Ice Skating Industry Sharpens Its Blades

Rinks Recover From Wartime Prohibitions, Revamped Business Doing Spread-Eagle

By CHARLIE BYRNE

Chicago — Ice skating, a recreation that was relegated to the wings during the war and postwar years, is shaping up as one of the most important postwar developments in the amusement and leisure industry. The accompanying demand for facilities is being filled by amusement operators and would-be operators who have vied for years to get into the game.

There's a difference, however, from 25 years ago. Today's standards of play, as well as living, are higher. Today's skater demands comfort, not subject to temperamental whims, and is looking for something more than just a place to make for a pleasant outing. The answer is artificially frozen ice that carries with it better weather, adequate warming houses, refreshments, and the latest in skating equipment for both the young and the old. For these facilities the skaters are willing to dig into their pockets to buy tickets for a skating outing, and this is ever-increasing numbers.

Artificial ice in the United States and Canada has grown steadily. As the price of installation has come down—and experts claim there's no telling what it will do to the expansion of the sport. Well over 100 are currently operating and this number is being expanded by an additional 25 to 30 each year.

Geographical location is no longer a factor, and skating establishments are operating in the Sunlit South as well as in dozens of Canadian and Northern U. S. cities and towns where winter has a better name than snow. The entire country is taking on the appearance of a hot-and-wet-snowfall.

Rink Piped Chicago is typical. Aldo the park board operated over 100 in local rinks this winter, the vagaries of the weather at times turning them into miniature lakes. As a result, more than a little thought is being given to the construction of a $270,000 critical risk in Soldier Field, the huge lake that opens in the stadium. And the long-range plan is to replace a dozen or more of those facilities with one of the modern, man-made for sheets. Details already have a close to dozen of these.

Good Skating in the Desert

PHOENIX, Ariz.—Even cold-weather dodgers who trek here each winter for escape from the cold, have found skating. High on the list of attractions used to lure winter tourists to this city of sun are two modern ice skating rinks, the Coliseum and Jockey.

The idea has also caught on at other warm-weather spots such as Miami, where plans are being made for an outdoor ice skating spot, and Los Angeles.

NEWS OF THE WEEK

Consolidated Winds Up Southeast Sales Campaign

Anti-trust action by the government against J. P. Seeburg Corporation, maker box manufacturers, has been settled by a consent decree, judgment payable Seeburg and distributors from entering into any agreement which would restrain trade in the box making business. Page 78.

CNE, Profit of $125,000

All-Time Record for Expo...

The Consolidated National Exhibition at Toronto—North America's biggest fair attendance-wise—has shown all previous records. The 1955 Expo showing a profit of $512,731. Page 73.

CBS, L.A. Club join in

Woodland Park Foundation

CBS and the Los Angeles Golf Club have joined forces to develop a Woodland Park Amusement Park, on Beach Drive, Calif. The plan for the broadcasting network to enter the amusement park field was seen as a guarantee for CBS's participation in Disneyland, giant park in Anaheim, Calif. Page 80.

ABC Laces Up Tall Break,

Western, Bally's Holiday Service

ABC's new fall schedule is the most ambitious in its history. It lists such impressive properties as a new Yul Brynner hour dramatic series, three Westerns dramas and an hour and a half presentation of RKO's bio-pic, "The Virginian." Page 2

CBS-TV Files More Rebuttal

in Senate Sedation Probe

... What appeared to be the last skirmish in the Washington battle over the effect of network practices on TV film syndication occurred last week when CBS-TV filed a rebuttal to the counter-memorial comments filed last fall by KTVY President Dick Meyer, who started the first National Exposition. Page 9

Victor, Columbia Scheduling

Strong Album Product Release...

Victor and Columbia announced shipped extensive new album product. The Victor schedule, in addition to new recordings, includes test items of composer audio now repackaged for mass market. Columbia gramophone emphasizes quality above quantity, with strong promotion indicated. Page 15

Jack Connell Prep, in View: Ariel

Air Members Move to New Project

National Council of Dick Jocks for Public Service has announced that no further contract would be made with music industry firms in connection with financial support for the Council's work. Following their initial support, concerns are set to move to second project. Key jockeys express pro and con on Connell methods and operations. Page 18

SIXTH-YEAR-THIRD ISSUE

ASKS TO SEND SAUDI ARABIA JEWISH ACTS

NEW YORK — Michael Shaw O'Shea, publicity direc- tor for the American Theater Wing, has been sent ing entertainment units to tour national and U. S. Air Force bases, his legionary President Ei- ghtheen and King Saud to entertain Jewish per- formers to entertain our troops in Saudi Arabia.

O'Shea's fee such approval could be a major step in fur- ther good relations between our two countries. The trip is scheduled to begin early next month and will take the Wing's ensemble of 30 performers, including John J. Gentile, to a tele-gala in the President, O'Shea said in part: "The culture is an foreign tongue to us as to offer them very little in the way of ex- perience. It is your con- fidence if they're quat- hered to come and to visit the King and, should be cordially invited to do that." Page 3.

Atlantic Wint

William H. Barr, who operates a rink at the Atlantic Beachfront, is already contemplating two mores as a result of the big crowds he's attracted. Other successful opera- tions have been launched in Greene.

(Continued on page 55)

PRICE:
35 CENTS

ALL OVER THE WORLD

Overseas G. Puts
Out Millions to Hear
Music From Home

LP's Account for 70% of Annual Spending for Stateside Records

By REN GREVATT

NEW YORK — A multi-million dollar annual volume in record sales, is being shared by Army and Air Force overseas post exchanges, according to an industry source. According to the forecast for the procurement division, Army and Air Force Exchange System in New York.

Aggregate record sales in all overseas bases of an overwhelming majority of for long-playing rec- ordings. Over 70 per cent of records sold in all bases are LP's, while in Japan, LP's account for more than 80 per cent of sales. This pessi- misticly, considerably, and domestic consumption in the swing toward the LP, Stateside estimates place albums ahead in the sales derby in a ratio of about 45 to 55 overall.

Classical 30's

In the album field, the eye- opener is that better than 20 per cent of sales are in the classical category, and according to the AAFES spokesmen, this represents a heavy increase over the previous year. Last year, LP's rose to almost 20 per cent of the total, a constant figure over the past several years, while pop LP's account for almost all of all sales.

Other sales over the past year, the pictures is a less clear, owing to the fact that the overwintering of classicals and blues, and country material in ef- fect have also exists across the Atlantic. According to the Army of the Armed Forces Radio Service, which receives LP's at all its overseas outlets the same records that are being played in the states, the same records are acquired.

The jazz recorded in all the most popular records of the year, or jazz, was pointed out, may go as high as 25 per cent in sales to military forces.

Piracy Lower.

The transportation costs and local pricing conditions vary widely, the G. P.'s pay an average of 40 per cent off Stateside list prices for LP's and more than 20 per cent off for singles. Thus, Page 5

PX Juke Box Helps Sales

NEW YORK—Juke boxes are prime expense medium for record sales in Army and Air Force bases. According to official of the Army and Air Force Exchange Service, post exchanges, where records are sold, are almost always equipped with American made juke machines. Selections are changed frequently, and new entries are the same records that get strong programming support on Armed Forces Radio stations. Records for the boxes are sup- ply by the American Forces, through the United States, but local staff headquarters make their own arrange- ments for servicing of boxes.
ABC WEIGHS DAY RATE REALIGNMENT

MAY TAKE UP SPONSORS' IDEA OF ½ OF NIGHTTIME; SOME OUTLETS MAY UP NIGHTS

NEW YORK—As its first move toward battle for daytime business, the ABC-TV network is now considering the realignment of its daytime rates, focusing on the reduction of nighttime charges to one-third.

ABC is said to view such a reduction as a move to accommodate daytime audiences, thereby increasing daytime viewing levels. The network is considering splitting its daytime rates into two tiers, with the lower rate applicable to the first two hours of the day and the higher rate for the remaining hours.

Jerry Lewis Show Up for Bids

NEW YORK — Jerry Lewis has indicated his intention to bring his popular nighttime variety show to Broadway, according to the network.

The network is said to be considering the addition of the show to its daytime schedule, potentially as a replacement for one of its current programs.

Edwards Sale Set

On Cross-Plug Idea

NEW YORK — CBS-TV last week announced that when Brown & Williamson purchased the rights to the 1950s show "The News," they bought the rights to the 1951 show "The Big Four," as well.

The series was created by Aaron Sorkin and starred Elliott Gould as a private eye. It ran for three seasons on CBS and then moved to NBC for two more seasons, ending in 1960.

The show was produced by Touchstone Television and distributed by Disney-ABC Domestic Television. It is available on DVD and streaming services.
IMPACT

Kraft "Idol" Sells to Fox For Movie

NEW YORK—The impact of TV is not only demonstrated by the story of "The Single Guy," a one-week's Kraft Theater drama on NBC-TV, Wednesday-8:15. The Paul Revere & Sons commercial, which has been bought for a feature by 20th Century-Fox, is an example. And "Tony-Age Crush," the new tune to which Sandra Geryts is expected to score $500,000 copies on the Capitol label, based on its send-off on the Kraft show. Sandra herself has been signed for three appearances on future Kraft shows and it is being considered as the lead for the feature picture.

Sponsor Ship Shifts, Makes Buy to Get Contiguity

NEW YORK—Standard Brands has embraced the contiguity principle on NBC-TV daytime. The advertiser has just bought alternate Tuesdays, 4:45-5 of "Queen for a Day" to couple with its chance sponsorship of the following hour of the same program.

It already owns the Tuesday 4:45-5 segment of Tennessee Ernie Ford's show, which will switch to Friday quarter-hour sponsorship of the same property to Tuesday, 2-30-55 beginning April 2. By use of contiguity on Tuesdays, Standard will now be paying $70 per eoy of the evening hour instead of 50.

TV'S BIGGER RANGE

More Cowhands on Horizon For Webs' Fall Schedules

NEW YORK—The common expectation in TV circles is that this season's programming trend will continue. Talk is that by next season there will be a high number of such programs available to viewers in nighttime slots, close to the eight major networks.

The most persuasive factor in this analysis agencies and networks works toward this trend is the Westerning of this summer's season. The Phonon Program Type Conclusions for December point out that eaters lead all other program types.

Other factor applying the interest of the buyers is the relative risk free ride that Westerns have given their sponsors up to the present. In a mediocre "Zane Grey Theater," the Friday 8:30-9:00 NBC-TV stance and the sole one of the strong contenders for the title of most important network show, according to many of its ratings.

The casualty rate of other program types is exceptionally high, according to trade sources. One network executive figures that, for example, some of the more established program comedies have one chance in 10 and some of the new program types, such as comedy and Westerns, have 50 percent chance. It's a mark of the quality of the Walter Winchell show, "Stanley," and the Herb Shribman shows which have already been given notice.

The Westerns are usually few. Last season "Frontier" got the ax at 7:30-8 a.m. slot. It was, however, upset against Jack Benny & Private Secretary, a potent CBS-TV combination. This season Ray Rogers will probably put out the pasture by General Foods. Rogers and his equire pal Capers have been eating high up on the TV hog for many years. Their departure after so long a time is natural.

The indication of the burgeoning trend is the buy of "Wells Fargo," Mystery Theater, NBC, by American Tobacco and General Foods. Another indication is that ABC-TV will probably dump "Conflict" which alternates with "Cheyenne" in the Tuesday 8-9 p.m. slot.

"Cheyenne," a Warner Bros. property, has shown tremendous rating strength in its time period in contrast to "Conflict," which doesn't do as well.

What these fellows will crack the nighttime barrier next season in or before is anybody's guess. It's the market. At least 25 are in various stages of preparation and will be appearing on the market shortly.

 Movies in TV

Upset "Lux"

NEW YORK—"Lux Video The- ater," the Thursday night 10-11 p.m. drama on NBC-TV, is having trouble. The program presents stories which are based on real-life, real-old, non-fiction properties, and has made a huge number of covers and ads. Unfortunately, the release of TV to large backlogs of motion pictures this season from the studios of MGM, Warner Bros. and Columbia Pictures, unlike which can be a large number of full-length features to which Lux Video has already bought the show rights. Consequently, Lux now finds itself competing with features to which it owns the property.

Putting aside the fact that Lux will have to find new dramatic material for the show if it wishes to stay in the first-night-time period which it carried over from radio.

Several Cut Back

On NBC Daytime

NEW YORK—Procter & Gam- ble has relinquished its five open- ing quarter hours of a block of Tennessee Ernie Ford daytime drama on NBC-TV. In addition, NBC-TV has decided to drop its alternate Friday 4:15-4:30 segment of "Queen for a Day.""Queen for a Day" was able to back- to back alternate week sponsorship of this program, as well as Wednesday 4:15-4:30 time slot.

PROGRAMMING—

The key to successful TV advertising

THE BILLBOARD—

Saturday, 11 a.m. program...
YEARS BEST

Sullivan and ‘Lucy’ Head ‘56 Nielsen

CHICAGO—The A. C. Nielsen Company Television Audience Research, Inc., has announced the top ratings for the week ending June 23. The same ad

NEW YORK—The summer rerun pattern was well established in TV this year. American Tobacco and NBC bought between 10 and 12 half hours of the villain version of “My Favorite Husband” to run throughout the month and Cower Champion in The Sunday 10-10-11 on NBC TV. CBS-TV is also considering the purchase of reruns of the “Seabright Series” for showing this summer. The price to the web will be 10,000 gross for one showing or between 15,000 and 16,000 gross for the second showing. A total of 39 of these films will be used in four series, all of which will be programmed on Saturday and Sunday afternoons during the summer.

A departure from the rerun, however, is the purchase of a new series, “Renee, the Detective,” by General Foods at a re-placement showing for the daily “Morning Concert” on the Monday 9-20-10-11 on slot on CBS. None of the above have been bought “Those Wishing Girls” to replace “I Love Lucy,” Monday on the same web.

herever will use a similar number of shows of an MCA-TV series titled “Adventure Theater” as a complement for “The Five O’Clock Gang” Saturdays 10-30-11 on NBC-TV.

WBC Huddle Lines Up Leaders in TV

BOSTON—A number of prominent figures in the TV industry were leaders in the Westinghouse Broadcasting Company’s public service program. It featured a discussion between Ernie Sullivan, Bob Carroll, and Harry Allen. There have been invitations.

NBA Research Boosts New York—Three promotions were made last week in the NBA. Tom Sullivan, NBC, has been named director of research, Allen R. Cooper, director, corporate planning, and James H. Counsel, staff assistant, program planning.

Automotive & Petroleum Sponsors

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<th>HOME VIEWERS PER COMMERCIAL MINUTE</th>
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The chart is the TV industry’s only guide to the estimated dollar gross return on commercial time per 1,000 homes. The figure is based on research findings and is the result of a calculation where the dollar gross return on commercial time per 1,000 homes is projected from the same figure for the NICB’s Top 100, which are the top 100 programs of the week. This figure is based on a calculation where the dollar gross return on commercial time per 1,000 homes is projected from the same figure for the NICB’s Top 100, which are the top 100 programs of the week.
From coast to coast
M-G-M FEATURES
have captured the
heart of America!

In only a few brief months, 
MGM-TV has revolutionized the 
telecasting scene. In market 
after market, the signs of success 
are seen—not only in record ratings 
but also in upped billings and 
greater prestige and profits. If you 
have not done so already, inquire 
today as to the availability of 
the M-G-M library in your area.
New Programs Give NBC Bright Outlook

NEW YORK—NBC is holding its breath and hoping that the second half of the current season will see a change in its programming fortunes. Indications are that the changes it has already made in its programming are beginning to pay off. And now of its current program, the Steve Allen show, is beginning to prove a first-rate basis for NBC's Ed Sullivan on Sunday nights.

Allen's Tuxedo topped Sulli- van's for the first time last week with "Twenty-One" r a n only four weeks behind Allen's "Love Lace" in the Monday night 9:30-10:30 slot. In addition, "Bosie," the new NBC show occupying the Fri- day 8:30-10 slot, has shown strong initial ratings against CBS- TV's "West Point."

Big NBC questions now are "Wells Fargo," which goes Monday through Friday at 8-9:30 for American Tobacco and General Foods in late March, and "Fannie," which takes over about the same time for 20th century at 9:30 for Chesterfield and Max Factor. Should these two shows click, they could change the complexion of the audience battle between the two networks, NBC and ABC, in the second week of the thick of the thick.

Meanwhile, the NBC daytime program "The current holding's stories" will be a change for earlier programming, which has usually been a "Popene" and "Rags Bunny" shows over about the same time. "Popeye" is about half a dozen rockets including Columbus, O.; Detroit and San Antonio.

If it materializes, the Post deal will be another in a series of bright spot programming using these local carriers. "The Zipper" shows which have a circulation, usually about 30 to 50 percent, have been gaining in the week. This type of giving away has a circulation interest in the usual spot flexibility and economy, plus a merchandising program identity.

"Popene" and "Loony Toons" cartoons which are distributed by Associated Artists Productions, too, are in varying impressive rating counts.

J. Rabinovitz, Accas Named ABC Officers

NEW YORK—Coren and Kalmus, newly returned to ABC TV, and Universal Pictures, have been added to two posts of "administrative officers" for the network.

The forery and Kalmus will handle all finance and advertising for the shell, in cluding new sales, sales and promotion. The latter will handle internal functions, including financial, labor and contract problems and policies. Both report to chief Ollie Turey.

Another change, executive Richard Frenzel has joined the network as director of labor relations, former NBC TV legal department this week.

RESTLESS PEOPLE

Donald O'Brien has been named accounting manager for California; he has been in the service of Turner Field, Robert Hildreth and William Pliny have joined the ABC staff of "Time and Space on NBC TV."

DeWard Jones has been appointed general manager of the "Dine and Kalam public relations office."

Ted Flay has joined the new director of operations and sales for the Cleshedent Televising Sys tems, and Bud Tweigs has been elected veepee and Los Angeles manager of McCausrick-Kirson.

Ed Morrow received the Navy's highest civilian honor last week, the Distinguished Public Service Award. As a result, Les Hammar has been named public relations director for WABC-TV.

Post Asks Buy On "Popeyes Where It Can

NEW YORK—Post Cereals, a long-time user of daytime kids shows, has reported last week to have noticed a number of stations which it wants to buy participation in local "Popeye" shows wherever available. Post is already reported to have bought a spot a day on "Popeye" is about half a dozen rockets including Columbus, O.; Detroit and San Antonio.

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NEW YORK—Off to a rocky start during the debut week, "Tonight!" to Map Changes During Run

Among the changes will be the presentation of "Tonight!" to maps changes during the week. The Sunday nightly will be "Tonight!" to maps changes during the week. The Sunday nightly will be the "Golden Dome." Limited executives, Today and Home.

Linkman recognizes the need for changes on the night of the strip, and that feels that the show will program show an improvement in programming in forthcoming weeks.

On Southern Stations

Midwest Stations

On Eastern Stations

Fights.

WABC-TV (4) has announced the addition of "The Couple to the Week." The show will air at 7:30-8 p.m. on Thursday nights.

On Southern Stations

Midwest Stations

On Eastern Stations

On Western Stations

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WABC-TV (4) has announced the addition of "The Couple to the Week." The show will air at 7:30-8 p.m. on Thursday nights.

On Western Stations

"Fights."

WABC-TV (4) has announced the addition of "The Couple to the Week." The show will air at 7:30-8 p.m. on Thursday nights.
"The LAWRENCE WELK Show was by far the outstanding buy. This is one that is a virtual give-away!...admittedly reaches a big audience ...(even) more conspicuous for its efficiency (direct sales returns!)


(GENERAL TELEVISION CATEGORY)

FIRST ... LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand HOMES .......... $1.10
FIRST ... LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand MEN VIEWERS .... 1.12
FIRST ... LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand WOMEN VIEWERS .... .92

(COMEDY, VARIETY & MUSIC SHOWS)

FIRST ... LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand HOMES .......... $1.10
FIRST ... LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand MEN VIEWERS .... 1.12
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(AUTOMOTIVE & PETROLEUM SPONSORS)

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FIRST ... LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand WOMEN VIEWERS .... .92

Second ... LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand CHILDREN VIEWERS 2.31

Heartiest Congratulations to
Lawrence Welk and his 2 Television Sponsors
DODGE and PLYMOUTH

Personal Managers
GABBE, LUTZ & HELLER
1626 N. Vine St., Hollywood 28, Calif. • 119 West 57th St., New York, N. Y.
Phone: Hollywood 9-1993 • Phone: Circle 5-7998
Jones Accents Day TV in Minn. Speech

MINNEAPOLIS—In his speech before the Minneapolis Advertising Clubs here last Wednesday (30), Mede S. Jones, president of CBS-TV, underscored the network's faith in daytime television. While emphasizing the many changes in the industry over 10 years, he spoke in detail about the daytime operation and its future, because, as he said, it "has brought such a startling change in the habits and psychology of Americans."

The success of daytime TV, he said, has refuted the arguments of the early days that women would be too busy to watch television. He noted that last fall 7,000,000 homes were tuned on during the average minute between 10 a.m. and 5 p.m. to account for a daily viewing of 49,000,000 hours, a 25 per cent increase over the fall of 1955.

The day-to-day sales job makes daytime TV "an advertising medium of enormous power and proportion," he said, noting that the average CBS daytime reaches 11,785,000 U.S. homes during a month, and, at an average of five and a half times a month, a show delivers a total of 61,000,000 impressions during that time. Frequent advertising impression has been a central principal of CBS-TV's broadcasting policy, he said, and further developed that to bring up the point of "habit" viewing.

Habit Viewing

Daytime shows specialize in habit viewing, and that, coupled with the household's shopping habits, should bring "a glitter to the eyes of the ad-supporting advertiser."

To be remembered also is that over 60 per cent of the daytime audience is women, the family breadwinners. Jones further underscored the daytime as a sponsor's bargain and concluded his remarks on the subject with facts and figures of CBS' operation.

Although most of the speech was devoted to daytime programming, Jones also noted the growth and advantages of TV in general. He pointed out that Minneapolis-St. Paul now has seven and a half hours as many as were in the whole country 16 years ago, that viewing has reached 200,000,000 hours a day—about 3,000,000 per day here. He emphasized the impacts of the medium's making all Americans aware of national and international events, of the medium's impact on the general economy, its social force, etc.

In conclusion, Jones predicted further great increases in TV. The number of homes in 1952 would reach 41,000,000, he said, with the hours per day reaching 260,000,000 or 15,000,000 more than in 1958.
### Syndicated Films Comedy

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<td>My Little Margie (NRC)</td>
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<td>Sonny (TPA)</td>
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<td>121</td>
<td>4.</td>
<td>Great Gildersleeve (CBS)</td>
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<td>5.</td>
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<td>Life With Elizabeth (CBS)</td>
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<td>My Hom (CBS)</td>
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<td>The Goldbergs (CBS)</td>
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### Syndicated Films Mystery

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### Syndicated Films Music

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<td>Rocket Squad (ABC)</td>
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<td>Cade 3 (CBS)</td>
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### LIVE AT 11:15 IN BOSTON

- **Monday**..."FORD THEATRE"
- **Tuesday**..."CHINA SMITH"
- **Wednesday**..."FEDERAL MEN"
- **Thursday**..."BROKEN PEARL"
- **Friday**..."HEADLINE"

ADVENTURE UNLIMITED! week nights at 11:15 in Boston

Schubert, Alpha TV to Film New "Boy Pioneer" Pic

NEW YORK — Bernard F. Schubert, producer-publisher of TV Reader's Digest, "Topper"...
Big Movie Matinee
with
San Francisco's Mr. TV
Del Courtney
Monday-Friday, 4:30-6:00 p.m.
COMMERCIAL CUES

TURN ON THE LIGHT
Since National Electrical Week is February 10-18, McCann-Erickson has thrown up a special campaign for Betty Furness to do for Westinghouse. The commercial will be shown on television, radio and in theatres. It will speak of the path to energy's future. There will be cars running automatically on their own, free of human control. A stream of oil will light up, a wall of light that can change color, television and cooking devices. Miss Furness will conduct the tour.

NAME IN THE NEWS
Virgil E. Ellsworth, former perry of Mercury-International Pictures, will head the Commercial and Industrial Film division of M-G-M's TV operations in New York and Chicago are being selected. Joe Harvey has made a 20-second spot on behalf of the 110th Indianapolis of America. The plug was released last Friday (1) out of 150 stations.... Al Hadler is the new head of the Railway Pictures spotlaying Anderson has joined Pathescope. . . . Add the 'voices' of a parrot and a male electric plug to Allen Swift's cads.

EDS
The current issue of American Cinematographer has a cover story on the techniques used by Transfilm to shoot Lionel TV shorts. ... The Los Angeles Art Directors has included a two playhouse Pictures animated commercials for its December show of Western Advertising and Editorial Art. The ideas are "Ping, Ping, Ping," made for Richfield Oil, and "Boomerang a Trump," for Lewis Haves.... MBS's busy, "The Petrified River," a industrial trial of uranium, has been made by MBO Productions for Union Carbide & Carbon, and MBO Television Films has wrapped up a commercial series for Cameo Cleaners.

• TV Commercials in Production

This week's list of commercials produced during the last full preceding month, with all industries covered over the course of a month's inactivity. The following is a list of the names, with the list of commercials locally: LA—Live Action: FA—Fill Action: SA—Sent Action: MB—Mental Action: 1—Book: 2—Commercial: NA—Not available.

(Continued from last week)

<table>
<thead>
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<th>Sponsor, Product &amp; Agency (Show, if any)</th>
<th>No. (Seconds)</th>
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<td>Home Building Associates</td>
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<td>Fines Furniture, Gulf Coast Ad.</td>
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<td>SA</td>
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<td>Armstrong-Brubaker Extension Solutions</td>
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<td>General Electric, Ingersoll, Burdett,</td>
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<td>Burdett, Detorie &amp; Gibbons (G.E.</td>
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<td>Detorie)</td>
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<td>M. A. Fine, Co.</td>
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<td>P. E. Detorie, Co.</td>
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<td>Detorie &amp; O'Brien</td>
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<td>Washington Machine, Young</td>
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<td>Westminster Col. Corp.</td>
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<td>dissembler, Fuller, Smith, &amp; Co.</td>
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<td>Montgomery Bros. &amp; Co.</td>
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<td>T. O'Neil, Inc.</td>
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<td>Tutt's Path.</td>
<td>1 (60), 2 (30)</td>
<td>SA</td>
<td>All-Scope</td>
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<td>Mapco Tool Corp.</td>
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<td>Sperry, French &amp; Downtown</td>
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<td>RCA, Kennay &amp; Richard (10)</td>
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<td>Columbia Record Co.</td>
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<td>RCA, E. &amp; D.</td>
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<td>T. O'Neil, Inc.</td>
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<td>Johnson, Point &amp; White</td>
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<td>Ford Mfg.</td>
<td>1 (15)</td>
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</table>
| (Continued next week)

New TV Spot Campaign Chart

(Continued from page 6)

On Southern Stations

Advertisements for the Ted T. Ralston Real (1), "Even" (1), "Bennie" and "Ferrell" (3)

On Rocky Mountain & West Coast

Advertisements for the Ted T. Ralston Real (1), "Bennie" and "Ferrell" (3)

Distsirs Have 17 of Post-'48 Pix on UA List

NEW YORK—The list of post-'48 United Artists releases published in The Billboard included 17 titles that have already been put into TV by independent distributors.

The UA list includes many of the NBC films that have already been released in TV and the TV distributors that have TV rights. The following are the titles: "The Admiral Was a Lady" of 1948, "Another Man's Poison," "1932" crime. This film has been leased to the post-'48 film syndicate, others are being considered. This is not due to clearance problems on this show. Also, the availability of the film is due to the dump of the UA line, the distributors have TV rights. The following are the titles: "The Admiral Was a Lady" of 1948, "Another Man's Poison," "1932" crime. This film has been leased to the post-'48 film syndicate, others are being considered. This is not due to clearance problems on this show. Also, the availability of the film is due to the dump of the UA line.

CBS at Bat in Moore Film Syndicating Fuss

WASHINGTON—Syndicated TV film programming is not in any way a "fad," a CBS statement to the Senate Commerce Committee last week. Also, "Any non-net programming is not only available, but gains access to the best viewing hours on non-syndicated stations." If the Senate just says, "This is not due to clearance problems, in which case to ascribe it to the dump of the UA line, the distributors have TV rights. The following are the titles: "The Admiral Was a Lady" of 1948, "Another Man's Poison," "1932" crime. This film has been leased to the post-'48 film syndicate, others are being considered. This is not due to clearance problems on this show. Also, the availability of the film is due to the dump of the UA line.

KTLA Movies 2d On Pulse L. A. List

NEW YORK—The Pulse December listing for Los Angeles in last week's issue of the Billboard somewhat scattered the second, third week, weekly feature film programs. The second show actually included a "Warmer Box Premiere," KTLA, Sunday, 7:30 p.m., with the "December Pole average of 14.7." The "30th Century-Fox week" is more down to third place in that listing. The top movie program in Los Angeles was "Colgate Theater" with 26.2.

