

Coral

MUSIC-RECORD PROGRAMMING GUIDE

... with results of ninth annual disk jockey and station management poll

STARTS ON PAGE 19



The Billboard

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NOVEMBER 10, 1956 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Jockey, Juke Op Teen Work in '57

Local Trail Blazed for What May Be DJ-Op Youth Programs on Nat'l Scale

By HAL REVES

DETROIT—Planned co-operation between disk jockeys and juke box operators in the public interest built into a sustained major activity—teen-age programs and projects—may be in the offing on a national scale for the first time in 1957.

The national association of operators—Music Operators of America—makes no secret of the fact that it would lend a ready ear to a plan calling for combined co-operative efforts of jockeys and operators in staging regular entertainment programs for their biggest mutual customer—the teen-ager.

A missing link to such a program on a national scale—a national group of jockeys—is just now taking shape. Plans are under way in New York to set up a National Disk Jockey Council for Public Service, the purpose of which would be to help teen-agers in various constructive projects. Murray Kaufman, WMCA jockey, who is organizing the group, said that his organization would be "very interested" in discussing with music operators a co-operative program.

Deejays and operators have long worked in harness to sponsor teen-age record hops and other community programs for the teen-ager on a local level.

Local Pattern

That these co-operative jockey-operator programs work successfully—with significant intangible benefits to both sides—is well demonstrated by Detroit operators and disk jockeys in their joint teen-age activities over the past two years.

Of great interest to operators and jockeys alike is that two years of meetings and mutual give-and-take between the two groups have demolished the notion that differences in the objectives of the two in their jobs may hamper success-

8 Teen Shows Pull 24,000

DETROIT—Talent shows and record hops are two basic forms of entertainment programs provided teen-agers thru the combined efforts of disk jockeys and juke box operators in the Motor City.

Both pull the teens. In the past two years of youth activities sponsored by Detroit jockeys and operators, more than 60 programs have drawn an estimated 100,000 teenagers. Eight talent shows featuring record artists, variety acts and groups of jockeys have each drawn better than 3,000 youngsters.

ful teamwork in teen-age programs.

The experience of Motor City operators and jockeys has shown that there is a basic community of interest—besides their obvious one of disks—which readily bridges any differences in their business outlook on recorded music.

The differences, which it is sometimes felt may hamstring successful teamwork, are summed up roughly like this: The jockey feels that he must stay ahead of the wave of popular taste as it is reflected on local juke boxes. He feels that he is the natural leader and that the operator just tags along to commercialize on what his own efforts have built up. The operator, on the other hand, often feels jockeys waste time in spinning some "so-so" records and that they don't play numbers which are important to their business.

Two years' experience has clearly demonstrated that these are differences which just don't count when it comes to mutual co-operation in teen-age programs.

Co-Op Results

Not only that, but in addition to the intangible benefits cited below which go to both jockey and operator participating, there are advantages apart from their pro-

(Continued on page 156)

15 POP LABELS HIT WITH TOP RETAIL DISKS

NEW YORK—Hits in the record business keep coming from all over. This situation, which reflects the thriving economic condition of many independent labels, is again sharply documented in this week's national pop best-selling retail chart.

Fifteen labels are represented in the 25 entries on the chart. Victor is represented by four records, two by Elvis Presley, one by Eddie Fisher and one by Hugo Winterhalter. Columbia has three, including sides by Johnnie Ray, Guy Mitchell and Doris Day. Capitol has three, by Bing Crosby-Grace Kelly, Frank Sinatra and Nat Cole. Dot has two, by Jim Lowe and Pat Boone. Cadence is represented by two, Andy Williams and the Chordettes.

The spread of labels with one entry on the charts is impressive. Included are Mercury, Imperial, King, Glory, Verve, Sun, Bally, Coral, Vik and Liberty.

A similarly broad situation is apparent with respect to artists and types of music. The chart contains good representation by "traditional" artists, such as Eddie Fisher, Doris Day and Johnnie Ray, as well as a liberal sprinkling of the rock and roll type, including, of course, Presley, Johnny Cash and Fats Domino.

Spinner of Records Also Spirals Sales On Sponsor Goods

Many Factors Point to Disk Jockey Rise as a Top Mover of Products

By REN GREVATT

NEW YORK — America's disk jockey has rapidly taken his place during the past year as one of the prime factors in moving products and services into the hands of consumers.

It's no secret, of course, that for years disk jockeys have been rightfully recognized as the primary level of single record exploitation. Just in the last year, too, they have firmly established themselves as a top means of exposure of packaged records. This latter fact is highlighted by disk jockey comments in returns to The Billboard's Ninth Annual Disk Jockey Survey, published elsewhere in this issue.

Recent Vintage

All these facts, however, have been recognized before. The present stature of the record show as a promotion medium for all types of goods and service—in addition to records—is of a more recent vintage.

The evidence is overwhelming. For example, America's more than 2,700 AM radio stations are on the air about 45,000 hours per day.

According to The Billboard survey of disk jockeys and station management, 68 per cent of this time is devoted to record shows. With a reported average play of 16.4 record sides per hour, this means that stations are now programming over 500,000 spins each day.

The importance of this figure can be seen when it's realized that an increase of 66 2/3 per cent in record programming—and thus disk jockey on-the-air activity—has taken place in just the last year.

National advertising is apparently being left largely to network television, with network radio shows having dropped this year to about one-third of the radio programming time they occupied last year at this time. Thus the loss suffered by network radio has in effect been taken up by increased non-network record programming.

Network Decline

The process was illustrated dramatically earlier this year with the break-away of four Westinghouse radio stations from NBC's radio web. All these stations are now operating on the news-music format, with disk jockeys occupying the biggest single niche in the operations.

According to the survey, in the five different categories of radio programming—records, news and weather, local live, local sports and syndicated—the trend to local programming is pronounced. Taking all five categories of programming, the average of local sponsorship is 74.8 per cent of total sponsorship, and in the case of record program-

Sponsors Up DJ Spending

NEW YORK — Sponsors have shown a substantial increase in faith (and money) showered on disk jockey time buys in the past year, highlighting the increasing importance of the disk jockey as a salesman.

According to the Trade Aspects section of The Billboard's Ninth Annual Jockey Poll, spinners have picked up an average of 14 additional sponsors over their tally last year. The over-all average of disk jockeys taking part in the survey was 63.3 sponsors this year, as against 49.2 last year. The biggest increase was in local and regional sponsorship.

NEWS OF THE WEEK

Jones, Kintner Appointments Continue Trend to Teamwork . . .

The new administrative look that has been put on NBC-TV and ABC-TV in the past couple of months, was polished off at CBS-TV with the naming of Merle Jones, to the post of president, and Bob Kintner joining NBC-TV. . . . Page 2

NTA Moves Forward to New Steps After 20th-Fox Deal . . .

The new NTA Film Network made another step nearer maturity last week when 20th Century-Fox acquired half ownership and committed sufficient feature film to assure the first two seasons of programming. . . . Page 8

Lombardo-Loeb Suit Highlights Discontent Over ASCAP Payoff . . .

Songwriters Carmen Lombardo and John Jacob Loeb last week filed suit against the American Society of Composers, Authors and Publishers. Suit reflects discontent of many of the Society's members over recent revisions of the distribution system. Lombardo and Loeb, who cleffed, "Seems Like Old Times," used by Arthur Godfrey as a theme, claim the ditty merits full performance credit. . . . Page 14

SPA Mulls Revise of Writer Guarantee on Mechanical Melon . . .

A consideration of the mechanical royalty rate structure with special regard to writers is one of the topics being discussed by the

Council of Songwriters Protective Association, in preparation of future negotiations for new publisher contracts. Other subjects for likely discussion include the current low statutory mechanical royalty rate as well as other possible changes in the copyright law. Page 15

GAC-Hamid Buys Ernie Young's Chicago Outdoor Talent Agency . . .

GAC-Hamid Thursday (1) bought the agency and services of Chicago's Ernie Young, in a bid to further its interests in the fair-outdoor booking field on a nationwide basis. GAC-Hamid was formed last October by the General Artists Corporation, biggie in the name talent field, and George A. Hamid & Son, long the dominant outdoor booker in the East. . . . Page 138

DEPARTMENTS AND FEATURES

Amusement Games . . . 163	Music Pop Charts—
Aud.-Arena . . . 140	Album Buying Guide. 86
Carnival . . . 147	Honor Roll of Hits. 98
Circus . . . 144	Best Seller Lists. 102
Coming Events . . . 151	Tips on Coming Tops. 114
Classified Ads . . . 152	Parks & Pools. 142
Coin Machine Market. 158	Pipes . . . 150
Fairs & Expositions. 146	Radio . . . 14
Final Curtain . . . 141	Rinks . . . 143
General Outdoor . . . 138	Routes . . . 141
Letter List . . . 155	Special Deejay Sec. . . 19
Merchandise . . . 150	Television . . . 2
Music . . . 14	TV Film . . . 8
Music Machines . . . 156	TV, TV Film Reviews. 12
	Vending Machines . . . 159

CBS PREXY CHANGE

Jones Ascendancy Accents Team Idea

NEW YORK — The teamwork concept emphasized recently in the shake-outs at NBC-TV and ABC-TV was again stressed with the selection of Merle Jones to become president of the CBS-TV network beginning January 1. It was the third top echelon change within the past several months, the other two having been the resignations of Sylvester (Pat) Weaver as chairman of the board of NBC and, only two weeks ago, the resignation of Robert Kintner as president of ABC. (See other story this issue.)

Jones will take over for Jack Van Volkenburg, who is retiring but will remain a member of the CBS board of directors. He will inherit the smoothest running and most profitable network in TV, one that rose to its present position of eminence under the direction of Van Volkenburg since 1948.

Administrator

Van Volkenburg, however, was primarily interested in sales and busied himself primarily in this area. Jones is primarily an administrator, with station relations and station management his chief background, his service with CBS dating from 1936.

He is expected to move carefully in making any changes. His most immediate task will be the selection of an executive vice-president as his own replacement. No action

'Home' May Be Hour Earlier

NEW YORK—"Home" may be shifted into the 10-11 a.m. period on NBC-TV, moving it up an hour from its present slot. The network is casting about for ways and means of strengthening its morning daytime operation, and is in the midst of making radical changes.

By shifting "Home" to the earlier hour, the web would not lose the audiences as it does now at 11 when the program comes on. "Home," of course, is not expected to get bit ratings. The show is specifically aimed at audiences interested in its content. But by putting "Home" in the 10 a.m. slot, the programs to follow would not be hurt by the dip in ratings that usually takes place. Talk about cutting the show to a half-hour strip has been abandoned.

"Home" last week made two sales. Firestone bought 16 more participations, in addition to the 14 already purchased, and Formica has bought 10 color participations on "Home" next spring.

has been taken about this position and none is contemplated for at least a month, but speculation centers about the name of Bill Hyland, CBS-TV vice-president in charge of network sales.

It is not believed that Jones will make any moves to disturb the smooth functioning programming department under Executive Vice-President Hubbell Robinson Jr. Generally speaking, it is expected that Jones will lean in the direction of giving CBS executives more responsibility. His chief aim will be to maintain the CBS financial position over NBC, the second network.

Specs Tarnish at CBS; Mull Specials on Order

HOLLYWOOD—The era of the monthly spectacular, introduced by NBC's Pat Weaver, has apparently come to an end, at least for CBS-TV. Altho, officially, the question of whether or not specs will be continued is still open, there appears little doubt that, following Hubbell Robinson Jr.'s visit to the West Coast last week, the practice of definite series of spectaculars on the network is over.

The last to be aired will be "Wizard of Oz" on "Ford Jubilee," and this will be the M-G-M film, not a network production. Beyond that nothing is scheduled, with Ford apparently allocating its money into other shows.

In the future, according to one web exec, special programs will be staged at the request of an advertiser. These could take the shape of a show such as that on the General Electric anniversary last season, the occasion of the introduction of a new line of cars, etc.

The web will not, however, in the future have a schedule calling

'Flicka' Loses Colgate Rider

NEW YORK—Colgate-Palmolive last week canceled its sponsorship of its only current full buy in TV, "My Friend Flicka," effective January 1. Its half sponsorship of "Crusader," which, like the 20th Century-Fox "Flicka" series, is on CBS-TV, ends on the same date.

Colgate's 1957 schedule includes half of the new "Mr. Adams and Eve" series over CBS in the Friday 9-9:30 p.m. slot now occupied by "Crusader" and probably sponsorship of the M-G-M feature film package over WCBS-TV here. The features, which made a noteworthy debut over KTTV in Los Angeles last month under Colgate's aegis, are also a Colgate possibility in half a dozen other major markets.

FIRST DUTIES

Kintner to Expand Color in NBC Post

NEW YORK—The selection of Robert E. Kintner as executive vice-president of NBC beginning January 1, projects a new and important personality into the network's top management scene. The former ABC president becomes the fifth executive vice-president to be named at the network, the others being Thomas MacAvity, Charles Denny, Mac Clifford and Dave Adams.

Kintner becomes a member of the NBC executives council and will co-ordinate the web's color TV activities and expansion. He will report directly to President Robert W. Sarnoff and is virtually certain to be consulted on many matters

in which his comprehensive network experience can be of value.

3 1/2 Mil. Program

Kintner's first responsibility will be the administration of a new \$3,500,000 program to expand NBC's color TV facilities in New York and Hollywood. The program entails the conversion to color of Studio 8H, the largest facility in Radio City; modification of Studio 3 at Burbank, Calif., for use by the NBC color mobile unit; remodeling of the Colonial Theater, here, for broader use as an audience studio; expansion of Burbank's color film chains and an additional color film studio in New York's Radio City headquarters.

The goal of the expansion is to allow the network to program two major color shows every night of the week next fall.

Big NBC Buy For Sweets

NEW YORK — The Sweets Corporation of America has bought a large chunk of NBC-TV time and programming. The advertiser has bought 13 alternate week quarter hours on four different programs over a 26-week period.

The programs are Saturday mornings, "Cowboy Theater" and "Howdy Doody," and Thursday daytime, "Tic Tac Dough" and "Comedy Time." The buys are contiguous.

Revamp for 'Millionaire'

NEW YORK—Don Fedderson is reportedly revamping his series, "The Millionaire," seen Wednesdays over CBS-TV. The new look would include a change in narrators and treatment of story lines.

The show's ratings have been holding up well, but the package feels a new look will help keep viewers' interest high.

'Playhouse 90' Click Points To New Look at Spec Future

NEW YORK—The smash hit of the new season, "Playhouse 90," the CBS-TV hour-and-a-half Thursday night dramatic stanza, is seen by trade sources as a program whose success has vast implications for the future of network programming.

The program, incidentally, became S.R.O. last week when three advertisers reportedly placed orders for the two remaining alternate half hours. They were Marl-

boro, the American Gas Association and Bristol-Myers, the last already the sponsor of an alternate week half hour.

The click of the regular weekly spectacular has proved that a quality hour-and-a-half show could be presented on a weekly basis. And, as important, it has also proved that programmed on a regular weekly basis, the spectacular may get even better ratings than on a once-monthly schedule. On Thursday (1), "Playhouse 90" started with a 22.4 Trendex at 9:30 p.m.

It jumped to a 25.7 at 10 and soared to a 30.8 at 10:30, the highest rating ever achieved for that particular half hour in the history of CBS. "Lux Video Theater," meanwhile, hit an average Trendex of 11.8 for 10-11 the same evening on NBC-TV.

Duplications?

Such success is virtually certain to invite duplication. NBC last season was toying around with the idea of programming "Robert Montgomery Presents" as an hour-and-a-half show, and the click of "Playhouse 90" has revived interest in the project. Also a distinct possibility is the lengthening of variety shows to an hour and a half, where it is felt they can be programmed without too much difficulty.

Programming hour-and-a-half shows on a weekly basis has problems not to be minimized, but they can be licked, given sufficient pre-production work. The addition of more such shows on a weekly basis would pose a serious threat to half-hour programming, not only because of the ratings they might get, but also because of the time

(Continued on page 6)

Seeking New 'Holiday' Slot

NEW YORK — General Foods is seeking a new time period for its "Adventures of Hiram Holliday" series. The show is currently seen over NBC-TV Wednesdays, 8-8:30 p.m. It is being buffeted rating-wise by the combination of "Disneyland" on ABC-TV and Arthur Godfrey on CBS-TV, tho its critical reception hasn't been bad.

Fisher Cancel Due From Coca-Cola

NEW YORK — Coca-Cola is expected to drop Eddie Fisher at the end of 1956. The sponsor is reportedly looking for another pop singer around whom to build a show in its Wednesday 7:45-8 p.m. period.

Fisher is said to have refused to attend distributor meetings, and his ratings have not been up to expectations.

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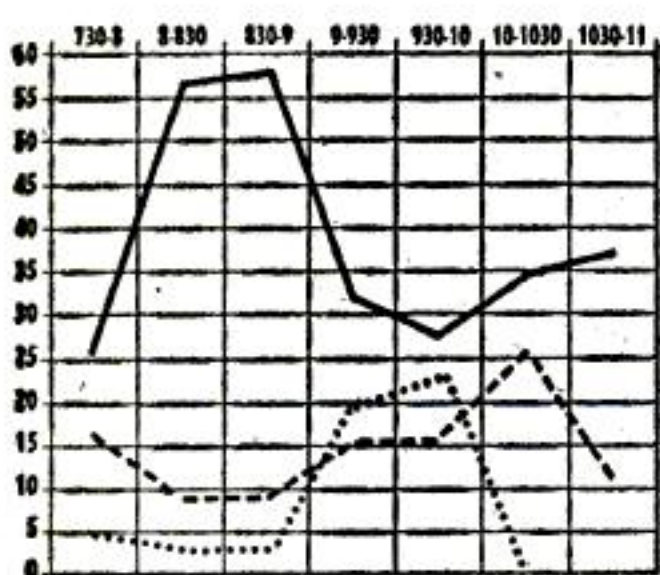
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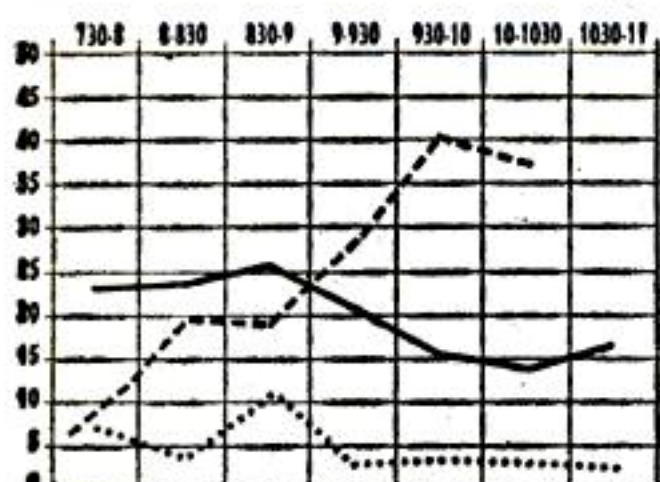
A.R.B. NETWORK RATINGS for September

For complete information on programs, ratings, audience size or coverage, please consult American Research Bureau, National Press Bldg., Washington 4, D. C.



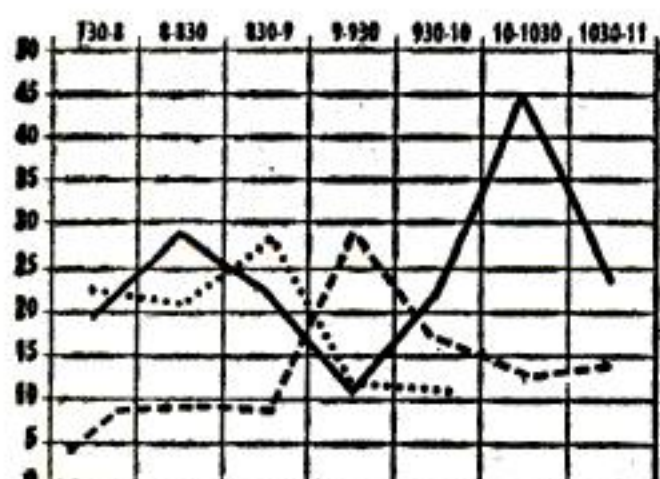
SUNDAY

CBS maintained its clear-cut dominance this evening of the week. "Amateur Hour" lifted ABC to a new 9-10 high, while NBC generally sagged below its August score. The feature, "Magia Box," replacing Steve Allen was obviously a disappointment for NBC, with Allen's 8-9 viewers moving to Ed Sullivan rather than ABC's "Famous Film Festival."



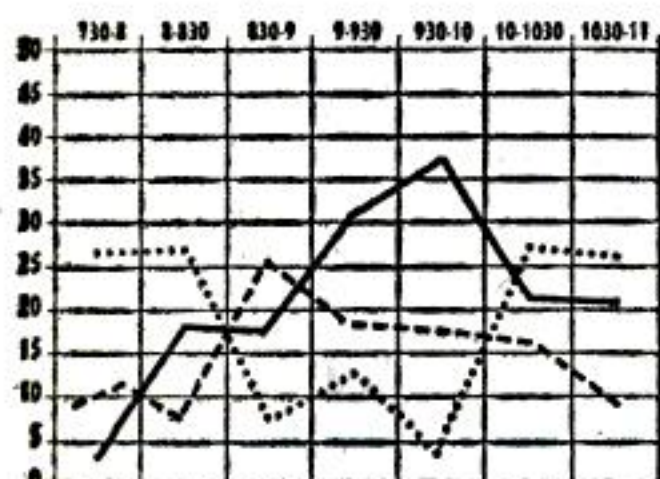
MONDAY

NBC scored more heavily than in August, holding the top spot steadily from "Medic" at 9 thru "Robert Montgomery Presents." CBS maintained supremacy with "Robin Hood" (7:30) and Burns and Allen (8), starting to drop off during Godfrey's 8:30-9 stint. ABC's best showing was "Voice of Firestone," but the web wasn't in the running even then (8:30-9).



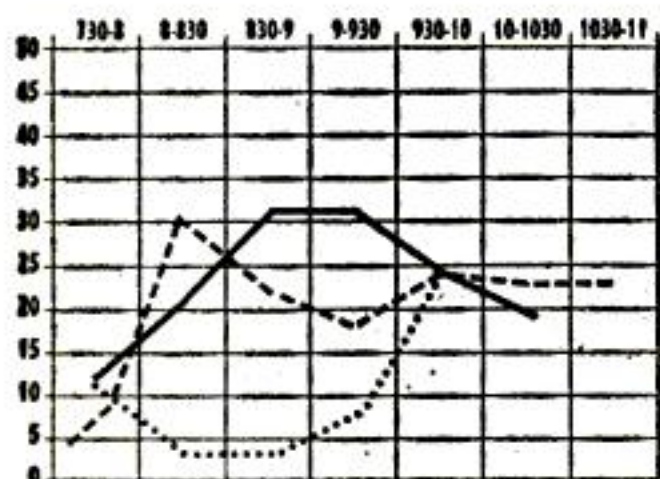
TUESDAY

ABC started big with "Warner Brothers Presents" and rose to the top, 8:30-9, with "Wyatt Earp." CBS lost ground from August, the \$64,000 Question" was still high point for the evening. NBC beat the opposition with Jane Wyman, 9-9:30, but lost ground during "Kaiser Aluminum Hour" which followed. Winter programming was far from complete, however, and Tuesday is still an open race, at least till 10.



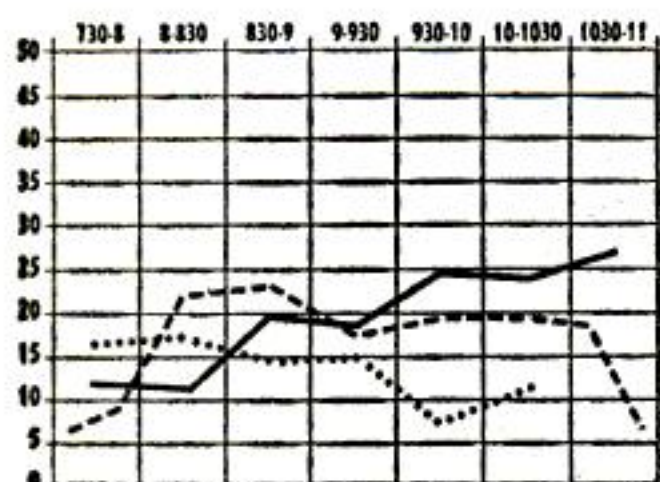
WEDNESDAY

Another free-for-all found ABC opening and closing very strong with "Disneyland" and the fights. "Father Knows Best" gave NBC its one high point, 8:30-9. CBS lost out with Frankie Laine, 8-9, finally soaring with "The Millionaire" and "I've Got a Secret," 9-10. With winter schedule about set for Wednesday, it's an indication of the close three-web race from here on.



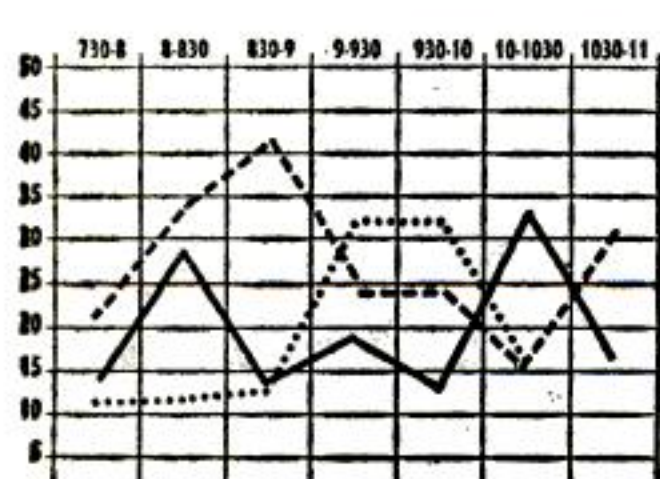
THURSDAY

CBS scored again with "Climax" in the 8:30-9:30 period, bracketed by NBC wins before, with "Best of Groucho" rerun at 8, and after, with "Lux Video Theater" at 10. A special Adlai Stevenson telecast on all webs, 9:30-10, resulted in virtually identical ratings. ABC lost its one clear-cut lead of August, "Lone Ranger" 7:30-8, now contested by CBS's "Sgt. Preston of the Yukon."



FRIDAY

Still the most closely fought night, Friday saw ABC take the lead at 7:30 with "Rin Tin Tin," yielding to NBC, 8-9, with "Truth or Consequences" and "Life of Riley." The 9-9:30 segment was neck-and-neck for "Treasure Hunt" (ABC), "On Trial" (NBC) and "Crusader" (CBS), after which CBS had supremacy, reaching a high with "Person to Person" at 10:30. But summer shows were not yet off in many cases.



SATURDAY

Perry Como gave NBC a runaway 8-9 against summer scheduling, but ABC's Lawrence Welk show topped Sid Caesar in the 9-10 slot. CBS made its strongest bid at 10 with "Gunsmoke," dropping below NBC at 10:30 with "Your Hit Parade." With Gleason back for CBS, Saturday shapes up as one of the more interesting battles of the season.

'LIFE' GOES ON MINUS GUEST

NEW YORK—Ralph Edwards faced the TV cameras last week on "This Is Your Life" with his large book, a dangling charm bracelet and an empty chair when a traffic jam on the Freeway delayed his guest of honor. Confiding to the audience that this was "a spot you wouldn't even send to the cleaners," and "if you think I know what I'm going to do, you're crazy," he decided to go thru with the show by making a few grammatical changes in the script. The subject finally arrived within seconds of sign-off. She was Darlene Miller, brave farm girl — no relative of Mitch, Marilyn, Arthur or Ann. Just a farm girl who got stuck on the Freeway.

4 Pilot Films In CBS Works

HOLLYWOOD — CBS-TV has added four pilots to its development program for next season. Half the shows are being done in conjunction with outside producers.

Goodson-Todman will shoot "Ethan Allen" for the web, with Dave Victor and Herb Little Jr. scripting. No cast has been set yet.

The Marie Wilson show is expected to be put before the cameras by George Burns' McCadden productions within the next few weeks. Miss Wilson will play the heir to a fortune.

Katherine Grayson is to be cast in a western, "The Lone Woman," in which she'll play the Indian wife of a white man. It's expected the show will first be tried out on "Playhouse 90."

The network is also signing Vincent Price for appearances on various programs, plus an as yet undecided pilot.

"Perry Mason," the hour-long mystery pilot, has already been completed.

Three Sponsors Eye 'Wife' Buy

NEW YORK — Miles Laboratories, Carter Products and Ralston Purina are each reportedly considering alternate week buys in "Do You Trust Your Wife?" to replace Frigidaire, which is bowing out late in December. Liggett & Myers continues as alternate week sponsor. The Edgar Bergen quizzer will remain in its CBS-TV berth, Tuesdays, 10:30-11 p.m.

Also at CBS, Hazel Bishop will move in December 22 with "You're on Your Own," new audience-participation stanza starring Steve Dunne. Bishop has also decided to retain full sponsorship of "Beat the Clock."

Nets Eye Pix On Bon Vivant

NEW YORK — NBC-TV and CBS-TV are each mulling a proposed new half-hour series based on the writings of British author Gerald Kersh. The leading role of a bon vivant who dabbles in crime is being offered to Charles Laughton, Peter Lorre and Vincent Price. Plot and characters of the comedy-drama will be synthesized from Kersh's short stories of the past decade in Collier's and Saturday Evening Post.

Replacements Hunt On for Net Turkeys

HOLLYWOOD—Telefilm producers and web execs are expecting as many as a dozen shows to be axed in January and February. The scramble already is on for replacements, in what is proving to be one of the wobbliest fall get-offs in TV history.

All of the networks have their problems, but those of NBC probably overshadow the others. The web has only one program in the first 10 and two in the first 15, with CBS appearing more firmly entrenched than ever.

CBS, however, is far from satisfied with its showing on Tuesday and Saturday nights, and program changes are in the works following V.-P. Hubbell Robinson's visit to the West Coast last week. On Tuesdays "Name That Tune" and "The Brothers" probably won't get past mid-year, with Herb Shriner receiving a drastic overhaul if he's to continue.

Saturday's "The Buccaneer" is weak, and "Hey! Jeannie" isn't expected to last. "High Finance" already is canceled. So is "My Friend Flicka" Friday. "The Crusader" is being replaced by "Mr. Adams and Eve."

