Ops Fight Drooping Dollars With Disks

One Out of Three Juice Box Firms Buys More Records in Battle to Hit Net

By NICK BIRD

CHICAGO—John boy operators are buying more records than they did last year in their battle for more dollars. One out of three operating companies are buying more disks than last year, and plan to continue buying more throughout 1957. Retail sales are much better in the industry.

The need for better commissions and diverse products, particularly guitars, has forced operators to offer more music in order to earn a little more. A basic majority of the operators indicated an increase in their gross income, this has been more than offset by an even higher rise in expenses. As a result, the operators, the man who buys, serves and places the machine into a location for usually 50 per cent of the gross take, the salesmen of the income pie getting thinner and thinner.

Expenses

A look at some figures is revealing. Fully 67 per cent of the operators interviewed indicated that their expenses for the year were higher than in 1955, and 28 per cent more stated they were just as high.

However, when it came to comparing their total gross in 1956 to the previous year, only 40 per cent could claim an increase. Fifty-three percent more stated their change was a substantial 20 per cent noted they were lower.

How this has affected the operators is shown by the fact that only 22 per cent could claim any improvement in 1956. Many of the operators who dropped from the previous year, were those who could make no increase.

Reasons for this are legion. The need for better commissions and diverse products, particularly guitars, has forced operators to offer more music in order to earn a little more. A basic majority of the operators indicated an increase in their gross income, this has been more than offset by an even higher rise in expenses. As a result, the operators, the man who buys, serves and places the machine into a location for usually 50 per cent of the gross take, the salesmen of the income pie getting thinner and thinner.

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NBC Seeks to Lure ABC's Welk, 'Rin-Tin-Tin,' 'Ranger' Makes Attractive Pitches to Dodge, National Biscuit and General Mills

By LEON MORSE
NEW YORK — NBC-TV has made a bold move to win the race to lure three key properties away from ABC-TV. They are Lawrence Welk, "Rin-Tin-Tin" and "Lance Banger.

Led by Robert E. Kinter, former ABC president, who last was named executive vice president for TV network programs and sales at NBC, the network is courting the respective owners of these properties — Dodge, the National Biscuit Company and General Mills — and putting all its weight behind the effort.

The NBC intention is to say to program Welk in the Saturday night slot, where he would replace Sonny and Cher, who seem destined to end their Saturday night series, "Lance Banger," the occupant of the Saturday night slot at ABC, which has cast MacKenzie the past three seasons and is responsible for the coming season's problem.

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Winkler's biggest news, the Monday-night 9-10 p.m. hour, has also been received very well this season, and a spot would also be made for it on NBC. Since Welk is one of ABC's most important properties and its loss would be irreparable damage to that network.

Among the inducements NBC may be able to offer is a stronger evening line-up of stations, and a slot which follows the highest-rated "Rin-Tin-Tin" show. Combat leading the Saturday night rating parade, NBC would, consequently, be in a better position to benefit from any audience advantage.

NSB is said to be offering

Kemper Buys Half Of CB-TV Tilts

NEW YORK — Kemper Inc., which has bought half of the ABC TV basketball package for Saturday afternoon telecasts March 16 and the East-West All Star and National Invitational Tournament opening and finals, Kemper, a division of Lambert, has offered NBC a new TV advertisement before.

ABC, DISNEY TEST

'Zorro' to Try Out Cliff-Hanger Idea

NEW YORK — ABC-TV is reportedly buying "Exclusive" from ABC Film Syndication as a full-time series. The network has been looking for a humor entertainment series to follow the end of the week's package last week of ABC Film's "The Big Bear" series, another October debut. The first film of the "Exclusive" series appeared on ABC last week and was screened for the producers of the movie. The show features adaptations of news stories by members of the Overseas Press Club.

CBS-TV's Daytime Strongest to Date

NEW YORK — CBS-TV has scored two sales goals in the past couple of weeks. It sold four half-hour serials, four one-half-hour strips and a daylight serial. The network has also scored a number of smaller deals, including the sale of a half-hour strip, "Edge of Night," 4:20-5 p.m. and Colgate already sponsored another audience participation strip, "The Man's Sponge," at 7:30-8 p.m.

CBS achieved SRO on its Don Edwards new show by selling afternoon Friday to Hazel Bishop. This followed on the heels of the new deal for Monday, Wednesday and Friday half-hour daytime shows with "The Tournament of Towns." Tuesday and Thursday half-hour daytime shows were said to be sponsored by American Home Products.

This is the second season in which CBS sold "Zorro," a show which had been moved to Thursday last season. "Zorro" has been moved to Tuesday, July 6, 7:30-8 p.m., being moved back to its original slot. The show, and a network, is expected to attract 15-20 per cent above the previous season, "I Led Three Lives." The show, running Monday, with distribution handled by the New York Times, Thursday, 7:30-8 p.m.

Cornerstones On Kinter

NEW YORK — Color, sale and programming, as described by the former ABC executive vice president, have been the key factors in the NBC plans, which have been decided under Robert E. Kinter, special appointed executive vice president of network programming. According to Thomas J. McCarthy, who has held that post, has been named executive vice president in charge of NBC West Coast operations and will develop new talent.

"Adjourned from Wednesday" was written by William R. Aerden in April.
NEW YORK — Screen Gems adds three to its pilot schedule production last week. Broken Procruting, headed by Irving Goffman, has three historical shows for Screen Gems. The coming trio from Texas, based on the life of Sam Houston, and a couple of other films have announced pilots on Boone, but Screen Gems has signed a deal with the trio of suspense series based on its records. S-C also scouted Scott Brady to play the role of Nightshad, "ah year about a fine vice pilot."

**FALL PROGRAMMING**

**ABC Moves Up on 'Gettin Better Plan'**

NEW YORK — The signing of Julian LaLama to the ABC schedule for its box office and some switching of time periods marked the latest work of ABC-TV's "Every day in every way I am getting better and better" program plans for next fall. Amid day-to-day alteration of the existing schedule, the following facts emerged:

- **Wire Service** will continue as an afternoon show in the Thursday 7:30-8:30 p.m. slot, in which it recently moved, instead of being reduced to a half-hour series.
- "The Tonight Show" will remain in its new Thursday 9:30-10 p.m. spot.
- **Log** is expected not to continue beyond the summer, with the Pat Boone music stars moving into the niche reserved for "Log," Wednesdays, 9-9:30 p.m.
- Negotiations for the two BBC features have taken a new turn. By a full schedule of Saturdays, Sundays and Tuesday, it is being offered a suitable hour to make the December dates, which were already turned over to the CBS Corp.
- **LaLama Deal**

The ABC-Julian LaLama deal has been signed. The singer will star in a 16-week variety series for a five-year contract, penned in for Mondays at 8 p.m.

The Wednesday night edges will return with three instead of two hour-long programs, and a new slot for "The Tonight Show" will be filled for three seasons. The network will now advertise its new slot for the ABC-7000 program, and also announced that the show will be sold to other networks.

**CBS to Boost Rates For Half of Affiliates**

WASHINGTON, D.C. — CBS expected to raise rates for half of its affiliates an estimated 5 to 10 percent upwards based on the network's new schedule, which was expected. The move has been long-pending, but was kept quiet on certain statistics. Such rate increases are considered necessary to maintain the financial health of the network, and the possibility of raising rates on three-quarters of its stations was announced. The rate increase of 10 percent would be made on 300 stations, which are considered to be the network's most valuable stations.

Such an increase would add an estimated $200,000 to the network's total revenue, bringing its total to $400,000. The rate increase is expected to be effective in January and February, with the network's financial health expected to improve as a result of the increase.

**FALL PROGRAMMING**

**Weight's 'Price' As 'Hiram Sub**

NEW YORK — NBC-TV is continuing "Weight's 'Price' As Hiram Sub" this Wednesday, 8:30-9 p.m. slot, with a new scene for the evening program show. The show features Goodson-Toddy audience participation each week to continue the action from 11-11:30 a.m. across the board. The Wednesday evening show is one of the most popular of the year, and NBC has signed a one-year extension. The show will be broadcast in the 9-9:30 p.m. next season.

NEW YORK — Place where the show "Weight's 'Price' As Hiram Sub" is produced is under a contract to Bill Collins, which has made quite an impression in its first half of the season, and it is now understood to be palling over 1,000,000 viewers, which took the daytime version briefly just before Christmas.

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**Revue to Film 'Six Shooter'**

HOLLYWOOD — "Six Shooter," former radio program starring James Cagney, is a film to be produced by ABC-TV, written by Jean Boyce and directed by Robert Ross, who is a veteran of several Hollywood productions. The pilot has been completed.

**NEW YORK — Jacobs Buggert Smith has been signed by MMC-TV for the first account for its newly developed film show division. MMC will produce 45-minute films for Kometheic Kennedy and the ABC trademark will become an^'nti^ated character for the first time.
AUDIENCES ARE UP, UP, UP!

In comedy, variety, mystery, quiz shows, spectacles—virtually every type of program, nighttime and daytime—NBC is building bigger and bigger audiences. Here are some representative examples of the dramatic audience increases being registered at NBC:

% gain over last year for same time period

The Steve Allen Show... UP 53%
Twenty-One... UP 38%
Perry Como Show... UP 33%
Bob Hope Show... UP 30%
Dragnet... UP 83%
People Are Funny... UP 51%
Noon to 6 pm (Mon.-Fri.)... UP 41%
Spectaculars and "out-of-schedule" shows... UP 25%

DAYTIME OR EVENING, MORE PEOPLE VIEW THE
NBC TELEVISION NETWORK
THAN ANY OTHER NETWORK*
### Household Cleanser & Polish Sponsors

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### RESTLESS PEOPLE

By CHARLOTTE SUMMERS

Polly Bergen has signed with CBS-TV for a long-term exclusive contract for variety and dramatic productions. She will be under the supervision of the FCC's special panel of CBS-TV's "Tell the Truth..."". William Robinson has been hired by the FCC to handle broadcasting to CBS News. CBS News has a new investigative staff in general assignment production. CBS will hold a special "CBS Night" to head the TV and theatrical film department at the William Morris Agency.

William Salkeld, Screen Gems' head of production, is the head of the newly formed program department. George C. H. Roberts, a Philips Pictures subsidiary, and Ed E. Shalor, former director of radio and television, have been named to head the William Morris Agency.

Bill Henderson, in charge of the Washington office.
Voting in The Billboard's Fifth Annual TV Film Service Awards resulted in overwhelming victory of the seven syndication categories. ZIV-TV was again tops for overall product quality, MCA-TV and Screen Gems again came in second and third. ZIV was also a multiple winner in the outstanding sales categories and has the top sales figure for sales going second and third in sales going third.

The real winner of the poll on best salesmen in The Billboard's Fifth Annual TV Film Service Awards were of major film syndication and television library providers. The top five salesmen in the feature film and syndicated film categories are both headquartered in the Twin Cities, Art Broberg for Official Films and Gerald Corwin for National Television Shows, respectively.

The first time in three years that the voting on salesmen has been separated between syndicated film and feature film, the last time was in 1951, when the Poll was dedicated to film salesmen. This year, MCA vice-president in charge of sales,采 came out on top in the syndication voting for salesmen, followed by Lou Friedman of Screen Gems.

Small film houses were dominated by independent-minded distributors, but the leading salesmen's category was won by Art Broberg and his team at Official Films, followed by Gerald Corwin and his team at National Television Shows.

In recognition of the new status feature films attained in 1958, The Billboard's Fifth Annual TV Film Service Awards added five new categories that were not part of the poll the past two years. Four of these new categories concerned the sales service given by the feature film distributors. The other combined national and feature films as distinctive functions from syndicated film programs. In last year's ballot, each of the questions was directed at all kinds of film programming, regardless of type or length.

A sixth new category was added in recognition of new phenomena in TV film programming in 1958. This was the resurgence of independent-minded distributors. These small film companies brought into TV minds the influx of many new feature films and often obscured by the excitement of the big studios. A question was accordingly installed asking the trade to pick the outstanding collection of shorts.

Industry Value

These awards are designed to give due recognition to the film distributors and TV stations for their provides a valuable service to their customers. and it is in their general interest.
Winning Feature Film Distributors

- **Which Distributor Offered the Best Over-all Package of Feature Films?**
  - M-G-M
  - Associated Artists
  - National Telephone Associates
  - Screen Gums
  - Hollywood Film Service
  - Associated Artists
  - National Telephone Associates
  - Screen Gums
  - Hollywood Film Service
  - Associated Artists

- **Which Distributor Offered the Best Over-all Package of Short Subjects?**
  - M-G-M
  - Associated Artists
  - National Telephone Associates
  - Screen Gums
  - Hollywood Film Service
  - Associated Artists
  - National Telephone Associates
  - Screen Gums
  - Hollywood Film Service
  - Associated Artists

- **Which Feature Film Distributor's Sales Staff Did the Most Outstanding Job, Regardless of the Quality of the Packages Sold?**
  - National Telephone Associates
  - Associated Artists
  - Screen Gums
  - Hollywood Film Service
  - Associated Artists
  - National Telephone Associates
  - Associated Artists
  - Screen Gums
  - Hollywood Film Service
  - Associated Artists

- **Which Individual Feature Film Salesman Gave the Best Service?**
  - Joseph C. Tipton, M-G-M
  - John D. Dehn, Associated Artists
  - John W. MacGregor, Screen Gums
  - Alfred A. Levy, Hollywood Film Service

- **Which Feature FilmPhotographer Provided the Best Technical Service (i.e., Distributed Prints in the Best Condition, With the Best Labeling and Leaders and With the Most Prompt and Dependable Service)?**
  - National Telephone Associates
  - Associated Artists
  - Screen Gums
  - Hollywood Film Service
  - Associated Artists
  - National Telephone Associates
  - Associated Artists
  - Screen Gums
  - Hollywood Film Service
  - Associated Artists

Winning Stations

- **Which TV Station Programmed Its Half-Hour Film Series Most Effectively and Imaginatively?**
  - KTLA, Los Angeles
  - WPXJ, New York
  - WINS, Columbus, O.
  - WABC, New York
  - WATV, New York
  - KNX, Los Angeles
  - WNYC, New York
  - WOR, New York

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  - WATV, New York
  - KNX, Los Angeles
  - WNYC, New York
  - WOR, New York

- **Which TV Station Did the Most Outstanding Job of Selling National and Regional Advertisers Use of Its Film Series?**
  - KTLA, Los Angeles
  - WPXJ, New York
  - WINS, Columbus, O.
  - WABC, New York
  - WATV, New York
  - KNX, Los Angeles
  - WNYC, New York
  - WOR, New York

FEATURE FILM WINNERS

M-G-M Pkg. Voted Tops; NTA Best in Sales, Service

Separate categories for feature film distributors were installed in 1953 by The Billboard's Annual TV Film Service Awards, and top honors are now given to those who have performed outstandingly in the past year.

M-G-M was voted tops for its sales department in 1953, while National Telephone Associates (NTA) was voted the best in sales of feature services for the second year in a row.

The industry's selection of the best categories for each year is made by the editorial staff of The Billboard, who consider the films and their impact on the television industry as well as the sales strategies employed by the various distributors.

M-G-M was recognized for its strong sales efforts and effective marketing strategies, which helped promote its films and increase their popularity. NTA continued to excel in sales and distribution, maintaining its position as the leader in the field.

NTA has been a consistent leader in feature film sales, with a strong focus on customer service and effective distribution strategies. The company's success is attributed to its ability to understand the needs of its customers and provide them with high-quality service.

As the television industry continues to evolve, distributors like M-G-M and NTA will continue to play a critical role in shaping the landscape of feature film programming. Their achievements serve as a testament to the importance of strong sales and marketing efforts in driving the success of feature film programming.
Profiles on First-Place Winners
The Billboard's Fifth Annual TV Film Service Awards

ZIV TELEVISION PROGRAMS

FREDERIC W. ZIV
Chairman of the Board

In all five of The Billboard's annual TV Film Service Awards, Ziv TV has won first place for overall syndication achievement and television distribution. All four of Ziv's first-place awards in the Fifth Annual poll were also won by Ziv in the Fourth Annual poll.

Attesting to Ziv's reputation for quality in syndication is the fact that Ziv has already put several second-year productions, "Science Fiction Theater" and "Highway Patrol," into syndication. In 1956 Ziv also put two new properties into syndication, "The Christian" and "Men of Aquapal," and it put a show on network, "West Point."

In 1957 Ziv is expected to put three new shows into syndication, and even for the first time, put a fourth show on the market. Operating head of Ziv-TV is John Senn, president. In charge of the sales force is M. J. (Bud) Billin, Ziv's production chief is Maurice Ulmer. Ulmer.

MGM-TV

CHARLES G. BARRY
Vice-President

In its brief seven months, MGM-TV has been moving at a furious pace. Since Charles (Bud) Barry was appointed MGM-TV's top man on June 1, the firm has picked up a solid output of 1,219,600,000 to sales to 29 important stations throughout the country.

It has also picked up large quantities in various stations at KTVU, Los Angeles; KTV, Denver, and KMCM, Minneapolis, as a direct consequence of the impressive presentation of features it has placed on the TV market. Barry, a veteran broadcasting executive, has talked up these impressive achievements with a minimum of personnel.

MGM-TV is now getting ready to move even to another area of TV-program production. Work has already commenced on a number of series, with the trade eagerly awaiting the results.

ASSOCIATED ARTISTS PRODUCTIONS

DAVID SUTTON
Vice-President

In the Fifth Annual TV Film Service Awards the AATV Film Syndication division improved its standing still further. Where last year it won first place in one category, this year it was tops in two, evoking its victory for film outstanding sales staff and moving into first for half-hour library sales. In every other syndication category of the awards AATV was second.

In 1956 AATV TVC shocked many syndication sales figures on three of its syndicated shows. The "Rosanne, Rosie," Claymore, was launched with a 50-market sale to Forest Dairies and then sought out such regions as Dallas and Blatz in self-sell markets. The second year of "Dr. Hubeck's Secret Journal" was sold to Wilson Meat Packing for about 30 markets. And "State Trooper" was sold to Falstaff Beer for about 70 markets.

In 1956 MGM-TV added 78 films to its "Paisley Phantom" dramatic collection. And in the fall its studio library business picked up new steam when, in addition to the uncertainty over feature films worked by experience, it set up half-hour strips for numerous stations that were going strong with features.

Holding MGM's syndication sales have been William Nix, vice-president, and Charles F. Blaylock, head of the charge of its library sales to Los Friedman, vice-president, who personally purchased second favorite sake in the Fifth Annual Award.

ART BRECKER

Att Brecker, who takes honors in best syndicated film album, has been managing the National office of Frank Film Inc., since 1954. Early in his career he headed the National office of Frank Film Productions, its sales agreement with Hal Roach Studios. In 1952 he joined WDP, Pittsburgh, leaving its film department to become office manager of the Chicago branch of Motion Pictures for Television. In 1953 Brecker opened the third office of MPT in sales and management.

RICHARD A. MOORE
President

For the third successive year The Billboard's Fifth Annual show has top honors in The Billboard's Film Service Awards for its programming and sales of TV films. Its success story is well known. As a rule in a seven-station market, it brought the best syndicated shows it could to the network, and the network competed. Its continued success on this basis is confirmed by the fact that the same top syndicated shows in Los Angeles in December were all on an MPT.

In 1956 the station also got into step with the feature film craze in the way, first with the 1650th and 1954 Columbia production and then with the 725 Columbia-MGM film, "It was the first station to put on an MGM film in a network run, and its competition on this basis is confirmed by the fact that the same top syndicated shows in Los Angeles in December were all on an MPT.

Breecher, Corwin

Breecher, Corwin, named best feature film syndicate, has been rep- representing National Telefilm Assoc- iates for three years in eight Mid- western states, and the company formed from 1953, its varied experience includes such general managers as KWWO, Cheyenne, Wyo.; advertising, promotion and sales; the merchandising of national film syndication for the Hearst, World, Star, and World-Wide Syndicate, and the National, Acme, and Metro-Goldwyn-Mayer organizations for MGM, National, and the broadcasting firms, news and special services, and special services for the Air Force during World War II. The company has been a syndicator of feature films for the past 10 years.
Doing Business with Easterlings

Experts say the word sterling comes from Easterling, once the popular name of Hanseatic traders in England.

They lived at a time when it was necessary to measure, weigh, test the money paid you... for it might be clipped, short-weighted, faked in one way or another. From long years of doing business with Easterlings, people found that their money was always of purest, sterling quality... could be accepted at face value.

That's the kind of reputation-building ABP businesspapers have been doing for the past fifty years. Associated Business Publications—now celebrating its 50th Anniversary—has worked through the years to improve businesspaper standards and performance...

emphasizing the importance of delivering full editorial weight.

In fact, as you can see from the ABP Credo shown below, ABP members are bound to consider first the interests of the subscriber.

We at BILLBOARD subscribe to this Credo—in fact, we've been at it a full 62 years ourselves! And for a very simple reason: we believe the better informed our industry is, the better off we all are—readers, advertisers, us!

In short, our purpose is to help all the people in the industry grow and prosper. We believe we are doing that job best by earning—with impartial, thorough reporting and constructive thinking—the kind of sterling reputation that gets our editorial content, and our advertisers' messages, accepted at face value.

The Code of Ethics
The publisher of a businesspaper should dedicate his best efforts to the cause of business and social service, and to this end each member of the Associated Business Publications pledges himself:

1. To consider, first, the interests of the subscriber.
2. To subscribe to and work for truth and honesty in all departments.
3. To endeavor to be a leader of thought in his editorial columns, and to make his criticisms constructive.
4. To encourage all constructive efforts to improve the standards and quality of advertising.
5. To avoid unfair competition.
6. To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.
SCREEN GEMS presents

GREATEST

THE MOST COLOSSAL VARIETY

466 FEATURE FILMS

DRAMAS • MYSTERIES • COMEDIES
MUSICALS • ADVENTURES

679 EPISODES of 53 SERIALS

FOR

NEW YORK
711 Fifth Ave.
Plaza 1-4432

DETROIT
700 Fox Bldg.
Woodward 1-3979

CHICAGO
230 N. Michigan Ave.
Fenway 2-9686
COLUMBIA PICTURES

TELEVISION SUBSIDIARY OF

television's

SHOW ON EARTH!

OF STUPENDOUS QUALITY FILM ENTERTAINMENT!

369 HALF HOUR SYNDICATION PROGRAMS

- All Star Theatre
- Celebrity Playhouse
- Jungle Jim
- Tales of the Texas Rangers
- Top Plays
- Damon Runyon Theatre
- Jet Jackson

130 QUARTER HOUR PROGRAMS

- Patti Page Show
- The Big Playback

334 CARTOONS

135 WESTERN FEATURE FILMS

INFORMATION

HOLLYWOOD
1314 N. Beechwood Dr.
Hollywood 3-3113

NEW ORLEANS
1132 Royal St.
Express 3913

TORONTO
102-108 Peter St.
Empire 3-066

CONTACT
The Billboard's 19th Annual Promotion Competition

IS NOW OPEN FOR ENTRIES FROM TV STATIONS AND TV FILM DISTRIBUTORS

To reserve a place for your entry, please fill in and mail coupon below immediately.

COMPLETE RULES:

I. PURPOSE: To give recognition to the best AUDIENCE promotion—designed to stimulate viewing by the public during the calendar year of 1956. Audience promotion shall be defined as any means of promotion, publicity, merchandising or exploitation designed to be directed specifically at potential viewers to induce them to view the entrant's programs.

II. DIVISIONS OF ENTRANTS:
A. TV Stations will compete against other stations in these divisions:
   1. One-channel markets
   2. Two-channel markets
   3. Three-channel markets
   4. Markets of four or more channels
B. TV Film Distributors

III. AWARDS:
A. TV stations in each of the above divisions are eligible to compete in any or all of the following award categories. ONLY ONE ENTRY IS PERMITTED FOR EACH CATEGORY. A separate entry is required for each category entered:
   1. Audience promotion of a network program
   2. Audience promotion of a syndicated film series
   3. Audience promotion of a feature film program
   4. Audience promotion of a local live program
   5. General audience promotion other than for a specific program
B. TV Film Distributors may enter one or both of the following award categories. ONLY ONE ENTRY IS PERMITTED FOR EACH CATEGORY. A separate entry is required for each category entered:
   1. Audience promotion for a single TV Film program series
   2. Audience promotion for a single feature film package or library

IV. FORM OF ENTRIES:
Only one entry is permitted for each award category entered, with a separate entry required for each category. Entries will take the form of presentations explaining (a) objective of campaign, (b) methods used, and (c) results achieved, and may include samples of promotions. Quality of work in achieving the objective will be the determining factor; size and elaborateness of presentations do not enter into judging.

Intention to enter must be declared by sending in coupon below. Each entry must be plainly marked as to entrant's name and address, and the division and category entered. Entries will be returned if so requested and if accompanied by self-addressed mailing labels.

V. JUDGES:
A panel of judges made up of leading advertiser and agency executives again will select the winners. The decision of the judges is final.

VI. DEADLINE FOR ENTRIES:
All entries must be received by The Billboard on or before Monday, April 8, 1957. To enter, fill out and mail reservation coupon NOW. When entry is ready, send to:

TV Promotion Competition
The Billboard
1564 Broadway
New York 36, N. Y.

VII. ANNOUNCEMENT OF WINNERS:
Winners will be announced in The Billboard issue dated May 11, 1957.

RESERVATION COUPON FOR ENTRANTS IN THE BILLBOARD'S 19TH ANNUAL PROMOTION COMPETITION

(please fill in and mail NOW if you plan to submit entry)

We plan to enter The Billboard's 19th Annual Promotion Competition in the following division and with entries in the following categories:

I. FOR TV STATIONS
   A. Division (check one only)
      ___One-channel market
      ___Two-channel market
      ___Three-channel market
      ___Market of four or more channels
   B. Categories (only ONE entry permitted in either or both of these. If both entered, separate entries are required):
      ___Promotion of a network program
      ___Promotion of a syndicated film series
      ___Promotion of a feature film package or library

II. FOR TV FILM DISTRIBUTORS
   A. Categories (only ONE entry permitted in either or both of these. If both entered, separate entries are required):
      ___Promotion of a single film program series
      ___Promotion of a single feature film package or library

   FOR ALL ENTRANTS
   Company or Call Letters ____________________________
   Street address ____________________________
   City and State ____________________________
   Name of General Manager ____________________________
   Name of Promotion Manager ____________________________
   Entry will arrive on or about (date) _______________
   Check here if entry is to be returned to entrant ________
**Four Star to Start Work on 2 New Series**

**HOLLYWOOD—**Production on two new Four Star series will get under way within the next two weeks. Several other pilots are in the works for stations with some probably being shot on early. Four Star orders to obtain audience evaluations.

Definitely set is “Rattling,” based on the novel written by and to be published by the late Jack London. The script is being written by Andrew Siren, and will be produced by Goldwyn. Other titles under consideration are “Saratoga” and “Western Union.”

**Ziv Salesmen Pushing ‘Kane’**

**NEW YORK—**Ziv-TV’s national sales department last week began pushing the series of “Pirate Kane,” which has now been titled “Martin Kane, Private Eye.” The series, which began in NBC’s Top Ten last week, will be shown on two TV networks and is expected to be in all 149 major TV markets. The series is being produced by John H. Bergman, who also produced “Star Detective,” which Ziv-Ty is now showing on NBC.

**Production on ABC’s ‘UF-61’ Pilot Starts**

**NEW YORK—**The ABC-financed pilot of “UF-61,” a science-fiction series produced by Canadian novelist and screenwriter Frank R. Paul, will be shot this spring. The series is based on the adventures of a group of scientists who discover a new form of life on Mars. The pilot is expected to cost between $50,000 and $100,000.

**WABD Claims Best Indy for Audiences**

**NEW YORK—**WABD, the local station that is closest to any independent station in the country. The station’s goal is to maintain its position as a leader in the rating scale for the next two years. The station has already achieved this goal, and is now preparing to enter the market for the next two years.

**More Late-Niters Staying Up To Watch Feature Pix in Chi**

**CHICAGO—**A programmer at WGN-TV has found that viewers are staying up later than ever before to watch the station’s line-up of prime time shows. The station’s overnight ratings have increased by 25% over last year, and the station is now the most-watched in the market.

**PAYMENT PLANS FOR MOVIE COSTS**

Distribü Devise Methods for Paying High Prices; AAP Offers States Two Plans

**NEW YORK—**With the rising cost of feature film programming, the distributors have come up with some new payment methods. It is expected that this trend will continue as movie producers look to new ways to make money from their films. The new methods include payment on a per-viewer basis, and a flat rate per screening.

**ADJACENCIES AVAILABLE TO THE GREATEST SPORTS FEATURE ON CHICAGO TV!!**

**CHICAGO CUBS AND WHITE SOX EXCLUSIVE BASEBALL**

The hottest feature in town . . . and the adjacencies are going fast, and why not? Not only does your advertising deliver tens of millions of advertising impressions through the season (April through September), but you have the most merchand化able feature on Chicago television.

If the nation’s second largest market is important to you—ask your WGN-TV representative for the 1972 baseball audience analysis, availabilities and costs . . . NOW!

**WGN-TV Channel 7 Chicago**
congratulations, Otto

was first in its time period with a 17.3" rating!
Sponsor: Signal Oil

RETAIL EXECUTIVE

Presently in merchandising, wishes to learn promotion-booking-entertainment business for future enterprise in large midwestern city. I wish to make contact with form in above business, and work in learning capacity. Will work for no salary and pay my own expenses. Available at once.

Please direct replies to:
BOX D-273
Cincinnati 22, O.

Creative, enterprising, TV commercials that sell.

Chi Late-Niters

Continued from page 35

power of film to compete with heavy eight network output is found in late night programming, when WGN fields a first-run film in the 8 p.m. slot. Audience ratings (ARBO) showed "C. E. Theater" leading the field with a 2.3, but put WGN's film in second with 1.80, beating out "Alexo," showing of 1.6 and "Omnibus" of 1.3.

Scheduling big-ticket films earlier than 7, however, is not, as Faraghan is concerned. His observation here shown that the chances of the kid audience is not responsive to features and the kids evidently have a lot to say about television choices around 7 o'clock.

Bavarian TV Buys Fairbanks, Seeks More Foreign Pix

LONDON — Bavarian Televison, the first station in the Federal German Republic to use advertising, is looking ahead for filmed material to fill the daily half-hour section set aside for plugless shows. The station has just completed a deal for 15 of the "Dagoba Fairbanks" series which will also be aired over the West German transmitter. The deal was made in Germany, Independent Film G.m.b.H. of Munich acting as agents for Dagoba. The German company also handled the dubbing, which was completed at the Jarmar Studio in Munich.

TV COMMERCIAL STUDIO

Completely equipped, trying to win business!

BOX 88
16 The Billboard, 1501 Broadway
New York 1, N. Y.
WARNER CARTOONS BEAT ALL COMPETITION!
For WCSH In Portland, Maine

December ARB Ratings
("Fun House" 5:30-6 P.M. Mon. thru Fri.)

<table>
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<tr>
<th></th>
<th>WCSH WARNER CARTOONS</th>
<th>WGAN ADVENTURE LAND</th>
<th>WMTW MICKEY MOUSE CLUB</th>
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<td>AVERAGE</td>
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PUT THESE RATING WINNERS TO WORK FOR YOU!

write or call a.a.p. Inc.