NBC Eyes Davis Show

NEW YORK—NBC-TV is considering the Joan Davis show, the pilot of which was used last summer for ABC-TV, as a summer replacement series. ABC failed to sell the comedy series as a winter show for this season.

(Continued on page 13)
## PULSE LOCAL RATINGS FOR DECEMBER

The television industry's most complete index of top local TV programs and spot adjacencies.

### SAN FRANCISCO

<table>
<thead>
<tr>
<th>Network</th>
<th>4 TV Stations</th>
<th>4 TV Stations</th>
<th>Population</th>
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<td>KRON M-F</td>
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<tr>
<td>CBS</td>
<td>KRON M-F</td>
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<td>FOX</td>
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### MILWAUKEE

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<td>CBS</td>
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# Post-48 Pix in Republic Vaults

- *Continued from page 10*

**SECRETS OF MONTY CARLO—1951**
**THE LOVE OF MARYR—1951**
**THUNDERBALL—1952**
**LADY AND THE TRAMP—1955**
**SHERIFF OF WICHITA—1950**
**BEYOND THE BLUE BARRIER—1952**
**HIGHWAY—1952**
**SUGAR—1952**
**THE VAMPIRE—1952**
**THE TALES OF COLUMBUS KIRK—1953**
**TAXI—1957**
**THE LONE RANGER—1957**
**CAPTAIN america—1957**
**Davy Jones—1957**

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**SWEETHEARTS ON PARADE—1935**
**THE RED MAGICIAN—1935**
**RED LION—1935**
**MADONNA—1935**
**THE ADVENTURE OF SHERLOCK HOLMES—1935**
**THUNDERBIRDS—1952**
**THE NATURE OF MAN—1952**
**THE THUNDERER—1952**
**THE THREE FRIENDS—1952**
**THE SUNieres—1952**
**THE SUN—1952**
**THE SUN—1952**

**THE SWEETHEARTS—1951**
**THE LONE RANGER—1951**
**CAPTAIN america—1951**
**DASHING MR. DIXON—1951**
**SHERIFF OF WICHITA—1951**

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**THE TAILORED HEADDRESS—1956**
**THE YOUNG VIKINGS—1956**
**THE VAMPIRE—1956**
**THE ADVENTURE OF SHERLOCK HOLMES—1956**
**THE COUNTRY AND THE CITY—1956**
**THE KOREAN WARS—1956**
**THE STORY OF A JULIET—1956**
**THE THUNDERER—1956**
**THE YOUNG VIKINGS—1956**
**THE SUN—1956**
**THE SUN—1956**

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**SWEETHEARTS ON PARADE—1935**
**THE RED MAGICIAN—1935**
**RED LION—1935**
**MADONNA—1935**
**THE ADVENTURE OF SHERLOCK HOLMES—1935**
**THUNDERBIRDS—1952**
**THE NATURE OF MAN—1952**
**THE THUNDERER—1952**
**THE THREE FRIENDS—1952**

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**THE TAILORED HEADDRESS—1956**
**THE YOUNG VIKINGS—1956**
**THE YOUNG VIKINGS—1956**
**THE SUN—1956**

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**SWEETHEARTS ON PARADE—1935**
**THE RED MAGICIAN—1935**
**RED LION—1935**
**MADONNA—1935**
**THE ADVENTURE OF SHERLOCK HOLMES—1935**
**THUNDERBIRDS—1952**
**THE NATURE OF MAN—1952**

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**THE TAILORED HEADDRESS—1956**
**THE YOUNG VIKINGS—1956**
**THE YOUNG VIKINGS—1956**
**THE SUN—1956**
Col. Hand-Picks Top Feb. Releases

Policy to Cue Quality over Quantity; Big Push in Works

NEW YORK—Colambia Records has hinted that its February packaged product—a total of 18 albums containing many highlights and designed to emphasize the label's accent on quality rather than quantity. Included in the new product are the pop and Masterworks' March tours of the month, the former being "Suddenly It's the Hi-Lees" and the latter, "A Symphony of Rigoletto." Both are expected to be smash sellers.

It is notable that the Hi-Lees' package is the group's first for Columbia, and it constitutes the first time the label has used the B-M-O as a device for introducing a new talent. As for the Masterworks' B-M-O, which is to be called, has scored tremendous sales both in regular and B-M-O releases.

The pop product includes "A Dance With Death," a Rollins and Marion fantasy, about the history of jazz, "Adventures of the Heart" by Frank Sinatra, "Top of the Hill," a package including 13 of the label's smash singles such as "Singing in the Rain," "You Don't Own Me a Thing," "Hi-Fi Band Concert," with Martin Cohen; "Listen to the Children," "Johnnie Ray's "Don't Even Think About It," "Banjo Joe," and packages by the Carl Smith Trio, Sammy Kaye and Robert Barbour.

The Ellington package, "A Drum Is a Woman," is scheduled to be done on the U.S. Steel show on May 8, starring Geoffrey Holder, with choreography by Paul Godin. This is believed to be the first time a jazz figure will have kicked off an hour-long TV show.


Richard Strauss works are carried on three other sides. These include "Sinfonia Domestica," "Le Bourgeois Gentilhomme," "Rheingold" for Piano and Orchestra. There are also two sets of Strauss: "The Great Gurnar," the story of the life of helium, written by William von Kopp, and the String Quats., Opus 74, 135 and 35.

Montilla to Launch New EP Grooving

NEW YORK—Montilla Records, up till now a producer exclusively of LP's, will launch its first 45, "I Can't, I Have to Go," by Tony Con and Ginny theater in San Francisco, at the February 4 show starring Harry Sullivan, general manager for the company.

R. O'Connor
Producer of Cap Longhair

HOLLYWOOD—Cap Records, in addition to its current executive department, has announced that Ralph O'Connor, as a producer of classical music in the Army's series and repertory department.

O'Connor's appointment is effective immediately, and he will report to Francis Scott, director of album repertoire for the label. He comes to Capitol after a 10-year association with the Standard Oil Co., as public relations and exhibition officer for the "Standard Oil" radio and television shows and the "Standard School Broadcast." Additional experience includes work at Warner Bros., Saalfield, and various Hollywood firms.

LP Price Cuts by Majors
May Be Rough on Indies

"Traffic Stimulation" Deals
Cue Tug of War in Pkg. Field

NEW YORK—Major diskeries are showing a tendency to shave their own profit on albums, with the result that the indie diskiers are finding themselves in more competitive situation with regard to the package business. The pressure on the independent label is direct when it stems from the various price reductions the majors are making at the majors at the consumer level—such as the Victor Save-On Records program, the Columbia "One Week Sale," the Monty Epic's special Cleveland Orchestra season, and the "Save On" studio sets.

In all of these promotional deals, the dealers' profit is not significantly reduced, and although a wider consumer market is being created, it is not secret that part of the majors' overall philosophy lies in the protection of their own share of the market, against the independents.

Mercury Pops With Foreign
Disking News

CHICAGO—Mercury headquarters was hopping last week with news items about overseas activities.

Perry Ivy Green announced a pact with King Records Company of Tokyo for distribution of Mercury wax in Japan, Korea and Okinawa. Mercury will supply tapes and masters to King, which owns the city's largest record store, the Tower Records, and has the biggest seller of Victor records in the Tokyo area.

Similarly, Mercury will experiment with distributing local pressings of King repertoire to Japanese-American stores. Mercury also was offering some Nippon instructions to King.

The deal was negotiated for Mercury (Continued on page 44)

RCA Feb. Albums
Spotlight Repackaging

Multiple Disk Sets Broken for Single LP Issues to Mass Market

NEW YORK—RCA Victor's February package release spotlight the recent trend toward repackaging of tested material with an eye to mass market appeal. This is the third true in the classical field, where Victor has broken down to single LP's a number of excerpts from previously issued multiple disk sets by top named artists.

Alongside there are nine packages in the Victor Red Seal series, 20 in the pop and 9 in the low-priced Camden series.


Bethlehem LP's
Upped to Sell
At $4.98

NEW YORK—Effective immediately, Bethlehem Records LP's will carry a suggested retail price of $4.98. The price, from $4.98, the recall made about a year ago, will bring the LP's up to the bulk of the catalog, excluding several long, series on the low-priced and the low-priced items.

This week, Bethlehem will release its latest demonstration "jumper," a sample, including 10 selections from as many different regular-line sets, tailoring at $1.98. Title is "Bethlehem's Best," and selections by Dale Ellington and Sal.
Merc. A.&R. Slot for Shad Via Team Exit

NEW YORK—A long period of calm on the Billboard scene front ended suddenly last week when Columbia A&R chief Joseph L. Frank turned over his full-time assistant, while David Carroll stepped into his shoes. Carroll, a native of Chicago when Eastern activity called for additional a&r staff, has worked for Columbia with Patti Fugi in Hollywood, since five years ago he later switched to Decca for a brief, but valuable, period. He now takes the A&R slot vacated by Arfaro in the EmArcy jazz label as a Mer-

Imperial Gets Track Rights

HOLLYWOOD—Greater diversification of its disk product in the future can be expected from coast-based Imperial Records, as a new disky last week completed negotiations for the acquisition of special sound track rights to its first motion picture, "The Man in the West." Film, currently in release, was scored by Ralph Rainger, who previously gained fame in his "Men in the Golden Arm" package. (Continued on page 29)

RCA A.&R. Revamp in Works, East, West

HOLLYWOOD—A revival of the RCA Victor artist and repertoire format that appeared in New York in 1958, appeared last week, with the upcoming changes to be completed in a series of meetings beginning Monday (4) in New York. A change of personnel on the coast is definitely in the works as the late Victor artist chief, chief of the pop singles department, re-

CRA in Raid On HMV, Incs

LONDON—Effective this No-

Am-Par Buys

NEW YORK—ABC-Famous last week purchased three masters—one the Welcome End Record Cor-

Cleveland Deal Cues

The Cleveland Orchestra promo-

Bell Really Tells for 78's

NEW YORK—The long-

ECUURY 9, 1957

16  MUSIC-RADIO

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NEW YORK—The long-
ROY HAMILTON HAS JUST RECORDED A TWO-SIDED SMASH!

A MOTHER'S LOVE

A SIMPLE PRAYER

EPIC 9203 & 5-9203
NCDJ to Quit Fund SS Solicitations

By MILDRED HALL

WASHINGTON — It now appears definite that the protests of the American Society of Composers, Authors and Publishers (ASCAP) against the efforts of Richard D. Hennesey, the head of the House Small Business Committee, have been heard and will be acted upon by that body. The most recent evidence of this is the fact that the ASCAP members have now been given the opportunity to vote on the proposed legislation, which was introduced on April 25 by Representative Hennesey.

In making his speech on the bill, Hennesey stated that the ASCAP has been given the right to vote on the bill, and that he is willing to consider any amendments that may be offered by the ASCAP. The ASCAP has been granted two days to consider the bill, and has been given the opportunity to present its views on the bill.

The bill is an amendment to the copyright law, which is now under consideration by the House of Representatives. The bill would provide for the establishment of a new copyright law, which would give the ASCAP the right to control the use of its works, and would also provide for the establishment of a new copyright registration system.

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ride the COMO comet

PERRY AT HIS ALL TIME BEST

"MI CASA, SU CASA"

(MY HOUSE IS YOUR HOUSE)

Words and Music–Hoffman and Manning

RCA VICTOR 47-6815

b/w Around and Around

RCA VICTOR RECORDS
Millions for J. S. Disks; LP's 70%  

**G. I. WALLETs**  

**Eddy Arnold**, 'A GOOD LOOKING BLONDE'  

(ABC-Victor 47-0771)  

Eddy Arnold's fast-breaking re- 

Continued from page 1  

**THE STAR YOU WISHED FOR**  

LORNA, DAME and DÊO  

LONDON NEWS and ENTERTAINMENT SERVICE  

**A GROWING NATIONAL STORM!**  

TARUS PUBLISHERS, INC.  

**TERESA BREWER'S new hit**  

**I'M DROWNING MY SORROWS**  

MILLS MUSIC, INC.  

**DEREK BYTHEG  

BETTER THAN TRANQUILIZERS**  

**VICTOR INDIANA's new hit**  

**KIMO to 100% C & W Music**  

INDEPENDENCE, Mo. — Statio 

Continued from page 18  

**NCDJ to Quit Hustling $**  

The image contains a page from a newspaper or magazine article, featuring text that includes advertisements, music reviews, and editorial content. The text is not concatenated into a single block of text due to its nature as a scanned page. The content appears to be related to music industry news and events, including album releases, store openings, and promotional activities. The date visible in the upper right corner is February 9, 1957.
FEBRUARY 9, 1957
THE BILLBOARD
MUSIC-RADIO

THE HOTTEST COMPANY IN THE BUSINESS

with the biggest half dozen in the business

TERRY GILKYSON
MARIANNE
b/w
GOODBYE CHUBBUTA
40817  •  4-40817

FRANKIE LAINE
MOONLIGHT GAMBLER
b/w
LOTUS LAND
30780  •  4-30780

JOHNNIE RAY
YOU DON'T OWE ME A THING
b/w
LOOK homeward angel
40803  •  4-40803

GUY MITCHELL
TAKE ME BACK BABY
b/w
KNEE DEEP IN THE BLUES
40820  •  4-40820

THE FOUR LADS
WHO NEEDS YOU?
b/w
IT'S SO EASY TO FORGET
40811  •  4-40811

JILL COREY
I LOVE MY BABY
(My BABY LOVES ME)
b/w
EGGHEAD
40794  •  4-40794

COLUMBIA RECORDS

www.americanradiohistory.com
NEW PRODUCTS

MERCO ALL-TRANSISTOR CLOCK RADIO $34.95

The Merco Recording Company has developed an all-transistor radio priced to the consumer for under $30. The unit weighs less than two pounds and is available in four different colors, trimmed with gold. One 9-volt battery will power the set for more than 700 hours. A heavy-duty 4-inch speaker permits full volume room readings.

FISHER COMPLETE AM-FM RADIO IN ONE CHASSIS

The customers need only a record changer and loudspeaker to have a complete high fidelity unit when they purchase Fisher Radio's new model 505. The 505 is complete AM-FM radio receiver, wife stereo speakers, a 30-watt amplifier in one complete chassis. The 30-watt amplifier has a wide response from 10 to 32,000 cycles and can handle up to 60-watt peaks. User’s net price is $269.95.

MAGNAVOX PHONO TIPS

Magnavox's New Horizon (Model 239C) has a 4-watt amplifier, two 4-inch speakers plus a 5-inch high frequency speaker. Four-speed changer is located under a top sliding panel. An easily concealed storage space also provided. The unit is priced at $130.50. It is also available with AM radio as Model 239G. The price of the radio phone model has not been announced.

To the point-of-sale size provided by Columbia, Graymat has added a touch of its own. It has set up a large open-face display with nothing but "dream" merchandise to the left of the special browser. The display has a list to do with the firm's success in this program.

ANOTHER LOOK

How EP 'Dream' Deals Progress

Last week, three national, big-circulation magazines carried RCA-Victor ads announcing the drop in the price of EP records. Life, Look and the Saturday Evening Post may have influenced the buying habits of record collectors in some markets but, in Trenton, Ill., they didn't cause a stirp, according to Irving Rosen- berg, owner of the Record Room there.

"The way I see it," says Irv, "is that our customers are already EP buyers. They've been buying EPs and they'll continue to buy EPs. A change in the price doesn't make any difference.

Irv Rosenberg intends to help the EP promotion along. Already, he has put in a window featuring EP merchandise and the reduced price is played up big. In the display fixture, a special EP rack will be installed in his store to replace an LP rack that is being torn out. He also plans newspaper advertising on the price drop and develops his experience has shown him that such ads don't pay off in sales in his territory.

"I believe," Irv points out, "that the strongest effects of the price drop are not going to be felt immediately. Those alone will tell. Whether we'll have any effect on the public's buying habits until next fall, then, maybe they'll be convinced of what a good buy the EP is at $1.25.

His relationship with other dealers haven't changed his mind.

"I talked to dealers in Philadelphia," Irv says, "and they feel the same way I do. They're in a 45 area too and they don't expect any big changes in buying. In an EP area, the price drop isn't meaning a thing. But, in areas where EPs haven't done well, you might expect to see some activity."

(Next Week: A predominantly LF dealer tells what the EP price drop has meant in his area.)

In Morristown, N.J., the Gray- mat store is continuing to rack up sales via the Columbia "Buy of Your Dreams" program. According to co-owner Gary Ginlin, the results have been "just great."

Since last week's report on the program in the north Jersey store, Graymat has used Columbia's ad in the Morristown Record, the local daily newspaper. The ad contained a check list of all the Westing, Faith and Kirby disks included in the program. About 33 percent of the customers who responded to the ad brought in the checklist. In some cases, they had checked off selections they wanted. In other cases, they checked off as-signed disks for the customers flipped through disks in the browser boxes.

"The ad really paid off," says Gary Ginlin, "we intend to advertise the 'Buy' every week from now until two weeks before the program ends. We figure on hitting every program hard in the beginning. Then we slack off.

At the Columbia makes "soft- sellers" available to dealers, the Graymat store didn't use them. Direct mail is too expensive, they say. In the first place, they have no mailing list. By the time they paid postage and addressing and the cost of a list, it should run as much as five or six cents a name. To get any results at all, they'd have to use several thousand names. And that costs money.

Sales have been plenty good

Two Versions of New Walco Clinic

Whether you have Freedman Aircraft fixtures in your store or display fixtures from the Stensa- gund group, you can have a complete car radio station. An FM unit can be used as shown with a selected display. It can be used flat against the wall since under- ground storage space is accessible from the front by means of sliding panels. Two units can be used back-to-back as an island display. The overhead panel is removable and a box of paper- board can be erected to rise above the unit and afford additional display area. The top panel is modular, i.e., the top display counter can be removed from the supporting base and both units can be used in a variety of ways to suit your special need.

The right-hand unit is pro- duced by Freedman Aircraft. The Walco Record Care Accessory Bar is used on the left hand side.

The new counter microscope unit is placed on the right. In between the two, there is a recessed display with a glass top. It is designed for the display of the costly but easily-interchanged dis- coid needles. Access to this re- cessed area is gained thru a spe- cial sliding drawer that can be locked. The overhead title panel is lighted from within.

Standing behind the Freedman unit is Ralph Snider, owner of the Bloomfield (N.J.) Radio and TV sales. One of the first dealers in his area to use the accessory department, Mr. Snider says that the unit has created a "highly satisfaction increase in sales.

Both units cost in the neigh- borhood of $150. But Walco points out that the units are really "self-amortizing" under the Walco "griff" plan. In other words, costs they dealer nothing in the long run. The 10-cent "griff" that apply on the sale of Walco accessories and their sapphire needle line can be used to pay off the $150 purchase price of the Accessory Depart- ment. Contact your local Walco distributor for details.
Winner of 9th Annual Disk Jockey Poll; The Billboard Award for Outstanding Achievement in Recorded Music; "Favorite Disk Jockey Record of '56" ("Moonglow and Theme From 'Picnic'")

HIS NEWEST DECCA ALBUM!
Inspired by the success of
"Moonglow and Theme from 'Picnic'"

Includes MOONGLOW & THEME FROM PICNIC,
YOU CAN'T RUN AWAY FROM IT, PRISONER OF
LOVE, THESE FOOLISH THINGS, SENTIMENTAL
JOURNEY, LAST NIGHT, and others.  DL 8407
**Best Selling Pop Albums**

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

1. CALYPSO—Harry Belafonte... RCA Victor LPM 1424
2. ELVIS—Elvis Presley... RCA Victor LPM 1382
3. MY FAIR LADY—Original Cast... Columbia OL 5980
4. THE KING AND I—Sound Track... Capitol W 740
5. OKLAHOMA—Sound Track... Capitol SAO 585
6. THE EDDY DUCHIN STORY—Sound Track... Decca DL 8290
7. BELAFONTE—Harry Belafonte... RCA Victor LPM 1150
8. JERRY LEWIS JUST SINGS... Decca DL 8419
9. HIGH SOCIETY—Sound Track... Capitol W 758
10. HIMS—Tennessee Ernie Ford... Capitol T 758
11. THIS IS SINATRA—Frank Sinatra... Mercury MG 2912
12. THE PLATTERS, VOL. 2... Mercury MG 2912
13. SAY IT WITH MUSIC—Lawrence Welk... Coral CRL 57041
14. EVISU PRESLEY... RCA Victor LPM 1254
15. DAY BY DAY—Donnie Day... Columbia OL 5972

**Review Spotlight on...**

**Popular Albums**

**DAY BY DAY** (1-12")—Donnie Day. Columbia DL 942

This quarter's chart leadership is due to the sheer force of this album's reading public. Despite the fact that the album contains no new material, it has climbed to the top position and remains there. The album features some of Day's best-known songs, including "Dream of the Rose," "Be My Baby," and "Don't Let the Sun Go Down on Me."

**GREAT SONGS FROM GREAT SHOWS!** (1-12")—Sarah Vaughan. Mercury MGP 2-109

This album is a collection of classic show tunes, featuring some of the greatest performers of all time. The songs range from Broadway musicals to opera favorites, and are arranged in a way that highlights the unique vocal talents of each artist. The album is a must-have for any music lover.

**Bud Shank Quartet in Concert** (1-12")—Bud Shank.

This recording features Bud Shank playing with a variety of guests, including Stan Getz, Joe Pass, and John Coltrane. The album is a showcase for Shank's improvisational skills and his unique approach to jazz improvisation.

**Classical**

**ESPAÑA!** (1-12")—The Hollywood Bowl Symphony Orchestra. Felix Salinas, cond. Capitol P 8387

This album features some of the best-known works by Spanish composers, including Francisco Tárrega, Isaac Albéniz, and Manuel de Falla. The performances are lush and vibrant, with the orchestra's playing as sensitive and expressive as the works themselves.

**Most Played by Jockeys**

Albums are ranked in order of the number of times played on the National Jockeys’ League's radio network. Winners are based on The Billboard's weekly survey among the nation's jockey networks.

1. CALYPSO—Harry Belafonte... RCA Victor LPM 1424
2. ELVIS—Elvis Presley... RCA Victor LPM 1382
3. DAY BY DAY—Donnie Day... Columbia DL 942
4. FOUR FRESHMEN AND FIVE TROMBONEs—Four Freshmen... Capitol T 683
5. SONGS FOR SWINGIN' LOVERS—Frank Sinatra...Capitol W 653
6. 'S WONDERFUL—Ray Conniff... Columbia OL 925
7. SKI TRAILS—Joe Stafford... Columbia OL 910
8. THE ELGAR TOUCH—Les Elgart... Columbia OL 875
9. JERRY LEWIS JUST SINGS—Jerry Lewis... Decca DL 5410
10. THIS IS SINATRA—Finn Sinatra... Capitol T 708

**Semi-Classical Albums**

**AN ALBUM OF BALLET MELODIES** (1-12")—Monteverdi and His Orchestra. Leonard Slatkin, cond. Columbia LPM 1382

This album features some of the best-known ballet melodies, arranged in a way that showcases the orchestra's talent and the conductor's ability to bring out the beauty of the music. The performances are lush and vibrant, with the orchestra's playing as sensitive and expressive as the works themselves.

**Rhythm & Blues Albums**

**THIS IS PATS DOMINO (1-12")—Imperial 9028**

This recording features Pat Domino performing some of his best-known hits, including "Blue Monday," "Blue Moon," and "Blueberry Hill." The album is a showcase for Domino's talent as a singer and songwriter, and is a must-have for any fan of rhythm and blues.

**Jazz Albums**

**JAZZ AT COOL-TECH**

Bud Shank Quartet in Concert (1-12")—Pacific Jazz 1219

This recording features Bud Shank playing with a variety of guests, including Stan Getz, Joe Pass, and John Coltrane. The album is a showcase for Shank's improvisational skills and his unique approach to jazz improvisation.

**R&B/Blues Albums**

**ALBUM COVER FOR THE WEEK—**

Elyde Gorse, ABC Paramount ABC 138

All the selections in this package have been released as singles before, and are back on the market in this limited edition pack. The songs are the well known records from the singer's album. The cover art is eye-catching and includes photos of the singer and her band.
FIVE NEW POP ALBUMS FOR FEBRUARY

SIX NEW JAZZ ALBUMS FOR FEBRUARY

THE JODIMARS
CLOUD 99 LATER
#3633

BARBARA LYON
LETTER TO A SOLDIER WHISPER
#3644

GORDON MacRAE
TILL WE MEET AGAIN LONELY
#3641

TEX RITTER
I LEANED ON A MAN
(Ten From The Warner Bros. Picture "The Big Lane"
CHILDREN AND FOOLS
#3640

TOMMY SANDS
HEP DEE HOOTIE
TEEN-AGE CRUSH
#3639

NEW SINGLE HITS

CLIMBING FAST

SMASH HIT SINGLES
**Reviews and Ratings of New Popular Albums**

**URANIA'S "dreams of Paris"**

Orchestre de Paris Moulin Rouge

**THE BILLBOARD**

FEBRUARY 9, 1957

**TRIBUTE TO TOMMY DORSEY VOL. I AND II**

B.C.A. Victor LPM 1452, 1453

Tommy Dorsey's new LP's have been brought out prominently following the record-breaking success of the Buddy Rich LP's. It is a double package, and the chart-Dorsey buffs will have little trouble in finding the voices of Jack Leonard and Delores Warning as well as the voices of the Crusaders Seven. The sound is consistently good, and considering the volume, and jazz fans will find a lot of surprises in the selection of the complete personnel lineup for each selection. Of course, the recording is mainly on 33 RPM, particularly, they make for a good buildup.

**WHEN ISN'T EVER A SMILING: . . . Bing Crosby (.337)

Decca PCL 2042

A package to gather in the Celtic area and many other areas as well. A fine compilation of Bing's best material, with selections of Bing's Irish memories, "Edelweiss," "When It's Springtime," "Grey Dawn," "Cry Me A River" and the last Victor Vesey and Nature included, along with voice names like "Bing of Brazil," "Edelweiss," "The Old Irish Home Again Kathleen," and "Dinner Boy." Cover art is excellent, and the whole collection is a natural for attention. If you're in the mood for due, this Bing (it's a Decca LP) could get a top slot.

**EVERY GOOD FARE**

ABC Paramount 159

Edith Piaf is a gal who never left her shoes off. Buddy Rich's Pangronan LP should check up pretty well on any other, but this Edith is a killer. It has a cover appeal, while the drums play with such mellowness and the rest of the vocals, tenor sax and baritone, provide a whole collection of surmises and sagacious material — mainly standards — including "Take Romance," and her old changed-voice single-plus "Too True For the True." Standaard color photo of gal on cover is display-plus.

**A VISIT WITH THE RONNIE SISTERS**

ABC Paramount 159

The Ronnie Sisters have a rock and roll package in this excellent standard. The girls already have one ABC LP on, with a mixture of their old hit ballads and a few new things including "Blues for You." The Susie Q's are a far cry from TV, in which they used to front their own selection. The Susie Q's back this package with some sides by a rock group vocal, including slow ballads superior to their usual material is a variety of sections ranging from the rock and roll of "Blues for You," to a soothing "Swingin' Piano Blues." A good job.

**TWO BRIGHT LITTLE LAMBIES**

Decca DL 824, J55

A fine little package, last Decca album package is directed to rock's niches. It's both a selection of pop and rock with a variety of the more unusual. The album of Janie and her sister takes some of the better songs of "Viva Las Vegas" and "Raining in My Heart." The Jamie and her sister take a viva fresher approach to songs like "I've Seen It All" and "What Is This Feeling," and the last, complete with all of the quirkier, wackier ties in with the more unusual. With a whole collection of surmises and sagacious material — mainly standards — including "Take Romance," and her old changed-voice single-plus "Too True For the True." Standard color photo of gal on cover is display-plus.

**A LITTLE ON THE LONGER SIDE**

ABC Paramount 159

RCA Victor LPM 1177

Dean Martin's Boys are in store. The producers at ABC Paramount are onto a winner here. The album is a winner, and the last one is more unusual. The album of Janie and her sister takes some of the better songs of "Viva Las Vegas" and "Raining in My Heart." The Jamie and her sister take a viva fresher approach to songs like "I've Seen It All" and "What Is This Feeling," and the last, complete with all of the quirkier, wackier ties in with the more unusual. With a whole collection of surmises and sagacious material — mainly standards — including "Take Romance," and her old changed-voice single-plus "Too True For the True." Standard color photo of gal on cover is display-plus.

**THE DREAMLAND BAND**

Music Hall Organ

A fine selection of the organist Charles C. H. Barnard to the organists of the world. The development of the organ has been a whole of the most unusual. The album is a winner, and the last one is more unusual. The album of Janie and her sister takes some of the better songs of "Viva Las Vegas" and "Raining in My Heart." The Jamie and her sister take a viva fresher approach to songs like "I've Seen It All" and "What Is This Feeling," and the last, complete with all of the quirkier, wackier ties in with the more unusual. With a whole collection of surmises and sagacious material — mainly standards — including "Take Romance," and her old changed-voice single-plus "Too True For the True." Standard color photo of gal on cover is display-plus.

