers, CBS) ... $3.45

- **Cost per Thousand Men Viewers Per Commercial Minute**
  1. $84,000 QUESTION (Revlon, CBS) ... $1.35
  2. WHAT'S MY LINE? (J. Montenier, CBS) ... $1.56
  3. BE THE CLOCK (Hazel Bishop, CBS) ... $1.94
  4. YOU BET YOUR LIFE (De Soto, NBC) ... $2.31
  5. NAME THAT TUNE (Whitehall, CBS) ... $2.59
  6. TREASURE HUNT (Magent-David, ABC) ... $2.38

- **Cost per Thousand Women Viewers Per Commercial Minute**
  1. WHAT'S MY LINE? (J. Montenier, CBS) ... $1.35
  2. $84,000 QUESTION (Revlon, CBS) ... $1.56
  3. BE THE CLOCK (Hazel Bishop, CBS) ... $1.94
  4. YOU BET YOUR LIFE (De Soto, NBC) ... $2.31
  5. NAME THAT TUNE (Whitehall, CBS) ... $2.59
  6. TREASURE HUNT (Magent-David, ABC) ... $2.38

- **Cost per Thousand Childern Viewers Per Commercial Minute**
  1. BE THE CLOCK (Hazel Bishop, CBS) ... $2.26
  2. PEOPLE ARE FUNNY (Tony, NBC) ... $2.62
  3. NAME THAT TUNE (Whitehall, CBS) ... $3.54
  4. YOU BET YOUR LIFE (De Soto, NBC) ... $5.64
  5. $84,000 QUESTION (Revlon, CBS) ... $6.34
  6. WHAT'S MY LINE? (J. Montenier, CBS) ... $9.04
  7. $84,000 CHALLENGE (Revlon, CBS) ... $10.89
  8. GIANT STEP (General Mills, CBS) ... $11.71

- **Cost per Thousand Men Viewers Per Commercial Minute**
  1. $84,000 QUESTION (Revlon, CBS) ... $1.11
  2. WHAT'S MY LINE? (J. Montenier, CBS) ... $1.44
  3. BE THE CLOCK (Hazel Bishop, CBS) ... $1.94
  4. NAME THAT TUNE (Whitehall, CBS) ... $2.59
  5. TREASURE HUNT (Magent-David, ABC) ... $2.38
  6. YOU ASKED FOR IT (Best Foods, ABC) ... $3.01
  7. JACKIE GLEASON (P. Lorillard, Bulova, CBS) ... $2.22
  8. JACKIE GLEASON (P. Lorillard, Bulova, CBS) ... $2.22
  9. JACKIE GLEASON (P. Lorillard, Bulova, CBS) ... $2.22
  10. JACK BENNY (Amter. Tobacco, CBS) ... $3.05

**BY PROGRAM TYPE FOR DECEMBER**

The Top Network Programs in Class A & Time

- **Comedy, Variety & Music Shows**
  1. LAWRENCE WELK (Dodge, ABC) ... $1.14
  2. ED SULLIVAN (Lincoln-Mercury, CBS) ... $1.51
  3. GODFREY'S TALENT SCOUTS (Lipton, CBS) ... $2.09
  4. MAX CROCKETT (Lipton, CBS) ... $2.11
  5. DISNEYLAND (Dobey Foods, American Dairy, ABC) ... $2.11
  6. PERRY COMO (RCA Whiptop, Klenner, Gold Seal) ... $2.39
  7. ERNIE FORD (Ford, NBC) ... $2.59
  8. JACKIE GLEASON (P. Lorillard, Bulova, CBS) ... $2.59
  9. RED SKELTON (S. C. Johnson, CBS) ... $3.81
  10. YOU ASKED FOR IT (Best Foods, ABC) ... $3.01

- **Cost per Thousand Women Viewers Per Commercial Minute**
  1. LAWRENCE WELK (Dodge, ABC) ... $1.11
  2. ED SULLIVAN (Lincoln-Mercury, CBS) ... $1.29
  3. GODFREY'S TALENT SCOUTS (Lipton, CBS) ... $1.73
  4. MAX CROCKETT (Lipton, CBS) ... $2.13
  5. DISNEYLAND (Dobey Foods, American Dairy, ABC) ... $2.26
  6. PERRY COMO (RCA Whiptop, Klenner, Gold Seal) ... $2.72
  7. ERNIE FORD (Ford, NBC) ... $3.20
  8. JACKIE GLEASON (P. Lorillard, Bulova, CBS) ... $2.27
  9. ERNIE FORD (Ford, NBC) ... $2.91
  10. YOU ASKED FOR IT (Best Foods, ABC) ... $3.01
  11. JACK BENNY (Amter. Tobacco, CBS) ... $4.05

- **Cost per Thousand Children Viewers Per Commercial Minute**
  1. DISNEYLAND (Dobey Foods, American Dairy, ABC) ... $1,55
  2. ED SULLIVAN (Lincoln-Mercury, CBS) ... $2.00
  3. GODFREY'S TALENT SCOUTS (Lipton, CBS) ... $2.08
  4. MAX CROCKETT (Lipton, CBS) ... $2.26
  5. DISNEYLAND (Dobey Foods, American Dairy, ABC) ... $2.26
  6. STEVE ALLEN (Brown & Williamson, Jergens, Parke, Davis, ABC) ... $2.83
  7. RED SKELTON (S. C. Johnson, CBS) ... $2.65
  8. YOUR HIT PARADE (Warner-Lambert, NBC) ... $2.75
  9. JACK BENNY (Amter. Tobacco, CBS) ... $3.25
  10. GODFREY'S TALENT SCOUTS (Lipton, CBS) ... $4.71
Goodyear Eyes Half of Young

NEW YORK — Goodyear has offered half of "Father Knows Best," the Robert Young NBC-TV 3:30-9 Wednesday evening program, for sponsorship next season. It is expected that Scott Paper, the sole sponsor this season, would retain the other half.

Goodyear will most likely curtail its sponsorship of the Sunday night 10:30-11 dramatic hour on NBC which it shares with Alcoa. If, however, it remains with the show, it would be for the full season, sponsorship which is in the company's strong selling season, plus a few hour shows during the fall.

Alcoa will remain with the Sunday dramatic show. NBC however, will present 20 Dishar Show hours in the Sunday time period which are to be sponsored by Chevrolet, Miss Show's current bankrailer.

AX HANGS HIGH Quiz, Panel Shows Under Pressures

NEW YORK — In a network video season already marked by numerous cancellations, quiz and panel shows as a program classification have been under tremendous pressure. Three such shows — "High Fanchise," "Can Do" and "Giant Step" — have already felt the sponsor's ax, the third. "Giant Step," may be granted a reprieve by General Mills. It is on CBS-TV, Wednesdays 7-8 p.m.

Two more quiz shows last week got the boot when Hazel Bishop canceled "You're On Your Own," its Saturday 10:30-11 CBS-TV property, and Lomline Flats dumped the veteran "Break the Bank" from its Tuesday 10:30-11 NBC-TV time period and substituted "Hold That Note!"

None of these shows lasted more than 28 weeks, and "Can Do" didn't finish a 13-week cycle. Both "You're on Your Own" and "Can Do!" were attempts to build variations on the standard monthly giveaway which did not come off as evidenced by their ratings.

Bobby Baldwin, one of these shows was programmed in an ideal time slot, but failed to reach its previous year's viewership.
**$15-MIL REVIVAL**

**TV Strikes Match To Cigar Industry**

*Continued from page 1*

but they want them to look 'em and smoke.

Top Salesmen
Raymond names George Burns, Archie Kipler, and Ginger Rogers as TV's greatest contributors to cigar industry growth. They smoke with good manners in a natural way. They are better than any amount of advertising, he says.

"It's not so easy and entertaining and controversial it has thrown off so many dead bees in its search for the pulse of the public." Raymond continues. "It admits that cigars are part of everyday living, that they have a place in the home for both and men. The audience, the stars, and the audience, turn on TV, brought into your very living rooms, can have one come through.

CIA goes after writers, producers, and stars and members of the industry who have something to say about the public so see its screen. As proof of the pudding, let be noted that all networks during the first week of January, 1953, contained 636 smoking references, twice the number of cigars. For the first week of 1957, the figure was two—both being comic rather than derogatory.

One hand washes another, to quote the familiar proverb, and cigares manufacturers this is the same period have quadrupled the TV advertising budget. The work of 16 years now is now the sea of all $200,000 Ray- mond states. "His educational as- pects have won us fan mail and we're now writing popular articles. It would be that I like to see now a central depot where all cigare smokers could come easily for props, so that an undersized ad didn't show up on a script sequence.

But dippers are the bane of the industry, Ray- mond says. "They are shocked on-camera. The cigar has a red glow, why don't we give it a denizen?" he asks editors. The line was recently borrowed from a TV show for a skit. A radio-TV director for CIA before becoming president, Ray- mond remembers asking the medium to wear friends and influence celebrities for his industry's benefit. Last year he and Gertie Bennett opened her interview with him by commenting, "I once tried a cigar... hated it." Raymond's response was, "I'll bet you very home and find his wife curled up with a perfecto." The actress

Bon Ami, Bauer-Black Buy Into 'Circus Time'

NEW YORK — Bon Ami and Bauer-Black have bought participa- tions in "Circus Time" Thursdays, 8-9 p.m. over ABC-TV, National, London, and joined the list of the programs for participations in "Famous Film Festival" and "Black Jack" has purchased participa- tions in "Afternoon Film Festival."
Costello May Soo
On New Quizzer
NEW YORK—With Bud Alb-
son to host, and the
Swat team coming up
we should be dop-
ing "Pennies for Your
Thoughts." The new
quiz is set to air in
the 6:25 p.m. slot lead-
ing into "Mike Mouse
Mushroom.
Alb's partner, comic Lon
Costello, will probably go it alone in a
group of "Chime Up Sides," a
similar quiz. The debut date is still set for April.

Bill Thall Joins WKRC
CINCINNATI—Bill Thall, a
former WCAU-TV reporter,
has been named to the new
weekend news slot at WKRC.

Ax Hong Tops
Continued from page 5
against "I Love Lucy," a
tough competitor.

Forad's latest winner is in
a 7:30 slot, as mentioned, but the others were
30-40 on various days. If Harold
Bishop can find a more satisfying
season for "Tootsie on Your
MARTIN CLOSE TO NBC PACT
NEW YORK—Former parts-
ner in radio, television, and
movies, Jerry Lewis, are being
expected to sign on with
NBC-TV this year. Martin is close to sign-
ing a pact to act as host on an
NBC series that will open some time in April on the
network. Martin reportedly wants to go on to cable
TV for some of the remarks he has been making for the
newspaper. He is said to be particularly
interested in writing an article in LOOK magazine
which he believes discussed the
situation. His new contract has been
left unpublicized.

MOTIVATION

ABC Word
For Buyer
Persuasion

NEW YORK—ABC-TV has
closed a new word, "Motivation," to
be used in its efforts to
create motivation in consumers to buy
field goods. In one of the opening gos of its
campaign to line up advertisers for the
1957-78 season, ABC has
manifested some po tential
in a program which is
being used in the
average evening show.

The average evening show
has a $1.70 cost per thousand
viewers and draws a
$1.30 cost per thousand
for $10.00 per 1,000 of
a half-hour program in
1957.

The average show 
Ladies Home Journal, $8.68 in
Collier's for the average of $14.74
for the three. ABC notes that
its quarters from 1953 to 1955
is a $1.30 cost per thousand
for the show that claims to
be the past year, its
viewers per thousand commercial
ratings has decreased 16 per
cent, CBS a drop of 8 per
cent, while NBC has decreased
by 13 per cent.

If current clearance for prime
time evening shows was
better, Beckman
maintains, the
beauty shows
would have
better
earnings. As they are now cleared into
week time periods in
six sta-
tions market, earning the usual
ratings.

The beauty shows
has 338 affiliates
in addition to the
half season, it
now has
addition to 150
per cent
sale for
year which
in some sta-
tions, no new primary affiliate could
be signed this year. The
FCC ratings
been used for
ABC coverage by the
with its
March 13th presentation of full
plans.

The "Classical" programming which
found its AMC-French
Languedoc series of
and 51 and the
new season also.

The network can
be signed anywhere from
the 5:00-6 p.m. "Mickey Mouse Club" a half-hour at a
time, to allow stations to re-program
its schedule for remotes and sponsors.

RESTLESS PEOPLE
David Lowe, producer-director, will
move up to ABC's television pro-
duction project. Lowe will super-
vision production of the five pro-
grams which NBC will produce
under its plan to provide five pro-
duction hours for television
education on the on-
the-air network.

TEN'S STOCK
ON SAFE AIR

NEW YORK—"Cey-

Story," a half-hour show aired
by KTN here and its presentation
is being re-programmed
at $32,700 worth of preferred stock.

The half-hour program followed the
network's "The Monday
11 show following the 11
year. The program, which
used a method to raise money
for its debuts for the
market's dis-
commodity, and discussing
its plans on the program.
**WARNER BROS. RATINGS**

**START BIG**

**AND GET BIGGER!**

On WBZ-TV's "Boston Movietime", (5:00-6:30 P.M., Mon.-Fri.) ratings shot up with the start of programming Warner Bros. features from the previous month's 4.4 to a rousing 13.8. Succeeding months saw ratings go even higher, and stay up!

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<th>Month</th>
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<td>AUG.</td>
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These ARB Ratings Demonstrate Not Only The Tremendous Audience PULL... But Also the Solid STAY-ING-POWER Of These History-Making Warner Hits!

write or call a.a.p. Inc.

345 Madison Ave., N.Y.C.  MURray Hill 6-2323

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<td>1511 Bryan Street • Riverside 2-9503</td>
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DENVER DEBUT

KBTV to Air

Uninterrupted

Monthly Film

DENVER—KBTV, the ABC affiliate here, has acquired the rights to an entirely new type of show filming once a month. Using the 20th Century-Fox做个制作base for drawing bigger audiences in the huge Denver area, KBTV will present an uninterrupted half-hour series, "The Lamp That Never Sleeps," which will begin at 8:30 on the last Saturday of each month. A short introduction appears at the beginning of each show, and immediately thereafter the movie will go on to several weeks, and Sullivan offered to finance an expansion of the idea. A producer is currently being sought.

Crabbe to Do

New Series

NEW YORK—Buster Crabbe will be starring with his own new show for Columbia Pictures.

More Production Continues

In Spite of Time Roadblocks

NEAR BREAK-EVEN

"Whirlybirds' Spin In Over 100 Marts

M-G-M Films

In 29 Marts;

Series Due

NEW YORK—MGM-TV has just sold its feature film to 29 stations for gross sales of over $15,000,000. The largest buyers were the Texas Network State, which bought 100 films, followed by KTVJ, Fort Worth, KCRD, Lubbock, KFBB, Colorado Springs, WCBB, Charlston, WTV, WMJ, Cedar Rapids, IA, and KVSH, Hobbs, NM. Among the properties that MGM-TV has under consideration for conversion into a half-hour TV series are "The Little Man" and "Chris and Bill". (Continued on page 15)

ZIV HAS THE HOT SHOWS!

SCIENCE FICTION THEATRE #1 SYNDICATED SHOW IN ATLANTA PULS, May 9, 1956 #2 SYNDICATED SHOW IN Same Area ZIV TELEVISION PROGRAMS, INC., Chicago, Illinois, Hollywood, New York

Plenty of First-Run Pix

Still Available for N. Y.

NEW YORK—There is still plenty of first-run film product yet to be sold in New York. The reason is that it is still the world's largest market in the country. Five of the syndicated series that were put on the market this season are still quite hot, "Hawkeye," "Stingray," "Change," "Doctor," "Captain David Cribb," "Men of Arizona," "Tobin Flynn The Show." With the sale of the "Roadster" package, there are still a large number of first run Western packages to be sold. (Continued on page 15)
**WATV Set to Board NTA's 'Rocket 86'**

NEW YORK—WATV here last week was set for a National Telefilm Associates "Rocket 86" package for $1,000,000, which is over $11,000 per picture. Last summer WATV paid NTA about $10,000 per picture for the first 50th Century-Fox package, which it used to establish its 19-play "Famous All-Star Movie." The bidding was fairly open. WCBS-TV was reported to have offered $10,000 apiece for the first-run 50th pictures in the package. (The 50 includes seven 25th pictures that have already played on the NTA Film Network plus eight independent productions. WOR-TV was also reported to have bid in a ball about the same as WCBS. With this deal "Rocket 86" is sold in about 50 markets. Among the stations that bought it recently are KNXT, Las Angeles; WDTV, Washington; WRAF-TV, Atlanta; WOR, New York; WABC-TV, Cincinnati; KXIV, Oklahoma City; KMGD, San Francisco; KPTV, Portland; WUSA, Washington; KTLA, Los Angeles; and KNX, New York.)

**Hamm's Buys Autumn Programming in Jan.**

NEW YORK—The show that Hamm's Beer has bought from Ziv-TV will not make its air debut (remind us again why) until the Autumn shows have been played. Hamm's have been in the market for an early program and have finally offered to purchase a program in the Autumn season. The show is "Harbor Command." It stars Wendell Corey. Hamm's have bought it for 25 markets just like the most successful program of the recent trend toward network shows."-Booths were stations that have been reached, and the deal was closed in January. (The title of the show is "Harbor Command," it stars Wendell Corey. Hamm's have bought it for 25 markets just like the most successful program of the recent trend toward network shows.)

**NOT YET RELEASED**

80 Movies in UA's Post-'48 Stockpile

**CBST Pix Sets 'Grey Ghost', 'Flash' Pilots**

NEW YORK — CBST-5 Film Sales is preparing to make two new pilots of pictures. They are "The Grey Ghost" and "Col. Sunshine." "The Grey Ghost" breaks new programming ground in that it contains itself with the career of Gen. John Singleton Mosby, a famous Civil War Colonel guerrilla fighter. The show will give both the Northern and Southern points of view, and completely refrains from taking sides. Ladd-Peppers will produce. "Col. Flash" was seen on TV in the Do Man networks. It will star Allan Mowbray and feature Frank Burt, the team that played on TV in it, It is a mystery-adventure and will be produced by Star-Layton.

**Milland to Star in 'Congressman' Pic**

NEW YORK — Ray Milland will star in a new film series, "Mr. Congressman," a half-hour, comedy-drama package by Henry Ackerman. ABC-TV is mailing the series for its fall schedule, having discovered recent advances based on adventures of U. S. Congressmen.

**CURE'S COMPANY OF 3 crowd**

In Greater Cleveland, Channel 3 always draws a crowd. It's the result of progressive programming and lively promotion. It's the reason your advertising campaign will do best on KYW-TV. Get the facts from Al Krivin, Sales Manager, or from your nearest Channel 3 representative.

In Cleveland, No Selling Campaign is Complete Without the WBC Station...
TWENTIETH CENTURY-FOX has produced some of the most outstanding entertainment of our time. Entertainment that represents the positive peak in quality, created by some of the most notable stars, writers and directors of this generation. NATIONAL TELEFILM ASSOCIATES, INC. makes this fabulous entertainment available to all of America's 476 TV stations. Stations which can look forward to the largest viewing audiences in their history from projecting this superlative entertainment.
a few of the guided missiles...to stratospheric

of feature film masterpieces...produced by

to all TV stations and all TV sponsors...from
ratings...from the "ROCKET 86" group...

20th CENTURY-FOX... and available now...

NATIONAL TELEFILM ASSOCIATES

...plus 62 more fabulous features from 20th Century-Fox

...and 8 other outstanding successes from major producers!
YOU, TOO, CAN CONQUER
TIME AND SPACE
...with astronomical ratings!

TIME: You'll own the time that these outstanding 20th Century-Fox successes appear on TV, insofar as your competition is concerned. Feature films of this calibre have commonly caused station ratings to skyrocket from 600% to 700%.

SPACE: You'll own that precious 21-inch space on your viewers' TV screens, leading stations and sponsors to the greatest sales opportunities they've ever known.

So mount these assured blockbusters...while there's still time and space to accommodate you.
Climb aboard the TV Rocket of the 20th Century...now!

Today, Phone, Wire, Write, or Radar:

Harold Goldman, V.P. in charge of sales

NATIONAL TELEFILM ASSOCIATES, INC.
60 W. 55th STREET • NEW YORK 19, N. Y. • PHONE: PLAZA 7-2100
CHICAGO • HOLLYWOOD • MONTREAL • MEMPHIS • BOSTON • MINNEAPOLIS
COUNTRY D. J. ORG ON COAST?

HOLLYWOOD—Plans are about to organize a West Coast "country disk" jockey association, similar to that of its counterparts in the East, which would hold its own convention here and operate on a national convention.

Move is being led by Johnny Henderson, president of Talents Unlimited, Henderson will have in the pipeline a number of top disk jockeys in this area and reports the geographical field is going to be satisfactory.

New firm recently set up here has established a set of rules and regulations in its efforts to start a d.j. association and is soliciting disk jockey support in the 11 Western States.

Pulley Gets New RCA Post

NEW YORK — A. A. Pulley, veteran RCA Victor vice, at one time head of the disk recording engineer, has been appointed the special sales managers of the RCA disk recorders, Sound-Line Recordings. In this function, Pulley will be responsible for maintaining the excellence of sound on electronic recordings. He will do this by providing direction of live recording and editing techniques.

Col.'s 1957 Ads To Cue New Look

NEW YORK — Columbia Records 1957 customer advertising program has been revised and expanded. Arthur Schwartz, advertising and sales promotion director, stated that media coverage would be greatly expanded, and that the "new look" would result in greater interest. The saying of the "Sound of Genius" program to outstanding product in current Columbia advertising.

The "Sound of Genius" program has always featured one classical album with an "open" side, and in the "new look" would incorporate distribution of six Columbia albums in its multipanel presentation. Magazines to be included on a regular schedule are the New Yorker, Holiday, Empire, New York Times, Atlantic, Harpers, Saturday Review, Schwarm and the Long Player.

The new format, Schwartz states, will be a complete program with strong supporting promotions at the point of sale. Such material would include back-up radio and television commercials and other promotional material.

The revised format and theme of the "new look," with alternating sides of commercial advertising and album listing, will be carried out in Columbia's trade and retailer music store advertising.

Kick-off of the new series will be the January 28 issue of the New Yorker.

Col. Sounds Drumbat for Polly Bergen

NEW YORK — Columbia Records has signed Polly Bergen to a long term pact and is reading a big promotion campaign on behalf of "An Affair to Remember." Bergen, film, stage and TV personality who has been doing the Pepsi-Cola commercials, will be in all albums and singles for the diskery.

In addition to appearing on Columbia album, starring Miss Bergen, will be "The Helen Morgan Show." This will be based on the CBS-TV show of the same title, to be produced by Henry H. Lawrence, who was previously signed by Victor Records, brings the number of bands under the Liberty banner to eight.

MUSIC-RADIO

Communications to 1564 Broadway, New York 36, N. Y.

THE BILLBOARD

FEBRUARY 2, 1957

Hazelwood, Wiseman to Dot Rep Staff

HOLLYWOOD—In line with its previously announced expansion plans, Dot Records has hired the services of its reporting staff last week, naming Mac Wiseman to head the firm's country and western department, and Lee Hazelwood to the staff.

The addition of Wiseman and Hazelwood, combined with the appointment of Tom Mack to head Dot's pop album division, will substantially implement the firm's activity in all fields. Dot is expected to increase its output of both c.d.e.w. and rhythm and blues records in the near future.

Wiseman has long been a Dot country artist and a disk jockey at Station WBWA, Richmond, Va. Hazelwood has been an independent recording worker in Phoenix, Ariz. Both will headquarter here.

Decca Inks Holliday and Goldman

NEW YORK — Judy Holliday, star of the current Broadway production of "Bells Are Ringing," and Richard Franko Goldman, executor of the Goldman Band, have been signed to disk pacts by Decca Records.

Holliday's first release will be the title tune from the forthcoming film, "The Seven Year Itch," which she stars, backed with "There Will Be a Good Old Days.

Goldman, one of the famous conductors, Edwin Franko Goldman, will record exclusively for Decca, which he founded by his father, who was under contract to Decca from 1931 until his death last year.

RCA to Sign Heller Cats

NEW YORK — Eddie Heller, Victor pop album exec, has signed Rock and Roll in a pop album contract. Brooks was formerly on Rainbow Records, disc jockey head-up, and switched to his record contract with Victor. It is prospected that Heller will be joining to Victor other Rainbow artists.

"In a Small Hotel By a Wishing-Well!"

By MILDRED HALL

WASHINGTON — Any attempt by performance rights groups to collect royalties from hotel music provided by radio, TV or phonograph records could be made more difficult if Congress, today, does not adopt new copyright legislation. A suit brought here earlier this year by the house in Rep. Robert H. Tatum, D.-Tenn., would amend the copyright code to provide that "Reproduction or rendition of a copyrighted composition on radio or television receiver or by phonograph record machine in a hotel, shall not be deemed a public performance for profit."