ABC-TV programming V.-P. Bob Lewine, also on the Coast last week, said Saturday and Sunday present the big problems for the network. Saturday the web needs programs to lead in to Lawrence Welk. Sunday is a similar situation, with "Omnibus" taking a

beating because of weak shows beforehand. Lewine called the ratings of "Omnibus" disappointing.

The network also is in trouble on Thursday, but the plan, for the moment, is to continue with "Circus." There is some talk, however, of moving "Wire Service" so it won't hit opposite the second half hour of Climax. Otherwise the plan is to concentrate on specific half hours which could stand strengthening.

Tuesday is NBC's most vexing problem, ABC having gotten a toe-hold on the No. 2 spot in the ratings for the night with its slate of Westerns. Monday is weak from 8-9 p.m. and Wednesday is wobbly in a couple of spots. "Adventures of Hiram Holliday" may not survive despite the tough opposition, and "Twenty-One" never has gotten off the ground. Web exec Nat Wolff is presently in Hollywood on a search for new programs.

Channel 8 Multi-City Market

316,000 WATTS
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Gettysburg
Chambersburg
Warrensville
Frederick
Westminster
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Sunbury
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Shanokin
Mount Carmel
Bloomsburg
Lewistown
Lock Haven
Hagerstown

INTO DRIVE TvB Out to Build Sales For Daytime

NEW YORK—The Television Bureau of Advertising last week fired a heavy salvo in the battle to build up daytime sales. It released a Nielsen analysis of daytime viewing, covering last March 5-9.

Gumming up the findings, TvB President Pete Cash said, "Over 7 of every 10 TV homes view daytime TV in the average weekday, and each home spends 23 per cent of the 12-hour span with TV. The figure for daytime viewing translates into nearly 25,000,000 daytime viewing homes, more than the total TV homes just three years ago."

4 Star Studies Sponsor Needs

HOLLYWOOD — Four Star Productions is launching a research effort to determine the program needs of sponsors, and henceforth won't produce a pilot film unless it's been demonstrated that advertisers are searching for such a show.

According to Walt Tibbals, v.-p. of the organization, it's become completely uneconomic to shoot pilot films at random. At the same time, he avers, it's now possible to work more and more closely with ad agencies and sponsors.

Too many television producers, Tibbals said, are in the motion picture business, when they should be concentrating more on television and advertising. It was for this reason that Jack Rayel, previously executive producer of "Ford Star Jubilee," was added to the organization as a v.-p. last week. Rayel will concern himself primarily with creative programming.

WVGA-TV LANCASTER, PENNA.
NBC and CBS

3 1/2 MILLION PEOPLE
IN THE CHANNEL 8 MULTI-CITY MARKET

One of your most important TV markets—America's
10th—3 1/2 million people, owning 917,320 TV sets,
with \$5 1/2 billion to spend annually.

Representative
the MEEKER company, Inc.
New York • Chicago • Los Angeles • San Francisco

WHAT A DIFFERENCE



**UP 252%
IN CLEVELAND
OVER PREVIOUS
FEATURE FILMS IN
SAME TIME PERIOD!**

**DOUBLES TOP
NETWORK
COMPETITION
IN SYRACUSE!**

**89% RATING
JUMP IN DENVER
IN ITS TIME SLOT
ON FIRST SHOWING!**

For details and availabilities on both of these packages call...

...AND YOU CAN GET THE SAME SENSATIONAL RESULTS

SCREEN

"HOLLYWOOD

52 THRILLERS

PRESENCE A SHOW MAKES!

SCREEN GEMS

“HOLLYWOOD MOVIE PARADE”

**104 FINE FEATURE FILMS ARE MAKING RATING HISTORY
EVERYWHERE...DAY AND NIGHT...COAST-TO-COAST!**

**HIGHEST RATING
EVER SCORED
BY ANY FEATURE
FILMS IN
OMAHA!**

**122% GAIN
IN
PHILADELPHIA
AS A
6 DAY STRIP!**

**DOUBLES
COMBINED
RATINGS
OF TWO
COMPETING
SHOWS IN
ATLANTA!**

**160% RATING
GAIN OVER
FEATURE FILMS
IT REPLACED
IN CINCINNATI!**

IN THE EAST
Ben Colman
Plaza 1-4432
New York, N. Y.

IN THE MIDWEST
Henry Gillespie
Franklyn 2-3696
Chicago, Ill.

IN THE SOUTH
Frank Browne
Emerson 2450
Dallas, Texas

IN THE FAR WEST
Richard Dinsmore
Hollywood 2-3111
Hollywood, Cal.

IN CANADA
Lloyd Burns
Empire 3-4096
Toronto, Can.

STARTS WITH THIS GREAT NEW FEATURE FILM PACKAGE...

SCREEN GEMS

“MYSTERY PARADE”

FOR FIRST RUN TV!

FOR SALE

THE TOTAL OUTSTANDING STOCK OF
UNITED BOOKING OFFICE, INC.

A CORPORATION ENGAGED IN THE BUSINESS OF
BOOKING LEGITIMATE THEATRES AND ATTRAC-
TIONS.

THE SALE IS SUBJECT TO THE PROVISIONS CON-
TAINED IN A JUDGMENT OF THE UNITED STATES
DISTRICT COURT, SOUTHERN DISTRICT OF NEW
YORK, DATED FEBRUARY 17, 1956 (CIVIL ACTION
NO. 56-72).

CONTACT

ADOLPH LUND **AARON LIPPER**
225 W. 44th St., N. Y. 36, N. Y. 527 Fifth Ave., N. Y. 17, N. Y.
PE 6-6700 MU 2-5780

EXECS IN HUDDLE

Programming Shift Due for ABC-TV

NEW YORK—The quiet which descended over ABC-TV last week concealed furious activity behind closed doors which will result in a series of programming changes and a small number of executive additions. Principal heads in the huddle belong to Leonard Goldenson, Ellie Treyz, John Mitchell and Robert Lewine, the top programming planners who just returned from West Coast scouting.

With the avowed purpose of increasing live programming, the quartet is concentrating first on the Saturday 7:30-9 p.m. time, from which "Famous Film Festival" will soon be removed. Two possibilities exist as ABC-TV sees it: One, to drop "Festival" late in December in favor of a new 8-9 p.m. music or variety show to lead into the successful Lawrence Welk stanza and compete with Perry Como and Jackie Gleason; the other, to retain the film show until late March, at which time it would be too late to launch such a lavish replacement.

The first depends on Network

Sales coming up with a couple of rich advertisers while Programming comes up with an attractive format and a star host. The second depends on finding three half-hour shows with three willing sponsors to fill the vacated 90 minutes.

On the immediate agenda, too, are reconsideration of "Circus Time," Ray Anthony show, "It's Polka Time," "Amateur Hour," "Wire Service" and "Ozark Jubilee" as candidates for rescheduling or removal in the wake of new shows being created in the next few months. It is reported that the first such change will cancel four Bishop Sheen telecasts to give "Voice of Firestone" four one-hour stanzas Mondays during the course of its regular half-hour cycle.

NEW YORK — CBS-TV last week signed Lee Cooley, the former producer of the Perry Como show, to a long-term exclusive contract. He will specialize in musical properties, his first project being "The Big Record."

RESTLESS PEOPLE

By CHARLOTTE SUMMERS

Alan W. Livingston, who joined NBC last April as president of California National Productions, NBC subsidiary, has been named vice-president, television network programs, Pacific division, for NBC. . . . Frank Arnold, who was NBC's first and only director of development from 1926 to 1932, came out of retirement last week to tell 75 guests of the New York Chapter of the Radio Pioneers how the nation's top advertisers first came on the air. . . . Ralph Cohn, vice-president of Screen Gems, left for England Sunday (4) to scout for possible film production, and Ed Justin, director of merchandising for the Columbia subsidiary, left Tuesday (6) to study overseas merchandising aspects of Screen Gems' properties.

Elroy Scrivener has been named a vice-president of McCann-Erickson (International). . . . Saul Jeffee, president of Movielab, last week opened the first of a series of lectures for his employees on film and processing as related to color. . . . Bonded TV Film Service will be one of the first commercial firms to receive Ampex Video Tape Recorders. . . . William F. Craig, with Procter & Gamble for the past 10 years, has moved to the William Morris Agency as a radio-TV executive staffer. . . . Dave Schooler, formerly with Major TV, has moved to Minot TV as sales manager for the reorganized sales department.



One of America's Leading
Television Commercial Producers

Owen
Murphy

Productions, Inc.

723 Seventh Ave., N. Y. 19, N. Y.
PLAZA 7-8144

FIRESTONE TIRE & RUBBER CO.

GIVE TO DAMON RUNYON CANCER FUND

Thanks, again —

for making it possible for United Cerebral Palsy to realize more than one-half million dollars in Telethon pledges for the fifth consecutive year received during the Sixth Annual "CELEBRITY PARADE FOR CEREBRAL PALSY," October 20-21, over WOR-TV (CHANNEL 9).

May we acknowledge:

PRODUCTION COMMITTEE

Ivan Reiner, Producer

DIRECTORS:

Robert Eberle
Ralph Giffen
Bob Bell
Richard Blue
Steve Harris
Nick Polowichak
Gene Renza

Tony Cabot, Musical Director

Ken Mapes, Scenic Designer
George Riley, Supervisor of Engineering
Steve Schultz, Music Coordinator

TECHNICAL DIRECTORS

Frank Ennis
William Dacosta
Fred Schumann, Coordinator for ABC

TALENT COMMITTEE

Herb Rosenthal, Chairman

Lenny Ditson
Moe Gale
Lou Leslie
Harry Levine
Harry Romm
David Begelman
Aaron Steiner
Joe Sully
Freddie Fields
Lenny Green

Also:

DENNIS JAMES, M. C.
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Ed Sullivan
Jack Carter
Ralph Storey
Joey Bishop
Joey Adams
Jean Shepherd
Hal Jackson
Stan Burns
George Skinner

Jane Pickens
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Al Hodge
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Sandy Becker
Al Markham
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Theatre Authority
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International Alliance Theatrical Stage
Employees & Moving Picture Machine
Operators
TelePromPTer
Western Union
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Du Mont Television Network
National Broadcasting Company
Columbia Broadcasting Company
Mutual Broadcasting Company
American Broadcasting Company
International Business Machine Corp.
RCA Victor Records
Joe Marsh and the Spindletop Restaurant
Joe Spagnola
Barney Paulson
John Francavilla

. . . and the more than 100 additional performers who appeared during the twenty hours.

And a special thank you to John H. Mitchell, ABC, for making the facilities of the ABC Ritz Theatre available, and to Gordon Gray, WOR-TV, for making this Telethon possible.

United Cerebral Palsy
70 FIFTH AVENUE
NEW YORK 11, N. Y.

Swift Buys Two Specs on NBC-TV

NEW YORK — Swift has bought two spectaculars on NBC-TV.

The advertiser will sponsor "Ruggles of Red Gap," with Imogene Coca and Michael Redgrave on February 3, and "The George M. Cohan Story," starring Hal March, on May 11.

'Playhouse 90'

Continued from page 2

they consume. And 90-minute dramatic shows, if more are presented, would mainly threaten shorter dramatic shows, primarily half-hour film anthologies which have been lagging in popularity.

Risks Involved

Because of their very length, the 90-minute shows contain great risks to sponsors. Not only are they very costly, but their necessary use of multiple sponsorship does not make for audience identification.

The ratings of "Playhouse 90" also suggest to suggest that the programming of the class adult property is most successful when it is offered at a late hour. The high rating received by the last half hour of the Thursday (1) "Playhouse 90" would indicate that viewers will stay with a show thru to its end, even if it is a little later than their general bedtime hour. It may result in NBC programming some of its spectaculars at a later hour.



The Halls of Ivy

starring

Ronald COLMAN • Benita HUME

TIE YOUR PRODUCTS TO SUCCESS!

The polished acting of Ronald Colman and his wife, Benita Hume, and the suave comedy situations of **THE HALLS OF IVY** are an award-winning combination that's given unanimous acclaim by America's greatest TV drama critics! "Bright and witty"... "keeps me glued to TV"... "hung with highest laurels"... "great charm"... "brings literacy to screen"... "breezy"... "most delightful and certainly the most humorous and best written"... "adds class to TV".



WINS ABLE-TO-SPEND-MORE AUDIENCES—Yes, **THE HALLS OF IVY** has wide audience appeal for higher-income, intelligent buyers who "enjoy adult television comedy". That's why this entertaining comedy series of 39 half-hour programs attracts the audiences best for you... the audiences that can afford to buy more and do buy more of all products and services. Check **TPA** today for your market opportunities.



Television Programs of America, Inc.

EDWARD SMALL • MILTON A. GORDON • MICHAEL M. SILLERMAN
Chairman President Executive Vice-President

488 Madison Ave., New York 22, N. Y. • PL. 5-2100



M-G-M Ratings Dip On KTTV, Tho OK

Colgate Likes Pictures' Sales Power, Seeks Slots in New York, Minneapolis

HOLLYWOOD—Since its much ballyhooed opening three weeks ago, the "Colgate Theater" (M-G-M pictures on KTTV, Friday, 8 p.m.) has gone into a less publicized decline. It has been learned that the American Research Bureau's special survey for the second week, when the picture was the award-winning "Mrs. Miniver," turned up an average 22.0. This was understood to be still the greatest share of audience during those two and a half hours. But it is considered disappointing compared to the first-week average of 30.8 on "Thirty Seconds Over Tokyo."

On the third installment, October 26, the ARB special brought in even less hearty news. "They Met in Bombay," starring Clark Gable, pulled an average 19.7 over three hours running time.

One explanation for the decline is that there was less promotion for the subsequent weeks' pictures. The hoopla with which KTTV kicked off the series was, of course, tremendous. In the past two weeks the promotion has settled down to the quarter-page-ad class.

The rating decline is regarded as less than alarming, tho more than merely interesting. The week following the debut of its M-G-M show here, Colgate is reported to have enjoyed its greatest sales volume in this market of all time.

The sponsor is now openly seeking more such program buys in other major markets. Last week it was reported to be negotiating for the Saturday night "Late Show" slot on WCBS-TV, New York, and also for a prime-time position on WMGM-TV, Minneapolis, which has just concluded a KTTV type of deal for the Metro library.

The pull of "They Met in Bombay" was actually somewhat better

CBS-TV Film Boosts Howell

NEW YORK—John Howell last week was named account executive for national sales at the CBS-TV Film Sales operation. Howell will concentrate on the network sale of various properties created, owned and leased by the network's film distribution arm.

CBS-TV Film Sales, in a move to strengthen itself for local selling, will open its 10th office, with Denver the site. Edward Adler is expected to be in charge of the office.

Warners Plan '4 Daughters'

HOLLYWOOD—Warner Bros. will go into production around January 1 on a pilot film of "Four Daughters," a half-hour dramatic series based on its 1938 movie of the same name. The story line for the first 13 films will be drawn from plot incidents in the original, which dealt with the effect of an itinerant musician on a middle-class family.

John Garfield and the Lane Sisters starred in the movie, with Frank Sinatra doing the 1954 remake titled "Young at Heart." Warner Bros. now produces "Cheyenne" and "Conflict" on ABC-TV.

than its 19.7 over-all average suggests. Its over-all was pulled down by the low 13.4 in its last half hour, 10:30-11 p.m. Its average for the first two and a half hours was 21.0, only a point off "Mrs. Miniver." But "Bombay" fell off sharply after midpoint, whereas "Miniver" built up almost steadily, starting at 16.7, and, as the network competition peeled off, working up to a 27.4 in the 10-10:30 p.m. segment.

KBTv Cartoons Click With Kids and Adults

DENVER—Adults like cartoons, too! This discovery is paying off for KBTv, the ABC-TV outlet here that recently purchased the Warner Bros.' package and the Popeye series. The Channel 9 station here is utilizing these packages, along with the half dozen other series in their cartoon library to build an excellent audience of all ages. With complete disregard to program type, Channel 9 has booked the Warner series and Popeye straight across the board at 4:40 every afternoon, Monday thru Friday. Two special Popeye shows on Monday and Saturday evenings have the moppets lined up before Channel 9, and even the adults

get a glimpse of Bugs Bunny every Friday night at 9.

Cartoons are also part of the late morning housewife's program when Jill Ferris takes time away from her menu, clothing styles and fem hints to talk to the kiddies home for lunch and shows them a cartoon.

Capt. Ozzie Waters, back at WBTv after a year's absence, emcees a Saturday afternoon Cartoon Club, and Jody Knoll does the same on Sunday afternoons, 3:30 to 4. Another series of varied cartoons from the station's library is introduced by Tom Atkins and his giraffe puppet, Jerry, as part of the week day cartoon offerings.

20th Production for NTA of Significance

NEW YORK—Of long-range significance in the deal closed last week between 20th Century-Fox and National Telefilm Associates is the fact that TCF-TV will produce half-hour TV series for NTA, a fact overshadowed for the moment by the feature film aspects of the deal.

The deal is calculated to strengthen TCF's hand in getting airings of its TV productions. On NTA's part it symbolizes its executives' thinking that the feature film boom is strictly a temporary phenomenon, since the movie backlogs must sooner or later be exhausted.

Never a factor in first-run production until "The Sheriff of Cochise," NTA may be expected henceforth to use any success it derives in feature film to get deeper into packaging and sales of made-for-TV programs.

In this connection it is interesting that NTA was represented in the 20th negotiations by Charles

Feldman, producer-agent, whose Famous Artists Corporation handles William Holden, John Wayne, Randolph Scott, Susan Hayward and other top Hollywood talent.

The Feldman-NTA association in this instance led to speculation about possible Feldman packaged TV shows for NTA distribution.

WOR, WATV Wage Movies' Ratings Battle

NEW YORK—The rating battle between the two big multi-run feature-film programs here continued last week when WATV released the complete ratings for the four weeks of October, surveyed on order from WATV by Telepulse. In a close fight, WATV's "Famous All Star Movie" beat WOR-TV's "Million Dollar Movie" the first and fourth week when it played "How Green Was My Valley" and "Daisy Kenyon" respectively against WOR's "The Locket" and "The Three Musketeers."

"MDM" was the victor the second and third weeks with "Notorious" and "Champion" respectively, the latter getting the highest ratings of them all, a 58.6 total. During those two weeks WATV played "House on 92d Street" and "Les Miserables."

Meanwhile, it was learned that WOR has taken umbrage at WATV's release of a cumulative rating that Pulse had pulled at the end of the "How Green Was My Valley" run by asking its sample which movies it had seen on TV that week.

In a memo to the sales staff, Bob Hoffman, WOR research director, stated, "With this technique the unduplicated rating includes those families who watched only a part of this two-hour movie." This end-of-the-week technique, he continued, is "not a valid measurement for the advertiser" since families watching only a part of the show may not have been tuned in when his commercial was on.

A WATV spokesman said he seemed to recall that WOR itself used such a rating when "MDM" first went on the air two years ago.

M-G-M IS KING FOR RATINGS ON SEATTLE TV

SEATTLE—Just as in Los Angeles and Denver, the M-G-M movies are grabbing the lion's share of ratings here on Station KING-TV. During October the station's film show, "Command Performance," hit a weekly average of 16.7, according to American Research Bureau figures, and on one Saturday night at 11 p.m. went as high as 30.5.

The film program runs across the board from 10:45 to 12:15, and each night during the rating week, October 8-14, the show's ratings ran from four to seven times as high as the nearest competition, with brief exceptions on Thursday and Saturday nights.

The daily averages during the week were: Monday 11.7, Tuesday 11.9, Wednesday 13.3, Thursday 13.7, Friday 23.6, Saturday 26.2 and Sunday 16.1.

2 PLATEAUS TO GO

With 20th Films Under Belt, NTA Girds for Outlets, Sales

By GENE PLOTNIK

NEW YORK—The NTA Film Network attained its second plateau last week. It got the programming. The large and complicated deal between National Telefilm Associates and 20th Century-Fox assures that the new network will indeed have the 39 top feature films that it committed to its affiliates for the current season.

To get this product, NTA, as anticipated, had to surrender 50 per cent ownership of the network to 20th. For the network itself this is seen as a big plus.

Getting the movie giant as a partner as well as a supplier un-

doubtedly gives it considerable added prestige and solidity during its normally delicate formative stage.

In its effort to move full-fledged into time sales, NTA is already scampering up the next two plateaus. It is actively soliciting national sponsorship of its network program. And it is bidding for the purchase of stations, which would probably be operated under the aegis of the NTA Film Network.

5 Mil. for All

Full sponsorship of the whole season's series of movies on the entire network would probably cost over \$5,000,000. Whether there are at this point in the season

any advertisers with that kind of TV budget—or any major part thereof—still available remains to be seen. According to NTA spokesmen, a number of well cliented agencies have already queried them about the network, and at least one has indicated it would probably buy if the list of pictures NTA could come up with proves satisfactory.

As far as station ownership is concerned, NTA is understood to be shooting for the maximum allowable limit. While admitting that they do in fact plan to move into the station business, NTA officials refused to comment on the progress they have been making along this line.

The new NTA-20th deal puts their relationship, which began last May with a 52-picture deal, on a still broader basis. In addition to supplying feature films and sharing ownership of the network, 20th will also make half-hour TV film series for NTA. Its TV subsidiary, TCF Television Productions, producer of three current network shows, is expected to deliver four pilot films to NTA by next March for national sale—either on or off the NTA network—for the 1957-'58 season. Three of the shows will probably be "Mr. Bevedere," "Cheaper By The Dozen" and "How to Marry a Millionaire." NTA will probably also get rerun syndication of TCF's three current network shows.

Terms

The terms of the NTA-20th deal on the features, so far as they were revealed, are as follows.

Twentieth is obliged to deliver to NTA two groups of 78 pictures (Continued on page 10)

ZIV HAS THE HOT SHOWS!

"SCIENCE FICTION THEATRE"



22.0

IN 2 STATION BIRMINGHAM

beating Sid Caesar, Fireside Theatre, Medic, Danny Thomas & many others.

PULSE—Feb. '56

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

FINALLY SET

Loew's Buys Into KMGM On Pix Deal

MINNEAPOLIS—United Television, Inc., owners of KMGM-TV, here, has finally concluded two agreements with Loew's, Inc., after several months of negotiation.

This is the third VHF station in which M-G-M TV has acquired 25 per cent capital stock interest—the others are KTTV, Los Angeles, and KTVR, Denver, on which it holds a purchase option.

KMGM intends to give the network affiliates a run for ratings. It has hired both American Research Bureau and Trendex to give special reports and is negotiating with several national sponsors.



STEAMING AHEAD!

Since the sternwheelers first opened our Ohio River Valley to large-scale trade, this region has constantly steamed ahead to greater industrial records. Today, its array of manufacturing is the most vast in America...

WSAZ-TV Channel 3 logo and address information for Huntington-Charleston, W. Va.

PULSE LOCAL RATINGS FOR SEPTEMBER

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

ALBUQUERQUE, N. M. 3 TV STATIONS—45,000 TV HOMES Population—208,200 (107th in U. S.)

- TOP NETWORK SHOWS 1. Ed Sullivan, KGGM, Su. 43.0 2. \$64,000 Question, KGGM, T. 36.2

- TOP MULTI-WEEKLY SHOWS 1. News-Caine, Sports, KOAT, M-F. 11.7 2. Queen for a Day, KOB, M-F. 10.4

- TOP FEATURE FILMS Once Weekly 1. Feature Theater, KOB, S. 9:45-11:00 p.m. 11.6

- Multi-Weekly 1. Late Show, KOAT, M-S. 10:15-12:00 p.m. 8.4

- TOP SYNDICATED FILMS 1. Waterfront (MCA), KOAT, W. 8:00 23.9 2. Lone Wolf (MCA), KOAT, M. 8:30 21.5

FRESNO, CALIF. 4 TV STATIONS—77,900 TV HOMES Population—317,300 (67th in U. S.)

- TOP NETWORK SHOWS 1. Ed Sullivan, KFRE, Su. 45.6 2. \$64,000 Question, KFRE, T. 31.5

- TOP MULTI-WEEKLY SHOWS 1. News Caravan, Misc., KMJ, M-F. 16.9 2. Mickey Mouse Club, KJEO, M-F. 16.7

- TOP FEATURE FILMS Once Weekly 1. Movie of the Week, KJEO, F. 10:00-11:45 p.m. 14.6

- Multi-Weekly 1. Movieland, KJEO, M. 10:30-12:00 midnight 9.7

- TOP SYNDICATED FILMS 1. Rosemary Clooney (MCA), KFRE, T. 7:30 21.0 2. Confidential File (Guild), KMJ, W. 10:30 20.0

GREENSBORO, N. C. 2 TV STATIONS—47,300 TV HOMES Population—214,800 (103d in U. S.)

- TOP NETWORK SHOWS 1. \$64,000 Question, WFMY, T. 50.8 2. Ed Sullivan, WFMY, Su. 48.4

- TOP MULTI-WEEKLY SHOWS 1. CBS News, WFMY, M-F. 23.7 2. Edition, Weather (6 p.m.), WFMY, M-F. 22.7

- TOP FEATURE FILMS Multi-Weekly 1. Movie Hour, WFMY, M-Su. 11:15-12:00 midnight 13.2

- TOP SYNDICATED FILMS 1. Steve Donovan, Western Marshal (NBC), WFMY, T. 9:30 39.5

OMAHA 2 TV STATIONS—170,900 TV HOMES Population—401,600 (53d in U. S.)

- TOP NETWORK SHOWS 1. Ed Sullivan, WOW, Su. 40.4 2. What's My Line? WOW, Su. 39.8

- TOP MULTI-WEEKLY SHOWS 1. Weather, News (10 p.m.), WOW, M-F. 28.4 2. Sports, Misc. (10:15 p.m.), WOW, M-F. 26.4

- TOP FEATURE FILMS Once Weekly 1. Million 5 Movie, WOW, Su. 10:15-12:00 midnight 17.1

- Multi-Weekly 1. Academy Theater, WOW, T, W, S. 10:30-12:00 midnight 6.8

- TOP SYNDICATED FILMS 1. I Led Three Lives (Ziv), WOW, T. 8:30 28.3 2. Man Called X (Ziv), KMTV, M. 8:30 27.5

NTA Girds for Outlets, Sales

Continued from page 8 over the next two years, the first group to be delivered immediately, the second in 1957. Each group consists of 39 Class A pictures and 39 Class B. All of them are pre-1949 productions.

three more groups of 78 pictures, on at least as good terms as the first group. If 20th, in the next five years, does go all the way with NTA, it will have given NTA a total of 390 pictures for which NTA will have paid it a minimum of \$29,250,000.

Official Names Bruen Syndicated Sales Mgr.

NEW YORK — Official Films has raised Wells Bruen to the new post of manager of the syndicated sales division. He was formerly assistant sales manager. He continues to report to Herman Rush, sales vice-president.

ADVISORY BOARD SURVEY

Mobile Sets to Break Up Family's Viewing



Consisting of one key executive from each leading sponsor advertising agency, TV broadcaster, producer and film company.

The day is coming, says The Billboard's TV Editorial Advisory Board, when Dad may be in the basement, Mom in the kitchen and the kids up in their rooms, each watching his own TV set. This has been made possible with the arrival of the "portable" type of mobile TV receiver, and will become an increasing factor as circulation continues to grow.

Down the line the majority of each segment on the Advisory Board voted "Yes" to the question: Do you believe these small, cheap sets can create enough multiple-set homes to break up the family viewing habit into individual audience components? All of the network sponsors, over 80 per cent of the ad agencies, distributors and producers; 77 per cent of the regional advertisers and 65 per cent of the stations saw the "break-up of family viewing."

Radio, Mag Patterns

Those so voting pointed to the pattern of radio and the "vast diversification of magazine types" to prognosticate about TV viewing patterns. The widest single comment came from members of the board who undoubtedly have children of their own at home, for they pointed out most emphatically that a great advantage for multiple viewing would be to "give children's rooms a separate set!"

Among the stations voting, the minority of "nays" had good reasons for so commenting. Here 29 per cent did not see a break-up. In this category, it must be remembered, there are a number of one-station markets represented. "Only in multiple-station markets such as New York or Los Angeles this would seem to be a logical development," says one station executive succinctly. Likewise, another station exec said, "They may view in different areas of the home, but they still are the same group."

Both the ayes and nays agreed on one point, however, and that was that all this would come when the sets became cheap enough.

If the big majority (76 per cent) of the board believed these cheaper sets could create a break-up in family viewing, they did not see much change in programming patterns, only moderate if any at all. Specifically, 64 per cent saw no change, while 30 per cent thought only moderate alterations would be necessary.

General comments indicated that present variation in programming just about covered every segment of the viewing audience. Their comments were further substantiated by the replies to the third question: What types of programs in what time periods do you recommend for each of the following groups? A quick tally shows considerable overlap of programming selections for special groups. In order, they were:

Women: Drama, soaps, service, audience participation, variety. Men: Sports, drama, news, variety. Teen-age girls: Music, pop music, drama, variety, adventure. Teen-age boys: Music, sports, adventure, Westerns, variety. Over 60: Drama, quiz, music, news.

Certainly such general classifications as drama, variety, etc., which are "all family" types of programming, seem to be heading for no early demise.

Minority Opinion

The minority group was also concerned about ment on most scores, nevertheless offered some concrete thoughts about programming change. Said one station executive and one distributor, the "portables" would eliminate the duplication of program types for the same period on the three networks. Others looked for increased selectivity, for more musicals and sports to appeal to the younger set.

The minority group was also concerned about feature films and their reception on the smaller sets, the thinking that the quality would be less than adequate. Again they pointed to the pattern of radio: That no matter if programming takes off on "specific viewer" tangents, it will always be a mass appeal medium. This, as a reason for thinking that changes would be moderate and wouldn't digress too far from the "all family" appeal.

HOW THEY VOTED

Do you believe the increasing circulation of small, portable TV receivers will require the TV industry to make any change in its programming patterns?

	Yes, Big Change	Yes, Moderate Change	No
Stations	6%	25%	69%
Advertising Agencies	6%	36%	58%
Network Sponsors	—	25%	75%
Regional, Local and Spot Advertisers	—	38%	62%
Distributors	17%	25%	58%
Producers, Labs, Equipment	7%	22%	71%
TOTAL	6%	30%	64%

More specifically, do you believe these small, cheap sets can create enough multiple-set homes to break up the family viewing habit into individual audience components?