**SMASH BAND BAND**

Richard Mofsky (DL 132)

Yup. More of that same, same, same jazz. In fact, this package is one of the best ever. It's a fine selection of the organist Charles C. H. Barnard to the organists of the world. The development of the organ has been a whole of the most unusual. The album is a winner, and the last one is more unusual. The album of Janie and her sister takes some of the better songs of "Viva Las Vegas" and "Raining in My Heart." The Jamie and her sister take a viva fresher approach to songs like "I've Seen It All" and "What Is This Feeling," and the last, complete with all of the quirkier, wackier ties in with the more unusual. With a whole collection of surmises and sagacious material — mainly standards — including "Take Romance," and her old changed-voice single-plus "Too True For the True." Standard color photo of gal on cover is display-plus.
The Best Big Band Album Ever!

AT CARNEGIE HALL

Listen To My Music
Kings Cross Climax
Memories of You
R. J. Boogie
Perdido
Autumn in New York
Carioca
Just One of Those Things
Lullaby in Rhythm
Stonehenge
Procession
I Remember You
Hawaiian War Chant

$3.98
LL 1566

The Most Exciting Pop Record in Years!

TED HEATH
and his music
back
in the
States
for his
2nd
American Tour

MADAGASCAR
JUNGLE DRUMS

TED HEATH

AT CARNEGIE HALL

Kings Cross Climax
Memories of You
R. J. Boogie
Perdido
Autumn in New York
Carioca
Just One of Those Things
Lullaby in Rhythm
Stonehenge
Procession
I Remember You
Hawaiian War Chant

$3.98
LL 1566

London Records
539 West 25th St., New York 1, N. Y.

Ted and his music back in the States for his 2nd American Tour.

The Best Big Band Album Ever!

London Records
539 West 25th St., New York 1, N. Y.

The Most Exciting Pop Record in Years!
**Reviews and Ratings of New Jazz Albums**

**Improvization by The Don Shirley Duo ... **
Don Shirley

**Burton Session ... **
Don Shirley

**Ravi Shankar -...'**
Ravi Shankar

**The Manhattan Jazz Sextette ... **
Manhattan Jazz Sextette

**Mademoiselle from Pari... **
Mademoiselle from Paris

**Jazz All-Stars ... **
Jazz All-Stars

**The Songs of Will Hudson ... **
Will Hudson

**Reviews and Ratings of New Classical Albums**

**Stravinsky: Graduation Ball ... **
Stravinsky: Graduation Ball

**Beethoven: Symphony No. 2 ... **
Beethoven: Symphony No. 2

**Beethoven: Symphony No. 4 ... **
Beethoven: Symphony No. 4

**Beethoven: Symphony No. 6 ... **
Beethoven: Symphony No. 6

**Maria Stader Sings Mozart ... **
Maria Stader: Sings Mozart

**Guy Lombardo and His Royal Canadians**

**I Won't Let You Out Of My Heart**
Guy Lombardo
AROUND THE WORLD IN 7 ALBUMS!

DISPLAY...PROMOTE...PROFIT with DECCA'S NEW "MIDNIGHT" SERIES!

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Each album in the new series is a musical passport ... to Rio, Rome, Paris, London, Manhattan, New Orleans or Hollywood ... played by great orchestras and artists of America, Europe and South America!

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a New World of Sound®

"DL" indicates Long Play. $3.98 each (reg. retail price incl. Ped. tax only) also available on Ext. Play 45.
Another Big Smash!

Shirley and Lee

“The Sweethearts of the Blues”

THAT’S WHAT I WANNA DO and WHEN I SAW YOU

Al. 3362

Semi Classical

Reviews and Ratings of New Albums

Continued from page 28

Classical

The SAW Radio and An-ge-le Les-son Project: Symphony of the Americas

Handel: Israel in Egypt (1738)—Brooks Moses, Susan Ineola Esco, Benjamin Rees, Richard Leary, Terence Handorf. Choral Society, Denver Philharmonic Orchestra. By Mackie Simpson, Conductor. (August 30, 1957). The work was performed by a group of about sixty-six students. The performance was well received by the audience, who gave it a standing ovation.

RACHMANINOFF: "SHREWD" SYMPHONY No. 2—Donald Peck, Conductor. The work was performed by the Denver Symphony Orchestra. The performance was well received by the audience, who gave it a standing ovation.

Portnoy: "In My Garden"—Here's the story of the recording. The work was performed by the Denver Symphony Orchestra. The performance was well received by the audience, who gave it a standing ovation.

FORD: PIANO CONCERTO No. 2—Jared Peck, Piano; Denver Symphony Orchestra. The performance was well received by the audience, who gave it a standing ovation.

Four Symphonies by Three Orchestras: Symphony No. 5—Jared Peck, Conductor. The work was performed by the Denver Symphony Orchestra. The performance was well received by the audience, who gave it a standing ovation.

Puttin' on the Style—The Philadelphia Orchestra. The performance was well received by the audience, who gave it a standing ovation.

Folk

Joan White Blues—Here's the story of how the recording was made. The work was performed by the Denver Symphony Orchestra. The performance was well received by the audience, who gave it a standing ovation.

Documentary Documentary Sounds of My City—Here's the story of how the recording was made. The work was performed by the Denver Symphony Orchestra. The performance was well received by the audience, who gave it a standing ovation.

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Puttin' on the Style—The Philadelphia Orchestra. The performance was well received by the audience, who gave it a standing ovation.
Another **BIG HIT** on **DOT**

Gale Storm

*sings*

"**LUCKY LIPS**"

b/w

On Treasure Island

#15539

Watch the **GALE STORM SHOW**

Every Sat. Night on CBS-TV

A Hal Roach Production
<table>
<thead>
<tr>
<th>Artist</th>
<th>Song Title</th>
<th>Label</th>
<th>Catalog Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don Cornell</td>
<td>Afternoon in Madrid</td>
<td>Coral</td>
<td>9-61780 &amp; 61780</td>
</tr>
<tr>
<td>Dorothy Collins</td>
<td>I'm Gonna Live Some Before I Die</td>
<td>Coral</td>
<td>9-61790 &amp; 61790</td>
</tr>
<tr>
<td>The Lancers</td>
<td>It Happened in Monterey Ramona</td>
<td>Coral</td>
<td>9-61769 &amp; 61769</td>
</tr>
<tr>
<td>George Cates</td>
<td>Freckled-Faced Sara Jane</td>
<td>Coral</td>
<td>9-61774 &amp; 61774</td>
</tr>
<tr>
<td>Alan Dale</td>
<td>The Girl Can't Help It</td>
<td>Coral</td>
<td>9-61781 &amp; 61781</td>
</tr>
<tr>
<td>Alan Copeland</td>
<td>Feeling Happy</td>
<td>Coral</td>
<td>9-61791 &amp; 61791</td>
</tr>
<tr>
<td>Dick Jacobs</td>
<td>The Tower Trot</td>
<td>Coral</td>
<td>9-61794 &amp; 61794</td>
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As introduced on Caesar's Hour TV
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<tr>
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<tbody>
<tr>
<td>CRL 57073</td>
<td>DESMO SINGS DESMOND</td>
<td>Johnny Desmond</td>
</tr>
<tr>
<td>CRL 57088</td>
<td>DICK MARX and JOHNNY FRIGO</td>
<td>Piano With Rhythm Accompaniment</td>
</tr>
<tr>
<td>CRL 57095</td>
<td>FEATURING EDDIE HEYWOOD</td>
<td>With the Barney Bigard Trio and Coleman Hawkins Swing Four</td>
</tr>
<tr>
<td>CRL 57087</td>
<td>BUDDY WEED</td>
<td>Piano Solos</td>
</tr>
<tr>
<td>CRL 57090</td>
<td>THE MANHATTAN JAZZ SEPTETTE</td>
<td>Featuring Eddie Costa, Piano; Barry Galbraith, Citter; Oscar Peterson, Bass; Dale Johnson, Drums; Hal McKaskill, Alto Sax; Uniba Green, Trombone; Melba逢, Flute &amp; Tenor Sax.</td>
</tr>
<tr>
<td>CRL 57091</td>
<td>KANSAS CITY MEMORIES</td>
<td>Nat Pierce, Piano; Bill Harris, Trombone; Joe Newman, Trumpet; Hal McKaskill, Alto Sax; Jo Jones, Drums; Freddie Greene, Guitar; Oscar Pettiford, Bass.</td>
</tr>
<tr>
<td>CRL 57092</td>
<td>JOE BURTON SESSION</td>
<td>Piano With Rhythm Accompaniment</td>
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<tr>
<td>CRL 57085</td>
<td>THE SONGS OF WILL HUDSON &amp; EDDIE DE LANGE</td>
<td>Johnny Guarnieri</td>
</tr>
<tr>
<td>CRL 57086</td>
<td>THE DUKE AGAIN</td>
<td>Johnny Guarnieri</td>
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<tr>
<td>CRL 57093</td>
<td>THE BILLBOARD MUSIC</td>
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<td>THE SHOWTIME</td>
<td>Song Hits from the Broadway Musicals HAPPY HUNTING, LIL' ABNER, BELLS ARE RINGING</td>
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<td>NAT PIERCE &amp; his Orchestra</td>
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<tr>
<td>CRL 57096</td>
<td>THE LIVELY BAND</td>
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<td>CRL 57097</td>
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<td>CRL 57098</td>
<td>THE SONGS OF WILL HUDSON &amp; EDDIE DE LANGE</td>
<td>Johnny Guarnieri</td>
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<tr>
<td>CRL 57099</td>
<td>THE DIXIELAND BALL</td>
<td>The Lancers</td>
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<tr>
<td>CRL 57100</td>
<td>SONGS BY DOROTHY COLLINS</td>
<td>Dorothy Collins</td>
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<tr>
<td>CRL 57101</td>
<td>REQUESTS FROM THE MAIL BAG</td>
<td>Frank Parker</td>
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<td>CRL 57102</td>
<td>THE DUKE AGAIN</td>
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<td>CRL 57103</td>
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<td>NAT PIERCE &amp; his Orchestra</td>
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<td>CRL 57105</td>
<td>THE LIVELY BAND</td>
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<td>THE RHYTHM RHYTHM RHYTHM BAND</td>
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<tr>
<td>CRL 57107</td>
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<td>Johnny Guarnieri</td>
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<td>CRL 57108</td>
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<td>The Lancers</td>
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<td>CRL 57109</td>
<td>SONGS BY DOROTHY COLLINS</td>
<td>Dorothy Collins</td>
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<td>CRL 57110</td>
<td>REQUESTS FROM THE MAIL BAG</td>
<td>Frank Parker</td>
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<td>CRL 57111</td>
<td>THE SHOWTIME</td>
<td>Song Hits from the Broadway Musicals HAPPY HUNTING, LIL' ABNER, BELLS ARE RINGING</td>
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<td>CRL 57112</td>
<td>NAT PIERCE &amp; his Orchestra</td>
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<td>CRL 57113</td>
<td>THE LIVELY BAND</td>
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<tr>
<td>CRL 57114</td>
<td>THE RHYTHM RHYTHM RHYTHM BAND</td>
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<tr>
<td>CRL 57115</td>
<td>THE SONGS OF WILL HUDSON &amp; EDDIE DE LANGE</td>
<td>Johnny Guarnieri</td>
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<tr>
<td>CRL 57116</td>
<td>THE DIXIELAND BALL</td>
<td>The Lancers</td>
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<tr>
<td>CRL 57117</td>
<td>SONGS BY DOROTHY COLLINS</td>
<td>Dorothy Collins</td>
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<td>CRL 57118</td>
<td>REQUESTS FROM THE MAIL BAG</td>
<td>Frank Parker</td>
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<td>CRL 57119</td>
<td>THE SHOWTIME</td>
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<td>CRL 57120</td>
<td>NAT PIERCE &amp; his Orchestra</td>
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<td>CRL 57121</td>
<td>THE LIVELY BAND</td>
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<tr>
<td>CRL 57122</td>
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<td>CRL 57123</td>
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<td>Johnny Guarnieri</td>
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<td>CRL 57124</td>
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<td>Dorothy Collins</td>
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<td>CRL 57126</td>
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<td>CRL 57127</td>
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<td>NAT PIERCE &amp; his Orchestra</td>
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<tr>
<td>CRL 57129</td>
<td>THE LIVELY BAND</td>
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<tr>
<td>CRL 57130</td>
<td>THE RHYTHM RHYTHM RHYTHM BAND</td>
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</tbody>
</table>
### Honor Roll of Hits

#### The Nation's Top Tunes

For survey week ending January 30

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Young Love</td>
<td>1 6</td>
</tr>
<tr>
<td>2. Don't Forget Me</td>
<td>3 7</td>
</tr>
<tr>
<td>3. Singing the Blues</td>
<td>2 15</td>
</tr>
<tr>
<td>4. Banana Boat Song</td>
<td>4 7</td>
</tr>
<tr>
<td>5. Too Much</td>
<td>12 3</td>
</tr>
</tbody>
</table>

#### Second Ten

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>11. Green Door</td>
<td>8 20</td>
</tr>
<tr>
<td>12. 'Love Me</td>
<td>11 12</td>
</tr>
<tr>
<td>13. Blue Monday</td>
<td>14 5</td>
</tr>
<tr>
<td>14. Since I Met You Baby</td>
<td>20 10</td>
</tr>
<tr>
<td>15. Rock-a-Bye Your Baby</td>
<td>18 11</td>
</tr>
</tbody>
</table>

#### Third Ten

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>21. Clue Roberts</td>
<td>23 3</td>
</tr>
<tr>
<td>22. I Dreamed</td>
<td>22 6</td>
</tr>
<tr>
<td>23. Jammin Farewell</td>
<td>21 8</td>
</tr>
<tr>
<td>24. Marianne</td>
<td>23 7</td>
</tr>
<tr>
<td>25. Love Is Strange</td>
<td>24 4</td>
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#### Fourth Ten

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>26. Hey! Jealous Lover</td>
<td>17 17</td>
</tr>
<tr>
<td>27. Knee Deep in the Blues</td>
<td>1 1</td>
</tr>
<tr>
<td>28. Anastasia</td>
<td>27 2</td>
</tr>
<tr>
<td>29. Wringle Wrangle</td>
<td>21 6</td>
</tr>
<tr>
<td>30. Jim Dana</td>
<td>20 2</td>
</tr>
</tbody>
</table>

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**WARNING:** The title 'Honor Roll of Hits' is a registered trademark and the listing of the hits has been copyrighted by the Billboard. Use of either may not be made without the Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N.Y.
Capitol introduces

TOMMY SANDS

You saw him as the star of the Kraft Television Theater! You’ll see him as a big motion picture star!

NOW... HE’S RECORDED TWO TERRIFIC SIDES — “The NEW sound of Tommy Sands will make the teen-agers flip!”

HEP DEE HOOTIE (CUTIE WOOTIE)

A rock ’n roller with a driving beat

TEEN-AGE CRUSH

A timely ballad about the kids who BUY the records

Record No. 3639
We’re proud......

A 2 Sided

DON

"DON'T"

Jubilee-5270

Jubilee RECORDS 1650 Broadway, N. Y. C.
...that everybody predicts...

SMASH!

Rondo's

"THE LOVE I NEVER HAD"

Jubilee - 5270

Jubilee RECORDS 1650 Broadway, N. Y. C.
**Best Sellers in Stores**

For survey week ending January 30

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Date Released</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. TOO MUCH (BMI)</td>
<td>E. Presley</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>2. YOUNG LOVE (BMI)</td>
<td>S. James</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>3. DON'T FORBID ME (BMI)</td>
<td>F. Bonds</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>4. SINGING THE BLUES (BMI)</td>
<td>G. Mitchell</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>5. BLUEBERRY HILL (ASCAP)</td>
<td>F. Dino</td>
<td>1957</td>
<td>ASCAP</td>
</tr>
<tr>
<td>6. YOUNG LOVE (BMI)</td>
<td>S. James</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>7. BLUE MONDAY (BMI)</td>
<td>F. Domino</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>8. GREEN DOOR (BMI)</td>
<td>J. Love</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>9. LOVE ME TENDER (BMI)</td>
<td>E. Presley</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>10. ROCK-A-BYE YOUR BABY (ASCAP)</td>
<td>J. Lewis</td>
<td>1957</td>
<td>ASCAP</td>
</tr>
<tr>
<td>11. ROSE AND A BABY RUTH (BMI)</td>
<td>C. Hamilton IV</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>12. JAMAICA Farewell (ASCAP)</td>
<td>H. Belafonte</td>
<td>1957</td>
<td>ASCAP</td>
</tr>
<tr>
<td>13. TRUE LOVE (ASCAP)</td>
<td>B. Crosby-G. Kelly</td>
<td>1957</td>
<td>ASCAP</td>
</tr>
<tr>
<td>15. ONE IN A MILLION (BMI)</td>
<td>F. Parker</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>16. WRINGLE WRANGLE (ASCAP)</td>
<td>F. Parker</td>
<td>1957</td>
<td>ASCAP</td>
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</table>

**Most Played in Juke Boxes**

For survey week ending January 30

<table>
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<tr>
<th>Record</th>
<th>Artist</th>
<th>Date Released</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. SINGING THE BLUES (BMI)</td>
<td>G. Mitchell</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>2. DON'T FORBID ME (BMI)</td>
<td>F. Bonds</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>3. SINGING THE BLUES (BMI)</td>
<td>G. Mitchell</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>4. BLUEBERRY HILL (ASCAP)</td>
<td>F. Dino</td>
<td>1957</td>
<td>ASCAP</td>
</tr>
<tr>
<td>5. YOUNG LOVE (BMI)</td>
<td>S. James</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>6. BLUE MONDAY (BMI)</td>
<td>F. Domino</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>7. GREEN DOOR (BMI)</td>
<td>J. Love</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>8. LOVE ME TENDER (BMI)</td>
<td>E. Presley</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>9. BLUE MONDAY (BMI)</td>
<td>F. Domino</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>10. ROCK-A-BYE YOUR BABY (ASCAP)</td>
<td>J. Lewis</td>
<td>1957</td>
<td>ASCAP</td>
</tr>
</tbody>
</table>

**Most Played by Jockeys**

For survey week ending January 30

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Date Released</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. LOVE ME (BMI)</td>
<td>E. Presley</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>2. BLUE MONDAY (BMI)</td>
<td>F. Domino</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>3. GREEN DOOR (BMI)</td>
<td>J. Love</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>4. ROSE AND A BABY RUTH (BMI)</td>
<td>C. Hamilton IV</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>5. TRUE LOVE (ASCAP)</td>
<td>B. Crosby-G. Kelly</td>
<td>1957</td>
<td>ASCAP</td>
</tr>
<tr>
<td>6. ROSE (BMI)</td>
<td>M. &amp; S.</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>7. I'M SORRY (BMI)</td>
<td>M. &amp; S.</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>8. ONE IN A MILLION (BMI)</td>
<td>F. Parker</td>
<td>1957</td>
<td>BMI</td>
</tr>
<tr>
<td>9. WRINGLE WRANGLE (ASCAP)</td>
<td>F. Parker</td>
<td>1957</td>
<td>ASCAP</td>
</tr>
<tr>
<td>10. SINGING THE BLUES (BMI)</td>
<td>G. Mitchell</td>
<td>1957</td>
<td>BMI</td>
</tr>
</tbody>
</table>

**Best Selling Sheet Music**

Titles are ranked in order of their combined national sheet music perfection at the sheet music jobber level.

<table>
<thead>
<tr>
<th>Title</th>
<th>Composer</th>
<th>Date Released</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>...</td>
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<td>...</td>
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</tr>
</tbody>
</table>

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1. SINGING THE BLUES (BMI) | 1957 | BMI |
2. ROCK-A-BYE YOUR BABY (ASCAP) | 1957 | ASCAP |
3. BLUEBERRY HILL (ASCAP) | 1957 | ASCAP |
4. LOVE ME (BMI) | 1957 | BMI |
5. BLUE MONDAY (BMI) | 1957 | BMI |
6. GREEN DOOR (BMI) | 1957 | BMI |
7. ROSE AND A BABY RUTH (BMI) | 1957 | BMI |
8. TRUE LOVE (ASCAP) | 1957 | ASCAP |
9. I'M SORRY (BMI) | 1957 | BMI |
10. ONE IN A MILLION (BMI) | 1957 | BMI |
LOOKS LIKE A BIG ONE FOR
RALPH MATERIE
IT'S "TRICKY"
MERCURY 71050

50,000 ORDERS RECEIVED JUST ON SAMPLES ONLY!

DISC JOCKEYS—THIS IS A MUST FOR YOUR SHOWS!

"LET'S GO CALYPSO"

RUSTY DRAPER
LATEST HIT!
AND "SHOULD I EVER LOVE AGAIN"
MERCURY 71039

CHICAGO 1, ILLINOIS
FRANKIE LYMON
and
THE TEENAGERS

"TEENAGE LOVE"
c/w
"PAPER CASTLES"
GEE 1032

THE CLEFTONES

"WHY YOU DO ME LIKE YOU DO"
c/w
"I LIKE YOUR STYLE OF MAKING LOVE"
GEE 1031

GEE RECORDS
220 W. 42nd St.
New York 36, N. Y.
THE TOP 100

For survey week ending January 30

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

New Albums From Cadence

CLP 1013
DON SHIRLEY'S LATEST & GREATEST DON SHIRLEY DUO

New From Cadence

CLP 1017
12 YIDDISH FAVORITES THE BARRY SISTERS SING

CLP 1018
Heading for the Best Seller Charts ANDY WILLIAMS SINGS STEVE ALLEN

THE CHORDETTES
COME HOME TO MY ARMS (FIFI'S) WALKIN' THE POODLE

THE HARVEY BOYS
MARINA GIRL

NOTHING IS TOO GOOD FOR YOU

TOMMY FURTADO ISABELLA
SUN TAM SAM

FADE OUT

PAUL CHESTER ET AL.

JOE LEAHY

RKO UNIQUE #383

DEALERS!
Increase Profits
Increase Sales

Here is that extra service to customers that competition demands. A reliable and authentic purchase recommendation your customers can depend on. You can profit by using TODAY'S TOP TUNES

TODAY'S TOP TUNES

AVAILABLE EVERY OTHER WEEK TO HELP YOU BOOST SALES

It's a colorful 4-page folder (6½ x 4½") per page that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.

Merchandising Division

The Billboard

1200 Patterson Street, Cincinnati 22, Ohio

Yes, I want to stimulate my sales with Today's Top Tunes which I understand is Issued every other week:

Trial order

0 copies, $1.00

100 copies, 2.00

250 copies, 3.50

500 copies, 6.50

Send me: [ ] Every issue until further notice

My store name, address and phone number will be printed free on each copy as shown below:

Store Name:
Address:
City & State:
Phone:

Ordered by:

copyrighted material

www.americanradiohistory.com
Roy Brown

"PARTY DOLL"
b/w

"I'M STICKIN' WITH YOU"

Over 150,000 Shipped in 4 DAYS!

IMPERIAL RECORDS

Over 20,000 Sold by Records, Inc.—Boston in 10 DAYS!
NO ONE SWEETER THAN YOU
A BIG HIT FOR NOBLE

Tunes With Greatest Radio-TV Audience

The Billboard's Popularity Charts

Radio

*Albuquerque (R-)*-Pepsi—ASCAP
*Burstin' (R)-*—BMI
*Country (R)-*—ASCAP
*Don't Stop Believin' (R)-*—BMI
*Do You Remember Rock and Roll Radio? (R)-*—BMI
*Everybody Loves Mary (R)-*—BMI
*Grippe-Syndrome (R)-*—BMI
*It's Too Late (R)-*—BMI
*Love You Like a Man (R)-*—BMI
*Lucille (R)-*—BMI
*Mona Lisa (R)-*—BMI
*Never represented by ASCAP
*Oh, Baby (R)-*—BMI
*Our Songs Never Die (R)-*—BMI
*Papa Was a Rollin' Stone (R)-*—BMI
*Postman Blues (R)-*—BMI
*Shout (R)-*—BMI
*Take Me (R)-*—BMI
*The Weight (R)-*—BMI
*We Can't Hurry Love (R)-*—BMI
*What's Going On (R)-*—BMI

Television

All This In House (R)-*—ASCAP
*American Pie (R)-*—BMI
*Blowin' in the Wind (R)-*—BMI
*Bohemian Rhapsody (R)-*—BMI
*Don't You Remember Rock and Roll Radio? (R)-*—BMI
*Everybody Loves Mary (R)-*—BMI
*I'd Rather Go Blind (R)-*—BMI
*I'm Yours (R)-*—BMI
*Love Me Tender (R)-*—BMI
*My Girl (R)-*—BMI
*Oh Happy Day (R)-*—BMI
*She Street (R)-*—BMI
*The Impossible Dream (R)-*—BMI
*Windshield (R)-*—BMI

**Most Selling Sheet Music in Britain**

*For week ending January 26

This Week

*Printed thus the courtesy of the "New Musical Express," Rent Street, London N.1.

This Week's Foremost Musical Publications

1. GARDEN OF EDEN—Frankie Vaughan (Philips) .................................................. 1
2. SINGING THE BLUES—Guy Mitchell (Philips) .................................................. 2
3. FRIENDLY FIRE—Pete Brown (London) .................................................. 3
4. THE GARDEN OF EDEN—Dorothy Ashcroft (Columbia) .................................. 4
5. FOBSTERS—Bob Kirkland (London) .................................................. 5
6. SONGS OF THE ROSES—Melton Vaughan (HMV) .................................. 6
7. sings THE BLUES—Tommy Steele (Decca) .................................................. 7
8. Cry—Bobby Day (Parlophone) .................................................. 8
9. CINQ DU CINQ—Stef Erf (His Masters Voice) .................................................. 9
10. GREEN DOOR—Frankie Vaughan (Philips) .................................................. 10
11. BRITISH HILL—Fam Davison (London) .................................................. 11
12. RING OF RING OF RINGS—Bruce Lockhart (Columbia) .................................. 12
13. DON'T YOU ROCK ME BABY—Lenore Daneson (Parlophone) .................................. 13
14. Just a Matter of Time—Jamaica Ray (Philips) .................................................. 14
15. ANOTHER LADY—David Whitfield (Decca) .................................................. 15
16. MOONIGHT—Frankie Vaughan (Philips) .................................................. 16
17. DON'T YOU ROCK ME BABY—The Vespa (Parlophone) .................................. 17
18. LADY IN WAITING—B. Ray (Philips) .................................................. 18
19. ARE YOU SURE—B. Ray (London) .................................................. 19
20. GARDEN OF EDEN—Dick James (Parlophone) .................................................. 20

**Most Selling Pop Records in Britain**

*For week ending January 26

This Week

*Printed thus the courtesy of the "New Musical Express," Rent Street, London N.1.

This Week's Foremost Musical Publications

1. GARDEN OF EDEN—Frankie Vaughan (Philips) .................................................. 1
2. SINGING THE BLUES—Guy Mitchell (Philips) .................................................. 2
3. FRIENDLY FIRE—Pete Brown (London) .................................................. 3
4. THE GARDEN OF EDEN—Dorothy Ashcroft (Columbia) .................................. 4
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19. ARE YOU SURE—B. Ray (London) .................................................. 19
20. GARDEN OF EDEN—Dick James (Parlophone) .................................................. 20

LP Price Cuts Can Prove Rough

*Continued from page 15

In addition to the Victor Save on Records expansion and the Columbia Buy of the Month, and the Peopled, there are the Victor III F. I. Buy of the Month, the reduction in the price of EPs, the various sampler at $1.45 and $1.90, etc.

**Tug of War**

The future of this tug of war between majors and indies in the package field is full of interest and uncertainties. Many of the latter it is believed, may not be able to stand the gulf of such rough competition, and many of the vendors admirably not on the financial levels to plug it out on a large range. Too, the promotional media in the package field would seem more made to order for the majors, inasmuch as the stress is still on black and white class media as against deejay promotion—albeit the latter has definitely become more important.

In short, the ingenuity of the majors is expected to be tested as never before. This will be true on all package levels—a.k.a.—wise, promotion-wise, wise, etc.

Let the picture presented here be considered too grim from the indie point of view, and too optimistic from the majors' point of view, let us add this sobering reflection taken from Townsman: Men my size, men who work, ever reaping something new; that which they have done but current [promise] of the things that they shall do.

In other words, they did it in simple business—to the extent of drawing away 40 to 45 per cent of the business. On this past record, they are likely to continue a vital factor in the package field.
Dear Friends and Enemies!

For years we’ve been asked how we can sit for hours on end, every day in the week, and listen to new song after new song without going wacky. Maybe this move we are going to make is definite proof that we’ve gone soft in the brain department.

We’ve had three wonderful years at Mercury Records for which we will never be able to find the right words of thanks and appreciation to send to our boss and friend, Irving Green.

Perhaps we could stay here for many, many more years with this wonderful man, but we feel like gambling and going out on our own. Call it insanity or call it a fever---we must do it!

In keeping with this mad urge we are going to call our new label “ROULETTE RECORDS,” and, if we may get corny, we will pray that we spin at least a couple of winners.

We hope that the many disc jockeys, music publishers, record distributors, and artists who have helped us in the past will continue to be our friends in the future.