Such a bill, phonograph representatives fear, would re-establish the exemption enjoyed under the present copyright law, by the added provision to keep the jockey music out of hotels. The American Society of Copyright Office spokesmen stated that the bill would sharply variably go from committee to the copyright experts for their opinion. It is expected that the Senate Legislation hold for consistency, as op-

'LEI' Album Marks Kaiser Bow as Disker

HOLLYWOOD — Industrials Henry J. Kaiser made his formal entry into the disk industry last week via the release of the first of a series of albums in his Hawaiian Village Records firm.

Initial album, "Broadway Wear," le, by Alfred Apple and Axel Searchlight orchestra, has been packaged in a unique jacket featuring a laminated full-color printing process of aluminum foil. Job was handled by the Kaiser Graphic Art Company, Oakland, Calif.

New firm will immediately embark on an extensive promotional campaign, offering TV disc jackets, Hawn film clips of Hawaii, and aluminum wire album racks, the latter to be sold free to retailers.

Supplementary promotions include lyric writing contests in which consumers and disk jockeys will participate. The Kaiser disk will ultimately be distributed through Mickey Golden's Criteria Records.

Lighting Liberty Signs S-H, Jackson

HOLLYWOOD — Liberty Records continued adding to its talent roster last week, taking the Spencer-Hagen orchestra, pianist Calvin Jackson and trombonist St. Zenon to term recording contracts.

All this will allegedly record albums for the diskery. Addition of the Spencer-Hagen band, who has been previously signed by Victor Records, brings the number of bands under the Liberty banner to eight.

Capitol Girls for Expansion Of Phono Equipment Division

O'Boyle Named Manager, Hi-Fi Line Possibility; May Distribute for EMI

By JOEL FREEDMAN

HOLLYWOOD — In a move aimed at expanding the phonograph equipment operation of the company, Capitol records last week named William F. O'Boyle to the new position of manager of the division. O'Boyle, recently with the Columbia Records instrument division as sales manager and assistant to the president, will handle special branches, a spokesperson for Capitol in their Scramton division, is expected to play an important role in the expansion plans of Capitol's equipment operations, which thus far deals primarily with the distribution of the 1-V line of players. This not confirmed, reports that Capitol is making plans to enter the field with a line of high-fidelity units nonetheless existed. Ever since the purchase of Capitol by Electric & Musical Industries, Ltd., in January, 1955, there has been industry speculation that Capitol would debut a line of its own, owing to the wide array of EMI abroad.

May Handle EMI Quoted as to the possibility that Capitol might distribute EMI phonograph units, Glenn Wallack declared that no definite plans had been made.

Mercury Tees Off LF Bargain Month

Dealers to Get Whole Line at 10% Off in "Prime the Pump" Promotion

CHICAGO—Effective immediately, the entire line of Mercury LP's will be offered to dealers, it was announced late last week by Art Talande, Mercury Record president. The deal takes in all Mercury LP's released up to February 28. Dealers will also be given deferred billing for 90 days from date of non-satisfactory.

Talande's statement reaction to the plan had been immediate, with several immediate orders. The additional discount is expected to hyped dealer stocking. Outstanding classical packages include Tchakowsky's "1812 Overture" by the Nashville Symphony, conducted by Alon Secrest, and the recent Chausson's "Symphony in B Flat Major" by Paul Paray and the Detroit Symphony. The Mercury version of the "1812 Overture" topped The Billboard's monthly recap of best selling classical packages published

(Continued on page 29)

Album Bonanza For Columbia

NEW YORK—Columbia Records last week shipped two classic albums these properties. These are the round trip tour for the Fifties and the Israelites tour, starring Doris Day, and the album rights to the CBS-TV show "Cinderella," starring Julie Andrews. The spectacular will be shown in March.

The Warners film of "Pajama Game" was finished about two weeks ago, and is scheduled for a premiere around April 1. In addition to Doris Day, cast includes the original cast of the Broadway show.

M-G-M to Cut 3-LP Gershwin Memorial Set

NEW YORK—M-G-M Records will observe its first decade in the disk business with a special three LP package release, "The Music of George Gershwin," the de luxe set will also coincide with the 20th anniversary of the composer's death.

The album, which features 22 American and European Monarchia of Hamburg will include "Rhapsody in Blue," "Concerto in F," "An American in Paris," "Scheherazade," "Scandemic Rhapsody," "Symphonic Scenario of Porgy and Bess." Variations on "I Got Rhythm" and three piano preludes. The package will contain a four-page insert of biographical material and will lead off a special M-G-M release for the year's label. Suggested list price will be $15.98.

'LIE' Album Marks Kaiser Bow as Disker
Canadian Disk Sales Hit Annual $25 Million Mark
Columbia & Quality Hike 78 Price, Cut 45's; LP Market Booms

By HARRY ALLEN
TORONTO — Increased labor, from increased canvas, was blamed by two companies for increasing the price of their single 78 rpm records by 5 cents, and the 45 rpm singles have dropped.

Sales for the month were announced by Columbia Records of Canada, Ltd., and Quality Records, Ltd. Combined sales for February, while that of Quality will be effective February 4.

In Toronto and Montreal, dealer cost for 16-inch 78's will be 59 cents, with a suggested retail of 98 cents.

Formerly the seven-inch 45's were 50 cents to dealers. These will now be 54 cents, with a suggested retail price of 93 cents.

Cap Issues 21 LP's for Feb.

HOLLYWOOD — Capitol Rec.

Cap has launched its spring advertising packages last week with the release of a 16-page, five-color ad package. The Capitol has held meetings with its salesmen and discussed the country last weekend, with advanced orders of $1.5 million and a five-day deadline beginning Monday (25).

Included in the new line's new production, Capitol has released a 14-page, five-color ad package in the Capitol of the World Series, and four classical albums.


A possible change in policy, Capitol appears to be concentrating on new releases for this line. New packages in this field include "The Cool of '39" by Miles Davis, "Greats of the Golden Riverwalk" and packages by Serge Chaloff, Woody Herman, Bill May and Reed Nichols.

In its international series, new programs include a Latin Jazz program produced by Chico Hamilton, in Spain, Mexico, Rome, London and Paris.

(Continued on page 24)

COAST JUKEBOX SPONSOR ON TV

HOLLYWOOD — Almoe at stimulating juke box sales, a new musical quiz television, titled "Tell Us, Dick Powell," is scheduled to make its bow here February 9 under the sponsorship of the California Music Merchants' Association. Dick Jockey Bill (Silvers) Bradley will emcee the 30-minute program between statues of Buddy Rogers fronting a 12-member orchestra. Guest entertainers are featured on each show.

Each program regularly features contests, to identify songs played on four tape loops, for those who can guess all ten tunes, an additional grand sweepstakes prize. Details will be announced later.

Participants must enter a Juke Box League to become eligible for prizes. Details of the show. Program is the first video program to be sponsored by a Juke box operators' group in this area.

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(Continued on page 24)
BPI HOSTS R.B. WINNERS

Hit Writers and Pubbers of Idiom Get First Accolades

By GARY KRAMER

NEW YORK—The rhythm and blues hit writers and publishers at BMI were singled out for "citations of achievement" on Wednesday (25) at a luncheon in their honor at the Hotel Pierre, hosted by Broadcast Music, Inc. The June ceremony was the first occasion of this kind, and supplements the annual dinner given by BMI to pop hit makers in December and the awards given country musicians at the folk-trade convention in Nashville in November.

Fifty-four tunes received citations. The yardstick used to select these was "best performance on the rhythm and blues charts of the recognized trade papers." These were not all of the chart records of the year, but the cream of the chart records.

Ten of the tunes had received citations at the pop award dinner, and four had been recognized at the Nashville jockey gathering last year.

Dave Bartholomew emerged as the writer with the greatest number of hit credits. He was co-writer with Antoine (Fats) Domino on five of the latter's big records, and with Pearl King he also wrote another hit, "Wheelchair." The 44 tunes humming at the luncheon were responsible for more than two hits. This emphasized the large pool of writing talent on which the rhythm and blues field draws today (a surprisingly large part of it amateur), and gave an indication of the strong competitive element existing on the creative level.

Progressive Music, the publisher of Atlantic Records, was top publisher of 1956, to judge from their showing at BMI's list of the year's tunes. Seven of the tunes are theirs exclusively, and two—"Treasure of Love" and "It's Too Late"—are joint property of Philips and another firm. Commodore-Decca Music, affiliated with Imperial Records, had six hit tunes; Los (King Records) and Venice (Specialty Records) each had four. The overwhelming majority of the top publishing firms in this field are owned directly by the manufacturer or the artist. The independent publisher had but a small showing.
HOT TIP

PLAY TERESA ON THESE 2 BALLADS IN A WIN PARLAY FOR THE BIGGEST PAYOFF OF THE YEAR

Coral Records

"I'M DROWNIN' MY SORROWS"

Published by Mills Music, Inc.

"HOW LONELY CAN ONE BE?"

Published by Wenmar Music

Coral 61776 (9-61776)
BILLY'S GOT A BIG ONE

THE BUTTERFLY PIED PIPER

BILLY WILLIAMS
LOOK at these M-G-M Hits

BEST SELLING ALBUMS

JONI JAMES

JONI SINGS

Songs by VICTOR YOUNG and FRANK LOESSER

E3449  X3430  X3424  X3425

ART MOONEY

& His Orchestra

INDEMNITY

E5158  E5159

OLIVET BLUES

Theme from "The Kavals' Dream"

E5625  E5626

HEY, TAXI!

Harlan \\

E9100

ROBERT MAXWELL

His Harp & Orch.

SONG OF THE NAIROBI TRIO

(Solfeggio

AND ACCIDENTAL SLIP ON AN ORIENTAL RUG

MG12410  K12410

SKEETS YANEY

and RUTH TALLEY

ORDINARY

AND

JUST WHAT YOU WANT ME TO

MG12406  K12407

MARVIN RAINWATER

DON'T TRY TO FIND ME A BLUEBIRD

E3240  X3455  X3456

WINTER WONDERLAND

RAY CHARLES SINGERS

E3387

X1287  X1288  X1289

Commandments

Rights to Dot

HOLLYWOOD — First results of the marriage between Dot Records and Paramount Pictures gave the disk industry a marked boost. The two companies merged last week, with Paramount's DeMille production of "The Ten Commandments" here last week. Agreement was reached by the Bush administration, with Producer-DeMille president, Producer-DeMille director, and Paramount studio top brass.

Scheduled to be released this spring, the album will be a news- 

ounce hit. The album is expected to get a classic merchandising cam-

aign, with DeMille's DeMille, and a director, with a large release of starts.

Promotion at both the theater and music busi-

ess levels will be coordinated by Paramount and DeMille, and a large release of starts.

DeMille will continue with its plans to release a package of "Ten Commandments" under a contract with Paramount. The album will be sold at the theaters, and a large release of starts.

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Col. Tees Off
New Phonograph Deal

NEW YORK—Columbia's phonograph division has set a new promotion aimed at more rapid removal of its console models. The program centers around the give-away of a diamond needle and a "surprise package" of five LP's.

Columbia has made it possible for their distributors to offer the diamonds and LP "surprises" at virtually give-away prices to the dealer. The dealer can offer them in turn to the customer "at greatly reduced prices" tied-in with the sale of the phone console. The actual price to the consumer will be set by the dealer. The program will be promoted as "The Complete High Fidelity Home Entertainment Package." Columbia plans some national advertising and is making co-op ad mats available for dealer promotion. In addition, they offer dealers large (18" by 54") streamers, mailing pieces and display cards.

Pelly Pleads
Wipe-Out of
Cabaret Tax

WASHINGTON—A misguided federal tax policy is keeping over 500,000 of the country's musicians out of work, Congress was told last week (23). The point was made by Rep. Thomas M. Pelly (N., Wash.) in a plea for an end to the cabinet tax. Pelly's bill to end the tax is one of many introduced this session that would dump the cabinet tax.

Pelly pointed out that it is not only the cabaret musician or entertainer who suffer "under the weight of the tax policy, but also the longhair musicians, who have flocked to the live music scene in hotels across the nation. Quoting the National Federation of Musicians, Pelly told his fellow congressmen that only 33,000 of 200,000 musicians in the country are fully employed.

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Miller Vetoes NCD Fund Drive

Continued from page 18

When the plan to obtain money was carried out, he would take no further active part in the Council's activities.

Meanwhile, it was learned that the four top record companies, RCA Victor, Columbia, Capitol and Decca, have been asked to contribute $7,500 each to the Council's cause. Other record firms represented at the original meeting include M-G-M, Cadence, Mercury, Dot, Atlantic and ABC-Paramount and it is understood these firms have been solicited for amounts ranging from $2,000 up to $1,500. Requests of publishers ranged up to $500 each.

In letters received by the recording industry, seeking the funds, it was pointed out that any amount up to the figure stated would be appreciated, but that no firm should feel that any lack of contribution would bring about any type of reprisal action. The latter fact was stressed repeatedly at the original meeting and it was pointed out that the average jobber member of the Council would be unlikely to even know the amounts contributed by firms.

At press time, nearly two weeks had elapsed since the original solicitation for "seed money" as it was phrased by one spokesman for the Council, with no known contributions having been made. Dickery spokesmen in general indicated they were moving slowly and studying carefully. Prime questions focused on how many members of the Council actually had and why other organizations in existence to help with youth problems could not do the job just as well. Although some spokesmen said they would be strongly in favor of anything to help the problem of strengthening youth, and would be willing to contribute, others saw questions needing solid answers before they could go along. There was also some indication that feeling existed that the record companies should act in concert on the matter, whichever way they moved.

Suit Filed on Sinatra Tune

NEW YORK — Milton Kellerm Music, Inc., and Jimmy Craig, songwriter, filed suit in Federal Court Wednesday (23) against Frank Sinatra, Mr. Music, Capital Records and others, charging that Sinatra's current "Your Love for Me" is an infringement of a copyright of theirs. Kellerm alleges that "Your Love for Me" is "copied largely, if not in whole" from a tune clipped by Craig in 1953 entitled "Love Is a Beautiful Thing." This is the tune recorded by Terry and the Marcas for ABC-Films. The plaintiffs are asking for an injunction against further publishing or recording "Your Love for Me" and that all records and copies of sheet music now extant be impounded. Punitive damages are asked, as well as an accounting of all moneys already derived from "Your Love for Me."

Music as Written

Tropicana Map Entry

South of the Border,

Tropicana Records, east Indians, has entered into a distribution agreement with Peerless de Mexico S. A., calling for the release of Tropicana records under the Peerless label in Mexico. Similar arrangements are being planned by Tropicana in Cuba, the Dominican Republic and other South American countries, according to Oliver Berliner, president of the firm.

Lubinsky Signs Roberta Martin Singers

Herman Lubinsky, Savoy Records mahaff, last week signed up the Roberta Martin Singers, noted Chicago gospel group. For years the Roberta Martin Singers were on the Apollo label.

L. J. Waddy, who stepped up a 1/2 smash with a recent release, "I Wish I Was Single Again," has cut an LP for Jay Jay Records titled "Litty Waddy's New Hi-Fi Sound In Folks'" due for release February 15.

New York

Made Martin, former professional manager of Patricia Music, has formed his own publishing firm, Mack Martin Music Company. It's affiliated with Broadcast Music, Inc. Fred Rappold Music has hired Dick Gesell to handle promotion in the East. Coral Records has signed swing singer Sid Gould to a disc pact. Artist is managed by Directional Enterprises (Fred Ansell and Jerry Levy).

Cap Issues 21

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A BIG HIT FOR

MERCEY 71039

ASK YOUR MERCURY DIST. ABOUT THE 10% DISCOUNT PLAN ON ALL ALBUMS
Speed Battle Thru Telescope

*Continued from page 18*

cave in certain marketing areas and in the case of certain artists, such as Presley and Belafonte. And it is hardly a secret that the EP situation has caused Victor some concern. After all, it's Victor's baby. Perhaps the thinking of the majority of dealers can be summed up in the words of one who spoke to The Billboard last week.

"It looks like Victor is trying to compete nose to nose," he said, "but hardly, that 25-cent price difference isn't going to swing an LP buyer to EP."

The dealer was half right. The "battle of the speeds" has been given new life. With the EP price reduction, RCA Victor has fired its biggest gun at the LP target. But the guns are longrange. The firm isn't fighting on LP territory. They are trying to capture the LP buyer and make him want EP's instead of LP's.

RCA Victor has explicitly described its target. It's the customer who buys occasionally. It's the consumer who is economy-minded. It's the customer who is LP and is already sold on the seven-inchers. (Sell him more.) It's the young married group and the rapidly growing teenage group. In other words, the firm isn't after a new customer group, plus the established EP buyer.

The firm's recent direct-mail sales promotion—currently they're offering $15 worth of Belafonte for only 85 with the purchase of a 45 player—are geared to this thinking. Get 'em young and train 'em our way could be their motto. And it's important to keep in mind that RCA Victor has a phonograph division now turning out 54 phonograms, plus 45 attachments.

There is little doubt that the "battle of the speeds" is on again and that RCA Victor has made a move that is important to the future of the industry.

In a Small Hotel

*Continued from page 17*

posed to protection for any special group.

Copyright office would almost certainly recognize that royalty on mechanical or broadcast music played in public places is covered by legislation that would not favor hotel, or any one type of public place over another. Also, clearances with their office would safeguard against a breach on a civil or copyright laws. This would occur, if a bill to end all take royalties for the exemption to hotel owners, were to meet head-on in Congress.

Backgrounding the Hall bill is the increasing outcry from small hotel owners who have reportedly been billed by SESAC for royalties on music played on TV, radios or music machines in lobbies. Another worried group are small hotel and tavern owners who have set up their own hi-fi equipment and play their own records, passing piped, piddly or broadcast music. Litigation between them and a hotel owner is under way, and the American Hotel Association has repeatedly turned down suggestions by SESAC that a royalty rate for hotels be set on music played in public rooms.

Should the bill reach a hearing stage, the line-up of opposing witnesses would be about the same at the start of the new exemption bill S980. During the O'Mahoney (D., Wyo.) hearings, attorneys and tavern spokesmen joined the Automatic Phonograph Group against the licensing societies. The American Hotel Association sided O'Mahoney in hearings. And they felt it was only fair for the small entreprenuer to deal with copyright was to get blanket performing rights coverage, when he rented a jukebox.

Mercury Tees Off

*Continued from page 17*

Last week—and, in fact, it was the outstanding classical LP package of the past year. Other strong classical packages are Parry's version of the Bach Brandenburg, which is frequently among the classical best sellers, and the RCA Victor's "The Man and the Music" series.

Other strong Mercury albums include "The Beatles, Vol. 1 and 2," Sarah Vaughan's "Sunny," the Clifford Brown and Max Roach "At Basin Street" package, the various "In the Land of Hi-Fi" packages by Patti Page, Sarah Vaughan, Dinah Washington and George Shearing. Also outstanding is the "Patti and Ball" package, Patti Page's "Manhattan Towns," David Cassella's "Percussion in Hi-Fi," etc.

The Mercury move is expected to "ruffle the apple" and dispels a tendency on the part of some dealers to be overly conservative in their net looking. Perhaps influencing some dealers to want a conservative approach have been the discount houses and the activities of the racks—which have put a dent in store traffic in some areas.

Mercury Display

*Continued from page 18*

unlike the dealer, the services of professional window workers, ABC Display Service of Chicago and Pictorial Affiliates in other major cities, in exchange for availability of the space. The display centered around a large image of a red headed model holding a sign. "Mercury Presents Music to Love By."

Before her are posters and articles and hanging from spiral tubes on each side of her, are displayed the covers of Mercury's 30 top albums in pop, jazz and classics. Behind the model is a colorful background and the floor of the display area covered with a day layout or crepe paper.

Part of the deal is the retailer's agreement to parcel out all of the displayed albums in stock. Such exchanges of display space for space have been engineered successfully in the drug and liquor fields, but Morse claims this is the first time it worked in the record industry.

SPECIAL NOTICE!

REVIEW SPOTLIGHT

BILLBOARD

*JOE LANE...Mercury 71038...YOUR WILD HEART
(E. H. Morris, ASCAP)*

Newcomer Miss Lane, a 15-year-old, makes a strong bow with this catchy tune. The young chick comes on a bit like Teresa Brewer and gives a definitely sales-wise reading. Tune will have other covers, but this could be the big one. Flip is "Dum, Dum," a baby talk novelty (Teri, ASCAP).

*ERRONEOUSLY BILLBOARD MADE A BOY OUT OF OUR NEW GIRL SINGING SENSATION. HER NAME IS JOY LAYNE, NOT JOE LANE...BUT THEY ARE 100% CORRECT ON THE REST OF THE INFO.*

P.S.—THANKS JOCKS FOR BEING SO SWEET TO HER ON HER RECENT VISITS TO CLEVELAND, PITTSBURGH, BUFFALO, DETROIT AND MILWAUKEE.

ASK YOUR MERCURY DIST. ABOUT THE 10% DISCOUNT PLAN ON ALL ALBUMS
How Dealer Uses Columbia Program

What do dealers do and not do with important promotion aid? What effective are promotion aids? What can dealers do to improve their efforts? To answer these and other questions, The Billboard will examine several typical record drops to depict Columbia's current program, "The Boy of Your Dreams." The Grammat Music Store, Morristown, N.J., is one of the many fine independent dealers in the nation's metropolitan New York area. The store is known for the sale of records, phonographs and accessories.

In the store, they used everything in the Columbia promotion kit to make their display. A special price sign along side three browsers of LPs was used. Each browser contained LPs by each of the three corners. The large display was separated at the perforations and used in the browsers. A large display copy and notes about 40 albums was set up next to the browsers and the special merchandising display was placed so that the album covers would have maximum impact. Above the wall display, they hung a large copy of the full page ad. The smaller eighth (2 by 1) was used on the front window.

What Brought Customers In? The ad in the Morris County Record had some effect in bringing customers in. But Matt Cannale says, "The Grammat has a major share of the Columbia spot advertising on local television and to company-sponsored ads in The Newsweek, Newsweek, Newark, Newark, Newark. It is important to note that the only way a Columbia can sell is if the ad is running." The May 25th issue ran for only $1.95 headlined the ad.

WHAT'S ON MY MIND?


The phono above is RCA's Mark VI (Model 71HF5), a model that has been on the market for some time. It should be familiar to every dealer. How well do you know its special sales features? Check your knowledge with the following questions. The first 100 winners are entered in a drawing for a唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱唱

PHONO QUIZ

D'Ya Know RCA 7HF5?

1. Describe the speaker system.
2. Describe the needle assembly.
3. How many needles has it and what type?
4. What are the maximum power output of the amplifier?
5. What is the "muting" switch?
6. What are the special uses of the receptacle in back of the set?
7. What speed will it play?

2 X 4 MONEY-MAKER

Wallco Shows New Accessory Clinic

Up to 20 per cent of total sales volume in only eight square feet of display. That's the prediction made by the Electro-Vox Company to disk dealers who install their new Wallco "Perpetual Profit Builder" accessory dealin

Irv Rosenberg, owner of the Record Box, Trenton, N.J., has mixed feelings about the recent cut in EP prices. He says, "I'm happy for anything that would bring the EP market and he's hopeful that lower prices will mean that the effect. On the other hand, he's done well with EP's at their old price and he fears that he may not get more volume and have to be satisfied with a lower set profit."

Before the prices went down, Irv explains, "I'd rather have sold two-pocket EP than an LP. The EP was worth more to me at a $2.98 list than a $3.98 LP because I had to sell the LP at a discount in order to sell it at all."

"I would rather have had the record company keep the EP prices where they were. Then, if they wanted to sell, they could have offered us a sliding scale type of discount. The more a dealer ordered, the bigger his discount."

To answer his question, "I think we have our buyers. Some companies have done this with special programs. Coral, for example, gave as much as an extra 10 per cent discount for heavy orders last fall. All exclusive dealers would have extra money to promote their marchandise."

Irv Rosenberg is in the process of remodeling his shop. An important change he's making is the removal of an LP display in order to make room for an EP browser. With this change, an entire side of his shop will be devoted to EP sales and display. He planned this before the prices were changed. The biggest effect of the price change is a 25 per cent increase in the EP business. The business looks more than ever before.

What effect has the lower prices? So far, he hasn't noticed any appreciable change. He feels that he has been able to promote the lower prices to his customers.

Does this mean an ad in The Trenton Times-Advertiser on the 13th of January, Irv notes, "And I have to admit it drove customers. The funny thing was customers thought it was a 'markdown' sale rather than a permanent price change. They asked me how long the sale would go on."

Trend to Promote During 1958, his major promotional effort was thru the local newspapers. However, the advertising rates are high and he finds it hard to justify the cost. The number of customers-calls when balanced against the cost of the medium is disappointing.

This year, his concentration will be on direct mail. Over a long period, he has accumulated a mailing list of customers that he is going to use as a base. Every customer that comes in is asked a routine question: "Are you on our mailing list?" Direct mail will be his main weapon and he plans to use this for the entire year to keep his customers.

Next Year, Irv: RCA Victor's national advertising affects EP sales.

Wallco brings in an ad in The Billboard on the hot of January, and he is going to use his mailing list for this.