	Yes	No	No Opinion
Stations	65%	29%	6%
Advertising Agencies	82%	15%	3%
Network Sponsors	100%	—	—
Regional, Local and Spot Advertisers	77%	16%	7%
Distributors	84%	16%	—
Producers, Labs, Equipment	80%	20%	—
TOTAL	76%	20%	4%

programmers can be more sure of reaching their correct audience by using the right vehicle."

Regional Sponsors Say . . .

R. S. LAMMERS, advertising manager, Allison-Erwin Company, Charlotte, N. C.: "I think there is a limit (already reached in many instances) to 'how precise can you get' in aiming at a specific market. The more you break down your 'specific market appeal' to narrow your audience and then the more expensive your cost . . . and you'll still miss a lot of potential customers thru the natural errors resulting in the 'specific market' selection and appeal."

R. G. RETTING, vice-president, Whitehall Pharnacal Company, New York: "Nets will still program for majority viewers, not for divergents."

Producers Say . . .

NORMAN C. LINDQUIST, Wilding Pictures Productions, Chicago: "The portable sets are often being purchased specifically so that children can view their own programs without disturbing adults."

FRED NILES, Fred Niles Productions, Chicago: "Daytime programming, the most unexplored area, will be further enhanced by housewives putting portables in the kitchen, nursery, etc."

BABETTE J. DONIGER, Television Snapshots, Inc., New York: "Programmers will have to stay on even more extreme close-ups, and do shorter programming segments. Teen-agers will also have their own sets more and more, and programming will have to take in this 'select' audience."

TV Commercials in Production

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

Sponsor, Product & Agency (Show, if any)	No. (Seconds)	Type (C-Color)	Commercial Producer
FOODS AND BEVERAGES			
Bakery Goods			
Sunshine Biscuits, Krispy, Hi-Ho, Hydrox, Cunningham & Walsh	8 (60), 3 (20)	LA, SA	Bill Sturm
National Biscuits, Lorna Doone, McCann-Erickson (Sky King)	1 (60)	LA, SA	Bill Sturm
Holsum Unified Bakers, Bread, W. E. Long	2 (20)	FA	Kling
	1 (20)	LA	Kling
	1 (60)	SA	Kling
	2 (08)	ID	Kling
Gardner Baking, Bread, W. E. Long	2 (20)	FA	Kling
	1 (20)	SA	Kling
Holsum Unified Bakers, Bread, W. E. Long	1 (20)	FA	La Brea
	2 (20)	LA	La Brea
	1 (60)	SA	La Brea
	2 (08)	ID	La Brea
Food Beverages			
Roberson's Big Beverages, Soft Drinks, Walter Klein	4 (60)	LA	Walter J. Klein
	1 (60)	LA, SE	Walter J. Klein
Tetley Tea, Tea, Ogilvy, Benson & Mather	2 (60)	LA, SE	Walter J. Klein
Charbonneau Packing, Tree Top Apple Juice, Miller, Mackay, Hoeck & Hartung	1 (20)	FA	Ray Patin
Pepsi-Cola, Kenyon & Eckhardt	—	NA	Universal
Alcoholic Beverages			
Schlitz Brewing, Beer, J. Walter Thompson	1 (60)	FA	Playhouse
Storz Brewing, Beer, Bozell & Jacobs	1 (60), 1 (20)	FA, J, LA	Fred A. Niles
Wine Growers Guild, Wine, Dancer, Fitzgerald & Sample	1 (60), 1 (20)	FA	Ray Patin
Falstaff Brewing Co., Dancer, Fitzgerald & Sample	—	NA	Universal
Pabst, Leo Burnett	—	NA	Universal
Other Foods			
Maola Mile & Ice Cream, Dairy Products, Walter J. Klein (Cisco Kid)	2 (60)	LA, SE	Walter J. Klein
	2 (60)	LA (C)	Walter J. Klein
Corn Products Refining, Bosco, Donahue & Co.	1 (60)	LA	Bill Sturm
Nepco, All Beef Frankfurts, Silton, Inc.	1 (60)	FA	Roger Wade
TRANSPORTATION			
Automobiles, Accessories, Equipment			
A. C. Spark Plug Division, General Motors, Spark Plugs and Oil Filters, D. P. Brother & Co. (Wide, Wide World)	8 (90)	LA	Jerry Fairbanks
New Departure Div., Gen. Motors, Ball Bearings, D. P. Brother & Co. (Wide, Wide World)	3 (90)	LA	Video Pictures
Hyatt Bearing Div., Gen. Motors, Roller Bearings, D. P. Brother & Co. (Wide, Wide World)	1 (90)	LA	Robert Lawrence
Saginaw Steering Gear Div., Gen. Motors, Steering Gears, D. P. Brother & Co. (Wide, Wide World)	1 (90)	LA	Jam Handy
Oldsmobile, Automobiles, D. P. Brother & Co. (National Political Conventions)	4 (60)	FA	UPA
Hanson Chevrolet Co., New Cars, Simons-Michelson Co., (Late News)	2 (20)	SA	Bloomfield
Ford Motors, 1957 Cars, J. Walter Thompson (Tennessee Ernie Ford)	10 (30)	FA (C)	Playhouse
Oldsmobile, Automobiles, D. P. Brother & Co.	—	LA	Video Pictures
De Soto, BBD&O	—	NA	Universal
Studebaker, Benton & Bowles	—	NA	Universal
Ford, J. Walter Thompson	—	NA	Universal
Chevrolet, Campbell-Ewald	—	NA	Universal
General Motors, Pontiac, MacManus, John & Adams	1 (20)	LA, SE	Transfilm
U. S. Rubber, U. S. Royal Tires, Fletcher D. Richards (NCAA Football Games)	2 (60)	FA, M	Transfilm

(Continued next week)

COMMERCIAL CUES

SIGNED FOR A YEAR

The usual "job-to-job" relationship between agencies and film commercial producers has been set aside by the W. E. Long Advertising Agency and Shamus Culhane Productions, Inc. The agency, for Holsum Bread, has signed a one-year contract with the producer. The first order calls for 24 blurbs in live action and animation on the theme of "better living thru bread." They will feature the cartoon of Barney Brown and family and will have special inserts for local identification for some 50 Holsum bakers throught the country.

NEW DYNAMIC LOOK

Dynamic Films, New York indie film producer, has created six new departments to handle expansion of film requirements, as well as for moving into new film fields. The new departments will be Public Affairs, TV Film Packaging, TV Commercials, Automotive, Advertising and Public Relations, Medical and Religious. Heads of each of the new departments have not yet been named. At present Dynamic has 46 films under contract consisting of about 130 reels. The firm is now looking for a new physical plant.

ID'S . . .

Transfilm, thru Grey Advertising, has made six 60-second spots and three 20-second spots for a saturation campaign by the Lionel Corporation, which will promote its model trains and equipment in 81 markets from Thanksgiving until Christmas. . . . Kling Film Productions made a boxing blurb for Paper-Mate Pen, using Slapsie Maxie Rosenbloom in the ring. The spot is for the Archie Moore-Floyd Patterson fight. . . . Herbert R. Pilzer, former head of Circle Film Labs, has joined the Comprehensive Service Corporation as a veepee. . . . Animation, Inc., will do two TV spots for Betty Crocker Pancake Mix. . . . In the works: Lewis & Martin are doing two York spots, two Norge spots and four for Wen Saw; Douglas Productions is wrapping up a Dressel's bakeries campaign and working on one for Sterling Beer.

In the next TV Editorial Advisory Board study:

PROGRAMMING FOR PORTABLE SET—PART II

Lombardo and Loeb Sue ASCAP Over 'Old Times'

Seek Full Credits for Each Usage as Godfrey Theme

By BILL SIMON
NEW YORK — ASCAP's distribution formula for theme songs, which was inaugurated last year, and which several weeks ago was extended to jingles, cues and background music, last week brought on a law suit by the writers, Carmen Lombardo and John Jacob Loeb. This team, which wrote Arthur Godfrey's theme, "Seems Like Old Times," is generally believed to be the writer-unit most seriously affected in the pocketbook by the limitations imposed by the ASCAP formula.

It is believed to be the first time in recent memory that any writers of such stature have made ASCAP the object of a legal action.

Loeb and Lombardo, thru their attorney, Leonard Zalkin, are asking for an accounting of the number of actual performances the tune has received in the last 10 years, in order to determine its proper classification. The plaintiffs estimate that, if credited as any regular song, it should have received approximately 12 times as many credits as it actually has received. This, in money, would reach a total up in the six-figure region.

Seeks Accounting

Zalkin pointed out that, under the Consent Decree of five years ago, ASCAP distribution, now hinges increasingly on performances. Via an accounting he wants to determine the average annual number of performances in the five-year period preceding the Consent Decree, and is seeking adjustment of credits according to the findings.

According to the present rule regarding themes, such a tune can earn no more than one credit in the first hour of a radio or TV show, and no more than an additional one-tenth in each successive

hour regardless of the number of uses. "Seems Like Old Times" is used by Godfrey 12 times every week day, which puts it in a class by itself. Few, if any songs have reached a comparable number of such uses.

According to Zalkin, now that performances are the measure for paying off, ASCAP shouldn't look for ways to circumvent or omit them. "A performance is a performance," he stated, "and by what right is a theme song to be classed as an inferior type of work." (He pointed out that the tune, written late in 1945, was a big pop tune first, then was picked up by Godfrey because he happened to like it.) "By the same token," he charged "ASCAP might some day decide that they could limit pay-

ments on any song with the word 'love' in it."

Rejected 'Compromise'

Earlier, Loeb and Lombardo had taken their grievance to the ASCAP Classification Committee, and then to the Appeals Board, but the writers were not satisfied by the proffered compromise terms and "reluctantly" took their suit into the State Supreme Court of Nassau County. They claimed that they "would have welcomed the support of the publisher, Feist Music," but the latter so far has not gone into legal action, beyond sending a letter to ASCAP in which it reportedly placed itself on record as objecting to the curtailment of credits on the song.

The writers will argue that the
(Continued on page 112)

ABC-Par Bids to Buy Westminster

Deal Would Transfer Current Catalog As Well as Artists' Contracts

NEW YORK — Negotiations are under way here for the purchase of Westminster Records by ABC-Paramount, with the asking price for the label reported in excess of \$2,000,000. The deal would include transfer of present catalog and artists' contracts.

According to ABC-Paramount's proxy, Sam Clark, Am-Par at first contemplated setting up its own classical division, but after surveying the field decided the best way to break thru was by acquisition of an outstanding catalog. Clark hopes, in acquiring the company, to retain its present executive staff.

Right now Am-Par is making a study of Westminster's catalog and the current status of the label's artist commitments. If Clark come to terms with Westminster owners, James Grayson and Michael Nyda, within the next few weeks, the

deal will probably be finalized around the first of January.

Traders have indicated they would welcome such a transfer, believing that this would have a stabilizing effect on price.

Westminster, which has more than 500 album tapes in its catalog, last month kicked off its most extensive package promotion to date. With more than 100 albums
(Continued on page 121)

S. & S. to Launch First Adult LP

NEW YORK — Simon & Schuster, the book publisher and producer of Little Golden and Golden children's records, will launch its first album for the adult trade this month.

The outfit, which in the last six months has built a disk distributor network of 23 jobbers, has no immediate plans for a regular adult disk release schedule, but figures that it can occasionally put out platters that will tie in with and benefit from the exploitation and sales effort on certain S.&S. books.

The first such release will be "Songs of the Pogo," a collection of 18 tunes by Walt Kelly, originator of the Pogo comic strips, and compose Norman Monath. Disk
(Continued on page 121)

WLW OUSTS 'BILLIES'

Rising Costs Bring 'Hayride' to a Halt

By BILL SACHS
CINCINNATI—WLW's "Midwestern Hayride," one of the nation's major c.&w. jamboree-type shows, Saturday (3) gave its final performance on WLW-T here; WLW-D, Dayton, O., and WLW-C, Columbus, O., before disbanding permanently to make way for a series of first-run movies on the three stations beginning November 10.

An outgrowth of the old WLW radio program, "Boone County Jamboree," "Midwestern Hayride" was the oldest continuing program on WLW. It was also the first of the c.&w. shows to go network. Its last showing on the NBC-TV net ended early in the summer after a run of 60 weeks.

Robert E. Dunville, president of the Crosley Broadcasting Corporation, attributed the "Hayride's" sloughing to the increasing cost of talent. "Despite the fullest cooperation from the current sponsors of the program," said Dunville, "we haven't been able to find satisfactory means to continue 'Midwestern Hayride' in view of increasing costs of talent." "Hay-

COL. TO HOST DJ'S AT 'CLATCH'

NASHVILLE — Something new has been added to the calendar of the annual Disk Jockey Festival here this year. Columbia Records has scheduled an 8 a.m. to noon affair for Sunday (11) at the Andrew Jackson Hotel.

Heretofore Capitol's gala all-night Saturday party wound up the festivities, but this year the "Columbia Coffee Clatch" will be the last official function. The label plans to have pretty girls on hand to distribute aspirin and alkali seltzer, in addition to regular brunch fare.

Kapp Disks Sets Global Market Move

NEW YORK—Kapp Records, rapidly expanding indie operation of veteran disk mahoff, Dave Kapp, is getting set for a move into the world market.

Kapp, who recently inked his fifth overseas distributor, in Singapore, now is planning to make his first reciprocal label deals, and will take off for an extended European visit in January. In line with these plans, Kapp recently upped his son Mickey Kapp to head of the artists and repertoire operation, thus freeing Kapp Sr. for his global projects.

Kapp label now has regular distributors in Hong Kong, Mexico, Cuba, Puerto Rico and Singapore. It covers many other countries via regular trade with 10 non-exclusive export companies.

During November Kapp will print its second complete catalog. This new edition will list 52 LP's.

Clef, Norgran, Down Home Up 12" LP Prices

HOLLYWOOD — In a sharp departure of policy, the Norman Granz Clef, Norgran and Down Home labels this week increased the suggested list price of 12-inch LP's from \$3.98 to \$4.98.

Move was effective October 31, with all of the three firms' distributors notified last Wednesday of the increase. Bernie Silverman, national sales manager of the Granz diskeries, revealed that the Verve line will remain at \$3.98.

The price increase spotlights the theory long held by a number of independent record manufacturers that \$3.98 was cutting the profit margin too slim and, moreover, that the higher price tag was not objectionable to the consumer, at least not to the point where sales might hurt.

Silverman averred that the price hike was warranted because of increased costs in the recording and production of its jazz lines. Price increase is applicable on all Clef, Norgran and Down Home merchandise in the hands of dealers and distributors, with both groups benefiting approximately 25 percent.

Other Coast labels selling at the \$4.98 price include Good Time Jazz, Contemporary and Pacific Jazz. Columbia Records recently hiked its price of Broadway show albums from \$4.98 to \$5.98.

Vox Leases U. S. Rights From B. & H.

NEW YORK—The Boosey and Hawkes record catalog, up to now marketed here thru the American wing of the music publishing house, has been leased to Vox Productions in a long-term contract signed last week.

The line includes mainly music designed for "background" use, recorded in England and on the Continent. It has been sold here only as 78 r.p.m. pressings, which were imported from England.

Among the important items in the line, from the dealers' view,
(Continued on page 18)

Key Figures to Address '56 D. J. Clinic

NASHVILLE — The annual disk jockey clinic, held here Friday (9) in conjunction with WSM's Fifth Annual Disk Jockey Festival, will be addressed by key figures of the radio and music-record industries. Goddard Lieberman, president of Columbia Records, will speak on "The Future of the Record Business as I See It"; Mitch Miller, Columbia's pop a.&r. chief,
(Continued on page 121)

Vet Recorder Elsasser Dies

NEW YORK—Fred Elsasser, one of RCA's top recording engineers, died of a heart attack Wednesday (27) in Camden, N. J. Elsasser, who was 58, joined the
(Continued on page 121)

Epic Gears for '57 Expansion Pitch

NEW YORK—Epic Records is gearing for an expansion during 1957. The blueprint is multifaceted and includes intensified operations in the fields of repertoire and promotion. Columbia Records has already budgeted additional funds for the various moves.

The expansion is predicated on a big increase in sales during the past year: in both classical and pop album categories. William S. Nielsen, Epic's sales chief, stated last week that the over-all project calls for the creation of a strong field

force, with additional men added in Cleveland and Chicago as of January 1. Also at that time, according to Nielsen, the label will initiate a subscription album plan, so as to more adequately service radio stations which are using albums increasingly. This service, of course, will be on a non-profit basis.

On the classical repertoire level, Epic plans to emerge as an important opera recording label during 1957. Charles Schicke, Epic's
(Continued on page 18)



MY PREDICTION ABOUT JERRY LEWIS' SMASH HIT "COME RAIN OR COME SHINE" & "ROCK-A-BYE YOUR BABY" (9-30124) UNDERSTATEMENT OF THE MONTH. WOW! ANOTHER SLEEPER OF MINE. BURL IVES' "THAT'S MY HEART STRINGS" (9-30046) ALSO HITTING JACKPOT! DID YOU CATCH LITTLE BRENDA LEE & "JAMBALAYA" (9-30050) ON COMO SHOW? FABULOUS! THAT'S 3 OUT OF 3—SOME PICKIN'! LOVE DECCA DAN

11 Pkgs. Set Col.'s 'Peak Season Peek'

NEW YORK—Columbia Records during November is releasing another batch of top album product, thus winding up the big releasing schedule covering the peak months of the year. Titled "Peak Season Peek," the product includes 11 packages in the pop, classical and jazz fields. Some additional special product is likely to be released before the new year gets under way, but this is not likely to add up to any considerable quantity.

Leading off the November schedule of 11 albums is "The Stingiest Man in Town," the musical version of Dickens' "Christmas Carol," with a flock of strong names including Vic Damone, Johnny Desmond, Four Lads, Patrice Munsel, etc. This is scheduled to get tremendous promotion by both Columbia and Alcoa, which is sponsoring the same show and cast as a 90-minute Spectacular over NBC. "Stingiest Man in Town," of course, will also be heavily promoted as a Christmas package.

Pop and jazz albums in the No-

9th Recording Pact to Allied By Government

HOLLYWOOD—Allied Record Manufacturing Company won its ninth consecutive federal supply contract here last week, calling for national recording and transcription services for the government for the period November 1, 1956, thru October 31, 1957.

Daken K. Broadhead, president of Allied and chairman of the board of the American Sound Corporation, Belleville, N. J., disclosed the award. As prime contractor for all government agencies, including the Armed Forces Radio & Television Service, U. S. Treasury, U. S. Navy Veterans' Administration and others, Allied will furnish recording studios and manufacturing and production facilities for the

(Continued on page 122)

Pierce Mgt. To Jim Denny

NASHVILLE — Jim Denny, head of the Jim Denny Artist Bureau and Cedarwood and Driftwood Publishing companies here, announced Saturday (3) that he will assume personal management of country and western artist, Webb Pierce, effective January 1, 1957.

Denny, who was named Man of the Year in The Billboard's Country and Western Poll for 1956, is former manager of WSM's Artist Service Bureau.

Recipient of four Billboard Triple-Crown Awards, Pierce has been high in the charts for almost four years. Known as the "Wondering Boy," he is a member of WSM's "Grand Ole Opry."

FAIRWAY CATS

Golfing Diskers Plan Own Annual Tourney

NEW YORK—Representatives of two well-known names in the amusement world, The Billboard and Fred Waring, met here last week to formulate preliminary plans for an annual national golf tournament, open to participation from anyone connected with the creation, manufacture, promotion,

member release include Mahalia Jackson's "Bless This House," "New Orleans Shuffle," with Turk Murphy's band; "Hi-Fi Calypso," with Enid Mosier; "J Is for Jazz," with the J. J. Johnson Quintet; "The Trombone Sound," Kai Winding and his septet; "Organ and Firelight," with Hal Shutz.

Masterworks packages include two albums by Robert Casadesu, on one of which the French master of the keyboard plays Mozart selections, and on the other Schumann. The latter package, consisting of "Carnaval" and "Fantasie in C Major," is being issued in commemoration of the 100th anniversary of Schumann's death. A third Masterworks package consists of the duo piano team of Robert and Gaby Casadesu playing Mozart's "Concerto in E Flat Major," and Robert Casadesu and

(Continued on page 122)

'Green Door' Opens \$ Door For Lowe

NEW YORK—Jim Lowe's hit Dot record, "Green Door," which went over the 1,000,000 sales mark last week, has raised his guest fee from \$150 to \$1,500.

Lowe pulled down \$150 for working a full week at the Village Barn here less than a year ago, while his recent guest shot on

(Continued on page 122)

Coppinger to Chi for Col.

NEW YORK—Columbia Records has appointed Mason Coppinger manager of technical operations in Chicago, according to Vincent J. Liebler, label's director of technical operations.

Coppinger will supervise Chicago recording operations in Chi, maintain liaison with CBS' WBBM studios and the new CBS TV and Radio Center. He will also represent the main office in the construction of new studios and installation of recording equipment.

Super-Classic Packages On Victor Fall Agenda

NEW YORK—Two of the fanciest record packages in the history of the business are being readied for dealers by RCA Victor for release as November "Specials." Both are high-priced collectors' issues made up of long-discontinued catalog items, lavishly packaged and sold as "limited editions."

First of the sets, which have been in preparation for over a year, is "Homage to Mozart," a three-

distribution or sale of phonograph records.

The purpose of the tournament, as outlined by Dan Collins, of The Billboard, and Murray Luth, of the Waring organization, is to cement relations among all phases of the phonograph-record industry and to

(Continued on page 122)

ADV. ART AWARD FOR PAC. JAZZ

HOLLYWOOD—The Pacific Jazz album, "The Trumpet Artistry of Chet Baker," has been awarded a first prize in the 1956-'57 Graphic International Advertising Art Awards in the record album division.

Cover, commissioned by PJ President Dick Bock as the first in the firm's West Coast artists series, depicts an abstract four-color trumpet and is highlighted by special type integration by art director William Claxton, with original art by Bob Irwin.

Hindemith To Baton For Angel

NEW YORK — Electric and Musical Industries, British parent firm of Angel Records, this month will produce a series of disk sessions featuring the noted composer, Paul Hindemith, conducting the Philharmonia Orchestra of London in recordings of his own works.

Included will be the Konzertmusik for Strings and Brass (1930), Symphonia Serena (1946), Clarinet Concerto (1947), with Louis Cahuzac as soloist, and Horn Concerto (1950) with Dennis Brain.

Angel also will get a German comic opera, "The Barber of Bagdad," by Peter Cornelius, featuring Elizabeth Schwarzkopf, with the Philharmonia and Erich Leinsdorf conducting.

22 Albums in Cap's Nov.-Dec. Release

HOLLYWOOD—Capitol Records substantially added to its album output this week with the release of 22 new packages in the firm's November-December merchandising campaign. New release, due out November 5, comprises 20 pop albums, 6 classical packages and 4 albums in Capitol's children's series.

Dealers will be allowed a 100 per cent exchange privilege on all

new albums purchased. In addition, deferred billing terms, payable in equal installments on December 10 and January 10 with the purchase of \$150 worth of merchandise, will be available to dealers. All Christmas albums and singles have also been put on a 100 per cent exchange basis.

To kick off the release of the new album product, Capitol executives, headed by Sales and Merchandising Vice-President Lloyd Dunn, National Sales Director Mike Maitland and National Merchandising Director Gordon (Bud) Fraser, will fan out around the country to conduct a series of six regional sales meetings with Capitol sales personnel. Meetings will be held in San Francisco, Chicago, New York, Dallas, Cleveland and Atlanta on November 3, with district sales managers Irv Jerome, Tom Morgan, Bob Camp, Don Comstock and Bill Michaels handling.

(Continued on page 122)

SPA Wants Full Mechanical Rate

NEW YORK—One of the most controversial areas of writer-publisher-disk relations may receive a general airing in forthcoming contract negotiations between the Songwriters Protective Association and publishers. The matter in question is mechanical royalty rate accruing from records. It was learned last week that writer execs may attempt to secure agreement on a clause specifying: 1) that diskeries be required to pay the full statutory rate of two cents per side; of 2) that in the event the publisher and diskery agree on a less-than-two-cents rate, the publisher be required to bear the brunt of the cut. In other words, the writer would be guaranteed his 50 per cent share of the full statutory rate.

Another consideration on the part of the writers is the archaic structure of current copyright law with respect to music publishing aspects. Veteran pubbers are quick to point out that all production costs have risen fantastically since original passage of the law in 1909, yet the statutory mechanical royalty rate remains two cents. Pubbers also point with hungry eyes to European mechanical rate determination which is not on a fixed basis but which is subject to negotiation between diskeries and BIEM.

In answer to writer desires for a full share of the current statutory rate, publishers indicate that unless they can make certain arrangements with diskeries, they would

be at their mercy as far as artist selection and disk exploitation were concerned.

Also in connection with the copyright law, the SPA council is reportedly considering the possibility that the compulsory licensing clause may be removed from the law. This would enable publishers to exercise substantially more control over a property than is now possible—a factor which would naturally have an effect on writer shares of royalties.

Further points almost sure to occupy the attention of the Council include the growing exposure of American disk material in foreign markets and the consequent mechanical royalty implications for writers, and the trend in television to filmed rather than live music performances.

Desilu Music Pubbery Set By D. Arnaz

HOLLYWOOD — Television producer-actor Desi Arnaz has organized a new music publishing firm, Desilu Music Corporation (ASCAP), with present plans calling for the firm to handle music in all future Desilu television productions.

Frank Music Corporation will supervise and guide the activities of Desilu, clearing music and acting as sole selling agent. Frank handles similar chores for Liberty Songs, publishing arm of Liberty Records.

The song, "Wherever I Am I'm Home," penned by Arthur Hamilton, has been set as the new firm's first plug song and will be shown on the November 19 segment of "I Love Lucy" with Arnaz singing.

ASCAP Takes Part in Disk Jockey Festival

NASHVILLE—American Society of Composers, Authors and Publishers will be among the organizations having "Open House" during the Fifth Annual Disk Jockey Festival here, November 9 and 10. Heretofore, the Society has not participated in the annual festival, altho individual publisher members of ASCAP have attended and have shown interest in country music. In the past couple of years, such firms as Mills Music, Shapiro-Bernstein and a few others have sent representatives.

But the bulk of the publisher attendance, of course, has been BMI-affiliated—BMI having, since its earliest years, developed a close kinship with this segment of musical America.

Decision of ASCAP to attend this year cues speculation as to whether the Society, at this date, intends to attempt the establishment of a closer amity with the c.&w. field.

New Service For Indie Diskeries

NEW YORK — Adrian Associates, an organization to serve the many needs of small, independent diskeries, has been organized here

(Continued on page 122)

Sage Dresses Plug Kaye LP

NEW YORK—Columbia Records has secured a promotional tie-in with Connie Sage Dresses on behalf of the diskery's Sammy Kaye album, "What Makes Sammy Swing." The new Connie Sage line is being promoted in the November issue of Harper's Bazaar as the "Swing and Sway Line." Ad copy plugs the dress line as "inspired" by the Sammy Kaye disk. Special window displays are set for top stores, including Bonwit-Teller's various stores in New York, Cleveland and Chicago, Woodward & Lothrop, Washington, and Bullock's Downtown, Los Angeles.

A PRIME SALESMAN

Disk Spinners Also Spiral Sales on Sponsor Products

• Continued from page 1

ming alone, the figure is 76.2 per cent (among stations 5,000 watts or higher). Among the lower-powered stations, local sponsorship accounts for 82 per cent of time sales, with record programming pegged at a high 88 per cent.

Record Upswing

Thus, more and more time is being devoted to programming of records and the disk jockey who spins them, as a sort of on-the-air, point of least resistance merchandiser. In fact, disk jockeys are more and more being made actual point of sale promoters. Of all stations surveyed in this year's station management poll, nearly 50 per cent indicated that they engage in disk jockey merchandising thru personal appearances, on-the-spot, in supermarkets, department stores and other locations to merchandise sponsors' products. In many cases, too, it was reported, they conduct demonstrations and actually sell the products.

Stations also reported in the survey a general increase in billings this year over 1955. And record shows showed a higher percentage increase in sponsor billings than all other types of programming put together — additional testimony as to the stature and strength of the disk jockey as a selling medium.

Still other evidence exists as to the increasing commercial importance of this programming. Stations, according to the poll, are allocating an average of 13 per cent more funds this year toward the purchase of records than last year.

One of the most significant reasons for the commercial growth in

stature of disk jockeys lies in the ratings themselves. There has been considerable evidence that they, at one or another of their time slottings, are outrating network and other types of local programming competition. Jerry Marshall, WNEW, New York; Bill Randle, WERE, Cleveland; Doug Arthur, WIBC, Philadelphia, and Art Brown, WWDC, Washington, are all examples of jockeys who have won the rating battle with competitors.

The icing to the jockey cake is the fact that, again according to The Billboard survey, more jocks

are working and for a greater number of hours per day than ever before.

The average high-powered station is now employing 6.1 jockeys as against 4.7 last year, while the same trend is reflected among smaller stations. Here, 7.4 jockeys are on the payroll this year, as against 6.5 in 1955. For all stations, the average jockey is now on the air 22 hours per week, as against 20 at this time last year. All these facts point up stations' faith in their jocks as their best bet in keeping up sponsors' sales curves.

CONTINENTAL KICK

Major Diskers Go For Foreign Lilts

By JOEL FRIEDMAN

HOLLYWOOD—You can be a gay boulevardier in Paris, enjoy the quiet aura of a gondola in Venice or romance to the magic of London—all thru the medium of continental music currently experiencing its biggest vogue ever. Record manufacturers today have climbed aboard the bandwagon en masse in producing LP's identified with and recorded in foreign lands. Importantly enough for the disk industry, the preponderance of foreign packages are selling well.

Tho the reasons for the popularity of music recorded abroad cannot be pinpointed, it's quite evident that the major record companies are capitalizing on their international ties. Capitol, Columbia, RCA Victor, Decca and Mercury are amply drawing on their agreements with diskers in Europe to produce music with a distinct international flavor.