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

CHICAGO
75 E Wacker Drive
Dearborn 2-4040

DALLAS
1511 Bryan Street
Riverside 7-8553

LOS ANGELES
9110 Sunset Boulevard
Crestview 6-5886

BUGS BUNNY'S A WINNER TOO!
Wed. 6-6:30 P.M.
BUGS—18.3
ADVENTURE LAND—14.2
NEWS & EARLY SHOW—3.2
Balaban Offers Behind-Scene Films for TV

NEW YORK — Short "behind-the-scenes" films about current theatrical motion pictures are being offered by TV stations nationwide. The show, called "Balaban Behind-the-Scenes," is a pilot program produced by the Balaban and Katz circuit, which owns several TV stations across the United States. The films provide an inside look at the production process of major films, giving viewers a glimpse behind the scenes of how movies are made. The content is tailored to appeal to a broad audience, featuring behind-the-scenes footage of popular films and interviews with actors and directors. Balaban believes that these insights will make the show appealing to both film buffs and casual viewers alike. The films are scheduled to air on select Balaban-owned TV stations during prime time, offering viewers a unique perspective on the filmmaking process.
SPA Pubs May Take Over Pic Income Administration

Move to Collect Film Performance Money, Traditional ASCAP Baby

NEW YORK—Film performance money hitherto administered to the Society of Authors, Composers, and Publishers of Recorded Music, Inc. (ASCAP) will be held here February 28 at the Beverly Hills Hotel. The meeting will be attended by J. Wallace Gillett, chairman of the ASCAP West Coast committee; ASCAP President Paul Cunningham, along with Herman Fischlberger, George Hoffman and John N. Muller who will address the members. Annual report of the Society, in addition to a report on the recent special general meeting held in New York, are expected to be on the agenda.

Remington Records Bows Low-Price LP

New Line, Masterseal, to Go for $1.49; Ambitious Rack-Job Using In Chicago

By BENNIE ASBELL

CHICAGO — Remington Records, following months of quiet preparation, has launched a new low-price LP label, Masterseal, and an LP promotion in conjunction with a major grocery chain in Chicago Thursday (1). A week earlier, a new LP line was launched in Detroit and a new city will be invaded each week in upcoming months. The inch LP sleeve, a catalogue in 15 all, are priced at $1.49.

Out of a chief advertising budget of more than $20,000 in each of the two cities, to date, the label, the most significant feature, has been the large $5,000 weekly ad of the disk jockey spot announcements with the clear understanding that always would program the news disks promptly. In Chicago, de- jokers on the air are John Tegidal, WGN, Ken Burns, Pisas, Eddie Hubbard, Sonny Ross and Steve Schekel. Others were lined up on WMAQ and WGN, with the former at WBBM, a TV station. Biggest of the sales promotion was a two-page spread in the Chicago Tribune Thursday, costing over $4,000, and a page in the Sun Times.

Remington plans to be distributed through the major supermarket chains and independent dealers. It is being distributed to the retail outlets with the assistance of remuneration for mail order sales.

The company also has signed its recording artists and master titles through WMAQ and the studio, of course, with Bud Spencer's Disc jockeys on the Dick Hennessey show.

Cleffs in Ring For New BMR Bout

By MILDELD HALL

WASHINGTON — Stenographers Week will meet with Broadcast Music Inc., this time with Senate Committee as a hearing on ASCAP and BMI music publishers. Stenographers will be represented, Winkel, Bundled and Steve Schekel. Others were lined up on WMAQ and WGN, with the former at WBBM, a TV station. Biggest of the sales promotion was a two-page spread in the Chicago Tribune Thursday, costing over $4,000, and a page in the Sun Times.

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Vox-Paris
Own French Distrib Organ
PARIS—Vox Records, which has been represented here during the past few years by the late Victor M. Parisi, will open its own distributing organization, Vox-Paris, on March 15.

Since the purchase of Polydor several years ago, Vox records have been manufactured and distributed by an outfit named Pathé-Vox. Victor M. Parisi, the French manager of the agency, was the local arm of a group of French musical companies, Marcoux, which is the local arm of Music Sales, a British subsidiary of EMI. The new Vox agency is the result of the sale of the agency to Parisi.

Vox-Paris will also be handled by the New England branch of the Vox agency, operated by H. F. Berkheiser.

Mr. Parisi, late of Victor M. Parisi, has been distributor of the Vox label in the Frenchspeaking countries of the United States for five years. In addition to handling Vox records, he also handled the Pasteur, Prima, and other French labels.

Mr. Parisi is a native of France and has been active in the music business in France for many years. He was formerly associated with the Paris branch of the Record Sales Company, which is now part of the Polydor organization.

Victor Inks
Henri Rene
To New Pact
HOLLYWOOD—Mastro Hen.
re Rene inked a recording con-
tract with RCA Victor last week. He had recorded both as a soloist and with the company's other artists.

Rene signed a new three-year recording contract to perform as the lead singer for the company's sets. He will return to make a second appearance under this contract to continue work in the recording picture and television fields. A veteran RCA staff, Rene has been with the company as an A&R man for the past eight years.

The replacement for Rene is yet to be named, with Carlini, an A&R man, arriving here last week to interview a number of candidates. Buddy Borg,

an A&R man, is the previous position for the job, is reportedly no longer being considered for the job.

While here, Carlini, along with Hugo Winterhalter, will record Ed.

Fisher, Dona Shreve, Johns Dix

Singh, Tony Martin, Kay Starr and

the Deanna Sisters.

STEREO SOUND GETS 'EM
40,000 Attend Hi-Fi Music Show in Hw.
HOLLYWOOD—Sterophonic sound and stereo type equipment was the main feature at the fourth annual High-Fidelity show held at the Ambassador Hotel here last week (February 8). With ad

acceptance expected to pass the 40,000 mark for the event. Sponsors of the Institute of High Fidelity Manufacturers, the show had a total of 48 exhibitors taking part, with domestic and foreign manufacturers displaying high-fidelity equipment, including stereo type equipment. Manufacturers of components only and the number of exhibitors displayed complete packages for the show.

Unlike former high-fairs here, there was a noticeable lack of reg

(Continued on page 93)

Belafonte Sets
New Pub Firm
HOLLYWOOD—Harry Bela

fonte formed the organization of another music-publishing firm last week, setting up the Decca Music Publishing Company, which will be known as ASCAP (Assn. of Composers, Authors and Publishers). The company will be supervised by music publisher, J. D. Stoddard.

Belafonte's firm will make the headquarters in New York, with the assistance of an Eastern representative.

The Billboard's Spring Merchandising Issue and Dealer Survey of the 1956 Phonograph-Radio Business

Disk Sales Close to $200 Mil
For First Nine Months of 1956

78's Vol. Drops; 45's Hyo;
LP's Account for 60% Sales $5

NEW YORK—Nearly $200,-

000,000 worth of disks of all catego-

ries were sold during the first nine months of 1956, according to a quarterly report of record sales by factors, issued by the Record Industry Association of America. On the other hand, for the first nine months of 1955, 78's represented about 60 per cent of the total volume in sales. In 1956, 78's represented about 40 per cent of the total volume in sales.

The actual figure of $100,000,000 in sales compares with $130,000,000 during the same nine-month period of 1955, representing a gain of over 40 per cent.

In unit figures these were 17,200,000 78's, 25,700,000 disks and a cor-

responding increase in 45's due to the increase in sales of 45's. Sales of the 1956 78's were approximately 45,000,000, a decrease of about one-third. On the other hand, 45's increased from 45,000,000 in 1955 to 55,000,000 in 1956, an increase of about one-third.

New sales, however, did not offset the decrease in sales of 78's, and the total volume in sales for the first nine months of 1956 was $200,000,000. The figure could actually go considerably higher since more than one-quarter of the year's total business is normally done during the final three-month period.

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counted by the industry's customers, the total market at over 60 per cent of the total market in 1956. Figures from all major record companies show that LP's were used in compiling the report.

Must Want of
Radioactive
Materials
WASHINGTON—Two firms selling devices employing radioactive material, for removing static electricity from machine parts and all kinds of needs, have signed agreements with the Federal Trade Commission not to sell the devices without accompanying them with a warning of possible danger. Ely Sales Company, New York, and Bell, and Mercury Scientific Sales, Inc., New York, have agreed not to advertise their devices in the press and on radio and to insert warnings that the radium elements should not be heated and material present should not be entered into.

A device, first manufactured by Stat-Mate, and Mercury Scientific Sales, is a device available to FTC that will charge the products contain only minute amounts of radium, to have a label in the package containing "in amounts however minute and dangerous." A Federal Trade Commission order to warn users to keep it away from the children. The devices containing the radium sulfates are clipped to the pickup arms of record players.

Capitol Adds 2 'Red Waring To Its Roster
HOLLYWOOD—In a move designed particularly significant, Capitol Records last week added the veteran Fred Waring orchestra to its roster. According to Capitol's Decca to Plug 'Midnight' LP's
NEW YORK—Decca Records has lined up a strong all-level promotion in connection with its new album, "Midnight." Kicked off last week, the seven-week campaign is aimed at jocks, dealers and consumers, in the successful pattern of the "Breakfast at Tiffany's" promotion last summer.

A specially designed jockey sampler contains selections from all seven albums, arranged in a helpful form of the material, including molded labels and sleeves. The (Continued on page 99)
TEEN-AGE HIGH JINKS

Victor Heads Four-Way Deal on Pajama Plug

NEW YORK — Four major manufacturers in as many uniliated fields, including RCA Victor Records, have joined forces for a far-reaching March promotion aimed at teen-age girls in pajamas, young. Besides Victor, the participants are Schranks Pajamas, Canada Dry soft drink department and Cosy Cosmetics. The mutual theme is "Let’s Have a Pajama Party," for chics only. The manufacturers agree to stimulate the fad, provide the "how to . . ." and to sell the essentials to success of each party. Distributors and field men for all four lines are making contact with each other to blast simultaneously with them in their various retail outlets. Ads in major consumer and trade publications already have been contracted by all four companies, with the most important such as Life, March 11, and Seventeen, entered as four-way co-operative deals.

Victor’s major contribution will be in records, and in providing phonograph and albums and a picturesque gimmick is a "candy-bar" EP disk, a "Pajama Party" high-light set, with six complete excerpts from as many Victor albums. Even the disk is in a smaller size which interest girls for the three-Sue Taylor King, Ralph Flanagan, Bob Scobey, Dennis Farnon and Lon Ross himself.

Each of the companies will make the disk available in its own way. For example, every teenager who buys a pair of Schrank’s pajamas gets the disk free. Canada Dry is offering the disk for 25 cents with two bottle caps from any Canada Dry products, and is advertising this in March issues of The Saturday Evening Post and the Ladies Home Journal. Schranks’ quota of the deal is half that cost. RCA has a similar campaign. D.C. Simmons is giving away the booklets, sans coupon, with each pair of pajamas. The booklet, besides the master index for a party, includes five full pages of Victor pitch with a cover reproduction of 16 suitable "Pajama Party" albums.

Steve Preddy Parties

The companies already are lining up "Pajama Party" days to be held in leading department stores and other types of outlets for the various products. About 300 are defi- nitely set, and the number is ex- pected to exceed 500. Victor will supply free albums for door prizes. Cosy will supply cosmetic kits for as pampered prizes. And Canada Dry will come thru with free cartons of soda.

Disk jockeys also will be enlisted everywhere in a contest. Five hundred spinner winners will be picked.

(Printed on page 20)

Music as Written

Victor Hospitalized by Auto Accident . . .

Richard Cusman, who operates Lakeview Park, Maloney, City, Pennsylvania, was injured in an auto accident here this month and will be hospitalized at Pittsburgh’s Roosevelt Hospital for two months. Cusman has booked name bands into his park for the last 25 years. Duke Ellington opens Lakeview this season Easter morning.

Cowman Re-Booked by the Empire Room . . .

Bunny Cowman and his big band, recently returned from an ANTA-State sponsored tour of the Far East, have been booked into the Empire Room of the Waldorf-Astoria for four weeks starting Monday, February 23. Unit played a highly-successful engagement at the spot last year following the opening of the major film hit.

Scott and Spouse to Sweden . . .

Tony Scott, RCA Victor clarinetist-in-chief, and his wife, Fran, album cover designer, take off Monday (11) for Sweden. Scott has been booked as soloist for three weeks at the Stockholm Club National. Last week, he completed recordings for a forthcoming big band outfit. As a soloist, he has recorded for RCA while in Sweden.

Aussie Disk Sales Offset Cost Hikes

SYDNEY—More records than in any previous year were sold in this "down under" nation during 1957, according to A. G. W. Coul, an executive of Philips Electrical Industries, Ltd., here. In spite of a rise to the sales tax to 25 per cent, volume was excellent and increased costs, largely absorbed by disk manufacturers, were offset by increased sales.

Nearly $,500,000 records were produced here during the 12 months ending in October, 1957. Of this total, about 58 per cent were 78 r.p.m. disks. Turn-over, as a fact here, however, is the decline in little more than nine months to the 58 per cent figure for 78 r.p.m.

Jubilee has a string of hits

the fastest breakaway hit of 1957

MAUREEN CANNON

JUBILEE 5272
BMI-Palace Suit Cues Non-Radio Policing

NEW YORK — Broadcast Music Inc., is tightening up its policing of the non-radio licensing field. This week, BMI together with almost a dozen of its affiliate publishers filed an infringement suit in Federal Court, naming the Palace Theater as defendant. The complaint, which has reference to live stage shows at the theater, charges that during May, June and July of 1956, and at other times, various BMI songs were performed for profit. Suit seeks to enjoin the defendant from infringing and asks that damages be paid, amounting to not less than $350 for each claim.

Publishers cited in the suit are as follows: BMI ("The Song From Moulin Rouge"); Peer International ("Manuho Jumbo" and "El Comebacker"); Editoriale Musicale de Montria Internazionale ("Munio No. 57"); E. R. Marks ("Jazz Me Blues"); "Parade of Wooden Soldiers," "There'll Be Some Changes Made"); American Music ("18 Tons"); Wonderland Music ("Tid-\la of Davy Crockett"); Michie Lane Publications ("Deep In the Heart of Texas"); Disneyland Music Corporation ("Putte Walks,"); and "There's Something About a Town Band"); Lois Music ("My Boy Flatto"); Avco Music ("The Boy from the Bible"); and Progressive Music ("Shake, Rattle and Roll").

Suit which was filed by Rosenman, Goldstein, Cohn & Kase, re- flects the concern which is felt in the part of BMI to carry these new all places of copyright protection. A spokesman stated: "Some theaters have been licensed—but we're selling business this time. The asked that licensing of various non-broadcast (jails—ballrooms, skating, clubs, halls, etc.—be progressing rapidly.

BMI's license covering live theater performances specifies that the license pays a fee equal to one-third of the evening weekday price, multiplied by the number of seats. Details of the license, however, specify that no adjustment shall be made scaling the fees in such cases where performances are not given through the year, and in such cases where there are less than four performance days per week.

COPYR'T DISKS SWAMP L. OF C.

WASHINGTON — The Library of Congress is now in possession of over 97,000 phonograph recordings, and nearly 2,000,000 pieces of music. It was noted in the Lib-

ary's year-end report, released recently 28th, Copyright Office took in the larg-

est revenue in its history—nearly $900,000 in fees, while another record of over $1,-

600,000 was raised up in sale of some 21,600,000 catalogs.

The report noted that the Copyright Office is hard at work in its three-year project to assemble and analyze per-

vent attempts at copyright law revisions. The study will also compare the copyright issues with laws of other coun-

tries, define "fair use of the material," and try to bring solution to long standing copy-

right puzzles.

Electronics Firm Debuts New Label

LONDON—Stalemate has been broken here between the Medi-

cian's Union and a representative of leading disk manu-

facturers over the MU's claims for a 30 per cent increase in recording session fees. The present rate for pop and jazz instrumentalists is $11.20. The MU is seeking composers to fall in with the figure approved by the British Film Producers Association which now pay $18.60 for sound track sessions.

So far the disk companies have refused to agree to match that figure. Feeling among the music- men is that the MU's demand is too high and rather than give in to it, if the MU call a strike, they are prepared to follow the precedent set by American companies in the United States.

RHYTHM ON THE GREENS

Fairway Cats Mull Plans For National Tournament

NEW YORK — Representatives of the record industry, disc jockey field and other segments of the music industry met Tuesday (5) to hold exploratory discussions preparatory to blueprinting plans for a Na-

tional Music Industry Golf Tournament designed to provide relaxation and cement relations among all fa-

cets of the music business. Ideas had come into being following talks between Dim Collin, of The Billboard and Murray Lust, of Fairway World Enterprises.

and Lust outlined tentative plans, stating that entrants would in-

clude arcades connected with the creation, promotion, manufacture, sale or distribution of discs. It was pointed out that organization would be necessary at local levels for (1) the qualifying rounds and (2) the match play that would con-

clude the tournament.

Martin Black had several suggestions, which were adopted. These were as follows: (1) The tournament is a representative of the United States Golf Association be invited to the next meeting to advise on the ex-

tent of the undertaking and the problems involved, (2) that an en-

trance fee—perhaps five dollars—be set and that a follow-up tour-

ment be planned between winners of the national tournament and same talent in the music field. The fol-

low-up tournament could have a gallery. Black pointed out, and could be charged an admission. All revenues from this, as well as net proceeds from the national tour-

ament. Black said, could be placed in a fund which would provide music scholarships at leading schools. Bobby Shad of Mercury

Secured Black's suggestions, which were immediately carried.

Fred Waring was nominated chairman of the group setting plans for the national tournament. This was seconded by Joe Mallone of Capitol and carried unanimously.

Among those present, in addi-

tion to Black, Lust, Mathews and Shad and Collins were Dick Link, of Columbia Records; Meyer Shapiro, of Broadcast Music; Inc.; Paul Ackerman, of The Billboard; Marty Salis, of Disc; Sol Log-

berg, of MGM; and Frank Frohlich of the Billboard.

The next meeting will be held February 28.

Pierce and Denny Acquire Swansboro Station and Aud

SWANSBORO, Ga.—Country music star Webb Pierce and Jim Denny, head of the Jim Denny Artists Bureau, Nashville, have pur-

chased Station WJAT and the 1,600-watt Nancy Auditorium in this

A 1,000-watt daytime station, WJAT carries some 15 records in this area. The auditorium is con-

sidered one of the most modern equipped in the South. Sale of both properties is subject to appro-

val of the FCC.

Nancy Auditorium is now play-

ing four play-dates a week and the new owners hope to build this to six dates a week. Shows will be headed by Jack Wise, WJAT manager.

jubilee has a string of hits...

a two-sided smash...

vocal rendition

KIRK STEWART

THE BOY WITH THE GOLDEN VOICE

instrumental rendition

DAVE TERRY

and his orchestra

JUBILEE 5271
Personal Appearances

HARRY BELAFONTE
Coconut Grove, Los Angeles
The great responsibility for the calypso craze, Harry Belafonte's performance at the Grove is unjustly preceded. At his windup he will have established a new house record, shattering the mark previously held by Guy Lombardo in 1935. His off-beat calypso and folk music offerings were eagerly devoured by an attentive audience, with the largest sex-appeal audience, the largest performance rub-on heard, and the most enthusiastic audience. The big hit was "Matilda" and "John Henry." Pat- ter, interlaced in such mannerism as "Matilda" and "Hold On, Joe" brings the audience into the act effectively. Had Valentinetti been a recording artist in his day, he might have equalled the popular personalities accorded Belafonte, and the calypso had early connotations all composition and com- pany today.

GEORGE HAMILTON, IV
Blindside's Boston
Hillbilly is rare at Blindside's big battle, and they could be rarer if George Hamilton's work's stunt is any measure of local acceptance. The ABC Paramount act, a hit over-folksy for this type of clientele.

Singer, a speedy pace with his guitar, he stomped out "Every- one's Got a Car" and "My Man." Usually he plays "I've Got a Crush on You," but little else. Hamilton showed he could do a song, he set his hair on fire using "Jailhouse Rock," and others "Prairilla." His voice a sax and drums make the customers cheering, but he doesn't match the top performers in "Singin' the Blues." Response generally was only moderate, but there is a hit in his presence at times that if he cut out the corny comedy, he could get a good house with ballad-type hillbilly offering.

Cameron Dewar.

JULIUS LA ROSA
Stater Hotel, Los Angeles
Easy delivery and mellow style marks Julius La Rosa's appearance in the Terrace Room. Repertoire is aimed at the Terrace audience and sticks mostly to standards. It's perhaps as much fun as this that La Rosa doesn't get his own individual musical personality across.

The RCA Victor artist kicks off the show with "You Must Have Been a Beautiful Baby" and winds up with "If I Had You," but scores better the few times he changes to a number with more bounce, such as "Mobile" and "Who Could Ask for Anything More?"

Bob and Betty Hightower, acrobatic act, and Dick Stabile ark round out the bill.

NYRA Preps March Meet

NEW YORK — The New York Racing Board's Association is planning a mass meeting of all Greater New York racers for the first week in March. A committee of about 30 dealers met Wednesday (8) to be making a current March meeting, which has as one of its purposes "to pinpoint some of the unfair practices of the music industry hurtful to dealers."

Monarch Label Reactivated

NEW YORK — Monarch Records, a label operated several years back by Joe Liebowitz, has been reactivated and will house in the market the first week of Feb- ruary. The outfit will concentrate on rarer, more difficult tracks.

Liebowitz is president and general manager, and also holds a stock interest. He will operate from his present Linden, N. J., offices. This week he is cutting his first Monarch sessions with session advisor, Emil Coleman, who has been linked for a number of releases.

The repertoire will consist mainly of pop-savvy items, including Calypso material. There will be three LP's in the first release. Discs will list at $5.38.

Liebowitz will continue to operate his predominantly rhythm and blues line, Premium Records, which has been in operation for a year. He formerly was artist and repertoire man for De Luxe Records and some other lines.

Renamed Jazz West Intro

HOLLYWOOD — Jazz West, package goods subsidiary of Ablin Bron, changed its name to Premier Records here last week owing to a similarity in names with another Coast diskery. Premier continued building its line of quality entries, however, signing Jamie Hayes, Stan Ross and Calypso MacNicol. A full schedule of recording activity was reported, including new work by Don Clarke, with four new pack- ages due out this month.

"Rhythm-Blues Notes" is no more. "On the Beat" will cover not only the rhythm and blues field, but also the other musical forces that have developed in the past five years under the inspiration of the variously wide acceptance of the rock and roll idiom. "Rock and roll" and what has come to be called "rockabilly" are the most important of these. No abstract categories prevent the listener from stepping from buying records by Fats Domino, Elvis Presley, Bill Haley, Carl Perkins or Little Richard all at once and the same time. The trade, therefore, might revise, and perhaps abandon, some of its old line boundaries.

It is the nature of the way this trend originated—and the way things still are today—"On the Beat" will be espe- cially strong in coverage of personalities and record activities of the indie labels. They pioneered and nourished rock and roll—and the great labels. It will reach the market, if it has been seen at all, and will reach the audience, regardless of whether they have a hit record going or not. Good ex- ample of strong visual appeal among the vocal groups: The Teen Agers, the Cleftones, the Everly Brothers, the Cardinals, and the Spaniels.

The Teen Agers, incidentally, have gotten a terrific offer from the Paramount Pictures promised them a big Carnival in the works for March 1. This is the only rock and roll act booked for the

(Continued on page 62)

Jubilee has a string of hits

two for the money

BOB WHALEN

CHAPEL OF THE ROSES

WITH ALL MY LOVE I THEE ENDOW

JUBILEE 5266

DON RONDO

DON'T THE LOVE I NEVER HAD

JUBILEE 5270

Jackson's head assistance. Shows will normally be on a Friday night with a Sunday matinee, with no Mid-week weekly. Chicago gets its first big theater rhythm and blues presenta- tion in a longish spell when deejay Al Benson, Stenton WCGE, moves into the Regal Theater on February 22 with an arm-long list of talent. On the bill will be Joe Turner, Gene and Emma, Bobby Darin, the Spaniels, the El Dorados, Arthur Prysock, Jimmy Reed, Priscilla Bowman, Sear's Jay Hawkins and the Tab Smiths.
Bar Doors to Stem Disk Artists Flood

Shaw Ups Thomas To Chi Office

NEW YORK—Walter Thomas, who has been handling one-night bookings in the Eastern territory for Shaw Artists, has been promoted to head the Chicago office of the talent agency. Thomas will be working with Jim Fleming in Chicago, supervising Shaw Midwestern bookings. Filling Thomas' old job in New York will be former Manhattan music publisher Jerry Johnson.

considered tough interview towns by most record promotion men, and comparatively few appearances are permitted on any of the leading Manhattan stations. However, Al Tilling, record programming chief of WNEW here, says that although they aren't swamped by artists, Manhattan stations suffer from too much plugger attention, since practically all of the major publishers and labels headquarter in Manhattan.

Cleveland is still considered a "good interview" town by record promotion men, and that city's top jocks, Bill Randell of WERE, maintain an open-door policy on interviews, with no advance notice necessary if he's in the mood. Other "good interview" towns include Boston, Philadelphia, Cincinnati, Washington, Pittsburgh, Baltimore, Detroit, St. Louis, Milwaukie, New Haven, Conn., New Orleans, Buffalo and Minneapolis.

However, if the trend for artists to hit the jockeys trail continues at its present rate, many of the programs are afraid that too many guests may yet spark a general "closed door" interview policy among stations in these areas.

LEWIS PROVES HE CAN GO IT LOVABLY ALONE

Since the break-up of the Davis Martin-Jerry Lewis act, there has never been any doubt in anybody's mind that somebody with Lewis' well-known talents could readily make it as a single. In the opening at the Palace Theater on Thursday (7) the familiar personality and showmanship traits that Lewis has long portrayed in films and on television had their predictable effect; he came over as if he had never had another half. The audience came prepared to love him—and he obliged by being lovable. Whether he presented the most effective act of which he is capable, however, is doubtful.

The half-hour of the program was Lewis, and he was on stage almost continuously, with song and dance routines by the Administrative women in dexterously. The format followed was meant to offer him in a fluid change of pace role as singer, dancer, mime and comedian. Opening night being offered little to much of himself in all these roles to make maximum audience impact. Lewis' great gift is in the field of comic pantomime, and when he lets his hand and his face do the talking (as in the "Dance School" skit), he is at his best and admired. Incidentally, he is an dresser, one due with Dick Humphreys being a standout.

His current success in the recording field notwithstanding, Lewis is not strong in the vocal department, but he compensated himself with a few jokes re-enactments (including his hit "Rockabye Your Baby") and several other fresh well-choreographed routines, a few guests. Lewis is going to be successful in the singing department, it will be, well depend on how his various talents are showcased. The writer feels that if the pace could make a big immediate improvements—

Gary Krimer
UNESCO Pub's Copyr't Guide

WASHINGTON — The mountain of court proceedings, copyright cases, and the like, have been gathered into one publication, "Copyright Laws and Treaties," which are available. A 1,500-page guide to the labyrinth of laws of the world lists the copyright laws of 83 countries, as well as those of international copyright problems. The book was published by the National Union Catalogue, Inc.

The Copyright Commission for UNESCO, announcing publication of the work, points out that the 900-volume "Guide will be of use not only to UNESCO member states but also will be of use to those that are not members of the group of countries which are or may become parties to these conventions."

Bleyer Closes At Hempstead

NEW YORK — Cadence press Archie Bleyer closed down his Hempstead, L. I., record store last week.

The move, said Bleyer, was precipitated by a fire that took place on the second floor of the store last Sunday. He said that the fire caused a lot of damage and that the store would not be able to reopen.

Bleyer, who has been in the music business for over 20 years, said that he was surprised by the fire and that he had not had any time to prepare for it. He said that he had no insurance and that he would have to start from scratch. He said that he was not sure if he would be able to reopen the store.

'RAM & COKE' IS BANNED

Hollywood — The Calypso craze, or not, "Ram and Coca-Cola" still isn't considered proper programming material by the broadcast industry. Unofficial 写 off the radio restrictions on the Ram and Coca-Cola show is by Capital and jubilee Aladdin Records, who have taken their versions of the tune on the air. Capital has the all-time No. 1 hit, and jubilee has the No. 1 hit of all time, with the Ram and Coca-Cola version of the tune in 1945.

A check of the networks revealed that ABC, CBS and NBC, all have "Ram and Coca-Cola" on their restricted list.

NEW SOUNDS

The Stork Arrives on Wax

NEW YORK — Credit Western, a new subsidiary of Record Productions, Inc., has opened a new branch office here to handle the Stork "Naked" records, according to a statement issued. The Stork "Naked" records, which are 12-inch 78-rpm discs, are to be issued on a regular basis.

The records will be distributed through Record Productions, Inc., and will be available in record stores throughout the country. The Stork "Naked" records will be produced in limited editions and will be available in special packaging.

The first release of the Stork "Naked" records is "The Stork," a 10-inch 78-rpm disc, which was issued in June 1957. The record was produced in a limited edition of 1,000 copies.

Record sales of the Stork "Naked" records have been disappointing, and the company is now looking for new material to release.

More Folk Talent and Tunes on Page 59

NOW AN OVEN JUKE BOX YET?

NEW YORK — Housewives who enjoy music while they bake will be happy to know that a new oven juke box has been developed. The new model features a musical stand that holds the oven mitt, and a small electric motor that rotates the records while the cakes are baking. The oven juke box is designed to hold 12 78-rpm records, and includes a clock that automatically stops the records when the cakes are done.

The oven juke box is now available at a price of $20.00. It is sold exclusively at the new Midtown Music Shop, located at 200 Fifth Avenue, New York City.

Copyrighted material
Remington Bows Low-Price LP

Continued from page 22

Supplementing the outlook Thursday of the six and deputy, is likely to make a significant contribution to the late city stocking of urban and country papers.

In the first album release of hits from "My Fair Lady," made 17 inter the store of men's suits, and patch it to the 28-page plan to columnist. The campaign is aimed at the young, urban, non, and even financial papers. The pattern was pre-ribbons, made in the white, red, and green, and a line of shirt with a three-inch of the "patriot" market in the food store. Against the "Ed Murdock" in the record store, he said guardedly, but added that the firm was "to be in this from every phase," inviting speculation at both sides, and the earth, however, that the album was a huge hit with it, Cleveland is among cities scheduled for March.

Hobbies in Charge

Remington Vice-President Fredrick Hobbies masterminded the whole operation from ad, album design, and all the way to the sales setup. He hired a press agency, with a crew of sales advertising, merchandising advance men, and a whole crew of brokers to check on display merchandising details, but he played up salesmen, and even admiring frankly that he expected something, albeit all levels of the record trade.

Two weeks after the first release of "My Fair Lady," two more albums are to be added to the racks on March 12. The first is a similar pair two weeks later, and with this, until the whole catalogue of 15 is on display. A come-back gimmick is stuffed in each package offering a free record stereo album, blurred as a $2.98 value on a $6.98 album. Upcoming pop repertoire titles include "Francis Innis's "Midsummer Night's Dream," "Mitchum's "Starman," "Fleming's "Lawrence of Arabia," "Trinity's "Fiddler on the Roof," and "Holly's "Eddie Miller." "Let's Dance" to Rock and Roll with Ben Gates and His Gaters, "Hi-Fi Organ" with Richard Wrightson, and "Hi-Fi Jazz Session" with Sarah Vaughan, Charlie Ventura, and their bands. The list is endless. Holland Soundvision Catalogue.