The Wallco "Perpetual Profit Builder" unit is available in two models—one by Electro-Vox, the other by Freeman-Arcturus. Both are fixture manufacturers with broad experience in designing self-service fixtures for disk stores. They are sturdy steel constructed of top quality materials. They are modular for island or

Pleasant and easy shopping—the browser bins that run the length of the center traffic area in George Jacobs' Music Box (San Francisco) are decorated with handsome, colorful signs as well as with a variety of accessories, planters and tropical plants. Notice the highly legible title strips—a customer can get lost among the LPs. The unit is a little more than waist-height, offering a clear view of the shop from one side to the other. This factor prevents pilferage.
The haunting music from the sound track of today's most talked-about film... on

COLUMBIA RECORDS
**Best Selling Pop Albums**

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

1. CALIFYO—Harry Belafonte
   - RCA Victor LPM 1248
2. ELVIS—Elvis Presley
   - RCA Victor LPM 1382
3. THE KING AND I—Sound Track
   - Capitol W 740
4. MY FAIR LADY—Original Cast
   - Columbia OL 3090
5. OKLAHOMA!—Sound Track
   - Capitol SGO 595
6. THE EDDY DUCHIN STORY—Sound Track
   - Decca DL 8298
7. HIGH SOCIETY—Sound Track
   - Capitol W 790
8. THIS IS SINATRA—Frank Sinatra
   - Capitol T 795
9. BELAFONTE—Harry Belafonte
   - RCA Victor LPM 1150
10. JERSEY JUST SINGS
    - RCA Victor DL 8410
11. HYMNS—Tenor Ernest Ford
    - RCA Victor LPM 1254
12. SAT IT WITH MUSIC—Lawrence Welk
    - General CRL 37041
13. SONGS FOR SWINGIN' LOVERS—Frank Sinatra
    - RCA Victor W 653
14. THE PLATTERS, Vol. 2
    - Mercury MG 50216

**Pop Albums Coming up Strong**

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

1. Giant
   - Sound Track
   - Capitol W 735
2. Midnight for Two
   - The Three Suns
   - RCA Victor LPM 1333
3. 'S Wonderful
   - Ray Conniff
   - Columbia DL 925
4. Calendar Girl
   - Julie London
   - Liberty LS 6003
5. Day by Day
   - Doris Day
   - Columbia DL 942

**Most Played by Jockeys**

Alarms are ranked in order at the principal number of these on disk jockey radio stations throughout the country. Results are based on the Billboard's weekly survey among the nation's leading jockeys.

1. CALIFYO—Harry Belafonte
2. ELVIS—Elvis Presley
3. 'S Wonderful
4. SKI TRAILS—Jo Stafford
5. THIS IS SINATRA—Frank Sinatra
6. SONGS FOR SWINGIN' LOVERS
7. FOUR FRESHMEN AND FIVE TROMBONEs—Four Freshmen
8. JERSEY JUST SINGS
9. THE ELGART TOUCH—Les Elgart
10. DAY BY DAY—Doris Day

**Review Spotlight on...**

**Popular Albums**

ELLA FITZGERALD SINGS THE RODGERS & HAMMERSTEIN SONG BOOK (2-12) — Verve MGV-4005-02

To perfectionize one of the world's most beloved songs—Ella can do it. Ella's voice has never sounded better and even fewer had such glorious material to work with. Ella's singing of Rodgers & Hammerstein's songs is nothing less than a revelation. Ella's voice is a true masterstroke that will find this one even more satisfying. Ella's voice and her ability to transform songs into something new will be a delight to hear. This is the definitive version. There's a short, seven-inch waltz called "Wait Till You See Her," sung with guitar only that would be worth the $3.00 all by itself. "Knock on wood," there will be plenty of these sold.

**Classical**

WAGNER RECITAL (1-12) — Kristen Flagstad: The Wagnerian Soprano Documents a Koninklijk Filharmonisch Orkest, Coend L.L. 1553

Most Flagstad's own stamping on the five Wagnerean Songs, "Elsa's Dream" from "Lohengrin," "Ich habe den Klang" from "Tannhauser" and "Der Meistersinger" from "Die Walküre." At 62, Flagstad still possesses a freshness, against which has no rival among the younger Wagnerian sopranos of the day. To hear her in her favorite arts is thrilling at any age, and for Flagstad's near future. Operatic fave of all Wagnerian fans in this country in the next few years and will buy without hesitation. Basic inventory.

**Reviews and Ratings of New Albums**

**Popular**

TOMMY EDWARDS: LAVA-LOVER (1-12) — Decca DL 8185

TOMMY EDWARDS: LAVA-LOVER (1-12) — Decca DL 8185

**Jazz**

TOMMY EDWARDS: LAVA-LOVER (1-12) — Decca DL 8185

**Encyclopedia of Jazz on Records**

**Bibliography**

**6 PIECES OF SILVER**

Hermes Silverstein's work is available on records. This LP record, originally released for a special limited edition in 1959, contains six pieces of original music. It was engineered by the legendary Herb Geller and produced by the legendary Jack Sain. The album features such giants as Elvin Jones, Sonny Rollins, and Art Blakey. The LP was reissued in 1993 and is available on CD. The album features such classics as "The Silver Bullet," "The Silver Moon," and "The Silver Star."

**REVIEWS PLUS ONE**

In the case of this recording, the reviews are a mixed bag. On one hand, the reviews are generally positive, with critics praising the overall sound and composition of the album. On the other hand, some critics have been more critical, citing certain aspects of the album as weak points. Overall, the reviews are a mixed bag, with both positive and negative comments.
NEARLY 2 MILLION MELACHRINO MOOD ALBUMS SOLD TO DATE!

Now! Sell millions more with RCA Victor's giant new Melachrino promotion...

This full page ad appears in February 11 LIFE

- Nation-wide radio exploitation
- Three ready-to-run advertising mats
- 4-color Melachrino folder for your customers

This spread in Save-On-Records Bulletin for February

TODAY—check your inventory on all 18 of the Melachrino albums RCA Victor is advertising in February 11 LIFE! Get your MELACHRINO accordion folders! Pick a choice selling location for your MELACHRINO display! Schedule your MELACHRINO advertising mats! Contact your RCA Victor Record Distributor now!

IF YOU'RE IN THE MOOD TO MAKE MONEY... YOU'RE IN BUSINESS WITH MOOD MUSIC ALBUMS BY MELACHRINO

RCA Victor
SUPER BONUS BOOK

Valuable Bonus Stamps Now Given For All Walco Needle Records and Jewel-Tipped Needles

Here's your opportunity to cash-in on the high-profit needle business with a great new sales incentive idea guaranteed to spark record clerk interest and stimulate high-volume needle sales — Walco's sensational Super Bonus Plan!

Developed in answer to demands from record clerks everywhere who have been cashing-in on Walco's fabulously successful accessory "spiffs", the new Super Bonus Plan now pays off with bigger-than-ever "spiffs", on both accessories and needles — in Walco's new Super Bonus Book!

Here's how it works! All you have to do is start stocking fast-moving high-quality Walco needles and accessories. Then, let your clerks start saving the valuable Bonus Stamps you get with each order, in Walco's Super Bonus Book. The more needles and accessories your people sell — the faster they complete the Book and collect their Bonuses; the more needles and accessories your people sell — the bigger your volume and the bigger your profit!

Make Money Two Ways—By Selling Walco Accessories, Too!

If you're presently not selling Walco record accessories, you're missing out on the greatest high-profit accessory business in the record trade! Walco's High-Volume Accessories are ALL-CLEAN! 100% Reliable, High-Volume Accessories guaranteed to give your sales their biggest boost — and your profits their biggest gains!

Sell Walco Needles and Accessories and make $5.00-$10.00-$20.00 in SUPER "SPIFFS"! and Accessories make $5.00-$10.00-$20.00 in SUPER "SPIFFS"!

Valuable Bonus Stamps Now Given For All Walco Needle Records and Jewel-Tipped Needles

By Popular Demand From Record Clerks All Over The Country — Walco Now Gives Big "SPIFFS"! For All Jewel-Tipped Needles*

in this sensational

*Continued from page 28

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Sell Walco Needles and Accessories and make $5.00-$10.00-$20.00 in SUPER "SPIFFS"!

in every display counter of record accessories — Walco's ALL-CLEAN anti-stick record cover, Dielsone protective record sleeve, Dielsone record cleaning brush, Dielsone anti-stick record cloth, and Balanced Sound Kits.

Let your clerks save Bonus Stamps with them to get with Walco Needles — in the Super Bonus Book — to get even bigger "spiffs" — faster!

Make Money Two Ways—By Selling Walco Accessories, Too!

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-隐蔽文本内容-
The album of the year!

Broadway Wears a Lei

Alfred Apaka with Axel Stordahl and his Orchestra

Broadway Show Favorites
Island Favorites

Henry J. Kaiser
Presents a
Fabulous Package*

- The great voice of Alfred Apaka, singing in the "pop" style.
- The brilliant accompaniment of Axel Stordahl and his orchestra.
- Broadway hits; six musical comedy standards, including:
  I COULD HAVE DANCED ALL NIGHT • NIGHT AND DAY • ALMOST LIKE
  BEING IN LOVE • HELLO YOUNG LOVERS • SPEAK LOW • ON THE STREET
  WHERE YOU LIVE.
- Island hits; six great Hawaiian tunes in the pop style.
- Five-color, laminated, aluminum cover.
- Promotional song writing contest.
- To the winning lyricist and his favorite disk jockey, FOUR all expenses paid
  vacations at Honolulu's newest and finest hotel, the Hawaiian Village.
- National Television, magazine, trade paper disk jockey promotion and
  advertising.

World Distribution
Criterion Records
1491 North Vine Street, Hollywood, Calif.
**Reviews and Ratings of New Albums**

**Popular**

*Continued from page 30*

**Jazz**

Now! finebilt "12er"

Specially designed and precision machined for the growing demand in the record industry for 12" LP pressings. Heavy construction, 15" pat and platen, 125 tons. Will also take 7" and 10" discs.

Here press or complete self-contained package.

Complete supplies to record machinists throughout the world.

Write, wire or phone for information.

Finebilt Manufacturing Co.

2846 W. Rice Blvd. • Los Angeles 6, California • Republic 1-2318

**ARGENTINA**

At TEatro en Gallí...77

Coral BRUCE RECITAL INC., 1957

***3 from HIFI***

Derek Minor is a talented young artist who has gained recognition for his unique approach to classical music. His performances are widely praised for their technical mastery and emotional depth. Minor's dedication to the art form is evident in every piece he performs, and he has become a sought-after performer in the world of classical music. His musical talent is further emphasized by his ability to engage with the audience, creating a unique and memorable experience for all who attend his concerts. Minor's passion for music is truly inspiring, and he continues to push the boundaries of the genre, always striving to bring new life to the classics. His performances are a testament to the power of music to connect people and bring joy to all who experience it. Minor's talent and dedication to the art form are truly remarkable, and he is sure to continue impressing audiences for years to come.

**Jazz**

Now! finebilt "12er"

Specially designed and precision machined for the growing demand in the record industry for 12" LP pressings. Heavy construction, 15" pat and platen, 125 tons. Will also take 7" and 10" discs.

Here press or complete self-contained package.

Complete supplies to record machinists throughout the world.

Write, wire or phone for information.
Vik sound SELLS!

Ask your Vik Distributor about the VIK "Sound Festival" Deal!

new Long Play albums

Fifteen 45 EP’s all recorded in brilliant “New Orthophonic” high fidelity sound.
<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Young Love</td>
<td>By Carole Brownlie Carter - Published by Lowry Music (BMI)</td>
<td>2 5</td>
</tr>
<tr>
<td>2</td>
<td>Singing the Blues</td>
<td>By Esodia - Published by A &amp; M (BMI)</td>
<td>1 14</td>
</tr>
<tr>
<td>3</td>
<td>Don't Forbid Me</td>
<td>Byconstants - Published by R. M. Records (BMI)</td>
<td>6 6</td>
</tr>
<tr>
<td>4</td>
<td>Banana Boat Song</td>
<td>By Dusty Springfield - Published by E.S.R. (BMI)</td>
<td>3 6</td>
</tr>
<tr>
<td>5</td>
<td>Love Me Tender</td>
<td>By Elia Palay - Published by Elia Palay Music (BMI)</td>
<td>7 16</td>
</tr>
<tr>
<td>11</td>
<td>'Love Me</td>
<td>By Tony Lawrence &amp; Miss Helen - Published by Hill &amp; Range (BMI)</td>
<td>11 11</td>
</tr>
<tr>
<td>12</td>
<td>Too Much</td>
<td>By Les Rosen - Published by Southern Rhythm (BMI)</td>
<td>21 2</td>
</tr>
<tr>
<td>13</td>
<td>Just Walking in the Rain</td>
<td>By Brent &amp; Roni - Published by Golden West Records (BMI)</td>
<td>10 21</td>
</tr>
<tr>
<td>14</td>
<td>Blue Monday</td>
<td>By B. Bartholomew &amp; Donnie - Published by Commodore (BMI)</td>
<td>16 4</td>
</tr>
<tr>
<td>15</td>
<td>Cindy, Oh Cindy</td>
<td>By Barney Long - Published by E. R. Harris (BMI)</td>
<td>12 16</td>
</tr>
<tr>
<td>21</td>
<td>Jamaican Farewell</td>
<td>By Lord Byron - Published by Marlin (BMI)</td>
<td>20 7</td>
</tr>
<tr>
<td>22</td>
<td>I Dreamed</td>
<td>By C. Green &amp; M. Moore - Published by Trinity (BMI)</td>
<td>21 5</td>
</tr>
<tr>
<td>23</td>
<td>Cinco Robles</td>
<td>By Dorothy Wright &amp; Larry Sullivan - Published by Warren (BMI)</td>
<td>23 2</td>
</tr>
<tr>
<td>24</td>
<td>Love Is Strange</td>
<td>By Fred Smith - Published by Joe Glass (BMI)</td>
<td>24 3</td>
</tr>
<tr>
<td>25</td>
<td>You Don't Owe Me a Thing</td>
<td>By Robson &amp; Published by A &amp; M (BMI)</td>
<td>25 3</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Rose and a Baby Ruth</td>
<td>By Johnny Dee - Published by Broadcast Music, Inc. (BMI)</td>
<td>16 12</td>
</tr>
<tr>
<td>17</td>
<td>Hey! Jealous Lover</td>
<td>By Cohn-Taylor-Twomcy - Published by Decca Records (BMI)</td>
<td>17 10</td>
</tr>
<tr>
<td>18</td>
<td>Gonna Get Along Without Ya Now</td>
<td>By Milton Page - Published by Keltos (BMI)</td>
<td>18 9</td>
</tr>
<tr>
<td>19</td>
<td>Rock-O-Bye Your Baby</td>
<td>By Ira Johnson - Published by Progress (BMI)</td>
<td>19 9</td>
</tr>
<tr>
<td>20</td>
<td>Since I Met You Baby</td>
<td>By Ira Jones - Published by Progress (BMI)</td>
<td>20 9</td>
</tr>
</tbody>
</table>

**Third Ten**

<table>
<thead>
<tr>
<th>Week</th>
<th>Title</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>26</td>
<td>Jim Dandy</td>
<td>By Clance - Published by Atlantic (BMI)</td>
<td>26 1</td>
</tr>
<tr>
<td>27</td>
<td>Anastasia</td>
<td>By Whitney-Turner - Published by Atlantic (BMI)</td>
<td>27 1</td>
</tr>
<tr>
<td>28</td>
<td>Friendly Persuasion</td>
<td>By Whitney-Turner &amp; Milton Lee - Published by Warner Bros. (BMI)</td>
<td>28 2</td>
</tr>
<tr>
<td>29</td>
<td>On My Word of Honor</td>
<td>By Milton &amp; Harverson - Published by R. E. King (BMI)</td>
<td>29 2</td>
</tr>
<tr>
<td>30</td>
<td>Garden of Eden</td>
<td>By Dorothy Norwood - Published by Rhythm (BMI)</td>
<td>30 13</td>
</tr>
</tbody>
</table>

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.
FEBRUARY 2, 1957

THE BILLBOARD

MUSIC-RADIO

AMERICA’S FIRST AND ONLY

BARITENOR

HAS A SMASH HIT

THE BILLBOARD JANUARY 19, 1957

- Review Spotlight on...

POP TALENT

BOB WHALEN...Jubilee 8306...CHAPEL OF THE ROSES

(Triangle, ASCAP)

WITH ALL MY LOVE I THEE ENDOW

..........(Herrman, Voice & Conn, ASCAP)

Whalen is an impressive new talent with a big voice and tone

unique blend of Tony Bennett. He has a wide range for a

baritone, and he handles his pipes with relaxed style. "Chapel of

the Roses" (on the order of St. Thomas of the Roses) calls for

belted emotion, and Whalen lays it on the line. Flip is a ballad

that also shows unusual artistry and feeling.

DJ’s thanks for the wonderful welcome

JUBILEE RECORDS

1650 Broadway, N. Y. C.
THE GREAT ARTISTS are on

Pat Boone
DON'T FORBID ME
b/w
ANASTASIA
#15521

Tab Hunter
YOUNG LOVE
b/w
RED SAILS IN THE SUNSET
#15533

THE FONTANE SISTERS

THE BANANA BOAT SONG
b/w
HONOLULU MOON
#15527

JOHNNY MADDOX

"000" BABY
b/w
9 LB. HAMMER
#15534

THE BANANA BOAT SONG
b/w
HONOLULU MOON
#15527

Sanford Clark

"000" BABY
b/w
9 LB. HAMMER
#15534

ROCK AND ROLL MEDLEY
b/w
MOOD INDIGO
#15529

OTHER BEST SELLERS

Pat Boone
FRIENDLY PERSUASION
b/w
CHAINS OF LOVE
#15490

Jim Lowe
I FEEL THE BEAT
#15525

Sanford Clark
A CHEAT
b/w
USTA BE MY BABY
#15516

Dell-Vikings
HOW CAN I FIND TRUE LOVE
b/w
COME GO WITH ME
#15538

BEST SELLING ALBUMS

DLP-3030 "HOWDY"—Pat Boone
DLP-3016 "GOLDEN INSTRUMENTALS"—Billy Vaughn
DLP-3012 PAT BOONE
DLP-3042 "THE FONTANE'S SING"—Fontane Sisters

RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 3-4181
THE NATION'S BEST SELLING RECORDS

Quality Records in Canada
**The Big Hits**

**DOT**

**The Hilltoppers**
*Marianne*
*You're Wasting Your Time*
#14437

**Jim Lowe**
*Green Door*
*By You, By You, By You*
#15486

**Gale Storm**
*My Heart Belongs To You*
*b/w Orange Blossoms*
#15515

**Leroy Vandyke**
*Pennsylvania Waltz*
*b/w Sugar Blues*
#15530

**Billy Vaughn**
*Auctioneer*
#15503

**New and Hot**

**Jimmy Newman**
The Way That You're Living
*b/w* I've Got You On My Mind
#1288

**Sonny Knight**
Confidential
#13507

**Mac Weisman**
One Mint Julep
*b/w* Waiting For Ships That Never Come In
#15497

**Best Selling Albums**

**DEP-1049 Pat Boone**

**DEP-1053 Pat On Mike**—Pat Boone

**DEP-1054 Friendly Persuasion**—Pat Boone

**DLP-3023 The Banjo Wizardry Of Eddie Peabody**—Eddie Peabody

**DLP-110 The Man On The Banjo**—Eddie Peabody

*Dot Records, Inc. - Sunset and Vine - Hollywood, Calif. - Phone HO 3-4181.*

*The Nation's Best Selling Records.*
**Best Sellers in Stores**

For survey week ending January 23.

**Most Played in Juke Boxes**

For survey week ending January 23.

**Most Played by Jockeys**

For survey week ending January 23.

---

1. **SINGING THE BLUES (BMI)** - G. Mitchell
   
2. **20TH CENTURY BLUES (BMI)** - S. James
   
3. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
4. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
5. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
6. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
7. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
8. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
9. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
10. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
11. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
12. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
13. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
14. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
15. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
16. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
17. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
18. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
19. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
20. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
21. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
22. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
23. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
24. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
25. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
26. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
27. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
28. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
29. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
30. **20TH CENTURY BLUES (BMI)** - J. Hunter
   
---

**Best Selling Sheet Music**

Scores are ranked in order of their current national selling position on sheet music. Numbers in the column show sales in thousands over the past seven days.
Sarah Vaughan sings
GREAT SONGS FROM HIT SHOWS

A Super Deluxe 2-12 inch Long Play Package For Only $7.96
MGP-2-100

A Tree in the Park (Frazey Ann - 1924)
Little Girl Blue (Jumbo - 1925)
Comes Love (Vocal Ray - 1929)
But Not for Me (Girl Crazy - 1930)
My Darling, My Darling (Where's Charley - 1941)
Lucky in Love (Good News - 1927)
Autumn in New York (Thanks For All You've Done - 1934)
If This Isn't Love (Finger's Rainbow - 1942)
The Touch of Your Hand (Robin Hood - 1921)
Homework (Miss Liberty - 1947)
Bewitched (Pet Marx - 1940)
Dancing in the Dark (The Beachcomber - 1931)
September Song (Rochester Holiday - 1938)
A Ship Without a Sail (Heeds Up - 1929)
Lost in the Stars (Last of the Startrappers - 1947)
It's Got to Be Love (On Your Toes - 1926)
All the Things You Are (Vivian Womack - 1939)
Poor Butterfly (The Big Show of 1915)
Let's Take an Old Fashioned Walk (Miss Liberty - 1920)
My Heart Stood Still (Connecticut Yankee - 1927)
He's Only Wonderful (Pebble Room - 1931)
They Say It's Wonderful (Annie Get Your Gun - 1946)
My Ship (Lady in the Dark - 1941)

Among the 24 tunes included in a beautifully-packaged, two-12" LP set of Great Songs from Hit Shows by Sarah Vaughan are some near-forgotten oldies that are wonderfully revived. Things like Lucky in Love, A Ship Without a Sail, Comes Love, The Touch of Your Hand, and a delightful Poor Butterfly are spun into a glossy sheen by the gorgeous instrument that is Sarah's voice. It is the most satisfying album she has done in a long while, with Harold Mooney's arrangements generally unobtrusive and helpful. This is Sarah's forte these days — lush loveliness — and she of all today's singers has the equipment to produce such a mood. Solidly recommended (Mercury MGP-2-100).

(REPRINTED FROM DOWNBEAT)

Mercury Records

Ask your Mercury Dist. About the 10% Discount Plan on All Albums

Harold Mooney - Arranger, Conductor

Supervised by Robert Shad
YOU'RE ALL THE WALL

b/w
ALL MY LOVE BELONGS TO YOU

EPIC 9199 & 5-9199

**Territorial Best Sellers**

For survey week ending January 23

- **Atlanta**
  - You're All The Wall, R. Benson, Col.
  - Young Love, S. James, Cap.
  - Young Love, J. James, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Baltimore**
  - Young Love, S. James, Cap.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - Young Love, T. Hunter, Det.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Boston**
  - Young Love, E. Janes, Cap.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - Young Love, T. Hunter, Det.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Buffalo**
  - You're All The Wall, R. Benson, Col.
  - Young Love, T. Hunter, Det.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Chicago**
  - Young Love, J. James, Cap.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Cincinnati**
  - Young Love, S. James, Cap.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Cleveland**
  - Young Love, J. James, Cap.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Dallas-Fort Worth**
  - Young Love, S. James, Cap.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Denver**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Detroit**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
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  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Kansas City**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Los Angeles**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Milwaukee**
  - Young Love, S. Jones, Cap.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Minneapolis-St. Paul**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **New Orleans**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **New York**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Philadelphia**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Pittsburgh**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **St. Louis**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **San Francisco**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Seattle**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.

- **Toronto**
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
  - You're All The Wall, R. Benson, Col.
Tagged for 2 Big Hits!!

The Highlights

"To Be With You"

"Will I Ever Know"

b/w

Bob Carroll

"Butterfly"

"Look What You've Done To Me"

b/w

Bally #1027 (7-1027)

Bally #1028 (7-1028)

IN CANADA: SPARTON LABEL
THE TOP 100

for survey week ending January 23

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

Pos. Song, Artist, Label

1. SINGING THE BLUES—O. Mitchell, Columbia...
2. DON'T FORGET ME—J. Moore, Decca...
3. YOUNG LOVE—S. Jones, Capitol...
4. YOUNG LOVE—T. Benton, De...
5. MOONLIGHT CABINER—F. Lane, Columbia...
6. RAMBELL, ROLL THE BONES—Wilson, Columbia...
7. GREEN DOG—J. Low, De...
8. RANZANA BOAT—S-H., Rolette, Verve...
9. PRELUDE BALL—F. Dennis, Imperial...
10. LOVE ME—J. Prater, Viva...

...continues...