For the Collectors

Tradesters point to the fact that high fidelity has become a con-

(Continued on page 17)

NEWS REVIEW

Cole Wows 'Em Again At Copa

NEW YORK—Nat (King) Cole returned to the Manhattan niter circuit Thursday (1) with a lustily received opener at the Copacabana. With a turn of close to an hour, Cole had the ringsiders in the palm of his hand all the way. The chanting was always polished, always relaxed, as Cole offered 15 tunes ranging from a touching "Falling Leaves" to a swinging "Breezin' Along With the Breeze."

There was plenty of solid response too, to "Night Lights," his latest disk effort, as well as to "Just One of Those Things," a sharp and fast-moving solo piano seg. Mike Durso's band, augmented with fiddles, supported with tasty arrangements and John Collins, backing on the electric guitar, was especially effective in the ballad spots. In all, it was a bright night for the singer, who also kicks off his own NBC-TV series this week.

Also on the bill are the Merry Macs, in a successful return to the night club scene here. The group got a healthy share of attention with a particularly well-staged act, featuring solidly handled special material bits as well as a brace of its disk hits. Also in the chanting department, house singers, Tony Reynolds and June Allyn, showed to good advantage in the colorful production numbers.

Ren Grevatt.

Teen-Agers Offer Huge Disk Market

NEW YORK — More than 9,000,000 teen-agers throuth the United States buy their own phonograph records and many other items, according to a study of the teen-age market recently presented by the Bureau of Advertising of the American Newspaper Publishers' Association.

The study, called "Tell It to the Teens," is based on research completed for the Bureau by Eugene Gilbert & Co. Latter conducted its research among 4,940 teen-agers.

Presented Wednesday (31) to agency execs attending a luncheon meeting at the Ambassador, the analysis pointed out that 16 million teen-agers have some \$9,000,000,000 to spend each year—money they earn or receive as allowance. By 1965, it was stated, the teen-age market will have expanded to 24,000,000 individuals with pocket money totaling at least \$14,000,000,000 a year in terms of 1956 dollars.

Major purpose of the study, the Bureau stated, is to urge advertisers to give greater attention to this "big and lively and responsive" market.

Johnson Dot Promosh Man

HOLLYWOOD—Randy Wood, president of Dot Records, Inc., last week named Jerry Johnson to the post of Western division promotion director. Johnson has represented Dot and other disk biz accounts for the past three years via his own promotion firm, Jerry Johnson Associates.

Latter firm will be dissolved, with Johnson turning over his accounts to Bernice Mason, Dot publicity director. Johnson's appointment is effective November 5, with additional responsibilities not previously performed to be added.

Makings of A Nasty Scandal

PHILADELPHIA—The City of Brotherly Love has been casting a rather unfriendly eye on the doings of some local radio and TV personalities here, with the result that many Brill Building inhabitants reportedly have temporarily crossed the city off their plugging circuit.

Several local radio and TV personalities and a recording artist were named in warrants issued here last week in connection with a vice investigation involving teenage girls.

Meanwhile, a call to a division of the Internal Revenue Department here revealed that the tax returns of some local deejays and distributors are still under investigation. This was first indicated in The Billboard several weeks ago.

Expense accounts and undeclared income are among items being checked. However, the official stressed that the investigation is on an individual basis and not a general survey of the music and radio field here.

VERSATILITY

Swing Those Sonnets to a Classic Beat

NEW YORK — Sammy Kaye, whose interest in the arts has prompted, among other things, a defense of rock and roll, last week did his bit for the literary world.

The orkster, who regularly has featured a poetry seg on his "Sunday Serenade" show over ABC radio, made an expedition up to St. Paul's Episcopal Church in New Rochelle and there recorded an album of poems which eventually will reach the literati via Columbia Records. Kaye himself recited, accompanied by an organ and three fiddles playing classical selections by Tschaiakowsky, Rachmaninoff and similar cats.

All of the poems were taken from a volume published by Kaye, and consisting entirely of works sent in by his listeners and fans. According to Kaye's press agent, the only well-known poet in the entire bunch is Sunny Skylar.

Boyd Bennett Turns Pubber And Disker

LOUISVILLE — Boyd Bennett, orkster responsible for such hits as "Seventeen" and "My Boy Flat-Top" on King, has organized his own record company and publishing firm in conjunction with John F. Young, composer of those tunes.

Publishing house is called Benjon Music, Inc., and the label is Kernel. First release is a Christmas novelty featuring Bennett's children, ages nine and seven. Bennett, who has a weekly TV show in Indianapolis, will introduce the disk via live performances by the tots.

R. Rodgers is sales manager for the new enterprise.

B-V-C Firm Not for Sale

NEW YORK—It was inadvertently stated in The Billboard last week that the publishing firm of Bregman, Vocco & Conn was for sale.

B-V-C is not for sale, and is gearing for heightened activity.

Want More Profits?

For as little as

25c a week Billboard's new

SALES BOOSTER KITS

will help you sell more singles, more albums, more phonographs and more accessories

These terrific new merchandising kits are packed with red-hot up-to-the-minute window posters . . . wall posters . . . counter posters . . . customer giveaway folders. And they're all designed to boost your record and equipment sales.

... HERE'S WHAT YOU'LL GET ... MAILED TWICE A MONTH, STARTING NOW:

● HONOR ROLL OF HITS POSTER . . . 17"x22", two colors. Listing the Top 10 Tunes of the week, plus the up-and-coming favorites, based on BILLBOARD'S famous weekly surveys! Terrific for your window displays.

● BIG PLAY POP ALBUM POSTER . . . 17"x22", two colors. The week's Top 10 best selling albums, from BILLBOARD'S nationwide surveys. Build self-selling displays around these!

● BIG PLAY CLASSICAL ALBUM POSTER . . . alternating with BIG PLAY JAZZ ALBUM POSTER. 17"x22" two colors. For counters, walls and window displays.

● TODAY'S TOP TUNES . . . listing the tops in pops, classical, jazz, R&B, C&W . . . singles and albums.

● POINT-OF-SALE POSTERS OF NEW TITLES AND NEW EQUIPMENT . . . spread these all over your store! Pin them up in your listening booths.

ALL THIS IN EVERY KIT . . . FOR AS LITTLE AS 50c PER KIT IF YOU ORDER NOW.

SAVE \$3.00 ON THIS SPECIAL INTRODUCTORY OFFER!

FOR NEW DEALER-SUBSCRIBERS ONLY

These hard-working point-of-sale merchandising kits can double your profits! Sign up today for these tremendously important sales builders!

MAIL THIS MONEY-SAVING COUPON NOW!

Merchandising Division, The Billboard, 2160 Patterson Street Cincinnati 22, Ohio

Please send me the next 6 SALES BOOSTER KITS as a trial. I enclose \$3 in full payment.

Please send me a sample kit only I enclose \$1 for one kit.

737

Name _____

Name of Store _____

Address _____

City _____ Zone _____ State _____

WANTED
GLIB D.J.
Midwest
Box #77
The Billboard
1564 Broadway, New York

A cute novelty with a lulling beat!

WAIT
LITTLE
DARLING
Recorded by
KAY CEE JONES
on Decca
MILLS MUSIC, INC.

A Solid Hit!

THE STAR
YOU WISHED
UPON
LAST NIGHT
ROBBINS MUSIC CORPORATION

"MAMA
FROM
THE
TRAIN"
A KISS-A KISS
recorded by
Patti Page
MERCURY 70971
REMICK MUSIC CORP.

"MEAN
WORDS"
Lillian Briggs
on
Epic
AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

MEMO from
BOB LISSAUER
JACK PLEIS'
GREAT INSTRUMENTAL
THE WALTZ OF TEARS
"REVIEW SPOTLIGHT" BILLBOARD
DECCA 30086 9-30086
WATCH THIS ONE!
SO MUCH ROCKIN'
DIANA COLE
JOSIE 808
MODE MUSIC, INC.
1650 BROADWAY N. Y. C.

A new song
by **Pat Ballard**—
A GREAT RECORD
BY A GREAT GROUP!
WHERE'LL I BE
TOMORROW NIGHT?
by
The Satisfiers
Coral 9-61727
GENERAL MUSIC PUBLISHING CO., INC.

NEWS REVIEW
Waters in
Party Mood
At Reuban

NEW YORK — Altho last Thursday (1) was just one day after her 56th birthday, it might just as well have been that preceding day as far as Ethel Waters and the audience were concerned at Le Reuban Blue, for her opening night performance at the intimate East Side room had everyone in a birthday-party spirit as she gave forth with vocal offerings that clicked solidly.

Miss Waters opened the show with "Taking a Chance on Love," and finished her 25-minute appearance with "on the Sunny Side of the Street." In between she had the audience in her hand as she served them such Waters' standards as "Happiness Is a Thing Called Joe," "Stormy Weather," "St. Louis Blues" and "Cabin in the Sky," as well as a smattering of two special material bits that gave her an opportunity to do a little of that brand of facial clowning and gravel-throating that evokes plenty of laughs.

She has her own brand of charm, warmth and personality. Her display of her talents was greatly aided by the excellent backing of the Norman Paris Trio. Frank Luppino Jr.

200G Asked
In 'Child'
Damage Suit

NEW YORK — Papers were filed here last week in an infringement action involving the song "Thursday's Child," by Langley Music against Alamanac Music, Murray Grand and Elise Boyd.

The tune, recently waxed and used as the title of her book and an RCA Victor LP record by Eartha Kitt, was originally submitted for publication in 1951 by Grand and Miss Boyd. According to the complaint, Langley first published the song in 1951, after which, the writers allegedly made another deal for publication with the Almanac firm. The complaint charges that the defendants conspired to defraud Langley on the rights to the song and a restraining order and a permanent injunction are asked against further infringement. A total of \$200,000 in damages is sought.

Submitted in evidence are copies of sheet music of the song published under the banner of each firm. Langley reportedly has issued licenses on the tune to RCA Victor, Atlantic and M-G-M records.

Rites Held for
C. E. Arney

NEW YORK—C. E. Arney Jr., recently retired secretary treasurer of the National Association of Radio and Television Broadcasters, died in Bakersfield County, Calif., Friday (2). Arney for years was the official convention manager for the NARTB, and years ago for the National Association of Broadcasters.

Arney originally came from Seattle, where he was a station manager. Burial will be in Seattle.

NEED MORE D.J. PLAYS!!!!
RECORD AND ARTIST PROMOTION
Contact
MARY BRATNOBER
959 Regal Road
Berkeley 8, Calif.
Complete Bay Area Coverage.
(Strictly leg work to all stations.)

MUSIC AS WRITTEN

Barnes and Lessberg
Set New Label . . .
George Barnes and Jack Lessberg have formed a new label, Pleasure Records. Disks will be pressed and distributed by Roost Records, with the first two Pleasure platters slated for release this month.

Steam to Drum-Beat
Teen-Age Ballad . . .

Julie Steam, general professional manager of Broadcast Music, Inc., has taken over the teen-ager ballad, "A Rose and a Baby Ruth," and will act as sole selling agent and handle exploitation. Published by Bentley Music Co., of Chapel Hill, N. C., song already has several records.

Ann Fulchino Recuperating
From Recent Illness . . .

The many friends of Ann Fulchino will be happy to know that

Riverside
Demo Disks

NEW YORK — Riverside Records, which already has issued several \$1.98 demonstration disks for its Dixieland jazz and folk repertoire, has readied still another—this time to push its modern jazz catalog.

The disk carries material newly recorded in 1955 and '56, with the exception of one Sarah Vaughan number from the mid-'40's. Among the other artists featured are Thelonious Monk, Mundell Lowe, Dick Hyman, Ernie Henry, Rusty Dedrick, Cecil Payne, Randy Weston, Don Elliott, Matthew Gee, Bob Corwin, Barbara Lea, Billy Taylor and composer Alex Wilder.

Major Diskeries Go Foreign

Continued from page 16

versation piece in the American home, and it's just as fashionable these days to have a collection, i.e., of gay Parisian songs as it was some years ago to collect Benny Goodman.

There apparently is no place on the face of the globe that hasn't been covered in music by the major record companies. Capitol's "Capitol of the World" series has issued a wide range of packages covering the native music of such far-off countries as Argentina, Greece, Portugal, Mexico, etc. Columbia's success with its Michel Legrand series of albums, "Castles in Spain," "Holiday in Rome," "Vienna, City of My Dreams," and "I Love Paris" are also indicative of the lure and charm of the old world that is currently attracting music fanciers. The George Melachrino orchestra on RCA Victor is another example of the tremendous popularity of foreign packages.

Strong Promotion

To add still more appeal to the rash of continental packages on the market today, the diskeries have come up with eye and ear-appealing promotional campaigns that have stimulated sales appreciably. Most notable of recent vintage are Columbia's "I Love Paris" and Decca's "Holiday" window display contests for dealers, both of which were aimed at getting exposure for their respective foreign series.

In addition, the record companies have made a number of beneficial tie-ins with the airlines, travel agencies and steamship lines to further hypo its promotional effort.

The foreign wax output is a two-way street tho, with the albums in some cases having been previously released abroad, as in the case of Capitol and Electric & Musical Industries, and Columbia

the pert RCA Victor publicity gal is recovering from her recent illness. Miss Fulchino, who was hospitalized in Boston, now is recuperating at her parents' home at 41 Kilburn Street, Revere, Mass.

Tony Bessan Primed
For Satchmo Concert . . .

Tony Bessan, program director of Radio station KMAC, San Antonio, will be among the most interested listeners at the Louis Armstrong concert to be staged at the Coliseum here. Bessan still possesses an autographed photo Armstrong gave him upon broadcasting from the KMAC studios here in 1931. Bessan claims this to be the first broadcast of a "name" band to originate from any local radio station.

Frat's Carlson
Intros Kings

CLEVELAND—More than 200 record dealers, deejays, music men and their wives and friends were guests of Harry Carlson, Fraternity Records' topper, at a dinner party held in the Penthouse of the Theatrical Lounge here Monday night (29).

Purpose of the shindig, the largest trade gathering held here in years, was to introduce Fraternity's new recording talent, the Four Kings, and their initial release on the label, "It's Not the End of the World" b.w. "Willingly." Party got under way at 6:30 p.m. and ran until 2 a.m.

Ork leader Karl Taylor came on from Dayton, O., to lead the local Cabin Club orchestra (6) in backing the Four Kings, formerly known as the Nomads. Boys are Jim Allen, Don Allen, Dick Maness and Buz Miller.

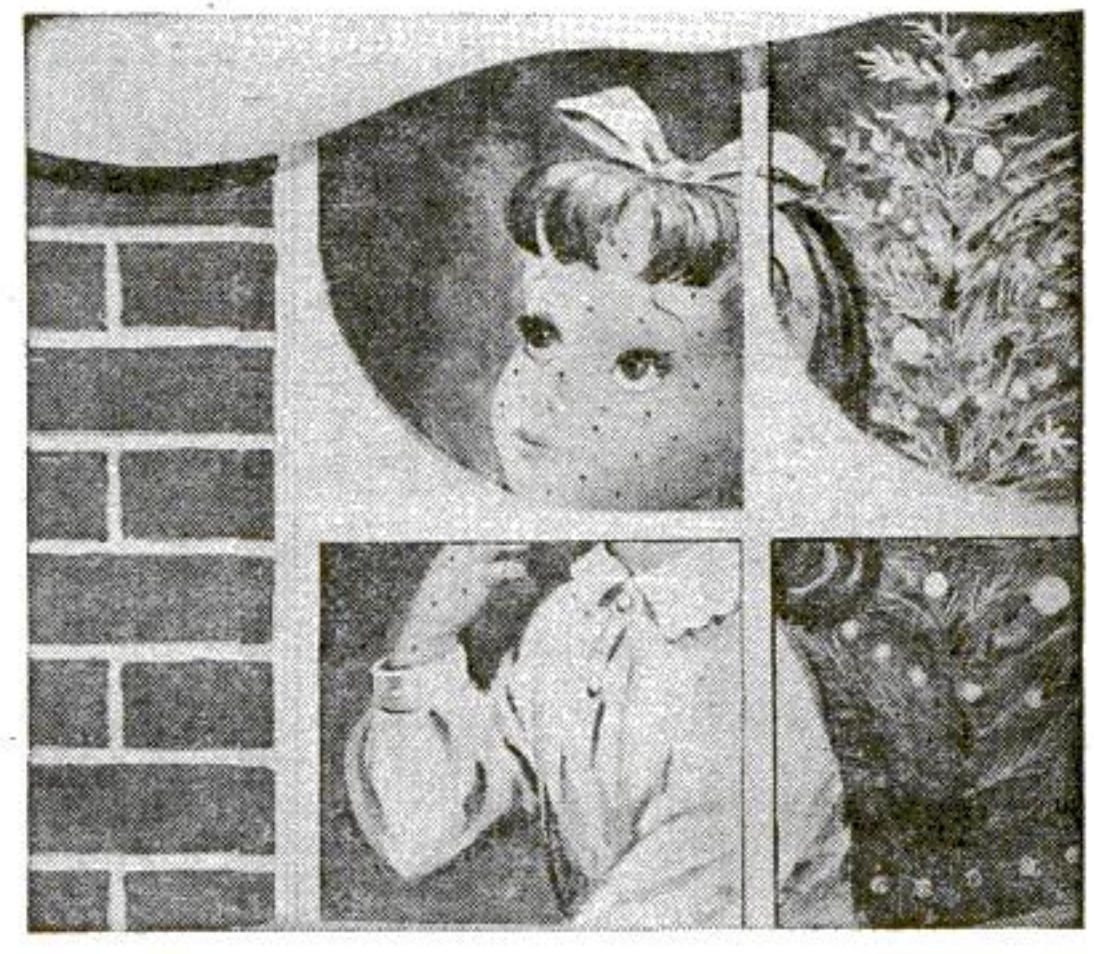
Recorded by
ELVIS PRESLEY
RCA VICTOR
"LOVE ME TENDER"
Elvis Presley Music, Inc.
"ANY WAY YOU WANT ME"
(That's How I Will Be)
Ross Jungnickel, Inc.
Sole Selling Agent:
HILL AND RANGE SONGS, INC.

DYNAMITE!!!
WHEN MY LOVE SMILES
VIC DAMONE'S
New Record Release
COLUMBIA 4-40783
Bourne, Inc.
136 W. 52d St. N.Y.C., N.Y.

BILL HALEY
And His Comets
"RUDY'S ROCK"
DECCA 9-30085

Valleybrook PUBLICATION, Inc.
179 E. 5th Street
Chester, Penna.
New York Office: 224 W. 49th St., Suite 407 • CI 6-5252

THE
BEST YEARS
OF MY LIFE
Jo Ann Greer with
Les Brown's Orch.
Capitol
AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.



WE'RE EXPANDING...
Top pay for hot shot personality D.J.'s preferably with show biz or musical b.g. Storz stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz, Kilpatrick Building, Omaha, Neb.

Local Stations and Jocks Active as Disk Retailers

- Manager-dealer able to keep programming and store inventory up to date via public reaction.
- Jock with jazz record show tabs c.&w. disks responsible for 40 per cent of retail sales.

NEW YORK — Several radio stations and jockeys across the country are also active in the retail record store field, according to broadcasters polled for The Billboard's Annual Disk Jockey Special Issue. Stations currently operating their own disk stores include WWOL, Buffalo; WAGR, Lumberton, N. C., and KMHT, Marshall, Tex.

Station manager-dealers admit that being in both fields at the same time enables them to keep both their disk programming and store orders up to date with public preferences in platters. However, most of the opinion that the biggest asset of such an operation is the unique opportunity it affords for cross-contacts with local record distributors.

Both WAGR and WWOL operate their disk shops out of their station buildings. The air-conditioned Disk Den at WAGR was opened last August. The store, according to WAGR program director Al Pruitt, specializes in high-fidelity records and a complete line of hi-fi equipment will be added soon. The shop merchandises its record stock on the air and pushes certain disk packages via special promotional tie-ups with the station.

E. W. Mahone Jr., co-owner of KMHT, Marshall, Tex., operates the only record shop in his territory. He also is the exclusive local distributor of Magnavox radio, phono and TV sets. Mahone, who has been in the retail record business since the early '30s, is president of Harris County Broadcasting.

The shop is plugged extensively over KMHT and no other advertising medium is used by the outlet. On Sundays the store programs the entire day for KMHT, with

Walco Pubs Needle Guide

NEW YORK—Electrovox, Inc., manufacturers of Walco phonograph needles, is making available to dealers a new needle sales training manual designed to increase needle sales by helping retailers eliminate the two major causes of lost sales.

According to a Walco report on industry statistics, more than 94 per cent of all customers desiring to purchase a replacement needle were unable to do so because of the customer's own inability to remove the old needle from his phono cartridge and/or the inability of the sales clerk to identify the customer's needle.

The new Walco needle sales training manual provides clerks with simple needle removal instructions for every major modern phono and cartridge; along with individual needle removal instruction slip, which may be given to customers for home use.

The manual also includes simple operating procedures for the use of Walco's needle inspection microscope, and details a number of needle selling techniques utilized successfully in Walco Needle Clinics throughout the country. Info showing how a dealer may set up a Needle Clinic of his own is also included in the manual. The manuals and needle inspection microscope are available to all Walco dealers.

most of the selections culled from its LP stock, which is currently selling almost as well as singles.

A list of the "Top 10" most played records in Marshall (featured on the station) is distributed thru the store, and KMHT's 24-year-old executive vicepres, H. A. Bridges Jr., often confers with one of the shop's five record clerks on over-all disk programming for the station. At the same time he advises them which new records have drawn the most listener requests, thus qualifying as good order-items.

Test Disks on Air

In line with this, Bridges notes that when a clerk is uncertain about ordering a new platter he often asks the station to test audience reaction to the disk on the air. If the reaction is good, the store orders the wax.

Bridges plans to originate live program of organ music from the store's instrument section in the near future, and a project to sell

records by mail over the air is also under consideration.

The Texas station dropped country and western music recently and adopted a pop-only disk programming policy. Since the advent of the new format, reports Bridges, sales have increased 45 per cent.

Many deejays own their own record stores, but most of them are reluctant to talk about it and would prefer to keep their outside business interests separate from their jobs as performers. One New Jersey jock operates a particularly interesting "chain" of disk outlets. The disks, both singles and packages on all major labels, are sold over the weekends from special stalls in two farmers' markets located in outlying districts.

Altho the deejay has a jazz record show, 40 per cent of his retail sales are made on country and western material. Consequently, he does utilize his station mailing list (compiled from listener letters) for special mailings on the disk outlets.

In addition to selling disks at regular prices, the jock reports a heavy demand for used records, which he picks up from local juke operators and sells in packages of four and five for \$1.

NYARD Discusses Competition Issues

NEW YORK—The recently revived New York Association of Record Dealers held its second session here Thursday (1). However, the latest confab was limited to the inner circle of recently elected officers and other important members for the purpose of discussing problems facing the membership as a whole. Next general meeting is now slated for November 14 at the Capitol Hotel in this city.

The most recent session, reportedly, dealt with problems of record operations in chain stores and general discount houses. According to a source close to the group, one of the main problems aired concerned what was felt to be unfair competition from a large New York outlet for all types of appliances and household merchandise. It was pointed out that this firm was selling disks at a price well below its own cost, merely as a device to get new patrons in the store, who would then be prospects for other types of merchandise.

The source also pointed out that

Diskers Bows Retail Outlet

KANSAS CITY, Mo.—The Foremost Record Center, a subsidiary firm of Foremost Records, Inc., recently organized disk company, opened here this week.

Blevins Davis as president heads Foremost Records, Inc., with John Sandusky as first vice-president and general manager; Frank Jennings, as vice-president, and Max Cooper, as sales manager.

Cooper will manage the new record center, with Harry Miller as his assistant. Miller, formerly branch manager here for Columbia Records Distributing Company, is a veteran of 20 years in the industry.

The center has 6,000 square feet of store area and an equivalent parking space. It features records and high-fidelity equipment.

there had been special beefs from members on competition from rack operation in A&P and other super-market types of stores. One dealer member from Stamford, Conn., was said to have outlined his unique method of competing with his own A&P competitor, whereby he installed a freezer in his record store and commenced selling choice cuts of meat to customers.

Also touched on vaguely, the source said, was the problem of big volume disk discounters in New York. Altho no specific course of action has been mapped to combat these dealer headaches, the group plans in its next meetings to lay out strategy for combating its problems via discussions with manufacturers and distributors in regard to the latter's methods of operating with outlets other than straight record and music dealers.

WLW Quits Its "Hayride"

• Continued from page 14

part with the American Federation of Musicians, in which a drastic cut was made in the Crosley musical staff.

The WLW radio and TV stations employed nearly 70 musicians during the past year. Under the new contract consummated several weeks ago, staff musicians were trimmed to 22, comprising 12 sidemen, 2 leaders, 4 librarians, 2 arrangers and 2 copyists. This number does not take in members of "Midwestern Hayride," who are also members of the musicians' union.

The "Hayride" personnel, including Clay Eager, emcee; Rudy Hanson, Ernie Lee, the Pine Mountain Boys and others, were notified of the folding Wednesday (31). All told, some 40-odd performers are affected by the closing. Bonnie Lou, long the show's top name, is the only "Hayride" staffer being retained. She will remain on as a pop vocalist. Other c.&w. shows on WLW radio will be replaced by platter segs.

Bert Somson, who formerly

Japanese Hi-Fi in U.S.

NEW YORK—High fidelity is very big in Japan, where hundreds of coffee houses and cafes in major Japanese cities have replaced the juke box with hi-fi equipment, according to Intersearch, a U. S. trade development firm.

Intersearch exhibited hi-fi products manufactured by a group of leading Japanese electronics manufacturers at the Chicago High Fidelity Show, which was held at the Palmer House November 2 thru 5. The showing marked Japan's first full scale entry into the U. S. hi-fi market.

The Intersearch exhibit was highlighted by the first U. S. demonstration of three channel stereophonic recordings on quarter-inch tape. Present U. S. stereophonic equipment records on two channels. The new three-channel system was developed by Tokyo Tsushin Kogyo, Ltd., Japan's leading manufacturer of tape recording equipment.

The Intersearch exhibit of Japanese hi-fi products also included professional phono turntables, and tonearms, pre-recorded two channel stereophonic tapes (cut by Japanese symphonic orchestras and jazz and choral groups), hi-fi equipment cabinets, microphones,

RENT BOOST

N. Y. Disk House Exits

NEW YORK — Haynes-Griffin, one of the oldest prestige disk houses in the city, is closing its doors. The outfit, which at one time rated with the Gramophone Shops and Liberty Music Shops as a top outlet for classical, imported and show music recordings, has refused to renew its lease at vastly increased rental in its current Madison Avenue location.

Hartford, Conn., disk mahoff, Ralph Colucci, who purchased the shop last year, is moving the entire stock up to his Hartford store and may or may not look for another Manhattan location.

It is recalled that the Gramophone Shop closed its doors several years ago, and at the time issued a statement that there no longer existed the need for such a specialty shop.

loudspeakers and amplifiers.

According to Intersearch, some low-price merchandise will be exported to the U. S. by Japanese electronic manufacturers, but the principal target of the Japanese hi-fi industry is "the top quality market" here.

Epic Plans 1957 Expansion

• Continued from page 14

classical a.&r. chief, stated that in November, 1956, the label will release the opera "Louise," with Berthe Monmart, Solange Michele and Louis Musy, under the direction of Jean Fournet. The performance will be by the Opera Comique of Paris. Thereafter, Epic will release one opera a month, Schicke predicted. Operas already released by Epic include "The Love of Three Oranges" and "Don Pasquale."

Schicke stated that the label in 1957 would concentrate major promotion on the Cleveland orchestra, which, owing to its acclaim by American critics, is set for a State Department-sponsored tour of Europe. Schicke also stated that heavy promotion will be given to upcoming releases by the Concertgebouw Orchestra of Amsterdam, conducted by Eduard Van Beinum. The latter is scheduled to receive a golden LP disk marking the sale of the one-hundred thousandth copy of the orchestra's "Scheherazade." Sales of the October Concertgebouw's "Harry Janos Suite" and "Firebird" have established the organization as a leading interna-

tional symphony, Schicke pointed out.

Van Beinum, incidentally, has just been signed to a new pact as an exclusive Epic artist. The label has also signed pianist Leon Fleisher to the classical roster.

On Pop Level

On the pop album level, Nielsen pointed out that the label's "Hi-Fi Hit of the Month" program has again produced a strong album, "Required Singing For"—the fourth big seller stemming from the program. He noted that the label's Lester Lanin Dance Album is strong in sales, and he outlined a major promotional push to be made on behalf of the new Anita Ellis package, "I Wonder What Became of Me."

Marv Holtzman, Epic a.&r. chief, stated the expansion during 1957 would take in all phases of his operation, including the Okeh label. Hottest Okeh single currently is the recently-released disk by Screamin' Jay Hawkins, "I Put a Spell on You," breaking fast for a hit. Holtzman stated the label is signing new artists to back up the roster which includes Hawkins, Lillian Briggs, Four Coins, etc. Roy Hamilton, who discontinued recording some months ago because of illness, is expected to be able to resume in 1957.

Vox Leases Rights

• Continued from page 14

are the many band recordings plus diskings by orksters Stanley Black and Ronald Binge (Mantovani arranger).

Vox's first release will appear in January and will be headed by Stanley Black's "Percussion Fantasy" suite and a set by Her Majesty's Royal Welsh Guards Band featuring works by American composers only. This latter volume will be accompanied by a set of miniature scores, the first time this has been done with band records.

The deal was negotiated by Ward Botsford for Vox with David Adams, head of the B.&H. operation here.

addition to the fairs "Hayride" also played numerous park and celebration dates in the territory.