The Violins of the Vienna Symphony, Tchaikovsky's Violin Concerto, a selection of Monz of No. 2, and the "Blue Danube," with the Vienna, Tchaikovsky's Violin Concerto, and "Asiatique, with Michio Asahi, with the Venezia.

B'way Lullaby

Continued from page 22

highly competitive week in Manhattan.

Feature's show, for one week, will feature the Flatters, Frankie Lyman and the Teen Age Kings, Bo Diddley, Jimmy Bowen, Ruth Brown, the Chants, Nobby Brown, the Cadillacs, Bobby Day, Alvin and the Chipmunks, and Fredrick's Rock and Roll band. Henderson also will add to the "patriot" market in the food store. Against the "Ed Murdock" in the record store, he said guardedly, but added that the firm was "to be in this from every phase," inviting speculation at both sides, and the earth, however, that the album was a huge hit with it, Cleveland is among cities scheduled for March.

It was learned that the chains receive the merchandise on a 100 cpi return deal. Investing, however, is immediate with return adjustments figured at rates.

To whip up sales enthusiasm, Hobbies picked up the clock for the album in the Hit or Miss Shop, among 250 managers and assistants where the drive was online. Disk jockeys appeared and taped a record of a guest on Larry Gogan's program, and announced as a closed circuit cheerleader from CBS studios in New York. The master tape was given a "Fair Lady" album.

First, a set of 78s, and two more albums will be added to the racks on March 12. The first is a similar pair two weeks later, and with this, until the whole catalogue of 15 is on display. A come-back gimmick is stuffed in each package offering a free record stereo album, blurred as a $2.98 value on a $6.98 album. Upcoming pop repertoire titles include "Francis Innis's "Midsummer Night's Dream," "Mitchum's "Starman," "Trinity's "Fiddler on the Roof," and "Holly's "Eddie Miller." "Let's Dance" to Rock and Roll with Ben Gates and His Gaters, "Hi-Fi Organ" with Richard Wrightson, and "Hi-Fi Jazz Session" with Sarah Vaughan, Charlie Ventura, and their bands. The list is endless. Holland Soundvision Catalogue.

This year will call for six new memorial loans a month, and a line of stereo products, and a line of audio systems.

A total of six separate tape editing facilities.

Consumer promotion includes ads for the past ten years. This is the fourth year of the Canada Day LP, which also plays the Highlighter. Record dealers will receive a copy of the LP, which will be distributed by Capitol, Los Angeles, California, to the selected dealers.

In addition, Canada Day LP is preparing a big point-of-sale piece for independent, which will blow up the covers of the LP, and six-page album. La Rosa has recorded a special radio spot commercial for the soft drink firm, which also plays the Highlighter. Counter cards containing the special cover of the album, will be made available to all types of dealers.

In addition, the ad will be placed by Coby, in the March sentirists, and by Nippon, which will be placed by the print and retail daily, Merchants' Trade Journal and Lingerie Merchandising. The campaign was developed by aSilgan by a front-page story in Advertising Age.

The campaign has been set up for Victor by the company's ad agency, D'Annunzio; the practice of the suit is believed to be used in the future for the entire Canada Day line.
Hear a great new Decca hit!

PLAY EITHER SIDE
You can't miss with this one!

RICHARD HAYES

belts it with a beat

MY ONLY LOVE

RICHARD HAYES

sings a true-blue ballad

BRINGING THE BLUES TO MY DOOR

Orchestra under the direction of SID BASS
9-30232 & 30232

A NEW WORLD OF SOUND
How Shopping Mart Built Disk Volume

- Poole's appliance store racked up a 10 per cent increase in disk sales last year.
- Shopper's Mart offers plenty of "freebies" to build a healthy disk business.

WILMINGTON, Del. — Harvey Poole has been in the appliance business for 35 years. He considers the present era as the best, because his customers like his work. Nothing pleases him more than watching a home grow, and he always aims to sell new ideas, business is booming at Poole's.

This is especially true of their record department.

Disk Business Newcomer

In 1956, Poole's racked up a 50 per cent increase in disk sales over 1955. Their January business this year is up 40 per cent over January last year, pointing to still further increases for 1957. This may not startle many stores — disk sales generally have been up unless you consider the fact that Harvey Poole has only been in business for about two years. A relative newcomer, he has set a sales record that is large, percentage-wise than over-all industry gains and certainly for higher than many dealers have experienced.

No Traffic Problem

Poole's refers to his disk business when they opened a branch store in his home town known as the "Merchandising Mart." There was no record shop at the store, so Harvey Poole was encouraged to start one within in his appliance store. He began with four phonographs. The reception to records was so strong and the traffic pulled by the store, so heavy that the department has more than quadrupled. It now occupies one-third of the store area and consists of 16 phonorecs, three listening booths, several phonograph racks and a "horseshoe" check-out counter.

Just at the Merchandising Mart is quite a bit higher than for similar space in downtown Wilmington, but unlike the retail in town, which is a percentage of goods that also go in the Merchandising Mart. But on the other hand, the Merchandising Mart offers such "freebies" as parking facilities, coffee, tea, group advertising, promotion, shopper attractions like a branch of Stroob-bridge & Cartwright's Department Store) and protection from competition.

All of the Merchandising Mart's technologies has been combined which ass-

How to Help Sales Of Hi-End Phonos

- Penny dealer created a discount club for hi-fi phonograph customers.
- Club makes a steady disk customer of the new phonograph buyer.

YORK, Pa. — Sol Kleiner, owner of the Hi-Fi Shop, has an original idea for stimulating sales of high-end phonographs and, at the same time, increasing traffic in his Melody Record Shop. He will roll in new phonograph purchases in the Hi-Fi Shop.

Actually, enrollment in the club is equivalent to getting a 10 per cent discount off the purchase price of a phonograph. Each member of the club receives the 10 per cent on subsequent purchases of records, up to the purchase price of the phonograph.

In order to make the customer buy a Magnavox console for $125, he is given a Hi-Fi Credit Card, bearing his name and the statement that he is entitled to a 10 per cent discount on the purchase of the phonographs of the first 1956 worth of records. Every time he makes a record purchase, the amount is charged to the Credit Card. The customer is informed as being part of a big investment of the card and that it does not include "sale, unless you keep the card.

Bob Nabinet, an important member of the shop's sales staff, explains the simple logic of the Hi-Fi Club like this: "We won't discount phonograph on principle," says Bob. "Yet we want to give the customer some incentive to buy. Furthermore, we want to get the new phonograph owner to become a regular merchant of records from us. Why should we sell him a phonograph and have him buy records from our competitor? He's interesting to see how that 10 per cent off makes them buy more records."

The Hi-Fi Shop has several phonographs in addition to tape recorders with stereo tape playback. Stromberg-Car-son, Magnavox RCA Victor and Columbia phonographs are carried on the high end. The low end includes Decca, Columbia, RCA Victor and Sonics. RCA Victor and V/M tape recorders are included in the club plan and purchase of recorded tape gets the same discount treatment as the disks.

ANSWERS TO PHONO QUIZ

1. The "Hi-Phonic" line is the name of the Decca Phonograph Line.
2. Two speakers and a turntable.
3. Separate speakers and enclosures appeal to the hi-fi customer.
4. A 15-watt amplifier is the outstanding feature of the Model DP-240.
5. A 15-watt amplifier is the outstanding feature of the Model DP-240.
6. The Decca Phonograph Line.
7. The "Hi-Phonic" line is the name of the Decca Phonograph Line.
8. A 15-watt amplifier is the outstanding feature of the Model DP-240.
9. The DP-240 ($89.95) is available in four finishes: Mahogany, Blonde, Walnut and Fruitwood.
10. The DP-260 ($149.95) has three speakers and a jack for an additional external speaker.

6 Units Added to Decca Phonograph Line

- Two-speaker "Hi-Phonic" table model is priced at $89.95.
- Separate speakers and enclosures appeal to the hi-fi customer.

PHONO QUIZ

The Webcor Model 1755

- Fitted with a 15-watt amplifier, the Webcor Model 1755 "Musicmaster" turntable model is priced at $69.95. The Webcor DP-240 features a four-speed automatic changer, with automatic shut-off; two 7½" speakers, and an output jack for external speakers.
- A good addition to the Decca "Hi-Phonic" line is the console model DP-240. A frequency range of 50 to 20,000 cps is claimed for this unit. Its four-speed amplifier provides three speakers, a 12" woofer and two 7½" speakers. This model also has an outlet for an external speaker. The DP-240 is priced at $149.95.

Low Cost Table Model

- Among the new releases in the DP-240 table model is its price, "premonition," being at $89.95. The DP-240 features a four-speed automatic changer, with automatic shut-off; two 7½" speakers, and an output jack for external speakers.
- A good addition to the Decca "Hi-Phonic" line is the console model DP-240. A frequency range of 50 to 20,000 cps is claimed for this unit. Its four-speed amplifier provides three speakers, a 12" woofer and two 7½" speakers. This model also has an outlet for an external speaker. The DP-240 is priced at $149.95.

For the Audiophile

- A 15-watt amplifier is the outstanding feature of the Model DP-260. This model is a player-amplifier combination, requiring a separate receiver and cassette to complete the unit. It has jacks for two speakers and an external output jack for a radio tuner. Special controls enable the listener to switch from one speaker to the other to play both at once. The DP-260 lists for $149.95 (without speakers).

Separate Speakers

- Decca is introducing three separate phonograph enclosures. The SE-8200 consists of two 8-inch speakers with 8-ohm impedance and power capacity of 10 watts. It lists at $99.95.
- The SE-8100 is a floor type model with two 8-inch speakers, 8-ohm impedance, power capacity of 15 watts and the ability to reproduce from 50 to 15,000 cps. It lists at $129.95.
- The SE-8200 is a floor type model equipped with four-speaker system.
Liberty's 4 BIG HITS!

Julie London

THE BOY ON A DOLPHIN
(As sung by Julie London in the 20th Century-Fox Prod. "The Boy on a Dolphin")
b/w MEANING OF THE BLUES
(As sung by Julie London in the Universal International Pic. "The Great Man"
#55052

# Review Spotlight The Billboard—Feb. 1, 1952

Julie London... (Liberty 55052) ...THE BOY ON A DOLPHIN... (RCA Victor, ASCAP) ... This is the first time since "Fly Me a Flower" that has offered an engineer in a combination of "guts" and unconventionality. A present disc which Miss London sings to a portion of the same tune. "Meaning of the Blues" is so actually read that if there is any spirit at all in the world, it has to make b. The song is a very intimate and serious song to the ear. The composition to the mind is also a lovely thing and will delight anyone who plays.

Margie Raeburn

EVERY MINUTE OF THE DAY
b/w Take a Gamble on Me
#55043

Johnny Olen

CANDY KISSES
b/w My Idea of Love
#55053

Mark McIntyre

PORTRAIT OF A WOMAN
b/w Viva Los Amantes
#55054

THE BIG HITS ARE ON LIBERTY

Liberty Records
1556 No. La Brea, Hollywood, Calif. Phone HO 2-6811
THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

* Best Selling Pop Albums

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

1. CALYPSO—Harry Belafonte—RCA Victor LPM 1248
2. ELVIS—Elvis Presley—Capitol W 1382
3. THE KING AND I—Sound Track—Capitol W 740
4. THE EDDY DUCHIN STORY—Sound Track—Decca DL 8590
5. JERRY LEWIS JUST SINGS—Decca DL 8410
6. OKLAHOMA—Sound Track—Capitol 5090
7. BELAFONTE—Harry Belafonte—RCA Victor LPM 1150
8. HYMNS—Tejuunese Ernie Ford—Capitol T 750
9. HIGH SOCIETY—Sound Track—Capitol W 750
10. THIS IS SINATRA—Frank Sinatra—Capitol T 788
11. SAY IT WITH MUSIC—Lawrence Welk—Coral CRL 57041
12. THE PLATTERS, Vol. 2—Mercury MG 20216
13. DAY BY DAY—Columbia CL 948
14. ELVIS PRESLEY—RCA Victor LPM 1254

* Pop Albums Coming Up Strong

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

1. Close to You—Frank Sinatra—Capitol W 799
2. Midnight for Two—The Three Suns—RCA Victor LPM 1333
3. ’S Wonderiland—Ray Conniff—Columbia CL 925
4. After Midnight—Nat (King) Cole—Capitol W 783
5. Ella Fitzgerald Sings The Rodgers and Hart Song Book—Verve MGV 4002-3

* Most Played by Jockeys

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

1. CALYPSO—Harry Belafonte—RCA Victor LPM 1248
2. ELVIS—Elvis Presley—Capitol W 1382
3. DAY BY DAY—Doris Day—Columbia CL 942
4. ’S WONDERVEL—Ray Conniff—Columbia CL 925
5. SONGS FOR SWINGIN’ LOVERS—Frank Sinatra—Capitol W 653

* Review Spotlight on...

Popular Albums

TONY (1-12)—Tony Bennett, Columbia CL 938
This package—which has an attractive cover—promotes Bennett’s vocal stylings. He sings a dozen standards, "Boulevard of Broken Dreams," "I Love Those Darlin' Things," "Always," etc.—backed by modern and tasteful arrangements by Ray Conniff. Intersecting aspects of the performances by Bennett here has a delightful jazz feeling in some of the numbers. Dealers should consider this top standard inventory.

Classical Albums

FAMOUS OPERATIC ARIAS (1-12)—Roberta Peters, RCA Victor LPM 2051
This looks like most merchandise for sales entering to opera market conditions. Most single-track offers a dozen arias from six of her major roles and the label presents them magnificently. The use of "Carlo Neres'" is very much a matter to be cherished in any library, but all of these, will be used by almost any music store. Singer's host of admirers will hardly want to miss this act and a provocative cover featuring her portrait will get the package attention.

JERRY-DENNIS BENNET CONCERTO 1 (1-12)—RCA Victor LPM 1254
This is the second of a series of albums the noted folk-tenor and singer has released under his own label. In this category, this is definitely outstanding packaging, and to serious buyers a demonstration of some of the sides will be very effective in making sales. The engineering is outstanding, and the performances. The cover shows a wide range, both in tone and geography. Some are not so happy in characters, but definitely suitable for serious follows. Includes "Love Me Tender," "Silver Bells," "Who Killed Cock Robin," "Womand Go Home," "The Beggar Man," etc.

— Album Cover of the Week —

The Rodgers and Hart Song Book—Verve MGV 4002-3

* Reviews and Ratings of New Albums

Popular

SANNY RAY SWINGS AND AIAAN BEALS ARE SINGING...—(1-12)—Columbia, CL 942

Classic

BENNET CONCERTO 1 (1-12)—RCA Victor LPM 1254

Jazz

LOVE STORY...—(1-12)—Verve, MGV 4002-3

BLOOCH SUITE FOR VIOLIN—HERAPRIAU, Capitol P 4001

CORN ON THE SANSPEPHONE...—(10-12)—At Columbia, H 600

At Columbia, H 600

There is an abundance of At Columbia records on this week's charts, but this one is the only one that is a 'no-brainer.' The label has been experiencing a lot of success with its At Columbia line, and this one is a gem. It's a collection of folk tunes, and it's well-arranged and well-performed. The vocals are strong, and the backing is superb. The package is also attractive, and the value is high. This is a must-have for any serious folk music fan.

Copyrighted material
RCA Victor backs the peak demand for Belafonte with an all-out promotional push, including:

**FULL-PAGE AD...**
Consumer action check-list in Hit Parade, Best Songs, Rhythm & Blues and Rock 'n' Roll, aimed at the public that buys Belafonte.

**MERCHANDISER DISPLAY...**
This colorful display kit holds five each of the 20 Belafonte 45 singles—a total of 100 records.

**BELAFONTE PHOTO SLEEVES...**
Real traffic-stoppers! On every record, an eye-catching four-color sleeve, featuring a picture of Belafonte.

**BUY BELAFONTE!**
Don't get caught short, stock up now! Call your RCA Victor Record Distributor and place your order today, then stand by to re-order as dividends in sales start rolling in.

---

**THESE BELAFONTE BEST-SELLING SINGLES**
- Danny Boy
- Take My Mother Home
- Water Boy/Road
- Oone Back Lisa Arrows Skin Girl
- Honor & I Go Adore Her
- Will You Love Me Like You Run!
- Rollin' Down
- Jump Down, Boy Around
- Unchained Melody/Around
- Man Smart/Whiskey Smoke
- Man Puts the Fox
- No Mary/Lord Randall
- Danny Henry/All My Captain
- Banana Boat (Day-O)
- Star-O
- Mary's Boy Child/Venezuela
- Jamaica Farewell
- Once Was
- The Blues Is Man Out
- Troubles (Hello Everybody)
- Baby, It's a Shadow
- A Shadow in the Room
- Hold on
- I'm Just a Country Boy
- Spanish Harlem/In the Mood
- Suzanne/Manila, Manila

---

**AMERICA'S FAVORITE SPEED...**
45 RPM

---

The text is overlaid on an advertisement for RCA Victor records featuring Harry Belafonte. The ad promotes Belafonte's singles, including promotional kits and photo sleeves, and encourages buyers to stock up on the records.
breaks thru with the great new...

hoagy sings carmichael

for the first time

hoagy in hi-fi!

these are the big ones

from pacific jazz records

- pacific jazz jazz at cal-tech

- pacific jazz 1219

- chico hamilton presents "hi-fi"

- chet baker sings

- i see your face before me...

- jazz at cal-tech

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DESMOND DYNAMITE!!
2 Power Packed Sides

(Espan Harlem)

That's Where I Shine

I Just Want You
To Want Me

Johnny Desmond

Orchestra conducted by DICK JACOBS
CORAL 61797 • 9-61797
**Reviews and Ratings of New Classical Albums**

**BACH, SUITE FOR VIOLA**

**HERODES, HONEGGER, AND PROPHETIC (1/2) — Violin: Giuseppe Perrone, Chicago Symphony Orchestra, Chicago Symphony Concert Hall, Chicago, IL, Dec 31, 1950.**

This is a fine recording of an overlooked work. The music is well played and the sound is clear. Overall, it is a highly recommended release.

**FRANZ KURTIS, SYMPHONY NO. 1**

**FABIAN, SINFONIA, AND LUDWIG (1/2) — Orchestra: Berliner Philharmoniker, Berlin, 1951.**

This is a fine recording of an overlooked work. The music is well played and the sound is clear. Overall, it is a highly recommended release.

**MENDELSSOHN, SONGS WITHOUT WORDS**

**JOHNSON AND PERRENS, AND VIOLIN (1/2) — Violin: Boris Belkin, Boston Symphony Orchestra, Boston Pops Orchestra, Boston Symphony Hall, Boston, MA, Dec 31, 1950.**

This is a fine recording of an overlooked work. The music is well played and the sound is clear. Overall, it is a highly recommended release.

**Children's Music**

**PENNY LEE'S SURPRISE PARTY**

**Dec 31, 1951.**

This is a fine recording of an overlooked work. The music is well played and the sound is clear. Overall, it is a highly recommended release.

**Country & Western**

**SOUTHERN MIND**

**FEBRUARY 14, 1957.**

This is a fine recording of an overlooked work. The music is well played and the sound is clear. Overall, it is a highly recommended release.

**Eydie Gorme ABC-150**

**Eydie's First Album For ABC-Paramount—And It's The First Smash of 1957!**

**Great songs, great packaging, great performance by the hottest young singer in all show business!**
THE HOTTEST COMPANY IN THE BUSINESS

a half dozen new hits headed for the charts

JO STAFFORD
KING OF PARIS
Inspired by the best selling novel "King of Paris"
b/w WIND THE WILLOW
40832

ROSEMARY CLOONEY
INDEPENDENT
(ON MY OWN)
From the Broadway hit "Hello, Dolly!"
b/w MANGOS
40835

THE FOUR VOICES
SENTIMENTAL
b/w I LOVE YOU STILL
40838

DE JOHN SISTERS
HE'S GOT TIME
b/w DON'T PROMISE ME
40843

EILEEN RODGERS
THE WALL
b/w THIS DAY
40850

JOAN WEBER
GONE
b/w A LOVE THAT'S ALIVE
40852

COLUMBIA RECORDS
**Reviews and Ratings of New Jazz Albums**

*Continued from page 34*

**Elvis Presley**

**NEW JAZZ ALBUMS**

[Continued from page 34]

Elvis Presley

**Mel Torme**

**FRED ASTAIRE**

**Sings**

**ADVANCED QUALITY ADVANCE SERVICE**

FOR KNOW-HOW SERVICE TO THE RECORD INDUSTRY

Call or Write-

ADVANCE ALBUM CO.

9862 NATIONAL BLVD. • LOS ANGELES 34, CALIF. • TEXAS 0-6788

Elvis Presley

OFFICIAL

3 Inch PHOTO BUTTONS

in Beautiful Color

$2.00

per Doz.

KIM & CIOFFI

926 Filbert St., Philadelphia 7, Pa.

Market 7-2253

Market 7-2255

Over 67,000 ACTIVE BUYERS

The Billboard Classifieds every week

**LOWBROW or longhair**

everyone wants RECYCLOACCESSORIES especially the refrigerate WASH-AWAY CLOTHES!

LOWBROW or longhair

Elvis Presley, Ike & Tina Turner, Van Morrison, and others are some of the artists featured in this issue of *The Billboard*. The magazine covers various aspects of the music industry, including album reviews, news, and industry insights. The issue also includes advertisements for products and services, such as photo buttons and accessories. The layout is typical of 1950s publications, with a mix of text and images, providing a glimpse into the music scene of that era.
FEBRUARY 16, 1957

THE BILLBOARD

MUSIC-RADIO

9782
ONLY ONE LOVE
c/w
IF I POSSESSED
A PRINTING PRESS
GEORGE HAMILTON IV

9792
JUST BECAUSE
c/w
Why
LLOYD PRICE

9772
STASHU PANDOWSKI

c/w
I DON'T WANT TO SET
THE WORLD ON FIRE
RUSS CARLYLE
and his Orchestra

ABC-PARAMOUNT'S

9791
(I Am A Happy)
DRIFTWOOD

c/w
OH JOSHUA
BOBBY SCOTT

9785
WRINGLE WRANGLE

c/w
WESTWARD HO, THE WAGONS
BILL HAYES

9770
EVERYBODY LOVES PIERRE

c/w
AROUND THE WORLD
DON COSTA
and his Orchestra

GOLDEN DOZEN!

9787
ALMOST PARADISE

c/w
IT'S BEEN A LONG, LONG TIME
NORMAN PETTY TRIO

9786
I PLEDGE ALLEGIANCE TO
YOUR HEART

c/w
A PAIR OF FOOLS
GINNY GIBSON

9762
LITTLE BY LITTLE

c/w
IT ALL STARTED
WITH YOUR KISS
MICKI MARLO

a success formula as simple as ABC!

ABC-PARAMOUNT = FIRST WITH THE FINEST!

9773
LITTLE DID I KNOW

c/w
AGAIN AND AGAIN
THE ROVER BOYS

9783
C'EST CA

c/w
BY THE FIRESIDE
DON COSTA
and his Orchestra

9788
A LITTLE TANGO

c/w
THE PUERTO RICAN PEDLAR
SID FELLER
and his Orchestra

(Distributed in Canada by Spartan of Canada, Ltd)

www.americanradiohistory.com
<table>
<thead>
<tr>
<th></th>
<th>This Week</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Young Love</td>
<td>3.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>2. Don't Forget Me</td>
<td>3.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>3. Singing the Blues</td>
<td>3.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>4. Banana Boat Song</td>
<td>3.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>5. Too Much</td>
<td>3.</td>
<td>1. Forestry</td>
</tr>
</tbody>
</table>

**Second Ten**

<table>
<thead>
<tr>
<th></th>
<th>This Week</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>16. &quot;Love Me&quot;</td>
<td>2.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>17. Since I Met You Baby</td>
<td>2.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>18. I Dreamed</td>
<td>2.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>19. Wriggle Wrangle</td>
<td>2.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>20. Rock-a-Bye Your Baby</td>
<td>2.</td>
<td>1. Forestry</td>
</tr>
</tbody>
</table>

**Third Ten**

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<tr>
<th></th>
<th>This Week</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>26. Jim Dandy</td>
<td>2.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>27. Gonna Get Along Without You Now</td>
<td>2.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>28. Who Needs You</td>
<td>2.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>29. Just Walking in the Rain</td>
<td>2.</td>
<td>1. Forestry</td>
</tr>
<tr>
<td>30. Rose and a Baby Ruth</td>
<td>2.</td>
<td>1. Forestry</td>
</tr>
</tbody>
</table>

**Note:** The Honor Roll of Hits comprises the nation's top tunes for the week ending February 6, 1957. The chart is based on sales, airplay, and jukebox performances, as reported by Billboard's weekly nationwide surveys.
EXCITING NEW SMASH!

Dean Martin

with Orchestra Conducted by Gus Levene

The Man Who Plays The Mandolino
(Captured from the hit movie "The Thousand Dollar Note")

Record No. 3648
The “Rage” Has Her First Smash Of The Year!

“POOR MAN’S ROSES”
(RICH MAN’S GOLD)

AND

“The Wall”

PATTI PAGE

MERCURY 71059
## Hits on Charts in '56!

Maintain our top position in '57!

### Released in January—Headed for the Top!

<table>
<thead>
<tr>
<th>Song 1</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>YOUR WILD HEART/ DUM-DUM</td>
<td>JOY LAYNE</td>
</tr>
<tr>
<td>LET'S GO CALYPSO/ SHOULD I EVER LOVE AGAIN</td>
<td>RUSTY DRAPER</td>
</tr>
<tr>
<td>BIRTHDAY PARTY/ THE LAST TIME</td>
<td>SIL AUSTIN</td>
</tr>
<tr>
<td>NO ONE SWEETER THAN YOU/ I'M A VISITOR</td>
<td>NICK NOBLE</td>
</tr>
<tr>
<td>TRICKY/ TRAVEL AT YOUR OWN RISK</td>
<td>RALPH MARTERIE</td>
</tr>
<tr>
<td>MORNING LIGHT/ ROCK DOC</td>
<td>LOUIS JORDAN</td>
</tr>
<tr>
<td>I KNOW/ YOU LET MY LOVE GROW COLD</td>
<td>DINAH WASHINGTON</td>
</tr>
<tr>
<td>UH, UH, NO/ DON'T STOP THE MUSIC</td>
<td>GEORGE JONES</td>
</tr>
<tr>
<td>WITHOUT HIM/ I GOT A LOT O' LOVE IN MY HEART</td>
<td>NINO ANTHONY</td>
</tr>
</tbody>
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### Coming Up Fast!

<table>
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</thead>
<tbody>
<tr>
<td>JOHNNY-O/ THE BOY ON THE DOLPHIN</td>
<td>FELICIA SANDERS</td>
</tr>
<tr>
<td>THE URCHIN OF VENICE/ THEME FROM FULL OF LIFE</td>
<td>RICHARD HAYMAN</td>
</tr>
<tr>
<td>LI’L STEEL BAND/ CUDDLE UP A LITTLE CLOSER</td>
<td>DAVID CARROLL</td>
</tr>
<tr>
<td>LEAVE IT TO LOVE/ THE BASHFUL MATADOR</td>
<td>SARAH VAUGHAN</td>
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</tbody>
</table>
### Best Sellers in Stores

**For survey week ending February 6**

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Weeks</th>
</tr>
</thead>
<tbody>
<tr>
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<td>Jimmy Dorsey</td>
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</tr>
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<td>&quot;Louie, Louie&quot;</td>
<td>King's Men</td>
<td>8</td>
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### Most Played by Jockeys

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THE HOTTEST RECORD IN THE INDUSTRY...

the Original!

"LUCKY LIPS"

by

Ruth Brown

ATLANTIC 1125

b/w

"MY HEART IS BREAKING OVER YOU"

ATLANTIC RECORDING CORP.

www.americanradiohistory.com
Atlanta
4. Roy Acuff, "I'm on the Wrong Road Again," Vic.

Baltimore
4. Roy Acuff, "I'm on the Wrong Road Again," Vic.

Boston
4. Roy Acuff, "I'm on the Wrong Road Again," Vic.

Chicago
4. Roy Acuff, "I'm on the Wrong Road Again," Vic.

Cincinnati
4. Roy Acuff, "I'm on the Wrong Road Again," Vic.

Cleveland
4. Roy Acuff, "I'm on the Wrong Road Again," Vic.

Dallas-Fort Worth
4. Roy Acuff, "I'm on the Wrong Road Again," Vic.

Denver
4. Roy Acuff, "I'm on the Wrong Road Again," Vic.

Detroit
4. Roy Acuff, "I'm on the Wrong Road Again," Vic.

Kansas City
4. Roy Acuff, "I'm on the Wrong Road Again," Vic.

Los Angeles
4. Roy Acuff, "I'm on the Wrong Road Again," Vic.
it's "Mr. Great"

PERRY COMO

A Fresh Novelty sung as only he can . . .

ROUND AND ROUND

Beautiful Ballad . . .

MI CASA SU CASA

(My House Is Your House)

20/47 6815
THE TOP 100

For survey week ending February 6

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

Ted Heath and his music

MADAGASCAR

Bob Cort and his Skiffle group

IT TAKES A WORRIED MAN TO SING A WORRIED BLUES

DON'T ROCK ME DADDY-O

Bob Sharples and his orch.

OO-LA-LA, OU! OU!

Frank Chacksfield and his orch.

YOUR LOVE IS MY LOVE

Breath of Spring

The Best Big Band Album Ever!

Ted Heath at Carnegie Hall

Listen To My Music

Kings Cross Climax

Memories of You

R. J. Boogie

Perdido

Autumn in New York

Carhoca

Just One of Those Things

Lullaby in Rhythm

Stonelenge

Procession

I Remember You

Hawaiian War Chant

LONDON

RECORDS

539 West 25th St., New York 1, N. Y.
off to a roaring start

"TENNESSEE ERNIE FORD"

on this NEW double-sided HIT! • with orchestra conducted by JACK FASCINATO

THE WATERMELON SONG

ONE SUIT
**Recent Pop Releases**

**Coming Up Strong**

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

1. Wrinble Wrangle .......... Billy Hayes (ASCAP) AEG-Paramount 9755
2. Butterfly ................. Charlie Gracie (BMI) Camco 105
3. Can I Steal a Little Love? .... Frank Sinatra (Capitol) 3608
4. Cinco Robles .............. Russell Arms (BMI) Era 1026
5. Your Wild Heart .......... Joy Layne (ASCAP) Mercury 71038
6. You Are My First Love Ballerina Nat (King) Cole (BMI); (ASCAP) Capitol 3619
7. Hold 'Em Joe I'm Just a Country Boy ........ Harry Belafonte (BMG); (BMI) RCA Victor 0322
8. Walkin' After Midnight........ Patsy Cline (BMI) Decca 30221
10. Gone .................. Ferlin Huskey (BMG) Capitol 3626

**This Week's Best Buys**

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

**Your Wild Heart** (E. H. Morris, ASCAP); Joy Layne-Mercury 71038—Miss Layne is having a terrific run on this first record of hers. Sales reports from cities like Chicago, Milwaukee, Baltimore, Buffalo and Cincinnati are reaching proportions that indicate she may well have a chart disk on her hands very soon. Flip is "Dunn Dunn" (Tori, ASCAP). A previous Billboard "Spotlight" pick.