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 more reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.
Everybody's Covering —
But There's Only One
THE ORIGINAL on CAMEO
And It's Taking The Nation By Storm

Orchestra and chorus
directed by BERNIE LOWE

CAMEO 105
b/w
"NINETY-NINE WAYS"

CAMEO RECORDS • PHILADELPHIA (Phone: Livingston 8-6927) PA.
**NEW RELEASES**

**Big Daddy—King 5013**
Bacon Fat b/w BAD BOY

**Chris Columbus—King 5012**
Oh Yeah! Parts 1 & 2

**Ken McDonald—Deluxe 6109**
Only Me b/w GOOD, GOOD, GOOD

**BEST SELLERS**

**Little Willie John—King 5003**
A Little b/w WILL THE SUN BIT OF LOVING
Shine Tomorrow

**Luther and Little Eva—King 5010**
Love is Strange b/w AIN'T GOT NO HOME

**ANNIE LAURIE—Deluxe 6107**
It Hurts to be in Love

**OTIS WILLIAMS and HIS CHARMS—Deluxe 6105**
Blue's Stay Away from Me b/w PARDON ME

**The Midnights—Federal 12288**
Let Me Hold Your Hand b/w OH BAH BABY

**James Brown and the Famous Flames—Federal 12289**
Just Won't Do Right b/w LET'S MAKE IT

**The Tea Drops**

**Kenny and Moe—King 5004**
I Prayed for Love b/w CAN'T HELP MYSELF

**MY INSPIRATION**

**Harlem Nocturne**

**BONNIE LOU—King 5009**
I Want You b/w EASY LOVE, EASY KISSES

**MAC CURTIS—King 4995**
That Ain't Nothing but Right b/w I Don't Love You

**CONFIDENTIAL**

**BILLY GAYLES**
I'm Tore Up b/w FEDERAL 12285

**Joe Perkins**
Time Alone Will Tell b/w Ain't You Glad Nature Did It

**Big John Greer**
Sweet Sleeper b/w MIDDAY RAMBLE

**BILLY GAYLES**
Just One More Time b/w Sad as a Man Can Be

**KING—FEDERAL—Deluxe**

**BONI HENIO—Red Smiley**
Country Boy Rock 'n Roll

**E.D. DOUGLAS**

**Bill Doggett**
Honky Tonk Vocal

**KING 3001—This is a Vocal Version**

**BEST SELLING SHEET MUSIC IN BRITAIN**

**Best Selling Pop Records in Britain**

**Capitol Girds for Expansion**

**Continued from page 17**

He did not deny that this was a possibility.

There are many avenues open to Capitol should they enter the equipment arena. As is the general practice in this industry, with the exception of RCA Victor, established manufacturing sources with the facilities, supplies and labor for high production, produce the bulk of their output. Capitol will have the choice of using their present set-up of company-owned buildings and independent distributors, or by passing these on and retaining independent distributors for records and equipment...

**Capitol Closed Bell Here**

**The Oldest**

**ONE-STOP**

**Record Service**

**ALL LABELS**

**O HITS**

**45 RPM**

**55c**

**78 RPM**

**60c**

**NO EXTRA CHARGES**

**FREE TITLE SERVICE**

**STOP RECORDING HI**

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The Ravens

**Cross-Country-Argo Record Co.**

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**Julie's**

**Jubilee Records**

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The Billboard classified columns and week

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Dinah has a HIT! in CHANTEZ CHANTEZ

26/47 6790

The Dealer's Choice RCA VICTOR
Vox Jox
By Ren Grevatt

The Billboard's first disk jockey Quarterly, published four times a year. It has already brought us letters of comment. However, the more opinion pieces we write, the more vital a part of the circuit that we can get to, the more alive we'll be to give you the kind of help you need. As you know, this is the second issue and the place of our annual jockey section, formerly published in November. The volume of responses has grown to a point where The Billboard feels quarterly rather than annual treatment of special jockey interests and problems, new artists, etc.—will better serve jockey reader.

Now that we have had a chance to digest last week's first quarter, please read your frank comments along to this column. We'll be grateful.

Both Elvis Presley and rock and roll are falling from public favor and maintaining their grip, will be argued for a long time to come. A number of letters each week give us one or the other side. But Ackrell of WNDB, Daytona Beach, FL says his listeners now prefer pop ballads to rock and roll. Also in a recent poll on the theme, "What do you think about Elvis Presley," the jockey declares more fans wrote on this than any letter ever received. He didn't like about Elvis, Carl Zethmary of WCMH, Columbus, Ohio, says his requests for Presley disks have dropped from 80 to about 15 per cent of his mail in little more than a month. He feels that Presley disks are more letters than ever asking for Glenn Miller discs. On the other hand, Don Bell of KUNT, Des Moines, is still publishing Presley via a series of tests of Presley listeners. Local themes, Presley disks and show passes as prizes.

"Slim Jim" Stevens of WLII, Lowell, Mass., reports things are swinging in his town on the high school record hop front. Stevens with Phil Strass, another Presley jock at the station, conduct a regular "Presley's Hour," with bored-out cats and kids. Stevens says the kids are requesting a lot of chrome, but Presley fits in with the rest of his disks. He says more and more of his kids disagree with what he calls, "good music," by

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.

Helenas, Mont.
"Blue Monday," Pats Domino, Imperial.
San Antonio
"It's So Easy to Forget," Four Ladies, Columbia.
Auguasta, Ga.
"I Dreamed," Betty Johnson, Ball.
Bales, Idaho
"Two Much," Elvis Presley, RCA Victor.
Englewood, Ore.
"Banana Boat (Day-O)," Harry Belafonte, RCA Victor.
Phoenix, Ariz.
"Young Love," Sonny James, Coral.
Baton Rouge, La.
"Blue Willow," Green Sleeves, Pat Kirby, Decca.
Little Rock, Ark.
"Anastasia," Pat Boone, Dot.
Baltimore
McClellan, Wash.
"Whispering Heart," Chuck Reedy, Decca.

YesterYear's Top 10

The nation's top ten on records appearing on Billboard.

FEBRUARY 1, 1947
1. (I Love You) For Sentimental Reasons.
2. The Old Lamplighter.
3. Oo Bettsn Friedman.
4. (I Got) A Doo-Dah.
5. Oh! But I Do.
6. Maggie May.
7. I'll Cry My Eyes.
8. Sonata.
10. Stop Me.

"She Walked Me By"

Lincoln Chase

Lincoln Chase.

"I'm Stickin' with You"

Jimmy Bowen.

"'Eve Lovin' Fingers"

Harry James.

Buddy Knox

"Party Doll"

"My Baby's Goin' Bogu".

Rough Records

A subsidiary of Decca Records

"Lucky Lips"

Ruth Brown

Atlantic 1125

Atlantic Recording Corp. 137 West 37 St., NYC

Atlantic 1301

"The Original in the Chapel"

Ann Cole

Baton 232
Citation of Achievement

1956

Awarded to the writers and publishers of these great Rhythm and Blues Song Hits of the year.

TO THESE WRITERS

Mae Boren Axton
Lavern Baker
Richard Barnett
David Bartholomew
Chuck Berry
Otha Blackwell
Robert A. Blackwell
Edwin Beage
Prescilla Bowman
James Brown
Dorian Burton
Billy Butler
Ethel Byrd
Bill Campbell
Willis Carroll
Blanche Carter

Albert Collins
Eddie Coolley
Al Caray
John Davenport
Sunny David
Bob Davie
Bill Doggett
Antoine Domino
Tommy Dorsey
John Funches
Henry Glover
George Goldner
Laura Hollins
Willie John
Eduin Johnson
James Johnson

Marvin Junior
Pearl King
Ira Kosloff
Dorothy LaBarrie
Leonard Lee
Joe Lushin
Buddy Lucas
Frankie Lyman
John Marascalco
Vera Maton
Jay McShann
Marvin Moore
Maurice Myers
Esther Navarro
Fred Parris
Richard Penniman

Carl Lee Perkins
Howard Plummer Jr.
Elvis Presley
Jimmy Reed
Clifford Scott
Sherman Shepherd
Ernestine Smith
James Smith
Lou Stallman
Carmen Taylor
John Terry
Tina Turner
John Vincent
Sonny Boy Williamson
Chuck Willis
Paul Winley
Sid Vayle

TO THESE PUBLISHERS

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Angel Music, Inc.
Arc Music Corp.*
Bennett Music Publishing Co.
Bess Music, Inc.
Billace Music Co.
Clifton Music Co.
 Commodore Music Corp.—Reeve Music Company

Conrad Publishing Co.
Golden State Songs—Starrite Publishing Co.*
Hill & Range Songs, Inc.*
Hi-Lo Music*†
Lois Music Publishing Co.*
Monument Music, Inc.
Patricia Music Publishing Co.—Kahl Music, Inc.*

Peer International Corp.*
Elvis Presley Music, Inc.*†
Progressive Music Publishing Co.*
Rush Music Company
Shore Publications
Shalimar Music Corp.*
Tollie Music, Inc.
Tree Publishing Co., Inc.*†
Trinity Music, Inc.*
Venture Music, Inc.*†

In recognition of the great national popularity attained by these Rhythm and Blues Song Hits

AIN'T THAT LOVIN' YOU BABY
ALL AROUND THE WORLD
ALL BY MYSELF
BLUE SUEDE SHOES*†
BO WEEVIL
DEVIL OR ANGEL
DON'T BE CRUEL*†
DON'T START ME TALKIN'
DROWN IN MY TEARS
FEVER
THE GREEN DOOR*
HANDS OFF
HEARTBREAK HOTEL*†
HIDE AND SEEK
HONKY TONK*†

I CAN'T LOVE YOU ENOUGH
I'LL REMEMBER (In the Still of the Night)
I'M IN LOVE AGAIN*
IT'S TOO LATE
I WANT YOU. I NEED YOU. I LOVE YOU*
I WANT YOU TO BE MY GIRL
LET THE GOOD TIMES ROLL
LONG TALL SALLY*
LOVE, LOVE, LOVE
LOVE ME TENDER
NEED YOUR LOVE SO BAD
ON, WHAT A NIGHT
PLAY IT FAIR
PLEASE, PLEASE, PLEASE
POOR ME

RIP IT UP
SEVEN DAYS
SLIPPIN' AND SLIDIN'
SO LONG
SPEEDO
STEAMBOAT
STRAINED IN THE JUNGLE
THIRTY DAYS
THOSE LONELY, LONELY NIGHTS
TREASURE OF LOVE
TUTTI-FRUTTI
WHY DO FOOLS FALL IN LOVE*
WHY DON'T YOU WRITE ME
WITCHRAFT

* Also winner of National Popularity Citation, 1956
† Also winner of Country and Western Citation, 1956

BROADCAST MUSIC, INC.
589 Fifth Avenue, New York 17, N. Y.
New York • Chicago • Hollywood • Toronto • Montreal
**Review Spotlight on...**

**POP RECORDS**

- **Buddy Knox**...Roulette 4002...
- **Steve Lawrence**...Coral 41792...
- **Party Doll**...RCA-Victor 41792...
- **Party Doll**...RCA-Victor 41792...

Buddy Knox was suddenly springing into national prominence with an exciting new single that he recorded for his original new label, Triple-D. It has country blues and rock and roll elements compounded in a mixture that adds up to commercial strongpoint.

Steve Lawrence was stepping out by adding two vocals to his usually one-man style. The talented young man's styling is an imposing one, and added to his early start, will have most of the nod in its favor. The flip of his record is "My Baby's Gone," and listeners should look for a trend.

There will be plenty of action on this tune and this cut, the original, it is likely to wind up at the top of the heap. Gracie has a solid redolently good voice and he works with a swinging rhythm arrangement that's with him all the way. Side has been out longest and it keeps a lot of work. Flip is "Nineteen-Nine Wears," a satisfying rhythm rocker. (No publisher given.) Of the labels who have jumped on this, Cailloue has the most imposing conductor, Williams has been riding high with a strong single ("Baby Doll"); constant TV exposure and this very competitive nature of the new tune put him in a few papers ahead of his rivals. Material is usually handed out and solid all are likely to go for it in a big way. Flip is "It Doesn't Take Very Long," an easy, Pilgrim rhythm side (Buddah, ASCAP).

**TERESA BREWER**...Coral 61776...
**ANDY WILLIAMS**...Columbia 1308...

I'M DROWNING MY SORROWS...**(BMI; ASCAP)**
EVER-LOVIN' FINGERS...**(Jackie, BMI)**

A combination of "doves" Southern guitar sound and the "big beat" makes a memorable impression on both sides. The first listed tune is a beat-ballad rework in accurately on the current market. "Fingers" is a minor-key blues of the kind of "Singin' the Blues." The market at present is very susceptible to material of this kind, particularly when it is handled in an original way as it is here. Take box possibilities are unusually good.

**DOROTHY COLLINS**...Coral 61790...
**JIMMY BOWEN**...Roulette 4001...

**I MISS YOU ALREADY**...**(Tree, BMI)**

A cover of both sides of the current Farm Aid hit "I Miss You Already." A good song from "Down, Down, Down," and what a smart commercial idea this turns out to be! "Before I Die" is an exciting side with a lot of spinckling back-beat and upbuilding lyrics. The flip, a repetant ballad, is chapped with rich sound and sweet syrupy. Has a pretty and sumptuous melody that Bruch itself well to pop treatment. Either of these sides could turn out to be big money-makers.

**JULIE LONDON**...Liberty 55052...
**The BOY ON A DOLPHIN**...**(Bobbin, ASCAP)**

This is the first time since "Cry Me a River" that has offered the singer a similar combination of "quality" and sound commercial values. A beautiful tune which Miss London sings in a movie of the same title, "Dolphin," is an affably read that if there is any justice at all in the world, it has to make it. Her silky tone and sensitive phrasing is a joy to the ear and a satisfaction to the soul. The flip, "Mending the Blues," also a "Spotlight" last week, should have been Joe Layne.

**NOTE:** Sanford Clark's record of "Do Baby" and "Lub, Hammer," a "Spotlight" selections last week, should have been listed as Past 15254. The Don Cherry "Spotlight" record of "Don't You Worry Your Pretty Little Head!" and "That Last Dance" should have carried the listing Columbia 49228. The artist listing for the Mercury record of "Your Wild Heart," also a "Spotlight" last week, should have been Joe Layne.

---

**Recent Pop Releases**

**Coming Up Strong**

**The Billboard's weekly survey of top volume dealer sales indicates these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

**Hold 'Em Joe** (Folkways, BMI)
**I'm Just a Country Boy** (Folkways, BMI; RCA Victor 6322)
**You Are My First Love** (Nat (King) Cole, BMI; ASCAP Capital 3619)

**This Week's Best Buys**

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

**BILLY WILLIAMS**
**Butterfly**

Coral 41795-Williams charms a husky-voiced, fervent, extremely commercial cover of the tune that already has multi-million dollar exposure. This will be a big song and this version should get plenty of exposure. (Amalgam; Prestley, BMI)

**The Field Fiddler**...79

Here's a strong off-the-beaten path job with solid Williams vocalizing and a swinging guitar beat. Has an interesting sound and should compete with the flip for plays. (Irish, Trojan, BMI)

**Brook Benton**
**The Seven**

EMI 8199 - A fine rock and roll platter, with fair-above-normal content in the lyrics. Both vocals and singing are heady enough to make the fiddle have a real class reading. Label has another excellent chance to crack this女友

(Continued on page 50)
OVERNIGHT
SMASH!
"BUTTERFLY"
ELDORADO #505
BILL ALLEN & THE KEYNOTES

BILL BUCHANAN & DICK GOODMAN
ELDORADO RECORD CORP., 1650 BROADWAY, NEW YORK 19, COLUMBUS 5-4255
GIVE YOUR PROFITS A BIG BOOST WITH BILLBOARD'S
SALES BOOSTER KITS
...they can help you sell more records and equipment!

This twelve-month display poster service brings you:
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• "Big Pop" Album Poster Bumper—17'x22'—two colors. See em on counter and on sales display.
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The Billboard's Music Popularity Charts ... POP RECORDS

FEBRUARY 2, 1957

Review of New Pop Records

[Continued from page 48]

with this trio, pop and A & B. (Oliver, ASCAP)

All My Love Belongs To You...76
This one is a pop-oriented number and the girl writer gives it a personal personality and great beat. A happy effort, with good group arrangement and sales, for a change, for a change in this type. (Broward, BMI)

BILLBOOHERS
You're Winning Your Time...77
(Stout 1555) Here's another smart idea for the Spade to play on a slow tempo and kick. Time has the same exactly of the recent Michael Pills and it could be domestic. (Rocky status, ASCAP)

DIAMONDS
Marianne...70
Terry Golden's and other versions have a head start on this next important tune but the Hillbilly has (14) stamps on a 40 of this release, which makes it a solid one. This could still share some of the fate of "Running Free" (Marches, BMI)

DICK HYMAN
The Red Cat MG-1314—One of the numerous record companies' rock hits and it has plenty of strong commercial flavor. Honors brings out some great back-up strings and the melody could come from a fairly pure beat. Band written by Howard Holberg and Thomas Young.78

THOMAS OLPERS
Another choice from "Thomasson's Quiz", which has an imposing Latin beat and melody that sticks. Also far carries another solid Latin version with Henson as producer. Still, there was a trend that could pay off, either (Spike, ASCAP)

BOB CARROLL
SEND YOURS MG-1315—This big-selling number will also have a trend with some night clubs and baby clubs by the time the long-awaited version of his strongest album and a good counter for a show by "(Marches, BMI)

LEO WOOLLANCE
Look What You Do To Me...77
This is the same number with black background and red stained surprise display by Carroll which will have a trend whenever, however, will likely get the action.

KAREN CHANDLER
andre Decca—Another cover of this "black" version of a song that is doing well in the printing. Judy Finn is a big factor, although there is no "original" version to this type. (Record, BMI)

BRAD WAGNER
My Baby Belongs To Me...77
Another good song, this one is a show business commercial side but has the involved instrumental work that the beat is bound to be a real show stopper. A satisfying sound hook. The chorus, with Lorens Papelli, is quite unusual. It has some real, hard-to-beat, however. (Song, BMI)

ROBERT BURKE
Special Request...77
M. C. B. Specials. There is always a selling commercial side but has the involved instrumental work that the beat is bound to be a real show stopper. A satisfying sound hook. The chorus, with Lorens Papelli, is quite unusual. It has some real, hard-to-beat, however. (Song, BMI)

DIE Hard...76
This is a "solid" country number by an A.I.S. singer in suitable country material. Still, flip tops like the action side. (Marches, BMI)

HIM SING...77
This one is a "solid" country number by an A.I.S. singer in suitable country material. Still, flip tops like the action side. (Marches, BMI)

THE TEEN QUEENS "ROCK EVERYBODY"
MY HEART'S DESIRE

Baby Doll

ANDY WILLIAMS

The Rogers & Hart Song Book

[Continued on page 50]
A WINNER ALL THE WAY
WINNER OF THE ARTHUR GODFREY TALENT SCOUT TV SHOW

PATSY CLINE

POOR MAN'S ROSES (OR A RICH MAN'S GOLD)

WALKIN' AFTER MIDNIGHT

30221

A NEW WORLD OF SOUND
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188 Riverdale Avenue, Brooklyn 92, N.Y. Dickens 6-2735

ONE-STOP RECORD SERVICE AMERICA'S MOST COMPLETE

REVIEWS OF NEW POP RECORDS

Continued from page 59

some action it possible. (Trio, Atco, Shrink, BMI)

CAPTAIN & 

Sons of the Red" (Captain & Sons of the Red, RCA, BMI)

MUSIC "STOP IN" WESTERN AND THAT 30% IN FILLING COMPLETE SUCCESSFUL RECORD SUBSTITUTIONS, SERVICE'

We can supply the top records bring in traffic for additional sales. And that's why the faster service they get from Uptown pays off...for dealers and operators get all the hot numbers while they're hot! No lost sales...bigger volumes! Try our convenient one-stop service. Get all the labels in one order...one shipment. Save on freight charges...save time and aggravation. No substitutions, no back orders, no delays. Once you've tried our service you'll know why so many dealers say, "I pay 5 Extra per record, but I make more money with Uptown service."

THE BILLBOARD'S MUSIC POPULARITY CHARTS...POP RECORDS

FEBRUARY 2, 1957

Philosophy of New Pop Records

NEIL DIAMOND-"Corinna"

NEIL DIAMOND-"Corinna"

- In the music business there is a sort of "in" and "out" period that seems to prevail at all times. A record may get maximum promotion and be on the charts for a period of time and then suddenly disappear. However, there are certain records that seem to hold their position for a longer period of time. It is these records that are considered the "leaders" in the music business.

The Philosophy of New Pop Records

The philosophy of new pop records is based on the idea that a record should continue to be popular for a longer period of time than the traditional pop record. This is done by creating a record that has a universal appeal and can be enjoyed by a wide audience. The record should also be easy to remember and have a catchy melody.

Norrie Paramor

Norrie Paramor, who is a well-known producer in the music industry, has developed a new approach to producing pop records. He believes that a record should be able to stand the test of time and continue to be popular for a long period of time. He achieves this by creating a record that has a strong melody and is easy to remember. Norrie Paramor's approach to producing pop records has been very successful, and his records have been popular for many years.

The Importance of Quality

Quality is also an important factor in the philosophy of new pop records. A record that is well-produced and has a high-quality sound will be more successful than a record that is poorly produced and has a mediocre sound. Quality is also important in terms of the songwriting. A song that is well-written and has a strong melody will be more successful than a song that is poorly written and has a weak melody.

In conclusion, the philosophy of new pop records is based on the idea that a record should continue to be popular for a longer period of time than the traditional pop record. This is done by creating a record that has a universal appeal and can be enjoyed by a wide audience. The record should also be easy to remember and have a catchy melody. Quality is also an important factor in the philosophy of new pop records. A record that is well-produced and has a high-quality sound will be more successful than a record that is poorly produced and has a mediocre sound. Quality is also important in terms of the songwriting. A song that is well-written and has a strong melody will be more successful than a song that is poorly written and has a weak melody.

(Continued on page 59)

P.S. California's Newest and Most Complete

ALL SPEEDS, ALL LABELS, ALL SIZES, ALL BRANDED, ALL SERVICE CHARGES, ALL FREE TITLE STRIPS.
**FEBRUARY 2, 1957**

The Billboard's Music Popularity Charts . . . COUNTRY & WESTERN RECORDS

---

**This Week's C&W Best Buys**

TOMORROW I'LL BE GONE (Cedarwood, BMI)

IF YOU CAN MAKE IT (Cedarwood, BMI)—Jean Shepard—Capitol 3416—The opponent Southern markets—Richmond, Atlanta, Nashville, Columbus, etc.—all reporting excellent sales figures for this record in its first day of activity. It is just in the process of getting a big break. “Today Is Tomorrow” but the flip is also selling a lot of copies. A previous Billboard “Spotlight” pick.

---

**Review Spotlight on . . . C&W RECORDS**

FERLIN HUSKEY (Time-Light Records, BMI)—Capitol 5038—In smiling of a switch from his usual style, Husky walls and twist out a blue-ballad-with-a-beat, but with a true country message in the lyrics. It’s all about backing up his big head on the record. The flip, “Cow’s Corner” (Bill & Riley, BMI), also has an interesting slicing sound. With it is a moving piece and could have broad appeal.

**C&W DISK JOCKEY PROGRAMMING**

BOBBY HELM (Fairway, ASCAP) — Decca 30104—Both from talent standpoint and material, how is a remarkable plot. It is a merry that concerns a hillbilly G.I. who loved and left a Country Gal. Helen’s vocal is loud and vibrant, and goes straight to the heart. This is a hit record. The flip, “Ain’t Got Nothin’ But ‘Em” (Husky, BMI), in traditional country blues, and in it Helen also shows knowledgeable style. It’s an important “emptier”—a record of big money talent. Delays had better keep an eye on him.

---

**Reviews of New C&W Records**

**MORRIS MASON**

I Was Theme Tonight (Doc)—73

Vocal to the story is done happily and emotionally in rich country style. Mason is well known for his singing in the WB’s Texas Country Jamboree.

--

**BIL MACK**

They’re All Fine (Decca)—73

Vocal is a nice one, with a nice sound. Song writer has his personality emphasized to a real great extent. Possibly a crossover record for adults.

--

**MARVIN RAINWATER**

Gone Find Me a Wookiee (Decca)—73

Record is more of a country with a touch of poetry in the lyric. Rainwater is known by choice. Rainwater is definitely worth a shot in the market.

--

**ROY DRANT**

Song for Lillie (H usky)—73

Record has a material with a country beat and a lot of humor fun. Will likely move many a progress. (Husky, BMI)

--

**ANITA CARTER**

Victor 1942 A—65

Another one of Carter’s records that just don’t come off too appealingly. Instead, it’s a real country ballad. (Carter, BMI)

--

**WESTFORD SWEETHEARTS**

Westford 185—Very good girl singing. The song is not too appealing. “I’m Not His Woman” by Cones is an excellent country song. (Westford, BMI)

--

**CONWAY BOB**

Cry Me a River (RCA)—65

Record is an emotional song, and does blend well. Nothing here that’s very original or appealing. (Westford, BMI)

--

**BIL WOODS**

Sig & Asah with the Young Men (CBS)—48

**Bakerfield**—the guy’s past his prime. This record is a complete flop. (Bakerfield, BMI)

--

**BILLY JOEL**

Carrying Company (Spar)—65

Young man with a future. A short moving plea delivered in a melodic beat creating style. (Spar, BMI)

---

**C&W Territorial Best Sellers**

For survey week ending January 23.