THE BILLBOARD NINTH ANNUAL

Music-Record Programming Guide

... special section, outlining
disk jockey and station management
programming and operating practices



TABLE OF CONTENTS

Features Articles

- Motion picture producers have come to look to disk jockeys as one of their active sources of promotion thru on-the-air exploitation of feature film song and score material.....page 20
- Just as he has always been with single records, the jockey is now proving a key factor in exposure and promotion of albums.....page 20
- New waves of immigration, particularly from the Latin American area, have keyed a substantial increase in airing of foreign language jockeys and foreign brands of music.....page 20
- Disk jockeys have turned in sizable numbers to record hops as a prime method of merchandising their own shows, despite opposition from various circles.....page 21
- Stations and jockeys vary widely on successful disk programming formats.....page 21
- Public opinion has had its effect on rock and roll music programming—mostly in the direction of more rock and roll.....page 21
- Radio stations show a general increase in billings in 1956.....page 45
- Disk jockeys' off-the-air hours are occupied with a variety of outside enterprises.....page 45
- Remote jockey shots from store openings, special sales and anniversaries help build local spinner followings.....page 56
- TV jockeys, altho nowhere near the stature of their radio kin, are steadily increasing in numbers and popularity.....page 62
- Many changes seen in development of the disk jockey profession in its 25-year history.....page 82
- In just four years, the annual disk jockey fest held by WSM, Nashville, has grown to be a major event on the music and record business scene...page 123

Station Management Survey

What station programming and operating managers think about current problems and trends in their business.....page 82

Disk Jockey Trade Practices Survey

A roundup of the 24 hours of a jockey's day, how he operates his shows, his other station duties and outside activities.....page 82

Directory of TV Disk Jockeys

A rundown of jockey shows on TV stations across the nation, their time slots and emcees.....page 78

Disk Jockey Artists and Record Popularity Poll

Pop Artists and Records.....pages 22, 45, 56, 62, 70
C.&W. Artists and Records.....pages 123, 126
C.&W. Disk Jockey of the Year.....page 132
R.&B. Artists and Records.....pages 134, 136

EDITORIAL

Makers of Hits

Forward movement — progress — is essential to the well-being of any industry today. So it is with the music-record industry and the broadcasting business. These industries are in a constant state of flux. They cannot stand still, for to do so would mean retrogression.

In such a fast-moving period it is necessary that there be certain stabilizing elements. One of the chiefest of these is the disk jockey. It is he who is the mover of goods, the maker of song hits.

He is vital to the continued health of the broadcast medium. He is a factor in the planning of sponsors and agencies. To the music publisher, the songwriter, the artist—and ultimately the consumer—the jockey occupies a key role.

It is fortunate that he has been flexible enough to adapt himself to the continuously changing world of records, songs and broadcasting; to the ever-new problems of sponsors and agencies. For this very flexibility has provided the stability and continuity which spells the difference between progress and chaos.

In this special disk jockey section will be found ample documentation of the stature of the jockey on these various levels. He has indeed come a long way, and he has developed from modest beginnings. Time was when he approximated the station announcer, but he has had the hardihood and capacity not only to survive but to grow despite dramatic upheavals in the world of communications and entertainment.

Importance brings its responsibilities. Power, in other words, has its necessary handmaidens. These are public service and a dedicated attitude toward the music-record and broadcast industries.

The future is one of promise. The record and broadcasting fields are achieving new peaks and developing new merchandising methods. The past year merely hints at the potential of the future to his continuing development as a factor in the growth of these interrelated industries.

OMNIPOTENT NEEDLE

Spinning Wax Sells Musical Movies Now-a-Days

- Film companies endorse disk-film union for a box office-plus liaison
- Deejay comes into his own as evaluator and showcaser of recorded pic music

By JOEL FRIEDMAN

The successful marriage of music and motion pictures, accomplished largely thru the exploitation medium of the disk jockey, spotlights a truism the movie industry today enthusiastically endorses: the disk jockey can and does build a better box office.

Never before in the history of the film business has the disk jockey and the value of recorded music from a motion picture been so graphically evident and so vitally important.

The current disk market literally abounds with music from motion pictures, and in the past year sound-track albums and "title songs" from films have attained a peak of popularity unheard of in music or film business annals. Why the sudden wedding, the emphasis on music in films? The answer lies in the simple fact that both groups, the motion picture industry and the recording companies each have a vested interest in each other's product, and one of the most potent means of selling that product to a mass audience is thru the disk jockey.

The decision to use a "title song" whether it be behind the main titles or in the body of the film, is not an idle one. Film producers recognize the intrinsic value of music as a connecting link between dialog and action. Music sets the mood, heightens audience interest and beyond these primary functions, represents a salable commodity in its own right.

Tho it may be disputed in some quarters, and especially among Hollywood producers, the disk industry roster of talent today represents the largest and most vital group of mass communicants in the entertainment industry. In a measure, artists such as Doris Day, Nat (King) Cole, the Four Aces, Elvis Presley, Frank Sinatra and numerous others have supplanted the elite group of motion picture stars who for years reigned as the kings of hero worshippers the world over. There hardly is a name music business personality who hasn't since gone on to fur-

ther fame and fortune via motion pictures.

Studio-Jock Liaison

With motion picture music a definite box-office plus, the film companies and disk firms have effected much closer liaison. Studios inform diskery reps of their production schedules, and very often thru the co-operation of a recording company, talent is suggested and cast for a particular film role. Release date of picture and records are closely co-ordinated to get the maximum amount of air-play and exposure.

The studios today employ staffs of promotion men whose specific function is to get disk jockey play. Virtually every studio has earmarked special funds for jockey promotion records, dealer and disk jockey previews, tie-in point of sale merchandising, and star junkets in which disk jockeys figure most prominently. Radio and television advertising budgets on a local and national level have been included in a good number of campaigns, all designed to sell the music and the picture.

Studio and disk biz campaigns have been waged recently on a good number of high-budget productions, among them "The Eddy Duchin Story," "Man With The

Golden Arm," "The King & I," "Carousel," and others. In each case disk jockeys were given special condensed and full-length versions of the music in the film, open-end interview recordings with the stars were produced especially for jockeys and preview parties were staged. At the record company level, window display units all mentioning the name of the film were designed for dealers special programming information along with press kits and photographs for TV use were sent to the nation's deejays.

Disk jockeys can expect to see an even greater number of productions, in which music plays an important role in the 1956-'57 season. Among these are such films as "Ten Thousands Bedrooms" starring Dean Martin, "The Joker Is Wild" with Frank Sinatra, "The Girl Most Likely" with Jane Powell, "Bundle of Joy" with Eddie Fisher and Debbie Reynolds, "Silk Stockings" with Fred Astaire and Cyd Charisse, "Do Re Me" with an all-star cast of disk talent, "Friendly Persuasion" with Pat Boone, "Pajama Game" with Doris Day, and numerous others.

The importance of the disk jockey to motion picture music is also likely to increase next year, with competition for sound-track rights and title songs getting keener. Accordingly, the nation's deejays can expect a new flood of releases and increased promotion efforts, all designed to help sell a picture and add to box-office receipts.

D.J. Plugs Key LP Growth

- Station managements spot LP importance
- D.J.'s conscious of adult listeners

By PAUL ACKERMAN

For years the disk jockey has been the key factor in the exploitation of singles records. He is also achieving such a position in the album field, according to results in The Billboard's Ninth Annual Disk Jockey Poll, which indicate that an increasing number of deejays are devoting an increasing amount of time to album programming. This is of tremendous significance—for it means that more deejays are now programming for a total audience—including teen-agers (for singles) and adults (albums).

The figures bear out this growing use of LP's in station programming. The Trade Aspects section of the poll, specifically documents this, with nearly 60 per cent of deejays answering affirmatively the question: "Are any of your record shows devoted to special album material?" Over 70 per cent of deejays answer that they are devoting more time to albums than they did last year—which again mirrors the growth of albums in the over-all record business.

The packaged records played by deejays apparently cover a wide spread of material. For instance, 30 per cent of deejays stated they devoted program time to jazz; 40 per cent listed movie and show albums; another 40 per cent checked background mood music, while only 10 per cent listed classical. About 2 per cent program children's records.

How does album material reach the jockey? This is an important matter, for the album product is much more expensive than single records. According to The Billboard poll, a large number of deejays are being serviced by the manufacturers' subscription plans. Thirty-four per cent stated they obtained product this way, while 29 per cent indicated that their albums were purchased by the station. Deejays purchasing their own declined in the last year from 14 to 11 per cent. Twenty-six per cent said they obtained albums by other means.

Another question analyzes how much time a deejay gives proportionately to singles as against old favorites (including albums). Singles get 25.4 hours per week and old favorites (and albums), 12.1. From these figures, it would appear that station time devoted to singles and albums does not reflect the over-all importance of albums in the total record market. However, many deejay shows are aimed at the teen-age audience. As more deejays tap the adult audience, it is expected that the hours devoted to albums will increase.

Should Be Studied

Readers are also advised to study closely the Station Management section of the poll concerning the use of albums for station programming. Presented here is additional documentation of the growing importance of albums as program material. It is shown, for example, that stations of 5,000 watts and over receive 6.4 albums per week, plus album samplers and EP's. In comparison with this amount of packaged material, such a station receives weekly

IN ANY LANGUAGE

Foreign Disk Spins Pay Off for D.J.'s

- Latin-American leads foreign disk field
- Italian, Polish and German follow

By BILL SIMON

Foreign language disk jockey shows, or English language shows featuring foreign brands of music on disks, apparently are on the upswing. The reasons are simple and obvious... they pay off.

During the war and for several years thereafter, immigration was at a virtual standstill and American nationalistic feeling ran high. Few foreign language disks were issued, played or sold. The second generation of hyphenated Americans retained comparatively little interest in the music of their forebears.

Today, however, we have new waves of immigration, mainly from Puerto Rico and Mexico, and quite naturally, Latin-American music has taken the foreign-language disk lead. But most of the other language groups are being catered to, particularly by small local stations, because today's advertisers are leaving few stones unturned in their efforts to reach all potential markets. The foreign-born, the majority of whom belong to the laboring class, have more money than they ever had to spend before, and the small foreign language stations offer a comparatively inexpensive medium to reach them.

The main problem confronting foreign-type spinners today is that of obtaining the proper disks. For

Latin spinners, whether they cater to the Cuban-Puerto Rican group or to the Mexican-rooted market, the problem doesn't exist. They can get all the records they want from a flock of companies, most of which produce new issues on regular schedules.

With most other language groups, supplies depend on importing of masters from countries with whom trade is spotty or virtually non-existent. With only a few exceptions, the market here isn't big enough to support extensive domestic recording of, let's say, Greek, Hungarian, Swedish, Slovak or French fare. However, a fair amount of the Polish, Italian and Jewish platters are cut in the States. While the German-American market is one of the bigger foreign segments, there is enough trade and traffic between Germany and the U. S. to insure a supply of disks cut on the native soil, altho, if this were not so, there would be plenty cut here.

Biggest Field

The biggest field, the Latin-American, actually is sharply divided into the Caribbean and Mexican origin groups. The Puerto Rican immigrants, until a few years ago concentrated in New York City, now are spreading out to most major cities in the East and Midwest. Chicago, Cleveland and Bridgeport, Conn., are now forced to carry Latin shows. Florida, naturally, has a big Cuban and Puerto Rican population. The Mexican-born, just as naturally, are heaviest in Texas, California, Arizona, etc. They constitute the majority of Latins even in Chicago, which at last census count had 60,000 Mexican-born, plus an unknown number of illegal immigrants, or "wetbacks." This, as opposed to 15,000 born in Puerto Rico.

Chicago then has a good number of Latin music shows, aimed at one or both groups, and still other shows announced in English, aimed at Americans with Latin tastes as well as to second-generation Latins. Charlie Chan, on WMAQ, beams at this latter category. The native-born are

(Continued on page 85)

INDIE TIME BUYING UP

NEW YORK — Advertisers today are buying more local indie radio time than in 1947, a peak pre-TV year, according to a special field survey made by indie WNEW here.

The station itself chalked up a record sales take this year, breaking the record set in its previous best year, 1955. Total sales were 87.6 per cent higher than in 1947. Rating-wise, WNEW this year is up one-third in average quarter hour audience over 1947.

The WNEW study, based on Hooper ratings, shows that indie radio stations are now in first place in ratings over network competition in five markets (combined population 26,000,000) of 15 major metropolitan areas covered by the survey. The stations include WNEW, New York; WIND, Chicago; WHDH, Boston; WWSW, Pittsburgh; and WERE, Cleveland.

The Station Management section (Continued on page 78)



Harry Belafonte

named favorite album artist of the year in The Billboard ninth annual disk jockey poll. Belafonte's "Calypso" placed third in jockey balloting for favorite album.

WHO PICKS DISKS?

D.J.'s Say They Do; Stations Say No

Who has the final say as to the selection of radio station disk programming matter still remains a mystery, according to station management and disk jockey retruns received on The Billboard's ninth annual Disk Jockey Survey.

On one hand, more than 94 per cent of spinners polled said they select records played on their shows themselves, while only 2 per cent credited station librarians with the chore and 1 per cent reported that station management did their picking.

On the other hand, less than a third of station managers polled said jockeys at their stations have complete freedom in programming, while more than 55 per cent said management sets forth basic rules (quotas on best selling hit material, etc.) which are the jockeys' guide in programming.

Results were equally contradictory on questions pertaining to which two sources of help in the selection of records were rated most important. More than a third of station managers polled said trade paper charts and editorial features and listener requests were the biggest help, while the jockey vote was split between listener requests, trade paper advertisements and their own personal opinion, with the last named carrying the most weight.

The jockeys were also somewhat contrary in their own answers. For instance, although only 6 per cent of spinners polled considered trade paper charts and editorial features of help in the selection of records, more than 50 per cent opined that a format built from best seller or most played listed builds the most effective record show.

A considerable amount of this seeming contrariness, of course, may be an expression of resentment against the recent trend towards the programming of "hits only" by station management, with several outlets laying down rather rigid "best sellers only" programming laws for their jocks. (See Page 1 story, The Billboard, September 29, 1956.)

Competition Up

With more and more key stations dropping network affiliation to enter the independent music and news radio market, competition for listener ratings on the local level has stepped up sharply since the first of the year. Consequently, in a move to woo higher ratings, many stations are tightening up and/or realigning their record programming, some hew-

HONESTY CAN BE A PAIN

CLEVELAND — Honesty may be the best policy, but Norman Wain of WDOK here can testify it isn't the easiest to follow.

Wain recently decided that the jockey "too long has been the easy prey of the artist, publisher, promoter and the free plug expert." Therefore, he decreed that whenever a publisher or artist asked him if he were playing their record he'd give an "honest answer."

Wain's still honest tho not very popular. One plugger—outraged when Wain said he wasn't playing the plugger's side of a new disk—said he expects one "automatic play" as a courtesy when he visits any jock.

ing to a strict "top sellers" format, with others branching out into standards with emphasis on LP selections and a minimum of talk.

Still others are trying to strike a flexible balance between the "top hits," new releases and LP's. Although rock and roll isn't as controversial a programming issue as it was a year ago, some stations still refuse to play r.&r. platters, a practice, which necessarily cuts down on the number of best sellers they play.

• There is something to be said for all three programming trends—"hits only"—LP's and mood music, and "middle-of-the-road"—and leading station ratings indicate that today's radio audience is large enough—and varied enough—to provide sizable listening markets for all three types of disk shows.

One of the frankest advocates of the "top hits" format is KLAC, Los Angeles, which kicked up quite a stir locally last summer when it inaugurated its new policy pledging the airing of only the "30 Top Tunes," plus a few standards. The programming came about as the result of a year's survey, which determined, according to KLAC prexy, Mortimer Hall, that the majority of listeners want to hear only the best selling records and an occasional standard of yesteryear. Also flying the "hits only" programming banner are the McClendon stations KLIF, Dallas, and KERP, El Paso, Tex.

Although many pluggers maintain that the "hits only" policy is enforced by the Storz station chain (WMB, Kansas City; WDCY, Minneapolis; WTIX, New Orleans; KOWH, Omaha, and *(Continued on page 70)*)

Record Hops Swing Out the D.J. News for 1956

• Despite local union, church, civic criticism, teen-age terping sprees wind up bigger

• Chaperones, police protection, censorship of disk material has been d.j. answer

NEW YORK—The most important single promotional gimmick utilized by jockeys today is the record hop. In spite of determined efforts to discourage them—by unions in some cases and by church and civic groups in others—the deejay-sponsored record hop increased in popularity thruout 1956 and as the year draws to a close it's bigger than ever.

Some hops are staged for profit, others for charity; locales range from church social halls and school gymnasiums to dance halls and night clubs, and attendance figures run from a mere handful to well over 1,000. In all cases, tho, extensive plugging by the jockey on his show is credited with bringing the crowd out, and those in attendance are practically all in their teens or very early 20s.

Last year it was generally accepted that the big draw at record hops was the appearance of big-name recording artists as gratis guests. This year, however, the American Guild of Variety Artists and the American Federation of Musicians went into action—clamping down on guest appearances at hops by AGVA members and making it difficult, if not impossible, for disk hops to be presented in halls where live musicians play, unless live music was also featured on the bill.

Even the jockeys were surprised when record hop business continued to thrive in spite of the increasing absence of in-

person platter stars. Another, and even more serious threat to the existence of record hops, was the campaign to make the phrase "deejay record hop" synonymous with juvenile delinquency. The latter came about as the result of riots which took place at some rock and roll record (and live) dances in various cities across the country in late 1955 and early this year.

Security Measures

Although the immediate results rather resembled the Salem witch-hunts, in that some civic and church officials made sweeping denunciations of all rock and roll and deejay-sponsored dances—the situation finally resolved itself in a way that reflects credit on spinners as a whole. The few jocks who may have been guilty of encouraging delinquency in order to make a buck have dropped out of the picture, while other deejays—in a move to remove the stigma from their profession—have tightened up on security measures at dances (closer supervision by chaperones, more local police protection, censorship of disk material, careful screening at door, etc.) and have renewed their efforts to work on terp affairs with local church, school and civic groups.

Consequently the protests have died down, and the word, "record hop," has become respectable again. Proof of its respectability was seen earlier this year when WNEW, New York, a leading indie. heretofore cool to-

ward the record hop idea, launched a disk hop program of its own. All of WNEW's jockeys turn out each month for a different dance at various schools in the area. The station also pays its own studio band—Roy Ross and his orchestra—to play at the affairs, which are staged in behalf of local charities (usually a youth movement), with all gate receipts going directly to the cause.

The question of money (whether jocks get paid for emceeding dances or do it gratis) is a controversial one in station circles. Some stations object to a jockey plugging a dance extensively on his show, while others—particularly those in smaller cities—feel this offers jocks an opportunity to increase their weekly take-home pay in a legitimate (no payola) way. In line with this, it's interesting to note that trade papers recently carried an ad by a Canton, O., station advertising for a "personality deejay." Salary mentioned was \$125-\$150 weekly with additional income possible from dances, emsee dates, etc.

Record hops are viewed with mixed emotions by most record manufacturers and distributors. They appreciate the plugs and the opportunity to showcase new disk artists, who otherwise might never be heard by the hit-conscious youngsters. However, more and more jockeys are giving away free records (donated in most cases by disk companies) to lure audiences to the hops, and the inventory drain is beginning to tell.

Record hops (some purely platter affairs, others augmented with live band music) are staged by deejays in every State of the union at least once a week. Even the territories are no exception. For instance, Gordon Shaw, KFRB, Fairbanks, Alaska, is one of the most active jocks in the record dance field. Record hops have helped his show considerably rating-wise, according to Shaw, who bills himself as "The Farthest North Disk Jockey in the World." He has more than 300 members in his fan club, tagged "Farthest North Creeps of Fairbanks, Alaska."

Record hops are big business in Pittsburgh. Barry Kaye, WJAS, and Jay Michael WCAE, for instance, emsee hops practically every night of the week, with \$75 their minimum fee for each affair. At the same time both Kaye and Michael have re-

(Continued on page 70)

R.&R. a Teen-Age Must

- Some civic opinion still hostile
- Most stations cautious as to 'how much?'

By GARY KRAMER

Rock and roll is no longer a novelty. Its "honeymoon period" with the teen-agers is over, and a re-appraisal of its present appeal and future potential is taking place on the station management level. Seventy-nine of the 179 station managers participating in The Billboard's survey (results of which are printed elsewhere in this issue) admitted that they have had to alter programming of rock and roll music due to public opinion. Generally, this has been in the direction of more rock and roll programming. The typical management attitude today is that a judicious amount of rock and roll, timed for peak teen-age listening hours, is obligatory. Most also make clear that they will not be stampeded into a position where other segments of the listening audience are alienated because of excessive exposure to rock and roll. An adjustment is taking place.

The most important programming device is still the national and territorial popularity chart, such as Billboard's "Honor Roll of Hits," "Top 100," etc. Rock and roll—and traditional rhythm and blues—peppers these charts liberally, and their appearance on the charts has steadily increased during the past year. When consumers buy rock and roll at the record store and slip coins into juke

boxes to hear it in quantity, it is bound to get its due from radio stations.

Many stations, of course, still do not program any rock and roll. Sometimes this reflects the personal attitude of management. For example, one station owner wrote: "We do not consider rock and roll music." Another expressed the opinion that rock and roll was "the worst influence to ever hit the music business—a disgrace." Some station managers sincerely believe that this is a reflection of most adult reaction and feel constrained to fight rock and roll directly or indirectly "for the good of the youngsters."

This has become the minority view, however. Most stations that do not program rock and roll at all today are those few that can afford not to. Stations aiming at a specialized audience (the daytime female group, older people in general, foreign language listeners, etc.) are not affected by the rock and roll phenomenon, and can look on from the sidelines.

Almost all other stations have had to concede that this is no "fad" that will vanish with the wave of a wand. Therefore, it has been necessary to come to terms with it. What's to be done, when as in the case of Station KBLO, Hot Springs, Ark., petitions totaling 1,000 names request more rock and roll? What does a por deejay do as in the case of one at Station WFBS, Fort Walton Beach, Fla., when 75 per cent of the requests coming in from teen-agers are for rhythm and blues?

The answer is a sensitive mass medium is obvious. But the questions of "How?" and "How Much?" have taken time to answer. Most stations have ranged themselves on the cautious side. Station WJAG, Norfolk, Neb., for example, rations the "moon-struck" adolescents only one Elvis Presley disk a day. Station KHEM, Big Springs, Tex., plays rock and roll disks only during one 30-minute period daily, and even then, each rock and roll disk must be insulated between two pop records.

Evidence from the survey proves, however, that a number of stations went overboard on rock and roll programming in the first phases of the Presley avalanche. Eager to please, broadcasters served rock and roll in such heaping quantities that a negative reaction occurred. In small towns this was particularly true. Station KLFT, Golden Meadow, La., notes: "Increased schedule proved fatal. Returned to minimum schedule as in past." Rock and roll programmed at any time before the kids get home from school in the afternoons has, with only a few exceptions, been unsuccessful.

A pattern has set in which finds most stations trying hard to pacify the teen-agers, and give them their music at sometime during each day. Typically, this is a two-hour segment late in the afternoon or a choice early evening spot—with special consideration given to Saturday programming. Adults are taken into ac-

(Continued on page 62)



Kay Starr

whose disk of "Rock and Roll Waltz" was the most played by jockeys during the past year, according to a recap of The Billboard jockey charts. Miss Starr was also the most played female artist during the year, according to the chart tally.

THE BILLBOARD NINTH ANNUAL DISK JOCKEY POLL

Comparing disk jockeys' favorite records and artists with those most played on their shows according to The Billboard Music Pop Charts.

FAVORITE RECORDS

Personal choices of disk jockeys for the period January 1 to September 30, 1956.

Position	Recording	Label
1	MOONGLOW AND THEME FROM PICNIC, M. Stolf	Decca
2	ON THE STREET WHERE YOU LIVE, V. Damone	Columbia
3	POOR PEOPLE OF PARIS, Les Baxter	Capitol
4	CANADIAN SUNSET, H. Winterhalter-E. Heywood	RCA Victor
5	LISBON ANTIGUA, N. Riddle	Capitol
6	WAYWARD WIND, G. Grant	Era
7	MY PRAYER, Platters	Mercury
8	WHATEVER WILL BE, WILL BE (Que Sera Sera), Doris Day	Columbia
9	CANADIAN SUNSET, A. Williams	Cadence
10	ALLEGHENY MOON, P. Page	Mercury
10	CRY ME A RIVER, J. London	Liberty
10	MOONGLOW AND THEME FROM PICNIC, G. Cates	Coral
13	SIXTEEN TONS, Tennessee Ernie Ford	Capitol
14	GREAT PRETENDER, Platters	Mercury
14	MOMENTS TO REMEMBER, Four Lads	Columbia
16	MEMORIES ARE MADE OF THIS, Dean Martin	Capitol
17	AUTUMN LEAVES, Roger Williams	Kapp
17	DON'T BE CRUEL, E. Presley	RCA Victor
19	FRIENDLY PERSUASION, P. Boone	Dot
20	TRUE LOVE, Bing Crosby-G. Kelly	Capitol
20	NOW YOU HAS JAZZ, Bing Crosby-L. Armstrong	Capitol

MOST-PLAYED RECORDS

(A tabulation of The Billboard's "Most Played by Disk Jockeys" Popular Charts for the period covering January 1, 1956, thru October 27, 1956)

Position	Record	Label
1	ROCK AND ROLL WALTZ, Kay Starr	Victor
2	NO, NOT MUCH, Four Lads	Columbia
3	GREAT PRETENDER, Platters	Mercury
4	MOONGLOW AND THEME FROM PICNIC, Morris Stolf	Decca
5	HEARTBREAK HOTEL, Elvis Presley	Victor
6	HOT DIGGITY, Perry Como	Victor
7	DON'T BE CRUEL, Elvis Presley	Victor
8	MY PRAYER, Platters	Mercury
9	SIXTEEN TONS, Tennessee Ernie Ford	Capitol
10	I ALMOST LOST MY MIND, Pat Boone	Dot
11	WHATEVER WILL BE, WILL BE (Que Sera Sera), Doris Day	Columbia
12	I'LL BE HOME, Pat Boone	Dot
13	STANDING ON THE CORNER, Four Lads	Columbia
14	ALLEGHENY MOON, Patti Page	Mercury
15	ON THE STREET WHERE YOU LIVE, Vic Damone	Columbia
16	CANADIAN SUNSET, Eddie Heywood-Hugo Winterhalter	Victor
17	MOONGLOW AND THEME FROM PICNIC, George Cates	Coral
18	BORN TO BE WITH YOU, Chordettes	Cadence
19	HOUND DOG, Elvis Presley	Victor
20	BLUE SUEDE SHOES, Carl Perkins	Sun

FAVORITE FEMALE VOCALIST

Position	Female Vocalist	Label	1955
1	DORIS DAY	Columbia	1
2	PATTI PAGE	Mercury	8
3	ELLA FITZGERALD	Verve	3
4	PEGGY LEE	Decca	6
5	JUNE CHRISTY	Capitol	7
6	JONI JAMES	M-G-M	10
7	JO STAFFORD	Columbia	4
8	SARAH VAUGHAN	Mercury	9
9	KAY STARR	RCA Victor	—
10	ROSEMARY CLOONEY	Columbia	5

MOST-PLAYED FEMALE VOCALIST

Position	Artist	Label	1955
1	KAY STARR	Victor	—
2	GALE STORM	Dot	—
3	PATTI PAGE	Mercury	—
4	DORIS DAY	Columbia	—
5	TERESA BREWER	Coral	6
6	CATHY CARR	Fraternity	—
7	SARAH VAUGHAN	Mercury	3
8	PEGGY LEE	Decca	—
9	GEORGIA GIBBS	Mercury	1
10	SYLVIA SYMS	Decca	—

FAVORITE MALE VOCALIST

Position	Male Vocalist	Label	1955
1	FRANK SINATRA	Capitol	1
2	PERRY COMO	RCA Victor	2
3	NAT (KING) COLE	Capitol	3
4	PAT BOONE	Dot	—
4	BING CROSBY	Decca, Verve	5
6	VIC DAMONE	Columbia	—
7	EDDIE FISHER	RCA Victor	4
8	DON CHERRY	Columbia	—
9	HARRY BELAFONTE	RCA Victor	—
9	SAMMY DAVIS JR.	Decca	6
9	TONY MARTIN	RCA Victor	10

MOST-PLAYED MALE VOCALIST

Position	Artist	Label	1955
1	ELVIS PRESLEY	Victor	—
2	PERRY COMO	Victor	3
3	PAT BOONE	Dot	6
4	TENNESSEE ERNIE FORD	Capitol	—
5	FRANK SINATRA	Capitol	2
6	VIC DAMONE	Columbia	—
7	DON CHERRY	Columbia	—
8	BILL HALEY	Decca	—
9	FATS DOMINO	Imperial	—
10	EDDIE FISHER	Victor	4



Our sincerest thanks
to Disk Jockeys everywhere
for helping us achieve the greatest
year in our history



*"on mike with
RCA Victor talent"*



EDDY ARNOLD

**I WOULDN'T KNOW
WHERE TO BEGIN**

**THE BALLAD OF
WES TANCRED**

RCA 20/47 6699

America's favorite speed...  45 RPM **RCA VICTOR** 



**"on mike with
RCA Victor talent"**




MARTHA CARSON

HE WAS THERE

GET THAT GOLDEN KEY

20/47 6724

America's favorite speed...  45 RPM

RCA VICTOR





*“on mike with
RCA Victor talent”*




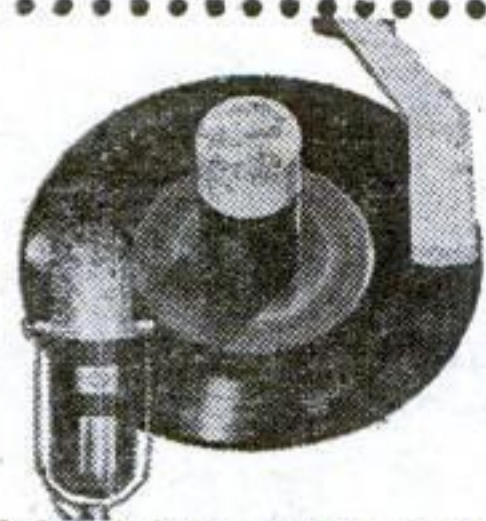
PERRY COMO

MOONLIGHT LOVE

CHINCHERINCHEE

20/47 6670

America's favorite speed...  45 RPM **RCA VICTOR** 



**"on mike with
RCA Victor talent"**



EDDIE FISHER

CINDY, OH CINDY

AROUND THE WORLD

20/47 6677

America's favorite speed...