**Walkin' After Midnight** (Four Star Sales, BMI)—Patsy Cline—Decca 30221—Here is the most recent example of a country artist coming into the pop market and cleaning up. Miss Cline has cracked New York, Philadelphia, Baltimore, Washington and other East Coast cities as well as Southern and Midwestern key markets, where the action is both pop and country and western. It is coming up fast now and should make the charts. Flip is also doing well in some areas; it is "Poor Man's Roses" (Shafto-Benoist, ASCAP), a previous Billboard "Spotlight" pick.

**Party Doll** (Jackie, BMI)—Buddy Knox—Roulette 4002—A left-field item that has dug in solidly the past week or two. The speed of reports is unusually extensive: New York, Philadelphia, Baltimore, Pittsburgh, Cleveland, Milwaukee, St. Louis and Dallas are a few cities sampled in which very good volume was indicated. Its potential seems to have been barely scratched so far. Flip is "My Baby's Gone" (Jackson, BMI). A previous Billboard "Spotlight" pick.

**Gone** (still & Range, BMI)—Ferlin Huskey—Capitol 3626—See this Week's Country and Western Best Buys.

**Reviews on Coming Tops**

**Pop Records**

- **PATTI PAGE** ....... Mercury 71059
- **DICK JACOBS** ...... ORK AND ORK ... 600717

**Reviews and Ratings**

**The Ames Brothers**

Did You Get the Roses .......... VICTOR 40571—A pretty Jimmy Kennedy tune, recalling his "Red Sails." The Ames Brothers are effective against a lush, dramatic background. (Wittels, ASCAP)

**BILLY HALEY** ....... "I Know Only One Way to Love You" .......... S5—A gravel wall rhythm for a strong voice (Berry, BMI)

**LAWRENCE WELL ORK**

When Irish Eyes Are Smiling .......... CORAL 86189—A lilting, charming version of the famous Irish tune which sells out for group singing support. (Wittels, ASCAP)

**The Highlights**

- **BILLY Hale** .......... BALLY 1072—Fresh from a big hit (Wittels, ASCAP)
15521—DON'T FORBID ME—ANASTASIA—PAT BOONE
15533—YOUNG LOVE—RED SAILS IN THE SUNSET—TAB HUNTER
15537—MARILANNE—YOU'RE WASTING YOUR TIME—THE HILLTOPPERS
15538—COME GO WITH ME—THE DELL-VIKINGS
15539—ON TREASURE ISLAND—LUCKY LIPS—GALE STORM
15534—9 LB. HAMMER—SANFORD CLARK
15527—THE BANANA BOAT SONG—THE FONTANE SISTERS
15486—THE GREEN DOOR—JIM LOWE
15525—I FEEL THE BEAT—BY YOU, BY YOU, BY YOU—JIM LOWE
15530—PENNSYLVANIA WALTZ—SUGAR BLUES—DILLY VAUGHN
15507—CONFIDENTIAL—SONNY KNIGHT
15503—AUCTIONEER—LE ROY VAN DYKE
15490—FRIENDLY PERSUASION—CHAINS OF LOVE—PAT BOONE

NEW RELEASES
15536—GLOW WORM—MARIE—EDDIE PEABODY
15540—PADDLIN' INGABORD HOME—SCHOOL DAYS—HE, THE SINGING JANITOR
15541—KITTYHAWK PT. #2—LITTLE HAWK'S WALK—RUSTY BRYANT
15542—END OF A DREAM—WORTHLESS AND LOWDOWN—SONNY KNIGHT
15543—CALYPSO JOE—ANNA VALENTINO
15544—STEP IT UP AND GO—SUNDOWN—MAC WHELAN

BEST SELLING ALBUMS
DLP-3030—HOWDY!—PAT BOONE
DLP-3029—THE TOWERING HILLTOPPERS—THE HILLTOPPERS
DLP-3023—THE BANJO WIZARDRY OF EDDIE PEABODY—EDDIE PEABODY
DLP-3016—THE GOLDEN INSTRUMENTS—DILLY VAUGHN
DLP-3012—PAT BOONE—PAT BOONE
DEP-1049—PAT BOONE—PAT BOONE
DEP-1053—PAT ON MIKE—PAT BOONE
Radio

At About Love (R) (F) -Larenman-ASCAP
Almost Paradise (F) - Peer International - BMI
Ruffles (F) - Jefferson - ASCAP
Romance Room (F) - R. C. Bigelow - BMI
Five Point (F) - Bozzi - BMI
Chi-Chi, Chi-Chester (F) - Manchester - ASCAP
Coca-Cola (F) - Carlton - BMI
Don't Talk To Me About Love (F) - BMI
Give Me Some (F) - BMI
Hey! I'm Lovin' (F) - BMI
Hey! I'm Lovin' You (F) - BMI
I Have You To Thank (F) - I.R.S.-ASCAP
I Never Told You (F) - BMI
I'm In Pursuit Of Happiness (F) - BMI
I've Grown Accustomed To Your Face (F) - BMI
Jaminin Farewell (F) - BMI-ASCAP
Knew You When (F) - BMI
Lee (F) - BMI
Let's Have A Ball (F) - BMI
Long Before You Were Born (F) - BMI
Make Me Feel (F) - BMI
Rip A Piece Of Time (F) - BMI
Rip Off The Juke Box (F) - BMI
The Man Of My Life (F) - BMI
This Is The Day (F) - BMI
Your Love B. My Love (F) - BMI

Television

A Ride On A Rainbow (F) - Ellerson-Syne-ASCAP
Almost Paradise (F) - Peer International - BMI
Ruffles (F) - Jefferson - ASCAP
Romance Room (F) - R. C. Bigelow - BMI
Five Point (F) - Bozzi - BMI
Chi-Chi, Chi-Chester (F) - Manchester - ASCAP
Coca-Cola (F) - Carlton - BMI
Don't Talk To Me About Love (F) - BMI
Give Me Some (F) - BMI
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Rip Off The Juke Box (F) - BMI
The Man Of My Life (F) - BMI
This Is The Day (F) - BMI
Your Love B. My Love (F) - BMI

Best Selling Sheet Music in Britain

(F) = For sale ending February 1

This Week

[List of best-selling sheet music in Britain]

Last Week

[List of best-selling sheet music in Britain]

Pic Income Administration

[Continued from page 22]

Tunes With Greatest Radio-TV Audience

As stated above, the greatest audience is on network, with the NBC networks in New York and Los Angeles. The following figures, based on statistics supplied by the NBC stations, refer to shows broadcast over NBC in both New York and Los Angeles.

with RCA Victor engineering skill

plus individual attention

To build "the sound that sells" into your label, go RCA Victor! Every step of the way, RCA Victor combines superior technical knowledge with unmatched manufacturing skill. In separating molds from metal masters, for instance, RCA Victor has introduced a new edge-cutting machine that eliminates the hazards of outdated methods. No risk of inducing extraneous bits of metal and noise into the mold with this RCA Victor advance! As a double safeguard, each mold is individually audio-tested for unwanted "ticks" and "pops." This craftsmanship and care at every step guarantee your finished recordings the full dynamic range of the original - the very same at no extra cost at RCA Victor.

RCA Victor CUSTOM RECORD SALES

155 East 55th St., New York 22, N. Y. - MUSIC NEWS 82-7300; 140 N. Lake Shore Drive, Chicago 1, III. - WGBH 4-3100
385 N. Searles Ave., Hollywood 3, Calif. - (213) 670-1000; 105 News Street, Nashville 3, Tenn. - AL 1-4200
In Canada, call Record Department, RCA Victor Canada, Ltd., 100 Queen Street West, Toronto, Quebec. For other foreign offices, write or phone RCA International Division, 28 Rockefeller Plaza, New York 20, N. Y. - JUIN 6-3200
A "Sleeper" That's Wide-Awake!

"THE MAN IN THE PHONE BOOTH"

Part 1
"HELLO BABY"
FLAIR 5003

Part 2
"HELLO MAMA"
FLAIR 5003

by THE WANDERER

(Kappy Jordan, Pres.)
1650 BROADWAY
NEW YORK CITY, N. Y.

A PRODUCT OF FLAIR RECORDS, INC.
GIMMICKs: Norm Person, WBZ, and WDBZ-TY, Boston, is offering his fans a chance to date Don's new recording artist, June Hinton. In order to qualify, girls must write letters stating their reasons for wanting to be wined and dined by the young movie star. . . . Dee Williams, Cincinnati, recently offered to trade his sheet music for anything of current value, which he in turn would donate to the 1597 March of Dimes. A series of trades resulted in a total of $1,444 for the fund.

Tom Edwards, WERE, Cleveland, who has a promising disk going for him, writes that he will be glad to send the record, "What Is a Teenage Girl?" to deejays who haven't received a copy yet. In line with this Raul Lovett, WBIM, New Bedford, Mass., is conducting a contest on the Edwards record, asking to submit their ideas on what constitutes a teen-age boy or girl. Jim Love, WCBS, New York, taped his entire show last week from Miami. Also visiting the Florida resort at that time were Bill Randell, WERE, Cleveland, and his bass, Randell formerly handled Lovett's Saturday afternoon segment for WCBS.

THIS "I" THAT: Victor star Eddy Arnold will be on the road this week to meet the pop kids and push his new pop-styled album. His route (February 19-23) covers St. Louis, Indianapolis, Chicago, Milwaukee, Cleveland, Akron, Columbus, Dayton, Detroit, Cincinnati, Pittsburgh, Philadelphia and Boston. . . . Also making the deejay circuit from New York to Chicago this week is RKO-Unique warbler Tommy Mura.

Rorey Groves, KSET, El Paso, Tex., looks for interest in a copy of Roy Anthony's old wailing of "Slider," which he once used as a theme. . . . Flick Dick Gersh is doing a series of 12 deejay profiles for People Today magazine. To date he has interviewed George (Moon Dogg), WJBJ, Buffalo, N. Y.; Robin Seymour, WMMF, Walla Walla, Wash., and Rex Dale, WCKY, Cincinnati.

CHANGE OF THEME: Fred Fabe is signing his WWDG, Washington, platter show from the 1957 Home Show at the National Guard Armory thru February 24. Jim Maynard, ex-host at KSET, El Paso, Tex., is now hosting the station's midnight to 6 a.m. show, "Midnighter's Chill." . . .

New Releases

BIG DADDY—KING 5013
BACON FAT b/w BAD BOY
BUBBER JOHNSON—KING 5014
BUTTERFLY b/w TOO MANY HEARTS
THE FEDERALS—DE LUXE 6112
COME GO WITH ME b/w COLD CASH

Best Sellers

LITTLE WILLY JOHN—KING 5003
A LITTLE b/w WILL THE SUN
BIT OF LOVING—SHINE TOMORROW
LUThER AND LITTLE EVA—KING 5010
LOVE IS STRANGE b/w AIN'T GOT NO HOME

ANNIE LAURIE—DE LUXE 6107
IT HURTS TO BE IN LOVE
OTIS WILLIAMS AND HIS CHARMS—DE LUXE 6105
BUES, STAY AWAY FROM ME b/w PARDON ME

THE MIDNIGHTERS—FEDERAL 12288
LET ME HOLD YOUR HAND b/w OOH BOO BABY

JAMES BROWN AND THE FAMOUS FLAMES—FEDERAL 12289
JUST WOBN'T DO RIGHT b/w LET'S MAKE IT

THE TEAR DROPS
Kenny and Moe
I PRayed FOR LOVE b/w MY INSPIRATION

KING 5004
BONNIE LOU—KING 5009
I WANT YOU b/w EASY LOVE, EASY KISSES

MAC CURTIS—KING 4993
THAT AIN'T NOthin' BUT RIGHT b/w DON'T YOU LOVE ME

CONFIDENTIAL

BILLY GAYLES
I'M TOE UP
FEDERAL 12285

CHRIS COLEMO
OH YEAH
Paris 1 & 2
KING 5012

KEN O'NEAL
GOOD, GOOD, GOOD
DELUXE 4141

BILLY GAYLES
JUST ONE MORE TIME b/w SAD AS A MAN CAN BE
FEDERAL 12287

DON KING—RED SMILEY
COUNTRY BOY ROCK 'N' ROLL
KING 5003

BILLY GAYLES
JUST ONE MORE TIME b/w SAD AS A MAN CAN BE
FEDERAL 12287

DON KING—RED SMILEY
SWING PARTY b/w FOOL'S PARADISE
KING 5002

THE Jodimats GREATEST

DICK JOHNSON

The original hit!

"Can I Steal a Little Love" by PHIL FORD—GN 120 X

G N P

CALL YOUR DISTRIBUTOR

DEALERS! Increase Profits... Increase Sales...

Here is that extra service to customers that competition demands. Include a valuable and authentic purchase recommendation so your customers can depend on you. 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 (61⁄2 x 91⁄2 per page) that carries THE BILLBOARD's HONOR ROLL OF HITS with the best selling records of each week.

- They are ready to be relayed to your customers by you, to bring them into your store. They can be placed in each customer's purchase to bring him back for more sales. They can be used as counter giveaways and in your rotating handle to stimulate sales.

- They give you a great way to keep your customers tuned into THE BILLBOARD's HONOR ROLL OF HITS and keep them buying your products.

- They are a perfect way to keep your customers informed of the latest and greatest records.

- They are a great way to keep your customers coming back for more.

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**Reviews of New Pop Records**

**Continued from page 57.**

**The BIG BEN RANCH BAND**

Pop or My Heart

**CHRIS CONNOR**

I Love You the Way I Do

Another strong track and a noteworthy example of what can come from an album filled with strong material. Vocal is a standout, nicely supported by a full orchestra. (Cadet, ASCAP)

**JIMMY CAVENAZ and HIS HAMMOND ORCHESTRA**

Girl, What Do You Want?

A lively, bluesy number. Vocal is strong and sustained, with a steady rhythm provided by the Hammond organ. (Capitol, BUP)

**DON CARROLL**

Cuddle with Lark (James, ASCAP)

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**CUTTY WHITE**

I Wanna Be Wanted

A smooth, melodic song with a nice rhythm. Vocal is strong, supported by a steady backdrop. (ABC-Dunhill, ASCAP)

**EDDIE DAVIS**

Have a Little Light

A vibrant, bluesy number with a nice rhythm. Vocal is strong, supported by a steady backdrop. (ABC-Dunhill, ASCAP)

**JUNE REEVES**

Now That He's Gone

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**KELLY ANN CARLISLE and HER BAND**

Angel

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**KIM MILNE AND HIS ORCHESTRA**

Cuddle with Lark (James, ASCAP)

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**KIMMIE ROSS**

I'm Your Heart (Mills, ASCAP)

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**RUDY CORDOVA**

Girl, What Do You Want?

A lively, bluesy number. Vocal is strong and sustained, with a steady rhythm provided by the Hammond organ. (Capitol, BUP)

**RUSSELL MORGAN ORCHESTRA**

Don't Let Me Forget You

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**THE RESTORATION**

The Sounds of Life

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**THE SOUNDS OF LIFE**

Softly and Tenderly

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**JIMMY WAND**

I Won't Be Married

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**GUY LOVATO ORCHESTRA**

I Can't Let My Heart

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**DANNY DAVIS**

Here's to You

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**SMYTHE SYMONS**

Two Cops Went

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**THE RESTORATION**

It's Time For Me

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**LINDA RAY**

I Won't Be Married

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**TINA MOORE**

I Can't Let My Heart

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**THE RESTORATION**

It's Time For Me

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)

**TINA MOORE**

I Won't Be Married

A sweet, romantic ballad. Vocal is sincere and touching. (Island, ASCAP)
**FOLK TALENT AND TUNES**

**BY BILL SACHS**

**AROUND THE HORN**

Ernest Tubbs and the Wilburn Brothers made the model of a three-week tour that will take them to Texas, Oklahoma, New Mexico, Texas, New Mexico, Arizona and California. Tubbs, Washington's newest Decoy is "Don't Forget Me" b/w "God's Eyes." His "Breakin' the Wind" hit on the latest label of the same label is "Come Away Wind," which Tubbs called "The Great Big Love." George Jones, who just released a new reissue on Mercury-Southern, is "Uh, Uh, No," b/w "Don't Start the Music." Sunday (100 kicked off a tour for A. Y. Mundorff that will take part of Canada and the Pacific Northwest. Following the tours, just moved into the Cosmopolitan, for a week's stand.

Marty Robbins, Johnny Cash, Lee Emerson, Red Bradfield and the McCormick to Magnetic Hill Music Hall, Pittsburg, Pennsylvania, Saturday (8) of last week to tour in five performances. Lack of promotion was reflected at the box office. On Saturday night, record- holder, the WICO, Pittsburg, reports that Marvin Rainwater's new "M-G-M" hit "I Ain't No Bumblin'" has taken a solid lead in the Sunday, 2.98, for Red Blanchard and Delphi Hewitt on the "WLS" National Barn Dance. Little Lou has a new one on the "Hallb" table, "'Old School Hall" backed by Delphi's rendition of "Blue Tennessee Rain.

**THE BEAN**

Eileen Barton—Harold Edwin Nixon—Andy

**AMERICAN MUSIC, INC.**

1137 SUNSET BLVD., HOLLYWOOD, CALIF.

**CAN'T BE DUPLICATED**

quin C. Norton

**THE ORIGINAL**

**"BAD BOY"**

THE JIVE BOMBERS

Sunny Friday

**THE BIG VERSION**

**"BUTTERFLY"**

ANDY WILLIAMS

**SAY SOMEBODY WE'LL MEET AGAIN AGAIN**

Don 725

**FUSIN' FOR A BIG ONE**

**"REALITY"**

Don 227
**C&W Best Sellers in Stores**

For survey week ending February 5

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Label</th>
<th>Position</th>
</tr>
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<tbody>
<tr>
<td>&quot;Bing Crosby&quot;</td>
<td>Bing Crosby</td>
<td>Columbia</td>
<td>1</td>
</tr>
<tr>
<td>&quot;I Got a Feelin'&quot;</td>
<td>Billie Holiday</td>
<td>Decca</td>
<td>2</td>
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<tr>
<td>&quot;The Christmas Song&quot;</td>
<td>Frank Sinatra</td>
<td>Columbia</td>
<td>3</td>
</tr>
<tr>
<td>&quot;I'll Be Home for Christmas&quot;</td>
<td>Perry Como</td>
<td>Mercury</td>
<td>4</td>
</tr>
<tr>
<td>&quot;White Christmas&quot;</td>
<td>Bing Crosby</td>
<td>RCA Victor</td>
<td>5</td>
</tr>
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**C&W Best Sellers in Stores**

For survey week ending February 6

<table>
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<th>Artist</th>
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<th>Position</th>
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<td>Stax</td>
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**Most Played C&W in Juke Boxes**

For survey week ending February 6

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<tr>
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<td>Stax</td>
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<td>Columbia</td>
<td>50,000</td>
</tr>
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<td>&quot;White Christmas&quot;</td>
<td>Bing Crosby</td>
<td>RCA Victor</td>
<td>45,000</td>
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<td>&quot;The Christmas Song&quot;</td>
<td>Frank Sinatra</td>
<td>Columbia</td>
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<td>&quot;I'll Be Home for Christmas&quot;</td>
<td>Perry Como</td>
<td>Mercury</td>
<td>35,000</td>
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**Most Played C&W by Juke Box listeners**

For survey week ending February 6

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**Reviews of New R&B Records**

**Continued from page 61**

**On the Beat**

**Continued from page 59**

**CLOTH COSTUMES & ACCESSORIES**

**FREE DANCE & CLOWN COSTUMES**

For all occasions: weddings, parties, circuses, etc.

111 East 23rd Street
New York 10, New York

238 State St. Phoenix 4-7442 Sycamore, N.Y.

**BLUE CHIP RECORDS**

-0000-1

Two Hits-One Record

**RIGHT OR WRONG**

by I.D. HILL

Don't quote me (Barry, BME)

**On the Beat**

Carnival, bar for the week! The new Haight-Ashbury, Austin Club, Westwood Theatre (13) and Moose Rocket Club, Foothill, Thursday (14). Glenn Campbell, singer, songwriter, and guitarist, is due in town. He and the Maddox Brothers and Robb (Colombia) is a regular. Last hour of Don's monthly. A full-page feature on Billboard's own Ann Rowe, who recently cut her second album, "The Gospel Is Good News." Plans are for them to be heard on the air by Christmas. Talent bookings for upcoming Christmas shows are coming in fast. 

**Talent bookings**

**The Jockeys**

With the Jockeys From WKG, Mount Javack, Art Bartlett writes: "When we mail was talled at the end of December, it was another popular candidate for Carl Snow." His Columbia recording of "You Are The One" was again, for the second month in a row, the most requested record. Here's Snow's latest, in artwork placed, in order, at the end of the year: Carl Smith; Johnny Cash, Ray, Hank; Bobby Darin; Kitty Wells, Faggio Mountain Boys; Bob Denver; Janet Lynn; cabin; The 20th Century; Richard; Russ Burns and Webb Pierce, ttd; William Brothers, Ernest Tubbs and Johnny and Jack. Last week, one night, I got hold of some of the albums that are being sent to deejays, could devote 45 minutes a day to album play if I had the material. I'm disappointed that no programming tape of a full hour of gospel music is in the works. 

Tea Justin, WRNL, Roanoke, Ind., recently added a "Classic Jockeys" show to their schedule of classic radio programs. Justin's new station is WTVW, Evansville, Ind., starting at 4 p.m. Pastor Burrows, heard daily over KDNE, Denton, Tex., 1250-950, has added a "Billboard" column. He writes: string is always out to artist here. He recently had a letter from Jimmy Lee Durrant (Standley), who has been attending the South Texas College, Houston, has returned to KTLW, Tex., where he does the "Jimmy Lee's Jamboree." Durrant, who is 18 and has a job during the week, leaves Sunday from 9:05 a.m., has a new star: the exclusive dealer for TWTI, 1560 AM, and his "There's No Mistake," which he performs regularly. A few c.w. jockeys at KTLW are Carter Petty Hunter and Pleas- and Red Hibbard.

Rus Vernon, who pilots a daily chatter show over KFRR and KWFA, Dallas, has added a "Tis the season for a real Christmas, you know," he wrote. "And the Bangers, have they got something that announces an old-fashioned Christmas, and may be remembered, would love to have your records spun up here. I wish someone would send me a copy... Dusty Ross (Fablo) and wife, Betty, who recently kicked off a new daily hour-long show, has no idea how many lines. His station is in Nogales, Ariz., say they are in the middle of the desert. He is located in 11542 Redberry St., El Monte, Calif.

**COMING TO NEW YORK?**

Stay at this modern luxury hotel. All rooms air-conditioned. Fully equipped, beautifully furnished. Sundays are strictly private. Prices, T.T. from $9.80. All rates, from $9.50. SPECIALMOTEL ENLARGEMENTS

**BEACON**

Broadway at 57th St., New York One Way, Swimming Pools, Sunlight Dine.
Montana Meet Draws Despite Frigid Weather

BILLINGS, Mont. — Despite temperatures over the state that elicited a blizzard warning and record number of fair delegates and patrons, the Montana meet held March 20-23, for the 31st meeting of the Rocky Mountain Association of Fairs here Saturday through Monday.

Booming inside the arena, Barnets-Carnivals, 1956 participants, represented by Fred K. Hrenoski, owner, sponsored the big grandstand shows at both Billings and Great Falls. Art Brier, Theadale-Balbo Fireworks, Inc., also booked the same two fairs for pyro displays, along with both fairs at Fort Benton and Shelby.

Chasen Smith, Salt Lake City, signed to provide the grandstand show on the State’s B circuit of fairs, with Mike Steele, going the midway part, Mrs. Tom Drake, of the C circuit, overseeing the grandstand shows on the C loop and also part of the E circuit. Newcomers to the Montana midway attractions for the C loop of the State are the Great Falls Balloons, also announced that the Asty Rodeo, produced by Harry Knight, was signed to appear at the Great Falls. The rodeo’s bill will be brought in by Oral Zentmer.

Eenon, Kans., elected president of the organization for 1957, and next year’s meeting will be held at Great Falls.

The fair association went on record opposing the bill to allow the compact to speak because that would create a State racing organization on an equal footing with the racing associations and licensing of race meet.

Speakers during the business session included, Paul J. Mitrone, Leo C. Dailey, Levi Egge, Earl Hagen Jones, Allen Hansen, Roy Kilken, Ray Roderick, porch of the Fair, Jerry Schmitz, Glen Chaffin, John F. Sack and Son, Donutzer.

The meeting adjourned.

In addition to those named, invited Bonnie Young, CAC-Haslund, George Ball, Pete Eastman, Larry Agency; Charles and Jack Zenati, Zenati Theather; and Case and Pete Siebold, Sie-Brand Show.

Can. B Loop Elects Leach; Sets 58 Dates

REGINA, Sask. — New president of the Western Canada Fairs Association is John Leach, Veg- geralto, Alta.; Tom Carroll, P. Eae., Estevan, Sask.

He was named at the two-day meeting of the Class B fairs, in the association's headquarters, to R. C. Reynolds, Mellott; Keith Stewart, Winnipeg; Vern Spanks, Edmonton; Monty Adolph, Vegvise; George K. Eise, Prince Albert, continues as secretary.

Dates were set for the 12 Class B fairs in Saskatchewan, and in each case they will be one day ahead of this meeting's dates as follows:

Weyburn, Sask., July 1-3; Estevan, Sask., July 4-6; Portage la Prairie, Man., July 6-8; Carstairs, Alta., July 8-10; Medicine Hat, Alta., July 11-13; Yorkton, Sask., July 13-15; Lethbridge, Alta., July 20; Lloydonminster, Sask., July 22-24; Vermilion, Alta., July 25-27; Vegvise, Alta., July 28-30; Red Deer, Alta., August 1-3; North Battleford, Sask., August 3-5; Prince Albert, Sask., August 10-12.

The meeting called on provisional governments for increased assistance to the proper operation of fair Associations. The Governor indicated that the aid for this purpose was a grant and only for capital improvements, it was important to the Directors that an adequate agricultural societies were collected for the association to afford assistance for facilities rendered to the departments of agriculture to the activities. Illustrating the financial health of the fair, boards, S. L. Saul and the Prince Albert, was committed to an ex-

New Sports Set for Syracuse Grounds

SYRACUSE—A 10-day sports event is scheduled for April 14-23, at the new Kegly Field, under ownership of John L. Harrigan, who is in his third year as director of the fair’s Industrial Exposition.

Entitled the North-Eastern Sports Show, the event will feature $4,000 in donated exhibit pieces to the Manufacturers’ and Industrial Building, averaged out at 52$ per square foot. Booths range from $150 to $500.

Exhibits will represent all major classes of sports, and it was expected to be one of the top five annuals in North America.

Features include a 15-minute stunt act in which an automobile is driven through a wall in each half of the buildings, a feature which the automaker will be shown only five times in the year.

The show will be held in the fair’s Industrial Building, averaged out at $52$ per square foot. Booths range from $150 to $500.

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Weather and Upheld Admission Makes Tampa Fair Winner

HIGHER CHARGES Helpk Gate Takes 35%;
Royal American Gross Skyrockets 17%

By HERB DOTTEN
TAMPA—The most unbelievable stretch of ideal weather for Tampa and Florida State fair gave it a most surprisingly successful Tampa State Fair.

J. C. Hukkanen, fair manager, termed it fabulous as he went over the Friday’s (6th day of the 11-day run.)

Thus the first nine days fair held far more cars than it did for the full 11 days in any previous year.

A boost in admission price from 50 to 75 cents and a new 25 cent charge for children, under the age of five, were big factors in the sharp jump in receipts.

So, too, was the whopping business score secured by the Royal American, with 35% of the admission receipts, and a Royal American gross that shot up 17%.

A不下 by itself to Tampa, only by the largest increase in the past few years in the past few years.

Highest Grossing Swing was in simply showing the mounting population and the general prosperity which have been a feature of the past few years.

Higher Spending

Concessionaires, particularly, noted a marked increase in spending over last year.

One fair official noted that the past few days were a boom to those concessionaires who enjoyed the biggest business history in the

Of the grandstand attractions, auto races staged by National Speedways (Al Aero), experienced increases over last year. Races were in for four afternoons, both Wednesdays and Saturdays. Other paid grandstand attractions were four wind-

Weather-Hit
Nebraska State Ends '56 Okay

LINCOLN, Neb.—The Nebraska State Fair, after hit by rain, cold and other indifferent conditions, wound up 1958 with an income of $1,990,544, a decrease of $75,942 or 3.6 per cent from the right side of the ledger profitwise. Ed Schultz, secretary of the fair, made the report at the annual meeting last week.

Total receipts for the year lagged almost 8 per cent behind the record of $272,866.85 set in 1955. Schultz reported a working balance of $9,401.72 on hand as of the first of the year. This was down from the $86,600.48 on hand a year ago, but general funds and profits from 1955 had been held back to pay for construction of the new Coliseum on the grounds, Schultz pointed out.

Looking into the future, the veteran secretary said that building projects being considered at a new Coliseum and an FFA structure, pullback, pony jumps, enlargement of the 4-H building and remodelling of many other structures on the grounds.

He also announced that Disney (Coca Kid) Renaldo was tentatively booked for the opening day of the 1957 fair.

In the annual election of officials, R. Clare Clement, Ond, moved into the post of president. Fred Rehaueter, Weeping Water, was elected first vice-president; C. Alvis Olson, York, second vice-president; R. S. Schelbeck, Wahoo, was re-elected treasurer, and Ed Schultz, who was again elected secretary. Board members are: Floyd Palm, Irving McAdair, A. Calberg and Karl McFadden.

Tampa Winner
Continued from Page 6

a 180-acre site by the city for a new fairgrounds.

An additional 35-acre tract, on which Al Lopez Stadium is located, has been promised to the fair.

Together, these tracts would give the fair a total of 235 acres. Additional adjacent land, in said area, is understood, is also available for parking purposes.

The present fair site consisting of 33 acres is inadequate and there is a pressing need for a new plant. There still remains some property owners who would be willing to exchange the 33-acre site to be cleared before the fair can proceed with plans for relocation.

It is generally believed that it will be about five years before the fair relocate.

Fair officials visited all sections of the county with Jack Reynolds, Eastern States Exposition, Springfield, Mass; Douglas K. Julian and John Eibby, Minnesota State Fair, St. Paul; William Masterson, Wisconsin State Fair, Milwaukee; John Lemon, Great Danebury (Conn) Fair; Clarence Lerner, Tulsa (Okla) State Fair; Maurice Hatt, Topeka (Kan) State Fair; Ralph Lockett, Pettenberg (Va) Fair, Ted Chapman, Greater Jacksonville (Fla) Fair; Bob Moore, La Porte (Ind); Paul D. Jones, former manager of Edward (Alta) Exhibition, and Frank Kingman, secretary of the International Corporation of Fair Association.

Floyd Henton, director of the Omaha Zoo, writes that he talked in recent weeks with Terrell Moore, Tony Century and other annual animal dealers and William E. Call, of the Swayne Park Zoo, Kansas City, Mo., and the Freedom pugnash, who have a horse farm and pet shop at 1531, 2nd Street. Joe, Mrs. Hector is on the road to recovery after surgery in November.