Thanks.

Hugo + Luigi
RECENT POP RELEASES

**Coming Up Strong**

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

1. Marianne
   - Terry Gilkyson
   - (BMI) Columbia 40840

2. Wringle Wrangle
   - Bill Hayes
   - (ASCAP) ABC-Paramount 9785

3. Knee Deep in the Blues
   - (BMI) ABC-Paramount 9782

4. Can I Steal a Little Love?
   - Your Love for Me
   - Frank Sinatra
   - (ASCAP); (BMI) Capitol 3606

5. Who Needs You?
   - It's So Easy to Forget
   - Four Lads
   - (ASCAP); (BMI) Columbia 40811

6. Cinco Robles
   - Russell Arms
   - (BMI) Erca 1020

7. Hold 'Em, Joe
   - I'm Just a Country Boy
   - (BMI) RCA Victor 3622

8. You Are My First Love
   - Ballerina
   - Nat (King) Cole
   - (BMI); (ASCAP) Capitol 3619

9. Butterfly
   - Charlie Groat
   - (BMI) Cameo 103

10. Marianne
    - The Hilltoppers
    - (BMI) Dot 15337

◆ Review Spotlight on...

**POP RECORDS**

- FERRY COMO...RCA Victor 6915.
- MI CASA, SU CASA (Sequence, ASCAP)

**ROUND AND ROUND**

- (Rush, BMI)

Coco wangs his relaxed vocals into an appealing sound that should chock up plenty of hockey play, as well as counter action. "Mi Casa, Su Casa" spotlight a slumber Coco vocal on a lyrical ballad with a lazy folky flavor. Flip is a standout novelty production, with Coco and vocal group contributing some impressive vocals in the record tricks on an attractive tune.

**THE CHORDETTES...Cadence 1307...COME HOME TO MY ARMS**

- (Chappell, ASCAP)

Bright, showy-time thumping stity by the girls, and a worthy successor to their best selling waxing "Lay Down Your Arms." The Chordettes register a nice sales-upon the Whammy. Flip is a charming novelty with a swingy Continental beat, "Walkin' the Poodle." (Sequence, ASCAP).

**THE DE JOHN SISTERS...Columbia 49843...IES GOT TIME**

- (Karrow, ASCAP)

**DON'T PROMISE ME**

- (Sheldon, BMI)

The De John Sisters have had a hit for some time, but this platter may very well take the sales trick. The girls sing out with bread endurance on a strong religious rhythm tune, "He's Got Time," with great, novel Ray Ellis arrangement. Flip, a rock pop version of the car-93-car theme from "Saint Paul," is handled a vivacious vocal treatment with plenty of showmanship.

**ROY HAMILTON...Epic 9260...A MOTHER'S LOVE**

- (Dovey, ASCAP)

**A SIMPLE PRAYER**

- (Arc, BMI)

Hamilton comes out of retirement with a two-sided disk that has strong potential to cracker the woman's circle. Both these strong, emotional ballads are handled in a big production style, with Hamilton giving each one every ounce of juice and feeling he's got. Okr back-up for both builds and builds to a climax. These both have the power to break.

**PATSY CLINE...Decca 36221...WALKIN' AFTER MIDNIGHT**

- (Four Star Sales, BMI)

**POOR MAN'S RICHES**

- (Shapiro-Bernstein, ASCAP)

Miss Cline, heretofore identified mainly with the country field, makes a strong bid to break pop-wise. Both readings have had strong exposure via through performance of them on Arthur Godfrey TV Airings. The "Walkin'" side has a fine bluesy flavor and the flip is faded with reflective sentiment set to a rock and roll pace.

**POP DISK JOCKEY PROGRAMMING**

**SID FELLER...ABC-Paramount 6978...A LITTLE TANGO**

- (Criterion, ASCAP)

Here's a delightful rhythm-novelty side, which could easily find its way into most programming pictures, particularly in the morning. A provocative vocal group chants clever tongue-in-cheek lyrics with a pop piano beat. Flip is a pleasant instrumental with a burning Latin tempo—"The Painted, Adidas, Pedlar" (Warner, BMI).

◆ Reviews and Ratings◆

**JOE VALINO**

In the Arms of My Love...FEBRUARY 9, 1957

One has a stately quality about it, permitting Valino to belt out the lyric in a refined "Carnival of Eden" style to a somber accompaniment. (Iri-Trimm, BMI)

**EDDIE COOLEY AND THE DIMPLES**

Dillwood...FEBRUARY 9, 1957

"*Blue*" is stated as a released number to a symphonic instrumental, accompaniment. (Columbia, BMI)

**BOBBY WILLIAMS**

Almost Paradise...FEBRUARY 9, 1957

KAPP 172...A finely styled reading of the Norman Petty tune, which the latter has also just recorded. Williams offers the usual lush string backing and concerted handling of the piano. Other strong versions are on tune. (Peer, BMI)

For the First Time...FEBRUARY 9, 1957

Some fast and intricate keyboard upper works a la "Kitten on the Keys" Here again is big back orchestra and well-considered melodic parts. Right in the groove for the Williams following, this flip, itself, paves the tune some years back. (Shapiro-Bernstein, BMI)

**TEX RITTER**

Children and Fools...FEBRUARY 9, 1957

CAPITOL 3460...In this three-beater with its unusual combination of pop and Western elements, Ritter has his strongest contender for both markets in years. The theme and lyric of this material have a way of sticking in the memory, with a very big one. (Vidco-Red River Songs, BMI)

I Learned on a Man...FEBRUARY 9, 1957

This is one of those folkish religious tunes usually associated with Tennessee Ernie. It has a powerful beat and a compelling construction. Pop and folk possibilities are very good. (Criterion, ASCAP)

*(Continued on page 49)*
REALLY MOVING!

JAYE P. MORGAN
I THOUGHT IT WAS OVER c/w
I PLEDGE ALLEGIANCE TO YOUR HEART
20 47-6798

JULIUS LA ROSA
STASHU PANDOWSKI c/w JEANETTE
(SHE'S NOT VERY MUCH GOOD FOR PRETTY)
20 47-6802

EDDY ARNOLD
A GOOD LOOKIN' BLONDE c/w
A DOZEN HEARTS
20 47-6773

Your customers hear these New Orthophonic High Fidelity recordings best on an RCA Victor New Orthophonic High Fidelity "Victrola"®

America's favorite speed... 45 RPM  
RCA VICTOR
THE TEAR BLUES, LOVE AND BROWN LUTHER COUNTRY AVELE
IT RUBBER ONLY THE STAY BACON FAT OF BEST STRANGE HOLD
THE ROCK RED Doggett WITH LITTLE FROM RELEASES HAND
YOU'RE GONNA AS LET'S ME
I'M GAYLES 5003
he WSKI, tors his U. January 8. 4. Milwaukee social jock
Ken Gayles, former jockey turned deejay who had been a part of the
KXOL, local and national team since the late 1940s,
sponsored this program. The program was aired every Sunday,
and listeners inquired about it. This week, he discussed the
current events and music releases of the time.

FEBRUARY 9, 1957

THE BILLBOARD'S MUSIC POPULARITY CHARTS

YESTERDAY'S TOPS—The nation's top hits on records as reported in The Billboard

YESTERDAY'S TOPS—The nation's top hits on records as reported in The Billboard
DON ROUSSEAU
Don't...

BURL
CF. ORCIE

THE MARLAAA 74
My Last Teen

DECCA
jocks may

KING
brings

THAT RHYTHM
DECCA
thing

LONDON
tempo

CORAI.

A happy

sound.

mental,

land.

Turners

rangement

A smart

Don

schmaltzy

Continued

REVIEWS
RONDO
Vou.

DECCA
30189-Singer

WHITNEY
30189-

Before

This gives

romance.

His

sides

arranged

a

rock

rhythm

soloist

for

a

mosaic.

It

gives

an

rhythm

a

rhythm

some

vocal

is

itself.

A

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**Reviews of New Pop Records**

**LOONEY TAUN**
My Secret Love Affair..................71
ADVANCED ANGELS—Gee Whiz—Is it? (Robil-Dex, ASCAP)

**WINFRED ATWELL**
Marie's Theme..................71
DECCA M-405—Cowboy ballad with melody material for Western-flavored Memphis. 
Though not a major hit, this should get some more exposure. (Cleveland, BMI)

**BRIAN BOWIE**
You're Never Gonna Get....69
MCA M-1261—Brian gives us a brief look into what could be a major hit. This should catch on and build to a big surprise. (Cleveland, BMI)

**JANE POWELL**
What Other World Can We Find?..................72
VERVE V-1003 — The theme which made this film an instant box-office hit is set on an old-timey time that has an operatic background. The music by Charles and Powell does a terrific job. No follow-up, however. (Kahn, ASCAP)

**THE BREATHE THINGS**
Have You Ever Experienced This Feeling?..................68
MCA M-1243—Goes over well especially with the many listeners who like the hot, sophisticated type. This should catch on. (Cleveland, BMI)

**LEW QUAILING ONS**
Only a Lover..................67
Coral 47705—Something which could have been a major hit is now a minor one. Some would recommend. With a little publicity this could be a major hit. (Cleveland, BMI)

**DANNY ANDREW**
Lonnie McDaniel..................66
Longines-Stewart 7803—A listenable ballad with two basic themes. One is a soulful theme which makes it modish. (Cleveland, BMI)

**RON BARCARE**
Look Into My Eyes..................66
McG-M 1426—Singer does a hobo theme on his recording which sounds somewhat resembling really big band. 
This tune is definitely something to be looked at. (Cleveland, BMI)

**RUDY CLACKFIELD**
Break the Silence..................65
London 7765—A prayer type theme with rich vocal background. This song is really something you should listen to. (Cleveland, BMI)

**PACIFIC RAY**
Last Train..................66
DECCA N-1558—Lyrically is something that is generated by a few similarities heard in the title song. 
Tunes very much at home in the rhythm and blues field. Tunes a lot. This should get some exposure. (Plastic, BMI)

**SACRED**
The Chuck Wagon Gang..................77
COLUMBIA C-6415—Theme of a sacred theme is something that is going to be heard a lot in the country field. This could be a major hit, it seems. (Plastic, BMI)

**RAY HENRY BROOK**
Sarah of the South..................68
SIMPLE FORMULA—The wordy theme with the sound of a garage band and company beat out a bright, loud, volume job. Nice vocalizing by Edie Starke. (Brick, BMI)

**Other Records Released This Week**

**Popular**

Sarah of My Life/Poor You Are For Away—Frank Sinatra, Viva 119
Wanda Jean/Here's That Ship That's Coming In—Sisters of Mercy, Viva 435

**Latin American**
Tec, J.T., Mary Ann—Arms of Ove, Viva 1088

**Rhythm & Blues**
You're Both in My Heart—Ray Barre—Frankie Lym, Deep 303

**Key Expands In Cleveland**

HOLLYWOOD—Further expanding its disk operation, indie Key Records has moved some facilities in Cleveland in an attempt to increase its delivery and maximize its product to the Eastern market. 
Vee Knight, president of the company, said that the move is part of the company's plan to increase its reputation as a top commercial source. 
Waltz, President of Key, said that this move was made in order to increase the company's visibility. 

**Everyone Wants the Original**

"BAD BOY" 

The Jive Bombers, SAV 154
Can't be Imitated

"FEARLESSLY 10" or 45 RECORDS

SPLEFFED—including labels, cartoon sleeves, etc.

Best Pressing Deal

ROYAL PLASTICS CORP., 1540 Brainerd Ave., Cincinnati 7, Ohio

"THE BEAN SONG"

Eileen Barrie—Epic

"If I Dream That Something Other Than the World"

ARMS—Lester Young, Savoy 416

SINGER ONE-STOP

1812 WEST CHICAGO AVE., CHICAGO 22, ILLINOIS

MIDWEST'S LARGEST ONE-STOP

50 CENTS ABOVE COST

FREE TITLE STRIPS TO OPERATORS

FEBRUARY 9, 1957

COMING TO NEW YORK!

Day at his modern 56

story, the late

Bone, the world of

house, beautifully furnished, completely private, bath, from 598 daily

 unreasonable to present more on sales industry. Include mail promotions in the title song. 
this record. This should be a major hit. This should get a lot of exposure. (Plastic, BMI)

"Almost Paradise"

LOU STEIN & HIS ORCHESTRA—Unique Records, Inc.

"The Secret Zebra"

Marty S. Barber, FRA

"The Bean Song"

Eileen Barrie—Epic

"Just Give Me One Love"

Eddie Ames—Velier

"The Secret Zebra"

The Secret Zebras, ASCAP

"The Secret Zebras"

The Secret Zebras, ASCAP

"The Secret Zebras"

The Secret Zebras, ASCAP

"The Secret Zebras"

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"The Secret Zebras"

The Secret Zebras, ASCAP

"Almost Paradise"

LOU STEIN & HIS ORCHESTRA—Unique Records, Inc.
**FEBRUARY 9, 1957**

**The Billboard's Music Popularity Charts... POP RECORDS**

---

**AVOCO RECORDS PRESENTS**

For Your March 17 Release... Pat Boone's

**THE FASTEST SELLING IRISH LP**

ON THE MARKET

**TEN POPULAR IRISH DANCES**

**PERFECT DANCE TIME!**

Top Irish sided...

"AN IRISH DANCE PARTY"

Jackie Roche

And His Irish Dance Band

8:13 12" M.F.L.-AYV-101-

**Waltz of the Pipers—Venezuela**

(edly)-Ed. 8:08-6-8-0-

**This Weeks C&W Best Buys**

I'M GOING HOME (Golden West, BMI)/Johnny Horton—Columbia 40615—The market for "down home" country blues is terrific now, and this has been a big factor in pushing this record forward to equal the success recently enjoyed by some good products, especially with this, but Northern cities report that both pop and country stores are doing quite well. Pick up this "Got a Hold in the Middle of My Prongo" (Cedarwood, BMI), a previous Billboard "Spotlight" pick.

I DON'T KNOW IF IT'S TRUE (Tennesse, BMI)/ROCKIN' IN THE CONGO Beazie Valley, BMI/Hank Thompson—Capitol Special 36302—This, as usual, is moving along at a fairly rapid clip and has gone up in the business. This is a good product from this established Nashville pop outfit. (Northern, BMI)

**Review Spotlight on...**

C&W DISK Jockey Programming

JUDY AND ODE

Money (Acuff-Rose, BMI)/Unanswered (Acuff-Rose, BMI)—Click 1909—Of Thomsosville, Ga., comes an unusually well-made record that merits careful scrutiny by dealers. "Money" is a strong piece of material, with a memorable tune and lyrics by Bob [Teeny] Rolex. In this case the ever-humorous "Telephoned" the duo shows a smooth vocal blend and solid production. "Money" is one of the clevers of sound effects and all, shows real know-how, and will give a lack of kicks to locks and their listeners.

**Reviews of New C&W Records**

RED KING AND THE FIVE STINGS

THOMAS COUNTY (BMI)—King and the group are making their third record for this label, which features some talented country material, which this is a solid watch. Jack and Dale, turn in a strong rendition of the country flavored number "Red King and the Five Stings." (Sundown, BMI)

When You Left Me Last Night—The Kings (BMI)—The Kings roll out another chart material with this sad-dance beat. "When You Left Me Last Night" is a fine piece of material, with well-placed vocals and a solid instrumental backbeat. (Sundown, BMI)

**The Dobro Brothers and Red Allen**

Be My Girl—Red Allen (BMI)—M & M—M ("Fancy" Oholi, pickin', and guitar, and Virgil "Red" Allen, guitar, and guitar) - Another group on the Bill that comes from the group that has this side with a tune that is a good dance rhythm. Red Allen has come up with a nice arrangement of material. (Acuff-Rose, BMI)

DON Owens

A Friend—M & M—M—M (Owens, guitar and guitar) - A tune that is a good country material. "A Friend" is another fine piece of material by this group. (Acuff-Rose, BMI)

**Bud Deckerman**

BOO HILL—Bud Deckerman (BMI)—Deckerman has covered territory with this tune, and has a fine piece of country material with this. Another group that has this side with a tune that is a good country rhythm. (Camden, BMI)

**JACKIE COCHRAN**

Rudolph, the Red-Nosed Reindeer—Rudolph, the Red-Nosed Reindeer (BMI)—The group has covered this tune, and has a fine piece of country material with this. Another group that has this side with a tune that is a good country rhythm. (Camden, BMI)

**LOUIE BARRON AND THE FARM BOYS**

A Memory—Louie Barron—CHUCK WAGON-404—The late Rode Barron has recently appeared on a solid line of good material. "A Memory" is another fine piece of material by this group. (Camden, BMI)

**JULIE HENRY**

A Pea in Love—Julie Henry (BMI)—Henry is a bright young talent, and you can expect her to continue a fine record drive on this. "A Pea in Love" is a fine piece of material by this group. (BMI)

**C&W Territorial Best Sellers**

For survey week ending January 30

**Birmingham**

1. Young Love (BMI)/S. James
2. King Daddy (BMI)/S. James
3. Snow Bow (BMI)/S. James
4. I Want You (BMI)/S. James
5. I've Got a New Heartache (BMI)/R. Price

**Charlotte**

1. Young Love (BMI)/J. Brown
2. I Want You (BMI)/J. Brown
3. Snow Bow (BMI)/J. Brown
4. I've Got a New Heartache (BMI)/R. Price
5. Fool's Paradise

**Dallast-Forth Worth**

1. Young Love (BMI)/S. James
2. Snow Bow (BMI)/S. James
3. I Want You (BMI)/S. James
4. I've Got a New Heartache (BMI)/R. Price
5. Fool's Paradise

**Houston**

1. Young Love (BMI)/J. Brown
2. I Want You (BMI)/J. Brown
3. Snow Bow (BMI)/J. Brown
4. I've Got a New Heartache (BMI)/R. Price
5. Fool's Paradise

**Memphis**

1. Young Love (BMI)/J. Brown
2. I Want You (BMI)/J. Brown
3. Snow Bow (BMI)/J. Brown
4. I've Got a New Heartache (BMI)/R. Price
5. Fool's Paradise

**Richmond, Va.**

1. Young Love (BMI)/J. Brown
2. I Want You (BMI)/J. Brown
3. Snow Bow (BMI)/J. Brown
4. I've Got a New Heartache (BMI)/R. Price
5. Fool's Paradise

**St. Louis**

1. Young Love (BMI)/J. Brown
2. I Want You (BMI)/J. Brown
3. Snow Bow (BMI)/J. Brown
4. I've Got a New Heartache (BMI)/R. Price
5. Fool's Paradise

**C&W Best Sellers in Stores**

For survey week ending January 30

**Record**

1. SINGING THE BLUES (BMI)/M. Robbins
2. YOUNG LOVE (BMI)/S. James
3. THERE YOU GO (BMI)/J. Cash
4. I'VE GOT A NEW HEARTACHE (BMI)/R. Price
5. Wasted Words (BMI)/Col 25012

**Record**

1. SINGING THE BLUES (BMI)/M. Robbins
2. YOUNG LOVE (BMI)/S. James
3. THERE YOU GO (BMI)/J. Cash
4. Wasted Words (BMI)/Col 25012
5. I'VE GOT A NEW HEARTACHE (BMI)/R. Price

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

For survey week ending January 30

**Record**

1. SINGING THE BLUES (BMI)/M. Robbins
2. YOUNG LOVE (BMI)/S. James
3. THERE YOU GO (BMI)/J. Cash
4. Wasted Words (BMI)/Col 25012
5. I'VE GOT A NEW HEARTACHE (BMI)/R. Price

**Record**

1. SINGING THE BLUES (BMI)/M. Robbins
2. YOUNG LOVE (BMI)/S. James
3. THERE YOU GO (BMI)/J. Cash
4. I'VE GOT A NEW HEARTACHE (BMI)/R. Price
5. Wasted Words (BMI)/Col 25012

**Most Played C&W by Jockeys**

For survey week ending January 30

**Record**

1. YOUNG LOVE (BMI)/S. James
2. SINGING THE BLUES (BMI)/M. Robbins
3. THERE YOU GO (BMI)/J. Cash
4. I'VE GOT A NEW HEARTACHE (BMI)/R. Price
5. Wasted Words (BMI)/Col 25012

**Record**

1. YOUNG LOVE (BMI)/S. James
2. SINGING THE BLUES (BMI)/M. Robbins
3. THERE YOU GO (BMI)/J. Cash
4. I'VE GOT A NEW HEARTACHE (BMI)/R. Price
5. Wasted Words (BMI)/Col 25012
**R&B Best Sellers in Stores**
For survey week ending January 30

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Blue Monday</td>
<td>F. Domino</td>
</tr>
<tr>
<td>Love is Strange</td>
<td>Mickey &amp; Sylvia</td>
</tr>
<tr>
<td>Jim Dandy</td>
<td>L. Baker</td>
</tr>
<tr>
<td>Ain't Got No Home</td>
<td>C. Henry</td>
</tr>
<tr>
<td>Thousand Miles Away</td>
<td>R&amp;B, 5000</td>
</tr>
<tr>
<td>Young Love</td>
<td>T. Harris</td>
</tr>
<tr>
<td>Honky Tonk</td>
<td>Patsy Cline</td>
</tr>
<tr>
<td>Too Much</td>
<td>E. Presley</td>
</tr>
<tr>
<td>I'm Gonna Wear My Baby</td>
<td>L. Williams</td>
</tr>
<tr>
<td>Give Me Some</td>
<td>Little Richard</td>
</tr>
<tr>
<td>You Got Me Dizzy</td>
<td>R&amp;B, 5000</td>
</tr>
<tr>
<td>Singing the Blues</td>
<td>C. Mitchell</td>
</tr>
<tr>
<td>Banana Boat Song</td>
<td>R&amp;B, 5000</td>
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**Most Played R&B in Juke Boxes**
For survey week ending January 30

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<tr>
<td>Since I Met You Baby</td>
<td>L. Hunter</td>
</tr>
<tr>
<td>Love is Strange</td>
<td>Mickey &amp; Sylvia</td>
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<tr>
<td>Ain't Got No Home</td>
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<td>R&amp;B, 5000</td>
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<tr>
<td>Singing the Blues</td>
<td>C. Mitchell</td>
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**R&B Territorial Best Sellers**
For survey week ending January 30

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<td>Jim Dandy</td>
<td>L. Baker, Jr.</td>
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<td>Patsy Cline, Jr.</td>
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<td>L. Williams, Jr.</td>
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<td>Little Richard, Jr.</td>
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</tr>
<tr>
<td>Singing the Blues</td>
<td>C. Mitchell, Jr.</td>
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</tbody>
</table>

**This Weeks R&B Best Buys**
No selections this week.

**Review Spotlight on**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
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</thead>
<tbody>
<tr>
<td>Photograph</td>
<td>D. Day</td>
</tr>
<tr>
<td>I'm in the Mood for Love</td>
<td>J. Wilson</td>
</tr>
<tr>
<td>Ain't Got No Love</td>
<td>J. Wilson</td>
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</tbody>
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**SOUTHERN TERRITORIAL PICK**

**HORNY WOLF**

My Life (Are) a B.B. Record, No. 38-1648.

**NEW ORLEANS**

**New Orleans**

**NEW YORK**

**New York**

**MIXED RANKING**

<table>
<thead>
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<td>C. Mitchell</td>
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**Pennsylvania**

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<td>R&amp;B, 5000</td>
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<td>C. Mitchell</td>
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**St. Louis**

<table>
<thead>
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<tbody>
<tr>
<td>Racey Fat</td>
<td>J. Williams, Jr.</td>
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<tr>
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<td>Mickey &amp; Sylvia</td>
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**San Francisco**

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<tr>
<td>Singing the Blues</td>
<td>C. Mitchell</td>
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**Rating System**

- **1.0**: Poor
- **2.0**: Below Average
- **3.0**: Average
- **4.0**: Above Average
- **5.0**: Excellent

---

**Critique**: The song has a nice, steady rhythm with a lot of energy and a catchy melody. The vocals are clear and the instrumentation is well-balanced. Overall, it's a good fit for the R&B genre. **(Billboard)***

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**R&B RECORDS**

**SOUTH BAY**

**Palm Valley**

**Golden Gate**

---

**SNOOKY NICHOLS**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes I Do</td>
<td>B/W</td>
</tr>
</tbody>
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**THE CREEK**

<table>
<thead>
<tr>
<th>Record</th>
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<tbody>
<tr>
<td>&quot;I'm in the Mood for Love&quot;</td>
<td>J. Wilson</td>
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</table>

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**Climbing Fast on the Charts**

- **Chains (L) 141**
- **"Walking by Myself"**
  **Jimmy Rogers**

---

**MIXED RANKING**

- **"I'm in the Mood for Love"**
  **J. Wilson**
- **"Just for Your Call"**
  **Duke #162**

---

**STEPPING OUT!**

- **"The Drifters"**
  **"Pools of Love"**
- **"I was a Tear"**
  **Atlantic 513**

---

**DUKE RECORDS**

**B.L.S. 5-0740**

**FLASH RECORD CO.**

**RHYTHM & BLUES RECORDS**

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Around the Horn

Rex Allen wrapped up the first of his many "Around the Horn" telecasts in Hollywood Monday night. The series, which has been aired on WGN Chicago on business. He returns to Hollywood late this week for the filming of a new series with the Cristina Brothers. Allen recently formed a partnership with the Cristina Brothers, well-known radio figures, for the operation of the show.

Jim Wilson and his aggregation will be regular weekly shows and dance features at Tamilla Gardens, new venue in Flatbush, Baldemore, Franklin, and 1564.

Reviews Moab, lyriC:AMERICA, Corporation, moves into Juvenile Ballroom, Baldemore, Franklin, Friday (8) for a return stint. They then backed into Illinois. In December, Charleston, Decatur, Springfield, and Kansas City.

Greatest War... Cass McShann's new orchestra, the McShann orchestra, has booked house. A big show, not far from the territory.

La's Dru System lively. The arrangements for the orchestra, which counts among its members some of the best arrangements for the orchestra, were designed by the renowned writer, Harmonic, and the orchestra is a delight to the ear.

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Tampa Fair Prances To New $ Records

Tampa — Given the kind of weather Florida boasts about, the 1956 Tampa Fair proved worth of a five-day start that augurs well for other U. S. and Canadian fairs. At the conclusion of its first day and nights, the Florida annual, an 11-day event long regarded as an insignificant excursion into the fair world, served up results which further heightened the already bright prospects for the 1957 season.

Opening behind a 75-cent gate, up 25 cents from last year, the fair raced far ahead of any previous year, and is well on its way to the first five-day segment of its run.

Record Race Crowd Figures for the period were lacking as the fair headed into the wind-up of its fifth day, but official totals for the first four days showed that gate receipts were up $56,890 over the corresponding period in 1955, with thanks going in large measure to the gate admission from 70 to 75 cents. Midway grosses for the Royal American Association, Inc., was $195,668 for the first five days and equally so that the total was $247,081, a record not only for the 11-day period of the fair, but also for the five-day midway of any state fair in Florida history.

National Speedways (All Speedways were presented to a.s.o. grandstands, and the crowd reached another all-time high both in people and dollars.

Weather Ideal

Royal American Show, on the basis of previous experience at fair grounds, is 1,000 percent sure that in a rain, it's done and over a in midway receipts, but it was quickly raced royal fashion, with the slightly wise drop with its patent ride and show fans-up and was holding a comfortable lead over its receipts of last year at the end of five days.

A big factor in the RAS operation was that each of the days was given ideal weather, both afternoons and night, whereas last year saw one afternoon against the fair.

J. C. Houskin, fair manager, said the Gate Admissions and Crowd estimates were both better than last year by a large margin.

The Tampa Fair is held in the Tampa Bay Fairgrounds, and is under the direction of H. E. Gooding and W. J. Bailes, presidents of the Tampa Fair Association, Inc.

Tampa Fair, S. C. and Savannah, and plans are in the making for similar fairs in those cities, as well as other southern cities, Ga. A risk, opened last fall of the Turf (Okla.) Fair, is expected to do an even better business next year than the one this past year. The closing date was Friday.

One of the most elaborately spent that is slated to open next fall is one in Pittsburgh. The 100 by 200 foot stretch will accommodate 1,500 horses. The entire layout will be completed for early spring, 1950, with 600,000 admission tickets in reserve.

The races held on the grandstand show. One afternoon of races was planned for the remainder of the season, with the remainder of the season, with the program to be played to some $15,000, while always given the good show. The directors of the races will be in the R.A.S. office.

The demand for ice skating is also being felt in another direction—by the organizers of the Tampa Fair. Plans are being made to form an ice skating rink, swimming pool, and other recreational events. He's prepared to close down despite the race totals.

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Rutland Sets Be Cum Unit, GAC-H Revue

RUTLAND, Vt.—The Rutland Fair, which will begin Sept. 29 and continue until Oct. 4, will go in more heavy this year for entertainment as well as its usual midway and horse exhibits, according to Secretary-Manager Arthurs. The fair will feature GAC Ham's, No. 1 show, "Havana Nights," and Wiltin, reported that the Western General Manager's John. Fair officials are preparing contracts for the next show. Following the closing of the fair, the show will play in select locations in the new area. The fair will end with a final grandstand show sponsored by the Chamber of Commerce. This event will close with a Hardee Grind parade.