45 RPM

RCA VICTOR





**"on mike with
RCA Victor talent"**



STUART HAMBLEN

DESERT SUNRISE

THE WHISTLERS DREAM

20/47 6714

America's favorite speed...  **45 RPM** **RCA VICTOR** 



**"on mike with
RCA Victor talent"**





EDDIE HEYWOOD

LOST LOVE

MOZAMBIQUE

20/47 6674

America's favorite speed...  45 RPM **RCA VICTOR** 



**"on mike with
RCA Victor talent"**




DAVID HOUSTON

BLUE PRELUDE

**I'LL ALWAYS HAVE IT
ON MY MIND**

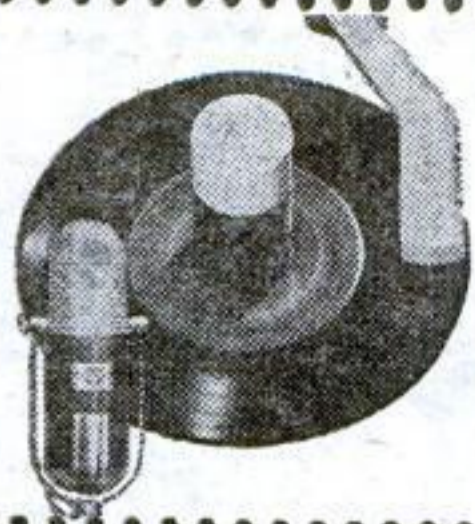
20/47 6696

BOOKINGS: KWKH ARTIST SERVICE BUREAU, HORACE LOGAN, MGR., SHREVEPORT, LA.

America's favorite speed...  45 RPM

RCA VICTOR





**"on mike with
RCA Victor talent"**



JOHNNIE & JACK

LIVE AND LET LIVE

TOM CAT'S KITTEN

20/47 6680

PERSONAL MANAGEMENT: FRANKIE MORE, 226 DONELSON PIKE, NASHVILLE, TENN. PHONE: DONELSON 6-6033

America's favorite speed...  **45 RPM** **RCA VICTOR** 



“on mike with
RCA Victor talent”



TEDDI KING

**MARRIED I CAN
ALWAYS GET**

**TRAVELING DOWN
A LONELY ROAD**

20/47 6660

America's favorite speed...  45 RPM **RCA VICTOR** 



**"on mike with
RCA Victor talent"**




JULIUS LA ROSA

PRISCILLA

ALL I WANT

20/47 6700

America's favorite speed...  45 RPM

RCA VICTOR





**"on mike with
RCA Victor talent"**



VAUGHN MONROE

"The Voice of RCA"

WAIT FOR LOVE

**NOT FOR A LONG,
LONG TIME**

20/47 6703

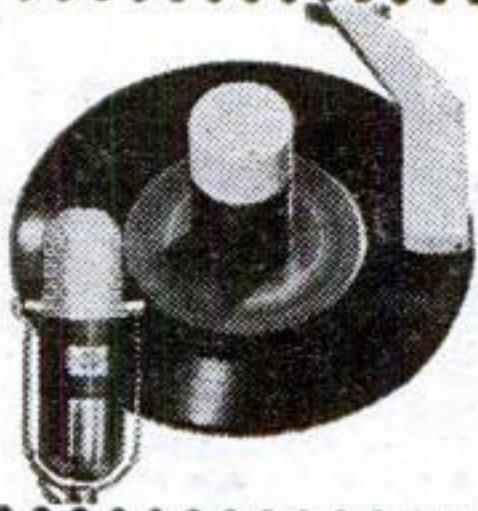
America's favorite speed...



45 RPM

RCA VICTOR





**"on mike with
RCA Victor talent"**




LOU MONTE

**ELVIS PRESLEY
FOR PRESIDENT**

**IF I WAS A
MILLIONAIRE**

20/47 6704

America's favorite speed...  45 RPM

RCA VICTOR






*"on mike with
RCA Victor talent"*



JOE REISMAN

ARMEN'S THEME

**I'LL TAKE YOU
DANCING**

America's favorite speed...  45 RPM

RCA VICTOR





*"on mike with
RCA Victor talent"*



HENRI RENE

Current Album Release

MUSIC FOR BACHELORS

LPM 1046

Current Single Release

**LOVE ME TENDER
THE LITTLE WHITE HORSE**

20/47 6728

America's favorite speed...  45 RPM **RCA VICTOR** 



**"on mike with
RCA Victor talent"**



GEORGE BEVERLY SHEA

TAKE MY MOTHER HOME

THERE'S A TIME

20/47 6685

America's favorite speed...  45 RPM **RCA VICTOR** 



**"on mike with
RCA Victor talent"**





HANK SNOW

STOLEN MOMENTS

TWO WON'T CARE

20/47 6715

PERSONAL MANAGEMENT: MAE BOREN AXTON, BOX 478, NASHVILLE, TENN. PHONE: MADISON 7-2832

America's favorite speed...  45 RPM **RCA VICTOR** 



*“on mike with
RCA Victor talent”*



THE THREE SUNS

POSTMARK: VIENNA

WIND RIVER VALLEY

20/47 6713

America's favorite speed...  45 RPM **RCA VICTOR** 




*"on mike with
RCA Victor talent"*



HUGO WINTERHALTER

BOULEVARD OF LOVE | ALL THAT I ASK IS LOVE

20/47 6701

America's favorite speed...  45 RPM

RCA VICTOR





*“on mike with
RCA Victor talent”*



PORTER WAGONER

**SEEING HER ONLY
REMINDED ME OF YOU**

**A GOOD TIME
WAS HAD BY ALL**

20/47 6697

BOOKINGS: TOP TALENT, INC., 1121 SO. GLENSTONE, SPRINGFIELD, MO., PHONE: 24422
★ STAR OF ABC'S OZARK JUBILEE

America's favorite speed...  45 RPM **RCA VICTOR** 



“on mike with
RCA Victor talent”

PEE WEE KING'S BAND



featuring

**REDD
STEWART**

*“Coming Soon
Big New Single”*



PERSONAL MANAGEMENT: WILLIAM "BILL" KING, 300 W. MAIN ST., LOUISVILLE, KY., PHONE: JUNIPER 4-0605



JIM EDWARD, MAXINE & BONNIE BROWN

Jim Edward & Maxine Brown

A MAN WITH A PLAN

Jim Edward, Maxine & Bonnie Brown

JUST-A-LOT-OF SWEET TALK

20/47-6730



BONNIE

BOOKINGS: TOP TALENT, INC., 1121 SO. GLENSTONE, SPRINGFIELD, MO., PHONE: 24422

America's favorite speed... 45 RPM **RCA VICTOR**



**"on mike with
RCA Victor talent"**

JANIS MARTIN

MY BOY ELVIS LITTLE BIT

20/47 6652



PERSONAL MANAGEMENT: BURT REPINE c/o OLD DOMINION SHOWS, INC., 901 E. BROAD ST., RICHMOND, VA. — PHONE: RICHMOND 3-6633





BLACKWOOD BROTHERS

THE GOOD BOOK GIVE US THIS DAY

20/47 6686

BOOKINGS: JAMES BLACKWOOD, MGR., 186 JEFFERSON AVE., MEMPHIS, TENN., PHONE: JACKSON 7-4349

America's favorite speed...  45 RPM **RCA VICTOR** 

THE BILLBOARD NINTH ANNUAL DISK JOCKEY POLL

Jockeys pick all-round favorites

ALBUMS

Position	Album	Label
1	SONGS FOR SWINGIN' LOVERS, Frank Sinatra	Capitol
2	MY FAIR LADY, Original Cast	Columbia
3	CALYPSO, Harry Belafonte	RCA Victor
4	COLE PORTER SONG BOOK, Ella Fitzgerald	Verve
5	FOUR FRESHMEN & FIVE TROMBONES, Four Freshmen	Capitol
6	HIGH SOCIETY, Sound Track	Capitol
7	MY FAIR LADY, Percy Faith	Columbia
8	EDDIE DUCHIN STORY, Carmen Cavallero	Decca
9	BELAFONTE, Harry Belafonte	RCA Victor
10	KING AND I, Sound Track	Capitol
11	SOLO MOOD, Paul Weston	Columbia
12	ON THE SUNNY SIDE, Four Lads	Columbia
13	JULIE IS HER NAME, J. London	Liberty
13	MISTY MISS CHRISTY, J. Christy	Capitol
13	PLATTERS, Platters	Mercury
13	SAX IN SILK, B. Dukoff	RCA Victor
17	DANCE TO BANDS, Kenton, Herman, etc.	Capitol
17	ELVIS PRESLEY, E. Presley	RCA Victor
19	DREAM DANCING, Ray Anthony	Capitol
20	THE DANCING SOUND, L. Elgart	Columbia

ALBUM ARTISTS

Position	Artist	Label
1	BELAFONTE	RCA Victor
2	JACKIE GLEASON	Capitol
3	PERCY FAITH	Columbia
4	FRANK SINATRA	Capitol
5	JULIE LONDON	Liberty
6	JUNE CHRISTY	Capitol
7	PAUL WESTON	Columbia
8	LAWRENCE WELK	Coral
9	ANDRE KOSTELANETZ	Columbia
9	MANTOVANI	London
11	LES ELGART	Columbia
12	FOUR FRESHMEN	Capitol
12	NORMAN LUBOFF CHOIR	Columbia
14	BENNY GOODMAN	Capitol, Columbia, Decca, RCA Victor
15	HI-LO'S	Starlite
16	DAVE BRUBECK	Columbia
16	MELACHRINO STRINGS	RCA Victor
18	GLENN MILLER	RCA Victor, Capitol
19	ROBERTA SHERWOOD	Decca
19	ELLA FITZGERALD	Verve

(Continued on page 56)



Les Brown whose band was named favorite of the disk jockeys in balloting of jockeys just completed.



Doris Day named by America's disk jockeys for the third straight year as their favorite girl singer. Miss Day's disk of "Whatever Will Be, Will Be" was ranked eighth among jockeys' favorite records of the year.



Bill Doggett whose group was named favorite new instrumental combo by jockeys in The Billboard ninth annual poll. The unit was also voted best of the rhythm and blues instrumental groups.



The Four Freshmen named by pop disk jockeys as their favorite singing group of the year in The Billboard disk jockey poll. The group's album, "The Four Freshmen and Five Trombones," placed fifth in balloting for favorite album of the year.

Poll Shows Rise In Radio Billings

- Disk programs major factor in increase
- Local radio forges ahead despite TV

Radio broadcasters thruout the country have experienced an increase in billings since last year, and it is apparent that a major factor in this increase is the success of record programming.

This is demonstrated in the station management section of The Billboard's Ninth Annual Disk Jockey Survey. Virtually all stations answering the poll stated they had experienced an increase in billings on their recorded shows. In the case of stations of 5,000 watts and over, the increase amounted to an average of 21.5 per cent on recorded programs. No stations reported a decrease. With regard to programs of other types—in the same station power group—87.5 per cent of the replies showed an increase in billings averaging 17.5 per cent.

With regard to stations under 5,000 watts, the analysis shows similar results. Of all replies, 88.6 per cent of the stations showed an increase of 22.2 per cent on billings accruing to radio programs. In the case of other programs in this station group, 96.6 per cent showed an increase averaging 15.9 per cent.

The growth of indie radio billings is attested to in a study made recently by McCann-Erickson, Inc. This study, which analyzes trends in broadcast advertising expenditures, states that during

1955 total radio expenditures (network and local) amounted to \$545,000,000. Of this total, local radio advertising accounted for \$320,000,000, or 59 per cent.

This growth of local radio billings has been steady. The same study by McCann-Erickson shows that in 1935 billings in local radio totaled 35.1 millions, or 31 per cent of the total AM expenditures. In 1940 local radio dropped to 28 per cent of total radio billings. In 1946, however, it jumped to 34 per cent. From then on the increase has been steady to the current high of 59 per cent.

These figures are revelatory, and document the fact that local radio has not only survived the impact of television, but has continued to forge ahead.

The McCann-Erickson study shows that in 1955 national network radio had a billings total of \$90,000,000, and national spot radio a total of \$135,000,000—figures which scarcely approach the lusty \$32,000,000 amassed by local radio.

It will be recalled that the Westinghouse stations recently pulled out of their radio network affiliation in order to program on a local basis. All around the country local shows are taking top position in such polls as Pulse. Examples are Jerry Marshall's show on WNEW, New York, and Bill Randles over WERE, Cleveland. They both outrank all network competition.

This trend, already well developed, is expected to proceed apace, as local outlets improve their record programming and attract more and more advertisers.

What Price Spare Time Hours?

- Jocks turn fast buck at 'most anything
- Selling cars to fishing rods on agenda

By BOB FRANCIS

NEW YORK — What does a jock do with himself when he ain't making with that spinning wheel? It's an increasing source of amazement, with the needle blunter's vast importance to the record field, to note the diversity and extent of the legitimate, extra-curricular activities in which he can, and does, indulge with the complete blessing of his employers. Today's deejay turns a fast spare time buck at just about anything.

Naturally, most of these activities are allied to show business, but they can do anything from selling cars to fishing tackle. A tally of several hundred reports from nationwide spinners shows that 32 per cent of them work on the side as professional performers in one field or another. Twenty-one per cent are engaged in personal appearances promotion. Cleffers among them add up to another 13 per cent, and still another 10 per cent manage artists. Three per cent own or have pieces of retail music-record stores. One per cent are music publishers, and a similar percentage operate juke boxes.

But it's in the remaining 19 per cent that the real diversity begins. Ed Bell, of WIVY, Jacksonville, Fla., aside from chores as a performer, artist manager and management of a music store, also owns a ballroom. Ray Per-

kins, KIMN, Denver, working member of ASCAP, also turns out a weekly record column for The Denver Post. Don Lomono, KBIG, Hollywood, fills in with movies and TV assignments. Lou Barili, WKAL, Rome, N. Y., operates his own recording business.

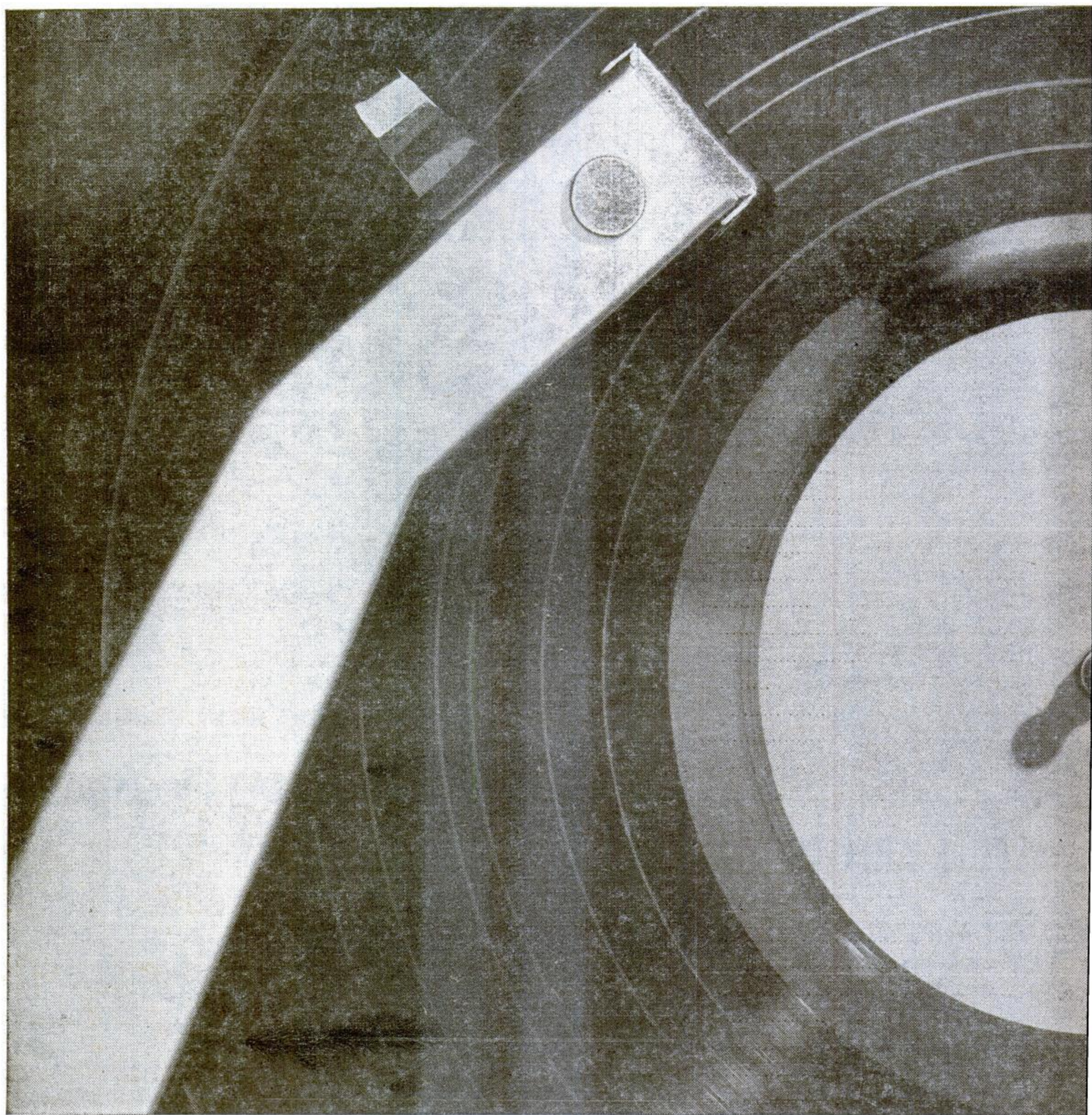
On the other hand, Gene Kaye, WIEL, Elizabeth, Ky., along with personal management and co-ownership of a disk store, occupies himself with teaching Latin-American dancing. Don Gray, KUTI, Yakima, Wash., directs a choir and glee club. Sid Dickler, WKMO, Pittsburgh, is an artist-recording producer, and finds time for several record columns to an average readership of 150,000. Cliff Wilki, WIMA, Lima, O., is a member of a barbershop quartet, "The Uncalled Four," which is currently 19th on national and Canadian ratings. Charles Stakley, WVEZ, New Orleans, is a band leader when he isn't cleffing or managing. Bill McAlister, KLLL, Lubbock, Tex., augments income from personal performances and artist management with a juke box route of his own.

And so it goes all down the line, with Art Brown, of Washington's WWDC, operating a fishing tackle shop as a sideline. Jerry Chapman, WIRE, Indianapolis, competes with several of his own sponsors by selling foreign instead of domestic cars, and Frank Bull, of KFWB, Hollywood, is the proprietor of an ad agency.

Additional Irons

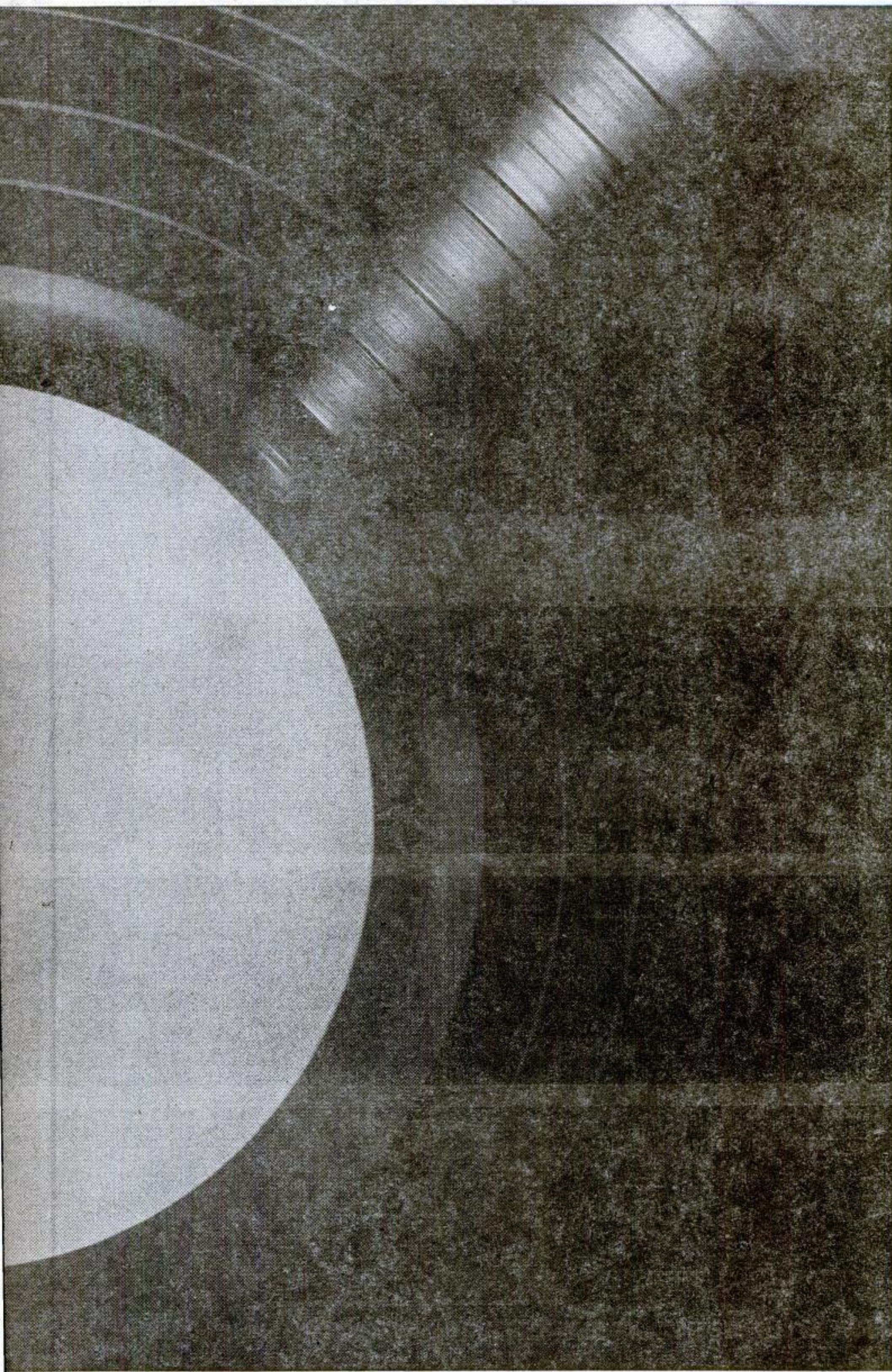
Others with additional financial irons include Art Ford, of WNEW, New York. Ford owns

(Continued on page 56)



It takes more than a record...it takes

and WBC's got 'em...on its great
WBZ+WBZA, Boston + Springfield...**KDKA**, Pittsburgh...



CARL DeSUZE
WBZ+WBZA—
Boston+Springfield

NORM PRESCOTT
WBZ+WBZA—
Boston+Springfield

ALAN DARY
WBZ+WBZA—
Boston+Springfield



LEO EGAN
WBZ+WBZA—
Boston+Springfield

JOHN BASSETT
WBZ+WBZA—
Boston+Springfield

JACK LORING
WBZ+WBZA—
Boston+Springfield



REGG CORDIC
KDKA—Pittsburgh

ART PALLAN
KDKA—Pittsburgh

BOB TRACEY
KDKA—Pittsburgh



BIG WILSON
KYW—Cleveland

WES HOPKINS
KYW—Cleveland

SPECS HOWARD
KYW—Cleveland



JOE FINAN
KYW—Cleveland

BOB CHASE
WOWO—Ft. Wayne

BOB SIEVERS
WOWO—Ft. Wayne



MARY HUNTER
WOWO—Ft. Wayne

JACK UNDERWOOD
WOWO—Ft. Wayne

BARNEY KEEP
KEX—Portland



BOB BLACKBURN
KEX—Portland

RUSS CONRAD
KEX—Portland

BOB ADKINS
KEX—Portland



AL PRIDDY
KEX—Portland

GEORGE McGOWAN
KEX—Portland

DON STELLGES
KEX—Portland

great personalities...

Music, News and Service Stations...

KYW, Cleveland...WOWO, Fort Wayne...KEX, Portland, Oregon

WESTINGHOUSE BROADCASTING COMPANY, INC.



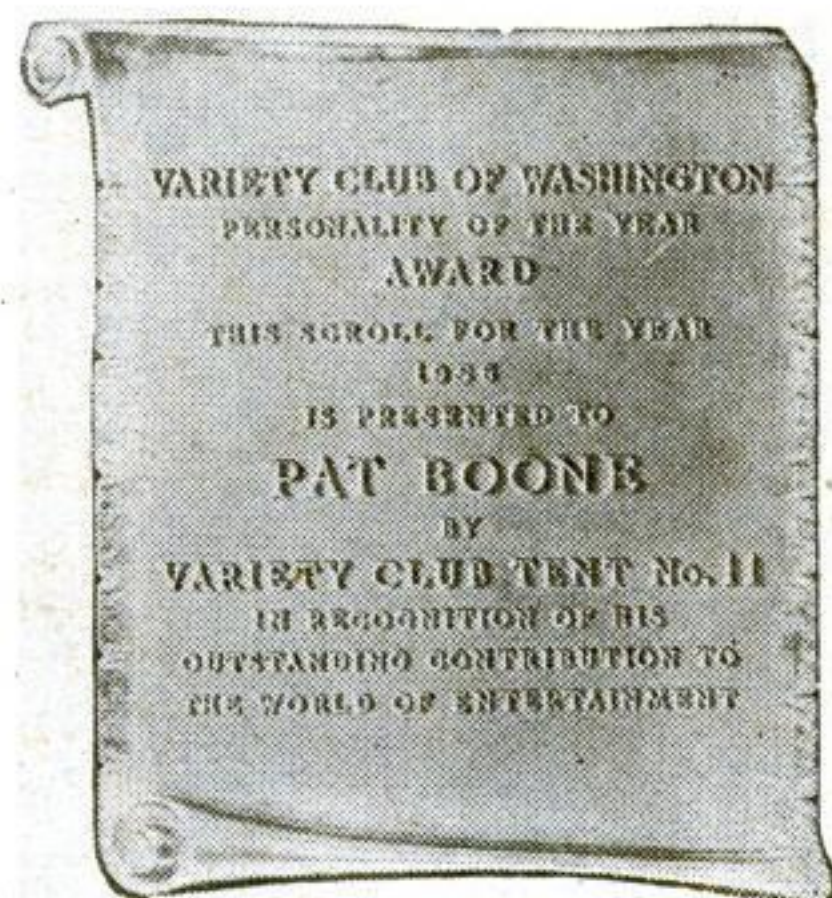
RADIO
BOSTON—WBZ+WBZA
PITTSBURGH—KDKA
CLEVELAND—KYW
FORT WAYNE—WOWO
PORTLAND—KEX

TELEVISION
BOSTON—WBZ-TV
PITTSBURGH—KDKA-TV
CLEVELAND—KYW-TV
SAN FRANCISCO—KPIX

KPIX REPRESENTED BY THE KATZ AGENCY, INC.
ALL OTHER WBC STATIONS REPRESENTED BY PETERS, GRIFFIN, WOODWARD, INC.

BILL RANDLE

*Thanks
Pat Boone*



Exclusively

Dot
RECORDS

Bookings



Personal Management

RANDY WOOD-JACK SPINA AGENCY

157 W. 57th St., New York 19, N. Y. PLaza 7-4877

Press Relations

FOLADARE-GREER & ASSOC.

Suite #118, 1741 No. Ivar Ave.
Hollywood 28, Calif.



**Where the emphasis is on quality programming
and personalities—plus!**



★ Pierre Andre



★ Dick Coughlan



★ Cliff Mercer



★ Frank Babcock



★ Eddie Hubbard



★ Norman Ross



★ George Bauer



★ Jim Lounsbury



★ Paul Saliner



★ Buddy Black



★ John Mallow



★ Steve Schickel



★ Jack Brickhouse



★ Pat McCaffrie



★ Frazier Thomas

WGN-TV

Always a good show

JIM LOUNSBURY

"Bandstand Matinee"



The difference is—more of the best

WGN-TV



THE WALT PHILLIPS SHOW

With BOB BELL

Always a funny show!



thanks for all



those spins...