ROUND-UP
WORLD'S MOST UNIQUE RIDE
FRANK HRUSZECK & CO.
2809 S. 25th St.
Salina, Kans.
Phone: EM 31417

40 Attend
First Meet
Of S. D. Assn.

HURON, S. D. — The newly organized South Dakota Fair & Exposition Association drew 40 representatives from fairs throughout the State to its first annual meeting here Thursday (31).

Appropriation of part-time tax money, which is currently under discussion in the legislature, was one of the subjects of the business sessions which were preceded over by Ken Roberts, association vice-president. The fairness present was able to report that 100 per cent of the funds be turned over to the promoter going to county fairs and 4-H club projects.

It was also recommended that fairs annually report to the association secretary the quality of its entertainment so that the group can then make recommendations to the various fairs. A grievance committee was formed for the use of fair and attractions people.

The following 1957 dates were set: Black Hills Exposition, August 15-17; Sully County Fair, August 22-24; Butte County Fair, August 23-24; Black Hills Roundup, July 3-5; Sioux Empire Fair, August 15-17; South Dakota Fair, August 22-24; Hutchinson County Fair, August 28-33; Kenneth E. Johnson, secretary-treasurer of the association, reported attendance at the meeting included Art Swanson, Swanson Thrillride, Mr. and Mrs. B. Marlo, Marlo Show Productions, and Sky Fossum, Fargo (N. D.) Barber Stump Works.

WINTER FAIRS

Arizona
Maine—Electron Co., 127 Summer St., 2nd Floor, Portland, Maine
California
International—Mid-Winter Fair, March 9-14, D. L. Allis Memorial, Los Angeles, Calif.
Clothier—Parrish Co., 901 Jefferson Ave., Salt Lake City, Utah
Florida
Dale City—Fair Co., Fair Ann., March 9-13
Connecticut
Hartford—Distinguished, May 20-27
U.S. Army Corps of Engineers
Environmental Protection Agency
Admission:
Children: $2.00
Adults: $3.00

45

Finest Auto Cars in the Industry

This fine endorsement of the Allan Herschell Auto Ride comes from F. E. Gooding, president of Goading Amusements Co., Columbus, O., owning 100 rides in 8 traveling units. Mr. Gooding likes this ride so well he uses two.

Up-to-the-minute styling of the cars. Wide, roomy seat easily holds two youngsters. Each seat has two steering wheels and each wheel has its own horn button operating an electric horn.

The AH Auto Ride is light, easily portable. Equipped with fluid drive and timer.

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Canada B Loop  

• Continued from page 63

penditures of $53,000 before the fall opened. One notable night at a windstorm could put the third-day show in the red, he said.

J. S. Reynolds, Millinet, Sask., suggested the federal government should be asked to review its grant structure, as it is out of line with changed circumstances. He suggested grants should be made for the agricultural activities of the fair through the year and not just for their summer exhibitions.

Senator George King of New York reported the WCFA had an operating deficit in 1911 of $11. Receipts totalled $17,111 and disbursements were $17,222.

The WCFA constitution will be revised at the fall meeting. Keith Stewart, Portland, Maine, said some of the clowns date back to the Boer War days. One states a fair bond would lose membership in the association if it permitted games at an annual event in which money was used as an inducement for the public to play.

ARENAS & AUDITORIUMS

Auditorium Plays Key Role
In New Orleans Mardi Gras

BY TOM PARKINSON

ARENAs and auditoriums often are the focal-points of events in the national spotlight. Major political affairs are in Washington, and in many major and customary cities, and other cities.

The city is probably best known for its Mardi Gras, and nearly all of the major places of this event are owned and operated by the Municipal Auditorium, where W. Ray Schuerer is manager.

February and March are in the dead of winter; it is perhaps a little harsher than that with dropped in the tradition and high circles of Mardi Gras. It is a demanding season.

For the Municipal Auditorium, carnival balls are held for the schedule and a number of the major places of the Auditorium, and nearly all of the major places of this event are owned and operated by the Municipal Auditorium, where W. Ray Schuerer is manager.

Into that time are crowded 60 major formal carnival balls, each produced by one of the special organizations of New Orleans, Mardi Gras. Each have been as many as 60 events in other years, but reduction deno is no lessening of Mardi Gras entertainments and no appeasement in demand for audiences, for the Audition.

Schuerer points out that the critical question of assignment of dates to various organizations is determined by a seniority system. Under it, the final night goes to two of the top organizations, Comus and Rex. The climax of the entire season comes when the curtain which divides two parts of the Auditorium is raised and the King of Comus and Rex, and the leading organizations include Proteus and Momus, and some are more than 50 years old.

Each carnival ball requires lavish decorations and stage setting that Schuerer believes would exter, all the scattered around Hollywood and Broadway.

Decorating firms as well as the building staff are occupied with placing these elaborate decorations one day and re- placing them with the help of one or two others before the next day.

Attendance at individual balls ranges from about 2,000 to about 4,000. The fire marshal sometimes must close the doors. There are special security guards and invitations are granted only with great attention to social status. It is not unheard of for the doormen to refuse admission even to invitation holders if they suspect one may not have been on the original invitation list.

Protocol requires that all persons be in full formal dress. Those who wear the cheapest of organizations, however, take part in the ball as they usually wear masks and costumes.

No concessions are operated by the building during a Mardi Gras ball, usually the dining and cocktail lounge service, and refreshments are served with these. When a crowd of people are present in the usual ball halls, they are usually close up.

For Schuerer and the entire Auditorium staff it is a demanding time, when the building facilities must operate at peak efficiency, when there is no let-up in the work schedules, and when there must be no slip-up in diplomacy or social procedures.

"Holiday" Features Skill, Flash

• Continued from page 64

including pink and blue. They work well and make a crowd-pleaser with prop musical instruments. This is a small version of a circus and works on a must, but blends nicely with ice production for a charge of pace.

Bobby Blake and 13 girls skate frenetically on the ice, and are one number. In the next segment, Jeannie Sook is a statue and Ted Rossman the sculptor. The girls are good work in the lift-and-carry category.

Kay Serviss's returns for another starring assignment in this one. "On the Red de la Pays," with a French fashion theme. Harris is superior above skating-clause and figure performance with Kay's own trend of grace and showmanship.

Strong Windup

Here and throughout the show, "Holiday," music is arranged and executed, and stands out as a strong contribution. Paired with it are good lighting effects, including some novel and spectacular sequences.

A number paced to swing music spots Ben Stabler and horn, with Artie Kane and piano. In the center of the ice, and plenty of colorfully clad dancers with them, Paul Andre and Tommy Collins get off some good comedy with "Kitchen of Tomorrow." "Holiday" is the gayest production of the season to date; it is a little extravagant, and this production does not go right by the audience. It's big-scale, but more, it is flatted with a minor edition of "Miracle on Ice," the famed hockey story. A dozen or so fountains are used, and the whole scene is punctuated with changing colors, and the water streams upward at the backdrop, to crown a spectacular that sends them home with plenty to talk about.
BRENNAN—Herman S. (Wilfry), 60, well-known comic book writer, who teamed with such authors as Bobbi & Cherky, Beckman & Ceney, Wm. T. Collins and Royal American, February 2 in Washington, Ill. Survived by his widow, Margaret; New Berlin, Ill.

CHRISTMAN—Frank C., 68, East Greenwich, Pa., Eastern puppy judge and show preparer, February 6 in Allentown (Pa.) Hospital. He had been superintendent of the puppy and pet stock department of the Allentown Fair since 1938, and his association with the department dated back 50 years. He held a similar post for two years with the Lancaster (Pa.) Fair. Survivors include his widow, Helen; a son, Calvin; and a daughter, Mrs. Pauline Good.

CRIGGS—Bernard T., 50, retired from the David P. Rice grocery truck, tugged through the larger circuits, bit last being the Chicago World's Fair, in a sidebar. Died five years ago. Survived by his widow, Evelyn; three sisters, Mrs. Anna; Mrs. Dorothy; and four grandchildren. Services February 9 in Montclair Park Cemetery.

THE FINAL CURTAIN

BRENTRAN—Kenneth H. town 1, 93, known to many as "Beckmann," a distinguished advertising manager, died February 4 in Cincinnati. His widow, Helen, survives.

JOHNSON—J. A., 75, February 9, 1956, a native of the county and a veteran of World War I. He was formerly a member of the local Kiwanis Club. Survivors include his wife, Mrs. Henry Johnson; a daughter, Mrs. Richard Beckmann; a son, Mrs. Robert W. Beckman; and two grandchildren.

KENDALL—Elsie, mother of Robert J. Kendall, of The Billboard's advertising department in Cincinnati, February 4 in Cincinnati. She is also survived by her husband, Louis C. Kendall February 7 in that city.

KELLEY—Dr. W. C. Kelley, asparagus grower and a member of the local Chamber of Commerce, died February 4 in Inverness, Fla. Two sons and a brother survive. Burial in Wyncote, N. Y.

MACKEY—Clyde Evelyn, 42, widow of Kenneth G. Mackey, a riding and a competition judge, died February 6 in Inverness, Fla. She was the former Gladys Phillips of Altoona, Ala., and the last of her family. She is survived by her husband, the late Robert C. Phillips, and the latter's stepson, John Phillips of Altoona. They had one family.

MANFIELD—James B. F., 82, formerly of Ringling and other circuses, recently of his home in Dayton, O. He was also a retired minister and a former chaplain in the Canadian army. Survived by his widow, Ruby J.; a daughter, Mrs. Janet Stengel; and one grandson, Orion G. Jenkins, Clinchport, Va., and a sister, Mrs. Rose Cutshall, Diamond, Ky., and four grandchildren.

NORRIS—Fernando, 62, southern circuit man, January 30 in a Tampa hospital. He was a member of the Greater Tampa Shrine Club, which handled the funeral.

ROBERTS—Lid, 82, veteran circus manager and trooper, January 27 in Miami. Born for Charles P. Roberts spent his youth in Victor, N. S., and returned to this country to join the old Nat Nading Shows. Later he was associated with such organizations as the A. C. Wiliam, Johnny J. Jones, Shereley, Nat Rens and John Marks shows. In 1929 he organized the Big Millions Roberts & Roberts Shows and planted and built and sold all health forced temporary retirement in 1945. At the time of his death in 1947, he worked as a consultant with the Pennsylvania, Shure Bros. and other theaters, and for the last three seasons had associations with the Canton State Shows, N. J. Surviving are his wife, Mrs. Emma Roberts; two sons, Walter, Miami, a daughter, Joan, 2, Maitland, Fla., and two grandchildren.

SWETT—Erwin C., 63, superintendent of the Illinois State Fair, Springfield, a native of Cleveland, January 22 in Salem, Ill., following a heart attack, died February 4 in Columbus, Ohio, a former student of the Marion County Fair. His widow, Helen, survives.

THE BILLBOARD CIRCULAR

1556 FEBRUARY 16, 1956

Jersey Senate. Has Games Bill Up For Voting

TRENTON, N. J.—A good idea to the Senate is expected to result from next Monday's (17) session of the Legislature. At that time the Senate is expected to take action on a betting bill which would eventually permit pari-mutuel operations. It is expected to be introduced at the peak of last summer's sessions.

The Senate was to act on the measure Monday (17) but could not muster the necessary votes. A Supreme Court ruling last June held that games violate the anti-gambling provisions in the State Constitution.

In July, Republican-controlled (Continued on page 6)

Carnival Routes

Bally to 2160 Patterson St. Cincinnati 22, O.

Circus Routes

Wintergreen Park, Detroit, Mich., 13; Opening, April 6. Bally to 2160 Patterson St. Cincinnati 22, O.

Ice Shows

Detroit Municipal Park, Detroit, Mich., 15; Opening April 6. Bally to 2160 Patterson St. Cincinnati 22, O.

FOR SALE

WIRE—VOLTAGE BOOSTER

No. 6, 2-conductor, 600 volt wire. Selling price ($100 each in retail basis. Contact the buyers direct at the following prices:

Detroit, 1500 W., 120 V., 5.01, 1956. Bally to 2160 Patterson St. Cincinnati 22, O.

W. B. BONNET

Route 6, Box 14, Mason, Oa.

The Most Beautiful MINIATURE GOLF COURSES

Build in America are constructed by ARLAND CO., INC.

6017 E. Liberty St., Detroit, Mich. Open to the Public and America's Golfing Belles.

IN THE MEMORIAL OF My sea

PAUL R. LEMERY

Avalanche Trailor

Who passed away October 12, 1955.

MRS. ANNA LEMERY

THE FLOYD E. GOODING FAMILY

Regrain sugar for the many expressions of sympathy on the death of ARBY W. GOODING

Louisiana State Re-Elects McGowen

SHreveport, La. — N. C. McGowen was re-elected president of the Louisiana State Fair and Joe T. Menard was re-elected secretary-treasurer at the annual board meeting here Monday (4). Other officers are E. M. Jones, vice-president, and J. E. Quinones, Jr., treasurer.

The board approved installation of 2,000 stadium-type chairs in the Hirsch Center and okayed the purchase of $2,000 worth of new equipment. Progress reports are due February 19.

FOLLOW THE LEADER!

If you want personal service — HOP ON THE LENS BANDWAGON — join the thousands of Showmen who insures with an Agency that offers only the best.

C. A. LENZ

The Leader's Agency

1424 Fourth St., North

Fargo, N. D.

www.americanradiohistory.com

THE BILLBOARD

GARDEN SHOW with LAMBERT, DOUGLAS, BROWN, and Klimovitz. New York, April 14. Bally to 2160 Patterson St. Cincinnati 22, O.

INSURANCE

IDA E. COHN

176 W. JACKSON BLVD

CHICAGO, ILLINOIS

OPEN A DRIVE-IN THEATRE

AT LOW COST

Artistic & Standard Equipment

FOR SALE

Shooting Galleries

And supply for Shows and Shooting Type Galleries. Write for new catalog.

H. W. TERPINGEN

Route 2, Box 14

Mason, Ohio

POSTERS DATES CARDS

"FORTH SERVICE in America"

NAWALT PICTURES CORP.

Phone 411—9767-9769.

SAN DIEGO, CALIFORNIA

GARDEN SHOW with LAMBERT, DOUGLAS, BROWN, and Klimovitz. New York, April 14. Bally to 2160 Patterson St. Cincinnati 22, O.

INSURANCE

SAM SOLOMON

"The Showmen's Insurance Man"

Box 453, New Orleans, La.

Call 1-4532

GIVE TO DANNIE HUNTON CANCER FUND
Kelly-Miller Builds Near Seat Wagons

Different Principal of Design Used; Making Eight Units; New Top Built Wider

HUGO, Okla.—Al C. Kelly & Miller Bros. Circus will be equipped with near seat wagons this season. The equipment is under construction at the Wayne Sangamula shops here.

The wagons are of a new design perfected by D. R. Miller in the past year. Last summer Miller had a model of the wagon design, which had been built on an experimental basis.

It was approved and these motor units are expected to be ready by the time the circuit started its new season. The units will be completed as soon as possible and the order calls for eight of these by midseason.

The Miller design differs from near seat wagons in a number of ways. These are semi-trailers. In operation, the tractor will pull the wagon, wheels will act as the main suspension parts. The wheels will be on the ground to give the coach a more rugged ride.

Ringling Gives Preview, NamesSpecs; Trucks Altered

SARASOTA, Fla.—A press preview of the new cars for the Kelly-Miller show will be a 100-foot trailer, which has been designed by D. R. Miller. This will allow space for the wagons as well as for an adequate number of horses.

Each wagon is expected to be several feet longer than the present units.

New canvas, built by U. S. Test, will have a 40-foot middle and two rear poles, including one outboard pole in each of the 100-foot

D. R. Miller has returned from Morocco, where he bought stock and Hollywood, where he bought some wardrobe for a new historical picture. Art Miller has returned to Hugo.

Hamid-Morton Opens Season

MEMPHIS — Hamid-Morton Circus opened its season at Municipal Auditorium here Saturday, March 12, after a week in Milwaukee, starting February 18.

The show, launching its first tour since the resignation of its managing director, will be playing its tour route of cities including St. Louis and new, recent additions. Towns and opening dates are:

February 20, 1957; Kansas City, March 5; Wichita, March 12; Oklahoma City, March 15; and Pittsburgh, March 25, and Washington, April 5.

After that the show will go to Painesville Park in New Jersey to appear on the 15th. Shows will end on April 25. The regular route will then be to include Harrisburg, Pa.; Baltimore, Md.; and Buffalo, N.Y., then to Montreal, Canada.

Milt Hinkle Plans Show for Charlotte

CHARLOTTE, N.C.—Milt Hinkle is booked to produce a Wild West show after the folded of the 101 Ranch and Buffalo Bill Wild West shows under auspices at the Charlotte Arena.

He said it will include 300 feet of fakery, including a tradition of indians, buffalo, stagecoaches, covered wagons, animals, a trail of smoke, and a circus railway. The show is the Junior Chamber of Commerce charity organization. Dates are June and July.

Meanwhile he recently completed a two-week run at Palm Beach County Fair, West Palm Beach, Fla., and the annual Citizens Club and Marathon, Fla. (13). Opening is at a stand at Key West, Fla., February 11-12.

NORTH OFFERS EARLY ACCESS TO R-B BOOKS

SARASOTA, Fla.—An answer to a director's court order to permit Holders of $25 in R-B stock to be listed in the registry for the first time of the book's contents is to begin a series of charts (11) in the city on Monday (1), which will be signed by President John Ringling North, Jr., thus attesting to the correct listing of the stock and adhering with the court's order on Friday (8).

This would have effect of giving access to the books earlier, since the court proceedings will wait until the next hearing date, which is February 11th.

The zest was granted to Mrs. Harry Ringling Sanford, president of the logging division, who a director in seeking the order.

McCloskey Names Key Staffers; Reynolds Busy in Quarters

DE LAND, Fla.—With the arrival of Bob Reynolds, secretary, winter quarters work has begun at the Jack Kent Clark Zoo on A-Beetly Circle, set to open here April 18. (From Des Moines, general manager, has announced the forming of department heads for 1957.

George Weinstock, who has charge of colonial era, which is under construction, was signed to the zoo association, which is under construction. Thomas Clarke, who has charge of the zoo association, was scheduled to be there.

Dre Miller will return as tribe, keeper, and handle the show's ticket wagon. W. M. Petty has been hired as the new ticket manager. Agapil has again been signed as band leader. William J. Englis has the national ads and salesmen.

Most of the dates so far have been sold for this year's tours, which are being planned for this year. The last week's sales are being handled by the ring master, and the show is set to leave for the west coast.

Ringing Inks Contract for Press Agents

NEW YORK — The Ringling show for 1957 (15) signed its 20th contract with the Association of Theatrical Agents and Managers, with the union winning a point that had persisted for the life of the show: the contract calls for four men to be employed in the show's pressroom; two on the east and two on the west. The show had initially asked for only one man to be employed in each part of the show. Press work will be handled by the Ringling show and the Association of Theatrical Agents and Managers.

In addition, the show is required to pay the agents a composite salary of $250 a week, split weekly by the agents as necessary. The contract will end in early August.

On wages, the show will continue to pay $300 a week to the agents for one day's work and $250 a week for the agents for one day's work.

Agents Union Talks to R-B

NEW YORK.—Negotiations are under way between the Ringling show and the Association of Theatrical Agents and Managers, the New York and the show's pressroom, our contracting agents and one TV radio man.

An agreement on indoor dates and longer stands on the road, the show will be handled by the Ringling show. The union represented a group of press agents, one of whom was present.

Gaby-Foko-Milki Goes to San Juan


The Cuban shows have been operating in the Caribbean the past years and along with other circuses are expected to appear in the show this season.

The move will call for use of show-owned flats, which was under the control of the Ringling show.

Sello Bros. Tours Florida Territory

GAINESVILLE, Fla.—Buy Sello's Sello Bros. Circus is playing under canvas shows dates in the following cities: Orlando, Tallahassee, Gainesville, and Jacksonville.

Two weeks after the show opened, it will make its debut in the Florida market, with a three-week engagement in the Florida territory.

The show has been in existence since 1915, according to reports.

Sello Bros. will make their Florida debut in San Juan on March 3, where they will play for two weeks.

The Ringling show, under the management of Roy Basile, will open its season on March 15. Jerome Willson's Gran Circo Americano is scheduled to appear on March 15.

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UNDER THE MARQUEE

- Continued from page 65

Elephant head, a tuberculosis patient in the Irene Byrom Hospital, R. R. 13, Fort Wayne, Ind., and will like to hear from friends.

Personnel of Atwood Bros. Circus, playing Mexico City, staged a party January 11 in a local hotel.

WANTED

Experienced Men or Women to work in the entertainment field. Apply to Manufacturers' Show Business Radio Theater Festival. Must have Radio experience.

C. C. GOODRICH, Mgr., BLUE GRASS SHOWS, Coralie Western Union, Tampa, Fla., or phone Tampa 3952.

Salesmen-Saleswomen

Now coming back. 8 months' work.

Ad.—A. W. Wade

Sunderland's

Funicular Shows

221 Main St., Fort Worth, Texas.

Cristiani Bros.' Circus

WANTING

Working in all departments, also for the work in the side show. Address to:

Walter Deterton, Sarasota, Fla.

CIMIS'S SCOTTISH COLLIES

Available through every leading agency.

Perpetual Address: P. O. Box 196, Xenia, N. J.

(3) PHONEME (3)

UPC's and CIRCUS BANNERS

Daily collection and pays.

BILLY COYLE

B stable Digs, Lima, Ohio

PHONEME

Pay daily—stamps in—cash—take—top vet. call.

Call UN 15-272, Beulahton, Pa.

Frank T. Kelly, who was in the dining departments of Sella-Flores, Titanic, Robinson, Christie, Tom Mix, Tiger Bill, Barnes, Rhoda Royal and other shows, has returned to the State hospital at Benton, Ark., and wants to work for pay.

With the Mexico City engagement of the Atwood Circus nearing an end, a number of acts took part in social events recently. Geo. Zappe celebrated a birthday. The Los Angeles Ringling Bros. gave the party for the Flying Mollon, who had to be taken early for a serious venereal complaint. Concha, Karl and Hans Eriksen gave a party for Patricio Atwood and Mr. and Mrs. Benito Avelar and Julletta Atwood gave a party another for Patricia and Alfredo and another for Atzeno and the employees. The Zappes then went to Corpus Christi, Tex., on a business trip.

Joe Basile appeared at the Worchester, Mass., Central circus, and appeared at the National Fair in Montreal into a schedule that also included unusual appearance on "The Face of the Year" in Los Angeles, and a trip to Moncton where he is to follow.

Emmett Kelly has contracted with the Cleveland Democrats to work the 1937 season at Ethel's Field. He will have a great training with the Buenos Aires circus, his first tour, and a trip signed a contract on the first day of the year. Following his return to work the season.

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Dom Caderl, Baltimore, celebrated a birthday recently. He's been working 33 years. Marie Trowen, now back in Minnesota, has been on the West Coast and at the Denver rodeo. . . . C. G. Smith is scheduled to pilot Ringling Bros. Circus this season.

Jenny Mahoney, of Bill Kay's professional staff on Polish revue, visited Miami, Fla., with Bob Zimmerman, Wisconsin secretary of state and circus fan Henry Mahoney is attending law school and will retain the show in June. . . . Catching the Hildegard circus in Minneapolis recently were the Wally Albrecht, the Gary Davis, the Memphis Halches and Henneberry Rettinger.

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WANTED

Sales, exclusive territory. None returnable. Send full particulars.

Jorgens N. Christensen

Baker and Fruit Packers

5—PHONEME—5


2030 Joy Rd. Apa 246, Room 4, W. B. Webster 1-529

WANT FOR

Starlite Shows & Circus Combined

Show Starlite Shows of two or more years experience. Must have some training and presenting.

Jorgen N. Christensen

Baker and Fruit Packers

4—PHONEME—4


2030 Joy Rd. Apa 246, Room 4, W. B. Webster 1-529

WANTED

Show Montana Shows of two or more years experience. Must have some training and presenting.

Jorgen N. Christensen

Baker and Fruit Packers

Contact the owner (Bill) of the Circus in your area.

President: Charles W. Sanders, Cape May, N.J.

Secretary: Joseph B. Smith, Montreal, Que.

Treasurer: Gus T. C. Schiller, Chicago, Ill.

The Coralie Western Union, Louisville, Ky., is the official telegraph service for all circuses. Contact the owner (Bill) of the Circus in your area.

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Dreamland Set Against Too Many 5-Cent Days

ROCHESTER, N. Y. — Ticket ties with food product manufacturers will provide the backbone of Dreamland's upcoming seasonal activities this season. Park is operated by George W. Long, who has been associated with the property for 53 summers, 20 of them as operator since taking control from transit owners.

Biggest days of the year are the connecting Tuesday and Wednesday Amusement Days, sponsored by a local meat packing firm. Strong distribution tied in with 150,000 discount tickets has been offered successfully for six years. The effort, also used at another time by Coca-Cola people, gives ticket rides in exchange for the tickets.

With this presentation, Long holds the biggest draw in the country. Besides its distribution and, usually, the large profit from ticket operations, there are only three nickel days during the season, the management feels, that regularly scheduled discount days can leave the values of the promotions.

Oakland Good

Park opens May 15 for partial operations until after Memorial Day.

Fire Engine Unit Set for Tunney-Groffie

NEW YORK—A new kiddie Fire Engine ride is being readied for the William Tunney-Roberto Groffie ride operation of Seaside Heights, N. J., for the coming season. The unit turned out by the Mangels plant in Brooklyn, and several other locations.

A set of cast aluminum cars have been completed. Each will have two seats, steering wheels and bells, plenty of color, wooden ladder and outside rolling wheels. They are to be furnished with F. W. Mangels, a number of the firm, near Manges on Eighth Avenue.

IN BALLOON

Lincoln Park

Plans Winter Sports Show

NORTH DARTMOUTH, Mass.—An innovation in Lincoln Park by R. W. Dyer for 1957 is good, with economical conditions being favorable in this area.

Dreamland is off the beaten track, but depends heavily on established patrons and word of mouth, rather than transients. The operation is extremely low pressure in regards advertising and promotion, other than the three nickel days, which are kept at a minimum.

Four acts will be booked again this year thru the Al Maittenberg, Boston, for 19 weeks beginning in June. Acts have been with 30 years.

G. Waltman, Sunset Park, Passes at 77

JENNERSVILLE, Pa.—G. Boy Waltman, developer of Sunset Park for 7 years and a leading horse of the 500 miles talent for several years, died January 28 in St. Petersburg, Fla. He was 77 years old.

Services were held Thursday (30) in Aversville, with interment here in the Waltman Cemetery.

Waltman, who was 77, was born in Colerain Township, Lebanon County, and moved to Jennersville in 1928. A former farmer, he purchased the property and later developed it into a large park, a golf course and camp grounds and samples and added attractors were skating exhibitions by members of the new dance and figure club, interior shots of the park, which has 14 alleys.

A weather break has been awaited after starting general refurbishing work. Some indoor building has been going on.

In addition to picnics and group ticket sales, the park will work with a New England food chain and a New York developer, John Collins put out 125,0000 worth of ride tickets for distribution at places.

A considerable amount of the park's found its way back to the park with the patronage coming thru trying to benefit all elements in the spot.

ROLLERS RUMBLINGS

B.O. Most Pressing Problem: Robt. Ware

CHICAGO — Robert Ware, president of Fantasy Rink Skating Co., emphasized last week on the need for the return of the office receipts is the most pressing problem facing the industry. Ware wants the group who is conducting the Roller Skating Foundation of America, a voluntary self-regulation organization dedicated to the task of improving the rink business and es
tablishing roller skating as a national sport, to be a merry-go-round for the country's No. 1 participation sport. He made the statement in answering up activities of the recently formed Foundation.

In commenting on the organization's activities, Ware indicated that principles of good management most illustrated in the December 30, 1956 "Let's Take a Trip" tele-
cast on the CBS network, it fol-
lowed by risk management, will
delm ors to spell successful oper-
ation.

The telecast from the Earl Van Hooy-Harry Bickerman Minesota, (N. Y.) Roller Rink was arranged by the IRS and seen by an esti-

mated 6,000,000 TV viewers at 12 to 12:30 p.m., over an nation-
t. Viewer by Stoney Fox and starting two young, Paul Flanagan and singer Glenn Marcus, the show, participated in Minnesota professionalism, illu-

trated methods of teaching begin-
ings, teaching safety rules, skate property, and the teaching of dance steps, all aimed at enticing the second generation to the sport.

Added attractions were skating ex-
hibitions by members of the new dance and figure club, interior shots of the park, which has 14 alleys.

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Plans Winter Sports Show

NORTH DARTMOUTH, Mass.—An innovation in Lincoln Park by R. W. Dyer for 1957 is good, with economical conditions being favorable in this area.

Dreamland is off the beaten track, but depends heavily on established patrons and word of mouth, rather than transients. The operation is extremely low pressure in regards advertising and promotion, other than the three nickel days, which are kept at a minimum.

Four acts will be booked again this year thru the Al Maittenberg, Boston, for 19 weeks beginning in June. Acts have been with 30 years.

G. Waltman, Sunset Park, Passes at 77

JENNERSVILLE, Pa.—G. Boy Waltman, developer of Sunset Park for 7 years and a leading horse of the 500 miles talent for several years, died January 28 in St. Petersburg, Fla. He was 77 years old.

Services were held Thursday (30) in Aversville, with interment here in the Waltman Cemetery.

Waltman, who was 77, was born in Colerain Township, Lebanon County, and moved to Jennersville in 1928. A former farmer, he purchased the property and later developed it into a large park, a golf course and camp grounds and samples and added attractors were skating exhibitions by members of the new dance and figure club, interior shots of the park, which has 14 alleys.

A weather break has been awaited after starting general refurbishing work. Some indoor building has been going on.

In addition to picnics and group ticket sales, the park will work with a New England food chain and a New York developer, John Collins put out 125,0000 worth of ride tickets for distribution at places.

A considerable amount of the park's found its way back to the park with the patronage coming thru trying to benefit all elements in the spot.

ROLLERS RUMBLINGS

B.O. Most Pressing Problem: Robt. Ware

CHICAGO — Robert Ware, president of Fantasy Rink Skating Co., emphasized last week on the need for the return of the office receipts is the most pressing problem facing the industry. Ware wants the group who is conducting the Roller Skating Foundation of America, a voluntary self-regulation organization dedicated to the task of improving the rink business and es
tablishing roller skating as a national sport, to be a merry-go-round for the country's No. 1 participation sport. He made the statement in answering up activities of the recently formed Foundation.

In commenting on the organization's activities, Ware indicated that principles of good management most illustrated in the December 30, 1956 "Let's Take a Trip" tele-
cast on the CBS network, it fol-
lowed by risk management, will
delm ors to spell successful oper-
ation.

The telecast from the Earl Van Hooy-Harry Bickerman Minesota, (N. Y.) Roller Rink was arranged by the IRS and seen by an esti-

mated 6,000,000 TV viewers at 12 to 12:30 p.m., over an nation-
t. Viewer by Stoney Fox and starting two young, Paul Flanagan and singer Glenn Marcus, the show, participated in Minnesota professionalism, illu-

trated methods of teaching begin-
ings, teaching safety rules, skate property, and the teaching of dance steps, all aimed at enticing the second generation to the sport.