- **Birmingham**
  - Young Love
  - Good Morning
  - I’ve Got A New Home

- **Charlotte**
  - Singin’ in the Rain
  - Ruby, Ruby

- **Dallas-Fort Worth**
  - Singin’ in the Rain
  - Good Morning

- **Memphis**
  - You’re a Fool
  - Good Morning

---

**Number of Releases This Week**

**LONNIE BARRON**

A Memory Too

Lonnies' latest 45 was released Jan. 6, 1957. He's a real country talent and a great record of a record, with strong support in the market.

---

**Other Records Released This Week**

**Popular**

My Love Tended Me With Wind Blows (Jimmie Johnson, A& M 324)

**Country & Western**

My Old Fashioned Heart (Bill Bollin, ATV 301)

---

**Elvis Presley**

**3 Inch PHOTO BUTTONS in Beautiful Color** $1.00 Per Doz.

**KIM & CIOFFO**

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**SCOOP! EXCLUSIVE!**

**It’s Country, It’s Great!**

Lonnies' latest 45 was released Jan. 6, 1957. He's a real country talent and a great record of a record, with strong support in the market.

---

**Sacred**

The Crossroads Quartet

**Elvis Presley OFFICIAL**

PRE-ORDER

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**Elvis Presley OFFICIAL**

PRE-ORDER

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**Elvis Presley OFFICIAL**

PRE-ORDER

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**Elvis Presley OFFICIAL**

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**Elvis Presley OFFICIAL**

PRE-ORDER

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**Elvis Presley OFFICIAL**

PRE-ORDER

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**Elvis Presley OFFICIAL**

PRE-ORDER
C&W Best Sellers in Stores

FEBRUARY 2, 1957

for survey week ending January 23

**Top 20 C&W Best Sellers in Stores**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Song Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CRYIN' THRU THE NIGHT</td>
<td>Wanda Jackson</td>
</tr>
<tr>
<td>2</td>
<td>BABY LOVES HIM</td>
<td>Wanda Jackson</td>
</tr>
<tr>
<td>3</td>
<td>DON'T BE CRUEL (BMI)</td>
<td>E. Presley</td>
</tr>
<tr>
<td>4</td>
<td>REPENTING (BMI)</td>
<td>E. Presley</td>
</tr>
<tr>
<td>5</td>
<td>I'M LOOKING FOR YOU (BMI)</td>
<td>E. Reeves</td>
</tr>
<tr>
<td>6</td>
<td>imperfections</td>
<td>B. Smith</td>
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<tr>
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<td>WASTED WORDS (BMI)</td>
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**Most Played C&W in Juke Boxes**

for survey week ending January 23

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**Most Played C&W by Jockeys**

for survey week ending January 23

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FOLK TALENT & TUNES
By BILL SACIS

Around the Horn
Four of the best of the 20 sacred songs which Faron Young, with the Anita Kerr Singers and his Country Music Deputies, cut recently for the Seeco transcription library are being made available immediately on a 45 EP for distribution to deejays for their station libraries. Deejays who have sacred material and who haven't already written to Faron Young are urged to do so immediately to get in on the first shipment. His address is 416 Exchange Building, Nashville.

Lee Rosenbarg, co-writer with Bernard Wettstein of "Too Much," new Elvis Presley tune currently making its move on the charts, was in Cincinnati Saturday a week ago (18) with Chuck Reed, country singer turned pop washbag, who made an appearance on WCPO-TV's "Coin Collector," for the local Coca-Cola distributor. From Cincinnati, the pair hit out for a deejay tour of Washington, Baltimore, Philadel-

phia, and New York to plug its Mercury release, "Whispering Heart," which Lee also wrote. Miss Rosenbarg, who bought up her own music publishing firm, Southern Bells, in Nashville, has split the publishing rights on "Too Much" with the Presley music publishing firm. She is also publishing Jim Reeves' next release, "Don't Ask Me Why." While in New York, Reid will audition for a network TV shot and an appearance at Birdland.

Myra Lorrie, formerly on the Abbott label, has just com-
peted her first session for RCA Victor in New York under the direction of Steve Sholes, assisted by Shorty Long. Her initial release, slated to hit the counters next week, is "The, I Thought I'd Husbands..." The Five Strings, who recently signed a personal-management contract with "Big D Jamboree" boss man, Ed McLe-

more, are currently on the West Coast working a string of dates for Steve Sholes. The quintet is making the laps in a revamped Grey-

ford bus which they recently acquired.

Lulu Belle and Scotty, Colleen and Donna, Delph Hewitt and the WLS Rangers, with Harry Campbell as master, comprise the new early morning live show just inaug-

urated by WLS, Chicago. Billed as "Smile Awake," the new pro-

gram is heard Monday through Friday, 5:00 to 5:30 a.m. In its afternoon program, WLS offers two of its most popular live-talent shows, "Stampede," 3:00-4:00 p.m., featuring Captain Stubby and the Buc-

caneers, and "Pollack Party," 4:30 p.m., highlighting the WLS orchestra under the direction of Lou Klein. And... Paul Port, sideman with the "Big D Jamboree" band, who sustained serious burns in a fire which destroyed his Dallas home recently, returned to harness last week, two weeks earlier than ex-

pected. Susan June's steel man, Harlen Powell, had been filling in for him.

Carl Stuart, performer-

deejay of WAMO, Pittsburgh, did his afternoon platter show from the Auto Show at Hunt Armory there last week. He also did a session from the armory and handled the special events broadcast-

ing each night... Joe Lucas, of Acuff-Rose, and Dick Rich-

ard, of Columbia Pitts-

burgh visitors last week... Jim Small, personal manager to Jimmie Copeland, is work-

ing as talent scout for Event

Records, which is pushing to boost its c.d.w. talent roster. Copeland has just cut two new ditties for Event, one by Nick Xeno, New York col-

umnist, called "Roses in the Rain," and on the flip side an old Carter Family number titled "Jehovah-Heard Me." Ray Acuff does the guest slot with "Circle Theater Jamboree," Cleveland, February 9... Ray's new album of "Louisiana Hayride," Shepperton, after a three-week visit with his family near Range-

ake, Va., is now on the shelves and has been released, along with Gorden Terry, played for Ramblin' Luke at the State Theater, Niagara Falls N. Y., Sunday (27). On February 3, Young, Johnny Cash, Max Roberson, Lee Emerson and supporting talent play for Chief Rodgers at the Armory. Alamo... Whitey Polkine, of Anchorage, Alaska, was in Nash-

ville recently to cut a session for Delta Records. He was accompanied by E. L. (Red) Workhouse, Delta prayed. During his stay in Nashville, Polkine ponied up the WSM "Friday Night Frolleys," and the Ernest Tubb show from the record store.

Horace Logan, now devot-

ing his full time to book-

ing, promoting and conducting "Louisiana Hayride," Shep-

pert, lists the "Hayride" per-

sonal as follows: Buddy Attaway, Benny Barnes, Gary Grant, Hoot and Curlee, the Four Diamonds, Tibby Ed-

wards, Welty Falehock, Jack Furd, Bob Gallion, Betty Amos, Geraldine Anthen, Johnny Horrrn, Jeannette Hicks, David Houston, Jimmy and Johnny, Martha Levy, Johnny Mathis, James O'Gaynor, Bing Sterling and Buddy Thompson. A number of the artists do not have man-

agers, Logan typewrites, and there's considerable opportu-

nity for the tight man.

The Pee Wee Hunt unit, with Andy Doll and the Iwoys, play La Center, Wash., February 10, Geor-

gesburg, La., February 16, and the Armory, Milwaukee, February 17. King's latest on the RCA Victor label is "Sugar Blues," h.w. "Alone in a Crowd," said to be a couple of his new sound,... The Chain Mountain Boys, made up of Mau-

rin, Cobb, gut and voice, Frank Wakefield, mandolin and voice; Carney Hotchkin, banjo, and Buddy Stander, fiddle, are featured on "All-Star Jamboree," Detroit.

Jimmie Osborne, new heard twice a day, 6-8 a.m. and 11 a.m.-3 p.m., over WGCN, Louisville, recently had as guests on his noon program all the cast of the Philip Morris Country Music Show, including Carl Smith, Red Sovine, Colede Hill and the Brown Son. Jim Danny, Jimmie originates his noon show from his Jimmie Osborne Record Shop. Jimmie also recently launched his own advertising and artists agency in Louisi-

ana.

Hand Snow has a new instru-

mental but released by RCA Vic-

tor, "Carnival of Venice" b.w., "Oh, Wonderful World."... Glenn Casey, sponsor of Capri Park, country music spot at Ellensburg, N. W., February 8, begins a 10-day tour of officers' clubs at air forces bases in the U. S. Jim Danny, of the Jim Danny Artist Bureau, Nashville, is in the subject of a teen-

age spread in the latest issue of Country Song Round-Up. The article, replete with photos, traces Danny's career from the beginning up to his latest venture, the break-

ing of the Philip Morris country music circuit.

FIRST RELEASE IS A
SOCKO STARTER ON...

COUNTRY SERIES

GRAND OLE OPRY'S NEW STAR
The No.1 New C&W Star For 1956
SINGING TWO OF HIS SONGS

"Don't Stop The Music"
AND
"Uh, Uh, No"

MEMO TO OP'S, DEALERS AND DISC JOCKEYS
Gone is a while a talent comes along that is truly outstanding and deserving of complete acceptance by the trade. George Jones, by comparing and re-

coording the times that he has made the national charts truly merits recog-

nition for the artists that this country can boast. The new release should add greatly to the rapidly expanding George Jones following.

FOR PERSONAL APPEARANCES BY
GEORGE JONES
CONTACT HAL SMITH
CURTIS ARTIST PRODUCTION
4705 GALLATIN ROAD
NAshville, TENN.

ASK YOUR MERCURY DIST. ABOUT THE 10% DISCOUNT PLAN ON ALL ALBUMS

www.americanradiohistory.com
### R&B Records in Juke Boxes

*For survey week ending January 23*

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 juke box. A high percentage of juke box operators are included. When identification is required, it is listed 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 juke box.
Atlanta
4. Mickey Speaks, Detroit, Imp.
5. Without Slace, Blue Monday, Imp.
6. Without Slace, Mickey Speaks, Detroit, Imp.
7. Without Slace, Blue Monday, Imp.
9. Mickey Speaks, Detroit, Imp.

Cincinnati
1. Ice in the Channel, A. Cole, Rca.
2. Ice in the Channel, E. Nelson, Rca.

Chicago
1. New York, D. Barlow, A. McEwan, Rca.
2. Blue Monday, F. Domino, Imp.
3. Mickey Speaks, Detroit, Imp.
4. Without Slace, Blue Monday, Imp.
5. Without Slace, Mickey Speaks, Detroit, Imp.

Los Angeles
2. Domino, F. Domino, Imp.
3. Mickey Speaks, Detroit, Imp.
4. Without Slace, Blue Monday, Imp.
5. Without Slace, Mickey Speaks, Detroit, Imp.

New York
1. Ice in the Channel, A. Cole, Rca.
2. Ice in the Channel, E. Nelson, Rca.

Detroit
2. Jim Dandy, L. Butler, Atl.

Washington, D. C.
1. Ice in the Channel, A. Cole, Rca.
2. Ice in the Channel, E. Nelson, Rca.

The PENGUINS
1. You Melt My Heart, 9026
2. The PENGUINS

**Reviews and Ratings of New Albums**

**Reviews of New Records**

**Continued from page 56**

FRANKIE LEE SIMES

One of the bestеле folk singers of our time, Simes has been in the recording business for a number of years and is one of the few who have been consistently successful in the field. His records have been well received and have consistently maintained a high standard of quality. His latest release, "It's All True," is no exception. The production is excellent, with a good arrangement and fine mixing. The songs are well-written and performed with feeling. Overall, it is a fine record and one of Simes' best.

JIM DIXON

"The Swinging Modern Blues of Jim Dixon" is one of the most promising new albums of the year. Dixon's blues are original and imaginative, with a strong social and political message. The production is top-notch, with excellent recording and mixing. The songs are well-written and performed with feeling. Overall, it is a fine record and one of Dixon's best.

TOM CLARK

Clark's latest release, "The Great American Folk Singer," is a fine record and one of Clark's best. The production is excellent, with a good arrangement and fine mixing. The songs are well-written and performed with feeling. Overall, it is a fine record and one of Clark's best.

BILLY TAYLOR

"I'll Get You Baby" is one of the best albums of the year. Taylor's guitar playing is outstanding, with a good range of notes and a good sense of rhythm. The production is excellent, with a good arrangement and fine mixing. The songs are well-written and performed with feeling. Overall, it is a fine record and one of Taylor's best.

WALTER TAYLOR

Taylor's latest release, "The Black Folk Singer," is a fine record and one of Taylor's best. The production is excellent, with a good arrangement and fine mixing. The songs are well-written and performed with feeling. Overall, it is a fine record and one of Taylor's best.

**This Week's R&B Best Buys**

WALKING BY MYSELF (M.C., BMI) - From the new album "Walking By Myself," this song features a strong social and political message. The production is excellent, with a good arrangement and fine mixing. The songs are well-written and performed with feeling. Overall, it is a fine record and one of the best albums of the year.

**Coming to New York?**

**REPRINTS**

"Let's Dance" by Bessie Smith is a fine record and one of Smith's best. The production is excellent, with a good arrangement and fine mixing. The songs are well-written and performed with feeling. Overall, it is a fine record and one of Smith's best.

**Latin American**

**ARGENTINE TANGOES**

*In Argentina De Ocio (Cuba)*

**MUSICAL COSTUMES AND ACCESSORIES**

**DANCE & CLOWN COSTUMES**

**ACTS WANTED STAGE AND VAUDEVILLE**

Fan mail glossy publicizing photos, post cards, etc., with our prices and quality before ordering seven free samples promptly on request. We are the largest mail order customers from coast to coast. With more than 5000 happy customers at your service, you can trust us. Contact us today.

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**YOUR PROFESSIONAL PUBLICITY PHOTOS**

**THE BILLBOARD'S MUSIC POPULARITY CHARTS**

**RHYTHM & BLUES RECORDS**

**FEBRUARY 2, 1957**
Color TV Called Strong Fair Threat

John Leahy Warns Mich. Convention; Moxie Mulrowney Elected President

DETOIT — Color television portends a strong fair threat, according to John Leahy, manager of Great Daneby (Color) Fair, and color television will have far greater impact on fairs than black-and-white video.

"Kids are getting harder to please — and they'll get harder to please when color television becomes widespread," Leahy declared. "I've got to be alert to the new threat. You've got to improve your shows and appeal to the appeal of the new," Leahy said.

"You've got to have plenty of parking space, make it bigger and there are more and more cars. If you don't have ample parking and can't get more space for parking, you should get out of business or get a new plant," Leahy added.

He touched on some of the fair's features that can be used to attract more colorful patrons, its week-day-free goodwill policy — and concluded

by saying that other fairs can profit by close inspection and practical imagination into the progress and presentation of events.

Leahy's talk, which was preceded by a brief colored film of his fair, proved one of the highlights of the weekend session.

In its formal section, the association adopted resolutions emphasizing the fair's desire to feature State Fairs 50 cent admission tickets paid out by a fair and 100 more than were sold at the annual banquet Monday (21) in the Jef- ferson Hotel. Two acts, excerpted by CAC-Hamid, Cake and Rose, Cissi Sam, Ward Be- man, Tom Pum- mie, and Rudy, as well as elephant and Robinson, were brought out to show the State pays.

Lace Ptomments in Open in S. Texas; McNeese on Hand

RICHMOND — A heavy attendance, notably among talent agents, marked the annual Organization of Agricultural Fairs convention held here (21). In the agenda was a discussion about possible increased interest in fairs in the future.

Several agents were represented over the last couple of weeks. Realties an- nounced, and more than 100 were sold at the annual banquet Monday (21) in the Jeffer- son Hotel. Two acts, excerpted by CAC-Hamid, Cake and Rose, Cissi Sam, Ward Be- man, Tom Pum- mie, and Rudy, as well as elephant and Robinson, were brought out to show the State pays.

The fair board acted on the act-

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OK '56, Banner '57 In Cards for Mass.

SALEM, Mass.—Close to 200 fair men, women, and children gathered in the twoday 37th annual Massachusetts Agricultural Fair Association meeting held January 21-22 in the Hawthorne Hotel.

Edward R. Dyer, Marshfield, was elected president. First vicepresident is William W. S. Spalding; second vicepresident, Harry Starin, Great Barrington; and third vice-president, Dan Reidy, Weymouth. Paul Connon was elected secretary-treasurer, and outgoing President John F. Tutko was named to head the executive committee.

Elected to the executive committee were Richard H. Campbell, Greenfield; Jack Reynolds, West Springfield; John L. Banner, Northampton; Edward J. Carroll, Great Barrington; Carlton J. Larrick, Brockton; William A. Pearson, Chester, and Chas. J. Thayer, Cambridge.

Outlook Good

Speakers present on the program were considered the economy in New England, which is at its highest peak in history, 1957 should be the State's biggest year for fairs. It was felt that the public could not spend, and by offering creditable features and attractions, fairs would get a far greater proportion of the dollars than ever.

State Director of Fairs Leo F. Doherty said total attendance at Massachusetts fairs for 1956 was 974,652, only slightly off the previous year. He said it was agreed that the State Agricultural Showroom should be used for more cattle and agricultural exhibits and said that the State had contributed $43,000 to the departments, an 8 per cent increase. Thus far for 1957, Doherty said that he expected 1957 to be 9,000,000.

The value to fairs in keeping up to date on exhibits generally, and fair promotions especially, was dealt with by a talk by L. Ray Slade, State commissioner for agriculture. An illustrated movie and talk by David P. Hurlburt, Franklin County agricultural agent, showed how fairs can attract more women to their directors' boards and stressed the value of the women's viewpoint in fair exhibits. Each urged that all fairs could possibly increase their parking facilities so as to increase parking was a vital point on which a fair could rise or fall.

The opening session of Monday, (21) was given over to a special meeting of board members and past contest chairmen, at which the board set a series of uniform rules to be drawn up for contest officials. The opening session on Tuesday (22) heard Paul Connon report on various segments of the fair business as well as the welcoming speech by President Tutko.

About 375 fair men and women attended the banquet, for which music was furnished by the Robert Morgan band. Most of the fair men and women present on Tuesday morning and afternoon also attended the annual meeting of the board of directors of the New York State Fair Association Association.

New York State Gets Maple Fete

SYRACUSE.—The annual Maple Products Festival will be held during the week beginning May 13-15, the State Fair grounds, with the joint cooperation of the board of the New York State Maple Products Association.

Jet Propelled Profits!

Here's a gold mine for you... Allon Herschell's Sky Fighter. A sensation when introduced in 1925 and still a leading profit-maker at carnivals and parks. Youngsters can't resist the fascination of riding in one of the trim, high-flying jet fighters and "firing" the realistic crackling guns. With the aid of fluid drive, planes make smooth take-offs when they are lifted 5 feet to the air by hydraulic mechanism. Kiddie-size, and so do profits.
CCE Off 15% But Gets Net of 111G

OTTAWA—The combination of rising expenses and poor weather at the Canadian Establishment showed that the Exhibition's net by 15 per cent last fall. General Manager J. C. Bell has reported to the Exhibition Association. Even so, it was pointed out, the excess of income over expenditures for the 1956 fair was a healthy $1.3 million.

William Harlton was elected CCE president, succeeding D. R. McElroy, first and second vice-presidents are Don Reid and Clark Mansfield.

Clarke, who preceded the late H. H. McElroy, said the unmonitored rain cut the fair some $50,000. He added, however, that the loss was greater were it not for improvements such as paved roads.

The fact that patrons were able to walk around the Lansdowne Park grounds immediately after the rain justified the expenditure, he said.

Plans for the 1957 event are taking shape with the anticipation of a colorful outdoor in many ways, with special emphasis placed on the new rides. The last fair was stretched from the third to the fourth week in August, but will run from Friday (31) to Saturday (31). An advantage of this change is the great amount of civil service people in Ottawa are paid in the middle and end of each month. This year will also be distributed on the last Thursday and Friday, paving the way for a big advertising buildup.

The annual financial statement reveals the non-profit nature of Lansdowne Park. For the period of operations, separate from the fair, was $5,369.

Comparison of some of the 1956 figures with those of the previous year shows the following: All revenue $175,444 (was $174,257), expenditures $184,221 (was $244,364), net, $111,222 (was $182,732).

Gate income was $151,777, grandstand $96,805, top $200, dream home raffle $20,000, various exclusions $20,000, entries $5,526, building concession space $20,432, ground space $20,432.

On the expense side of the fair was a $49,577 item covering the grandstand performance, bands, stagehands, and the like.

Non-Fair $110G

Non-fair operations of the facilities included $155,000 in the year and the outlook was $115,763.

The many non-fair uses of the park included the Richmond-Kotanka Motor Show, Ottawa Spring Carnival.

State Aid Stressed

At North Dakota Meet

GRAND FORKS, N. D. — A growing need for State aid was voted at the annual meeting of the North Dakota Association of Fairs held here Monday and Tuesday (Feb. 21-22). In the Democratic Hotel.

State aid was not only a main topic of business but also discussed by informal groups. Dick Farber, Langdon, was elected president, succeeding Warren A. Munro, Reba R. O. Melby, Barnes, secretary, elected the vice-president to vacant by, and A. D. Scott, Fargo, was elected to the position of secretary-treasurer.

Vinson presided at the meetings, with speakers including Mayor Oscar Leonard, this city, Farber, Scott and Verl from Johnson introduced the various fair men, several of whom took the floor in a round table discussion on features of the parks. Included were Warren Young, Franklin Winbush, Leo Carver, Art Brune, Hal Garner, Ford H. Kuenne, Harri Swenson and William Lindeman.

A. P. Pelzer and R. O. Melby reported on the annual meeting of the International Association of Fairs and Exhibitions held last November.

Barnes Books Acts For Sports Show At Evansville, Ind.

EVANSVILLE, Ind.—Acts for the Sports Show here, March 19-24, are being booked for the state-Carnivals. Agreements, Chicago.

Show producer is Ernest Boj who will make, book, and show.

A set now for Evansville include Sparky the Seal, Tommy Burtin and the All-American Bands, with more to be added. The Barnes of is exclusive booker for sports shows in Indiana and Evansville. It also books acts for the January shows in St. Louis, Chicago, and Evansville.

Mr. and Mrs. G. K. Reithoffer, with whom Mr. Reithoffer was mentioned in Chicago. A panel discussion on general subjects was conducted by Bob Christian, Pete Dault, Loyal Youtz, Former, Franklin Page, Albert Stewart, Scott R. M. Hoffmeyer, John G. Hanson, W. W. Velmor, Merrel O. Doubie and A. V. Hottin.

The annual banquet took place Tuesday evening with its usual strong turnout.


Reithoffer Lists Six Dixie Fairs

DALLAS, Pa.—A half dozen dates in the Carolinas are claimed for the initial Southern tour of Reithoffer Shows, Pat Reithoffer reports.

Reithoffer took in a last minute date in the fall and returned for the State conventions.

Contracts are reported for the midwinter viewing the N. C. Union, Orangeburg, N. C., Beaufort, N. C., Charleston, N. C., and Augusta, N. C.

Winter quarters’ work has been concentrated on the development of a larger back end. It is expected that about 10 acts will be available for the spring. Three should be ready for 1957 fairs. The family operation will begin with shows in May, with two or three units combining for the fair season.

Philharmonic Party, Big Four football, stock car racing, Little League baseball, softball and hockey leagues, and the Pennsylvania College. The fair has been edging up to the $60,000 attendance figure in recent years, and it was expressed that chances are good for attaining that mark in 1957. The new H. H. McElroy building display will have been completed, there will be a Barnes-Carnivals review and two features are being worked on which will be shown at this time.

Clarke noted. On Wednesday (16) the new building, to cost $400,000, got under way with Mayor George Nehoves turning the first sod.
Tenn. Assn Elects Wynne As President

Vincent Named Secy.; 160 Delegates Turn Out for Meeting

NASHVILLE — Approximately 160 delegates from 60 Tennessee fairs elected Vincent George, manager of the Mid-South Fair, Memphis, to the presidency of the Association of Tennessee Fairs.

The election took place at the two-day annual convention of the organization held here Thursday and Friday, February 11-12, in the Andrew Jackson Hotel.

The featured event of the two-day program was the presentation of the “Dennick Awards.” Twelve fair executives from around the state outlined their programs for the current season.

Every “STOP” Represents Additional Prospects for You . . .

INCREASED SALES IN ’57

Yes, the OARC Special will “make” them all and with the biggest Editorial and Sales Story ever during the past year the number of outdoor Advertising-Recruitment Centers has increased beyond your expectations due primarily to the continued rapid growth in population, employment and wages (jumping to record levels) and a great deal more leisure time for Atom, Dad and the Kids.

As a result, the thousands of OARC owners and operators enjoyed tremendous business. At practically every location further development and improvements are planned for 1957.

Thousands of dollars will be spent by these owners on every conceivable type of equipment and supplies for the coming year... new rides, new food and drink concession equipment and supplies, Concess, lighting equipment, Domes, Points, P.A. Systems, Picnic Equipment, etc.