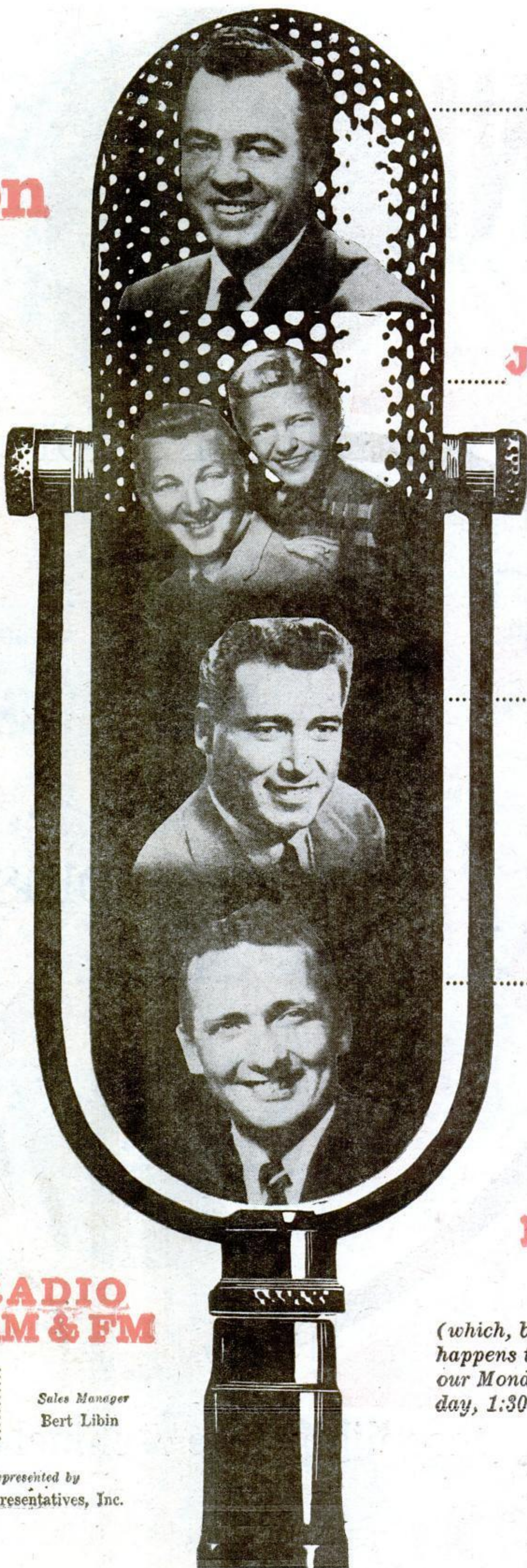


perry como

moonlight love ^{b/w} chinnerinchee

**In D. C.-
Washington
folks
like their
music
best when
introduced
by these
D. J.'s***

**Distinctive Judges
(of good recorded music)*



**Jim
Gibbons**



**Jerry and
Jimma
Strong**



**Bill
Malone**



**Felix
Grant**



**MOSTLY
MUSIC**

(which, by the way, just happens to be the title of our Monday through Friday, 1:30-4:00 pm show)

**WMAL RADIO
AM & FM**

General Manager
Fred Houwink

WMAL RADIO Manager
Bob Jonscher

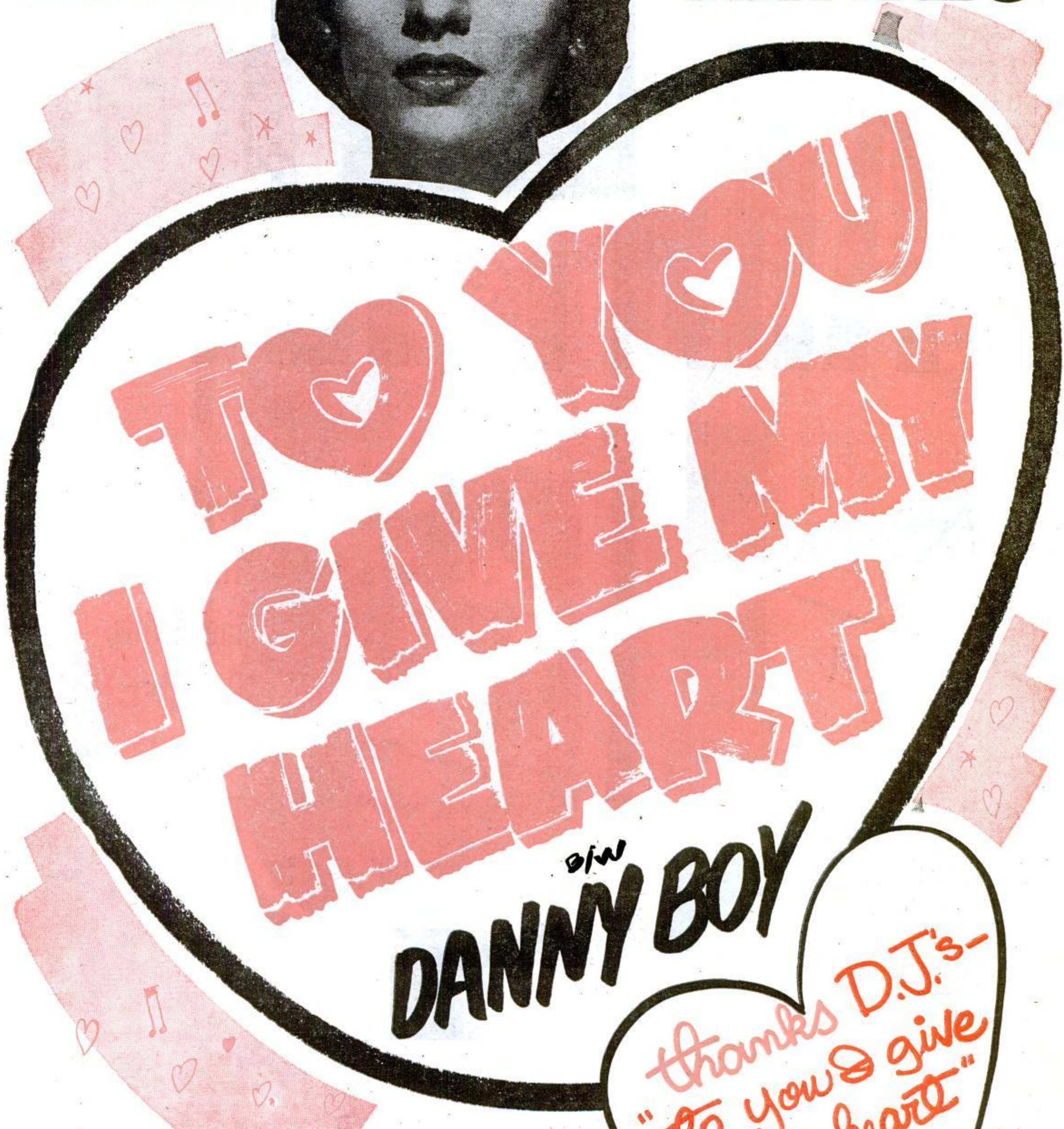
Sales Manager
Bert Libin

Represented by
H.R. Representatives, Inc.

JONI



JAMES



**TO YOU
I GIVE MY
HEART**

b/w
DANNY BOY

*thanks D.J.'s -
"to you I give
my heart"
Joni*

MGM 12369 • K12369

MGM Records

WJAS, RADIO PITTSBURGH
Proudly Salutes in his 4th Year

BARRY WAVE

The
NO. 1
DISK JOCKEY
in
PITTSBURGH



**With Many
Thanks to all
the Artists,
Publishers
and
Record
Companies**

**... and everyone else who made this
phenomenal success possible**

Sincerely
 Les Paul
 Mary Ford

Current Release
BLOW THE SMOKE AWAY
RUNNIN' WILD
 Capitol 3570

On TV Film
 Coast to Coast
 for
LISTERINE



Personal Management
GRAY GORDON • MEL SHAUER
 37 West 57th St.
 New York 19, N. Y.



**GIBSON
 GUITARS**

The Billboard Ninth Annual Disk Jockey Poll

Continued from page 45

ALL-TIME STANDARD RECORDS

Position	Recording	Label
1.....	STARDUST, Artie Shaw	RCA Victor
2.....	MOONLIGHT SERENADE, Glenn Miller.....	RCA Victor
3.....	BEGIN THE BEGUINE, Artie Shaw.....	RCA Victor
4.....	STARDUST, Glenn Miller	RCA Victor
5.....	STRING OF PEARLS, Glenn Miller.....	RCA Victor
6.....	TENDERLY, Rosemary Clooney.....	Columbia
7.....	IN THE MOOD, Glenn Miller.....	RCA Victor
8.....	SUMMIT RIDGE DRIVE, Artie Shaw.....	RCA Victor
9.....	SING, SING, SING, Benny Goodman.....	RCA Victor
10.....	I'VE GOT MY LOVE TO KEEP ME WARM, Les Brown....	Columbia
11.....	I CAN'T GET STARTED, Bunny Berigan.....	RCA Victor
12.....	OPUS ONE, Tommy Dorsey.....	RCA Victor
13.....	ON THE SUNNY SIDE OF THE STREET, Tommy Dorsey..	RCA Victor
14.....	SEPTEMBER SONG, Walter Huston.....	Decca
15.....	FRENESI, Artie Shaw.....	RCA Victor
16.....	SECRET LOVE, Doris Day.....	Columbia
17.....	SOPHISTICATED LADY, Duke Ellington.....	Columbia, RCA Victor
18.....	TUXEDO JUNCTION, Glenn Miller.....	RCA Victor
19.....	DON'T BE THAT WAY, Benny Goodman.....	RCA Victor
20.....	BLUE MOON, Mel Torme.....	Capitol
21.....	YOU MADE ME LOVE YOU, Harry James.....	Columbia
22.....	STAR DUST, Tommy Dorsey-Frank Sinatra.....	RCA Victor
23.....	IT'S MAGIC, Doris Day.....	Columbia
24.....	SENTIMENTAL JOURNEY, Les Brown.....	Columbia
25.....	DANCING IN THE DARK, Artie Shaw.....	Decca
26.....	LOVE IS A MANY-SPLENDORED THING, Four Aces.....	Decca
27.....	AUTUMN LEAVES, Roger Williams.....	Kapp
28.....	SONG FROM MOULIN ROUGE, Percy Faith.....	Columbia
29.....	LET'S DANCE, Benny Goodman.....	RCA Victor
30.....	MARIE, Tommy Dorsey.....	RCA Victor



Gogi Grant
named by disk jockeys voting in The Billboard ninth annual poll as the most promising girl singer of the year. Her disk of "The Wayward Wind" was the sixth most played by jocks during the year.



The HiLos
named most promising singing group of the year by America's jockeys voting in The Billboard ninth annual jockey poll. The group was also sixth among the jockeys voting for their favorite singing group.



George Shearing
whose instrumental group was named favorite for the second straight year by jockeys voting in The Billboard ninth annual poll.



Frank Sinatra
named favorite male singer of the year by jockeys voting in The Billboard ninth annual jockey poll. Sinatra's album, "Songs for Swingin' Lovers," was tops with jocks for the year and the singer was also named the fourth favorite album artist of the year.

SPOT SELLING

D.J. Appearances Up Merchandising

- Stations cash in on extra-mural shows
- Mobile studios big local listener hypo

Personality merchandising, the tactic of picking up deejay and personality type shows directly from a place of business, is becoming common practice throught the country among stations of all sizes and types.

Obviously, enterprising radio operators in this television era have been forced to look beyond their own walls for program ideas in order to hold the interest of local listeners. They have done this by going right to the spots where people meet and shop, and they give the local air audiences up-to-the-minute chatter about people and places they know. Local interest in such shows has made them ideal showcases for home-use products. They have hyped a feeling of "Let's go down to so-and-so's and get in on the fun."

More and more stations throught the country are attempting to cash in on current happenings by maintaining mobile studios. The most popular and perhaps profitable of remote shows are those emanating from store openings, special sales and anniversaries. In fact, the majority of stations that do "outside" broadcasting confine their activities to such events. At these, the deejay may busy himself handing out the various sponsors' samples and literature, or give away prizes, or even demonstrate the products and make sales. Then there are some stations that prefer to tape interviews at new stores with visiting personalities, etc., and then to put together shows there-

from woven in with spots purchased by an assortment of the product suppliers.

Skedded Remotes

Regularly scheduled remotes also are becoming more common. These may be held on daily or weekly schedules from such places as drive-in theaters (very common), from restaurants, record shops and from regular sponsors' stores. At these places, the informal chatter is such that a jock can very deftly and painlessly slip in his sales pitches.

Perhaps one of the best demonstrations of the power of such broadcasting is an eight-hour remote beamed by WMAK, Nashville, Tenn., from a newly built house, sponsored by a real estate agent. This drew an estimated 9,200 lookers.

Several stations report that they now maintain their own merchandising departments, specifically for such selling from supermarkets and the like. Several stations, particularly in the South, which have their own talent agencies, book their station talent into stores on a regular fee basis. These don't necessarily broadcast from the scene of the engagement.

Promotion of these on-location broadcasts has not taken any noticeably new turn. The best type has proved to be spot announcements on the air. Other methods are via taxicabs, with placards inside and out, in the place where the broadcast will originate, in newspapers, via handbills and when it's to take place in a theater, via free passes strategically distributed.

From the questionnaires received by The Billboard, it's clear that many of the stations who aren't already in the "personality merchandising" business plan to get in soon.

What Price Spare-Time Hrs.?

Continued from page 45

and operates an intimate nitery, the Valentine Club, and has a finger in movie production both here and overseas. Larry Finley, KFVB, Hollywood, operates clubs and cafes in both Los Angeles and Palm Springs, Calif., and still another restaurateur is free-lance jock Lynn Burton, who runs the Steak House in Chicago.

Prominent in the cleffing department are Sherm Feller, WVDA, Boston; Lonny Starr, WNEW, here, and Al Jarvis, KFVB, Hollywood. Jarvis and Martin Block, of WABC, New York, each have their own publishing firms. Also high on the list are local spinners Bill Harrington, WNEW, and Bob Haymes, WCBS.

Jocks have been active in the diskery field. Carrying the banner is Gene Norman, KLAC, Hollywood, whose personal label, Gene Norman Presents, has built itself quite a reputation in the jazz package field. He also produces singles of his own and albums for several major labels.

Of course the above doesn't include what has become one of the most lucrative current sources of extra-curricular income—the record hop (see separate story in this issue)—nor kindred personal appearance versions of same which have swept the country to

teen-age delight and sock loot for deejay pocketbooks. But it does give something of a cross section view of the fraternity's alertness for garnering the part-time buck.

In addition, the recent survey shows that jockey employers are likewise becoming extra-dollar conscious. Station management reports show a steadily increasing trend toward the sale of background music to locations. There is also plenty of interest in the talent management and show booking fields. Some are becoming outlets for retail disks, and some are interested in juke box routes. WKFJ-FM, Pittsburgh, announces that background music is its sole source of income and that the station couldn't exist without it. Naturally there are a few dissenters. WNIB, Chicago, goes in for show organizing and booking, but background music and juke box routes are taboo. On the former, the station's position is that: "We are a station serving the public, and background music does not serve the public." As to the latter, its attitude is even more emphatic: "We are not interested in 'top 10.' Let the boxes be junked!" But the over-all swing toward the outside dollars is there just the same.

FAVORITE BANDS

Position	Band	Label	1955
1.....	LES BROWN.....	Capitol	2
2.....	LES ELGART.....	Columbia	1
3.....	RAY ANTHONY.....	Capitol	3
4.....	STAN KENTON.....	Capitol	6
5.....	BENNY GOODMAN.....	Capitol, Columbia, Decca, RCA Victor	10
6.....	GLENN MILLER.....	RCA Victor	8
7.....	BILLY MAY.....	Capitol	7
8.....	RALPH FLANAGAN.....	RCA Victor	4
9.....	RALPH MALTERIE.....	Mercury	5
9.....	RICHARD MALTBY.....	Vik	—

(Continued on page 62)



*Thanks fellas'
for giving me
another big one-*

**"JUST WALKIN'
IN THE RAIN"**

*Sincerely
Johnnie*

Personal Management
BERNIE LANG

Exclusively
**COLUMBIA
RECORDS**



Dear disk jockeys
I'm grateful for
all your help.

Sincerely,
Doris Day

"JULIE"

Newest Columbia Release
from the forthcoming
ARWIN-MGM production, "JULIE"





**LES
ELGART**
AND HIS
ORCHESTRA

**THE
ELGART
TOUCH**

COLUMBIA
360°
SOUND
LP
GUARANTEED
HIGH FIDELITY

*Thank you.
Les and Larry
Elgart*

Record Promotions:
PAUL BROWN

*Thanks, Disk Jockeys
for everything
Mitch*

MITCH MILLER*MITCH MILLER
MITCH MILLER*MITCH MILLER

MITCH MILLER*MITCH MILLER
MITCH MILLER*MITCH MILLER

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MITCH MILLER*MITCH MILLER

Current smash hit —
SONG OF THE SPARROW
Columbia 40772

Exclusively

COLUMBIA  **RECORDS**
© "Columbia", G. & C.

the BLG one you've been waiting for

JERRY VALE



**MOTHER
MINE**

**TELL ME
SO**

COLUMBIA 4-40775

COLUMBIA  RECORDS

VISUAL SPINNING

TV-D.J.s' Status
Up at Local Level

- Local TV spinners on view in 50 spots
- Pop, r.&r. top disk picture on TV shows

By JUNE BUNDY

NEW YORK — Altho record shows have yet to gain general acceptance on the video network level, the TV disk jockey format has become increasingly important in the local station market during the past year.

According to a The Billboard's 1956 survey (see results in this issue) nearly 50 local TV disk jockey shows — representing 44 cities and 26 States—are currently programmed on a regular basis, with 60 per cent of the programs scheduled daily, and practically all of the rest weekly. Approximately 85 per cent of the once-a-week jockey segs are aired on Saturdays, since teen-agers are the primary audience targets in the majority of cases.

In line with this, pop and rock and roll singles dominate the disk picture in TV, with some daily shows spinning as many as 200 platters in one programming week. Ted Chapeau of WJHP, Jacksonville, Fla., for instance, plays about 20 pop singles and 10 LP selections per day on his three-hour Monday thru Saturday early morning show; while Donald F. Perry, program director of KROC, Rochester, Minn., reports that approximately 30 pop singles and 20 LP selections are spotlighted each day on his station's disk jockey segs.

The biggest problem facing any disk jockey show, of course, is how to hold an audience's visual attention while a record is playing. Lip-sync (jockey and guests pantomime vocal while disk spins) and films are still old standbys, and teen-ager parties with the kids terping on camera, are also big in the market today. Doty Mack, WCPO, Cincinnati, was TV's original lip-sync girl.

Visual Gimmicks

Other visual gimmicks, utilized while disks are played, include the screening of still photos, cartoons, live cartooning, pan-shots of audience, weather report rolls, funny flip cards, nonsense shots, slides, pantomimes and dramatizations, games built around a disk theme, oscilloscope and others.

When record artists guest on these shows they sometimes lip-sync to their own records. However, the unions have been clamping down on this practice in recent months, and nowadays only shows in big markets such as Ted Steele, WOR-TV, and Martin Block, WABC-TV, New York, etc., can afford to pay guest talent scale for the lip-sync routine.

Hal Fryar, who emcees and produces "Hal's a Poppin'" over WFMY-TV, Youngstown, O., on a production budget of \$5 a week, points out: "Record artists just aren't available on a regular basis in a small market TV record show. I can practically count on my fingers the number of 'name' guests available in Youngstown in three years. Here we cannot depend on an interview to 'carry' a show while some TV record shows in larger cities have depended heavily on name guests for survival."

Eschewing lip-sync and teen-age dancing, Fryar features games, sketches, stunts, films, weather reports, photos and his own live warbling on each 45-minute show, with 90 per cent

of the disks culled from best selling record charts. "Unlike radio tho," notes Fryar, "the records are seldom repeated day after day. A top disk is played on the average of twice a week. Records that lend themselves to skit situations are played most often. This past summer, Perry Como's 'Glendora' and Don Cherry's 'Ghost Town' were excellent examples of good skit tunes. Current records falling in that category are Jim Lowe's 'Green Door' and Rusty Draper's 'In the Middle of the House.'"

Gerald Wheeler, KARK-TV, Little Rock, Ark., wears a variety of special makeups (old man, witch, clown, etc.) while he lip-syncs to records. Films on his show include clips from stock westerns, cartoons, features, newsreels and some footage specially shot for the show. He also makes effective use of newspaper photos. For example, news pictures of happy couples, From Debbie and Eddie to Ike and Mamie, are shown in sequence during a spinning of "Hello Young Lovers."

Jess Mooney, WTOG-TV, Savannah, Ga., staged a 'remote' for a waxing of "High Noon." Cameras picked up a specially staged "long walk-gunfighter" scene on a "dusty lane converted into the main street of a typical cowtown." E. J. Jackson, KILT-TV, El Paso, Tex., provides professional pantomime routines to disks, via the services of a local Little Theater group, which does its own choreography. Jackson's show also features as many as three and four different live bands each week.

Hal and Nancy Berg, WILK-TV, Wilkes-Barre, Pa., also utilize professional dancers on their early evening show, along with live cartooning and one live local guest artist each night. A dance trio (two girls and a boy) devises special terp routines to disks for Bob Green's "The Doodler" show, over WJNO-TV, Palm Beach, Fla., which also features live cartooning, via the "Doodle Board." Haskell Jones, KCMC-TV (on the air from 8 to 9:30 a.m.), Texarkana, Tex., adopts an "anything goes" policy while a disk is spinning—passing the time on having his hair cut, shaving, eating breakfast, dancing, etc.

R. & R. a Teen-Age Must

• Continued from page 21

count, and the youngsters are not allowed to "hog" all the air time. Advocates of so-called "good music" or "melodic music" are quite vocal in some communities and do not let teen-ager wants gain sway over them.

In some cities organized public opinion is still a formidable obstacle. Church, school and civic officials have blasted the idiom and their words have found their way into conspicuous articles in trade and national consumer publications. Recently again, disk jockey Tom Edwards, of Station WERE, Cleveland, appeared at a church dance with the intention of giving away 2,000 pictures of Elvis Presley. He was firmly requested not to give the pictures out, not to play Presley records and even forbidden to show five pictures of him in the color slide show he intended to give in the dance's intermission.

All this has failed to stem the tide. Greater familiarity with the idiom, fortunately, has bred greater understanding—and most



Andy Williams

named by jockeys as the most promising new male singer of the year in balloting in The Billboard ninth annual disk jockey poll.

Panel programs and best seller charts also figure on some TV disk jockey shows. Joe Kelly and Bruce Saunders, who emcee "Hoosier Favorite," on WSBT-TV, South Bend, Ind., spotlight a comparison of The Billboard's top 10 best sellers with the top 10 favorites in South Bend. Rudy Tellex, KTSM-TV, El Paso, Tex., hosts a panel of four teen-agers. The kids judge new releases and participate in a brief musical quiz at the end of each show. Winner is invited back for the next program.

Record giveaways are big audience draws on many TV disk jockey shows — particularly the teen-age dance sessions—with local distributors usually donating the free disks.

Most of today's TV disk jockey shows are gaining steadily in audience and sponsor acceptance. Bud Davies, CKLW-TV, Detroit-Windsor, Ont., for instance, is sold out across-the-board in a tough time period (5-6 p.m.), as is Don Bell's "Disk Jockey Dance," KRNT-TV, Des Moines. The local Coca-Cola Bottling Company alone sponsors a 30-minute seg of Bell's hour and a half Saturday afternoon show. The program is also "sold out" to studio-audience dance groups, with shows assigned to various school groups thru June, 1957.

The average local TV disk jockey show is sold on a participation sponsor basis, with national soft drink, clothing, food and cosmetic advertisers in the majority, such as Pepsi Cola, Coca-Cola, Robert Hall, Toni, Revlon, Canada Dry, Swift & Co., A. & P., etc., along with local cafes, dance studios, department stores, show stores, candy stores, dairies and auto dealers.

The Billboard Ninth Annual Disk Jockey Poll

• Continued from page 56

INSTRUMENTAL GROUPS

Position	Instrumental Group	Label	1955
1.....	GEORGE SHEARING.....	Capitol	1
2.....	ART VAN DAMME.....	Capitol	4
3.....	THREE SUNS.....	RCA Victor	2
4.....	DICK HYMAN.....	M-G-M	6
5.....	DAVE BRUBECK.....	Columbia	3
6.....	LES PAUL AND MARY FORD.....	Capitol	5
7.....	BENNY GOODMAN SEXTET.....	Columbia	9
8.....	MODERN JAZZ QUARTET.....	Atlantic	—
9.....	BILL HALEY.....	Decca	—
10.....	GERRY MULLIGAN.....	Capitol, Fantasy, Pacific Jazz	—

VOCAL GROUPS

Position	Small Singing Group	Label	1955
1.....	FOUR FRESHMEN.....	Capitol	2
2.....	FOUR LADS.....	Columbia	8
3.....	FOUR ACES.....	Decca	1
4.....	McGUIRE SISTERS.....	Coral	3
5.....	AMES BROTHERS.....	RCA Victor	4
6.....	HI-LO'S.....	Starlite	5
7.....	PLATTERS.....	Mercury	—
8.....	MILLS BROTHERS.....	Decca	6
9.....	MODERNAIRES.....	Coral	—
10.....	CHORDETTES.....	Cadence	—

MOST PROMISING
FEMALE VOCALISTS

Position	Newer Female Vocalists	Label
1.....	GOGI GRANT.....	Era
2.....	EYDIE GORME.....	ABC-Paramount
2.....	JULIE LONDON.....	Liberty
4.....	KEELY SMITH.....	Capitol
5.....	TEDDI KING.....	RCA Victor
5.....	EILEEN RODGERS.....	Columbia
7.....	CARMEN McRAE.....	Decca
8.....	ROBERTA SHERWOOD.....	Decca
9.....	PAT KIRBY.....	Decca
10.....	BETTY JOHNSON.....	Bally

(Continued on page 70)



WE ALL
Thank You
DISK JOCKEYS

POWER PROGRAMMING
THAT PAYS OFF....

ARGO #5259

"AIN'T GOT NO HOME"
 by
 CLARENCE HENRY
 "FROG MAN"

CHESS #1641

"I'LL BE SPINNING"
 by
 JOHNNIE & JO

CHECKER #847

"KEEP IT TO YOURSELF"
 by
 "SONNY BOY" WILLIAMSON



CHECKER #846

"THE VOW"
 by
 THE FLAMINGOS



WHEN YOU WANT THE MOST—THESE HITS WILL SHOW THE WAY

CHECKER #850

"COPS AND ROBBERS"
 by
 BO DIDDLEY

CHESS #1629

"SEE-SAW"
 by
 THE MOONGLOWS

CHESS #1635

"TOO MUCH MONKEY BUSINESS"
 by
 CHUCK BERRY

CHESS #1638

"NO USE KNOCKING"
 by
 BOBBY CHARLES

CHESS #1636

"NIGHT BEAT"
 by
 THE CHANCETEERS

ARGO #5258

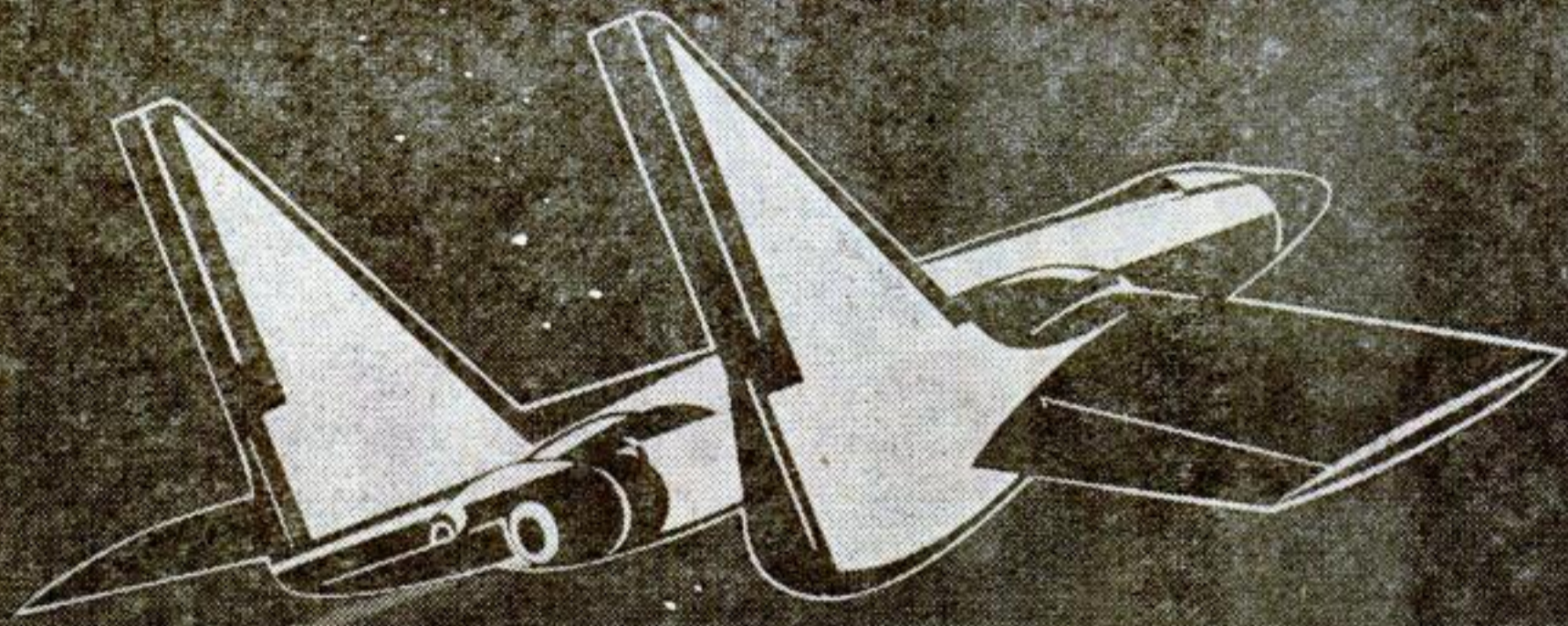
"CUBAN TWILIGHT"
 by
 MIKE SIMPSON

CHESS-CHECKER-ARGO RECORD CO.

4750 So. Cottage Grove Ave.
 All Phones: KEnwood 8-4342

Chicago 15, Ill.

you've headed into the unknown before



EACH TIME you've slipped a pickup into a fresh groove you've headed into the unknown of a new musical horizon — soft and lush? — the big beat? — a new vocalist? All this adds up to the musical excitement that makes our business great. Keeps it growing, and makes you proud to be a part of it.

We sincerely appreciate the help you have given us in playing Decca Records past and present.

As we head into a bigger and broader musical horizon and record business in the years ahead, our thanks are to you, the Disk Jockey of America, who is never afraid to head into the grooved unknown.

AMERICA'S FASTEST SELLING RECORDS

DECCA
RECORDS

Musical Dynamite on Four Continents



*Thanks, DJ's, for
keeping 'em Spinning
and rocking*

Bill and the Guys

BILL HALEY

and his Comets

Best Selling Pop Records in Britain
(For Week Ended September 29)
Printed thru the courtesy of the "New Musical Express,"
Britain's Foremost Musical Publication.

This Week	Record Title	Label
1.	LAY DOWN YOUR ARMS—Anne Shelton (Philips)	Philips
2.	ROCKIN' THROUGH THE RYE—Bill Haley Comets (Brunswick)	Brunswick
3.	ROUND DOG—Elvis Presley (HMV)	HMV
4.	WOMAN IN LOVE—Frankie Laine (Philips)	Philips
5.	YING TONG SONG/BLOODNOK'S ROCK 'N' ROLL CALL—Goon (Decca)	Decca
6.	BRING A LITTLE WATER SYLVIE/DEAD OR ALIVE—Lonnie Donegan (Pye-Nixa)	Pye-Nixa
7.	GREAT PRETENDER/ONLY YOU—Platters (Mercury)	Mercury
8.	GIDDY-UP-A-DING-DONG—Freddy Bell and the Bellboys (Mercury)	Mercury
9.	WALK HAND IN HAND—Tony Martin (HMV)	HMV
10.	ROCK 'N' ROLL—Bill Haley Comets (Brunswick)	Brunswick
11.	SAINTS ROCK AND ROLL—Bill Haley Comets (Brunswick)	Brunswick
12.	ROCK AROUND THE CLOCK—Bill Haley Comets (Brunswick)	Brunswick
13.	SWEET OLD FASHIONED—Bill Haley Comets (Brunswick)	Brunswick
14.	RAZZLE DAZZLE—Bill Haley Comets (Brunswick)	Brunswick
15.	SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick)	Brunswick
16.	MORE—Perry Como (HMV)	HMV

Best Selling Pop Records in Britain chart from Billboard.