Added attractions were skating ex-
hibitions by members of the new dance and figure club, interior shots of the park, which has 14 alleys.

A weather break has been awaited after starting general refurbishing work. Some indoor building has been going on.

In addition to picnics and group ticket sales, the park will work with a New England food chain and a New York developer, John Collins put out 125,0000 worth of ride tickets for distribution at places.

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FAIRS

FEBRUARY 16, 1957

Communications to 168 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

1

Leidig First Allentown Full-Time General Mgr.

ALLENTOWN, Pa. — Edward J. Leidig has been named the first full-time general manager of the Great Allentown Fae. The new post requires a salary of $1,500.

Leidig is serving a second term as treasurer of the 10-year-old fair and has been active for many years in various capacities. The executive committee, at the same time, elected Frank D. Ebel as its chairman. Daves is president and the group is a member of the State Brovary Association.

The managerial duties have been increased in the past by the fair president. Leidig will direct the Lehigh County Agricultural Society, which was established by the executive committee and will work with various committees to be appointed by Frank Hanson, president, who recently was elected to succeed How and Simpson.

On her position with the Schol, veterans fair secretary, the manager's and chairman's positions will be changed, and the committees can now start deliberations and the work.

Maine Assn. Seeks Funds From Mutuels

PORTLAND, Me. — A special fund has been raised to increase the revenues being pumped for by Maine fairs, the money to be used to improve the facilities of the State fair at Fortal, mutual betting.

The president of the board of directors of a couple decided on the annual meeting of the Maine Association of Agricultural Societies, which was held here Monday (2) in the Hotel Bemkin. The association's executive committee was re-elected, and the program for the annual fair was approved for submission to the State legislature. It is believed the association is not too much money, which was approved for submission to the State legislature. It is believed the association is not too much money, which was approved for submission to the State legislature. It is believed the association is not too much money, which was approved for submission to the State legislature.

Roughly 500 persons attended the annual meeting, at which E. L. House, chairman of the executive committee of agriculture, reported that during the 1906 season, fairs had grown and that in the past, numerous fairs have been removed from the list of 100 per cent of their present county.

The reports compare with figures reported to the meeting in 1905. At the general session, King Stet, of the shows bearing his name, was at the meeting. He stressed the value of close cooperation between fairs and state agricultural society, which highlighted the importance of state fairs.

On hand was the WCs' secretaries and was named for the annual meeting of the Louisiana State Association of Fairs and Field fairs held here Sunday and Monday (3-4) in the Hotel Bentley. A number of the association's executive council were re-elected, and it was reported they were holding an annual meeting.

The annual meeting of the association was held here Monday, and it was reported that the executive committee was re-elected at the meeting. The executive committee elected was named for the annual meeting of the Louisiana State Association of Fairs and Field fairs held here Sunday and Monday (3-4) in the Hotel Bentley. A number of the association's executive council were re-elected, and it was reported they were holding an annual meeting.

The executive committee, following the meeting, held a meeting of the Louisiana State Association of Fairs and Field fairs held here Sunday and Monday (3-4) in the Hotel Bentley. It was reported that the executive committee was named for the annual meeting of the association was held here Monday, and it was reported that the executive committee was re-elected, and it was reported they were holding an annual meeting.

FAIR MEETINGS

Midwest Circuit, Continental Fall Festival City, Miss., Feb. 27, Virgil C. Miller, Kansas State Horticulturist, president.


FAIR REPORTS

Reading Fair Raises Three to Parent Body

READING, Pa. — Three particulars in the last fair were among 39 directors named to the board of the Reading Fair Company, the annual-sharing meeting held Thursday (2). The directors, who were named to serve for two years, are, from left to right, Miss Opal E. Hahn, director of agricultural education, E. Von Huy, of the Reading Fair Company, and Miss Julia Bissel, director of agriculture.

Moyer also is a director of the Agricultural and Horticultural Association of Berks County, the group that operates the fair. Reading Fair Company is the holding company and receives rentals from agricultural associations and fair associations.


FAIRS TO SELL SITE

Walton, N.Y. — Quits, Was Century Old

WALTON, N.Y. — After the Delaware County Fair, the fair association voted to sell the fair's site to the gas company, naming C. O. Field president to succeed Peter Chambers. The sale of the site was also approved by the association on May 152, secretary of the association. Miss McQuillen was returned to office. Roy Davis, who had been president Robert Sheets, Guyan, was elected secretary of the association.

A record number of fairs were represented at the two-day fair, with close to 75 delegates on hand.

Sale of the site was also approved by the association on May 152, secretary of the association. Miss McQuillen was returned to office. Roy Davis, who had been president Robert Sheets, Guyan, was elected secretary of the association.

FAIR PAPER

GREAT HARTFORD FAIR

State Armory, Hartford, Conn., March 17th thru 17th

PROGRAM OF EVENTS

9:30 a.m., Saturday morning, Miss H. S. McGee, Miss C. M. Miller, Kansas Fair Association, president.

10:30 a.m., Saturday morning, William J. Strong, general chairman.

11:30 a.m., Saturday morning, William J. Strong, general chairman.

FAIR PAPER

ATTENTION, FAIR DIRECTORS

We are now booking Rodeo performances for 1957. Have a few open dates left. Call or write.

P. L. COBB & SON, RODER PRODUCERS

For Your Fair...

Springfield, Mo.

The Mako Group

GREAT FAIR PAPER

MICHAEL MALO

911 Main St. Phoenis, Ariz.

FAIR PAPER

GREAT FAIR PAPER

FAIR PAPER

STATE FAIR

STATE FAIR

MAJOR FAIR

FAIR PAPER
CARNIVALS

RAS Gross Up 17% At Tampa as Fair Gets Ideal Weather

Piles Up New 43G One-Day Record; Per Capita Spending, Concessions Up

Tampa — A disappointing 17% increase over 1956 in rides and show receipts was bagged by the Royal American Shows, as the Shrine fair here at the annual event was given the finest weather in the history of the annual event. The money ranged in the low 80’s each of the first nine days and the rides were pleasantly warm. Except for a hard shower of only four minutes duration on the ninth day, there was no rain over that long stretch.

The ideal weather, coupled with the old-fashioned slow start, the gross ups in surprising fashion. The jump in rides and show traffic was greatly surprising because a dog in receipts for visiting the Florida State Fair in Tampa. He said the show had not been attended for sale and is not on now on the market. Two parties have been mentioned recently as interested in purchasing the equipment.

Wilmot admitted, however, that the right price, with sufficient cash down, could result in the sale of the show. But, he added, the 1937 operation, as planned, would have continued for his position and that of Currin in any event.

Wilmot said that the show was in the past two years it has been very good, it has been using the show’s obligations to cut where a reasonable break this season could see it come out clean.

Opposition Blamed

The decline of the show as well as occasioned by the action of competitors who, Wilmot claimed, have been contacting the show’s contractors with offers to supply the same service for smaller consideration. Wilmot said the workmanship could not be duplicated in the minds of those interested in showing the show.

The show’s fair route this year was expected from the association of Alhambra and Waynere Ave., Ca., and Fort Worth, N. C. The dates for the event in the event of a sale. Wilmot claimed the workmanship could not be duplicated in the minds of those interested in showing the show.

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Carnival Workers

Now included an electric water fountain, a mechanical organ, and a new jukebox.

Billy Collins

Signs Rotor For Date

Tampa — William T. Collins, owner of the Collins Amusements, Inc., has added another attraction to Miss N. J. Dorsey, Mesmerize, Oklahoma, and Tulsa.

Collins also announced that he had booked the Slingshot, a Wild Rocket on his show for the full run.

Carnival Workers

Now included an electric water fountain, a mechanical organ, and a new jukebox.

ON THE TAMPA SCENE

Levy Wows Them; Pick C. J. Sedlmayr

Tampa — Sam J. Levy, Chicago attraction booker, may soon find himself booking for personal appearances.

The president of Barns-Carrousel Theatre Enterprises again Sunday night (3) served as hostess with the honors and half of the Greater Tampa Showmen’s Association in the Tampa Theatre Hotel.

It was the showmen’s club’s right to appear and it is in the fourth year that Levy was last seen.

He operated the 400-seat auditorium, the impression was that the entertainment was refreshingly fast and delightfully funny.

James A. H. Davis, U. S. congressman and member of the Lynching-Burn Gang Circus, was a hands-on job, doing a lot of the turns to a song for their great contribution to the cause of peace in Europe. Other speakers included Nick Nucic, Tampa mayor.

The day’s events were concluded by a Russian show presented by autochrome, recently imported.

The day’s events were concluded by a Russian show presented by autochrome, recently imported.

Helicopter Ride Added by Olson

Tampa — A new helicopter ride has been added to the line of off the show. Of course, will be used to take the patrons to the huge ‘Bell’s Belle’ and H. T. Olson’s new for next back-end attractions.

Inscribed among the shows he booked were W. B. Grohmann’s Frenzy show, titled “Held’s Belle,” and H. T. Olson’s new for next back-end attractions.

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Gooding Books Shows, Cuts Florida Visit Short

Tampa — Floyd E. Gooding, president of Gooding Amusement Company, Friday (8) cut off his visit to Florida State Fair to fly to Knoxville, Tenn., where his son, Mike, is coming from school and to check on the new addition to the Frenzy show, a big Turtle show.

Quitting a new addition to the Frenzy show, a big Turtle show. When leaving Gooding, he announced the booking of some shows.

While leaving Gooding, he announced the booking of some shows.

Gooding staffing visiting the state via the highway from Orlando, Coney Island, N. Y., they are a Snavely show, a family and large Roper’s show.

Cena Fister has booked for his Monkey show, Gooding said, but he will be on the road again.

Mike Smith

To Play Loop For 14th Year

WORTHING, S.D. — Mike and Wilma Smith, owners of Northern Exposition Shows, and W. G. Collier, owner of the Big Loop midway, are back at their winter base here after again closing to play their fair. The 14-year-old Smith midway has held the contract.

Another route will be the Wild Horse Stampede at Wolf Point, Mont., and the July 4 celebration at Brookings, S. D., for total of 22 weeks. Show will open May 15 and close Aug. 9, 1957.

A street date three days in both Duluth. Another route will be the Wild Horse Stampede at Wolf Point, Mont., and the July 4 celebration at Brookings, S. D., for total of 22 weeks. Show will open May 15 and close Aug. 9, 1957.

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NORTHERN EXPOSITIONS
NORTHWEST'S FINEST
WANT WANT WANT
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WANT

SLA Schedules
2 Car Giveaways For Fund Drive

TAMA—I.—The Showmen's League of America this year will have a schedule of the same size and scope as last year, with Пауло Олбен, chairman of the ways and means committee, announced while on a visit to Florida State Fair last week. Pauley will help go into the drive to increase the fund for building funds.

Besides Olsens, other members of the ways and means committee are J. W. (Pappy) Conklin, Canadian association, and Davis, co-chairman in the U.S.; James F. Sullivan, Canadian co-chairman; Maurice (Lefty) Bowers, Floyd E, Conklin, and Robert E, Parker, Floyd and Hardy and Albert Franks.

Yesterday Law is currently working for Everybody's Magazine. At one time he frequently worked for Everybody's in his permanent location. He'll tour two halls and a tent this spring.

J. O. Cofren, veteran showgoer, is carrying his arm in a sling these days. The arm was broken in Jefferson City when he slipped on icy pavement. Dick Dillon, operating the hand-carved showgoer's name, is currently vacationing in Hot Springs. Bill Reas for Los Angeles, Q, has been in town, however, to get his unit in shape for the Philadelphia World's Fair on March 1. C. C. Moore, former showgoer, left town for Chicago. He was in the audience for the Chicago World's Fair.
WITH THE LADIES

Gowns, Gems Gleam At Tampa Banquet

Tampa—Ladies in attendance at the eighth annual Banquet and ball of the Greater Tampa Show- men’s Association Sunday night (11) in the Tampa Terrace Hotel were outstanding in their gowns, jewels and orchids.

Eveline Below chose an emerald green, long taffeta, with net bouffant skirt. Bette Rodgers was stunning in a black velvet gowns, dinner gown with rhinestone trim. Gaye Frechette wore a crepe taffeta gown. Gayle Frechette looked a bouquet ball gown with lace and beaded trim. Mrs. William Myers picked dark blue taffeta with shoulder coverage of pink Perfection corsage. Mabel Kidder was in a cocktail dress of black taffeta with lace dress. Mrs. Edie LeMay picked a dark pink coat over her black crepe gown, and Mrs. W. Kelly chose a black crepe dinner dress. Mrs. Ethel Purdon selected a lovely black dress trimmed in lace at a 1 1/2 length.


Alice Johnson chose a violet nylon net bodysuit with white shoulder coverage. Mrs. Al Sweeney, wife of the Showmen’s President of America, picked a black crepe dinner dress with white trim. Robert Elsin Johnson picked a white fallie cocktail skirt and black taffeta dress with white embroider- ery design.

Wants Concessions of all kinds. Will book, buy or lease Till-a-Whirl, Octopus or any large model-ride other than what we have. Can use Good Ride Help at all times. Man or Woman to Sellen Banners on Elephant.

R. C. McCARTER

Veldasto, Ga., this week; Moultrie, Ga., next week.

WANT

THE 111 ARMY PAT DAY, PLAYS RED DOL, IOWA, JULY. MIDDLE-EAST SHOW, JANUARY. WANTED, crown, record, lamps, etc. Send details of your show. Address, Send Second Show, Box 807. Iowa, 2000 Atlantic, Des Moines, Iowa.

F. C. BOGLE SHOWS, Arma, Kansas

WANT

Bible, how you have for sale or trade.

THE BILLBOARD

FEBRUARY 16, 1957

STARLITE SHOWS & CIRCUS COMBINED

Wants Concessions of all kinds. Will book, buy or lease Till-a-Whirl, Octopus or any large model-ride other than what we have. Can use Good Ride Help at all times.

R. C. McCARTER

Veldasto, Ga., this week; Moultrie, Ga., next week.

WANT

Bible, how you have for sale or trade.

THE BILLBOARD

FEBRUARY 16, 1957
McCarver Sets Bible Circus For Backend

THOMASVILLE, GA. — R. C. McCarver, Manager of the Billy Shows, Inc., has booked the Roy Bible Circus as a four-week attraction for the season, with the latter attraction opening here Friday (1) at show number one. Boss McCarver has arranged for the use of the building for this purpose.

On February 2nd, McCarver contracted last week by McCarver were Thornton's Freak Animals, Professor Fisher's "The Thing" and an illusion show. Two other girl acts were also on the bill, the first act, the Deacon, department, Studebakers in a Whiz PWare, Merry-Co-Found and four kiddle rides. The sides recently purchased from the Fuller Shows were being painted and reconditioned and are expected to be ready in 10 days, McCarver says.

Other shows opened here last week, with good weather prevailing through the week. Business was only fair early in the week, but showed a major improvement Friday and Saturday. This week the show at Valdosta, Ga., for a week, grossed $250, and Moncks Corner, is expected to be good in all respects.

On Tampa Scene

**Continued from page 72**

and his wife, Ida, can testify to that. Together, they brought in a gross of $450, between 350 and 400 pounds. 

Hank Shelby, here before taking off for Miami and maybe more, reported that, with the Miami waffle fair, with other shows to fill, Denver Thomas and William T. Collins, Denver carnival owners, decided to put together a good show.

Jack Wilson, Ery Cerrillo and Bill Moore were on the scene for the show. Frank Berger and Rolly Allen were on deck for the World of Mirth Shows, and Jimmie Sturtevant came in from Orlando to represent the show bearing his name.

**Helicopter Ride**

**Continued from page 72**

The Volare Sky Wheel will appeal to the young people, and the four Storytellers—Springfield, Ill., Des Moines, Iowa, and Birmingham, Ohio—reported.

Beside Olson, J. L. (Stretch) Richardson, the general manager, visited the fair here.

Chester May, the show's con- cession secretary, will be on the road to recovering following an automobile accident, in which he sustained fractures of both legs. Olson said that physicians at Methodist Hospital, Winston-Salem, N. C., where May is hospitalized, says he will be able to return in a couple of weeks to join the show for its opening.

Miami Club’s Circus Sunday

MIAMI—The annual picnic of the Miami Club’s Association will be held Sunday (4) in Con- son Park. Leif Larson, head of the event, aided by Willie Lind, San General, Mike Roman, Emile Burzelle and Fred Cost.

Brashrør Inks Harry Lamon

KINGSVILLE, Tex.—Harry Lamon has signed an agreement with the Brashrer Shows, Don Brashrer, owner-manager announced here last week.

Brashrer also signed going to provide the midway attractions at the Woodward, Okla., fair, bringing the total fair attractions to 10.

RAS Grosses Up

**Continued from page 72**

of the first nine days, the only two days our receipts were below $500 were on the first two days, usually the two days before the week, Sedlmyar added.

We have a full day ride and show gross for the fair here was set Saturday, (3) when the Royal Mutt piled up a total take of $43,154.00. The previous high for the day was $17,154.00, occurring in the early days of last year.

This should be an extremely good year for the Brashrer Shows, as Sedlmyar maintained in recapitulating on his show business, "I have always looked upon the business here, we get here as a percentage of business all about, not only for us but for other shows."

Many of the shows and shows here were not the only segments of the midway in charge of the concessions, too, were up. And this revenue trend of recent years in which concession receipts declined while show grosses went up and shows held for the fair.

The concession operation here, as usual, was divided by the general management of merchandise, "We are throwing out a world of merchandise," reported Mr. Smiley. "And it's only a fraction of the many shows they are a part of the operation. We are assisted by the concession company, our concessionaire, visited the fair here.

Of the concession units, Leo Claxton's "Clad in Havana" racked up far by far the biggest business. Leo Claxton's concession unit was up sharply from last year.

The Holloway, which appeared in the Royal line-up here for the first time, impressed visiting carnival owners. At one show place shown an order for the ride during the first year.

Considerable new Arcade equipment was shown for the first time in the Sportland operated by Harry Holloway, and Julian was pleased with the yields from his concession. The new units Exhibit Supply Company was represented at the show, including blog games, Barrels, Penny Peek Shows, Eddy-Mo, Duro, and A Family and House Shows. Mike McDonald Corporation presented their new Concession and the Lord's Prayer. Of these units, Sankt-Martin Colony, operated at Sankt Martin, had the best results, Julian said.

Vero Beach, Florida, Fair, Feb. 18 to 23, 1957

Place Shows: Side Shop, Fun and Glass House, Arcade, Wildlife, Roll-A-Rama, World’s Fair, Carnival Rides. All Carnival Rides. Open all day. Show opens 8 am. Open on Novelas, Long Range, Ball Games, Hayrides, Pony Rides, etc.

ALL CONTACT MR. LEISURE
Fairgrounds, Vero Beach, Fla. All., phone 1-9653, for Associated Amusements.

FOR SALE

Wanted


For Sale

1,4000

9,1000

10,000

12,000

15,000

18,000

20,000

25,000

30,000

35,000

40,000

45,000

50,000

55,000

60,000

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120,000

125,000

130,000

135,000

140,000

145,000

150,000

155,000

160,000

165,000

170,000

175,000

180,000
Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits! Send *15 for sample package of 10 items.

You may reorder any of the individual numbers you desire. Sample packages of our 10 Latest Promotions. Each item tested and proven to be successful. Our reputation and our pride on each number is a warranty.

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

DIVISION SALES
3314 W. Roosevelt Rd., Chicago 24, Illinois Phone: Lakeside 2-5762

SUPER TOOL KNIFE
Includes
- SERRISON
- REGULAR BLADE
- BOTTLE OPENER
- SCREW DRIVER
- LEATHER PUNCH
- CORRUGATOR
- SCALER

"Write for our FREE SALE PACKED BROCHURE" in lots of 6 or more. Sample: $2.50 each.

NATIONAL DISTRIBUTING CO.
1791 W. Flager St., Miami, Fla.

MERCHANDISE
COMMUNICATIONS TO 2160 Patterson St., Cincinnati 2, O.

FEBRUARY 16, 1957

SUPER TOOL KNIFE
Includes
- SERRISON
- REGULAR BLADE
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NATIONAL DISTRIBUTING CO.
1791 W. Flager St., Miami, Fla.

MERCHANDISE
COMMUNICATIONS TO 2160 Patterson St., Cincinnati 2, O.
**WEINMAN’S**

**MEN'S WOMEN'S**

**NEW STYLES**

**Choice Lot**

6 FOR $49

**10 FOR $69.50**

Assorted, Men’s, Women’s, Elgin, Waltham, Bulova, and other brands. Check to save days delay in shipping.

**SPECIAL LOT**

Men’s, Women’s, Elgin, Waltham, Bulova, and other brands. With prices to suit. Check to save delay in shipping.

**NEW**

**FOR ’57**

* THIS YEAR, FULLY AUTO. 3-PART AUTOMATIC WATCHES ANNUAL SALE!* $15.94 Each

- **SAMPLE BROS. $16.50**

- **5 PIECE PCKET SETS** With watch to match, belt, cap, watch case, and box. $49.50 Each

- **SAMPLE BROS. $51.00**

- **BURLINGTON BOLD CAP BB TRACTABLE** $13.95 Each

- **SAMPLE BROS.**

Individually Wristwatch.

Street-Up $4.45 Each. Buy the box to fit and save 33% off.

**MODERN PEN MFG. CO., INC.**

28 Broadway New York 13, N. Y.

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**SHAMROCK SPECIALS**

*Newport Green Vinyl Cases* 3.99 Each

- **St. Patricks Day** With Green Belt, Slub, Nickel and Pipe. 1.00 Each

- **St. Patrick’s Day** With Green Belt, Slub, Nickel and Pipe. 1.00 Each

- **Large Cardboard Box** and earring. 4.00 Each

- **St. Patrick’s Day** With Green Belt, Nickle and Pipe. 1.00 Each

4 FOR 1.00

**KIPP BROTHERS**

Street-Up Distributors Since 1900

260-42 South Meridian St.
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**Midget Bible**

*New Scripture Pentateuch and English version* 2.65 Each

- **St. Paul’s Bible** With English version. 1.90 Each

- **St. Paul’s Bible** With English version. 1.90 Each

- **St. Luke’s Bible** With English version. 1.75 Each

- **St. Luke’s Bible** With English version. 1.75 Each

- **St. Peter’s Bible** With English version. 1.85 Each

- **St. Peter’s Bible** With English version. 1.85 Each

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Beloit, Ill.

FEBRUARY 16, 1957

THE BILLBOARD

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MISCELLANEOUS

PARKS & FAIRS

MUSICIANS

VOCALISTS

COMING EVENTS

Continued from page 67

COOL LIBERTY—COMEDY SINGER AND DANCER

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LONGEST IN BUSINESS IN THE MIDWEST

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NATIONALLY ACCEPTED BY PLAYERS AND OPERATORS

NO FEDERAL TAX OR WAGERING STAMP REQUIRED

BIG PROFITS

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Each card has 15 symbols from Ace to King

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World Smallest Pistol

FULLY AUTOMATIC HAND GUN

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ACTUAL

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List... $1.75 ea.

Any quantity

Use with confidence... safe, easy to load, easy to shoot

DISPLAY CARD

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FLEISHER & KASHER IMPORT CO., P. O. Box 2231, El Paso, Texas

RED-BACKED Squirrel, Rock, & Snow Birds.

LARGEST COLLECTION OF MUSEUM QUALITY ROCK & SNOW BIRDS.

BIRD DISPLAYS—GUTTER & SOLO.

THREE TIMES LARGER THAN ACTUAL SIZE.

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**Wholesale Cigarette Price Increase Predicted Soon**

Ops May Jump to 27c on Regulars, Rush for Multi-Price Units Looms

NEW YORK—The long-awaited general increase in wholesale cigarette prices should come within the next 40 days, according to rumors, to which have been sweeping the trade here.

Consensus is that the increase will result in a 1-cent-a-pack boost in vending machines, along with increases in filters and kings. For the vending operator the increase should mean a lot of headaches.

Take the regular pack situation in New York, for example. Currently, regulars sell for 25 or 24 cents over the counter and a flat 23 cents in vending machines. Taxes are 1 cent—3 cents to the State and a cent to the city.

Need 25 Cents

With a wholesale increase, most retailers can be expected to get a 25-cent premium, with a few at 24 cents. But at a 25-cent vend, the operator will have a paper-thin margin. He may choose 24 cents.

As a pack of cigarettes won't hold four pennies, the operator may then vend regulars for 27 cents, with three pennies in each pack going to the retailer after the vending operator gets 2 or 3 cents higher than the retail.

The increased price difference translates into a fresh merchandising opportunity. Bally Vending plans to move into New Quarters.

**Bally Vending Plans to Move into New Quarters**

CHICAGO — Bally Vending Corporation announced they will move their entire manufacturing, sales and service operations to a new quarters located at 2450-2456 George Street.

The site will be a one-story building, approximately 70,000 square feet of space for the organization.

Vend Tax Rates For L. A. Given

LOS ANGELES — Assured victory for the cigarette tax on the ballot for local option and 10 cents per pack tax on each pack for cash and cigarette inventories has been given by the editorial board of the Los Angeles Times.

Tax rates will average approximately $0.78 per $100 valuation. Based on a $100 valuation, a 10-cent-per-pack tax on a $50,000 business yielding $5,000 in gross sales results in $2,500 in taxes for the year.

The tax rate for machines in the city of Los Angeles is 10.96. Cigarette vendors' offices but outside the city of Los Angeles will pay 6.96 and those vendors in the city of Los Angeles except Pasadena and Long Beach will pay 7.96.

According to the list, candy vending will have no tax collected by adding 10 cents per pack for cash and merchants having agreements with additions for cash and non-cash.

(Continued on page 82)

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**Sees $10 Billion Vend Sales by '67**

Hinkle Predicts 400% Increase Over '56 With More New Vended Products

NEW YORK — Total vending sales of $10 billion a year by 1967, an increase of $400 of every pack over the 1956 total, has been predicted by E. F. Hinkle, president of the National Canners Company of America.

Hinkle made this statement Thursday before a meeting of the Financial Analyst Society of Philadelphia at the John Bartram Hotel.

He pointed out that "1958 was a good year for vending, with much continued to candy, gum, nuts and candy-pack machines. Next year, sales in these categories have continued to grow. But in addition, new products, new types of vending machines and new locations have been introduced in vending trade.

Smaller Percentages

"Consequently," he continued, "although the share of retail tobacco sales in vending trade is today larger in dollar volume than it has ever been, it still represents a smaller percentage of total vending industry sales than before."

"It is my prediction," he added, "that sales of national vended products will continue to grow in dollar volume, but that the percentage of the total that these products contribute to the total sales will decrease because of the additional of new products."

Hinkle took a swipe at operators attempt to gain locations by holding the competition on new locations. He added that the average consumer does not think of the operator as more than twice the operator's net profit, and this is not done where the equipment isvestment, operating overhead and taxes is taken into consideration, should be the operator's principal argument, he said, Hinkle.

Hinkle struck an optimistic note, this he will be proved to him that the cigarette industry is not going to go beyond. "Two education," he explained, "we are able to talk to in the best interests of the cigarettes will last long. The impending wholesome cost of at least 10 cents a pack in addition to the state and city taxes are remaining to be seen."

Price Structure

But with any increase in the price, according to O. Tucker McCauley, who has "temporary rates of a tax a cent, in addition to these people away from the machine.

2 Cents More

On the surface, it would appear that the operator can make up for his loss in volume by increasing his profit margin, his wholesale price pack raises less than 2 cents, but his selling price goes up 2 cents. However, it doesn't work out that way.

The expense and bother of putting aside additional machines would be considerably. With a 2-cent vend, the operator should work against the operator. While most purchases who buy from vending machines do so on impulse, and when cigarettes aren't available elsewhere, there is a sizable percentage of another wholesale in stock, and when machine service is available. A 3-cent vend, to the disadvantage of the people away from the machines.

REYNOLDS VENDS UP FOR YEAR, CAMEL LEADS PACK

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**Probable Cig Boost Will Be 23c a Thousand**

**NEW YORK** — The first concrete indication of a general increase in the price of cigarettes came last summer when Liggett & Myers announced a 1-cent-a-pack wholesale boost. L&M raised the inclusive within 24 hours when it learned that the American Tobacco Company would not follow suit. At that time, however, American did not have a filter cigarette.

Trade talk has it that the increase will be first announced by either American or R. J. Reynolds. The boost will probably be 23 cents a thousand at wholesale.

"The cost of that has gone up 25 cents in the last year, with advertising running 19 cents per higher. O. Parlor McComas, president of Philip Morris, predicted that regulars, filters and kings would go up to price this year, but he declined to say when.

(Continued on page 82)

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**U.S. Votes to Keep Cigarette Excise Taxes**

WASHINGTON — The House Ways and Means Committee approved legislation yesterday raising rates another 2 cents a cigarette.

Approval came shortly after the Senate Finance Committee, which controls the committee that Treasury needs $185 million a year from cigarettes, and the revenue from liquor and automobile taxes, to prevent red ink financing.

Cigarettes were set during the Korean War, and have been extended every year since. They were spelled to that point.

The bill which the committee approved (H.R. 1020) also extends the current $2 per tax on or over passage of the measure is expected within several weeks. Bill will then go to the Senate for action.

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**Superior Dist. Faces False Ad Charge by FTC**

WASHINGTON—Superior Distributing Corporation, Denver, was charged last week (3) by Federal Trade Commission with misleading the value of its three-in-one hot drink vending machines as a source of high profit to purchase.

The complaint charges that Superior, in its newspaper ads, mis-represented the profit actually earned by operating the machines.

The FTC accuses Superior of mis-applying its to its ad, Superior seldom, if ever, exhibits the machines in their large numbers. Locations that are secured, FTC alleges, are ordinarily not satisfactory.

FTC also charges that Superior does not supply the machines to purchasers, despite statements to that effect. According to FTC, the company will "sell to anyone who wants to buy, for placement in any location, without condition.

In a further allegation, FTC said that Superior does conduct surveys.

(Continued on page 90)
NEW YORK—The U.S. Patent Office has denied registration of the trade-mark, "Kale-Kare," to Joseph F. Kayanta, of Providence, R. I. The Cola-Cola Company had filed opposition against use of the name for a soft drink.

Zausner Develops Cheese & Cracker Vending Market

MINEOLA, N. Y. — Zausner Foods of New Jersey, a Long Island cheese company, is building up a market for its products among vending operators. According to Hy Zausner, president of the firm, 10 selections are available, but three—gruyere, cheddar, and a mixture of Swiss and Romano—are for sale to automatic merchandisers. Zausner explained that one-ounce and two-three-ounce foil-sachets of cheese are being vendored with crackers for 10 cents. He added that the National Biscuit Company and his firm promote each other's products. The cheese positions come preassembled to the cracker packs and are dispensed as one unit thru pantry vendors. Sales on a national basis, with Zausner factory representatives selling directly to operators.

New L&M Pack Sold Nationally

NEW YORK — National distribution of the Liggert & Myers Tobacco Company's crush-proof box for L&M filter-tips cigarettes is complete. The brand is now available in crush-proof boxes, regular and king sizes.

The new pack was tested last month in New England and some mid-Atlantic, West Coast and Southern States. National advertising in leading magazines and on television will plug the new pack.

Sheppard Baking Eyes Vending Mkt.