Hiited Demand For Ice Rinks

Spurs Builders

* Continued from page 1

Midway Scores

The report showed a gross of $380,074 for the fair, shows and rides, less amusement taxes of $15,400. The complete figures show that all receipts amounted to $390,084.

The report revealed that a new fair office will be established in the Women's Building to be used early this year. The present fair office was not adequate for the number of transactions handled.

Victor Vicks, Fernandez Set Hawaiian Rodeo

CHICAGO— Plans for the Continental Rodeo to play in Honolulu and possibly in San Francisco, were laid by Victor Vicks, head of the rodeo, and E. K. Fernandez, head of the Hawaiian Rodeo. The Hawaiian Rodeo will be born from the mainland to play Oahu, after the Hawaiians have had local rodeos at the years. The main event will be at the 25,000-seat ball park and would be a regular feature of the Hawaiian program.

Tentative dates would have the rodeo following the Shrine circus circuit on the mainland and the Shrine show closed March 6, Vicks said he is negotiating with airlines and shipping lines about transporting the personnel and about 40 head of stock on the plane. The appearance of Indians in the show, which will be a major event, was part of the contest events. Col. Tom Atena, a world famous rodeo arena director, will handle the Continental rodeo.

In July, Vicks starts fair and promotion duties in Minneapolis. The route then moves thru Iowa, Illinois, Indiana and Ohio.

D'Carlo Agency Open Fair Dept.

PITTSBURGH, Pa. — The D'Carlo Entertainment Service has assigned its Pennsylvania representative and is preparing units that will include circus rides, an area, George Marcus, manager of the new department, announced.

So CNE will be in charge of both the booking of acts, and Fred. Sanders, formerly with the CNE, will handle the field work.

CNE NETS 512G FOR NEW HIGH

Hits Record Figure Despite Rain: Shows, Rides Rack Up 589G Gross

Record Figure Despite Rain: Shows, Rides Rack Up 589G Gross

CNE NETS 512G FOR NEW HIGH

OUTDOOR

NASCAR Dates

February 13-17

DAYTONA BEACH, Fla.—The two-week run of NASCAR's (National Association for Stock Car Auto Racing) Daytona Beach Speed Week and Performances Trials will take place February 13-17 on the beach here.

The events will be climaxcd February 17, 12 miles south of Daytona Beach, on the Daytona Beach International Championship 160-mile race.

Gov. Budgets $1 Mil Work For Syracuse

Syracuse — Improvements totaling $1,000,000 are in store for the city this year as the result of actions according to Governor Harriman, who has indicated that his budget.

The governor told State fairmen in Utica last week that a similar fair would get a new youth building, a modern expansion of the zoo, and a modern heating of the electrical system.

The youth building will contain exhibition area built especially for the Health and Education Commission. The barns will house youth crafts exhibits and the electrical work account for a $300,000 expenditure, Harriman added.

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NEW MIDWAY ATTRACTIONS!

CRAZY HOUSE

This new, modern fun house has a complete set of tricks and a beautiful illuminated front. Admittance a mere nickel or 5 cent. Height 4 feet to 7 feet. This device is a big money maker and will go as high as the average more ride. Write today for full details and photo.

King Amusement Co., Inc. 1412 Clement, Mich.

MINIATURE TRAINS
2 models in 2 sets: capacities from 14 children to 240 adults.

FOR FULL DETAILS WRITE FREE POSTAGE

MINIATURE TRAIN CO.

MIDWAY WINTER FAIRS

WHEN THIS SPECIAL "PULLS OUT" HEADED FOR ADDITIONAL BIG SALES!

Be sure you're aboard

OARC SPECIAL

Dated February 23

The Billboard's

Featuring

A big array of editorial articles directly concerning the buyers in this field plus all the latest news and developments.

10,000 EXTRA Reprints including all advertising and editorial appearing in the OARC Section of this issue that will be sent to a special list of prime prospects.

During the months of February thru July, EVERY new subscriber interested in outdoor showbusiness will automatically receive a copy of the OARC Reprint.

Thus, house ads, this OARC Reprint will be offered FREE OF CHARGE to any reader requesting it.

A "New subscriber" campaign in early February that will surely produce many additional customers and bring readership up to greatest possible strength.

Pre-publication publicity and promotion sure to alert EVERY reader to the importance of this issue.

No other medium or form of advertising or promotion can possibly give you the same, extensive coverage of this hard-to-reach market of active, eager-to-buy customers.

Don't miss it up... be sure to send copy instructions reach us by

WEDNESDAY, FEB 13

IOWA STATE SEEKS 525G

FOR NEW WOMEN'S BLDG.

DES MOINES — Iowa State Fair will ask the Legislature to appropriate $325,000 to finance construction and equipping of a new women's building at the fairgrounds.

Lloyd Cunningham, fair secretary, said the board has asked Gov. Herschel Loveless to include the project in his budget recommendations. If the governor fails to do so, the board plans to ask the Legislature for the funds.

The present women's building is 30 years old and, according to Cunningham, inadequate to fill the needs of the fair. He said the proposed structure would accommodate all women's activities at the fair, including 4-H girls.

County fair officials are also joining the State fair in seeking legislation to permit the haying of stock cars on highways to racing events. Stock car drivers have experienced difficulty in the past in towing cars from one event to another in Iowa.

Donaldsonville

Plans Grandstand,

New Office Bldg.

DONALDSONVILLE, La. — South Louisiana State Fair will replace its present grandstand with a new one, construct a new office building and remodel its present exhibit buildings. L. A. Borne, new chairman of the board, announced last week. Borne was recently named to that post after serving as president for 24 years.

J. W. Bryant was named president, F. A. Courson vice-president, Sidney L. Harp, executive vice-president, Joseph Miller, treasurer, and Abshoo Nielson, secretary-manager. Dates will be October 24 and Bott Hutt Shows will provide the midway.

WINTER FAIRS

ARIZONA

Iriton—Mid-Winter Fair, March 3-5. D. V. Mantel.

IOPA—Beadles Co. Fair & National Date Fair, March 9, 10. John Inman.

IOPA—Estate Orange Show, March 24.

CONNECTICUT


FLORIDA


ST. AUGUSTINE—Battles Inland Fair, March 10-12.

ILLINOIS

Burlington—Mid-Winter Fair, March 12-14.


INDIANA

Indianapolis—Mid-Winter Fair, March 5-7. D. V. Mantel.


KANSAS

Burlington—Mid-Winter Fair, March 12-14.

MISSOURI


MISSISSIPPI

Gulfport—Mid-Winter Fair, March 12-14.

NEW MEXICO

Lancaster—Mid-Winter Fair, March 12-14.

NEW YORK


NEW YORK—Catskill Fairest, March 25-29.

OKLAHOMA


OKLAHOMA—Washington County Fair, March 24-26.

OREGON

Burlington—Mid-Winter Fair, March 12-14.

PENNSYLVANIA


OHIO

Cincinnati—Mid-Winter Fair, March 11-13.

CINCINNATI—Mid-Winter Fair, March 11-13.

CHICAGO—Mid-Winter Fair, March 11-13.

WASHINGTON—Mid-Winter Fair, March 12-14.

MINNEAPOLIS—Mid-Winter Fair, March 11-13.

SEATTLE—Mid-Winter Fair, March 11-13.

SAN FRANCISCO—Mid-Winter Fair, March 11-13.

SAN DIEGO—Mid-Winter Fair, March 11-13.
EASTERN NOTES

Agents Numerous But Quiet

Books written by Harry

BOOKINGS reported by

Books, Inc.,

Ride

FLYING

ARMS

GARBRICK Rides

E. N. Y.Garden and

Ride

ANNUAL

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KING AMUSEMENT CO.,

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THE BILLBOARD

February 9, 1957

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Albany, N. Y.
New Auditorium
At Lincoln Gets Equipment, Staff
LINCOLN, Neb. — Formal dedication of the new Nebraska Municipal Auditorium is scheduled for March 19, and Manager Don Jewell said last week that general construction is completed. Hose, seating, lighting, and equipment will continue thru the remaining weeks.

The 4,200 permanent seats are being installed. One contractor has already purchased extensive of concessions equipment. The ice rink is nearly completed.

Jewell has moved his office to the new building. He also announced that Mrs. Charles Cuhl, has been appointed secretary. Lawrence Carlin is concessions manager, and James Hartman, building superintendent.

Events booked for early weeks at the new building include Roger Wagner Clinton, Lincoln Auto Show, "Ice Canopies," Lincoln Shakespeare Festival, Nebraska Armstrong State dental convention and funeral supply store's convention. Appearance of the Passion Play is one of things being negotiated for fall dates.

Former Mayor Clark Jent has the committee in charge of the formal dedication. Amb. Bailey, chamber of commerce manager, is preparing a brochure. Jewell making appearances before Lincoln community organizations to plug the building. He has made about 15 appearances and plans about seven more before the opening.

At Calif. Town ... 

At San Bernardino, the dedication of the Charles Brown Auditorium and Exhibit Hall at the Eastern Sierra Tri County Fair, has held an cently, O. F. (Tad) Davis, fair man, has been made to the building seat 3,300. The first event was an automobile show.

oral

ARENAS & AUDITORIUMS

Milwaukee Date Scores; Big One Is Even Bigger

By Tom Parkinson

The month-long question of what would happen in Milwaukee at ice show time has been answered. "Holiday on Ice" played the Milwaukee Arena January 27-12. At the close of the run, Elmer Krahn, manager of the Arena, announced that ice show records for the building had been broken. The 11-day stand grossed $209,093 in 15 performances. That is between $3,500 and $4,000 greater than the record of the earlier record set by the first ice show in the Arena, the "Holiday..." which played with Sonja Henie, in 1959. The Henie show had 10 performances.

Attendance for this year's "Holiday" program was 100,551 persons. Krahn said that this was about 3,000 more people than saw the 1950 tour, thus setting another record. On the final Saturday night of the 1957 show, the building set a new high for "Holiday on Ice" with 9,437, a figure set in 1950 by the same Henie production.

ALL THIS TAKES on special significance when it is recalled that "Holiday on Ice" is Milwaukee's only tour this season, also "Holiday on Ice on Ice" and "Holiday played the building in past seasons.

"Holiday's" advertising campaign stressed that it would be the only ice presentation at the Arena this year. Krahn said he believed that had much to do with the increase in business, but he also pointed out that "Holiday originated in Milwaukee so this was something special.

Of course, the single ice date, even with its new records, will not show equal the building's income for the past three in the show. But Krahn has more than met the problem.

HE TELLS OF an active policy over past months to book trade shows and conventions business. This has been more energetic and has served to attract the Milwaukee tourist trade. Even while the ice show has been in progress at the Arena, the adjoining Auditoriums has been host to a popular meeting of Paul Motz, manager of the hotel's entertainment program, March of Dimes affairs and other events. On Saturday (2), crowds at the two major buildings totaled 20,000 persons.

So, while the ice outlook changed this year, Milwaukee still has its great business assured. Auditorium-arenas can serve the nation recognized Milwaukee as the biggest profit maker in the field, and the big was is even bigger.

Krahn tells that first figures for the fiscal year ending October 1 confirmed his advance estimates as made at the IAAI conquest. All that has been anticipated the $300,000 gross that developed.

The net was $245,000, highest in the nation.

What is more, the Auditorium-Arena in Milwaukee is running $12,000 over the year's figures for the first four months of the new year. Projecting that trend thru September, Krahn is looking in an increase of from 5 to 7 per cent over his giant 1956 returns.

Walsh Renish, Strong Heads N. Y. Coliseum

New York — The newly appointed executives for the New York Coliseum is Charles W. Strong, well known in the field for his success in building the Campbell - Fairbanks organization for sports shows and other events.

Strong, who also becomes a member of the board of directors of the Coliseum Exhibition Corporation, operator of the building, reports to managing director Howard C. Shane. He succeeds James F. Walsh, Strong joined the firm in December, following the death of Walsh. In its announcing, it has been appointed a consultant to become a consultant in the exhibition and exhibition field. He had been exhibition director since the Coliseum's premiere in April of last year. Prior to that he was with the Smolbeck organization for nine years, including service as exhibition director of the Grand Central Palace. Announcement of the changes was made by Arthur Smolbeck, president of the Coliseum Exhibition Corporation.

COMING EVENTS

AUD. ASSN. SETS MEET
FOR JULY 10-14

MEMPHIS — Dates for the 1917 convention of the International Association of Auditorium Managers are July 10-14, it was announced here last week by Secretary Charles McEvoy.

The session will be in New York and the convention location will be the Henry Hudson Hotel, which is about two blocks from the New York Coliseum.

The move of the convention city was re- acted at the convention in 1956 and continued last summer. Dates were approved by a vote of members.

A Style and Swo for Every Need
For write for full particulars

Cotton Candy
Buying a new Cotton Candy Machine this year? Then be sure you buy a WHIRLWIND-the machine that does everything. At a recent State Fair show of the tourists machines on the 1st day WHIRL- WIND won the award for best performance. Ask for our circular on the WHIRLWIND, the machine you will probably buy.

GOLD MEDAL PRODUCTS CO.

216 S. THIRD STREET CINCINNATI, OHIO
DAVIES—Charles II., 87, business executive and former circus man, in a Lansing, Mich., hospital, January 24. As a young man he joined Century Bros. Circus and was a Ringling Bros. staff man at the turn of the century. In the transactions by which the Ringlings bought Barnum & Bailey, Ltd., Davis served as an intermediary. He operated booking agencies in St. Louis and Denver, a theater in Lansing, became Lansing Chaired of Cattlemen's secretary, and 40 years ago managed the old Franklin Auditorium in Lansing. He helped organize the Michigan State Police, represented President Harding at an International Chamber of Commerce meeting in Rome, helped establish the first Lansing airport and became its manager; acted as vice-president of the Durant Motor Car Company, and filled other civic roles. The Lansing test of the CFA is named in part for him. Burial in Lansing. Surviving are his widow, a daughter and a sister.

DURNAL—Cora, well known in the country and western music field, of a heart attack in New Buffalo, Mich. He formerly managed Dunlap's Tent and later had out his own group, the Rio Grande Rangos. For the last 12 years he had resided in Peru, Ill., where he was associated with Harry Shoe's Trailer Tents. Surviving are his widow, Clar (Midge) Durnal, and an adopted son, Limeron Williams, of WSN's "Grand Ole Opry," Nashville.

FIGUERO—Otto, 54, former ride operator and now recently coincommissioner with the West Coast Shows, January 26 in Los Angeles following a heart attack. Survived by his widow, Betty. Burial Thursday (31) in Showmen's Rest of the Pacific Coast Showmen's Association, that city.

FULLER—William F., 78, a director of the Regina (Sask.) Exhibition Association for 30 years, January 10 in Regina. He was vice-president of the fair in 1939 and president in 1940. Throughout his years as a director he was chairman of the farm machinery and industrial equipment committee. Survived by two sons, and his widow. Burial in Regina.

HARRIS—Harry D., 51, advance agent for "Ice Capades," at Edmonton, Alta., Jan. 24. (Continued on page 69)

LOW HAULING COSTS COME RIGHT FROM THE "HEART" OF A '57 CHEVY

Many of the things that make a Chevrolet truck more economical to run are seldom seen by the owner. They're hidden features, deep in the truck's design. Here are just a few of them, to prove a Chevy's engineered better and built better for bigger savings!

1. Fused steel crankshaft—It's extra sturdy, precision machined and balanced, the foundation for dependable, long-lasting power!
2. Alloquad exhaust valves—Special aluminum treatment on valve seats protects valves against pitting; engine wears less, costs you less to run!
3. Hydraulic valve lifters—for longer valve life in V8's, fewer engine repair jobs.
4. Chevy V8 piston—Thanks to short-stroke V8 engine design, this is a short distance, wears less. Short-stroke efficiency aids fuel economy, too!
5. Oil-bath air cleaner—standard on all Chevrolet truck engines for added protection against dust and foreign matter that shorten engine life.
6. High-capacity oil filters—They remove dirt particles from Chevy engine oil to cut engine wear and maintenance.
7. Easy-adjust distributor points—You can adjust this new Chevy V8 distributor with the engine running; it's added insurance against costly down time.
8. Multiple fuel filters—For clean fuel, all Chevy engines have fuel filters in the carburetor and fuel tank; in addition, V8's provide an extra filter at the carburetor.
9. Build-Over steering mechanism—Inside this steering gear area of polished steel beads virtually eliminate friction. Less friction means less wear, less maintenance!
10. Rugged manual transmissions—Synchronous-Mesh gear design eliminates the need for double-clutching, reduces costly wear. Gears are shot-processed for life strength.
11. 12-volt battery—provides more starting, more ignition, long battery life in all Chevrolet trucks.
12. Tires for your truck—Here are just a few of them, to prove a Chevy's engineered better and built better for bigger savings!
PARKS-KIDDELANDS-RINKS

OCEAN PARK, Calif.—Columbia Broadcasting System has joined the Los Angeles Turf Club in a national campaign to develop an oceanic wonderland in the Ocean Park Pier area.

The campaign is expected to be opened early in the summer of 1957, and if successful it is said that the area will be designed as a year-round recreation center for all members of the family as well as a tourist attraction. The campaign added that a policy of high standards of entertainment at popular prices in pleasant surroundings.

Dr. Frank Stites, president of CBS, announced the participation of the Turf Club in the campaign.

Two Parks

NEW YORK—Two new midway developments will be available to the amusement world at the March 20 opening of the playground on Roosevelt Island, under the direction of Charles C. Laemmle, president of the park.

The project, which is expected to be in operation by April 1, will consist of a 3,000-foot-long roller coaster, a 350-foot-high drop tower, and a 200-foot-high water tower.

The park will also feature a 300-seat theater, a bowling alley, and a 100-stall garage.

Sea Wall

Sunbury, Pa.—R. M. Spangler, of Spangler Maps, Sunbury, Pa., is recovering from spinal surgery which he underwent at University Hospital, Baltimore, in November, and plans to take his wife and children to a Florida beach and a month's in tourist spots of Mexico. He said he would get ready for the new season at his Williamsport, Pa., home.

Spangler Maps' 50th Year

SUNBURY, Pa.—R. M. Spangler, of Spangler Maps, is celebrating the 50th anniversary of his business, which was founded in 1907, and is one of the oldest in the area.

The company specializes in the production of maps and atlases, with a particular focus on the area of Sunbury and the surrounding region.

The business has been in operation for 50 years, and Spangler said that he hopes to continue the tradition of producing high-quality maps for another 50 years.

The event will be held on Saturday, April 11, and will include a special exhibit of historical maps and a lecture on the history of the company.

Rye Audit Shows

Rye, N. Y.—A rise in total income of $848,223 was enjoyed in 1957 by the New York Westchester County-operated amusement park. The rise is due to an increase in the number of visitors and higher prices charged.

The park, which is located in Rye, N. Y., has been in operation for over 50 years, and is a popular destination for families and groups.

The park's revenue is derived from ticket sales, concessions, and other sources.

Roller Rumbles

DALLAS—The Texas Roller Skating Association plans to host its annual roller skating competition in the coming months.

The competition will feature a variety of events, including singles, doubles, and teams.

The event will be held in various locations throughout the state, with the final competition taking place in Dallas.

The competition will be judged by a panel of experts, and winners will be awarded prizes for their performances.

The event is open to all roller skaters, regardless of age or skill level.

The competition will be held in the summer months, with the specific dates and locations to be announced in the coming months.

The competition is a great opportunity for roller skaters to showcase their skills, compete against others, and have fun in the process.
MANSFIELD, Pa. — The 100,000-ticket opening day promotion in being used this year to awaken local residents to the inauguration of another park season. With a bakery (Williams) figuring in the set-in, easier Ben Sterling is providing that number of ride double for distribution thru routes and programs. Second week uses a 12-pack. Each pack operates only on Sundays during May, with a different commercial firm tied in for a free ticket each week.

Operation this year will be the same as in 1956, with the addition of more picnic facilities and an 18-hole miniature golf course to be installed by Holmes Cook. There are no free acts, the policy having been dropped in recent years due to a lack of interest in anything but the high acts.

Nickel Days End
Tuesdays and Thursdays, with nickel rides thru 7 p.m., are the biggest days during the summer. Also a seven-day operation is used, despite a typical Monday slack, that day coming in handy for cleaning up after Sunday crowds, in preparation for Tuesday's nickel day business.

A 200-foot shelter containing two kitchens has been constructed to take care of expanded picnic activity. The park employs a man who won bird-watching fame last season's opening, visiting schools, churches and industrial firms, to sign programs. Development of the park into an industrial valley has created a bigger potential in this direction.

The miniature golf is the first such unit here since 1932, when a course was installed but proved unsuccessful, Sterling says. It is being erected adjacent to the miniature Roller Coaster.

In addition to eating, boating, picnicking and swimming, there is a number of handy-pattern games to round out the park operation. Area encompasses 330 acres, all but 60 of which is water and natural beauty.

Ten thousand circulars will be sent out in the near future to publicize the park. Radio and newspaper advertising is employed in Scranton, Wilkes-Barre and Hazleton, Pa., and Binghamton, N. Y., with occasional spot-minute TV spots on WDBI and WARM. Park negotiates for its own outdoor ad spots and builds its own billboards.

Sterling worked at Palisades (N. J.) Park for three years, for the Schenck brothers, then a year at Mossie Lake, before entering Rocky Creek, where he has been for 33 years.

U. S. Man’s

Australian

Beach

Pact Reversed

SYDNEY — Decision to lease facilities at Bondi Beach to an American operator, Harry Dervich, has been changed. Dervich had bid $32,500 in 1955, 15 per cent of the profits over a 20-year period. The December elections resulted in a team of labor party supporters getting control of council. Council has never reversed the decision on the lease be rescinded.

Bondi is a popular beach near Sydney, drawing some 50,000 people on any day. Attributes to the fact that it was not successful, Dervich says. It is

THERE'S GOLD in Them There Hills

Think of your next vacation as a gold rush! Take your gold rush to the next level when you book your stay at Galveston’s Amusement Pier. With our Golden Ticket Package, you can enjoy unlimited rides, attractions, and shows! It’s the perfect way to celebrate your vacation like a true miner. So what are you waiting for? Book your Golden Ticket Package today and start your gold rush adventure! For more information, call 1-800-GALVESTON or visit www.amusementpier.com.
North Bid to Buy Out 49'ers;
Mrs. Sanford Gets Court Order

No Decision on $1,750,000 Offer; Judge Orders Firm's Books Opened

SARASOTA, Fla.—John Ringling North has made an offer to buy out minority stockholders in Ringling Bros. and Barnum & Bailey Circus. They have stated no agreement.

In a separate action, Mrs. Hetera Ringling Sanford, a director of the corporation, has been granted a writ of replevin to keep the show to produce all books and records for examination by her accountants.

The suit was granted by a Sarasota county court Thursday (12). It names North, Arthur M. Connelly, N. J. Schramme and_ as defendants. The orders that the books be produced within 10 days or cease to be shown will be taken out by Mrs. Sanford and Reddy are employees of the company.

By Friday the court order had been served on Connelly and Sanford. A meeting has been located.

It was pointed out that Mrs. Sanford was acting as a director of the company and not as a member of the minority stockholder group.

Stock to Connelly

North's written offer was to pay $12,500 for each of the 49 shares in Ringling Bros. and Barnum & Bailey stockholders, Inc., that are owned by the minority group.

If accepted in earlier in the winter that he planned to make such an offer. At that time there was controversy between the three others in being the stock, he would turn it over to Connelly.

The offer was made thru Dan Connelly, trustee of the estate of Mrs. Charles Ringling, and a director of the company. Connelly is also a director of the Ringling family company as of October 27, 1950.

49ers Undecided

No agreement was reached by the three minority stockholders who have not decided to accept or reject the offer. If accepted in the offer as of the date. It was understood, was that Judge

Antalek Books

Clade Bros.

For Sarasota

SARASOTA—Joe Antalek has bought Howard Stery's Clade Bros. Circus in connection with producing the Shrine Circus at Sarasota. He will use some acts from Clade Bros., along with others in the Shrine show's performance.

Contest is part of Clade Bros. will be the Great Wallacillas, housewife and other acts, the St. Louis, and the ringling, a Catskill, NY, and the Ringling Bros. elephants, and the Ringling Bros. trailer, and outside.

Antalek who has booked Dietz, Tunico, the Kiftwits, Tunico Alani and Jorgens, Christian's Stelbuck Antalek, 34, of Big Top and Hub, Sarasota, is a well-known performer. Mr. Wendel will be a co-star attraction. He will be billed as owner/producer.

Shire will be the War. Mrs. Wendel is said to be Miss, on April 28.

May 5, with Antalek as producer.
Clown Leon Keeler turns up some old timers when he results being with the Ringling Bros. Circuit of 1905 and 1906. He was joined by fellow Royal Clowns, Clarksmain, Art DeCooma Family, John Smills, Three Aces, Tom DeNicola and D'Arcy, Jacobson, DeMarco, Four Brothers, the Electricians, Olga Otto, May and Lulu Davenport, Jonnie McCree, John Agee, Cornwell, John Miller, Floyd Bernard, Jules Tournois, Doc Keally, Tom Roberts, Tellie, Mattie Smith, Charley, George Hartrell and son, Fred Lass, Desidero, Carl and Peanuts Mike, Frank Morris, Frank Schick, Horace, Webb, Bobo and John White, John Hopp, Lank and Phil Keeler, Bussy Brown, John Slater, John Rutherford, Homer Hobson, John Slater and Jack Foley.

From San Antonio, Tom Scapery, who reports that the Howard Kings, Justus Edwards, and Bettie Palmedo were recent visitors to the city, Mrs. Palmedo visiting the Rex at the Colisee for several days before they left.

San Antonio Light recently earned a picture story about the Flying Martin acts.

From Sullivan's Circus Hall of Memory, Millie Martin sends word that the Rev. Ed Sullivan is vacationing at Sarasota... CPA now looking for more than 2000 visitors... Visitors included.

Clown Ed Ants and her mother, Ray Cummings, both of the Joplin and Medfield Parks, along with her husband, daughter and son-in-law... Jeeves, our head clown, is a regular fixture with Ringling, is a head at the Hall of Fame at Savannah, Georgia. He worked with Shirley Bellard heads the Hall's gift shop.

Art Porter, representing agent, is of interest to the entire Negro Press. He was called to Washington for the inaugural parade and the inauguration of Mr. Hoover. Mr. Hoover visited Mr. Porter, who is promoting indoor circus dates in New Jersey, and who promised to put on a show under treatment for a thrum ailment.

Miss Lena and Her Pets, currently alternating at Madison Square Garden, has been booked for the Cincinnati Shriners Comic, April 13. Sam Levy, head of Barnum Curriers Theatrical Enterprises, Chicago, made the booking which is going into the New York S.A.C.

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**WANTED**

**UNUSUAL ACT**

to appear in store/free for work.

Contact

PHIL HAYDEN

HAYDEN FURNITURE CO.

2666 & Booksport St.

Owensboro, Ky.

**RING CIRCUS**

Free-ton season, complete description and price for latest.

MAN to care for and help break radio liberty Act.

EXPERIENCED CIRCUS MARRIAGE

Manager desired for ring with Missando Liberty Act.

HAWTHORN CIRCUS CORP.

LIBERTYVILLE, ILL.

**PHONE**

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103 Illinois Events
Split $2,242,554

‘56 Fairs Draw 2,189,080 Gate;
Assn. Re-Elects Layman President

SPRINGFIELD, Ill.—A record 103 county fairs operated in Illinois during 1956, shared a total of $1,758,918 in State-sale premium payments and 73 of them drew $2,189,080 from State funds for permanent plant improvements.

These statements were made by Cliff Hunter, administrative assistant to the State director of agriculture and secretary of the Illinois Association of Agricultural Fairs at the latter's 47th annual meeting here Sunday through Tuesday ($2-7).

Hunter said that without exception the fairs operated successfully during the year. Two fairs which did not operate in 1955, Shawneetown and Pringles County, were revived last year, and three new ones, Macoupin, Winnebago and Wyoming, operated for the first time.

Total value of county fair premiums was estimated at $7,683,050 and estimated attendance for the year was put at $2,189,080.

Attendance at the station was big despite snow and ice that made highway travel difficult. President William E. Layman, who was re-elected for 1957, presided at the business sessions. Secretary Hunter reported on the proceedings at the annual meeting of the International Association of Fairs and Exhibitions, and Duane Critt. Milford, discussed promotions. A. J. Tates, Canal Winchester, Ohio, spoke for the Future," while free grandstands was discussed by R. Y. Baldwin.

Lancaster, N. H.
Roofs New Stove

Lancaster N. H.—Learning a lesson from 1956 when valuable crops were killed by hail, the Lancaster people were eager to see their new stove. Dover stores filled the platform with plants which were put out for free as long as $1,500 was made to be used in gravel and filler for the muddy ground.