N. C. Seeks Blacklist For Contract Busters

RALEIGH, N. C. — A grievance committee will be formed by the North Carolina Association of Agricultural Fairs, to take action against any fair or carnival operator who breaks contract “without just cause.”

The move was voted at last week’s annual meeting of the State Fair Board. Composition of the committee will be directors and officials. It was not defined precisely what action could be taken against any contract violators, but the tone was that some form of blacklisting would be pressed for.

Ray Cox Pacts Publicity Firm

PRESNO, Calif. — Great Western Shows of the Bay Area Amusement Company has retained John Mette and Associates to handle the 1957 publicity and public relations program for Bay Area shows, head of the shop, announced here last week.

The statewide publicity and promotional firm, with headquarters in Atascadero, Calif., has expanded its services to include fair-affiliates as well as the regular fair accounts. Great Western Shows will utilize wide variety of publicity materials in conjunction with the bookings.

Coffey Named Peppers Secy. Assist. Manager

MOBILE, Ala. — Frank W. Peppers, owner of Peppers’ All-State Shows, announced the appointment of Hugh S. Coffey as assistant secretary and manager-secretary for the new season. Coffey, who has been in business at Marlinville, Va., the past 6 years, arrived at winter quarters here January 19.

Peppers, who again will have one of the choice lots at the forthcoming local Mardi Gras, and he has booked several dates for the event. Recent visitors at quarters were Russell Cooper, Mule Drivers’ Club; John Ancell; Walter B. Fox and Mr. and Mrs. George Martin.

Mayor Fred Wheeler welcomed the fairmen and show people to Raleigh. Among the discussions was one by J. Sib Dortin Jr. of Charlotte, on his experience as an encompassor to the business. Rooster Harry Coxe gave pointers on increasing grandstand attendance, John Andrews and W. C. Lackey, of the State Board of Health, spoke on health regulations for fairs.

Delegates urged fairies to emphasize diversification in agriculture and thereby encourage farmers to act from one-crop habit, due to tobacco acreage reductions.

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ARENAS & AUDITORIUMS

Mabee Details Campaign To Refill La Crosse Book

BY TOM PARKINSON

When Walter Mabee became manager of Mary E. Sawyer Auditorium, La Crescent, Wis., there wasn’t much on the books in the way of coming attractions. The building then was seven months old and the relationship between the board and the first manager had not worked out. Mabee’s job was to get some action into the hall.

First thing, he mailed nearly 50 letters to agencies, producers, shows, every possible source of attractions that he had feared off while serving as manager in Minot, S.D. Sixty per cent of these letters brought replies that listed available attractions.

Mabee was able to book the first of a series of dates by "Grand Ole Opry" talent, booked through the Skarming and Bardmore Agency. Mabee’s own Miller band was booked to follow. A letter to Tom Parker set up an Elvis Presley date, which Mabee farmed out to a local auspice. He also brought in the State re- tail chain drug dealer’s meeting.

SIMULTANEOUSLY, Mabee was appearing before as many local organizations as possible. He recalls 10 such talks in the first four weeks, and these were already booked. The aim was to broadcast the multitude of uses to which various listeners might put the building. Mabee avoided any pitch to win the subscriptions themselves, since they already were located. The aim was not to seek to appeal to any unsolicited event brought to the success in state’s other events to occur to the listeners. First booking traceable to these talks was a basketball game for the National Guard, which was a month and three days after he took over. Booking in the public meetings began in August. Mabee signed up in the weeks that followed for Christmas party dates, and these brought 27 commercial parties during the past holiday season.

Further action followed a mailing he made to about 30 local organizations to list availabilities—to both specific individual and generalized types of shows. Again, he pointed out several types of events that might be staged but which were not occupied by non-musician personnel before. An early result was a Boy Scout show. These same devious devices opened into the auditorium and booked bands listed on his availability sheets.

CONTINUED EFFORT PAID off with more bookings. When Mabee first contacted Joel Mire, the Black Hills Passion Play had no open stage. But subsequently a cancellation permitted them to insert a La Crescent. A rodeo also was brought in; it proved to be one of the most successful events.

Thus the summer Mabee kept busy. One project was his meeting with the school boards. He came away with several bookings for all basketball games by these high schools and one college, for a total of 40 dates. These were augmented by bookings from pro cagers; the Lakers and the Knickerbockers played La Crose’s first top game.

Then in more to the basketball story, for Mabee learned of the first National Basketball Congress at Phoenix last year. He managed to nail down the second NBC for his auditorium, and that will bring from 36 to 40 state championship basketball teams to La Crescent in August.

MORE EVENTS TO COME include a second appearance by Gene Autry, a sports show or an auto show, the Ted Heath-Johnnie Cash show, and more.

In the same period, Mabee was picking up projects already underway. A quartet program was completed, promotion on a Fred Waring basis. Mabee, and the Waring A.M. Band was carried out. "Holiday on Ice," which had opened in the building August, 1955, came on in its second appearance. Clyde Bros. Cimarron played the building again.

Benefits of Mabee’s continuous efforts are shown by the box score.

From March 24 until September 1, there were 52 uses of the auditorium, while September 1st December brought another 26 revenue days. In 1957, January, the building had 39 days of bookings. That compares with only 24 days of action in the entire first quarter of 1956 just past before arriving. His year marks a quick recovery for La Crescent for the sideway Congress.

And continued growth in connection with the curarory value of the building had been spent and the auditorium’s value might have been dissipated permanently.

Color TV Strong Fair Threat

- Continued from page 58

75 per cent of the horse racing pages at fairs and that many other State horse shows participate in these events. However, out-of-state entries in horse-racing contests or in livestock classes can only be paid for the fair dates, with no authority from the State Eleeet Woman Perez. -

Miss Mabee, who has attended the St. Sugaw Fair, was elected the associate president of the 1956 livestock show. Other officers elected were the following: President, Fred Thompson; vice-president, James H. Craft; secretary-treasurer, Mrs. Mrs. Mabee, Mr. and Mrs. Mabee, Mrs. Charles J. Means, Mrs. and Mrs. Robert Bell, Mrs. and Mrs. husband. In like manner, the State Fair at Hudson, Wisconsin, the Fair at Fair Haven, Illinois, and the State Fair at Indiana, were all attended.

Attraction representatives, carnival agents, and fair and show suppliers are in attendance at the State Fair in the following:

letterhead

LETTER LIST

Letters and backdrops addressed to persons in care of The Billboard will be acknowledged in the issues following receipt of the letter, but we cannot guarantee a reply for each, look for your name EACH WEEK. MAIL IS HANDLED according to the OFFICE OF THE MAIL DAILY, and all correspondence is acknowledged before the Monday preceding the issue.
Pa. Aids Stricken Fair; Elects Clark

Butler Enjoined From New Grounds; Allentown Lands 1958 Convention

READING, Pa.—A member in broken health, who is a former chairman of the Pennsylvania State Association of County Fairs at the annual meeting of the group held here Monday and Tuesday, was named by the Butler Fair and Agriculture Society Friday and secured the promise of the organization that an appointment-association attorney, to aid his own leave, is in an effort to reverse a Commonwealth Court injunction which now prevents the operation of that fair.

The 100-year-old society lost its ground, on which it had operated for 84 years, when they were taken over by the school district as the site of a new high school. The money received was put to purchase 66 acres outright and to construct a new building on 55 acres for a new site. Butler offered

Kv. Delegates Name Messer New President

LOUISVILLE — J. B. Messer, of Cab Orchard, was elected 1957 president of the Kentucky State Fair and Horse Shows Association by the 83rd annual convention of Fairs and Horses as a result of the con-vention at the Monday convention which closed Feb. 23 at the Kentucky Hotel here.

Henry Berg, Carrollton, was elected as first vice-president for a one-year term. J. (Doie) Conolly, public relations director of Ken- tuck State Fair, was re-elected secretary-treasurer for a three-year term.

Named to the board of directors were Geo. Fichter, Frankfort, Chester Smith, Harlan, and Terrell Wilson, Russell Springs.

A presentation division in operation under the guidance of association officials was given a full and energetic advertising in all country fair newspapers in the Commonwealth. The only thing missing in the program was the National Fair Association by the State of Kentucky. It was named to head up the division.

Missouri Association of County Fair Officials, according to Henry Berg, the group met here Monday in order to consider the growing of "Miss County Fair." Twenty-five entries, repre-senting as many counties, voted for the title, with the winner getting a cash prize of $200.

Kahn Anniversary Notes

WAPAKONETA, O. — Harry Kahn, owner of the Kahn Tour Bus Lines, Lima, was the subject of a feature article in a recent issue of the local paper, the occasion being the 26th anniversary of his appoint-ment to the fair post.

For Your Fair...Park...Celebration

THE MALCO TRouPE

Mvale 993 500 500 Missourl, Missouri

WINTER FAIRS


Louisiana Association of Fairs and Festivals, Riverside Hotel, Alexandria, February 4-5. Adolph Net- ter, secretary.

Alabama Association of Fairs, Huntsville Hotel, Oklahoma City, February 4-5. Vera G. McQuillin, P.O. Box 293, Oklahoma City, Okla., secretary.


Arizona Fair Managers’ Association, Hotel Combination, Flagstaff, Arizona, February 11-12. Leon T. Barnes, P.O. Box 667, Little Rock, secretary.


Name Lytle Sec-y’Man at Santa Rosa

SANTA ROSA, Calif.—James C. Lytle has been named secretary-manager of the Sonoma County Fair for the coming season. He will succeed the reti-rements of former secretary-manager Bob Bishop.

The list of 15 applications for the post had been screened to Lytle and J. E. Whitehorn, managing editor of the Santa Rosa Press-Enterprise, who selected the candidate from the short list of candidates presented to them by the Sonoma County Board of Supervisors.

Lytle is a graduate of the University of California and a member of the National Association of County Officials. He is expected to have his application approved by the supervisors at the regular meeting Monday evening.

In applying for the post, Lytle explained, "My intention is to focus $18,000 as against $18,000 previously paid. Donald Martin, fair board president, is subject to negotiation." The job will be open on a monthly basis until such time as the fair board is empowered to make the appointment. The job will be placed at a yearly figure.

Board members serving with Garrett in the screening of the applicants were J. E. Whitehorn, Robert J. McCaffrey, Carl G. ''G医药, Paul E. bricks, Alonzo Megyes, Charles L. Martin, Tammy Martin, presented Western Fairs Association, Santa Rosa, tory and H. C. Jacob, present mem- bers of the fair board, and A. B. Good, ex- panding and vice president of the Sonoma County Fair.

Lytle was named chairman of the fair board by the supervisors. J. E. Whitehorn, then chairman, announced the fair board meeting time and place, Garrett, tickets and admissions.
PARKS-KIDDIELANDS-RINKS

February 2, 1957

The Billboard

Roller Rumbling

Bonadonna Rollerama Kicks Off in Brooklyn

Brooklyn - Rollerama, a gaily decorated $36,000 conversion of the former Stillwell Theater, 24th Avenue and 86th Street, opened for roller skating with a full house of about 1,800 skaters Friday (18), following a false start two weeks earlier. Bonambundo Enterprises, Inc., headed by Otto Bonambundo, toy manufacturer, is the operator.

The risk, featuring a 190'-by-85'-unobstructed surface and except-

The Gin8er, the world-famous and noted international Roller Skating Rink Operators Association of America prize to the women's and men's division and included a first night RSRO-sanctioned program of ex-

Assisting Bonambudo are three brothers. The skate shop is handled by the owners of the former Stillwell Thea-

ROLLER

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Mills Elephants
At Inauguration Events

WASHINGTON—Mills Bros.
Elephants traveled half a
continent here last week
while taking part in a series of
trials which ended the
adventure. The show has
been equipped with special
equipment for the trip, and
the elephants are now being
trained for further acts. The
show is scheduled to open in
April.

Mills Building
Seat Wagons

CLEVELAND HEIGHTS, O.
—Mills Bros. Elephants
show has arrived in town
and is accompanied by the
seat wagons. The show is
expected to open on April 1st.

Saginaw Sets Mark;
Grand Rapids Good

Davenport Show Starts Strongly;
Line-Up for Detroit Stand Announced

GRAND RAPIDS, Mich.—The
Shrine Circus here, with Orin
Dawson as manager, is
beginning a series of shows for a
large audience.

The show was opened on
March 20 and is expected to
continue for several weeks.

The shares of the show will be
distributed to various charities in
the community.

Hawaiian Show
Schedule Told
By Vee's Agent

HOLLYWOOD—Acts for the
Hawaiian Show have been
scheduled for the following
dates:

March 28: Los Angeles;
March 29: San Francisco;
March 30: Portland;
March 31: Seattle;
April 1: Chicago;
April 2: Milwaukee;
April 3: Cincinnati;
April 4: Columbus;
April 5: Nashville;
April 6: Charlotte;
April 7: Washington, D.C.;
April 8: Philadelphia;
April 9: New York;
April 10: Boston;
April 11: Montreal;
April 12: Toronto;
April 13: Winnipeg;
April 14: Chicago;
April 15: Milwaukee;
April 16: Minneapolis;
April 17: St. Paul;
April 18: Baltimore;
April 19: New York.

POLACK WESTERN OPENS AT FLINT

Rose Gold Returns; Name Acts, Staff;
Early Crowds, Advance Equal Last Year

FLINT, Mich.—The 1957 edi-
tion of the Western unit of Pol-
ack Bros. Circus opened at the
Michigan State Fairgrounds on
Saturday.

Opening day drew a large audi-
ence despite the cold weather.

The show is scheduled to open
every day at 2 p.m. and will
continue until April 6th.

SMARTS DENY
Swedish Tour

NEW YORK—A denial has
been issued to rumors that Billy
Smart's Circus, which is reported
to tour Sweden this week, will play
Sweden this year.

The Smart organization has
denied that it has booked in
England and Scotland for the coming
tour, and the organization
will definitely not play Scandina-
via.

Smarts Building Seat Wagons

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via.
PHONE MEN
Year round work under top exquisities for producers. Book and tickets.
Phone: Promotional Director Pleasant 2-7062, Jonesville, Wisconsin, or Promotion Director Pleasant 2-7062, Evergreen Park, Illinois

PHONE MAN OR WOMAN
Carta Spencer, pay daily, can get it. Write as with.

ED HAVENICK
Cove of the Wilding show, now is CBS and is going to Europe from network. Tom Landi,ett, Hurting, Tex, has just vacancies in Florida. Charlie White, Waco, Texas, Phillips, N Y, fan, visited in Sarasota.

RUBESNITZ

PHONE MAN OR WOMAN
Promoters, steady work ready. Start immediately. Pay twice weekly. American Radio History. Write to

CRAIG McCOLLUM
1565 Season Route Book 100 PAGES IN COLORS, QL.

CRAIG McCOLLUM

PHONEMEN
Starting new show. Write or phone. Ladies who can write 500 a day. Steady work. Absolutely no charge for your inquiries.

PAUL DAVIS
Room 11-12, Ph. 2-1241, Lincoln, Neb.

PHONEMEN ON WAR

ARMY SHOW
Phone 345 345. Box 68, Fort Bliss, San Antonio, Tex.

M. JOHNSTON, Springfield, Mass.

PHONEMEN
Ladies, very good work. Plenty of work available. About $3 a day. Apply at American Radio History.

JoHNSTEIN
A. LEONARD

FOR SALE
Frank C. Cline, 55 W. 45th St., New York City, N.Y., to which address, will return all money orders, checks, etc. that cannot be cashed.

A. LEONARD

WANTED

Space Salesmen Wanted
For the First Show held in the theater, new converts-consultation and sales. Second show to begin immediately.

Ernst H. Sroka, Room 300, Abraham, N.Y. Phone 345 345. Box 68, Fort Bliss, San Antonio, Tex.

CIRCUSES
UNDER THE MARQUEE
Bob and Mae Noel have their Noel's Arlequin Show at the American Legion Hall in Park in Cuba. .. Visiting at Tony Daven- Anderson's 0 Ranch, Custon, O. S. in the New England Mountains. Tom Power and Frank Blum, of Chowan's Amuse- ment Park, are on the road. The Prentis and Golff tours, reports Henry H. Warren, secretary of the Diario of operations.

The British Circus, under the auspices of the British Embassy, are on the 36th of this month. Each act is to return to the Ringling show...

M. O'Dell, the dependable. The O'Dell's are at home in Iowa, making dates with trained dogs and house cats.

WANTED FOR THE DELL O'DELL SHOW Contracting for a reliable, capable man, with experience in the act. Write to Miss O. N. P. A. No salary, first class vacation.

J. H. ATKINSON
PUTE. 5000

CHEERS WITH THE MEAT
Mere. The gals and boys are in town.

The Flying Maks are closing with the Aylade Bros. Circus two weeks. There are very few dates at the outset, so that they can make their commitment to open in the Illa and J-after dates. The Maks have been doing the triple permanent regularly in Mexico.

Mrs. Jennie Speath, formerly of the Kiel Family of circus performers, was recently honored in Colorado Springs. She is now comfortable in a home in the town.

Bess Zacchini, son of Edouard Zacchini, is practicing law in Tampa. He was visiting the Bataan Rides at Cato in Ft. Du. One March visited Hobo Broadway, Jacksonville, Fla. The Kiel Bros. Circus is visiting the Galveston Community. The recent new show is a branch of Alexander Bros. Circus. There has been a big show in California.

Mae Noel writes from Cuba that she is enjoying the time in Cuba that she has. The island is the added to the major ones that play Havana. One was sponsored by the Morales Bros. Another, at Batanba, was billed


WANTED FOR RINGLING Bros. & Barnum & Bailey, Inc.
Attorney. Experienced Web C 0 who can dance. Please address as below. PAT VADIS, Box 785, Sarasota, Florida

BEARS-BARNES CIRCUS
Big Show Performers: Perform Family Acts, Chimes, etc. Contracting Agents. WANTED FOR THE DELL O’DELL CIRCUS. A. LEONARD

WANTED CONTRACTING
Who can set good audiences and book engagements. We are a well known and established firm, with our present shows, and are always ready and busy for your future shows. We have some under payment, sometimes will work for small shows. Write for details. Your reputation and publicity from TV, records and newspaper will ever pay for the agents who are doing the real work. A. E. Darrow, Manager.才华横溢的舞蹈家和表演者被邀请参加在纽约举行的德沃尔音乐节。
Detroit Club Burns Mortgage at Party
Fens Install Margie Mansell; Men Honor Six Past Presidents

DETROIT — The Michigan Showmen’s Association concluded four major events into one at its annual banquet and ball Sunday night (20) in the Post Shuberry Hotel. Chairman of the association, Roscoe Johnson, who is the club president, presided over the meeting, which concluded with the installation of the club officers and the ball, which was held in the hotel ballroom.

The Michigan Showmen’s Association is one of the largest and oldest of its kind in the country. It was organized in 1887 by a group of showmen who wanted to promote the welfare of the industry.

PCSA Ladies Set Committees, Board Members

LOS ANGELES — Berta Harris, president of the Ladies Auxiliary of the Pacific Coast Showmen’s Association, announced the organization of the club’s board members and committees at the meeting held Monday night (22)

Marcella Herman was named chairman of the board, which includes all past presidents and Emily Harris, who are the club’s officers. She was named chairman of the board, which includes all past presidents and Emily Harris, who are the club’s officers.

Past presidents honored, in addition to Harris, include Clarita Jerdorf, included Bob Morris, L. (Dad) Freestone, Bob Morrison and William H. (Bill) Green.

On the platform, in addition to the officers and speakers, were: Cud Lovett, Carmen D. Murray, Bilmar King, Bob Rabin, B. Merry, Paul Cohen. Paul Cohen, Paul Cohen.

Committees

- Trustees are Nancy Levine, chairman; Clara Zeiger, co-chairman; Margaret Kingsford, secretary; Nancy Levine, chairman; Clara Zeiger, co-chairman; Margaret Kingsford, secretary.


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ROLAND E. CHAMPAIGNE, Mgr.

PAUL LACROSS, Gen. Agent

CONCESSIONS—First time in many years we are in a position to book Rill Games. Good opening for steady, reliable operators. Also want Photos, Novelities, Glass Pitch, Dart Games, Cork Callers or other Novelty. Have you one?

SHOWS—To reliable Con Show operators we offer the exclusive on a new low bed trailer mounted front, new top, drapes, etc. A real set-up for this type shows. Operator must be ready and willing to guarantee his agreement for the entire season, must have at least two Dances, and supply New England States Licensed tractor trailer drivers. We also can supply a new 2020 help Banner Inn, new truck, several banners and other equipment, this outfit suitable 10 in One. Many Shows in area at our disposal, contact is in, and keeping with our standards.

All parties with agreements please advise us

All inquiries to ROLAND E. CHAMPAIGNE, 3 Courtney Lane, Lowell, Mass.

Tel. after 5 P.M.: Gleave 36594

---

FAIRS AND CELEBRATIONS

STRAWBERRY FESTIVAL, P.O. BOX 1184, Alachua, Fla.

Phone: 3-8010; Fax: 3-6857

---

ROCK-ON-FIVE, 2020

Hires: 1957

DANCERS

WANTED

SOUTHERN CHAS.

EDDIE MORAN'S

SOUTHERN VALLEY SHOWS

OPENING APRIL 15, NEAR JACKSON, MISS.

18 FAIRS

HUMBOLDT, TENN., STRAWBERRY FESTIVAL, APRIL 29-25-4 18 FAIRS

SPRINGFIELD, KY., PARIS, KY., GALLATIN, TN., CENTERTOWN, TN., CHARLOTTESVILLE, MISS. CENTRAL CITY, KY., COLUMBIA, KY., HODGENVILLE, KY., HARDINWOOD, TN., JACKSON, TN., MARSH, MISS. SCOTTSVILLE, KY., GREENSBURG, KY., ROSSELLETT, KY., PARSONS, TN., CLARKSHIRE, MISS., CAYTON, MISS.

WANT CONCESSIONS—For Con Shows: Cimmaron, Apple, String, Pitch Till W 8 T, Cork, Saddle-Shoe, Neoprene, Bear, Pitch, Pin Stock, Saddle-Shoe, Rascal, Big Rags, Bowling Alley or Showmen. No "X" on Hunky Monkeys, or "X" on Buckeyes.

WANT HELP on Wheel, Jury, Tilt, Octopus and new 1957 Rolla-Ponce. Must drive. Winter Quarters open April 7.

SHOWS—Old, New, Seeds, Far, Side, Scenic, Fairground acts, with or without trailers.

Bill Butler wants Agents for Six Cat, Rockets, Fast Long, Short Range, Cork Gallery, Penny Pitch, P.C. Tables, Pin Pals, also Men and Wife for Large, Rusty Wheels.

CONTACT: Willie L. S. POOLE, Box 1184, Jackson, Miss.

Phone: 910-E. JACK OLIVER, Connell Hotel, Carleton, Minn.

SEE YOU AT THE TAMA FAIR

---

EDDIE BRENNER

GEORGES B. DODD

SAULGOLPHIANT

SINCE

ARTHUR CHARLTON

CLOUDELLIANT

RAY CHAFFEE

HOLLIDAY

NIXON

CODY

BRADFORD

EDDIE MORAN'S

SOUTHERN VALLEY SHOWS

OPENING FIRST SEASON 1957

18 FCENTS AND WHOLESALE

FOLLOWED BY THE BIG NORTHERNEST LATIN DISTRICT LIVESTOCK SHOW, BLOoms, LA., FEB. 23-THRU MAR.; OTHERS TO FOLLOW.

CONCESSIONS—Want nothing but the best at reasonable prices. We have an exclusive on our new trailer and are now booking for the 1957 season. We can guarantee full load.

SHOWS—Want Athletic Shows, Cow Town, Country Shows, and anything else you can handle. Must have a new concession trailer. All inquiries to Eddie L. Moran, 100 W. 3rd Street, Runnel, Wis. Phone: 4-4551.

LUBES B. THOMAS SHOWS

WANT OUTSTANDING ATTRACTIONS FOR THE FOLLOWING FAIR ROUTE STARTING JUNE 27:

NORMAN COUNTY FAIR, ADA, MINN.

WASHINGTON COUNTY FAIR, THIERRY RIVER FALLS, MINN.

UNION COUNTY FAIR, HALLOCK, MINN.

WILSON COUNTY FAIR, RECKEBIDGE, MINN.

PLAQUE COUP, FAIR, HAMMEL, MINN.

SAINT LOUIS COUNTY FAIR, HIBBING, MINN.

INTERSTATE FAIR, AURORA, ILL.

COLORADO STATE FAIR, PUEBLO, COLORADO

SOUTH DAKOTA STATE FAIR, HURGON, D. S.

CLAY COUNTY FAIR, SPENCER, IOWA

HOPE EMPIRE FAIR, SIOUX FALLS, S.D.

DOUGLAS COUNTY FAIR, ALEXANDRIA, MINN.

OTHER TAIL COUNTIES—ALL FALL FAIRS, MINN., NORTHERN DISTRICT FAIR, LITTLEFORD, MINN.


RINGERS: Real proposition for Side Show, Monkey Show and Putzems.

WANT—HELP who are licensed drivers. Second Man on long model, Bear Yankee Whip, Two Fries Wheels, Penny-DQ, and Wife for large, Rusty Wheels.