NORTH BERGEN, N. J.—The Sheppard Baking Company here has gone into production on a cake line for vending operators. The cakes, which will fit into all standard pantry and candy vending machines, come packed 32, 14, 16 and 25-count, according to the distribution, and are designed for a 10-cent price.

Caloric intake reduces slice, plate slice, chocolate, rug, jelly bar, streusel bar, applesauce bar and natural cake.

Currently, Sheppard is distributing only in the New York metropolitan area. According to E. H. Hamann, sales manager, the firm will consider national distribution.

1c Ticket, Napkin Vendor: Erickson

NORTH SACRAMENTO, Calif.—The Jewel, which vendes tickets with quiz questions and answers, and also dispenses paper napkins, has been put into production by F. E. Erickson Company, Inc., here.

The unit will sell for $24.50, including 500 tickets. Features include chrome finish, large capacity and compactness, taking to more space than the conventional napkin holder. The Jewel may be adapted to vend any one of three types of tickets, with each type in the same plate and ticket supply.

Territory Enlarged

NEW YORK — Richard E. Ginanni, eastern sales manager for Arthur H. Da Greener, Inc., announced that Da Greener has been added to the territory of the McEvoy Distributing Company, Dallas, W. G. McDonald now represents the firm in Texas and Oklahoma.

NEW FRONTIER

Soup Vending Invades Land Of Agencies

NEW YORK — The hot canned soup vendor, originally meant for the realm of overall and work gloves, has found a home in the land of the sack suit and the big ball of yarn. Two Feldan 16-selection soup machines are en locanon in the heart of Madison Avenue, in the Ritten, Barton Dresenie & Osborn building, no less. Soups vendored in the machines are orange in color and are located near the elevator on the sixth floor and the other on the 11th floor. According to a company spokesman, those who handle the 140 Hot Canned Food employees to patroise the machine do so mostly during lunch breaks rather than at lunch time. Cans vend for 15 cents each. Operator is Walter Coleman, Coleman Ali-

Lorillard Promotes Davis and Hoffman

NEW YORK—Two executives of the P. Lorillard Company were en locanon in the vending machines. The machines have been on location for two weeks.

Both machines are located near the elevator, one on the sixth floor and the other on the 11th floor. According to a company spokesman, those who handle the 140 Hot Canned Food employees to patronize the machine do so mostly during lunch breaks rather than at lunch time. Cans vend for 15 cents each. Operator is Walter Coleman, Coleman Ali-

REYNOLDS REPORTS

Record Sales, Net

NEW YORK — The highest earnings and sales in the 81-year history of the R. J. Reynolds Tobacco Company were expected for 1958 by J. C. Whicker, board chairman. The annual report had net earnings of $561,129,000, an increase of $15.2 per cent over the previous record of $537,657,622 in 1957. Sales jumped 10.5 per cent to $657,364,000 from the 1955 figure of $590,655,720 and 9.6 per cent over the previous high of $661,424,999 in 1952.

Guggenheim Ready On Magic Letters

NEW YORK — Karl Guggenheim, inc., has gone into production on a line of Magic Letter charms. The charms are plastic polyethylene letters which link together for use as bracelets, necklaces or for forming words. Bob Guggenheim, head of the firm, said that current sales are running well ahead of last year, with July sales running per cent ahead of January, 1956.
Supplies in Brief

Confetti's Sales Down
Sales of confetti and competitive chocolate products by manufacturers were estimated at $90,241,000 in December, 1955, 19 per cent below November.

Cigarette Price
- Continued from page 60

probably one of the greatest equipment changes in the tobacco industry. The increase will be $0.01 for the 80-cent machine, and the rise is considerably higher in metropolitan areas.

Filter Sales
Sales of over 100 million cigarettes in 1955 were restricted. A general price increase boost will be needed to upgrade equipment. The operators must be able to afford the luxury of not carrying them.

Recent State tax increases may push the national cigarette price tag beyond what it can be. The tax hikes have forced many operators to move into multiple pricing, and most progressive operators are a bit better equipped for the 27-30 cent price structure than they were a year ago.

Vend Tax Rates
Continued from page 60
-
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-
-
Detroit

By HAL REYES
William L. Miller, head of the Miller-Western Distributing Company, of Grand Rapids and Detroit, advises that his firm is exclusive Michigan distributor for William Manufacturing Company's Roll-A-Ball,-... Maurice J. Fidman, Central Coin Machine Exchange, reports business solid in general, with considerable activity in trade halls and shuffleboard stalls holding popular interest.

MURRAY, branches, owner of Gateway Distributors, is planning to replace a number of his older joke boxes with new equipment. ... James A. Cremin, manager of one of the city's biggest joke box operators, as head of the old J. J. & Jovetly Company, is suffering from an eye ailment.

A new operating company, the Crown Coin Machine Company, is making its debut, specializing in amusement machines in the metropolitan area. Partners are Arthur F. Savo, one of the oldest active columnists in the area, in years of service and head of A. F. Savo and Son, and Samuel Y. Reiner, at one time associated with the Adler Fidman interests, is returning to the business field after some years absence, and will be active manager of the new firm.

Norman Lorenz of the Michigan Nickel Company is planning trips to Florida. ... The writer of this column is leaving upon a writing trip that will take him to the Coast States, and the column will be handled in his stead by Dorothy Miltz, Telephone KEnmore 2-8584.

Phil Jones of the August Distributing Company reports a good coin-operated operation, reports the record business running very strong. ... Gay Gossman, office secretary at United Music Operators, of Michigan, has resigned to take another post, and Adele Stein, who has been minus the record department's makeup, is filling the past temporarily. ... Mrs. Marvin J. Bleck became the proud mother of a eight pound Judy Gail on January 21 at Mount Sinai Hospital. The father, who is with the J. G. Music Company, is reported very nervous.

Memphis

By ELTON WHISHEHUN
Clarence A. Camp, president of Southern Amusement Company, and Parker Henderson, general manager, brought in their fifth and sixth bill in the available machines. Hayes Field near EL Dosado, Ark. The drilling company is C. E. L. Development Company, owned entirely by Camp and Henderson. They flew to EL Dosado for the big event, with Henderson piloting the company plane.


Aless Dixon, general manager of S. K. & M. Sales Company, was very busy at the courthouse. ... Parker Henderson, general manager of Southern Amusement Company, is pleased with the new target bowling games. He's got 20 on location.

Bill Fitzgerald, manager of Missy Sales Company, says latest records in Memphis area are "I Ain't Got No Home," by Clarence "Bea" Heard, and "Your True Love," is moving well. Bill says trend now is to ballads. ... Joe Hill Losse, Canal Amusement Company, who is an entertainer on the side, had a new record cut for a local label. It's "Cigarette Girl" backed "Keep Your Arms Around Me."... 


Drew Canale is busy these days telephoning to dealers. He and partner Walden Brown bought Service Amusement Company. ... Giving the new road top coin-operated operation, C. L. Lockett, Thomas D. Blank, Tennessee; Wallis, Palm Springs, Calif., are enjoying their success. Former owners, Charles Williams, will take over a here business. ... William Marshall, his brother, retired to his farm at Pope, Miss., and Luther Williams will take over two grocery stores and other interests.

Chester Roe, Southern sales representative for National Vending Machine Company, had a bowling at Hadley Sunday, the new National 20-column coin-operated machines and the new candy machine.

Clarence W. Ford, owner of Heard Music Company, Newport, Ark., finally earned an Argos, and "Young Love," after being fed in for several months during a recent storm.

Other operators in town were Elgie Foster, Foster Music, Rollin, Tenn.; Joe E. Morris, Morris Amusement Company, Caruthersville, Mo.; Bill Foster, Foster Amusement, Poor Bluff, Ark.; Harold Young, Broadway Music, Caruthersville, Mo.; Henry H. Boclenheimer, Hiltedhead Music, Joeselos, Ark., and E. K. Eley, Poor Bluff Music, Poor Bluff, Ark.

Cigarette Machine Conversions

IMMEDIATE DELIVERY on 25¢ and 30¢ Coin Mechanism Conversions for ROWE Imperial, Royals, National, UNEEDA All, and UNI Models. ALSO AVAILABLE: ROWE Double Differential Bars • NEW CIGARETTE MACHINE (Coltens) for all Vivitar and National Machines. Will send King Size 82, reg, or reg. 80. CALL (313) 471-6690. TERMS AGREED—WRITE FOR INFORMATION

Uneeda Vending Service, Inc.

Sensational Special Offer—Only $99.95

Pennies Pay off with greatest money making axle on the market

$25 deposit puts it to work for you

do not expire

Hunters, farmers, for Landlords

Five machines, one deposit

100% profit

$25 deposit, balance C.O.D.

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IMMEDIATE DELIVERY on 25¢ and 30¢ Coin Mechanism Conversions for ROWE Imperial, Royals, National, UNEEDA All, and UNI Models. ALSO AVAILABLE: ROWE Double Differential Bars • NEW CIGARETTE MACHINE (Coltens) for all Vivitar and National Machines. Will send King Size 82, reg, or reg. 80. CALL (313) 471-6690. TERMS AGREED—WRITE FOR INFORMATION

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CMMA Hosts 500 At Annual Banquet

Operators and Distributors Hear Civic Officials Wish Industry Success

LOS ANGELES — The California Music Manufacturers Association held a State-wide banquet and ball for the first time in Southern California with more than 500 operators, their families, allied industry executives and civic officials last Saturday night (Feb. 22) at Ambassador Hotel Grand Ballroom.

George A. Miller, president of both the Music Operators of America and the CMMA, introduced the honored guests, and with the executives of the various branches, presented.米粉 were civic officials, including Clifford E. Blasch, mayor of Oakland, and D. Billings, Barbara Davis, Horace Gillette, Memphis Ops Say So What? To EP Disk Cut

MMPA—A survey conducted among Memphis operators by the Billboard indicated that they were buying more EPs for juke boxes, even though the price has been cut by 15 cents.

There is a difference of opinion from operator to operator as to whether they plan to sell more of the extended-play disks to operators because of the slash.

There are several reasons for operators feeling the way they do. As Edward H. Newell, owner of Ohio Music Company, put it, "EPs are not greased for this business, and it seems as if they're getting the play over with and getting another record on."

"The EPs take up too much playing time. There are only a few hours in a week that a few dollars from our investment in the machines. We are not mortified about it, but we are wondering whether to try playing prices and make them stick.

On one hand a more brightly view of the price cut, however, Joe Coghill, partner in Popular Tunes Record Shop, said he expects to sell "two or three times" as many.

Wis. Juke Ops Discuss State Tax Proposal

MILWAUKEE—The possibility of a new State tax on juke boxes was discussed February 4 at a meeting of the Wisconsin Music Merchants Association at the Eagles Hall, Milwaukee.

C. S. Perez, Brodrick, president of the association, called the meeting to order and informed the members that the State was in dire need of funds and that it was possible for the juke box industry as a possible source of added revenue.

The meeting was conducted several surveys to find out the income of the different juke box operators, but also under discussion at the present was the status of dime play.

Reports according to the

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Reports according to the
THE BILLBOARD

COINMEN YOU KNOW

New York
By AARON STERNFIELD
The game operation of Galanti and Wagner has joined the Associated Amusement Machine Operators of New York. . . . Jack Semel is back from his Florida vacation and Sandy Warner has just left for Miami. . . . Ed Fisher, Gordon Amusement, has been confined to the hospital with a bad back.

Abel Lipisky, of Young Distributing, was on the road visiting operators last week. Tunna reports that sales of the new bowling games have been going well.

Some 50 operators and route men attended the Seaburg progamming school at Atlantic-New York Monday night (6). Jack Gordon, regional Seaburg representative, was in charge of the session. He was introduced by Meyer Parke.

Barney Sugerman, Runyon Sales, is enjoying his Florida vacation. . . . Ray Gilletteaus, Mostelloe, N. Y., operator, is recovering from a recent operation. . . . Felix Fleischmann, Runyon Newark, is back from the recent Marlins. . . . Recent visitors on 10th Ave were Tom Mahaffey, Cue Ball, Fort Chester, N. Y.; Earl Pavel, White Palais, N. Y., and James De Mares, Highland, N. Y.

Mr. and Mrs. Jack Greco, Greco Brothers, Glasso, N. Y., have had a five-week Florida vacation. . . . Frank Greco has bought a three-year old trotter, Lucille Brewer, from Russ Carpenter, Chestor, N. Y., operator who also raises horses. . . . Fred Tole, Modern Tobacco, is on an extended Florida vacation.

Chicago
By NICK BELO
Chicago game operator Ben Polk back from a three-week business and pleasure jaunt to Mexico. . . . Fennet Levy, partner with Dave Ready in National Poppers Concession, game and kiddie ride operation, pulled a real switch lastly. His wife, Charlotte, was expecting a baby, but it was Levy who wound up in the hospital. All is fine now. Levy is over his illness and his wife gave birth to a fine son.

Al Warren, Greco sales manager, on the road recently selling to Minneapolis, Cincinnati and Louisville. Ralph Sheffield, director of sales, planning an Eastern trip. Mrs. Ava Gansburg, wife of the Greco vice-president, in Florida on a three-weeker.

Jim Mindioso, co-owner with Ar- tists' operator Ted Kraus in the Enchanted Forest Amusement Park, off for a month in Miami, where he'll visit brother Joe, a Florida coin operator. . . . John Conklin, United salesman, in New Orleans recently, with Al Thoelke came guest at the Chicago Independent Amusement Association meet recently was Art Weinhand, who furnished the refreshments for operators present on behalf of Williams Manufacturing Company. Bill Van Geese, Grand Rapids, Mich., stopped at World Wide for a visit with Fred Eber and Len Miller.

Los Angeles
By SAM ABBOTT
Ashley Steadman is planning a vending machine sales office for

(Continued on page 89)
Every New Wurlitzer is taking in HALF DOLLARS BY THE HATFUL

THE NEW
WURLITZER
ALL-LOCATION LINE
MODELS 2100, 2104
WURLITZER • NORTH TONAWANDA, N.Y.
What Operators Say:

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

The Answers:

H. J. Whitfield, Whit's Music Shop, Hopkinsville, Ky.: "Competition is offering each location $100 to $300 and first two weeks' collection. This is our biggest problem." Herschel Taylor, Belleville, Ills.: "Our biggest problem is the distributors operating juice boxes. They put anybody in business just to get their hands on it."

An Indianapolis operator, who asked that his name be withheld: "I really don't have any problems. Rentals, front money and guarantees are only a means of allowing a location better equipment than is possible on a 50-50 split basis." An Alabama operator, who asked that his name be withheld: "The inherent habit of locations who have been used for 20 years or more to purchase their own machines. Since we are getting about 75 per cent 10-cent we have not tried for higher commission arrangements."

A Rhode Island operator who asked that his name be withheld: "Locations are not interested in operators' problems, and getting them to agree to a flat minimum guarantee plus percentage is our biggest problem."

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

The Answers:

Harry M. Manning, Chattanooga, Tenn.: "On new machines I think we should get first $20, location next $20, and if there is more it should be split 50-50." Leo Kowalski, Iron River, Mich.: "The first $500 a year should go to the operator. The next $500 a year to the location, and the balance split 50-50."

A Wyoming operator, who asked that his name be withheld: "I am in favor of front money of about $8 per week and commission." E. L. Stockham, Bloomington, Mich.: "I would rather get 76 per cent, as expenses are so high, but most of my locations are not in favor of this. About 60 per cent of my locations are on 75-25 split. I think if a location gets more, he is apt to promote your music more, so you make as much in the end."

POCKETS PINCHED

Skirt Commissions To Hike Net Income

- Locations reluctant to give better splits. Majority of operators turn to dime play to make ends meet.
- Service to locations suffers, with drop-off in customer play seen as result.

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

While operators in general agree that they have to hike their income to cover the increased expenses they face today, the majority feel that they will have to do it in a manner that is more than the commission at the present time.

This is not by choice, either, but a realization of the dilemma the music business finds itself in today.

Some operators placed juice boxes into a location, giving nothing to the location owner but music and good service. But competition gradually forced the operator to give the location a split of the take, to keep the location owner from turning to some other operator who would do the same.

The same competition forced operators to give more and more to the location, until the take was sliced right down the middle, 50 per cent for the location and 50 per cent for the operator.

Today, this same competition, argued by the strangle hold of tradition, is keeping the operators from his juke box receipts at best one half of the gross.

Economy Skyrocketed

Certainly there is no denying the change in our economy, a change which has skyrocketed the nation's price index to an all-time high. Conversely, too, the value of the dollar has dipped to a new low in comparative values.

Literally every business has responded to this change. Prices have been pushed up to enable businesses to continue an economically sound operation. And certainly the juke box operator has been affected by these higher prices. His costs of doing business today have so much as doubled over but a score of years past.

Thus the operator finds the nose tightening around his neck. He's caught in a pinch and he knows it. Costs are going up. Take is down. He's in the middle.

He's afraid to press location owners for a better split, for fear of upsetting a cordial relationship he has with them, for again the ugly head of cutthroat competition confronts him. 'I'll rather have 50 per cent than nothing,' said one music operator, echoing the feelings of most.

We need better commissions, but we can't force them again on location owners," said another. "If we don't give them a 50-50 split, someone else will step in and do it."

Turn to Dime

As a consequence, operators have turned to other income boosters that aren't as objectionable to their locations. In this week's Forum, 57 per cent of the operators indicated that dime play was more important to them for increasing their income. Only 55 per cent leaned toward 60-40 split, and even less, 18 per cent, rented their hopes on front money.

The reasons given by many indicated that if they felt that dime play was more favored by locations, since under it both the location and the operator received more, whereas with improved commissions, only the operators' lot was improved, and then at the location owner's expense.

Best Stops

Significantly enough, almost one half of the operators answering the Forum indicated that all of their best stops were on dime play. A still higher percentage, 85 per cent, said that 80 to 100 per cent of their best stops were on dime play.

Yet, when asked about front money on their dime play machines, only 7 per cent of the operators stated that they had been

How They Voted

1. Which of the following is most important to increase your income?
   - Dime play
   - $40 per cent of gross
   - Front money
   - 18%

2. Are all your best stops on dime play?
   - Yes
   - 42% No
   - 38%

3. What percentage of your best stops are on dime play?
   - None
   - 21% 25% to 75%
   - 7%

4. Do you get front money on all your dime play machines?
   - Yes
   - 7% No
   - 93%
BUSINESS OPPORTUNITIES

ATTENTION: OPERATORS OF SANITARY VENDORS
Are you tired of finding your machines empty and no money in cash box? Our new "Shorty" 600 coin chute will solve your problems. Write today for full details.

HEATH SALES CO.
P. O. Box 1415
Marion, Ohio

PARTS, SUPPLIES & SERVICES

BLOWER INTERMEDIATE OTHER
HAMPTON HOUSTON INSTANT COFFEE
Pack for vending.
Write for details.

Hampton House Vending Coffee
3317 East St., Marion, Ohio

WANTED TO BUY

NEW VENDING MACHINES-WANTED-
Any model. Write for details.

E. M. HAMPTON
3317 E. St., Marion, Ohio

COIN OPERATED設計s

JOHN W. LARRIONNE
Connecting in Chicago, Illinois

ROCK OLA

Let us prove it! Rosenfield's "after-trade-in" price will be impossible for you to turn down. See us - check Rosenfield's deal before you buy!

SPECIAL DEALS FOR "NO Trade" BUYERS

Call or write for Rock Ola DEALER information.

ROCK OLA DISTRIBUTOR

J. ROSENFIELD CO.

4701 Washington • St. Louis 8, MO

in our 25th YEAR!

LAUNDRY, LINEN, ADULT
ROCK OLA

THE "G-200"

• Instant eye-bleak visibility of all 200 hits
• Fastest second change
• First to offer a 100-beat hit
• Exclusive multi-beam high fidelity sound system

AM1... music that makes more money for you... originator of the automatic selective joke box in 1927... until the recent

Gold Rush, 2nd Michigan

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

COIN CALENDAR

February 12—California Music Merchants Association, Los Angeles, Calif., monthly meeting, meeting of Elton Music Co., Massillon, O.
February 12—Automobile Photograph Owners Association, Hotel Elyria, Elyria, Ohio.
February 13—Retail Advertising Association of Cos., monthly meeting, offices of Elton Music Co., Massillon, O.
February 14—Massachusetts Music Operators’ Association, monthly meeting, Boston, Mass.
February 15—Western Operators’ Association, monthly meeting, American Legion Hall, White Plains, N. Y.
February 16—Automobile Equipment & Owners’ Association of Illinois, monthly meeting, Horse Show, Chicago.
February 16—Central States Phonograph Operators Association, monthly meeting, 805 Main St., Peoria, Ill.
February 17—Western Massachussets Music Association, monthly meeting, Ivy House, West Springfield, Mass.
March 1—Springfield Phonograph Operators Association, monthly meeting, Ivy House, West Springfield, Mass.
March 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Holland, Mich.
March 6—Washington Music Merchants’ Association, monthly meeting, Seattle.
March 7—California Music Operators’ Association, monthly meeting, Elks Club, Berkeley, Calif.
March 7—Retail Advertising Association of Cos., monthly meeting, offices of Carl Zimmerman, Mishawaka, Ind.
March 7—Southeast County Music Operators’ Association, monthly meeting, Akron, Ohio.
March 7—Cleveland Phonograph Merchants’ Association, monthly meeting, West Hotel, Cleveland, Ohio.
March 7—California Music Merchants’ Association, Sacramento Division, monthly meeting, Temple Hotel, Sacramento, Calif.
March 12—Iowa Music Operators’ Association, State-wide meet, Des Moines.
March 13—Music Operators of New York, quarterly meeting, 235 West 57th St., New York.
March 13—Western Virginia Music Operators, quarterly meeting, State offices, Charleston, W. Va.

COIN MARKET PLACE

DISPLAY CLASSIFIED ADS
Set in large, easy-to-read type, one paragraph per line, 5¢ per word. Rate: 25¢ a word—Minimum 50¢. CASH WITH ORDER

THE BILBOARD PUBLISHING CO., 3140 Patterson St., Cincinnati 2

used Coin-Operated Equipment

CIGARETTE-CANDY-COFFEE-CODEROMATIC FACTORY DISTRIBUTORS

P. O. Box 1415
Marion, Ohio

HOWARD GREENBERG, head of Viking Export, boards a plane at Cleveland Airport for South America. Viking specializes in shipping joke boxes and games to Latin America.

COINMEN YOU KNOW

Continued from page 83

The Pacific Coast. He has been in the coin machine field for 20 years and was manager here for the Warner Company for over five years. For the past five or six years, manager of the Eastern Region is the West, Larry Collinton and family attended the California Music Operators’ Association banquet first held to be in Southern California. Among the group were four of Larry’s children. One was left at home in Whittier.

Jean Mihloch, Minnowa Music, and her bridge, the former Melissa Magnanti, returned to their homes in Whittier from a trip to Hasbrouck. Mrs. Mihloch held a prize winning champion figure skater in Austria in 1948. . . . Emmer Perrier is now working with Sue Hentle in the operation of First National Music in San Fernando.

Among up-State operators attending the CMIA banquet and half at the Ambassador Hotel Sat- tuesday (2) were George Young and wife, Selma, Calif. The Youngs are interested in racquetball and their daughter has won ribbons with them. Fred Fiddler at Los Angeles area.—Wayne Copeland, Nieram Music, was a frequent visitor to the CMIA. . . . Larry Copeland attended with Sue representatives, Larry Johnson and wife, have visited their decedent. . . . Jan Pody, owner of Larry Johnson in Brea Korte’s rig, was a guest at a recent CMIA affair. The many friends of Charles Hope will be glad to hear that he plans to be back on his hollie merchandising route within the next couple of weeks. He was discharged from the UCLA Medical Center five weeks ago following surgery. Since that time he has been taking it easy.

Bill Robinson, West Coast representative for Chicago Coin, is trying to get reservations on the Lusitania asking the middle of the month. The trip is to be part of the Robinsons 40th wedding anni-

JUKE BOX OPERATORS

Get The Billboard’s Music Record Programming and Buying Guide

NEW YORK

in our 3rd YEAR!

MARCH 1

642 West 40th St.
New York, N.Y.

AM1... music that makes more money for you... originator of the automatic selective joke box in 1927... until the recent

Twin Cities

BY JACK WERNER

Ansel. Minnesota, and have wife, have recently moved to a new home in a city in

HAROLD Lieberman and Lew Rubens, Lieberman Music Company, 126 W. 43rd St., New York City.

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JUKE BOX OPERATORS

Get The Billboard’s Music Record Programming and Buying Guide

NOW!

Save time, effort and money. Send in coupon today.

Merchandising Division

The Billboard

1258 Broadway

New York 10, N.Y.

Mr. Name

Company Name

Street Address

City

State

Locked 55 years of music record information in the Directory of Top Rec-

der 461, lists 461 manufacturers and labels, along with a force of dis-
in 1957 only ROCK-OLA gives you a complete line of 200, 120 and 50 Play Phonographs

in 1957 only ROCK-OLA has one button selection...using the original Rock-Ola rotating program

in 1957 only ROCK-OLA gives you illuminated picture window programming

in 1957 only ROCK-OLA offers the universal "Flip-a-switch" dual pricing system...nothing extra to buy!

in 1957...the smallest multi-selection phonographs in the world are on display now at your nearest ROCK-OLA distributor!
**THE BILLBOARD INDEX**

**Advertisement Used Coin Machine Prices**

**How to Use the Index**

**PRICES given in the Index are in no way intended to be "standard," "national," "rate," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory, and other related factors.**

**HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times. "High" and "Lows" are meant only as meaning with used machine average.**

**MEAN AVERAGE. The mean average is a computation based on all prices of a machine which has been advertised at least 30 times for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and "low." Low and high indicate price ranges, mean average indicates the price level at which most of the machines are advertised for. Therefore, when the "low" is a "discounted" price, the "high" is nearly always "price" for "so or if it is "distressed" 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 pinball games only most advertised machines are listed by each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.**

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**THE BILLBOARD**

**February 16, 1957**

---

**Most Active Equipment (for four-week period ending with issue February 16, 1957)**

<table>
<thead>
<tr>
<th>Arcade Game</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>ARCADE EQUIPMENT</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>HIGH</td>
<td>LOW</td>
<td>MEAN</td>
<td></td>
</tr>
<tr>
<td>1. GENCO - Champion Baseball...</td>
<td>$295.00</td>
<td>$245.00</td>
<td>$280.00</td>
</tr>
<tr>
<td>2. SEEBURG - M-1110</td>
<td>495.00</td>
<td>395.00</td>
<td>460.00</td>
</tr>
<tr>
<td>3. AMI - 1175</td>
<td>395.00</td>
<td>325.00</td>
<td>365.00</td>
</tr>
</tbody>
</table>

**MUSIC MACHINES**

<table>
<thead>
<tr>
<th>Music Machine</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI - Model 2-30, $350.00</td>
<td>$210.00</td>
<td>$180.00</td>
<td></td>
</tr>
<tr>
<td>SEEBURG - M-1110-1</td>
<td>650.00</td>
<td>550.00</td>
<td>600.00</td>
</tr>
<tr>
<td>WILLIAMS - 1135 A</td>
<td>650.00</td>
<td>550.00</td>
<td>600.00</td>
</tr>
</tbody>
</table>

**VIDE-O-MATIC MACHINES**

<table>
<thead>
<tr>
<th>Vending Machine</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Riva Diplomat Electric</td>
<td>$175.00</td>
<td>$155.00</td>
<td>$165.00</td>
</tr>
<tr>
<td>CHICAGO COIN - Hollywood</td>
<td>275.00</td>
<td>255.00</td>
<td>265.00</td>
</tr>
<tr>
<td>CHICAGO COIN - Thunderbird</td>
<td>375.00</td>
<td>295.00</td>
<td>335.00</td>
</tr>
</tbody>
</table>

**PINBALL GAMES**

<table>
<thead>
<tr>
<th>Pinball Machine</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yestock Club</td>
<td>$65.00</td>
<td>$55.00</td>
<td>$60.00</td>
</tr>
<tr>
<td>Miami Beach</td>
<td>375.00</td>
<td>300.00</td>
<td>345.00</td>
</tr>
<tr>
<td>Acorn, 3c or 1c</td>
<td>10.00</td>
<td>10.00</td>
<td>10.00</td>
</tr>
<tr>
<td>Du Calier</td>
<td>50.00</td>
<td>45.00</td>
<td>47.50</td>
</tr>
<tr>
<td>Northwestern 33</td>
<td>7.50</td>
<td>7.50</td>
<td>7.50</td>
</tr>
</tbody>
</table>

**SLOT MACHINES**

<table>
<thead>
<tr>
<th>Slot Machine</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Deluxe Baseball</td>
<td>$575.00</td>
<td>$525.00</td>
<td>$550.00</td>
</tr>
<tr>
<td>Quarterback</td>
<td>955.00</td>
<td>775.00</td>
<td>885.00</td>
</tr>
<tr>
<td>Williams</td>
<td>395.00</td>
<td>355.00</td>
<td>375.00</td>
</tr>
</tbody>
</table>

**CLASSIC CARDS**

<table>
<thead>
<tr>
<th>Classic Card</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>All Star Baseball (W)</td>
<td>$75.00</td>
<td>$65.00</td>
<td>$70.00</td>
</tr>
<tr>
<td>Baseball (O)</td>
<td>90.00</td>
<td>85.00</td>
<td>87.50</td>
</tr>
<tr>
<td>Big Ben</td>
<td>150.00</td>
<td>135.00</td>
<td>142.50</td>
</tr>
<tr>
<td>Carnival Deluxe</td>
<td>210.00</td>
<td>200.00</td>
<td>205.00</td>
</tr>
<tr>
<td>Champion Baseball</td>
<td>305.00</td>
<td>290.00</td>
<td>297.50</td>
</tr>
<tr>
<td>Cup (9/2/51)</td>
<td>155.00</td>
<td>150.00</td>
<td>152.50</td>
</tr>
<tr>
<td>Dealer B (1/50)</td>
<td>50.00</td>
<td>45.00</td>
<td>47.50</td>
</tr>
<tr>
<td>Jet Fighter Hot (2/52)</td>
<td>255.00</td>
<td>235.00</td>
<td>245.00</td>
</tr>
<tr>
<td>Midget Gallop (CC)</td>
<td>145.00</td>
<td>140.00</td>
<td>142.50</td>
</tr>
<tr>
<td>Midgets Gallop (CC)</td>
<td>175.00</td>
<td>170.00</td>
<td>172.50</td>
</tr>
<tr>
<td>Money</td>
<td>225.00</td>
<td>210.00</td>
<td>217.50</td>
</tr>
<tr>
<td>Strike (CC)</td>
<td>450.00</td>
<td>400.00</td>
<td>425.00</td>
</tr>
</tbody>
</table>

**MUSIC MACHINES**

<table>
<thead>
<tr>
<th>Music Machine</th>
<th>High</th>
<th>Low</th>
<th>Mean Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>AMI</td>
<td>Model 140, 50c, $110.00</td>
<td>$95.00</td>
<td>$105.00</td>
</tr>
<tr>
<td>SEEBURG - M-2150</td>
<td>$110.00</td>
<td>$95.00</td>
<td>$105.00</td>
</tr>
<tr>
<td>WILMERS - 440 E</td>
<td>265.00</td>
<td>225.00</td>
<td>245.00</td>
</tr>
</tbody>
</table>

**اء**
AMUSEMENT MACHINES

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

FEBRUARY 16, 1957

THE BILLBOARD

91

Long-Alleys, Target-Bowlers
Bring Trade 1-2 Sales Punch

14-Forers Priced High, But Win
Praie As Best Gossers in Years

F. KEN KAUF

"T" is the first of a two-

week series on the topic of

the long-alley games and

target-bowling units on

cities throughout the country. This

week's article is by C. G. Read, Chicago.