N. J. Fairs
Given Hope
Of Aid Hike

Official Views Help; 75 Urnurur Talk

TRENTON, N. J. — Some $2,500 is involved in the hiring of additional 75 fair employees, according to the Trenton Daily Times. Though the total budget for the 1957 Trenton Fair is not known, it has been estimated at $2,500, and the fair's annual deficit is expected to exceed $1,750,918.

The state fair was opened last Saturday and the crew included over 200 employees. The fair's annual deficit is expected to exceed $1,750,918.

The Trenton Daily Times reported that the fair's annual budget is expected to exceed $1,750,918.

N. Y. Assn.
To Merge Fairs

ALBANY, N. Y. — A new year brings new problems as the state Dept. of Agriculture reports that the association has received a total of $2,836,000 for the year, a 31% increase over last year. The association received a total of $2,836,000 for the year, a 31% increase over last year.

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Mass.-Based Shows See Banner Year

ROCK CARNIVAL runs quartu- zer at Middleboro, Mass., this year. The village is offering a grandstand this year. The grandstand has been completed and is ready for use. The village has been the scene of a number of grandstands this season.

Cook Elected

COLUMBUS, O. — After three years on the board of trustees, W. C. Cook was elected to the presidency of the Greater Ohio Showmen’s Association at that organization’s annual meeting held January 15 in the Deshler Hilton Hotel.

Along with Cook, William Rechard was elected vice-president, while John R.亦 was elected secretary. The approval of the meeting was given to the committee on the president and secretary.

Midway Receipts Hit Record Pace

In Face of Fair’s Highest Gate Fee

Tampa — The reason ahead will be a reason for the Tampa Midway, according to Sky Fighter, which will be a replacement of the Ohio Shows for the Tampa Midway.

The Tampa Midway shows have been hit by the highest gate fee in the history of the Tampa Midway. The fee is $2.50, which is $2 more than the previous record.

The Tampa Midway shows opened last Tuesday (27), with a $2.50 gate fee. The shows opened last Tuesday (27), with a $2.50 gate fee.

Winrod Inks 11-tll Fairs

SPRINGFIELD, III. — E. L. Winrod, owner of Monarch Exposition Shows, has a busy man at his disposal. The shows are expected to be ready for the opening of the spring season.

The shows opened last Tuesday (27), with a $2.50 gate fee. The shows opened last Tuesday (27), with a $2.50 gate fee.

Strong Still Date Route for Bogle

ARMA, Minn.—Six Army and Air Force payday dates and a July 4 engagement at Red Oak, la., constitute the strongest still date route for this year.

The shows opened last Tuesday (27), with a $2.50 gate fee. The shows opened last Tuesday (27), with a $2.50 gate fee.
Strates Bow Set With March Fair

Regular Season Begins With Sarasota Fair, Includes 34 Consecutive Weeks

ALBANY, N. Y.—According to the management, the James E. Strates Bros. circus will be in the Syracuse (N. Y.) Orlo, quarters with a month interval, thereby permitting the surrounding territory to be covered.

The tour will continue for a total of 34 weeks, with a 60-day stay in Winter Haven, Florida, beginning March 18, and Orlando, February 18-23, and will proceed to the regular route.

The route as planned calls for the show to make its very north after the Sarasota show. Strates has long held first-contract for Washington, but this privilege mandates an early opening in that city. If the Washington opening is firmed for the first week in April, the Sarasota show would have only two weeks to fill after leaving Sarasota.

WASHINGTON, D. C.—T. V. Brown, secretary of the Greater Tampa Association, attended the annual meeting of the national organization in New York last night (27) in the clubhouse on Fifth Avenue, which succeeded Esther Yeomans.

Also taking office were Olive Sparrow, Mary Weiske and Ethel Leach. Miss Weiske is secretary of the Filmingill association, and Ethel Leach of the Rosine club members included were Monica Baratta, Sally Bredlack, Mary Cavin, Evelyn Clark, Max Downer, Esther Conkright, Vera Hard, Mary Judson, Etta Bertrand, Norma Morrow, Betty Perrot, Frances Pirkey, Joyce Sano, Noni Brown, Mary Suders and Lillian Styer. Nila Mat Stokley, Ella Williams and Betty Welter, Jane Winter, Gertrude and Blanche Jeanes, Bob Jones and Margaret Anne, hostesses.

For the officers were Commander and Mrs. Maxine Cey, Mrs. Kit Darlington and Elmer A. Darlington, Mr. and Mrs. Bill Bishop. Berthe Norman was in charge of the dinner entertainment and Miss Libby Jerome and friends directed the dance entertainment which followed.

Rose Bloodgood, mother of the outgoing president, was guest of honor. Other guests included Mrs. Bill Bishop; Mrs. Norman Brodsky, judge Johnson; Mrs. Hanus Loeke, pole captain of the Albee, and Mrs. Jon Horrie; Betty Benda, Misses Lasalette, Misses Kappes, Misses Love, Mrs. John Mathewson, Landesman, of the Showmen’s League of the Southwest.

Downie Names PCA Aides

Los Angeles—R. C. (Bob) Downie, Pacific Coast Showmen’s Association president, announced his committee for the present meeting in the clubhouse.

Elected to serve with Downie are: William H. (Mike) Slattery, vice-president; Al Weil, secretary-treasurer, and H. B. (Bob) Matthews, secretary. Committee members were elected for the caret board for five years and the executive committee for three years.


PLAQUE DRIVE STARTS

Big for NSA’s Home

NEW YORK—Sure indication that new President Maria Bullaty of the National Showmen’s Association is out for the money this year, came last night (27) at the announcement of committee appointments. No less than 114 names were announced by George A. Haas, NSA president and J. W. (Brownie) Martin, NSA president, of committee chairmen.

Rutsky’s regime will have to come up with much more than any in ministry, to make as smooth a transition as possible in the new club building, scheduled for August. If it is a $130,000 proposition.

There are 22-member committees, of course, and that makes 22 co-chairmen. This one is for entertainment and publicity. These chairmen may contribute to date, but must be limited to 100 names, only those who have been picked within two weeks.

Women Encouraged

Mrs. W. E. (Bill) Martin held a meeting on a discussion of the women’s committee, which was limited to names of current and departing members, also members who may contribute to date, but must be limited to 100 names, only those who have been picked within two weeks.

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John Colligan, prominent concessionaire, is still confined to home 504, East Tennessee Baptist Hospital, Knoxville, following surgery in an Eastern hospital. Reports for transplants was supplied him by Bobby Williamson, James Miller and Tony Denson. Visitors have included Morris Lipsky, Andy Kasman, Norman Anderson, Mr. and Mrs. George Hey, Mr. and Mrs. O. E. Briddi, Jr. and Mrs. Harry Andrews, Mr. and Mrs. Steve Lasko, Dee Wrice, Cas Walker, Fat Murphy, John Denson, Charlie Kelly, Attorney General Hal Clemons and Deter Christenberry.

Mr. and Mrs. Bobbie Briggs are back in the 504, East Tennessee Baptist Hospital, spending the holidays in Arkansas. Oklahoma, and vicinity. Al & Ross Gleason and family are part of the holidays as guests of Jack Rambin, Jim, Tex, Don, and Blackie McKemore made a quick trip to Mexican, Texas, where Mr. McKemore was ill.

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Jack Barnes, manager of Empire State Shows, at 1702, 1710 South 9th Street, and Pike, Virginia, were recently called to Waco, Texas, to see the show and the start of Jack's outfit.

Mr. and Mrs. Bob Moore, owners of the Bobbi Shows, returned from Mexico, reputedly visited the midway folk in the Big Canyille Valley, the Moores were moving a new Concession.

W. F. (White) Moore is up and around again after two trips to the hospital, and their Moore reports from Hickory, N. C.

E. D. McCray, co-owner of 504, East Tennessee Baptist Hospital, and vicinity. Al & Ross Gleason and family are part of the holidays as guests of Jack Rambin, Jim, Tex, Don, and Blackie McKemore made a quick trip to Mexican, Texas, where Mr. McKemore was ill.

Bill Knapp, who was with a number of smaller fairs to Winter Fair, World War II, is presently assistant manager of the new Stafford Hotel, which opened six weeks ago in

(Continued on page 69)

Clothing Burns Fatal

To Dorothy Richardson

MOBILE, Ala.—Mrs. Dorothy Richardson, wife of Rod Richardson, and mother of Burns suffered when her clothing caught fire at an open basket. Reader had husband she is survived by two children, Mr. and Mrs. John Johnson, and her stepmother, who were ride personnel last season with the Mighty Interstate and Bull Bettle shows. Buttal took place in Indiana Springs Cemetery, Mobile

$75.00

CASH REWARD

For return of

BURT WING

47 yr. old, 5 ft. tall with W. B. Roger

Snake show of Mt. Pleasant, Fla.

For reward call collect

GEORGE TURNER

Phone Villa 9-3828

Tallahassee, Florida

CARNIVAL WANTED

For Carnival on May 14th or 15th

J. PHILIP REESKER

c/o Barker Brothers Line, Club Barker Brothers, Va.

SOME FAIRS FOR SALE

Sold, solid ready for shows, legitimate operators with own equipment.

JOHN R. GRAY

4100 North Ave.

COLUMBUS, OHIO

STARTLE SHOWS, INC.

Can place Shows, Concessions and good Ride Help that can drive.

Thamesville, Ga., all this week.

R. C. MCCARTER, Mgr.

THOMASVILLE, GA.

WIRE-Phone-Or Write

JAMES E. STRATES, ORLANDO, FLORIDA

TATTOO CONCESSION

Established over 50 years.

Unusual opportunity for first class Man to make big money all year.

HOLLYWOOD ARCADE

430 So. State St.

Chicago 5, Illinois

WANTED

Girls

Dancers

Waitresses

Novelty Acts

Good pay

Tommy Thomas

Civic Arena, 915 Olive St.

KANSAS CITY, M O.

NOW BOOKING CONCESSIONS AND OUTSTANDING SHOWS


ALL CONCESSIONS OPEN—NO EXCLUSIVES HAVE BEEN SOLD.

CONTACT US NOW FOR TOP LOCATIONS. CONCESSION SPACE $18 PER FOOT.

RIDE HELP WANTED

Can place Rides Men on all rides. Also can use Man in winter quarters of the fair.

Contact Pete Nutting, Frank W. Babcock United Shows, Frank W. Babcock, 3658 2d St., Oakland, Calif.

LLOYD S. SERFASS, Owner & Guest, Mgr., PENN PREMIER SHOWS c/o Greater Tampa Showground, Carol,Cerver & Ilton, Tampa, Fla., or meet me at the Tampa State Fair. WINTERQUARTERS ADDRESS, HENDERSON, N. C.

GLOBE CAN

FOR SALE

For car, 1938 Buick, 15 ft. 2-door, license U-3499.

Bill Jones, 922 Myrtle Ave.

Huntington, W. Va.

STATEWIDE SHOWS

ST. AUGUSTINE, FLA.

ALSO WANT PENNY ARCADE AND SHOWS

Good, solid ready for shows, legitimate operators with own equipment.

GOODING AMUSEMENT CO. INC.

COLUMBUS, OHIO
Show Reps Out in Force at III. Meet

SPRINGFIELD, Ill. — Attrac-

tion and midway representations

and fair officials turned out in large

numbers for the annual meeting of the Illinois

Association of Agricultural Fairs held here

Monday evening (7-29).

Included were Earl Newberr

y, Newberry Bros., Halsey, George 

Parker Jr., WLS Artist Bureau;

Paul Olson, La Salle; George 

Shaw, Art Sevenson, Swenson

Thrift, Galena and Ottumwa; 

Earl Brotton, Beloit; and Len

Bublik, Barnes-Carruthers Theatrical

Enterprises; Tom and John Kelly

Mine, Peewee, Judy Lynn, "Grand 

Ole Opry"; Mr. and Mrs. W. O.

R. King, Edgar Bros., St. Louis.

Charles Zemeter Sr., Zemater 

Theater Services; Mr. and Mrs.

Tillman, Eddie Grometzki, Ted Tilly

of Chicago; Mr. and Mrs. 

Frankly Taylor, CAC-

Hammond Agency, Gaylord 

Lewis, Davis, and Dennis 

Drennan, Carvelas of Hell Drivers.

Jerry Lippert, Lippert's Racing 

Men; Eldred C. Gyson, Tidewater 

Cleary; Mr. and Mrs. Joseph 

Boyle-Weeford; Agnes 

Paul Black, Anchor Supply Co.; Steve 

Bellinger, Charles Green, Station 

WVMC; Jack Lindle, Jack Lindl 

Show; Mr. and Mrs. Lee Wood, 

Smaller Shows; Marshall læng, 

E. G. Staats & Co., William 

Gallette, Imperial Shows; Hub 

Lids and Side Shows; Mr. and 

Mrs. Robert Sprague, Ray L. 

Swoyer, Midway of Mirth 

Shows; D. J. Bohr, Rees 

Midway; Mr. and Mrs. 

Ennis Allen, Baker United Shows; 

Mr. and Mrs. Robert McKeefer, 

Kincade, Freddie; William (Bill) 

Tuttle, Tamitha Rose' Shows; B. W. 

Haye, Jack; Mr. and Mrs. 

Ellis Davis, Quality 

Crowd Control Co., Rod 

Lloyd, R. F. Coble, Buff 

Hollo Shows; Samny Berrett, 

Globe Poster Co., John 

Lesch, Lempert Supply 

Co., and U. S. & T. Show 

& Tent Co.; Sen. and Mrs. 

William Perry, (Pete) 

Petersen, Thirld Exhibition 

Shows; Paul Allen, Al Kent, 

L. J. Hite, Jr. 

CHAMBERLAIN'S SHOWS 

Available

Wanted: 50 to 60 per week, 

Highly paid, excellent sales 

opportunity. Address communications to: 

W. D. WADE

D. P. O. Box 1453, St. Louis 37, Mo. 

1111 Olive, Downtown, 19, Mo.

NOW BOOKING FOR THE 1957 EARLY SUMMER AND FALL SEASONS 

GRAND AND BALLY SHOWS of all 

WALK THRU and GIRL SHOW of 

all Sizes. 

CONCESSIONS PRIVILEGES AVAILABLE

For information write: 

HAYES PARK, Youngstown, Ohio.

JIMMIE CHAMIN SHOWS

New Booking for this season

Open May 1, Muncie, Indiana 

WANT長期なアトラクションの入場に読者をお招きしています。無料として、フェアの入場券を受け取ります。詳細は本誌の「アトラクションのチケット」でご確認ください。

WANT WANT! WANT! FREAKS, WORKING ACTS, BALLY ACTS, NOVELTY ACTS, TICKET SELLERS. TALK. Any salaries paid to other and reliable people. ALSO WANT TO WORK. WANTS WANTED. WANT WANTS! WANT WANTS! WANT WANTS! WANT WANTS!

ALL Answers TO WALTER L. WANKOS

28 NORTH LAWRENCE, MONTGOMERY, ALABAMA

American Midway Shows

FIESTA TOURISTA

Hartlingen, Texas, Feb. 28-10-16 

CAN PLACE MIDWAY AT ONCE.

Address DON M. BRASHEAR, Mgr.

KINGSVILLE, TEXAS, THIS YEAR.

VERO BEACH, FLORIDA, FAIR

FEBRUARY 18 TO 23, 1957

Can place midway at once anywhere in the State of Florida. All Concessions open—Amusements, Midways, Carnival, Rides, Games, Etc. All Serious Inquirers will be responded to promptly.

127 N.E. FIRST AVE., MIAMI, FLA. OR PHONE 1-1-6801.

WANT G & B SHOWS—WANT OPENING APRIL 19

Plattsburg, Gall Gardens, Reimer Show, Kowalski Shows, and many other great shows.

All replies to GEORGE BROHS

St. Louis.

FREDERICTON Net 878G; Bet Handles in Decline

FREDERICTON, N. B.—The year 1957 is likely to be a crucial one for Harness Racing, according to Les Duff
do, secretary-manager of Frederic
town, in his annual business report to Agricultural Society, N.B., at its 94th annual meeting in the Lord Beaver
dook Hotel, Fredericton, N. B., Feb. 21.

"The racing money was bet at the pari
t محلات في كندا في عام 1957، خاصة في الأغراض التجارية، فقد كانت هناك تراجع في المكاسب. لذا، قد يكون عام 1957 عامًا مفتاحًا بشكل فعال للHarness Racing.

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MERCHANDISE TOPICS

Sherry's, 2135 Boyer Street, So., is keeping busy handling Hawaii's TPI plant lugs in polyethylene bags. The firm claims they keep longer, sell faster and actually agnet in the bug. Sherry's boys say that the bags have been helping to increase total profits. In addition, their delivery service keeps your stock, as they ship the same day order is received. We get a closer view of the new and the firm has excellent growth flash available. Also sent along are free promotional aids with complete details. The owners say Sherry's! If you haven't worked TPI lugs, you would like to try them, a good buy is promised.

G & S Manufacturing Company, 814 Deadrick, Nashville, claims to have the world's smallest point. Calling it "Little Atom," it comes with or without and features over 70,000 crystals. The knife is one of the small, low-priced items and in pictures 10 on an attractive display card to help sales. Journals and display�s are urged to write, wire or phone for quantity prices. The firm's 1957 catalog will be out next week.

If you can use low-priced 45 r.p.m. rock 'n roll records you are interested in buying from John Amos Company, Inc., 14 East 21st Street, Baltimore. The group contains new and used records, all good and we have been assured that the composers and artists are well known. Minimum amount you can order is $3.00. All orders are c.o.d. or cash in advance, to 0.

For its 25th anniversary sale the New York Fains, F. O. Box 201, Ocean Drive Beach, S. C., has on hand 8,000 factory-packed diamond crystal wrist watches. These are attractively boxed but less than the regular price of $40.50. The firm is closing out its overstock of 300 clocks, 75% of a sample. A sample is $15.50 and cash with order or 25% down. There are other specials which Harris Novelty Company, 1102 Arch Street, Philadelphia, says, a lot of attractive items are offered at unusual prices. The first is a seven-piece men's set in pen and pencil, watch and expansion hand with the choice of either key chain or pen set and a two-year service guarantee. The price is $4.50, but the drop to $2.50 if you order in quantity. Another is a new retractable ball point pen with bankers' approved ink which is good to use in leaving in ink. These are $1.75 per dozen or $10 per gross. 4-inch metal wallets may be had at $7.50 per gross. Write for complete listing and additional specials.

Calling it the bargain of the month, Cal-Max, Inc., 502 South Main Street, Baltimore, is offering what its called its sensational "Great American Sale" consisting of self-contained business cards, and a 900-piece pearl set, and a 300-piece pearl set, and a 300-piece pearl set. Cal-Max says the latter is a two-year service guarantee. The price is $15.50, but the drop to $10.50 if you order in quantity. Another is a new retractable ball point pen with bankers' approved ink which is good to use in leaving in ink. These are $1.75 per dozen or $10 per gross. Write for complete listing and additional specials.

Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits! Send $15 sample package of 10 items

You may receive $150 or more. Samples Drawn out of 10 lit Packages. Each item tested and proven to be for you.
CLASSIFIED SECTION
A Market Place for Buyers and Sellers

REGULAR CLASSIFIED ADS
List the first 15 words of your message, as described, for.
25 cents per word, minimum $1.00. Paid insertions are
IMPORTANT
in determining cost. See our current copy and address.
When writing to advertisers, mention THE BILLBOARD. As a
rate. Unpaid insertions are at the discretion of the
35 cents per insertion additional to cover cost of
RATE: 25 cents a word—Minimum $4.00
CASH WITH COPY
FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS,SONGS & PARodies
ORIGINAL MONOLOGUE, ALSO ORIGINALS AT CARUS,WHITE ROSE, 2345 Divisadero, San Francisco, Calif.

A special offer! Get the latest in your hands now. Check it out.

ANIMALS, BIRDS, PETS
ENTICING KITTENS, Baby Puppies, for sale. First seen in July
FAMOUS MR. CLOSEOUTS

CLASSIFIED ADS
at att. 7, upper level, in the small print section.:

CLASSIFIED ADS
at att. 7, upper level, in the small print section.:

DISPLAY-CLASSIFIED ADS
at att. 7, upper level, in the small print section.:

DISPLAY-CLASSIFIED ADS
at att. 7, upper level, in the small print section.:

DISPLAY-CLASSIFIED ADS
at att. 7, upper level, in the small print section.:

DISPLAY-CLASSIFIED ADS
at att. 7, upper level, in the small print section.:
WANTED TO BUY
OLD GPU'S, REELS, BOWLS, and more. Don't have to be in working condition. Exchanged for new.
[No further details]

HELP WANTED
REGULAR CLASSIFIED ADS...
[No further details]

AT LIBERTY
ADVERTISEMENTS
$2.75 minimum for full page
[No further details]

MUSICIANS
AT LIBERTY—COWBOY SINGER AND SONGWRITER. Will travel up to 10,000 miles.做大 alp. Phone 232-6677.

MUSICAL INSTRUMENTS
PIANO PLAYER—(FIFTH OR SELL, too) 24.11.

BOOKS & CARTOONS
FOR SALE—HUMOROUS—ILLUSTRATED—$4.00 each.

NEW items are added daily. For a free catalog, write to:

JOSEPH BRODS
643 N. GOSLING AVE. OAKLAND, CALIF.
Tells How to Meet Unfair City Tax

LOS ANGELES — After gross receipt taxes instead of lower per-machine taxes to equal paper and the use of tabs on machines, a friend of the Los Angeles County Chamber of Commerce, a California Auto Dealers' Association, advised a trial on the subject at a meeting of the Los Angeles County Manufacturers' Association held in Los Angeles recently.

McManus, guest speaker at the monthly meeting, suggested an all-purpose tax on the sale of tobacco, after hearing Daniel L. Wymo, treasurer, tell the group that the tax in Garden City, one of approximately 60 incorporated municipalities in the state, had been reduced from 65 for 5-cent machines to $1.00 for penny machines.

Lady also displayed a form letter from the city, which had been used to advise businesses of the tax increase.

The tax, she added, was for 5-cent machines and 2 for penny machines.

McManus pointed out to the group that the advantages of incorporating were local control, saving rent, relief of funds from the state, and the opportunity to spend money within the newly-incorporated boundaries.

Incorporation will go ahead in cities, said McManus, that in her opinion may be made.

The California Auto Dealers' Association, California Vendors Association, and the National Automatic Merchandising Association will cooperate.

In accordance with that agreement, she had all the necessary information available.

Care is said that current Canadian taxes and other developments are the tax at the rate of 6 or 7 weeks, with three-week sales directly.

That added that production on the self-service machines could not be made under way in March when the addition to the present building is complete.

S.F. Ups Mfr. Credit
Available $2 Million

CHICAGO — Increased credit in the amount of $2,500,000 is being expanded to $2,500,000 and $2,500,000 to manufacturers by Standard Factoring Corp. in Chicago.

Edwin M. Merkle, executive vice-president in charge of the eastern division, said that the bank has been taking only 1/4 paper, that 33 cents of the credit would be available for manufacturers to find themselves in a tight situation.

Currently, there have been taking only paper from the 33 cents down, 12 months to pay—mainly because with interest rates unsettled, they do not want to tie up their cash for any longer, he said.

The result is that vending manufacturers have to finance much of their own capital because that would ordinarily be the case for the operator dealing directly with the bank.

Manufacturers haven't even been able to get credit that, even if the banks wouldn't normally be selling large quantities of credit paper, with their working capital.

(Continued on page 74)

G. Herald Joins Hampton House
As Sales Head

NEW YORK — George T. Herald has been named general sales manager of the Hampton House, Instant Coffee Division of the Sol Food Cafe Manufacturing Corporation. Hampton House sells soluble coffee to the vending trade.

Herald comes from the Café of the Commercial Paper Corporation, where he has been sales manager for the vending and machine departments.

While at CPC, Herald set up a national program to sell the firm's line of conventional and instant systems to vending machines and to distribute to operators of hotels, theaters, and soda fountains.

He also set up a long-range financial program for the vending machine manufacturers of this country during the year.

Green Named V-P
Of Arden Candes

NEW YORK — Jack Green has been named vice-president in charge of sales and advertising for Arden Candes, Inc., by Herbert D. Feinberg, who was recently named president of the firm.

Arden sells Snest hard candy packages to operators with theater locations. Arden plans a new packaging and sales campaign.
Miami
By RAOUl SHAPIRO
Bill Perry, of Perry Music Company, Fort Pierce, Fla., died re-
cently of a heart attack. . . . E. C. (Mac) McLaury, of Key West Mu-
icia Company, is in Miami for a brief rest. . . . Mr. Marvin Nava, branch manager of King Records, is back on the job after honey-
napping.

In town recently looking over equipment and buying records was Cecil Kenn, Nas-
sa, Bahamas. Cecil reported business looking well on the island. . . . Also in town for hi-monthly record buying was Bill Rogers and E. C. McLaury, of Fort Movers. . . . With the season in full swing, Ed Mocer, Orange Blossom Acoustics Company, is in Nassau on the jump nursing his route and visiting his Arcade in Homestead, Fla.

Larry Finn, route man for Mel-
low Music Company, off to New York to attend his uncle’s funeral. . . . Ozzie Trupman, Bush Dis-
tributing Company, back from a short visit to Havana, reports that the rock ‘n roll craze has hit the

town. Billy Haley and Elvis Presley are running neck and neck for pub-
lar favor, with The Platters breathing on their necks. . . . Flying to New York was Ruth Michaelson, representative for Continental Music Company, to make final arrangements for the marriage of her daughter, Eland. 

Lucky Skolnik and wife are ofiicially opening their home with the arrival of Mrs. Skolnik’s mother, niece and 
grandnephew. Skolnik is looking forward to a visit from his brother, Phil, of West Hempstead, L. I., N. Y.

Larry Finn, route man for Mel-
low Music Company, back from Philadelphia where he attended his uncle’s funeral. With Larry back, Wiley Levy, head of Mel low Music, left for New York on bus-

ness. . . . Ronny Shapira, route man for Continental Music Company, is off following a minor opera-
tion. Ruth Michaelson, Continental head, called in from out-town. . . . Charlie Cook, to fly down from New York on the route while Ronny recuperates.

Roy Goll, Marino Music Company route man, says he again following a bad cold. . . . Charlie Paniter, Charles Music Company, Winter Park, says his record costs are run-
ning way over 10 per cent of route receipts. He has ridden hard from the front money and a better per-
cent break is needed.

Harry Goldberg, II, of C. N. Nov-
ality Company, is working into the late hours getting equipment ready for tomorrow. . . . Bush Distribut-
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ing for his market. Mason tried both in a new location and came away with one of his best collections.

Denver
By BOB LATIMER
Betty Fergusen, formerly secre-
etary for Draco Sales Company, Denver, Wurlitzer distributors, has announced her resignation . . .

Members of the Colorado Music Merchants’ Association met re-
cently and mapped a code which will be submitted at a subsequent meeting for adoption by the group. Plan included will be the use of color codes for location spots, dime play and advertising agreements.

Mike Savino, Apollo Music Company, expects the 50-cent chutes to be a major factor in his profits for this past following a bad cold. . . . Charlie Paniter, Charles Music Company, Winter Park, says his record costs are run-
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Albert Richardson, phonograph operator of Rawlings, Wya. visited Denver to purchase a load of 25-cent records, this being his first visit to Denver. In passing through Wyoming, where on previous occasions the mills apart, most locations are still on record price, Richardson states. He hopes to use the 25-cent product for an upper Wedges in converting his route to the 15-cent.

Our mistake in reporting the purchase of Best Music Company recently by Harold Schmidt of the Michigan was bought from Pete Gerity by Harold Eyler. A local Denver distributor's showrooms last week was Bryan Edwards, Douglas, Wyo. whose route cover one of the State's most sparsely settled areas.

Sam Keyes, head of Apollo Music Company, one of Denver's largest phonograph-route operators, has announced relocation of the headquarters office from West Alcorn Street to Keyes' home... Local coin operators, such as S. Savo have assumed management of Drake Sales Company, Wurlitzer distributors of the row. Harold Hold and Doyle Harrington, former executives of the city, dropped out of the picture. Mr. Savo will be added in the sales and service departments, according to the papers.

Milwaukee

By BENJ OLLMAN

S. C. B. Distrihuting Company, reports equipment pur- chases stepping up. Slash period during the New Year's celebration saw few up-State operators in search of coin and supplies.

“Those are making up for it now,” says Cooper. Music and games are moving fast.

Stopping in at Paster Dis- tributing Company were out- of-town operators Bill Timson, Fox River Valley Coin Machine Company; Appleton; Walter T.-Onciency, Al Jasich, Beaver Dam, and Bill Lacombe and C. Schmidt, partners in L. & S. Novelty Company, Portage.

Coin operators report first-success at a few spots where he in using EPI. “It is catching on slow,” or Wisconsin. Jensen (Cpl) Joesnet has gone on a price-boosting campaign on coin-operated routes. On a large scale of Bell Novelty Company's cigarette machine the price has been brought to 30 cents per pack for flavor brands.

Press is getting a serious try, reports Walter Har-"We put a new 200-play machine on a straight dime, and when the first month it doubled the take. Guess we’ll have to try dime play in a few more spots."