RIDE—HELP who are licensed drivers. Second Man on long model, Bear Yankee Whip, Two Fries Wheels, Penny-DQ, and Wife for large, Rusty Wheels.


RINGERS: Real proposition for Side Show, Monkey Show and Putzems.
OLSON SHOWS

Opening June 1 with a big money route. Five top still dates, including Milwaukee lake front. Eleven major fairs.

- Anderson Free Fair
  Anderson, Ind.

- Fort Wayne Fair
  Fort Wayne, Ind.

- Northern Wisconsin District Fair
  Chippewa Falls, Wis.

- Illinois State Fair
  Springfield, Ill.

- Iowa State Fair
  Des Moines, Iowa

- Kentucky State Fair
  Louisville, Ky.

- Chattanooga-Hamilton Co. Interstate Fair
  Chattanooga, Tenn.

- Mississippi-Alabama Dairy Show and Fair
  Tupelo, Miss.

- Alabama State Fair
  Birmingham, Ala.

- South Alabama Fair
  Montgomery, Ala.

- South Texas State Fair
  Beaumont, Texas

WANT:
Shows of merit with own outfit or will furnish outfits. Rides that do not conflict. Science and skill concessions.

Address
- Paul Olson
  General Manager

SAN BERNARDINO
42nd NATIONAL ORANGE SHOW
CALIFORNIA'S FIRST FAIR
MARCH 14 TO 24, 1957. 11—BIG DAYS & NIGHTS—11
Upper location—plenty 1929 parking—300,000.00 Attendance.

NOW: BOOKING SHOWS, AND CIRCUSES. SEE PAGE 18.

JAMES H. DREW EXPO. SHOWS, INC.
Wants for the 1957 season which opens early in April. Route includes VA, FL and special Spring Celebrations, and several Spring Celebrations.

Will place Shows of all kinds. Especially interested in Girl Show with own equipment, also Mechanical, Horseless, Fiats, and other Group and Novelty Shows that do firmly and cater to the white family. Ride Hens wanted. Need capable Wild Man and experienced Rodeo Man who are reliable and will appreciate good pay and treatment with long season. Want to buy Nini and show complete. Prefer one that loads on one semi trailer only. Also interested in low semi trailer or trailer framed to load 11 ft. hull plates on. Will place all kinds of legitimate Concessionaires. Note, Rodeo Men. Do not report until notified. Route is home route with long season north and south. Wonderful opportunities for legitimate entertainments.

Address: James H. Drew Expo. Shows, Inc.
P. O. Box 39, Augusta, Ga. Phone: PC 3-2149

FOR SALE—CANNED CARNIVAL
Booked solid for 1957 season. All first-class rides and equipment.

The Texas Showman's Club
WELCOMES FAIR OFFICIALS AND VISITING SHOWMEN TO THEIR HOSPITALITY ROOM, 16120, Baker Hotel, Dallas, Texas, While Attending The Fair MANGERS' CONVENTION, MARCH 6-7-8.

SOUTH FLORIDA STATE FAIR
Homestead, Fla., Feb. 1 thru 10—Day and Night
Can place all types of Legitimate Concessionaires.

FOR CASH
Wanted for Florida's One and Only Colored Carnival
Daytona Beach, Bethune Cookman College Grounds—Feb. 4 to 9

The Florida Showman's Club
Wants for the 1957 Season Concessions. Shows with own equipment and Rides that do not conflict. Electricity for plaster Frisbee and Semi and for the new sound. Rocking Swings, Screamer, Rocker and Kilo Rides. All ready to move. Can accommodate Rides for sale or trade.

Address: RAY WILSON
Asbury, Ill.
**MERCHANDISE**

**FEBRUARY 2, 1957**

**COMMUNICATIONS TO 1150 PATTERSON ST., CINCINNATI 22, O.**

**THE BILLBOARD**

**71**

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**MERCHANDISE TOPICS**

A gadget radio has been introduced by the General Electronic Company, 2545 East Indian School Road, Phoenix, Ariz. Smaller than a pack of cigarettes, it comes with a tiny receiver, precision made to receive the entire AM and FM broadcast band. This is a four-transistor set which can be tuned up to 50 stations by means of a 12-inch helix. It is a constructed in an attractive case fitted with switch, tuning dial and tiny aerial. Easily slipped into a pocket, the main may be used anywhere, and is only heard by the operator. Details and price structure are available on request.

The Anne Parachute Shooter has for the last 24 years been one of the most fascinating and fast-moving toys on the market. It is economically made by Anne Toys, 2058 Abbey Avenue, Cleveland 18, Ohio, which claims use of proven materials and construction. All the child needs is to point the tube upward and blow. A tiny parachute opens and floats gracefully to the ground, bringing with it a toy aviator. The toy is harmless and may be used indoors or outdoors. It is excellent for demonstration purposes and comes in three classifications: I-A, parachute packed in red and green plastic tubes, I-B, parachute packed in red and green plastic tubes, while I-AF is a second parachute packed in red and green plastic tubes. A post card will get you quantity prices.

Al Zeiger & Sons, 706 Sansom Street, Philadelphia, report steady sales of their waterproof watches with stretch bands which are offered at $9.75 each. These watches are guaranteed to be reconditioned like new and have a luminous dial and hands with yellow top and unbreakable crystal. You can have your choice of 15 or 17 jewels in Dubuque, Benning or Elgin. Price by mail or by express. All orders are shipped from factory.

A dancing drummer dog is offered by Kipp Brothers, 240 South Merchant Street, Indianapolis, South Dakota distribution since 1894. This is a toy dog at the end of a long, thin tube to which a bell is attached. The dog turns his head, barks on tiny drum and dances, when the bell is agitated. It comes in bright red and blue trim and each is packed in a polyethylene bag. A dozen may be had for $25, but if you order a gross, the price is $21.60. The firm asks that you include postage with your order and ask 30 per cent deposit on COD orders.

Aone Premium Supply Corporation, 2201 Washington Avenue, St. Louis, Mo., is offering the following line, the prices you are looking for. A catalog is now ready and will be sent for on request. To get the proper listing, state in detail your business and the large and small goods in which you are interested. Included in the list truck and lamp, stock, hardware, glassware, glass, Home & Garden, tinware, toys, every kind of glazzo, blankets, lamps, hose, fans, planters, shams, living birds, white, balsa, hunts, cones, ball guns and bingo merchan.

---

**PILES FOR PITCHER**

**BY BILL BAKER**

THE MED SHOW . . .

Business was one of its greatest personalities with the January 3 death of J. R. (Little Dick) Roberts, General Hospital, Gainesville, Fla. He was buried in Valdosta, Ga. In 1919, he started Roberts, Changas, Bailey, salesmen for the Casey Candy Company, called Roberts one of the last of the old-time medicine men. He worked in a variety of Western clothes and for 35 years had a show on the road, winter and summer. His events numbered from six to 20 and he always kept the show in operation, regardless of conditions. Probably 80 per cent of the men today perform shows and at one time Roberts worked for the program坚持不懈, and now most of its owners have been associated with him," said Bailey, "knowing him as the operator of one of the most modem and efficient shows on the road. In fact, he has been regarded as the dean of the profession since 1920, when he put his first show on the road, and he never turned one away, whether his show was fat or lean.

The show was playing Gainesville at the time of his death. It continues in operation under the guidance of his nephew, James, who has a show unit at Aven Park, Fla., and in the management of J. O. and Edgar Stapp. Roberts started in show business in 1914 with the Miller Company, and he inherited the original Carter's Fruit, Railroad, Carnival and the Big Joe Woman shows. In more recent years he had also spent some time with the Capitol City and D. H. Dudley Shows. In addition to his widow, Roberts is survived by a sister.

BOBBY GRANT — of Fort Lauderdale, Fla., would like to have his name limousine to J. K. (Spiegel, the old-time

---

**DIVISION SALES**

**WRITE FOR FREE 1957 LOUIS WATCH BROCHURE**

You may reorder any of the individual numbers you desire.

Sample package of our 1957 Louis' Premiums is sent to each exhibitor. Each item tested and proven to be the best product on the market in its price range by each number is winner.

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

Send to:

**HAWTHORNE WATCH CO.**
2341 W. Roosevelt Rd., Chicago 24, Illinois
Phone: Lawndale 2-2777

---

**NOW AVAILABLE AS PREMIUMS**

Genuine Thorndell MEN'S 7-PIECE MATCHED JEWELRY SET...

**PROMO OFFER!**

Five or more @ $7.50 each

GIFT OFFER! 6 or more @ $7.00 each

**60% PROFIT**

**SPECIAL OFFER!**

50% PROFIT**

**THORNDELL WATCHES!**

**MAJESTIC WATCHES!**

**MAJESTIC SALES**

852 S. Illinois St.

---

**AMERICAN MADE PURSES**

**HARD TOOLING**

Genuine Cowhide Leather Lining. Buy now at this low price.

**FAT SIZE**—10 x 7 1/2 x 2 1/2, $11.00 EA. $9.90 EA. **FREE SHIPPING** in the U.S. **FREE 10 SETS** with purchase of 10 or more. Perfectly made, beautifully finished. For resale only. P.O.D.

**MAJESTIC SALES**

852 S. Illinois St.

---

**Sensational BOXED JEWELRY SET offer!**

**CELMAGN**

March of the Month

---

**SPECIAL OFFER**


**This IS FREE**

An amazing money merchandiser that offers a sensational buy at today's low price; high style sets for every taste. 3 and 6 oz. pearl sets are available. Minimum order 1 dozen sets assorted. Wholesale only. 25% with order. Terms C.O.D. Order a Sample Set today.

---

**CELMAGN, Inc.**

353-357 S. Illinois St.

---

**IF YOU ARE INTERESTED IN JOB LOTS CLOSEOUTS**

**BE SURE TO CONTACT US IMMEDIATELY.**

**WISCONSIN DELUXE COMPANY**

1903 No. Third Street, Wisconsin

---

**HULA SKIRTS**

**SPECIAL OFFER**

1955 Hula Skirts...

---

**NOW AVAILABLE AS PREMIUMS**

Genuine Thorndell MEN'S 7-PIECE MATCHED JEWELRY SET...

**PROMO OFFER!**

Five or more @ $7.50 each

GIFT OFFER! 6 or more @ $7.00 each

**60% PROFIT**

**SPECIAL OFFER!**

50% PROFIT**

**THORNDELL WATCHES!**

**MAJESTIC WATCHES!**

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Detroit Club

Continued from page 68

stated by Marion Field and Ann Booker. Representing other clubs at the candle-lighting ceremony were Ann Brown, Showmen's League of America; Joan Briggs, Hearst of America Showmen's Club; Rev. Stahl, Miami Showmen's Assn; Edna Burd, Showfolks of America; Sue Franks, Miss Mary Cloherty, Showfolks of America, San Francisco; Mary Lovejoy, International Showmen's Assn. Mrs Betty Greely, Regular Associated Troupe, and Leslie Johnston, Rocky Mountain Showmen.

Also from Manhattan, Hugo, Ohio, Showmen, Ross Morrison, Greater Tampa Showmen's Assn; Ray Price, Arizona Showmen's Assn; Bobby Schultz, Missouri Showmen's Assn; Bob Osham, Pacific Coast Showmen's Assn; Laverne Taylor, Canadian Showmen's Assn; Baby Wedder, Caracas, Inc; Ann Stone, Lone Star Showmen's Assn; Joanna Webb, Hot Springs Showmen's Assn; Tim Webber, Greater Ohio Showmen's Assn, and Grace Ziegler, who represented show clubs at large.

ONE OF 1,000

RONSON-TYPE CIGARETTE LIGHTERS

A $4.00 value. Tax included.

$5.00

NEW 1957 CATALOG JUST OFF PRESS

SENT WITH ORDER ONLY

Deposit or payment, F.D.R. M. Y.

MILLS SALES CO.

Use Mark & Letter Lighter World. Write name & address on envelope & send $5 for $10

SUPER TOOL KNIFE

Includes:

• SCISSORS
SHEARS
• REGULAR BLADE
FLY TRAP
• FILE
BONE DOLL
• CAN OPENER
BOARD DRIVER
• SCREW DRIVER
LEATHER PUNCH
• KNIFE SHARPENER
• SCALER

“Write for your FREE VALUE FACTORY ORDER”

“Write for your FREE VALUE FACTORY ORDER”

In lots of 6 or more.

$2.00 each.

NATIONAL DISTRIBUTING CO.

Phone: Franklin 1-4472

OUR TWENTIETH ANNIVERSARY SALE

5,000 FACTORY DISTRIBUTED
BRAND NEW NENNUS RHINESTONE WATCHES

Semi-beatifully boxed

CLAIMED IN THE WORLD

BARGAIN AT A BARGAIN

500 SAMPLE OR ORDER WATCHES

FREE SAMPLE ORDER

NATIONAL DISTRIBUTING CO.

C.O. BOX 402

OCEAN CITY, MARYLAND

IMPORTER

JOHNSON

ENCRVERS AND DEMONSTRATORS: ATTENTION!

WRITE FOR CATALOG

McBride Jewelry Co., 1261 BROADWAY AT 331ST ST., N. Y., N. Y.

HARRIS NOVELTY CO.

THIRD AND WASHINGTON

PHILADELPHIA 7, PA.

1102 ARCH STREET, PHILADELPHIA, PA.

SEND FOR OUR LATEST CATALOG
THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "typical," "average," or any form of standardization. Prices in the Index are designed to be used as a guide for price ranges. Any price listed should be considered as a starting point and not as a final price.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Higher" and "lower" are most useful when used with mean average listings.

MEAN AVERAGE. The mean average is a combination based on all prices of which a machine has been advertised at least once during the four-week period, and reflects the dominant advertised price. It is not a single average between the "high" and "low." High and low indicate price range; mean average is the price level at which most of the machines are advertised. Therefore, when the mean average is nearer the "high," it indicates that the "low" is a unique price probably for "as is" or "discontinued" equipment.

The most active list. The Most Active Equipment list shows which machines in their current condition have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. The number of categories appear in order of frequency advertised. Numbers indicate position.

**THE BILLBOARD INDEX**

February 2, 1957

**CHICAGO COIN**

<table>
<thead>
<tr>
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**HIGHWAY, BEACH, AND PARK EQUIPMENT**

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**HIGHWAY, BEACH, AND PARK EQUIPMENT**

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VENDING MACHINES

A&P Yanks Battery of Outside Vendors

Store Chain Officials Refuse to Divilge Reason for Discontinuing L. I. Experiment

NEW YORK—Last week resid-
dents of the Levittown, L. I., area received a rude awakening in the form of handbills distributed by the local A&P supermarket.

"Effective 8 a.m., Monday January 21, 1957, we will discontinue the 330 Levittown branches located in front of this supermarket. This is an experimental operation, and we thank you for your patronage at this time. We hope you will not be inconvenience and suggest you buy your tobacco venders have been referred to city council's committee of the-while for an opinion on its legality.

The committee was asked to report 'as quickly as possible' on the issue, so that the city has, if any, prohib-it the sale of tobacco to minors.

Tobacco Research Grant Approved

NEW YORK.—A new appropria-tion of $800,000 has been appro
ded for the Tobacco Industry Research Committee, according to a study into the effect of smoking on health.

According to Timothy V. Harnett, chairman, $800,000 was approved by the NTC since its establishment in 1943. More than 60 scientists, who have been doing research under TNC grants.

Paul Price Bows to Plastic Heart

NEW YORK.—Paul Price, local char-master manufacturer, has gone into the plastic heart business with a rhinestone heart in the center. He plans to ship orders in colored boxes, with loops for placing on chairs.

Price said that the item has been listed as the Valentine's Day market, it is a year-round charm.
SUPPLIES IN BRIEF

Cigar Production

Cigars manufactured in November, 1956, totaled 537,019,768, an increase of 411,193,828 over the same period in 1955. Small cigar production in November, 1956, totaled 3,537,983, an increase of 365,403 over the same month in 1955.

Milk Production High

Farm production of milk during December totaled 9,278 million pounds, 1 per cent above December, 1955, and 15 per cent above the 1945-46 December average. Production increased 6 per cent from November, about the same gain for the period as 1955, but larger than the usual increase of 4 per cent. Agriculture has tentatively set 1956 milk production at 12.7 billion pounds, about 3 per cent more than the previous record high of 12.3 billion pounds in 1955.

Hershey Boosts 5 Sales Execls

Hershey, Pa.—Five sales executives of the Hershey Chocolate Corporation have been promoted the company announced last week. T. H. Harkness, assistant general sales manager, becomes Eastern sales manager, while E. P. Alden, who had been field assistant to the general sales manager, is now the Western sales manager.

Superior Sales

New N. C. Firm

RALEIGH, N. C.—A certificate of incorporation has been issued to Superior Sales Corporation, Salisbury, N. C., a firm which proposes to deal in vending machines. Secretary of State Thad B. Brow issued the certificate, adding that authorized capital stock for the new firm would be $100,000.

CAVA Panel Mulls

• Continued from page 78

trouble. "A dirty coin mechanism, although small, can cause a lot of trouble," Repairing and cleaning such parts should be given more importance, he concluded.

Jim Esposito, an operater of five years, outlined briefly his promotio

Hershey Announced that several new application programs were under consideration by the organization. At present, the membership stands at 187 operating firms and 15 manufacturers and suppliers.

Kent Status Defined

NEW YORK—A recent Bill

Boyer Names Agency

ALTOONA, Pa.—Boyer Bros., manufacturer of Mica Cup, O-Coconut, Peanut-Butter Cup and Peanut-Butter Molds, has appointed Cavanagh Morris Advertising, Pittsburgh, as its advertising agency.
Chicago
By NICK BIBO

Teh Perkin, Parvey Distributing Company, is vacationing in Orlando, Fla., and deep-sea fishing with Al Lively, Florida operator. Herb states they tagged a fish of a minute... Charles Ever, Monarch Coins, is shipping two and four-hold Mayfield ton for vending at a brisk pace... Harold Edelman, Franklin Distributors, expects to be in town on one of his frequent business jaunts.

Ted Rubenstein, Marvel Manufacturing, reports his new co-inoperated ticket machines moving at a good clip... Still going strong on coin pool games in Bill Weckel, Fischer Sales & Manufacturing

FAMOUS ELVIS RECORDS
The Four Most Wanted Sellers to Heart Your Buyers with by N. X.

FREE POSTAGE-ONLY ONE IN A DING TO GET IT FREE-ORDER NOW!! MINT!! ELSIE SAYS IT, EVERYWHERE!!

5,000 lets at 4.25 $10.00 per 1,000
1,000 lets at 9.50 1,000 per 10.00
FREE—This Advertising Label

SCHAEF DIAMOND
Penny-Nickel BALL GUM-CHARM VENDOR
Penny-nickel mechanism... one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas Master exclusive coin mechanism will not jam, skip, nor take washers.

ATLAS MASTER
Penny-Nickel BALL GUM-CHARM VENDOR

BALL and VENDING
GUMS
LOW Factory
Prices

RUBE B • CHICHE
CHORLPHYL and TAB

Ball Gum Ball, 110-120 C.
Grape Ball, 90-100 C.
Fruit Ball, 100-110 C.
Color Ball, 100-120 C.
Mint Ball, 75-80 C.
Chew Ball, 75-80 C.
Wax Ball, 50-60 C.
T.O.B. Factory, 175 lb. Lots
AMERICAN CHEWING PROD.
In N. & P. Frontiers & N.Y.
GIVE TO DAIMON RUTYON CURENDS

COINMEN YOU KNOW

CHICAGO

Cigarette Machine Conversions
IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for

ROWE Imperials, Royals
Presidents
Bradley's
750, 759
FULLY UNEEEDA Models
Also available, BLOW PRICE RECONDITIONED ITEMS in NEW Cigarette Machines (8 eyelas)

for all Chicago Coincised Vendors. Send for full details.
We also sell "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION

Uneeda VENDING SERVICE, INC.
309 North State St. - Chicago 1, Ill.

ROWE PRESIDENT 8-Cent, 340-50c. 30c and 50c Vend. King and Regular, Fully Modernizng... Call Tom

SPECIAL LOW PRICE—Only $89.95

THE BILLBOARD
February 2, 1957

Los Angeles
By SAM ARBOUR

Phil Weinberg, of Wall Box Distributing, Dallas, spent a few hours in the city last week en route to San Francisco with George Thompson, owner of Fair Oaks Vending. George will be in Alaska, Thompson, who was in Dallas on business, joined Weinberg for the trip. Following his stay in San Francisco, Weinberg visited the Valley only during the week. As he did in Los Angeles, he returned lower as a result of these jaunts.

Ed Bisno, Rock-Ola's director of sales on a two-week trip to Boston, Philadelphia, Rochester and Baltimore... Also out of the Rock-Ola office in Los Angeles, was Al Brels, with service engineer Jack Barchaud, making the circuit thru Dallas, San Antonio, and Houston, visiting distributors.

Phil Weismain, head of Automatic Phonograph, came back from a combination bus-plant-auction-trip in Florida... Jack McNichols and Bill Delboni at United were pretty busy with a flood of out-of-town visitors... C. A. Robinson, head of the firm limiting his man. dropped in from Los Angeles and changed to a morning session in United's conference room.

Also sampling United's hospitality were Bob Parade and Ed Heinicke, Advance Automatic Sales, San Francisco. Parade is also sales manager for Royals Machine Manufacturing Company, of the same city. He and Heinicke tell of a new typewriter device developed by Royal for patients afflicted with palsy. The unit utilizes a scanning-screen, patterned after the scoring fields on coins.

Mr. and Mrs. George Tannen, Seattle, United's West Coast distributors, stopped on route to Columbus, Ohio.

Los Angeles

Joining Sierra Distributors in the service department.

Phil Robinson, Chicago Coin, is making a trip with Mrs. Robinson to the Hawaiian Island to mark their 40th wedding anniversary...

On Simon, Simon Distributing Company here, is continuing his trip thru the town. He is traveling with his nephew, Joe Simon, of Chicago. After a visit in Honolulu, they arrived last week in

"ROCK 'n' ROLL" BUTTONS
10.25 per thousand

with "No Shirk" safety catch.

At Your DISTRIBUTOR OR

Guggenheim
33 UNION SQUARE
N. Y. C. 3 - N. Y. 5 - 6 S-839

Expertly RECONDITIONED
KEELEY ELECTRIC, INC.
6322 Barrington Ave., Chicago 38, Ill.

ELVIS PRESLEY BUTTONS
3 1/2" X 3 1/2" designs $62.50
per dozen, 50¢ each, 5% per cent.
Cash with order.

CENTRAL VENDING MACHINE SERVICE CO.
3667 Parish St., Philadelphia 4, Pa.

FIVE STAR PICTURE CARD VENDORS

ELVIS PRESSLEY BUTTONS

H.B. Hutchinson Jr.
506 North Ave., N.E., Atlanta, Ga.
Phone: T. 2-3120

CHARMS MINIATURE CIGARETTE LIGHTERS—THEY WORK!

for vending with 313 Ball Gum. Many designs available. 15 to 10¢ each. Minimum order 100, 15% off. Orders received daily. Cash with order.

CHICAGO

ROWI PRESIDENT 6-Cent, 340-35c, 30c and 50c Vend. King and Regular, Fully Modernize... Call Tom

SPECIAL LOW PRICE—Only $89.95

for vending with 313 Ball Gum. Many designs available. 15 to 10¢ each. Minimum order 100, 15% off. Orders received daily. Cash with order.

STANDARD SPECIALTY CO.

5115 E. 14th St.
Oakland, Calif.

www.americanradiohistory.com

Copyrighted material
Boston
By CAMERON DEWAR
Jenise J. Geraceo, of Na-
tional Music Company, Dis-
caster, in a talk given much
since the $50 tax has been
imposed on Boston juke boxes.
He made a strong plea to
annul the levy. He's also
been at City Hall, where he
has hopes of finding the thing
unconstitutional.
Bob Jones, of Redd Distribu-
tion, had to make a trip to
New Orleans where his father
just died. Bob had sent his
mother and dad on a trip back
to the old country recently.
His mother will remain in
Boston for the time being... Bill Leven, Boston Record Distributors, din-
ing well after being rushed to the
hospital with a bad appendix.

One-stepper Dick Mitchell
happy over the visit of Dina
through his place in Alison.
The thrill was in town for
appearances with the March of
Dimes promotion... Al Myers, of Myers & Wells, en-
joying an evening in the night
spots, expressed satisfaction
that the High Jinks situation
is working out all right.

Marshall Carson, assistant
general manager at Trinidad Automatic
Sales Corporation, can't get over
the wonder of being a daddy. His
daughter, Victoria, has taken over
the household, but Marshall had
time to say that Castile's Rainbows
and Fireflies, as well as Williams
Shamrock bowling alleys, are
creating a sensation among op-
erators... Redd finds the orders
to be rolling in on the new
Wurlitzer 2140, and says operators
are especially fond of the 50-cent
slot.

Redd also reports enthusi-
asm for Baby's ABC Bowler,
Wyoming May Hike
Cig. Tax 1c a Pack
CHEYENNE, Wyo.—Wyoming
State Legislature introduced a bill
two years ago to raise the cigarette tax from 2
to 3 cents per pack. Representa-
tive Sullivan, of Alliance, stated
that the tax would raise revenue
by about $38,000 per month.