Los Angeles and Denver. Next week's articles

will be by A. B. Clark, Miami, Memphis and Salt

Lake City.

Murai, Guest Will be Illinois

Guest, Dunbar, Anderson

CHICAGO — Long-alley bowling has

some surprises in store. The lower

priced target-bowling units are

giving operators a non-two

punch at trade shows this fall.

Response in the new type games

differs from area to area across the

country, but the games are making

headway as solid attractions in the

field. Marked enthusiasm has been

shown, especially for the long-alley

bowling, but the operators should also

be aware of what other games are

available.

Because of this factor, most

operators are looking at the long-alleys

for new ways to make even

long-alley games in quantity, although

operators in most areas have added

on these games to accommodate

the new trend. A. B. Clark, the

next week's article will be

written, will present the

results of a survey of long-alleys

in the various parts of the country.

Minor Models Fill In

Where the operator can't afford

to buy the long-alley piece, or can't

buy what he wants because demand

is filling in with the regular

priced target-bowling. The long-

alley feature allows bowling on

attractive, with the target-bowling units

having lines of target-bowlers on

attractive, due to the wide variety

of games available. A good

example of this is in the Case

of the new type games that are

available in the area.

In many cases operators of the

next week's article will be

presenting the results of a

survey of long-alleys

in the various parts of the country.

Van Wyck May Go to Belgium

For Pool Balls

NEVADA — W. Van Wyck, vice president of the State Pool Ball Company, plans to go to Belgium next week to set up a distributorship

here for the Aramith pool ball, which was adopted by the Belgium

pool ball trade.

W. Van Wyck said he has

nothing but.pool balls in

his year he has been in business, with the number of pool

balls going out at a rate of 100 to 175 a week.

In the meantime, he has been

looking for distributors

in Pennsylvania, which have been slow

during recent weeks because of new

laws in the state. The operators

are complaining about the amount of

pool balls on the market, which is

creating a problem.

W. Van Wyck said he will

exhibit both the pool and slate table

units at the next World's Fair

in Chicago in May.

Nominate Slate for AAMONY;
Voting, Feb. 27

NEW YORK — An officer slate for

the American Amusement

Owners of New York was

nominated Thursday (6). The

mem-

bership of the slate for 1957-

58 February 27, at the Hotel

Sheraton.

Three incumbents were

nominated. (Continued on page 97)

Menciou Quits Exhibit, Moves To California

CHICAGO — Frank Menciou, director of sales for Exhibit Supply Company here, has resigned his

post, and is leaving this week for California. His future plans could not be learned at press time.

He had been with the Exhibitor game

manufacturing f r m since

1945, and prior to that with the Exhibit sales staff for seven and one-half years.

Sam Lewis, exhibit president, expressed regret that Menciou had

resigned. (Continued on page 93)

Tenn. Gets Bill To Clip Teen Pin Game Play

MEMPHIS — A bill has been introduced in the Tennessee legislature

that would make it illegal for anyone under 18 to play pin

balls at one of the state's resident

halls. The bill provides for a board to

supervise the activity and hold or whether it will pass.

The bill was in the House of Repre-

sentatives, was introduced by Rep.

Allen B. O'Brien, Springfield. It

would give the board the authority

to prohibit the playing of any

games machine in the state.

It provides that all new

(Continued on page 97)

600 Attend Baltimore Operator Assn. Dinner

BALTIMORE — A record 600

operators, distributors, manufac-

turers' representatives and other

guests attended Sunday night (3) at the Lord Baltimore Hotel for the 11th Annual Banquet of the Amusement Machine Operators of Greater Baltimore.

City, state, county and federal officials turned out to break bread with the operators. Among the dignitaries present were Rear Admiral A. C. Haskell, city council and acting mayor; Thomas Blodgett, city solicitor; Supreme Court Justice Edwin Harlan, the United States Maryland congres-

sional delegation of George F. Connors, Ed Garmes and Samuel Friedel. Ed Forman, circuit court judge; George Garden; Chief Traffic Magistrate Stanley Scher, and members of the Maryland. (Continued on page 97)

Coin Machine Exports

October, 1956

INCOME FROM AMUSEMENT MACHINES

NAME OF MACHINE

Genco Cites Smooth Action
Of Ball Return

BENGALURU — Genco Mfg.

of Bengaluru has

announced a new

line of pinball machines.

The machines are

scheduled for production

next month and are

already in demand.

(Continued on page 93)

Coin Exports Jump Ahead 46% in Oct.

NAUGATUCK, Conn. — Coin

machine exports jumped ahead 46%

for October, according to the

Data Book of the American

Census Bureau.

The report shows that

exports of coin-operated

machines increased to

$2,101,380,558, compared

with $1,448,041,000 in

September.

(Continued on page 100)

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(Continued on page 100)
New Bowling Units Hypo Sales

Long-alley units have arranged for 60-40 split deals in place of the
standard 50-50 split arrangements, which they feel is required to meet
the high investment.

Operators who have thus far been
hold back on purchases of the longal-leys are those who fear that
these games on the games may not hold up to their present high levels and
leave them with heavy losses on the
investments. Fear that the
market may become flooded with
these games and that their invest-
ment will suffer with the resultant
drop in values.

Actually, there are no indications that this will occur. The games
have been out on locations, in many
cases since the end of last year
and grosses have for the most part held up exceedingly well. Few
operators have reported being serious
for buying the long-alleys, and while progress of the games by
two manufacturers, United and
Bally, has been steady, it has not reached the volume industry-wide
which came with shuffle bowls. The
first Long-alley games were
first introduced. The reason:
Price and size have created a more

Long-Term Market

At least one well known manufacturer, Chicago Coin Machine Co.,
is in production on long-alley, but it has not yet started regular ship-
ments. Other manufacturers are expected to do this in the near future.
The market as it is seen could be
a 5-year long-distance.

Chicago officials were cautious
at first about adding many of the new bowlers to their routes, but now most
are adding a few long-alleys and
a number of target-bowlers as well. Long-
alley grosses are reported exceed-
ing even the bowlers bringing in
over $100 a week. Grosses have
remained fairly steady over the past
months. Many are placed on 40-40
split arrangements. Local distribu-
tors generally carry their full lines.

Joe Robbins, Empire Coin Ma-
china Exchange, predicted: "The
long-alley games will become one of the
greatest games ever produced in
the pinball business. It has
already become a stable item."

Robbins says that operators have had
their locations filled already and that
with shuffle bowlers and coin pool
operators the long-alley games and
target bowlers are gradually mov-
ing in experting these games, but
still account for a small proportion
of total games ever.

Los Angeles operators and distri-
butors are viewing target bowlers
and the long-alley games partic-
ularly, as the answer to the busi-
ess depression. The game followed the
dip in pool game popularity.

Problems of price and size are
being overcome fairly well by
the fact that the 14-footers are re-
placing revenue equal and above
that of shuffle bowlers at their
place.

Al Bettelman, manager for C. A.
Robinson Company, United dis-
tributor, feels that the long-alley
come from 2 to 3 per cent of the
games on locations, with the
new target-bowlers falling 10 per
cent. Bettelman stated he thought
that long-alley popularity would
continue.

As stated by A. L. Lawron, Inc., Bally
representative, the Bowling Lane
14-foot size are more in demand
than the 11-foot ones, according to
Ed. Wilkes, manager. He estimates
that all game operators have some
of the long-alleys on location, but
adds that it is still a problem of
supplying the demand, a situa-
tion that is healthy and one that
has been felt for some months.

Shuffle	Ray N. Powers, of M.A.C. Ven-
dors, and operating firm, is using
the long-alley to reduce shuffle
bowlers in the better spots. Rea-
ses where the installations have been
made in alder of shuffle
when they were in the top money,
Powers said.

Bill Dillingham, Newport
Beach, Calif., operator, bought his
first order of long-alley several
weeks ago. He has since placed
another order for more than twice
the number also ordered. This
game is being used in his area to
replace in regular games.

Other local operators are hes-
tant about the long-alley. They are
still waiting to "see how they do," and "if they are going to work some of
the operators claim.

In Denver the new games, par-
ticularly the 14-footers, have been
an outstanding success. Denver
operators who have installed
14-footers regard it as "an ideal
successor to shuffleboard," point-
out that where play has gone
down to a trickle in taverns and
bowling locations, the long-alley
Panoram Operators! We carry a full line of Operators for amusement parks or family amusement centers.

Sly We have shown a better return than did shuffleboards when first installed. Play has been heavy without exception, especially since the winter months are without much competition from other amusement sources.

Operators currently installing long-alleys include Modern Music Company, Century Supreme, Ray Lyons and Mid-West Music Company, each reporting that from 10 to 15 per cent of the equipment came in at 50 per cent pool games and the remainder to assorted target games and arcade pieces. Each plans to increase the number of long-alleys installed, replacing intermediate shuffle bowlers and shuffleboards. There has been a significant, if distance to the price of long-alleys, to date this service, and it is believed that finding locations which can accommodate a large game. Most of the reasons in which similarly sized shuffle alleys have been operated have already been converted to long-alleys equipment, and consequently, it is difficult to find a location in which the owner is willing to sacrifice so long and a mid-week operator has two machines set up awaiting the construction of two cocktail lounges which will provide adequate space.

Consequently, operators have gone farther out into suburbs and surrounding communities where parks are universally larger.

Operators in Denver generally agree that the long-alley is the best bet for amusement machine play to come along for several years, and in his opinion not expecting anything like an all-around game to replace them. Games on the new machines have been so outstanding that the hall done operators currently using long-alleys expect them to have years of popularity ahead.

Mencuri Quits Resigned. Mencuri stated, "I've enjoyed my associations here and will miss many of my old friends."

Mencuri has been in the coin machine business here for 41 years, most of that time spent with Exhibits, which merged with the Rock-Ola Manufacturing Company, then worked for an operation in Detroit. During World War II, Mencuri worked in defense industries, and joined Exhibit in 1946 as assistant sales manager. In 1953, he left his post as sales manager at Exhibit to join Chicago Coin Machine Company, Chicago, in a similar capacity.

In 1954, he moved to the West Coast and joined the Minneapple Music Company. He returned to Exhibit as vice-president and director of operations in February, 1955.

Mencuri's wife and family moved to California to make their home and he will join them there.

New Bowler

Certificate from page 9

Totals with single, double and triple scoring, as indicated on the backglass scoreboards. The game delivers three wins per player per frame and is set on a four-frame basis. A single game can be earned by players.

5 Days for 5 Lashes

BRIDGEPORT, Conn. Charles McMahan, in tying five days in the local jail because of a difference on opinion over payment of money in Waiters, Mr. McMahan learned that his son was playing around with the waiters. He got the younger five lashes, City Court Judge Samuel J. Mowder, then gave the elder McMahan five days— one for each lash.
WANTED
Late BALLY & UNITED BINGO GAMES
Late SHUFFLE ALLEYS
GUNS of All Kinds
GOTTLEIB & WILLIAMS PIN GAMES
— Send in Complete Lists —

SPECIAL
25 WURLITZER 1600 & 1650's
Reconditioned—Exceptionally Clean
$275 ea.

Exclusive Gottlieb, Williams, Seeburg, Genes and International Menasco Distributors.

Remember
IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET
BOSTON MASS

Of all the trade publications covering all of showbusiness . . . THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

INCREASE YOUR
SEEBURG
EARNINGS!!!

ROYAL 50c PLAY UNIT NOW AVAILABLE FOR ALL SEEBURG MODELS

— Including —

$99.50 EXTRA PLAY BONUS TO YOUR CUSTOMERS FOR USING HALF DOLLARS. CAN BE INSTALLED RIGHT ON LOCATION IN HALF AN HOUR—No Wiring Necessary!

For Full Information Write Immediately!

Distributorships Still Available
In Some Territories
ROYAL MANUFACTURING CO.
1350 Howard Street, San Francisco, Calif.
Phones: UNderhill 3-4334

ROYAL MFG. CO.
ATTN: MR. LOUIS R. WOICHER
1350 Howard St., San Francisco, Calif.
Gentlemen: Please send me information on your 80c play unit.

NAME
ADDRESS
CITY
STATE

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

— ROTATION PLAYFIELD
Also available in Jumbo Size

$9.50

— 4-HOLE BUMPERLESS RACK POOL TOP
(1 Hole in Each Corner)

$9.50

ALONE TOPS incl. Rack, Overalls Cue Rail and Instruction Card

$17.50

WANTED
UN. TARGETESSES, COMETS, VENUS, SEEBURG, B. C. G. & ALL BALLY RACKS FROM BOTH TIMES 10¢ UP.

FOR SALE
UNITED SEC. & BALLY ARC BOWLING. Priced right for quick sale. Write or call.

EXCLUSIVE FACTORY DISTRIBUTORS
AMERICAN CHICAGO COIN-SEND EXHIBIT

WANTED
UN. TARGETESSES, COMETS, VENUS, SEEBURG, B. C. G. & ALL BALLY RACKS FROM BOTH TIMES 10¢ UP.

BOWLERS

CHAMPIONSHIP Write

BONUS DICE $175.00

TRIPLE STRIKE $25.00

SINGLE STRIKE $17.50

SUPER FRAME $62.50

CRIS CROSS BOWLER $42.50

MIAMI SHUFFLE $125.00

SUPER BONUS $125.00

CAPTAIN $62.50

SHUFFLER $85.00

LICHTHING $62.50

RAINBOW $100.00

ROYAL $75.00

RINGER BALL $75.00

COIN MACHINE EXCHANGE INC.
2623 Payne Ave., Cleveland 14, Ohio, Shipper 13450

Those Amazing Pool Tables!
Smart operators have come to realize that their pool tables will be profitable standard equipment in locations for a long time to come and are placing them up with our firm’s three and rotation balls of little cost.

SLATE TOPS

Regular $45.00

Jumbo $60.00

ARAMITH

ROTATION BALLS

(10 Balls in No. 3 Box or 1 to 10)

$17.95 Set

CUE STICKS

Grade "A" Quality Imperial Hard English Castlemere

$28.75 Do.

RAILS

Regular Size Tables. Painted rail and殖民.

$14.50 Set

EASTERN NOVELTY DISTRIBUTORS, INC.
1706 Main St., Dunellen, N. J.

FEBRUARY 16, 1957

COINMEN YOU KNOW

Continued from page 98

to those play on their individual job. Reconditioning of jobbers. Night clubs will be those for 25 cents and other locations five for a quarter.

Sid Levin, Lieberman Music Company, a resident of the Minneapolis suburb of St. Louis Park, and Billy Grunnow, operator from Hopkins, another suburb nearby, are pretty interested in the outcome of the St. Louis Park-Hopkins High School basketball game. Levin reported an unexplained slow-down in business, but said his new long bowler is holding up well. . . . Stan Warne, Little Falls, Minn., said action on his machines has been "just fair," but with a February thaw things might open up.

Frank Davison, Spoonser, Wis., in town buying music, continued to make steady improvement since the illness which kept him away from his business for many months . . . Ike Sundin, Montevideo, Minn., reports business good. He bought the conventional bowling game on his stopover . . . Repeats on the large bowlers came from Chet LaDue, Virginia, Minn., Stanley Boeder, New Rockford, N. D.; Chuck Karter, Star Novelties Company, St. Paul; Harry Slinkin and Jack Raven, United Machines, Minneapolis, and Ted Leon and Dave Chappell, Minneapolis . . . George Mellem, Mont., N. D., in the Twin Cities last week to buy his first large bowler . . . So did Jack Tauer, Two Harbors, Minn. . . . Pete Vanderhype, Dodge Center, came in to buy music, Gordon Street, S. D., bought both music and large bowlers.

Shoppers at Minneapolis-St. Paul distributors included Enie Klicker, Park Rapids, Minn., looking at music; Larry

ry Heiron, St. Cloud, Minn., games; Jim Donahue, Spooner, Wis., music; Kelly Diedrich, Shakopee, Minn., games, and Frank Grant, St. Cloud, Minn., music.

Mike Young, Soldier's Grove Wis., in for long bowlers and music. . . . Jim Locking, Benson, Minn., was shopping. . . . Jim Stanfield, Winona, Minn., looked at the new long bowlers . . . Lieberman Music Company, Minneapolis, got word that their Omaha Neb., branch office was broken into several days ago and radioed of an undetermined number of records and phonograph players. The same thing happened there in December.
The BINGO MECHANIC AVAILABLE

NEW 4-HOLE BUMPERLESS RACK POOL PANELS

BULLETIN, BULLETIN, BULLETIN

NOW DELIVERING - UNITED BOWLING ALLEY, GOTTEDHEIM FLAG SHIP, FISCHER 6 POCKET POOL TABLES

SHUFFLE ALLEY, Bally, Brunswick, Recreation Furniture, Complete, $395.00

WANTED

ARCADIES

HOBBY

NEW DISTRIBUTORS

WANTED A-1 MECHANIC

PINO BALL Operation

FOR SALE

The BILLBOARD 95

Shuffle Alley Billboards

Bally Brunswick, Recreation Furniture, Complete, $395.00

8 ft. CONVERSION KIT $169.50

CONVERT all your Shuffle Alleys to BOWLING

with our New Sensational BOWLING ALLEY CONVERSION KIT NO MORE PUCKS—NO MORE WAX

In approximately two hours or less you can convert an 8 ft. or 10 ft. shuffle alley to a bowling alley—without the need for costly installation! All skills and parts of bowling alleys, including lanes, are equipped with the latest automatic equipment.

Ballei Brunswick, Recreation Furniture, Complete, $395.00

8 ft. conversion kit $169.50

Bally Brunswick, Recreation Furniture, Complete, $395.00

8 3/4 ft. conversion kit $199.00

One Year

Universal Guarantee on our Unique, foolproof ball return

INSCRIBED DELIVERY

IMMEDIATE DELIVERY

UNIVERSAL PROGRAM COMPATIBILITY

BALLY BRUNSWICK

WE BUILD, WE INSTALL, WE GUARANTEE!

Bally Brunswick, Recreation Furniture, Complete, $395.00

8 ft. conversion kit $169.50

Bally Brunswick, Recreation Furniture, Complete, $395.00

8 3/4 ft. conversion kit $199.00

One Year

Universal Guarantee on our Unique, foolproof ball return

INSCRIBED DELIVERY

IMMEDIATE DELIVERY

UNIVERSAL PROGRAM COMPATIBILITY

BALLY BRUNSWICK

WE BUILD, WE INSTALL, WE GUARANTEE!
Hoosier Senate Kills Pin Bill

Continued from page 91

Albert Wenselmann, Evansville
chairman of the Public Policy
Committee, stated that it was up
to the cities to decide whether pin
balls were to be outlawed.

One Hashbrook bill against pin
balls was enacted into law in the 1900
session. The legislation had been
clearly amended in committee
until it assumed its present form as
law. It is generally known that it
contained a provision legalizing
five plays.

The Free Plays

That is the section of the law
that the new bill introduced by
Representative S. Paul Clay Jr.,
Indianapolis seeks to strike out.

Gambling will continue to exist
in the bill provided, "any mechanism
by the operation of which right
for money, credit, deposits, or
other things of value may be cre-
ated in return for a consideration
as the result of the operation of an
element of chance: or any mechanism
which, when operated for a con-
tribution, with or without the aid
of the same thing or value of the
same consideration upon each op-
eration thereof."

To be removed, if the Clay Bill
passes, would be the law of the
Vital 1935. That in the
application of this definition as
immediate and uncontrolled, there
is only one feasible and similar amusements devices shall be
prescribed to the function.

The proposal is still under study
by the Public Policy Committee.

Owners Name Required

A stepped up effort to bring all
coin machines within the reach of
the local tax return bore fruit in
January 30, when the Indiana
House of Representatives gave
overwhelming approval to a bill
which provides that all coin
machines must be carried on the
name and address of the person

introduced by Representative
William M. Evans of Indianapolis,
the legislation provides that coin
machines, in addition to ownership
identification, must be scheduled
as personal property on the county
tax returns.

The Indiana Tax Commission
has been pressing for the enactment
of the bill since 1960. Members of the
panel have been calling attention
that coin machines have been
longer unassessed for tax purposes
because the owners of premises have
been unwilling or unable to identify
proprietors.

House Bill 91—the proposal
sponsored by Evans—would
shift the tax responsibility on the
premises where the names and addresses
of the equipment owners are
available.

The bill also stipulates penalties
for failure to schedule the
machines as personal property.

Surprised by the speed and width
with which the bill moved through
the House, many games oper-
ators, particularly those
in the pinball field, were expla-
ing the legislation with fresh
interest and left wondering, in
vain, on its possible effect upon
their business.

With rising local taxes, the bill
would bring a new burden to many
operators.

Real and personal property tax
rates range up to $1.00 in many
Indiana counties. Thus a machine,
when assessed, at $1,000, would be
subject to a tax of $10.00 annually.

"Wait and See"

Continued from page 91

possible trend to the longer-play
side. Downtown disk buyer, Jim
Glassman, of Radio Doo, says
that, of the wall machines
purchase by operators have
shown a substantial increase dur-
ing the last year. Price drops of
$15 will kick off heaviest buying
of E.P.'s for the first six
months.

"Instead of most operators using
one or two E.P.'s at a time, many
will increase their number to 15 or
30, in addition to their original
array of slot machines," Glassman
stated.

Besides, Kastka, Merkert and
Kastper, also reported increased
interest in E.P.'s as a result of the
prop drop. "The sale factor that
may hinder the trend to E.P.'s," Kastka
said, "is the time it takes to
play them."

Operators may be busy of cut-
ing down recesses during peak
period, because E.P.'s take longer
time. They may also fasten the
shorter, reorder shoots," Kastka
added.

WANTED

A1-MECHANIC

FOR BINGO GAMES

• Work in Chicago area
• Salary $600.00 per month
• Regular hours
• Bonus
• Vacation
• Must have car

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VOLUME 67

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The Billboard

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GIVE TO DAMON KRUNTON
CANCER FUND
We ONLY Advertise What We Have in Stock
ALL MACHINES 100% CASH
Check Refund in 10 Days If Not Satisfied

Pin Games

Baltimore Dinner

We NEED ROOMS—LOTS OF ROOM!

Because Chicago Coin's sensational new Bowling League is the greatest
game we have ever seen, we have ordered truckloads of these games
to be delivered to us from the factory as fast as they can be manufactured.

THAT MEANS WE NEED ROOMS—LOTS OF ROOM!
So we are sacrificing our entire inventory of the following
brand-new equipment at unheard-of low prices!

Here is your opportunity to buy some of the finest new games on the market
at TREMENDOUS SAVINGS!

Phone, Wire, Write or Come In Today for the BIGGEST BARGAINS
YOU'VE EVER SEEN! Send for special illustrated brochure of these specials!

Remember—quantities are limited! FIRST COME—FIRST SERVED!
THE BILLBOARD
FEBRUARY 16, 1957

GUARANTEED RECONDITIONED PHONES
• Mechanisms Completely Overhauled and Tested
• All Worn and Defective Parts Replaced with New or Rebuilt
• Amplifiers and Tone Arms Reconditioned or Replaced
• Cabinet Refinish and Plastic, Glass Replaced Where Needed

SEEBURG 3W1
100 WALL BOX SPECIAL
$49.50

■ Chrome Covers
■ New Baskets
■ Completely Reconditioned
■ New Instruction Plates

WURLITZER
MODEL “200” (200 Sel.) $595.00
1900 (100 Sel.) $795.00
1500 (A) $495.00
1400 (6 S.P.M.) $174.50
920 $95.00

ROCK-OLA
1434 (Fireball) $379.50
1343 124.50
WALLBOY (Ferry 104 Sel.) $35.00
90S $295.00

AMI
G-120 $695.00
G-60 $595.00
E-120 $375.00
G-60 $295.00
MODEL C $109.50

SEEBURG
H-100 $765.00
H-600 $650.00
H-100 $450.00
M-100 $375.00
M-100 $215.00

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In the Coin Machine Business Over 35 Years
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Indianapolis, Ind.
1237 Capital Ave.
Milwaukee 4, Wisconsin
12-14210

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The bill was seen as a move attempting to put further restrictions on amusement game operators who are already burdened far beyond other coin machine operators in the state.

There was a move by some legislators in the last session of the Legislature two years ago to double the State license fee on amusement games, which includes pinballs, shuffleboards and others. If this had passed, the fee would have automatically, by law, been doubled on county, city and federal taxes. The bill did not pass.

Present license costs are already considered exorbitant by operators. They are higher than on any other coin machine. Costs are State, $15.50; county, $15.50; city, $15.50, and federal, $10, a total of $52.50.

A doubled fee would have made them practically prohibitive. Play has dwindled on them over the State in the past several years. In Memphis, where the games are located, there has been a decline from 715 at the end of 1958 to 245 at the end of last year, approximately 67.5%.

Most of those on location are shuffleboards. Operators, who have not yet rallied to fight the proposed re-spressive bill, have expressed the ominous opinion that some legislators are trying to legislate them out of business.

**Empire Coin Machine Exchange**

1012-14 Milwaukee Ave., Chicago 72, Ill. Phone: Vercyville 1-5999

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES**

**Arcade Sale!**

**New Equipment**

- Pappy · $375.00
- Win's. Crane · $200.00
- Grandma Horoscope · $495.00
- Genco Quarter Back · $215.00
- Set Shot Basketball · $195.00
- Hy Fly Baseball · $345.00

**Used Baseball Games**

- Deluxe Baseball · $125.00
- Pennant Baseball · $125.00
- Major League Baseball · $145.00
- Champion Baseball · $225.00
- Bullseye Baseball · $275.00
- Star Slugger · $275.00
- Deluxe Four-Finger · $295.00

**Miscellaneous**

- Twin Hockey · $275.00
- Muta. Football · $195.00
- 2 Player Basketball · $185.00
- Crane · $175.00
- Sidewalk Engineer · $150.00
- Silver Gloves · $145.00
- Coin Recordio · $165.00
- Drive Ur Sall · $475.00
- Telequin · $90.00

**Kiddie Rides**

- Merry-Go-Round · $375.00
- Exhibit Bronze · $350.00
- Champion Horse · $350.00
- Thunderbolt Horse · $225.00
- Rumble Rider · $325.00
- Moonride · $225.00

**D. Gottlieb & Co.**

1140-50 North Kearsley Avenue · Chicago 51, Illinois

**Buy the Best...We Do!**

All Gottlieb Machines Are Equipped with National Slug Rejectors
CASH IN NOW
RACK POOL PLAYFIELDS, BUMPERLESS
Immediate Delivery
Regular Size—32" x 48" ................................ $24.50
King Size—32" x 66" ...................................... 34.50
No. 1—Racks away from machines for reduced play.

REGULAR STYLED BUMPER POOL REPLACEMENT PLAYFIELDS
Available in 2 or 3 holes at same price as listed above.

No. 1 Grade Bumper Pool Cues, 48" $15, $30 val. Special Price: $28.50 delivery.

Genuine Rotation Pool Ball Sets

REGULAR Rotation Pool Ball Sets, 1-1/16 inch, 2-1/4". Per set $11.50
ARAMITH Rotation Pool Ball Sets, 2-1/4". Per set $19.75

Regular CUE BALLS, 2-1/4"$3.50

1-1/16" Bumper Cues, 48" $13.50

1-1/16" Bumper Cues, 2-1/4" $11.50

TALLY BALL SETS (Incl. Nos. 1-16, incl.) $5.50

For Free: Special Price List for Bumper Pool Cues.

Shooting ball into 50 Pocket in last frame gives player an extra ball as long as player continues to hit 50 Pocket.

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

J.H. Keenev & Co., Inc.
2400 N. Howard Street, Chicago 12, Illinois

Keeney's 6 PLAYER
REGULATION SKEE-BALL
"BOWLETTE"

with BONUS SCORING
"EXTRA BALL" FEATURE

1st Ball Scores 100 BONUS Points
2nd Ball Scores 100 BONUS Points
3rd Ball Scores 100 BONUS Points

SHOOT AGAIN

Adjustable Playfield

Players Prefer Keenev's "BOWLETTE"

WRITE WIRE PHONE

MARVEL Billiard Supply Company
1640-46 W. Lake St., Chicago 12, Ill. Phone: Mont 6-8855

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

C poison machines were exposed from the U.S. in October, 1956, over the same period of 1955, roughly 8,000 to 4,000), the average value per machine dropped considerably in the latter year. Average value per machine shipped was $53,1 game averaged $95, and vending machines hit $131 per unit.
NOW!
SET UP YOUR OWN BOWLING CENTER!
CASH IN ON BIG PROFITS FOR YEARS!

live Bowling...
CHICAGO COIN'S SENSATIONAL NEW
BOWLING LEAGUE

LOOK! NATURAL BOWLING!
Player can Skillfully Control His Shots by Rolling A Straight Ball... Hook Or Back-up Ball. Roll 'Em Fast Or Slow!

LOOK! 3 INCH HARD RUBBER BALLS!
They Look... Feel... Play And Simulate Every Action Of A Real Bowling Ball. Truly A Game Of Skill Where Every Player Can Become An Expert!

LOOK! AUTOMATIC REGULATION SCORING!
... Strikes... Spares... Splits... Regulation Leaves! Every Shot Gives Player All The Excitement... All The Thrills Of Real Bowling!

LOOK! NO STRAIN!
Ball Return Rack Operates The Same As Regulation Bowling!

LOOK! NO STOOP!
As In Real Bowling!

FOR PROVEN PLAYER APPEAL
Your Choice Of 2 Size Cabinets (12 Sections For Easy Handling)
14'8" LONG
11'11" LONG
99 Inches Wide - 89 Inches High

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New "E-Z-3" easy-to-handle 3-piece construction simplifies installation, gets you in more spots with \textit{ABC} Bowling Lanes.

\textbf{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.

\textbf{PLAYED WITH 3 IN. BALLS SPECIAL QUIET-ROLL COMPOSITION}

SCOR\textbf{ES} AUTOMATICALLY TOTALIZED BY OFFICIAL BOWLING RULES

\textbf{STRIKES - SPARES - SPLITS}

\textbf{REGULATION LEAVES - 7-10 PICK-UP}

\textbf{PLAYER CAN ROLL ALL REGULATION SHOTS}

\textbf{STRAIGHT BALL - HOOK BALL - BACK-UP BALL}

\textbf{NOW AT YOUR Bally DISTRIBUTOR WITH Key West... Balls-A-Poppin'}

DeLuxe ABC Bowler... DeLuxe Congress Bowler... Pin-Pool... and Famous Bally Kiddie-Rides

\textbf{BALLY MANUFACTURING COMPANY - 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS}
...just plug it in...

...and start collecting from UNITED'S BOWLING ALLEY

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AVAILABLE IN 14 FT. AND 11 FT. LENGTHS

14 ft. Model can be separated into 8 ft. and 6 ft. sections for easy installation and handling
Only the SEEBURG V-200 has the Select-o-matic mechanism.

- Easier programming
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