Nick Novacic, County Vendors, says that his new wardrobe on 77th and Hicks Streets, West Allis, is in full operation. Sales of 15-day to operators continue to be encouraging. Reports one-stopper Stu Glassman, Radio Doctor Corporation, buying new wax included Ned Nale, Luke Delton, Tony Hirt, Shelley and Chuck Hartung, Ray Kephart, Subroed, Burlington, and Harry Dekkell.

Bik Frey, area reps for S. M. Distributors, Chi- cago, says that operators are showing strong interest in the new Kathry Collins recording, “Old Moments.”

Harry Jacobs Jr. and Wood- Johnson, United, Inc., entertainers in their Mental Model suite at the Wisconsin Bowl opening at the Wisconsin Music Merchants Asso- ciation January 15. Operations started and plan to open the new 1957 Wurlitzer on display. Bill Whipple, factory service manager, account.

Supplies 1st Brief

Orange Concentrate

Frozen output of orange concentrate from the 1956-1957 orange crop in Florida is about 9 million gallons by January 4, about 12 percent less than a year previ- ously, according to Agriculture Department. Stocks on November 1, 1956, were about 31 million gallons, a decrease of about 12 percent, a year earlier. The peak of Florida orange concentrate in 1957 was slightly smaller than the pack of about 700 million pounds in 1955, and set a new productivity high. The increase was 12 percent, which accounts for about 95 percent of the total pack.

Nutty Peanut Heavy

Supply of peanuts on December 31 totaled 153,000 bags, which was equivalent to 130 million pounds. The equivalent unshelled, unshelled peanuts repre- sented more than held in the same position a year ago—according to Agriculture Department. Of these 100 million pounds of peanuts on farms and shelled of which 90 percent are reported were used in making candy, salted peanuts, peanut butter and ready-to-eat, including products totaled $18 million pounds through December 31, about 5 percent greater than in the same period a year earlier. Salted peanuts, used in making candy were up 10 percent, while the quantity used in salted nuts was up 5 percent.

Cigarette Machine Conversions IMMEDIATE DELIVERY on 25c and 10c Coin Mechanism Conversions for ROWE Imperial, Royal, National 750, 950 UNEEDA Models also AVAILABLE: ROWE PRICE DIFFERENTIAL BAGS or NEW CHIMNEY MECHANISM (Calibers) for all DeGenter and National coin machines. Hit list us for all details. In all. We ask "King Size" your old Machine. TERMS ARRANGED—WRITE FOR INFORMATION

Trade Prices: $150.00

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U necoa VENDING SERVICE, INC. 1000 W. Roosevelt Road Chicago 7, Ill. (Photo) Complete Conversions and Refinished

We Service Every Make and Model Coin Operated Vending Machines. American Chewing Gum Products

SPECIAL LOW PRICE—Only $89.95

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We Service Every Make and Model Coin Operated Vending Machines. American Chewing Gum Products

SPECIAL LOW PRICE—Only $89.95

THERM MACHINES TO MATCH ANY CONCEDED MACHINE.
COINMEN YOU KNOW

- Continued from page 75

Records, due to spend a week working here with branch manager Bob Reilly, the pleasing young lady answering the office phone for Ph. C. Distributing Company belongs to Joe Pellitier’s sister, Mary.

Big news on record row last week was the change at Mercury, Veteran Johnny O’Brien has left due to a long spell of illness. Taking the reins of the office, which will now become a factory-owned branch, is Jim Welden, who has been representing M-G-M and London labels for the James H. Mancini Company, Chicago, will replace Welden several weeks coming business and pleasure.

Roy Holt, of Rainbow Music, took a few days off to look over some unusual property that looks promising... Rod Chambers, of, and Johnny Mahbod, of Helper, music and game operators, were in town to look over new equipment. Al Nolven, owner, Manufacturers of Western States Distributors (AMD), returned from a trip to Montana. He plans to return to a few days. He has expanded his business to a one-stop managed by Mrs. Alice Hale.

H. Rutter, of H. J. Rutter, Inc., Watertown dealer, has a new highball Rainbow Amusement Company. Erwin Money, Adler Specialty, has sold the very rare song to Ray Oberhansley and Norman Swain, of Valdosta, Ga., who will operate out of the old Atlas office. [...]

Memphis

By ELTON WHEDON

A big yearly outlet is the annual purchase of novelties. In the middle of May the存货 on their machines were Doug Highfill Rainbow Amusement Company, Allen Y. Kelle, Adler Company; Johnny Navarone, Popular Forms Record; Jake Kahn Tri-State Amusement Company, Bone Wurster, Dice Music Service, Gary Canale, Canale Amusement Company; Bill Forch, Forch & Billy Music Company, Drew Canale, Canale Amusement Company, and Edward H. Newell, Idle Time Pay Collectors.

License costs came in for discussion following a recent visit to the downtown location of the Memphis Music Association. Most top machines, drew Canale, Edward H. Newell and Parker Henderson, agree license fees on game business beyond reason. Newell says the localities have legislated game operators out of business. [...]

F. M. M. Distributors, operating the toughest machine, was re-elected for his fifth term as president.

The wife of Robert Harbin is seriously ill. Harbin’s fellow workers and many, for her speedy recovery. George Sammons, president of Simmons - Pennington Company, stayed in town for the record card, but hit the road next day calling on operators in Arkansas.

Sanatorium is one of the remarkable sanatoriums which phone operators enjoy. Many, for their health, coffee, hot chocolate and hot food are hitting new highs in Memphis industrial institutions. Recent cold wave sent practically all activities to phone offices for warm refreshments. Operators are William C. Weashe, vice-president and manager of Memphis Consolidated Company; H. L. Todd, manager of Consolidated Music Co.; Larry Meyer, owner of Meyer Sales Company, and Charles E. Peugh, manager of Quality Vending Service.


Los Angeles

By SAM ABBOTT

Leon Terk, San Diego, Calif., has been named distributor of Northwestern Corporation’s line of machines for Southern California. Al Theel, United Manufacturing Company factory engineering representative, spent a week at the C. A. Robinson Company here. Following the visit with the UMC Southern California distributor, Tholek left for San Francisco to contact J. D. Cox, of Advance Automatic, UMC representative in Northern California.

Marshall A. Moore, Badger Sales Company, has been appointed Branch manager. He has returned from the West, where he spent several weeks coming business and pleasure.

ROY TORR

Distributor for
Harmon Machine Co., Inc.
1601 HENRIETTE ST., TULSA, OK.
Phone: 2250

MARLIES

The season will now be here
Order now before the rush...

ASSORTED COLORS

Barrel of 100, size 9/4... $1.00
Barrel of 150, size 9/4... $1.25
Barrel of 500, size 9/4... $1.50
Barrel of 150, size 10/6... $1.50
Barrel of 500, size 10/6... $2.50

SHIPS FREE ON 1000 OR MORE

FULL CASE WITH ORDER: 5c. additional on barrel orders received separately.

ELVIS PRESLEY BUTTONS

3 COLUMNS

6 DESIGNS

+$65.50 per case of 1,000. F.O.B. Terlany. Cash with order.

ROY TORR

Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

WRITE FOR CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

THE WOODPECKER THAT PECKS!
An action packed toy. Also see the vacuum plated POOL TABLE and new SHOE SHINE BOX.

Send 3c for Regular Sample Kit of Charms

SURE LOCK Patent #370191 - the perfect control, eliminates haywire and covers the floor. No more Haywire, more control. Cost only $.15 complete kit.
Advertised Used Coin Machine Prices

How to Use the Index

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 used machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised 10 times or more. "Highs" and "lows" are most meaning when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for 10 or more times for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and "low." High and low indicate price ranges and mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates that "low" is a unique price probably for "as is" or "asiliased" equipment.

MOST ACTIVE LIST. The Most Active Equipment List shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of grouped ranges only listed games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

### Most Active Equipment

<table>
<thead>
<tr>
<th>Category</th>
<th>Machine</th>
<th>High</th>
<th>Low</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baseball</td>
<td>Ex-1500</td>
<td>$450.00</td>
<td>$350.00</td>
<td>$400.00</td>
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<tr>
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<td>Ex-Major</td>
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### Pinball Games

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### Music Machines

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**Table:**

<table>
<thead>
<tr>
<th>Location</th>
<th>Price Range</th>
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</thead>
<tbody>
<tr>
<td>Sylburg</td>
<td>$250.00 - $350.00</td>
</tr>
<tr>
<td>Oakland</td>
<td>$300.00 - $400.00</td>
</tr>
<tr>
<td>Miami</td>
<td>$400.00 - $500.00</td>
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</tbody>
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**Form:**

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**Graph:**

- **X-axis:** Price Range
- **Y-axis:** Number of Machines Advertised

---

**Legend:**

- **Lowest Price:** $200.00
- **Highest Price:** $500.00
- **Average Price:** $350.00

---

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Seeburg Sets Antitrust Action With Consent Decree

CHICAGO — Antitrust action by the government against Seeburg and three of its subsidiaries was settled last week by the issuance of a consent decree. It was learned Friday (4) that

40 Ops Attend Seeburg’s N. Y. Record Forum

NEW YORK — More than 40 operators and music enthusiasts gathered at the Atlantic-New York Corporation headquarters Monday night for a panel discussion regarding the regional representative, speaking on "Music Trends in Industry." Using charts and visual aids, he gave an account of the consumer and phonograph record trends, both national and general, and in particular the trend toward the buying of albums.

Sinatra Week

Merchandising and promotion plans were also discussed. A repre- sentative of Universal Antimonic said he tried to plan a Frank Sinatra week on one of his locations, offering a complete section of Sinatra EPS, normally 15 cents a play, for 10 cents during the promotion.

Ted Trelfa, an EPS display point, pointed out the need for point of purchase material. He suggested, for example, that distributors could provide table toppers for the new releases of unusual interest.

Another programming session was held Monday (4) at Atlantic-New York.

Gotham Ops Hit by Late Bar Openings

Some Neighborhood Taverns Open 5 P.M. in Attempt to Pare Costs; Midtown Stops Okay

NEW YORK — A few local game and music operators are beginning to feel the results of cut-backs in volume sales and are seeing evidence of the policies of not opening until 4 or 5 P.M. in an effort to cut costs overall.

As a result, whatever daytrippers and night owls are left to patronize them are not seeing the usual selection of music in stores. True, most of the smaller and the larger stores are not in the same business, but those who are in the same business are losing the 10 to 20 per cent of total play they would count on from noon and 5 P.M. for the tavern, the move makes

Expect West Coast to Buy More EPS in ’57 as Result of Price Cuts

This is one of several re- ports in this issue on bar operator resistance to price cuts of extended- or magazine EPS. See other articles elsewhere for re- porting on the controversy.

LOS ANGELES — Music machine operators in this area are estimating that they will buy more EPS than ever before because of the price cuts announced recently by American Radio History.

The new prices, about which the local operators have little information, will range downward for EPS’ from $1.12 and 96 cents to 50 cent machine prices. One firm charging $1.05 for EPS’ believes that 6-cent price cut will permit them to sell in the future for approximately 86.

The distributors of EPS by opera- tors increased tremendously in 1955 over 1954. California Music, the city’s largest one-stop, said it had about 150 EPS’, with William Lees’ group, the set increase at

Pan-American New Rock-Ola Distributor

CHICAGO — Pan-American Sales Company, Inc., San Antonio, Texas, has been named new Rock-Ola distributor for South-Central U.S. territory.

The move was a result of the decision of the company to be represented by Gene Bybee, a veteran of the music business in Dallas, the last 10 of which have been spent in the business.

Bybee has recently appointed Los Sebastian sales manager of the company. The new company is a complete line of Rock-Ola equip- ment, including a full line of service department headed by E. L. Youngstrom.

Pan-American also has distributor organizations in Houston and Dal- las to service the Texas area.

RENTS

MUSIC MACHINES

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

FEBRUARY 9, 1957

ENTERTAINMENT NO PROBLEM AT MOA BANQUET

CHICAGO — There won’t be a shortage of good entertain- ment at the 58th Annual Convention of the Music Operators of Amer- ica’s Northwest, to be held Feb. 29 and 21, according to Herb De La Vie, chairman of the entertainment committee.

De La Vie just returned from New York where he ac- cepted in signing such stars as Tony Bennett, Roger Wil- son, The Platters, and The Platters, along with other top recording artists for the convention banquet and floor show. The late will cli- max the three-day business sessions and will be held at the Best Hotel in the Carlson Room of the Marriott Hotel in the center of the city.

An attraction in the programming is Buddy Clark, who will work with De La Vie in presenting the last MOA convention show-

EP Cut Won’t Affect Miami 
Ops’ Buying

MIAMI — While the recent price cuts have had a definite effect, operators in this area are not expected to react too dramatically, a survey by The Billboard disclosed.

Many of the operators queried stated that the operators in Miami, however, was not in the extra cost, but the added the element involved in their play.

Most operators feel they are giv- ing less play for the price of one, and have also found many patrons of the additional music they get, inasmuch as they had no choice in selecting their play.

Beth Rudis, Record Service, a Miami op, stated that they were cutting their EP prices 25 cents per disk. However, they did not change the number of disks per page. Though it was not expected to be a major factor, they felt it would help.

Roy Displays Wurzliter At Harrisburg

HARRISBURG, Pa. — Operators from Central Pennsylvania turned up Saturday to see the Wurzliter displays at the Pennsylvania State Fair. The show was sponsored by the Roy Novelty Company, a subsidiary of Wurlitzer Company.

Harrisburg PA. — Operators from Central Pennsylvania turned out Saturday to see the Wurlitzer displays at the Pennsylvania State Fair. The show was sponsored by the Roy Novelty Company, a subsidiary of Wurlitzer Company.

Prior to the Harrisburg show, Roy Novelty displayed the Wurlitzer consoles and other products to national buyers at two previous meetings, with 200 operators, service men, and their wives attending the show.

EP Cuts Won’t Have -
Op Buys: Detroit

Majority See No Change in How Some Fee Extended Plays Are Held

DETROIT—Both of Detroit’s one-stop operations, Music Sy- stems and Angeline Distributing Corporation, decided this week to cut EPS’ from $1 to 90 cents when compared to their prices of $1.12 to 90 cents. Reactions were mixed, but it was said that the typical price cut was that this should not bring too great a change in record distribu-

The small volume of EPS’ in use by Detroit operators is the base of comparison is likely to be misleading in the first place. At Music System, they said EPS’ were running 200 to 300 a month.

The only EP bought in any quantity has been the Elvis Presley “Love Me,” it said, since it was simply not available in singles.

At the L. E. Thoms, Muller, record manager, Music Systems, believes it will have little effect upon joke box sales except

Roth Displays Wurlitzer At Harrisburg
You Can Cash In On

WURLITZER LEADERSHIP

FIRST

WITH 50-CENT PLAY

FIRST

IN EARNING POWER

YEAR AFTER YEAR WURLITZER SETS THE STANDARDS FOR TONE, BEAUTY, WORKMANSHIP AND EARNING POWER AGAINST WHICH ALL OTHER PHONOGRAPHS ARE MEASURED

SEE YOUR WURLITZER DISTRIBUTOR

WURLITZER, NORTH TONAWANDA, NEW YORK - ESTABLISHED 1856
The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throughout the country on current operating problems. If you have a question to put to the Forum, write to the Forum Editor, Coln Matarian Delkema, The Billboard, 116 West Randolph, Chicago 2.

What Operators Say

The Question:

What commission arrangement do you like best and how do you get it?

The Answers:

George Wehberg, Stillwater, Minn.: "I use a fluctuating scale. If the take is under $10 per week, the location receives 25 per cent; between $10.50-$20 per week, location gets 25 per cent; between $20.50-$30 per week, location gets 40 per cent; anything over $30 per week is split 50-50. I find this fair to everyone concerned."

Alf LaCour, Sharon, Pa.: "Eight-five-five percent of my equipment is still on five-cent play, due to bad composition. Fifteen per cent of equipment is on dine play, five for a quarter. Straight 75 per cent commission would be best arrangement. Location always receives a return on percentage instead of front money."

Art Skram, Mason City, Ia.: "I use a 50-50 split after front money of $10 a week on new machines and $5 a week on old machines." Robert Bryan, Boise City, Mich.: "In locations where take is under $50 a week we use a 40-60 split. Anything over $50 is split 50-50."

The Question:

What is your biggest problem in getting more favorable commission arrangements? How can that problem be solved?

The Answers:

Max Klein, Modern Amusement Company, Topeka, N. Y.: "The biggest problem is the failure of other operators to co-operate on front money. This could be solved by the education of operators by manufacturers and jobbers." Lloyd L. Kiester, Fremont, Minn.: "More favorable commission could be arranged by close contact with the location in explaining the costs of operation, records and photograph." A. E. Franklin, Stewart Amusement Company, Maplewood, Ky.: "Competition is the biggest problem in obtaining better commissions. Associations could go a long way in solving this. An Ohio operator who asked that his name be withheld said: 'There is poor customer co-operation here. You have to get the merchant to like music and encourage sales.'"

Frank Padula, Chicago: "Most locations are used to getting 50-50 and it's hard to break them away from that kind of a deal." Charles Stimmel, Augusta, Me.: "Selling the locations on 40-60 deal is no problem at first. The greatest trouble is competition offering deals and loans to locations at a loss to themselves."

Sam Orentstein, Triangle Distributing, Providence: "Better commission arrangements could be made by educating the inexperienced, untrained operators to mutually agree on a better percentage service charge. Business-like operators should insist and get a $10 weekly minimum and split over 25%.

HISTORY BACKFIRES

Front Money Tough to Get, Operators Say

- Economy spirals, costs rise but most locations remain firm in demanding 50-50 split.
- Competition forces ops to go along. Cite Associations' role for public relations, standardized commissions, as answer

This is the third part of a four-part Forum series on operator commission arrangements.

When the juke box business was born, the word commission was not part of operators' vocabulary. Machines were placed in locations, and the location owner was glad to get a source of free music for his customers. Interestingly enough, this is still the case in some foreign countries.

This soon changed, however, as increasing numbers of operators entered the business and competition became a fact of life. Operators began paying commissions to locations to use their equipment.

Altho the nickel was the standard coin, all other operating costs were low, too. As time went on, costs started going up, as did commissions to locations. Gradually, operators found themselves paying 50 per cent commissions to locations at a standard.

Today, the 50-50 split is still the standard. Present Forum reports indicate that more than one-half of today's operators still have most of their machines on a 50-50 split. Forum participants have indicated that this is what they prefer, since they are reluctant to upset relations with their locations by demanding more.

Front Money

Concepts of 40-40 split and front money were introduced by operators in an effort to make even the smallest machine; today's necessary. The spiraling costs and rising prices. Both concepts, while desperately needed by the operators, were on an economically sound basis, have been astonishingly slow in arriving.

The January 29 Forum showed that only 20 per cent of today's operators were obtaining a 40-40 split, and better than one-half of the 20 per cent received this split on only about one-half of their machines.

Front money was only slightly more in use. Twenty-six per cent of the operators indicated that they used the arrangement on some of their machines, but again better than half of the 26 per cent said that they used it on less than one-fourth of their jug boxes.

Forum reports this week, while dealing specifically with front money, are even more revealing in pointing out the lack of acceptance of an improved commission arrangement.

When asked if they received front money on all of their machines, not one operator was able to answer yes. This in itself may not be too startling. The word "all" is elusive in itself. Presumably if an operator has but one of his best locations on other than front money, he would say no. He might also use a 40-40 split, rather than the 50-50 cut, and still say no.

Best Stops

A breakdown of the percentages in the next question is cause for some notice. What exactly what per cent of their best stops were on front money, 60 per cent of all operators reporting. This is less than one-fourth of their total business on this arrangement.

The significance here is important. Every operator has marginal spots, where he may or may not make ends meet. These are the so-called marginal locations, where they may or may not make a week's-day expenses. The cream, what every operator looks to, is in the so-called top locations. These are the spots that keep him going when times are not so good and the other locations aren't making enough to even pay expenses.

It is significant to note that in these best stops only a small per cent are on a front-money split.

Reasons for this are many. The better the spot, the more rental expenses. With the location owner, the more afraid he is in losing the location to a competitor.

Many operators feel that a top location is worth keeping at literally any cost. Why should they give up a commission arrangement when someone else will gladly com in and operate under a 50-50 split," one operator stated. His partner added, "If a location is really good, a 50-50 take is sufficiently."

Start in Lesser Stops

The conclusion to be drawn here is that if the operator is to make any breaks with the front-money commission arrangement, he might be better off to start in his less-important stops. Here there is not only less chance of a competitor jumping his location, but the smaller take that he receives in such an arrangement is a better one to meet his expenses of servicing the juke box.

How They Voted

1. Do you get front money on all your best locations?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

2. What per cent of your best (A) stops are on front money and per cent?

<table>
<thead>
<tr>
<th>Under 7%</th>
<th>7-15%</th>
<th>15-25%</th>
<th>25-50%</th>
<th>50-75%</th>
<th>Over 75%</th>
</tr>
</thead>
<tbody>
<tr>
<td>9%</td>
<td>8%</td>
<td>5%</td>
<td>30%</td>
<td>50%</td>
<td>40%</td>
</tr>
</tbody>
</table>

3. Do you always change machines (brand-new or newer) before getting a better split as front money or both?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>61%</td>
<td>39%</td>
</tr>
</tbody>
</table>

This theory received added impetus by the fact that 30 per cent of the operators answering this week's Forum felt it wasn't necessary to change machines before getting better splits.

Evidently many feel that if the location take is such that a better commission arrangement is demanded, a new machine is not necessary for the arrangement.

The fast still remains, however, that most of today's operators are anything but satisfied with the 50-50 split in wide use today. They bow to competition and tradition but indicate that something must soon be done if the operator is to continue to furnish the type of service a location needs.

Associations

Many operators feel the role of operator associations is clearly defined here. First, the association must educate the operators collectively to stick to their efforts to obtain a better commission split. Second, and even more important, a program of public relations and education must be undertaken to acquaint the location owner with the economic soundness of the 50-50 split.

The location should be shown that the old commission arrangement is just plain poor business for the operator. What's more, he should be shown how he could receive better service, in the form of newer juke boxes and more new records, with an improved split. This should be translated into better customer acceptance and increased play as well as prestige for his location.

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The next time someone tries to sell you a juke box, sharpen your pencil—and make this checklist of

What's in it for you...?

1. Instant, eye-level visibility of all 200 titles—all the time for faster selection, and elimination of solo browsing at peak hours.
2. Simple, easy-to-play selection system—played from the right of title banks in the natural place to speed eye and hand movements... no "books" to read—no "pages" to flip in search of a title. No holding up other patrons who want to play—and pay—at peak hours.
3. The fastest record changer—and no "deadhead" scanning.
4. Exclusive, multi-horn high fidelity for truly live-sounding musical entertainment—real high fidelity—not just advertising claims with nothing to back them up.
5. Completely modern styling that locations and patrons want these days—and remember, it's the location that selects—and the patrons who pay.
6. The widest choice of color cabinetry in the industry, to suit each location decor exactly.
7. The simplest, easiest of all juke boxes to service—the one that needs less service—the one made by a company known for nearly half a century for simple, rugged, dependable and trouble-free operation.
8. Programming of singles or singles and EP records with extra-price play for the two-tune discs to give you music for every taste—the widest possible appeal—at the extra compensation you must have.
9. Full 200 selections to capture the top spots and depreciate your investment faster—then quick and easy conversion to 120 plays to reduce costs for you when the juke box is rotated to secondary locations.
10. Variety in price of play to fit your locations, your conditions... pricing flexibility to help you get patrons used to dime play.

Only the "G-200" gives operators a combination of all the advantages needed for more profit. See the "G" and see—complete juke box earning power.

...music that makes more money for you
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Originator of the automatic selective juke box in 1927
...ahead then, ahead now.
THE BILLBOARD

J. P. SEEBURG CORPORATION, ET AL.,
Plaintiffs.

AMERICAN RADIO HISTORICAL FOUNDATION,
Defendants.

CIVIL ACTION NO. 56 C 419

THE BILLBOARD

FEBRUARY 9, 1957

Text of Seeburg Consent Decree

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION

(The plaintiff, United States of America, having filed its complaint herein on March 2, 1956, the defendants having filed their answer, and pursuant to the consent settlement, judgment and order, and the United States of America, the defendant J. P. Seebug Corporation, and the distributor defendants signatory hereto, by their respective attorneys having entered into and executed an agreement (hereinafter referred to as his Final Judgment without trial or adjudication of any issue of fact or law herein, and with this Final Judgment without any evidence or an admission by any party signatory hereto with respect to any issue of fact or law herein, IT IS HEREBY ORDERED, ADJUDGED AND DECREED AS FOLLOWS:

I. This Court has jurisdiction of the subject matter of this action and the necessary facts and figures hereto. The complaint states claims for relief against the defendant J. P. Seebug Corporation and the distributor defendants signatory hereto under Section 1 of the Act of Congress of July 2, 1890, entitled "An Act to protect trade and commerce from unlawful restraints and monopolies," commonly known as the Sherman Act, as amended.

II. (A) "Seebug" shall mean the defendant J. P. Seebug Corporation, with its principal place of business in Chicago, Illinois.

(B) "Person" shall mean an individual, partnership, firm, corporation, or any other legal entity.

(C) "Distributor" shall mean any person (other than Seebug) who is or has been a signatory hereto, and engaged in the business of buying, for resale, of coin-operated phonographs manufactured by it; or buying, for resale, of any coin-operated phonographs and leases said machines to location owners;

(D) "Location owner" shall mean any person owning or operating a restaurant, tavern, or other place of business in the United States where coin-operated phonographs are placed for use by the public;

(E) "Coin-operated phonographs" shall mean new and used coin-operated phonographs manufactured or produced originally by Seebug.

III. The provisions of this Final Judgment shall apply to Seebug and to the distributor defendants signatory hereto and to each of their subsidiaries and affiliates, officers, directors, employees, agents, and to all persons in active concert or participation with any of them who receive actual notice of the terms and conditions of this Final Judgment.

This Final Judgment is not to be construed as relating to coin-operated phonographs;

IV. Defendant Seebug is enjoined and restrained from:

(A) Limiting or restricting, directly or indirectly, the right of any purchaser from any distributor of coin-operated phonographs to sell such phonographs after they have been paid for in full.

(B) Entering into, or engaging in any agreement or understanding containing any distributor of coin-operated phonographs to sell such phonographs after they have been paid for in full.

(C) Entering into any agreement or understanding with any other distributor of coin-operated phonographs, directly or indirectly.

V. Defendant distributors signatory hereto are enjoined, individually and collectively, for:

(A) Limiting or restricting, directly or indirectly, the right of any purchaser from any distributor of coin-operated phonographs to sell such phonographs after they have been paid for in full.

(B) Limiting or restricting, directly or indirectly, the right of any purchaser from any distributor of coin-operated phonographs to sell such phonographs after they have been paid for in full.

(C) Limiting or restricting, directly or indirectly, the right of any purchaser from any distributor of coin-operated phonographs to sell such phonographs after they have been paid for in full.

VI. Defendant Seebug is enjoined and restrained from:

(A) Limiting or restricting, directly or indirectly, the right of any purchaser from any distributor of coin-operated phonographs to sell such phonographs after they have been paid for in full.

(B) Entering into, or engaging in any agreement or understanding containing any distributor of coin-operated phonographs to sell such phonographs after they have been paid for in full.

(C) Entering into any agreement or understanding with any other distributor of coin-operated phonographs, directly or indirectly.

VII. The purpose for the securing compliance with this Final Judgment shall be for no other purpose, solely authorized representatives of the Department of Justice shall, on written request of the Attorney General or the Assistant Attorney General in charge of the Antitrust Division, and on reasonable notice to the signatures hereto, made to the principal office of such signatures, be permitted, subject to any legally recognized privileges:

(A) Access, during regular office hours, to those parts of the books, records, correspondence, minutes, and other records and documents in the possession or under the control of any distributor which relate to any matter in this Final Judgment;

(B) To the reasonable convenience of the signatures hereto, and without restraint or interference from them, to interview their officers or employees, who may have possessed knowledge of any such matters.

Upon written request of the Attorney General, or the Assistant Attorney General in charge of the Antitrust Division, the signatures hereto shall submit such reports in writing with respect to any distributor which has failed to comply with the provisions of this Final Judgment from the time that has been notified to the Department of Justice of any such violation of this Final Judgment.

No information obtained by the means permitted in this Section shall be divulged by any representative of the United States of America, its agents, or otherwise, unless authorized representative of the Department of Justice except in the course of legal proceedings in which the United States

(Continued on page 82)

COINMEN YOU KNOW

New York

BY AARON STERNFELD

Leo Willems and Al Blodow will man the new office and showroom of Capri Radio and Electronics at 308 West 56th Avenue, which opened last week.

The firm will still maintain its main office and store at 306 West 36th Street.

Jack Gordon, Seeburg regional representative, devised "Music Trends In Industry" for Monday night for a small operator forum at the Atlantic-New York showroom.

Jack Schoenbach is vacationing in the Virgin Islands. "L. Hirsch, Silvertone Music" is in a Caribbean cruise..."Buddy" Goldberg, secretary at Local 433, has returned from a Nassau cruise.