The new bill is backed by the
Wyoming Municipalities
Association. Tax receipts would be
allocated among cities, towns and
counties for use.

VICTOR
Standard
Topper
1c
Ball
1c
VENDOR
$13.25 Each
$12.75 Each
100 or More

For information call or write:
E. C. VIVIAN

ADVANCE SANITARY
VENDOR
The Finest
for Vending
Flat Back
PRODUCTS
Here is a Beautifully Finished
Sanitary Type Vend Machine
with a uxurious Finish, no
Steam, no Hard Parts to
Rust, no Seals to Break.

PLASTIC PROCESS INC.
16231 S. S. Smith St., Los Angeles 29, Calif.

VICTOR
Standard
Topper
BASS
VENDOR
$13.25
$12.75 Each
100 or More

Each

For information call or write:
J. SCHONBACH
J. SCHONBACH
1938 South Eola Drive
Orlando, Fla.

Plastic Processors of Paris, Street, London

The Northwestern Corp.
3271 Ashland Ave.
Chicago, Ill.

THE NORTHWESTERN CORP.
3271 Ashland Ave.
Chicago, Ill.
MUSIC MACHINES

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

FEBRUARY 2, 1957

THE BILLBOARD

80

Waldor Re-Elected Head of N. J. Guild

Incumbent Slate Named; Levine Warns

Operators on Performance Fee Legislation

NEWARK, N. J.—Sam Waldor was

re-elected as head of the New Jersey

radio operators union at the annual

meeting of the guild here Thursday night

(2/1).

Other officers elected, in succession,

vice-president, T. F. H. O'Connor; secre-

tary, Robert Harvey; treasurer, Earl

Brauch.

Waldor spoke.

Guest speaker at the 20th annual

meeting of the group was Sidney H. 

Levine, national counsel for the 

Music Operators of America, who spoke on the Edison day.

He cited the “inequality of pay” for

radio operators, which results in “a 

lower standard of living.”

Levine said that the operators and

manufacturers are working

CMMA Debuts 30-Min. Wkly. TV Quiz Show

Bregman Ork and Bradley to Emcee TV Quiz Show

- Continued from page 1

orchestra. A guest star will be

featured on each show that will be

televised, at 7 p.m. each

Saturday. A maximum of 88,000

has been transmitted for the give-

aways.

Newspaper contests—three in the

studio and three in their homes—

will compete each week for each 

away. Each week's contestants

will be selected randomly by

Bregman and hiscircle, and will volatility

be determined by a scoring system

requiring points on one of four 

boxes displayed on the stage.

Contestants will be taxed—one in

the studio and one at home—

and race against time with the 

$1,000 prize diminishing as time

elapses. A double quick win 

prize of $5,000 will also be given.

Singer will be selected from the

30 numbers rated for the week.

Entry blanks:

Entry blanks for contestants will be

available in box locations or by

writing the station.

Weekly contests, with winners

being offered 200 tickets for 

June 29th and 30th, are also

available to locations for $10 per

week.

Idea for the show was originated

by Don Holmgren, with Al Silber-

man handling the booking. 

Holmgren is now with Selective

Networks.

None of the network's shows is

available for $10 per week.

UJA Coin Div. Launches Drive

NEW YORK—The UJA Coin Division

does mean that, when March

rolls around and the $50

license fees come due, some opera-

tors will drop marginal locations

feeling that it isn't worth the

$50 investment.

Music Picture

In music, it's a slightly different

ingredient that makes the

federal tax with which to contend.

The number of game operators

has remained fairly constant

this year. Many small operators

have been forced out of business.

Large operators, however, continue
to be relatively strong.

If the operator thinks in terms of

one step at a time, said Kaufman,

“he will realize that the percentage

of the box will be increased by

15% during the play period, of

which will be the amount of pressing

an EP is only slightly more than

the cost of pressing a single.

Therefore, record companies are

concentrating on more albums—
discs which enable them to

reduce the price differential be-

tween singles and albums, and make

it more attractive for the retail

trade to buy the albums.

Hilariously, joke box radio 

makers are now pressing for

production of more and more

EP's.

7.5-Cent Play

At straight dime play for the operators,

the same dime play fare is offered

on EP's, but with $5,000 on five to

six nickel single, play for EP's

will be at $5,000 on five to six nickel

singles, for EP's.

If the operator thinks in terms of

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remaining 10% a tone, a

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Twin City Ops Cool to EP

Continued from page 80

Field's last thing the music men are thinking about.

The story about the Presley record was voted at Acme last week. And the news of the story, but little more, aloha Amos told me more EP's in 1956 than the year before. Usually with the machine was not in business during 1953, so he had no way to check the story.

Price No Object

Norton Lieberman, of Twin City's North Branch, took this line less to one of the operators in this territory, said his company would, if necessary, pay any price to get what his town needs and that he has no interest in what the price is.

"We will not pay an EP into our machine unless we can get a certain price for it," Mr. Lieberman emphasized. "If it is, just as we can, we are putting something recurring in this territory if it is to make money for the operator. We're giving away too much in communism to the location, getting just for any low price.

Another music operator who defined use of his name, just dropped by to visit the men at commerce.

"Give them more than we already asked," he said. "Not only should they be paid for the new EP's, but they should also be paid for the first and second run-"

We've all got to break even over our overhead and keep them hearing more than just bussing our ears."

A. S. P. A. President Geiger said he had tried EP's in several of his boxes set up for EP's, but found that they were all too little for this business.

"Taverns always have been our best music locations," he explained. "Today walk in a tavern and you can always find a place to sit and not have anything hitting you. Taverns are located where the music machines are suffering.

"There's no use in throwing good money after bad. I believe that the use of EP's would be doing just that. Machines cost far too many music men, with the yield in the EP's being too far above our expenses. The dime play isn't what it used to be in the old days, and when your machines are converted. For a while the take was up, but it has gone down. Now is the time to sell them EP's."

"I haven't got the answer. Some- one is probably going to have to go into the line, and then pay for our expenses."

A- grade operators who are long into EP are selling their EP's at a loss. By August, a year ago he couldn't have got 15 cents for EP's, he wouldn't have gotten a take or a report, but a pop hat is not available in a single.

Indian Operators Hear Fabiano Talk On Copyright Fight

SOUTH BEND, Ind. - The regular monthly meeting of the Music Operators of St. Joseph County, recently held at the offices of Carl Zimmer, veteran operator in the field.

Frank Fabiano, recently appointed an associate director of the Motion Picture Association of America, addressed the group, giving details of the recent equitable settlement of the copyright law, whereby operators would be forced to pay performance fees for records played on jukeboxes.

Operators expressed their desire to do everything possible to help MGA and their right to keep this exemption.

Plain Talk

Continued from page 80

Is forcing operators to provide outstanding service. Old outmoded machines are still in operation, nickel play operators cannot afford to buy new equipment. They can't even buy all the records they need to serve public demand.

For this reason, a 15-cent EP play would restore for operators, a "living profit margin." Citing his own case, Beswick can be converted to that of his machines, even 28's to a 15-cents.

"When we started buying new machines, we had complete control. Today the record company is in the drivers seat and the music men in the box have done three things for us, first, the locations are happier, second, our service calls are cut three, and the most important, we're now making money on our music."

"Box companies are small independent businessmen. We take pride in being a part of the American tradition of private free enterprise. But today, the whole industry is faced with an economic-- a lack of free and independent service."

"Fear of competition," Stuart warns, is causing many operators to lose the very independence they pride themselves on. And, as a consequence, the "best man's" industry is allowed to suffer.

COIN CALENDAR

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

January 20--Chicago Independent Amusement Association, meeting, Pone Room, Congress Hotel, Chicago.
February 7--Squadfield Flannagan, monthly meeting, association headquarters, Springfield, Ill.
February 9--Southern Chicago Machine Operators of Michigan, monthly meeting, Fort Wayne, Ind., Ballroom, 2nd Avenue on Michigan, 9 p.m.
February 9--Washington Music Merchants' Association, monthly meeting, Seattle.
February 9--Southern Illinois County Music Operators' Association, monthly meeting, Akron.
February 9--Music Operators of St. Joe Valley, monthly meeting, offices of Carl Zilmer, Mishawaka, Ind.
February 9--California Music Merchants' Association, Sacramento division, monthly meeting, headquarters, Sacramento.
February 9--New England Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.
February 9--Western Massacnis Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
February 9--California Music Merchants' Association, Los Angeles Div., monthly meeting, Hotel Page, Los Angeles.
February 9--Automatic Phonograph Operators Association, Hotel Shermans-Gibson, Cincinnati.
February 9--Kentucky Amusement Association of Counties, monthly meeting, offices of Elmo Music Company, Memphis, Tenn.
February 9--Massachusetts Music Operators' Association, monthly meeting, Hotel Fairview, Springfield.
February 9--Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
February 9--Magna-Mark Music Merchants of America, monthly meeting, association headquarters, Cuyahoga Falls.
February 9--Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Poria, Ill.
February 9--Music Merchants of Central and Northern Illinois, monthly meeting, relief meeting, 805 Main St., Poria, Ill.
February 9--Otto L. Brock's "Blazin" Supply & Owners' Association of Indiana, monthly meeting, association headquarters, Caroll County.
February 9--Central States Phonograph Operators' Association, monthly meeting, Chicago.
February 9--MGA and MGNJ, semi-monthly meeting, Ivy House, West Springfield, Mass.
March 17--Iron Music Operators' Association, Statewide meeting, American Legion Hall, New York, N. Y.
March 20--Music Operators of New York, quarterly meeting, 258 West 57th St., New York, N. Y.
March 20--Music Operators of Virginia, quarterly meeting, Sista offices, Charlotte, Va. W.

Newell Buys Ornate Music

MEMPHIS - Ornate Music Company has been purchased by General Manager Edward H. "Roster" Williams. Sale price was undisclosed, but it was announced that the purchase included several hundred pieces of music and games.

Newell has been a successful business in the South for many years, and is currently treasurer of the Memphis Music Association.

Williams, who has wide interests in the music business, is with the Newell Brothers, R. A., B. and S., Halliday, Lafayette, Mr. and Mrs. George J., Memphis, Mo., and Mrs. John Logan Jr., Lafayette, Mr. and Mrs. John Logan Jr., Laramie, Wyo. It is expected that all of his interests will be continued.

Waldor Renamed

Continued from page 80

The contribute to the fight which MOA is waging. At the conclusion of the talk, every MGNJ member who was not a MOA member joined the national organization.

Cooper, a well known figure in the MOA membership.

Another guest speaker was Max Gilman, public relations consultant. Gilman spoke on "Successful Or- ganization," and explained what the need for a Statewide policy-making body is needed for the operation between the parent State and all MOA members.

The meeting was held in the Chase, the sobbing of local problems.

Mr. Waldor was presented with a citation in recognition of a long service to the organization. The presentation was made by Dick Staeubnig, MGNJ executive director.

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**What Operators Say**

The Question: What do you think is the ideal commission arrangement and why?

The Answers:

Bert Lisch, Milwaukee: "I believe a commission split of 60 per cent for the operators, 40 per cent for the location owner is the ideal arrangement. However, I am happy with a 50-50 split in a location that is paying the machine off in a reasonable time. If about half the collection money is in quarters, when half of the collection money is in quarters, I have a pretty fair indication that the owner is promoting the juke box.

Indore B. Hensick, West Hartford, Conn.: "There is no ideal. Front money or 60 per cent is necessary for most spots. Top spots often demand 50-50, but this is satisfactory since weekly take from these spots at 50-50 is well above minimum.

Stacey Lewis, Cambridge, Md.: "I think 50-50 is okay if take is sufficient, but it takes three minutes to play a record and at 5 cents per recording the machine takes in $1.00 per hour. If the juke box plays continuously for three hours, that's $1.50 each.

Bill Sheffield, Pabco, Tex.: "When an operator furnishes the location with a 1354 or later model machine he should receive at least 60 per cent of the take. He could fill his competitors would go along with the arrangement."

W. P. Huey, Louisville, Ky.: "With competition such as it is in Louisville, one can make 50-50 deals except in locations that are almost nothing."

Jules A. Rossell, Maplewood, N. J.: "Depending upon the type and age of equipment and the gross income, the commission rate should be established on a front-money basis (first, $5, $7, $8 or $10); a percentage arrangement of 60 to 65 per cent; or a minimum guarantee. Recently a new profit-sharing plan was introduced whereby the front money decreases as the gross increases, starting with $10 to 55-50. No matter which arrangement is adopted, the need of increased income from front money is urgent because of the definite upward spiral of costs. Dive play alone is not the complete answer."

A Kentucky operator who asked that his name be withheld: "A 50-50 split, it is a non-profitable location or marginal one.

George R. Rhodes, Uniontown, Pa.: "The ideal, but as far as unworkable, arrangement would be for the operator to collect $1 per pop record and $2 per EP when the new records are put on the juke box. That shows the location a concrete reason for the operator getting a bigger cut. It cuts down a 10 to 20-record request list of the location favorites and gives the location more incentive to push records.

E. G. Dawn, Beaver Dam, Wisc.: "If the operators are ever to make a reasonable profit the split must be on a 60-40 basis and 10-cent, three-for-a-quarter play.

Ed Upham, Junction City, Kans.: "We split the take in half right down the line."

---

**COMMISSION DILEMMA**

**Ops Reluctant to Ditch 50-50 Split Tradition**

- **Reduced to upset location relations despite pinch caused my spiraling costs.**
- **Competition and weak operator organizations blamed by majority for failure to get better compensated.**

This is part two of a two-part Forum on operator commission arrangements. Part one appeared in The Billboard January 26.

The traditional 50-50 split, for years a standard in the juke box business, seems destined to remain so, at least for a while. Operators in general agree that spiraling costs are forcing them to look for increased revenue to continue an economically sound business. But not all have been successful in designing an increase from an improved commission arrangement.

In last week's forum, an overwhelming number of operators—74 per cent—indicated that they were still on a flat percentage arrangement of some type. What's more, a majority indicated that what they preferred. Some were reluctant to upset cordial relations with locations by asking for a better deal.

While many, in their comments, indicated that better commission rates were needed if an operator was to survive in today's economy most operators blunted cost-cutting, and weak location organizations for their inability to make the break.

**Ops Favor 50-50**

What of the operators on a flat percentage commission arrangement? In answering this we wanted to know what operators, fully 72 per cent, stated that they were on the straight 50-50 split.

Comments on this varied. One group of operators contended themselves with saying, "If a location is really good, a straight 50-50 split is fair. Besides, it helps keep the location owner satisfied."

Another group, this, pointed to the 50-50 cut as the lesser of two evils. "We need more, but we can't afford to risk losing the location to competition who will offer him a better deal if we don't," is the idea expressed by some.

Others, it might be convincing to say that the 50-50 split is declining. Forum replies seem to indicate otherwise. If anything, there seem to be more of them around than ever before. Fully 53 per cent of the operators participating in the Forum indicated that they have more flat 50-50 cuts than ever before. Neither do any appear to be any increase in the number of 60-40 splits or front-money arrangements. When asked if they had more flat 60 (the operator) to (the location) splits, 37 per cent of the operators answered yes. The remainder, 63 per cent, answered in the negative.

**Front Money**

And even less, only 21 per cent of all the operators queried, stated that they were not front-money deals than in the past. However, of those operators who did receive $50 to $70 per cent indicated that they were receiving a minimum of $5 to $10. Only 23 per cent stated that their front-money arrangements were below $5, and none indicated any lesser amount.

The conceived seemed to be that if a location owner could once be convinced that the front money was essential, the larger $8 to $10 amount was easily justified.

One reason advanced for the slightly higher popularity of the 50-50 split over front money was the theory that in the case of the front-money owner still felt that he was "splitting" everything with the operator. But in a front-money operation, the location owner himself is in the business, and convincing the location owner that the operator wasn't getting "too much off the top."

**Location Co-Operation**

While in reality, the effect of the two systems might be the same, some respondents seemed to indicate that, psychologically, the location owner was more easily convinced of the interest to him of a 60-40 split rather than the front-money arrangement.

And getting the location owner back to the old formula was as difficult as ever. Only 25 per cent were more than a little reluctant to upset cordial relations with locations by asking for a better deal.

Another comment stressed the atmosphere that a location owner was able to create. "We find, that with good location cooperation, we increase our take more than any other method we might use."

Nevertheless, while it is apparent that the 50-50 split was still leading the pack, it was far from a popular favorite. The increasing role of location organization was mentioned by many operators as the primary reason for the unwillingness of the commissions that could be obtained.

The low commissions, many said, forced them to seek service to locations where they only could operators not give as many new records as they felt they should, they could not furnish the location operators with a new machine as he might receive under other conditions.

---

**How They Voted**

1. Do you have more front money deals now than ever before?
   - Yes, 21%
   - No, 79%

2. Do you have more flat 50-50 splits than ever before?
   - Yes, 47%
   - No, 53%

3. Do you have more flat 60 (to you), 40 (to location) splits?
   - Yes, 37%
   - No, 63%

4. What is your share of the split on a flat percentage arrangement?
   - 50% of take, 49% of take split.

5. How much for front money do you get?
   - $5, $7, $9, $12.

---

"If a location is really good, a straight 50-50 split is fair. Besides, it helps keep the location owner satisfied."
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Morrie Tophan, Miller-Newmark Executive Dead

DIEgo, Calif. (Telephone) April 15, manager for the past two years of the Miller-Newmark Detroit office, died here last week. Funeral services were held at Resurrection Cemetary here.

Tophan is survived by his widow and a daughter, Mrs. Tophan has been the head bookkeeper at the Detroit office.

Michael Miller, owner of Miller-Newmark, said that Arthur Debert, who worked under Tophan for the past 23 years, will now manage the Detroit office.

550 to Attend Annual Fete of Baltimore Ops

BALTIMORE—An estimated 550 of the local amusement operators attended the Annual Banquet of the Amusement Machines' Association of Greater Baltimore Thursday (3) at the Lord Baltimore Hotel. The event was preceded by a dinner for 530, with dinner at 7.

Lloyd Jenkins, head of Leon Abramson, president of city counsel, and the Baltimore Congressional delegation, are present at the event.

Bill Vose is owner and will be furnished by the Sca Canvas and a实—American flag from Washington. Top recurring artists are also on the entertainment.

Ivy Golther, head of the association, is a previous of arrangements for the banquet.

Maryland County Urged to Action Against Pinball

WASHINGTON—A charge given by the national vice police chief, E. G. Lewis, to the vice police, was the opening statement of the Annual Convention of the Association of Amusement Operators. The convention is held annually in the city.

According to Machin, a practical man, over the county, the convention of the Maryland County has been held for years against the game. All games and table machines are made with "the belief that the people are the money of the game." The operator is the one who wins.

Despite Size, Games Move in Fast;
Bring Ops 65-35 Commission Split

By JACk WINcEm

MINNEAPOLIS—The new commission split is expected to be the answer to the prayers of the operators in this territory, who have not been able to make legitimate money-making amusement machines.

However, the demand for the equipment is great to deliver the machines to the operators. It is frustrating many columns who cannot get the games out on top on location.

Two distributors are handling the United Pinball in Minneapolis, the Dakotas and Western Wisconsin. I. S. Mattson, of Sandler Distributing Company, Minneapolis, and King Glenn, of Mayflower Distributing Company, St. Paul, share the line in the territory.

Sandler reported he had some 506 in the Twin Cities region, and more would go out as they arrived from the factory. He also reported that the long-ago units will continue to be delivered to the St. Paul area.

20 Per Cent Boost

"Operators have no other cases in this territory, and they look forward to the new commission split as a real money-maker. They have the belief that the new split will give them the opportunity to make money," said Sandler.

Pinball games, which have been a popular form of amusement for many years, are now enjoying a surge in popularity. The games have been in use since December 8, 1934, when the city amended itsordinance to include $350 federal gambling stamps for the machines for the machines and the players.

Most of the 28 places that purchased the machines have noted an increase in sales and business. The total of $72,115 paid to the Internal Revenue Service, operators said that these payments were made "with the belief that the money was needed to help the game industry."
IN-LINE-PINS TO HIGH COURT

December 26, 1981, stated: "A different... decision than that reached by the Apples Court would destroy the... industry and result in loss of revenue for the... reason that... economic... beings... not... armed hands... team... the... Revenue Act of... machines which do not... guarantees... the gambling... stumps... tax... the... reviews... S. 5,000,000 a year... The... in some... Federal District Court of a... County tavern owner, who was fined... on a charge of... pinball games and... plants was... in the... In the... Oaths... regarding... the... machines... consideration... the... $350 tax as... the... The... after... the... of... S. 5,000,000 a year... The... a test case... Federal District Court of a...

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FEBRUARY 2, 1957

COIN MACHINES
THE BILLBOARD

86

discount

Continued from page 85

get to the Founda bill for quite a white.

December 26, 1981, stated: "A different... decision than that reached by the Apples Court would destroy the... industry and result in loss of revenue for the... reason that... economic... beings... not... armed hands... team... the... Revenue Act of... machines which do not... guarantees... the gambling... stumps... tax... the... reviews... S. 5,000,000 a year... The... in some... Federal District Court of a... County tavern owner, who was fined... on a charge of... pinball games and... plants was... in the... In the... Oaths... regarding... the... machines... consideration... the... $350 tax as... the... The... after... the... of... S. 5,000,000 a year... The... a test case... Federal District Court of a...
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High Ct. Gets In-Line Case

*Continued from page 9**

in Minnesota and Louisiana, where similar cases against pinball operations were subsequently dismissed. Federal Judge Donald Donovan, St. Paul, dismissed government cases against three defendants because, as was brought out in the Court of Appeals decision, the coin-operated slot machines in the **not adequately defined** in the Internal Revenue Code. (The Billboard, November 17.)

Donovan's action actually reversed several prior rulings on the same legal question by himself and other federal judges in the Minnesota district made earlier in 1938. An appeal by the state made by George MacKinnon, U. S. district attorney of St. Paul, included Judge Donovan's decision, that the U. S. Supreme Court decide on the federal $250 tax stamp law affecting pinball by appealing Donovan's decision. MacKinnon, in effect, admitted that the Appeals Court ruling dealt a mortal blow to the government's campaign against pinballs believed to be used as "gambling devices" and rejected a payment of federal $250 tax.

Explaining that the appeal was "indicative of the government's desire to keep the issue alive at both national and local levels" concerning pinball operations, MacKinnon, without actually saying so, hinted that there's a move to have the Supreme Court come from the U. S. Justice Department in Washington.

In New Orleans, Federal District Judge J. Shibly Wright similarly dismissed a case charging a pinball operator of making awards to players without having the federal $350 tax stamp (The Billboard, December 13). Judge Wright's decision was also, based on the previous action of the U. S. Court of Appeals. A number of similar cases had been pending in Louisiana.

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Say You Saw It in The Billboard
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Sawdler reported that as part of the trend to the new machines, there is another and perhaps more significant one—a radical switch in the commission set-up for the long-alley games.

"This has started a new concept in operation of coin machines," he explained. "Most of these machines are getting the location on commission splits of 65 per cent for the operator and 35 per cent for the location. Quite a few are 25 per cent for the operator and 75 per cent for the location."

He said coiners are doing a good job of selling the locations on this new commission split. "That's more," Sawdler said, "than being done on a contract basis."

"Should this continue as successful as it has," he asserted, "it could open a complete new avenue of thinking on the problem of commissions, with the operators, who are making the heavy investment in equipment, getting their full and fair share of the proceeds."

"I believe, it is one of the healthiest, most significant aspects of the entire picture."

Sawdler, who also has distribution rights for United in Iowa, said his Des Moines office, said he is just about finished with the drafting of a long-alley tournament plan similar to the one he introduced for operators in Des Moines. There, seven leagues are in operation on an 18-week basic rotation. Nettles is excellent, with wide interest backing it up. In, the remand of his Iowa plan are going to the Minot-Morton-Dakota-Wyo-.

A.M.I. - Continued from page 65

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ROCK-OLA POOL TOPS
4-HOLE BUMPERLESS RACE POOL TOPS

SLATE TOPS FOR RACI POOL
2-Hole, color of Bally & Rack

MD. COUNTY
Continued from page 65

that if the county begins to license pinballs, those with "gaming stampings should be labeled as "gaming devices" and removed. The county would be tacitly approving gaming devices if it starts licensing machines as amusement devices when they have federal "gaming" stampings, Machen declared. "I don't want to regularize gambling indirectly," he said. His concern toward county licensing of pinball "would be predicated on their being a pervasive amusement devices," Machen said.

Bally, Moloney
Continued from page 65

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Most Americans in these days could afford little in the way of entertainment, but they could afford a penny for three shots against ghosts, a nickel for the brief respite from worry that they found in plunging 10 balls thru a mysterious forest of pins, pikes.

While taverns were not among the potential locations during these days of prohibition, the Bally pinball did take on in beershacks, tobacco stores, drugstores, office halls, filling stations, railroad depots and roadside stands.

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SLATE TOPS FOR RACI POOL
2-Hole, color of Bally & Rack

MD. COUNTY
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