Sam Guller, Herman Distributing Company, is vacationing in Florida. Harry Smith, radio advertiser, is away for two weeks from Herman's Brooklyn office to the New York showroom.

Leo Willems, Capital Projectors, is in a Florida vacation.


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The Oldest ONE-STOP Record Service

All Labels

All Speeds

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The Musical Sales Co.

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Alton, Ill.

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45 RPM 78 RPM 45 RPM 78 RPM 45 RPM 78 RPM

HD EXTRA CHANGES

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No C.O.D. Send check with order.

The Musical Sales Co.

3757 N. Western Ave.
Text of Seeborg Decree

Continued from page 82

Continued from page 82

COIN CALENDAR

Continued from page 82

EP Situation in Detroit

Continued from page 78

Continued from page 78

Miami and EP

Continued from page 78

J. ROSENFIELD now serves Eastern and parts of Great Lakes areas

southern California

ANNOUNCEMENT!

J. ROSENFIELD & CO.

JUKE BOX OPERATORS

Get The Billboard's Music Record Programming and Buying Guide NOW!

THE FOLLOWING COUNTIES HAVE BEEN DESIGNATED FOR THE "ROCK-OLA" FRANCHISE...
AMUSEMENT MACHINES

FEBRUARY 9, 1957

Communications to 158 W. Randolph St., Chicago 1, Ill.

Mfrs. Bow 133 Game Models
In 1956: $ Value Below 1955

Pool Ups Unit Total to New, Mark, But Dollar Sales Lag Well Behind

CHICAGO—Amusement game manufacturers introduced a record total of 133 new games thru 1956. Production, which reached its peak ahead of 1953's mark of 120 models, was 133 and 1955's model was estimated at well behind the previous year.

The reason for the drop in dollar volume is the face of record model production is the height of low-priced coin, pool games produced, $32 in all. Most of these were introduced early in the year while the pool game boom was still in full flower.

In contrast, 1955, the year the booms were in full swing, saw not just 30 new pool models on the market. The 1959 pool game market actually lost money after expenses, however, as many new models of any one type introduced in one year.

Filling out the 1956 production year were 10pin pool tables, 21 five-pin pool tables, 6 shuffle bows, 8 gun games, 7 kiddle rides, 4 center games, 1 table, and the new target-bowlers, which first appeared on the market late in the year, played off all other type games.

Five-Balls Increase

In 1953 five-ball pins also were run off to pool models, with 19 five-pin pool tables being produced. The steady interest in five-balls is reflected by the rise from 19 to 21 models.

In-line pins also stood at about an even level with 102,000 models produced.

Salt Lake Pin Case to Move To High Court

SALT LAKE CITY—The Salt Lake City pinball controversy is expected to reach the Supreme Court.

By a vote of 2-1, the three-judge district court of the federal court, in a meeting last week, denied any appeal. The Supreme Court had already expressed interest in hearing the appeal.

In his decision, Judge Harris stated that the city had gone too far in its battle with pool tables. He said that under the state's antipool laws, a city would have to prove that it was necessary to protect its citizens, and that he would have to look at the question of whether the law makes a distinction between prohibiting and "suppressing." They both belong in the new model shuffle class to keep up with competition.

Baseball models, a surprisingly favorite in the manufacturing field, reached their peak in 1956. Six models were bowled in 1956, with five on the market in 1956. Accounting for this was the big change in these games in 1954, when the bases were housed in the batting cages and came out with some new pool features, 100 change was made in baseball models in 1958.

Shuffles remained on location during the year with only one change, somewhat after the pool models lost their attraction as novelty pieces in the trades. Operators relied on replacing model pool shuffle balls to bring in the crowd, however, where previously...
CHARTING THE COURSE TO WORLD SALES

PROGRESS—In 1956 U. S. produced more, sold more, built more and earned more for peaceful pursuits than in any previous year. It was a year of progress.

$30,000,000 — It was a period in which U. S. exports only exceeded $30,000,000 for records and coin-operated equipment. While world exports exceeded an estimated $45,000,000.

MARKET — This clearly establishes the soundness of fast-developing world trade for

RECORDS and JUKE BOXES
AMUSEMENT GAMES
VENDING MACHINES

The BILLBOARD INTERNATIONAL offers sales cultivation in areas that seek export merchandise...merchandise that reflects the quality and ingenuity of U. S. craftsmanship.

In short, the BILLBOARD INTERNATIONAL will give advertisers international representation in "live" carefully selected trading areas. Begin your campaign in the first issue—February, 1957—and take advantage of the savings that are possible with consistent representation. Let the BILLBOARD INTERNATIONAL be your every-other-month sales agent in this world-wide "growth" market.

Advertising Closing Date for February Issue
February 8, 1957
GET YOUR AD IN TODAY

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

The BILLBOARD INTERNATIONAL will be universally read and understood because it will be published in four languages: English, French, German and Spanish. Established publishing practices will enable advertisers in the BILLBOARD INTERNATIONAL to use any or all of these four languages at minimum translation fees.

The BILLBOARD INTERNATIONAL, upon release of the February, 1957, issue, will be the newest trade magazine published by the veteran publishers of The Billboard. The new every-other-month publication will have the advantage of 63 years' experience...the editorial perception that comes with knowing the market...the penetration of selected circulation to 5,000 foreign trade origins in over 100 countries.

THE BILLBOARD INTERNATIONAL
188 West Randolph Street
Chicago 1, Illinois

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

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Company ____________________
Address ____________________
City ____________________ State ____________________
GUARANTEED RECONDITIONED PHONOS
- Mechanisms Completely Overhauled and Tested
- All Worn and Defective Parts Replaced with New Parts
- Amplifiers and Tone Arms Reconditioned or Replaced
- Cabinet Refinished and Painted. Glass Replaced Where Needed

SEEBURG
100 WALL BOX SPECIAL $49.50
- Chrome Covers
- New Buttons
- Completely Reconditioned
- New Instruction Plates

ROCK-OLA
1136 $199.50
1200 $199.50
WURLITZER
1300 $295.00
1500 (A) $249.50
1510 $249.50
1600 (R.P.M.) $174.50
1750 $124.50
AMI
W-200 Wire $595.00
E-170 $375.00
D-12 $295.00
Model C $109.50

Write for Illustrated Catalog

SHAFER MUSICAL COMPANY
In the Coin Machine Business Over 25 Years
Columbus, Ohio
889 N. High St.
AK 4614
Cincinnati, Ohio
1530 Walnut St.
AK 4617
Indianapolis, Ind.
1227 Capital Ave.
Hrs. 9-9:30

SHAFER SPECIALS
MRS. BOW 133 GAME MODELS
- Continued from page 54
- new target-tables, which have player rolling or throwing balls at hole-targets. Six of these new models were introduced in 1956, and more have appeared this year. It is expected that the games may fill the gap left by the shuffle bowl games. Bashful Bingo, Bingo, and Easter Egg Bingo games also appear high on the manufacturers' production lists in 1957. Two models in this field were introduced late in 1956.
- Novelty-type games, which do not fit any particular category, and account for a large number of game innovations each year, many of which are adaptable for Arcade use. They run to 24 in 1956. This compares to the heavy variety of 31 such models in 1955.

Among the novelty models of 1956 were Williams' Crane, kidde engineer piece; Capitol's Drive-In Movie unity; Gene's new Fortune Teller; Chicago Coin's Twin Hockey game and Steam Shovel piece, and many other more specialized models.

A Big Spring Scram
- An interesting note on the 1956 production trends is the fact that the largest number of new models was introduced during the spring months-March, April and May. About 55 models appeared on the market during this period.
- While the spring period always brings a crop of new games, it is usually far outstripped by the fall period.

During September-November, 1956, just 27 new models were launched. The fall period of 1955, however, saw 47 models appear. This year, the coin pool games, which have been the number one money earners, have been slow. The usual trend is for most of the manufacturers to introduce their new machines in June, July and August.
- Top month of 1956, production-wise, was December, when 19 new models were bowed. Many of these games, however, were unveiled at the annual National Association of Amusement Parks, Pool & Bowling Show, when put into full production.

SEEBURG
M-100A...M-100A CONVERSION
$24.00 $69.50
SEEBURG INC.
1117 W 6th Plz. Los Angeles 6, Cal.

CALCIO CORP.
1147 W 6th Plz. Los Angeles 6, Cal.

Sensational Offers
Wurlitzer Model 1655-A...$450.00
Wurlitzer Model 1800...$450.00
Wurlitzer Model 1000...$350.00
Seeburg Model "C"...$500.00
Seeburg Model 1-D-00...$900.00
The above machines are thoroughly reconditioned and ready for location.

For Address of Distributors, write.

F. A. B. DISTRIBUTING CO., INC.
1819 Beresford Street
New Orleans, Louisiana
Phone: Gish 8101

Our Heartfelt Sympathy to the Family of
Bernie Rose
who passed away January 26, 1957.

ASSOCIATED AMUSEMENT MACHINE OPERATORS OF GREATER BALTIMORE
KANSAS DISTRIBUTOR-WURTLIZER
WE ARE THE DISTRIBUTOR FOR UNITED'S NEW 14 FT. BOWLING ALLEY.
IMMEDIATE DELIVERY

UNITED DISTRIBUTORS, INC.
106 W. SECOND WICHITA 12, KANSAS 4-6111
KANSAS DISTRIBUTOR-WURTLIZER

Those Amazing Pool Tables!
Smart operators have now realized that their Pool Tables are a professional standard equipment in locations where pool games are to be found. This is particularly true at the places where pool games are to be found. This is particularly true at the places where pool games are to be found. This is particularly true at the places where pool games are to be found.
CLEARANCE SALE! CHALLENGER PISTOLS
Lithium with chromoly steel and
Revolving Tube. 8-Shot and 45 or 38-50.
$29.95

WHILE THEY LAST!
WILLIAMS CRANE & OTHERS............159.95
EX. SPACE PATROL.........................179.00
KIDDIE RIDES (Coin Operated) We Buy—Sell—Trade.
Inquire for prices and requirements.

OUR FACTORY DIRECT! WE SHIP NEW!

Bally, Chicago Games, Exhibita, Games, Gottlieb, United
and Williams. In Junior Buck-Olla, Seeburg, Wurlitzer
and AMI.

UNITED MANUFACTURING COMPANY
WALTERS TUBULAR GALLERY..179.95

CIAA Ops Back

WILL PAY TOP
DOLLAR-CASH-
TRADE!
Call or Write
Collect!

United Long-Alley
To Be Shipped
In Two Sections

CHICAGO—Shipments of the United Manufacturing Company
Bowling Alley, long-ally game, will be made in two sections, both
sections fitting in a single crate. Bill DeSelm, sales manager, said
last week.

When necessary, said DeSelm, the game may be taken apart at a
point eight feet from the end and transported in two sections. This
will accommodate those locations which currently can’t place the
long-ally game due to difficulty in getting the game to and from the
entrance of the establishment. It will further accommodate opera-
tors who use small trucks in moving the game to and from locations.

United Distries
Move to New Hqg.

MILWAUKEE—United, Inc.,
Wurlitzer distributors for Wisconsin
and Upper Michigan moved
into new headquarters February 1.
Harry Jacob, Jr. head of United
Inc., reports that the move will
provide the firm with about 2,000
additional square feet for show-
room and warehouse purposes.
“We are now also more centrally
located to provide better service
to our operator customers,” he says.

New plant includes a driveway
into the basement and a handy
loading ramp at the side of the
building.

WORLD WIDE—Worth Trying
for Selling or Buying!

WANT TO BUY
ALL TYPE BINGO GAMES!
WILL PAY HIGHEST PRICES!

SHUFFLES
ARCADe

O. K. BUYS

WURLITZER
MODEL 1800...........$235.00
MODEL 1700...........675.00
SEEBURG
MODEL 100-A...........200.00
AMI MODEL B...........75.00
ANGOTT DISTRIBUTING
COMPANY, INC.
2416 PIRTAIN AVENUE
DETROIT, MICHIGAN
PHONE: UNIVERSITY 6-6773

BEAT THE COLD!
GET YOUR LOCATIONS HOT—
GET FISCHER’S
“6-POCKET POOL”
DIMENSIONS: 41”x72”x32”
PLAY KELLY POOL—ROTATION POOL—ETC.
Exclusive Distributors In
ILLINOIS, INDIANA, MICHIGAN AND EASTERN IOWA
PRICED RIGHT! GOOD DELIVERY!

Cable Address "GAMES", Chicago
Phone: "WORLD" 4-3000

GIVE TO DAMON RUNYON CANCER FUND

the lasting game!

In the past seven years, Mr.
Operator, how much money
have you invested in new
games for each of your loca-
tions? Have the square feet
these games have come and gone,
and then some?

Did you know that an Ameri-
can Shuffleboard table, pur-
chased in 1950, will still be
right in the same spot —
still making money for you! With
shuffleboard on your route,
you pay out less... you make
more profit... and you’ll keep
right on making more profit! Shuffleboard has proven itself,
and has established itself over
the years, as a steady and consta-
tant money-maker. It is to your
other amusement games, what
the juke box is to music — a tested, legal, and ever-popular
revenue source. It’s a one-time investment that brings you
a game that lasts and lasts!

Write or Call Us Today!

American Shuffleboard
1042 LEXINGTON AVE. UNION CITY, N. J.

Because of the permanency of
shuffleboard, we’re now able to offer
you a 20% DRAINAGE MOVE which
permits you to start making money
while those tables pay for themselves.

Get the full facts!
WANTED
Late BALLY & UNITED BINGO GAMES
Late SHUFFLE ALLEYS
GUNS of All Kinds
GOTTLIEB & WILLIAMS PIN GAMES
— Send in Complete Lists —

SPECIAL
25 WURLITZER 1600 & 1650’s
Reconditioned—Exceptionally Clean
$275 ea.

Exclusive Gottlieb, Williams, Seeborg, Geico and International Pinball Distributions.

TRIMOUNT
49 WILTHAM STREET
BOSTON 18, MASS

Write! Wire! — Phone Us Collect!
FOR THESE LOW PRICED SPECIALS WITH THE FAMOUS DAVIS GUARANTEE
(available present for 10c play if requested)

SEEBURG
HF100R .........$799
HF100C .........669
HF100D .........699
100W ............649
M-1000 .........599
M-1000L .........419
Me-1000 ........395
140ML ...........99
140ML ..........99
ROCK-OLA
1424 ...........$219
1428 ...................

SEEBURG 100-selection wall boxes are available at $57.50. Chrome covers — new selection buttons and new instruction plates — backed by Davis 6-point Guarantee. Please add tax. Write for information.

Shuffle-o-Matic
A-1 MECHANIC
FOR BINGO GAMES
• Work in Chicago area
• Salary: $600.00 per month
• Regular hours
• Bonus
• Vacation
• Must have car

WRITE TO
BOX 875
The Billboard
188 W. Randolph Street
Chicago 1, Illinois

John Tartaglia, County Enter-
prises, Fort Chester, N. Y.,
was a 10th Avenue visitor last week... Also on this
Avenue were Cy Silve-stein
and Harold Rosenberg, United
Games, Yeekskill, N. Y. Co-
who broke his arm recently,
just had the cast removed.

WANTED
Not in addition to lists

BACKUP—LOWEST PRICES—TIME
WANTED
—行WANTED
WESTERN EXPERT
DISTRIBUTING
Exclusive Seeborg Factory Distributor
733 Erie Boulevard East
Syracuse 3, N. Y., U.S.A., Ph. 77-1631

PUT NEW LIFE INTO YOUR OLD POOL GAMES WITH...
— ROTATION PLAYFIELD...

-4-HOLE BUMPERLESS RACK POOL TOP

$29.50

POOL SUPPLIES

Csa. Riddle

Systems

Sane.

FEBRUARY 9, 1957

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$29.50

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Systems

Sane.
COINMEN YOU KNOW

BINGO SPECIALS

CLEAN GAMES—EASY FOR LOCATION

NITE CLUB ........................................... $435
TACUBY CLUB ..................................... 550
BROADWAY ........................................... 313
Palm Springs ....................................... 60
MIAMI BEACH ....................................... 231
RIVIERA ............................................... 195
GATYME .............................................. 195
VARIETY ............................................... 135

FAST ACTION!

LAITE FEBRUARY CLUB

Immediate Delivery. 48 Repairs!

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BApourt 1-1616

MAKE IT FAST WITH

Williams

SHAMROCK

2-PLAYER

STAR BILLBOARD

5 BALL NEATLY

- Double "Number-Match"

- New "Extra Ball"

- BONUS SCORING

3 Thumper Bumpers

2 Cycloonic Kickers

2 Flippers

GET SHAMROCK NOW

from your Williams Distributor!

THE BILLBOARD

COIN MACHINES

2 1432 Rock-Ola

45 RPM ........................................... $110.00

1436 Rock-Ola

78 RPM ........................................... 195.00

1436 Rock-Ola

45 RPM ........................................... 220.00

3 1438 Rock-Olas .................................. 395.00

1 1700 Wurlitzer ................................... 395.00

COIN MACHINE SERVICE, INC.

ROCK-Ola DISTRIBUTORS FOR NORTHERN CALIFORNIA

432 Wilson St., Santa Rosa California

Phone: 9304 Ave. Santa Rosa 1410 or write for prices

GUNS

GENCO

DAY V. CRICKET, NEW MILLS 298

SKY CRICKET ........................................ 293

WILD WING, N. L. ................................. 265

NITE FIGHTER ...................................... 135

ARCADE

EXHIBIT

JINGLE BELL ...................................... $125

SHOOTING GALLERY ................................ 155

CLIMBER ........................................... 155

PASSENGER ....................................... 115

DASHING DALE .................................... 115

UNITED ............................................. 75

DELUXE CARNIVAL ............................... 210

KEYNEY

BUNGALOW ......................................... 125

SPORTSMAN ............................. 195

WURLITZER

1800 ............................................ (LIKE NEW) ............ WHITE

1700 ............................................ (LIKE NEW) ............ WHITE

AMI ..................................................... 4-200 .......................................... (LIKE NEW) ............ WHITE

NEW EXHIBIT RINGER BELL ............ WRITE FOR CHICAGO COIN 35-DOWN. Phone Wurlitzer 9-3599.

BALLY BAILS 4-POP-POP-WW ............ Write for Details.

WURLITZER—BALLY—EXHIBIT— CHICAGO COIN

SHUFFLES

CHICAGO COIN

BOWLING TEAM ............................... 285

HOLLYWOOD ..................................... 275

THUNDERBOLT ..................................... 245

FIREBALL .......................................... 195

PLAYTIME .......................................... 195

FLASH ............................................... 195

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UNITED

DUMBO ................................. 155

BUSTER ............................................. 85

PACEMAKER ....................................... 85

Olympics .......................................... 85

CARNAVAL ........................................... 50

SHUFFLER ........................................... 50

S-BALLS

GOTTLEB

E.H. SIEGEL ....................................... 395

SIEGEL COIN COUNTERS .......................... 295

SOUTHERN BELLE ............................... 175

BELLE ............................................... 175

FIREBALL .......................................... 165

FIREBALL CHAMPION ............................ 165

HOPING HIGH ....................................... 80

SPOT BOWLER ..................................... 80

CHICAGO COIN DISTRIBUTORS

UNITED ............................................. 285

WILLIAMS

SEA KEEPER ........................................ 175

HARPER ............................................. 75

UNITED ............................................. 285

WILLIAMS

BONDS ................................. 155

HARPRE ................................. 75

UNITED ............................................. 285

WE SHIP all over the world

Demandex

Nouveau Gros

Catalogue D'export

SEND FOR BIG NEW EXPORT CATALOG!

Peda nuestro nuevo catalogo completo!

Tweed Enterprises, Santa Barbara, was in town buying equip-

FEBRUARY 9, 1957

Equip

For

STANDARD & HARVARD COIN MACHINES

METAL TYPERS

1018 N. WESTERN AVE.

CHICAGO 22, ILL. • Tel. EV 6-3230

COIN MACHINE EXCHANGE, INC.

7423 Payne Ave. Cleveland 14, Ohio (Telephone 1-6300)

SHUFFLES

WANTED

UNITED GEIGER COIN.CYCLE \n
VENDORS

FOR SALE

UNITED MFG. & BALLY ARC

IN SOFT OPTIONS FOR EXTRA

5 BALLS

G vINS

GAMING MACHINE

S-1436

FINAL INSTRUCTIONS

UNITED

MARCH 19, 1957

EXCLUSIVE FACTORY DISTRIBUTORS

COIN SHOP—CHICAGO COIN-GENO EXHIBIT

1018 N. WESTERN AVE.

CHICAGO 22, ILL. • Tel. EV 6-3230

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COIN MACHINE EXCHANGE, INC.

7423 Payne Ave. Cleveland 14, Ohio (Telephone 1-6300)
when answering ads...  
Say You Saw It in The Billboard

Gottlieb's

TWO PLAYER
FLAG-SHIP

6 TARGETS ADVANCE BONUS TO 730.

TOP ROLLERS
ROTATE SLIDING FOR 5, 10, AND 50 POINTS

ALTERNATING LITE SCORE DOUBLE BONUS

RED AND BLUE ROLLERS LITE
TWO PAIRS OF POP BUMPERS FOR SUPER HIGH SCORE

Subject to AMUSEMENT TIPS. Only!

Amusement Pinballs
at American as Baseball and Hot Dogs!

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

Mr. Gottlieb & Co.

1140-50 North Roselle Avenue - Chicago 31, Illinois

THE BILLBOARD

FEBRUARY 9, 1957

CIGARETTE MACHINES

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<th>Bank</th>
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ARCADE EQUIPMENT

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POOL TABLES

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COUNTER GAMES

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MACHINES

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Vending Machines

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Let's Talk Machine Distribution

Fleetwood, Sylvest, Waco, Wehmer, & Schaffeln

Cleveland Coin Machine Exchange

M. S. Gossett

RACK DISTRIBUOTOR

R. C. Garrett

All Phones; Tarver 1-0715

S. Taran Appoints Gorman Manager Jacksonville Hqgs.

MIAMI—Herbert Gorman has recently been named manager of the Jacksonville, Fla., branch of Taran Distributing Co. Appointment was announced by S. H. Taran, firm president.

In assuming the post, Gorman returns to the position he held for nine years prior to 1955. "We are now the coin machine operators in Northern Florida and Southern Georgia, as well as his many friends in that part of the country, will be glad to know this," Taran added.

NEW! 4-HOLE BUMPERLESS RACK POOL PANELS

$20.00 each

2-HOLE RACK POOL

$25.00 each

Refinished Like New

POOL TABLES

Reg. Size

$125.00

Complete NEW 4-HOLE

$175.00

Complete NEW 2-HOLE

$100.00

FREE SLATE AND FRAMES

$50.00

Super Speeds

$75.00

New Novelty Bally, Per Set — $150.00

PVC, 4 Holes, Per Set — $25.00

PVC, 6 Holes, Each — $25.00

Order Your New Tables Today

AND MUCH MORE TO SEE AND TRY

Get Out It; New Used
distributors

CHARLEY PIERI

MONARCH COIN MACH., INC.

1227 N. Larrabee, Chicago 11, Ill.

Lincoln 9-3067

ROYAL DISTRIBUTING, INC.

Bright Light... $35.00 Banner... $155.00

Imperial... 65.00 Team... 115.00

Leader... 95.00 Bonus Gun (Deluxe), United... $240.00

Now Delivering—United Bowling Alley, Gottlieb FLAG SHIP, Fischer & Pocket Pool Tables

SHUFFLE ALLEYS

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Attract Bumper... $175.00

Other Models... $75.00

COUNTER GAMES

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LEADING ITEMS
WURLITZER MODEL 1800 ..................................... $825.00
WURLITZER MODEL 1700 ..................................... 675.00

BRADY DISTRIBUTING COMPANY
322 East Trade Street
Charlotte, North Carolina
Phone: Frankie 5-7174

WURLITZER of East A I Century
OUR RECONDITIONED B I MODEL LIKE CHICAGO
Ready to Operate
Guaranteed!

Our Music is
A.M.I. Model C
Rock-Ola Fireball ..... $275
Wurlitzer 1250 .... 125
Wurlitzer 1500 .... 275
Wurlitzer 1100 .... 125
A.M.I. B ........ 125
A.M.I. D-80 .... 295
RECONDITIONED - REFINISHED LIKE NEW!

$125

GARANTIZED!

2-Piece DE LUXE CABINET
Easy to move... Easy to Service!

Genco's Official 6-PLAYER DE LUXE SKILLBALL®
with Sensational NEW BALL RETURN!

Making Sales History With All These EXCLUSIVE Genco FEATURES!
- Adjustable Ramp - for perfect play action in any location.
- "Smoke" logo - newly designed of transparent, unbreakable plastic.
- Single, double, triple scoring.
- Extra ball feature on each frame.

DE LUXEBALL

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Chicago 14, Illinois

Genco MFG. & SALES CO.
CASH IN NOW
RACK POOL PLAYFIELDS, BUMPERLESS
Immediate Delivery
Regular Size—32" x 48" $24.50
King Size—32" x 66" $34.50
Specify Style:
No. 1—Deluxe Bumper Pool Table, 3½" and Triangles.
No. 2—Regular Style Bumper Pool Replacement Playfields Available in 2 or 3 hole at same price as listed above.

REGULAR KELLY ZI • REGULAR ARAMITH 4-prong, TALLY 2
Selig Term:
FREE:
Plexiglass 2
Displays 1
Showcase 1
Grade 4
Write

ROTATION 25
Rule
SIC
Front
Tap
Say
Wo
Available POOL SETS

You ST.
Our Immediate
Billboard
In
with Pool
32
In.

Supplies

You will get
at
rebound
points
to

20

BUMPERS

8

CUES

48

POOL IN

8

CUES

3181

MARTY BROWNSTEIN
Out of Hospital

Philadelphia—The Active Amusement Machine Company is a bit short-handed these days. Marty Brownstein, sales manager, is out of the hospital after being confined for a month, but he plans to rest up at home for a couple of weeks before returning to work.

Larry Ash is off on a Mexican tour, with steps to New Orleans and Arkansas. He plans to visit Miami Beach, Fla., on the way home.


KALAMAZOO, Mich.—Lorraine Pieters, wife of J. B. Pieters, King Pin Equipment Company, amusement game distributors here, died January 27, in Mexico City, Mex., while on vacation.

Pieters heads the firm with headquarters in Kalamazoo. King Pin Distributing Company, an affiliated firm, is located in Detroit. The organization handles the Bally line.

- A BIG MONEY WINNER!

New!

New!

New!

Plexiglass
Showcase
Front

BOWLErE

with BONUS SCORING

"EXTRA BALL" FEATURE

1st Ball Scores 100 BONUS Points
2nd Ball Scores 100 BONUS Points
3rd Ball Scores 100 BONUS Points

Shooting ball into 50 Pocket in last frame gives player an extra ball as long as player continues to hit 50 Pockets!

Adjustable to:
5 Frame—7 Frame—10 Frame Play

Designed to Fit All Locations:
- 9-foot cabinet can be increased to 12 or 14 feet overall length.
- 14-foot cabinet can be reduced to 12 or 9 feet overall length.

WRITE — WIRE — PHONE —
IT'S ON THE WAY...  

chicago coin's Sensational  

BOWLING LEAGUE  

The Most Exciting and Beautiful Bowling Game You’ve Ever Seen!

NEW FEATURES

• Your choice of 2 sizes, 14 ft. 8 in. and 11 ft. 11 in. (Made in 3 sections for easy handling)  
• Fast Ball Return Rack!  
• Genuine Gutters as in Real Bowling!

chicago coin MACHINE COMPANY  •  1725 West Diversey Blvd., Chicago 14, Ill.
New "E-Z-3" easy-to-handle 3-piece construction simplifies installation, gets you in more spots with ABC Bowling Lanes.

Now get bigger share of ball-bowling profits

BALLY ABC BOWLING LANES is now a bigger money-making bonanza than ever. New "E-Z-3" easy-to-handle 3-piece construction simplifies installation, opens thousands of additional gold-mine locations to record-smashing earning-power of ball-bowling.

ABC BOWLING LANES is actually easier to move into a spot than an 8 ft. shuffle-bowler. Each piece—front-alley, rear-alley, back-cabinet—is easily loaded on a truck, easily unloaded and moved into location, where the 3 pieces are easily and quickly attached—ready to earn the biggest profits in years.

Get ABC BOWLING LANES working for you now and be set for the biggest profit year you ever enjoyed. Order ABC BOWLING LANES from your Bally Distributor today.

1, 2, 3, 4, 5 or 6 CAN PLAY

2 POPULAR SIZES
14 ft. long—11 ft. long

HIGH-SPEED LIGHT-UP TOTALIZERS
HIGH-SPEED PIN-SETTER
GIANT PINS

NOW AT YOUR Bally DISTRIBUTOR WITH Key West... Balls-A-Poppin'

DeLuxe ABC Bowler...DeLuxe Congress Bowler...Pin-Pool...and Famous Bally Kiddie-Rides

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THE BILLBOARD

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Bowling Alley

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3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

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