Haley's 'Clock' Rocks Aussie Disk Market

SYDNEY, Australia—There is a tremendous run on rock and roll disks in Australia at the moment, and Festival Records, which has a range of 38 rock and roll titles has sold 150,000 copies of one single, "Rock Around the Clock," by Bill Haley and his Comets.

The usual hit tune sells about 30,000 copies. Aussie copyright holders of the tune say it is the quickest seller they have ever handled and has created an all-time Aussie record sales run. One bracket of tunes which has been selling for \$6.50 has been sold out in every music store and the company producing it has commenced special night shifts to replace the stocks of the fast-selling disks of these rock and roll tunes.

The Billboard
October 20 issue

CURRENT BEST SELLER

**RUDY'S
ROCK**

**BLUE COMET
BLUES** DECCA 30085
9-30085

Personal Direction
JAS. H. FERGUSON
801 Barclay St., Chester, Pa., 2-3004

Exclusive Booking
JOLLY JOYCE
New York: Plaza 7-1786 Philadelphia: WALnut 2-7343

DECCA'S FAIR LADY OF SONG



SYLVIA SYMS

I COULD HAVE DANCED
ALL NIGHT

ENGLISH MUFFINS
AND IRISH STEW

and now—just released

*Many Thanks, D.J.'s
for helping make '56
a year I'll long
remember—
Sylvia*

DANCING CHANDELIER

DECCA 30143 & 9-30143

PERSONAL MANAGEMENT

Pete KAMERON & Monte KAY
15 EAST 48TH STREET, N.Y.C.

exclusively





Current best seller:

NEW YORK'S MY HOME

Decca 30111 & 9-30111

Exclusively

DECCA RECORDS

*Thanks D.J.'s—
it's been a great year
Sammy*

Personal management
WILL MASTIN

Direction:
WILLIAM MORRIS

Publicity:
JESSIE RAND

JAY WESTON **BILLY ROWE**

YOU WONDERFUL



The big 1 stands for ABC-Paramount's first anniversary on records. A year ago today, our initial release hit the counters—and started to *move*. We've been picking up speed ever since—thanks to terrific cooperation from disc jockeys, distributors, dealers and—of course

—the ever-lovin' record-buying public. In short, it's been *one wonderful year* for us, a year to cheer! So here's our thanks, ladies and gentlemen of the trade. With your continued good will, ABC-Paramount swings into Year #2 with ever-expanding expectations...and catalog to match!



Thank you
for being
so good
to me

Eydie Gorme

Current Best Seller

I'VE GOT A RIGHT TO CRY
SODA POP HOP—ABC-9758

Exclusively

ABC-Paramount Records

Personal Management

KEN GREENGRASS

Direction

GENERAL ARTISTS CORPORATION

Public Relations

MARVIN DRAGER



The Billboard Ninth Annual Disk Jockey Poll

• Continued from page 62

MOST PROMISING MALE VOCALISTS

Position	Newer Male Vocalists	Label
1.....	ANDY WILLIAMS	Cadence
2.....	JERRY VALE.....	Columbia
3.....	JOHNNY MATHIS	Columbia
4.....	TOMMY LEONETTI.....	Capitol
5.....	STEVE LAWRENCE.....	Coral
6.....	DON RONDO.....	Jubilee
7.....	KEN ERRAIR.....	Capitol
8.....	NICK NOBLE.....	Mercury
9.....	JIM LOWE.....	Dot
10.....	BOB MANNING.....	RCA Victor
10.....	JOE VALINO.....	Vik

MOST PROMISING VOCAL GROUPS

Position	Singing Group	Label
1.....	HI-LO'S.....	Starlite
2.....	FOUR VOICES.....	Columbia
3.....	DIAMONDS.....	Mercury
4.....	ROVER BOYS.....	ABC-Paramount
5.....	KING'S IV.....	M-G-M
6.....	BLENDERS.....	RCA Victor
7.....	BLUE STARS.....	Mercury
8.....	LENNON SISTERS.....	Coral
9.....	HI-FI'S.....	Liberty
10.....	PATIENCE AND PRUDENCE.....	Liberty

MOST PROMISING INSTRUMENTAL GROUPS

Position	Instrumental Group	Label
1.....	BILL DOGGETT.....	King
2.....	DON ELLIOTT.....	ABC-Paramount
3.....	CONLEY GRAVES.....	Jubilee
4.....	BOB CREASH QUINTET.....	
5.....	BOB SHARPLES.....	London
6.....	AL BELLETTO SEXTET.....	Capitol
7.....	JODIMARS.....	Capitol
8.....	ERNIE FREEMAN.....	Imperial
9.....	KAI AND KAY.....	Savoy
10.....	BARBARA CARROLL TRIO.....	RCA Victor

Who Selects the Records?

• Continued from page 21

WQAM, Miami), Todd Storz denies that his outlets follow such a format, and pluggers queried admit that of late it has seemed to be easier to get spins for new releases on Storz shows.

In line with this, Storz points out that many disks have been played over Storz stations at least three weeks before they first appeared on The Billboard's "Honor Roll of Hits" chart, including Frank Sinatra's "Jealous Lover," "Two Different Worlds" and "Singing the Blues."

Prominent "middle of the roaders" (e.g. Hits plus LP's and new releases) include WNEW, New York; WRCA, New York; WERE, Cleveland; WKMH, Detroit, and most of the Westinghouse stations.

All-Out LP

An outstanding example of successful all-out LP programming is "Music From Studio X" over WOR, New York, which features uninterrupted music Monday thru Saturday from 9:05 p.m. to 1 a.m. (with commercials spotted only on the hour and half hour). The show is programmed more than 90 per cent from LP's, with show tunes and romantic mood music preferred.

The Billboard's story on the "hits only" formula last September sparked some strong reactions—pro and con—from local radio people.

Don Bell of KRNT, Des Moines, Ia., wrote, "The 'hits only' formula being adopted by a number of radio stations is a clear surrender to the challenge of thoughtful programming. It is a crippling blow to the development of disk jockeys as entertainers and a soporific to a trusting public. The creative artist, the original deejay, starts the hits. The 'hits only' operator feeds off the progressive stations after they have exercised taste, imagination and courageous originality.

"A 'hit only' manager, by his policy, is clearly warning all talent to stay away, for he offers no opportunity to display originality, exercise taste, demonstrate versatility, or to pioneer musically. He offers no job security, for only 'the hits' are secure.

"ASCAP might well hurl charges of injury at the 'hits only' manager. So might BMI, SESAC and all licensing societies. He acts anachronistically, depending for his music upon single records when the great proportion of recorded music is increasingly progressing to LP's and EP's, in addition to singles.

"A 'hits only' manager is anti-social. He dictates what his audience shall hear. His way of programming is to prohibit the use of taste or judgment by his staff and to deny his listeners the right of selection. Their only choice is to listen, or tune him out. Against this possibility he appeals to another of the baser human instincts—the 'something for nothing' gimmick for which you must stay tuned in order to win. The 'hits only' manager is a book-keeper and a statistician. He should be out of show business. Bring in management with respect for the person who pays his salary and that of every other station employee—the listener."

Bell, who has more than 55 per cent of the tune-in in his six-station market, practices what he preaches. His own programming spotlights four new albums (on four different labels) each week; a new ballad "Wax of the Week," (guaranteed a spin each on both Bell shows), and a rhythm and blues "Big Beat Biscuit" tune, which receives the same daily spin treatment. One out of every four records Bell plays is a "hit," and new releases are featured on every show.

Speaking in favor of the "hits

only" policy—alho not actually advocating it to the exclusion of all new releases—is Richard C. Fellows, operation manager of WPDQ, Jacksonville, Fla., who writes, "I respectfully submit that WPDQ has in its music format, overcome all major objections. Here is our set-up which we feel is the strongest ever devised:

"WPDQ recently culled its entire music library of some 4,000 45's and some 10,000 78's. From these, and with the help of local distributors, we compiled a library of the '600- All-Time Greats.' The tune (and the artist that recorded the tune and made it the hit of its day) were the songs we selected. In other words, the only 'Frenesi' we kept was the one recorded by Artie Shaw.

"Each hour thruout the day we play a selected number from our 'Top 60' (compiled from weekly sales of top local record dealers) the 'All-Time 600', LP selections and 'Musical Jury' new releases. If a rock and roll number is in the 'Top 60' we play it. Our 'Musical Jury' previews all new records each Thursday night and rates them: 1—good, 2—excellent, 3—superior, and 4—hit. Any recording they think we should not program gets a zero. Our 'Musical Jury' is composed of six teen-agers and seven adults chosen because of their interest in, and knowledge of music.

"Our audience has taken a tremendous jump since we began our new format and I'm afraid I disagree with the people who say this type of programming makes radio a juke box. It makes radio—yes?"

The "hits only" story which

appeared in The Billboard last September carried the names of many jockeys and/or stations sending out weekly lists of local hit records. Their names and call letters follow, along with several new additions to the list:

Norm Prescott, WBZ, Boston; WMGM, New York; David Dreis, KENT, Shreveport, La.; Jim Gaines, Tony Paulak, Wray Post and D. J. O'Donnell of KALF, Alexandria, La.; Chick Watkins, WCUE, Akron; Bob Flurry, KDEF, Albuquerque, N. M.; Brinkman, WJER, Dover, Pa.; Charles Loebbaka, WPGU, Champaign, Ill.; the Plough chain—WCOP, Boston; WCAO, Baltimore; WJJD, Chicago and WMPs, Memphis; Don Bell, KRNT, Des Moines, Ia.; WPDQ, Jacksonville, Fla.; Buddy Deane, WITH, Baltimore; WAIT, Chicago; Bob Ancell, WCUE, Akron; Tom Edwards, WERE, Cleveland; WGN, Chicago; WCKY, Cincinnati; KOSI, Denver; KLIF, Dallas; KGKO, Dallas; KERP, El Paso, Tex.; WTAC, Flint, Mich.; KXYZ, Houston, KLBS, Houston.

Also Paul Cowley, WKLO, Louisville; Kenny Vincent, WEOL, Elyria, O.; KVOL, Lafayette, La.; WTMJ, Milwaukee; WRIT, Milwaukee; WMPs, Memphis; WGH, Norfolk; WOLF, Syracuse; WFBL, Syracuse; WHHH, Dick Drury, Warren, O.; WTIK, New Orleans; Norman Wain, WDOK, Cleveland; WHIL, Medford, Mass.; WOGY, Minneapolis; WFBR, Baltimore; KOWH, Omaha; WJBK, Detroit; WDSU, New Orleans; WNOE, New Orleans; Larry Kane, KNUZ, Houston; KVOA, Tucson, Ariz.; Ed Ferland, WHEC, Rochester, N. Y.; Jim Winters, WABI, Bangor, Me.; WLOL, Minneapolis; WTAO, Boston; WNRI, Woonsocket, R. I., WICE, Providence, R. I.

Record Hops Swing Out

• Continued from page 21

cently branched out into the one-nighter field and are now among the most active one-nighter promoters in the city. Michael sometimes does nine live hops a week, and has netted as much as \$650 per dance on hops he organized himself.

Kaye, who has presented over 1,000 record hops in the last three years, also has a unique tape operation, which enables him to be a veritable record hop tycoon. In addition to six or seven live record hops a week, he stages 50 or more "tape-hops" during the same seven-day period. Each week he tapes a "master" three-hour record hop show, spotlighting his own intros and about 60 pop sides. Then he makes duplicates of the tape in his home-studio and rents them at \$20 per tape (less if a whole series is purchased) for playing at local dances.

Kaye's live record hop fees are scaled as follows: a flat fee—average \$100—, for a school, church or club dance; a \$75 guarantee against 50 per cent of the gate on hops staged by promoters. He also hires halls himself and presents record hops on his own. Kaye draws an average of 300 to 600 kids at each hop. His biggest crowd to date—last Labor Day—totaled 2,700, and netted the jock more than \$2,000 for the one night.

Kaye, one of the two top-rated jockeys in Pittsburgh (Michael is the other), credits his high rating status to record hops, which bring him new listeners and "solidify" his hold on old dialers. He also lauds the hops because they help acquaint the kids with new artists and give him (Kaye) the opportunity to "evaluate" a new record and its impact on an audience. "Many times at a hop,"

says Kaye, "I 'discover' a record, and, as a result, begin to work on it on the air."

New Twists

A considerable amount of the record hop's phenomenal success in Pittsburgh, of course, is due to the fact that most of the local jockeys are allowed to plug their hops on the air. Since the field is so competitive local jocks are constantly on the lookout for gimmicks to give the record hop a new flavor.

This fall, for instance, Art Pellan and Regie Cordic, of KDKA, took a mobile broadcasting unit out to school record hops so they could alternate as live emcees.

Cleveland is also a prominent record hop town. Tom Edwards, WERE, a veteran hop-emcee, utilizes any number of gimmicks to put new life into his weekly dances. One of his most successful innovations is his practice of showing color slide photos of record artists while their current disks are playing. Another Cleveland jock, Norman Wain, WDOK, conducts one of the most moving and unusual record hops in the field today—an annual "dance" for a crippled children's hospital.

So many successful record hops are staged regularly thruout the country that it would be impossible to list even a partial number of participating jocks.

However, among them are George Patrick, KXEL, Waterloo, Ia.; Don Bell, KRNT, Des Moines, Ia.; Ed Meath, WHEC, Rochester, N. Y.; Bud Davis, CKLW, Detroit; Alan Dary and Norm Prescott, WBZ, Boston; Bill Stell, WJWS, South Hill, Va.; Bob Wells, WEBR, Buffalo, and Jay McMaster, WMEX, Boston.

THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

RECENT POP RELEASES

Coming up Strong

1. G... (BMI) Roost 621
2. P... (ASCAP); (BMI) Capitol 353
3. Night Lights... (ASCAP); (BMI) Capitol 353
4. Petticoats of Portugal... Dick Jacobs (BMI) Coral 61724
5. ... (BMI) ABC-Paramount 975
6. M... (ASCAP) Mercury 70971
7. Mutual-Admiration-Society Crazy With Love... Teresa Brewer (ASCAP); (ASCAP) Coral 61737
8. Moo... Love Chinchinence... Perry Como (ASCAP); (ASCAP) RCA Victor 6870
9. Blue Jean Bop... Gene Vincent (ASCAP) Capitol 3553
10. City of Angels... The Highlights (BMI) Bally 1016

This Week's Best Buys

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

FRISCILLA (Forshaw, BMI)-Eddie Cooley-Roost 621-Here is yet another left-field hit. Starting off with unusually good volume in Eastern cities like New York, Philadelphia, Boston and Baltimore, the disk has moved out now in almost every part of the country. Detroit and Pittsburgh are very keen on the disk, and it seems about ready to make a big surge to the national listings. Flip is "Got a Little Woman" (Forshaw, BMI). PA-previous Billboard "Spotlight" pick.

A ROSE AND A BABY RUTH (Bentley, BMI)-George Hamilton IV ABC-Paramount 9756-After an initial splash in the Carolinas on the Colonial label, this disk is now getting tremendous national play under ABC-Paramount. A cross-section of stores and one-store...

MUTUAL ADMIRATION SOCIETY (Chappell, ASCAP) CRAZY WITH LOVE (Jungnickel, ASCAP)-Teresa Brewer-Coral 61737-While retail business in general has been off the last two weeks, the thrush's new release hasn't been affected at all. It has taken off with the speed of some of her biggest hits. Sales in Boston, Philadelphia, Buffalo, New York, Chicago, St. Louis, and Memphis are reported extra good. The first listed...

Review Spotlight on...

POP RECORDS

FOUR ACES... Decca 8-30197

THE WIND... (ASCAP) Universal... (ASCAP) Universal... (ASCAP) Universal... (ASCAP) Universal...



AL HIBBLER... Decca 39100... I'm Free (Vernonique, ASCAP) Hibbler has ridden high on the strength of a hit album and a top-selling single, and this appealing ballad figures as a likely successor. It's the singer's highly salable, wide-open style, a soaring ballad. (Shapiro-Bernstein)

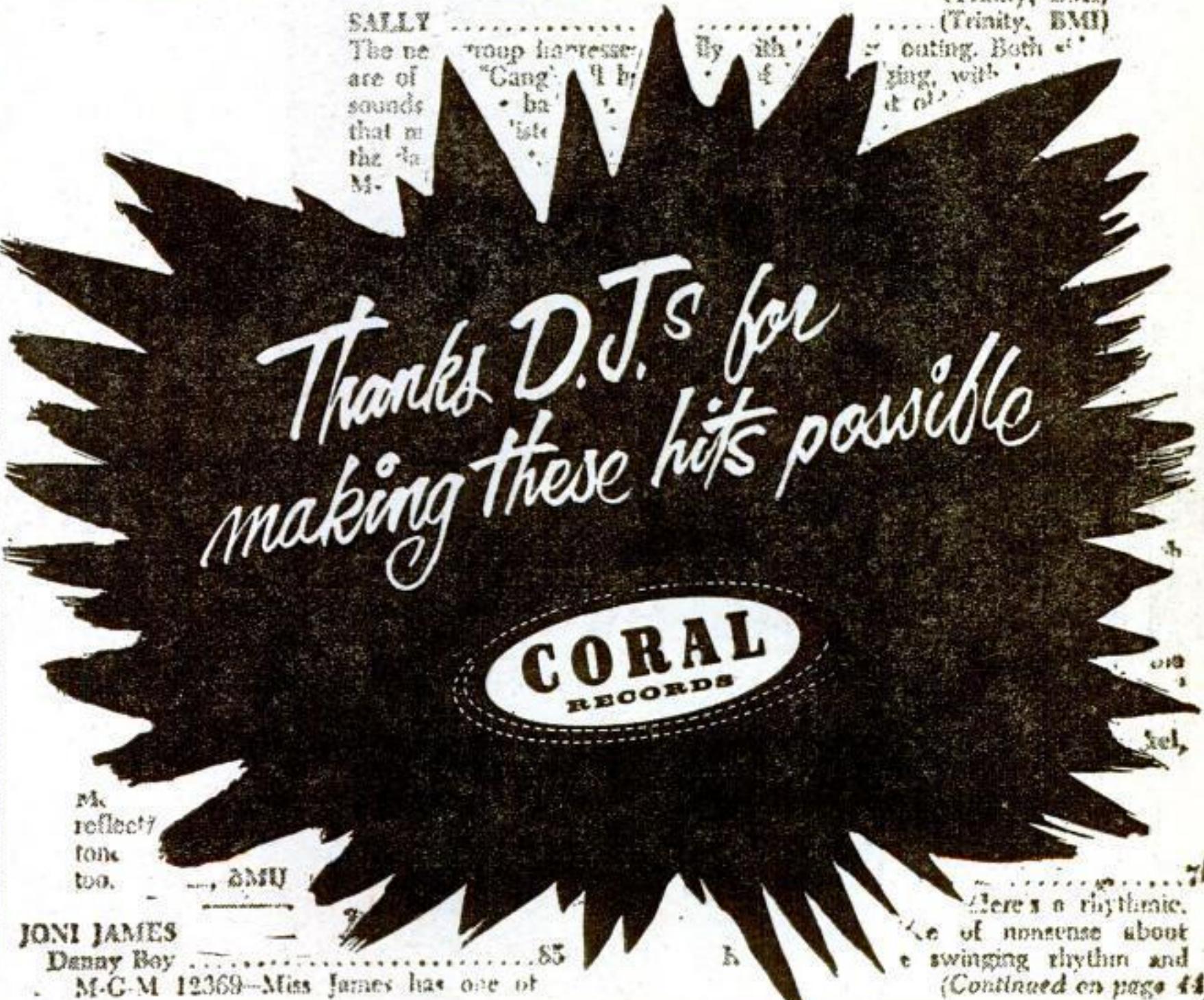
EDDIE... A RIGHT TO CRY (Records, BMI) The stylish thrush had moderate success with "Me to Dance" side, and this smooth, pretty torch ballad swings along gently to attention. Flip is "Soda Pop Hop," an up-tempo teen-agers. (Regent, BMI)

LAWRENCE WELK... Coral 6174... Around the CHAMPAGNE TIME... (Young, ASCAP) On top is the Victor Young, Harold Adamson theme from the Mike Todd flick, a lush, moody waltz with a continental flavor. The maestro treats it superbly, the arrangement emphasizing the pretty melody line. Flip is "Waltz" second TV theme, a danceable melody.

NOVELTY T. C. JONES... Coral 61732... Another "John and Marsha" type gimmick side in which Jones takes the part of the lady and gentleman as they swill down champagne. Suggestive tone should pull attention and kick off a number of yocks. Performer is a star of "New Faces."

DISK JOCKEY PROGRAMMING

THE TRADEWINDS... Dot... ALONE TONIGHT (Trinity, BMI) SALLY... (Trinity, BMI) The new group harkens back to the "Gang" of the 1940s, with a "ba-ba-ba" beat that makes the M-...



JONI JAMES Danny Boy... M-G-M 12369-Miss James has one of...

REVIEW SPOTLIGHT

In the opinion of the Billboard's editorial staff, these new releases rate special attention from the entire music industry. They are tops, and unless qualified for specific markets, are assigned a 90 to 100 rating.

REVIEWS & RATINGS-COMMERCIAL POTENTIAL

Each record review expresses the opinion of the members of The Billboard's music staff. In determining the commercial rating, the following factors are considered: Interpretation, material, artist's name value, distribution power, exploitation potential. The same considerations are applied to records reviewed in the country and western, and rhythm and blues fields.

80-100, Tops	60-80, Satisfactory
60-80, Excellent	40-60, Limited
20-40, Good	0-40, Poor



**Just
want
to
say
thanks
for
keeping
me
in
a
spin**

Tennessee Ernie Ford

Thanks, D.J.'s for all those spins-
Chris, Phyllis, and Dottie



the

McGuire Sisters



HOPE YOU LIKE
OUR NEW ALBUM!
CRL 57097

Exclusively



PERSONAL MANAGEMENT
MURRAY KANE

Current best selling
single

**EVERY DAY
OF MY LIFE**

ENDLESS
Coral 61703

Thanks D.J.'s



From the man with the "Golden Baton"

Current Smash

PETTICOATS OF PORTUGAL

CORAL 61724 9-61724

DICK JACOBS

Exclusively





Current Hit Singles:

<p>MUTUAL ADMIRATION SOCIETY</p> <p>(from the forthcoming Broadway musical, "Happy Hunting")</p> <p>CORAL 61737 and 9-61737</p>		<p>CRAZY WITH LOVE</p>
---	--	-------------------------------

Current Hit Album:

TERESA

CORAL CRL 57053

Exclusively



Direction:



A Million Thanks

From

Dot

*For Making It
All Possible--*

Randy Wood



Pat Boone



Gail Storm



The Fontane Sisters



Billy Vaughn



Sanford Clark



Jim Lowe



Molly Bee



Nervous Norvous



Johnny Maddox



Snooky Lanson



The Hilltoppers



Eddie Peabody



Mac Wiseman



Dick Lory



Lorry Raine



Jim Newman



Jimmy Work

DIRECTORY OF LOCAL TV DISK JOCKEY SHOWS

A round-up of non-network disk jockey television activity, showing types of material featured and time slots.

Key: P—Pop records featured.
 RR—Rock and roll records featured.
 CW—Country and western records featured.
 R—Records only used on show.
 RL—Both records and live talent used.

Call letters and location	Title and type of show	Emcee-Deejay	Other features or performers	Time slot & frequency
ALABAMA				
WTVY, Dothan	Daytime (P) (RR) (R)	Joe Holloway		1:30 p.m., Mon. thru Fri.
WALA-TV, Mobile	Dixon on Disc (P) (RR) (RL)	John Dixon	200 teenagers	12:30-2:30 p.m., Saturday
ARKANSAS				
KARK-TV, Little Rock	G. Wheeler Show	G. Wheeler		8:45-9 p.m., Fri.
CALIFORNIA				
KABC-TV, Los Angeles	Al Jarvis' Hi Jinx (P) (RR) (R)	Al Jarvis	Guest Disk Talent	4:30 p.m., Mon.-Fri. 9-10 p.m., Saturday
KATV, Pine Bluff	TV Record Shop (P) (RR) (RL)	Wally Briscoe	Staff Announcers & Teen-Age Sec'y	10-12 p.m., Saturday
CONNECTICUT				
WKNB, New Britain	The Phil Hale Show (P) (RR) (R)	Phil Hale		6:30-9, Mon. thru Fri.
FLORIDA				
WJHP, Jacksonville	Ted Chapeau Show (P) (R)	Ted Chapeau	Bonnie Gibson, Pat Harty, Pete Cook, Sue Hastings & Co.	6-9 a.m., Mon. thru Sat.
WTVJ, Miami	The Alec Gibson Show (P) (RL)	Alec Gibson		4-4:45 p.m., Mon. thru Fri.
WJNO-TV, Palm Beach	The Doodler (P) (CW) (RR) (R)	Bob Green	Guests	7 p.m., Tuesday
GEORGIA				
WLWA-TV Atlanta	Teen Canteen (P) (RR) (RL)	Paul Daughy		1:30-3:30, Saturday
WTOC-TV, Savannah	Your Show (P) (RR) (RL)	Jess Mooney	Staff and Guests	2:30-3:00 p.m., Mon., Wed., Fri.
ILLINOIS				
WBBM-TV, Chicago	Howard Miller Show (P) (RR) (RL)	Howard Miller	Guests	11:00-12:30 a.m., Mon.-Fri.
WBBM-TV, Chicago	Ray Rayner Show (P) (RR) (R)	Ray Rayner	Mina Kolb	12:30-2:00 p.m., Saturdays
WGN-TV, Chicago	Jim Lounsbury Show (P) (RL)	Jim Lounsbury		4:30-5:30 p.m., Mon.-Fri.
WTVO-TV, Rockford	The Jack Wilson Show (P) (RR) (CW) (RL)	Jack Wilson		5:30, Mon.-Fri.
INDIANA				
WKJG-TV, Fort Wayne	Here's Charlie (P) (RL)	Charlie Powell	Guest Talent & Studio Audience	3:45-4:00, Mon. thru Fri.
WSBT-TV, South Bend	Hoosier Favorite (P) (CW) (RR) (R)	Joe Kelly & Bruce Saunders	Guests & Staff	5-6, Saturday
IOWA				
KRNT-TV, Des Moines	Don Bell's Disc Jockey Dance (P) (RR) (R)	Don Bell	Record Pantomists, School Cheer Groups	3:30-5:00 p.m., Saturday
KGLO, Mason City	Parade of Bands (P) (R)	Bob Clausen		11:05-12:00 daily
LOUISIANA				
WBRZ, Baton Rouge	Hit or Miss (P) (R)	J. C. Politz	Hit or Miss Kids, Pantomiming of records	6:30-7:00, Sat.
MAINE				
WCHS-TV, Portland	Dance Party (P) (RR) (R)	Ray Mercier	Elaine Fraser	6:30-7:00 p.m., Saturday
MASSACHUSETTS				
WBZ-TV, Boston	Saturday Hop (P) (C&W) (RL)	Norman Prescott & Alan Dary	Recording Stars	6-7 p.m., Saturday

D. J. Plugs Key Growth of LP'S

Continued from page 20

tion also highlights the growing importance of albums by pointing out that in the station's budget, package disks are often allocated almost as much money as singles. This is particularly true among outlets of 5,000 watts and over. In this class, the average annual appropriation for packages is \$388.67, as compared with \$431.91 for singles. In the smaller station group, there is a larger variance, with stations averaging \$182.63 for albums as against \$289.88 for singles.

Record manufacturers, faced with the problem of supplying expensive albums product to stations, have been pushing various types of "subscription services," whereby albums are made available at a reasonable rate. According to the Station Management section of the poll, the subscription services have found wide acceptance among stations, both large and small. For instance, in the smaller station group, 78 per cent of station managers stated they subscribed, as against 22 per cent who did not. Again in the larger station group, 70 per cent stated they took a subscription service, as against 30 per cent who did not.

LP RISE NOT SUDDEN

The rise in album programming by stations has not been a sudden development, altho in the last year it has gained considerable headway. In The Billboard's issue of March 31, it was reported that deejays across the country were spinning more LP's. This coincided with the stepping up of album production by diskeries, and an intensified push on albums at the deejay level by diskeries. The continued trend toward album programming was further documented in the May 26 issue of The Billboard, when it was pointed out that an additional flock of jocks were gearing their shows to LP's. The end is not yet in sight, for two reasons.

One reason is the fact that the deejay is growing more and more conscious of the adult audience and is no longer satisfied with only the teen-age audience, however important the latter may be. The second reason, which ties in with the first, is the fact that record manufacturers are determined to expand the album market to its fullest potential, and in order to do so will continue to promote heavily at the station level. In the next year, it can be safely predicted, an even greater amount of programming time will be allocated to packaged records and to the adult audience which comprises the chief buyers of that product.

MICHIGAN

WXYZ-TV, Detroit	Ed McKenzie's Saturday Party (P) (RR) (RL)	Ed McKenzie	Record Names, performers from Local Night Clubs, Teen-Agers	12-2 p.m., Sat.
CKLW-TV, Detroit-Windsor	Dud Davies' Top Ten Dance Party (P) (RR) (R)	Bud Davies	Guests	5-6 p.m., Mon.-Fri.
WKNX-TV, Saginaw	Music for Listening (P) (R)	Dave Millan		2:30-3:15, Thursday

MINNESOTA

KROC-TV, Rochester	Various Titles (P) (RL)	Donald F. Perry		None given
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NEBRASKA

WOW-TV, Omaha	Saturday Bandstand (P) (RR) (R)	Dick Palmquist	Teen-Agers	2:30 p.m., Saturday
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NEW JERSEY

WATV, Newark	Requestfully Yours (P) (RL)	Paul Brenner	Guests, Teen-Age Dance Couples	2:00-2:30 p.m., Saturday
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NEW YORK

WABC-TV, New York	Martin Block (P) (RL)	Martin Block	Guests	11:30-12 noon, Mon.-Fri.
WOR-TV	Cheerfully Yours (P) (RL)	Ted Steele		2:00-4:00, Mon.-Fri.
WOR-TV	Bandstand (P) (RR) (RL)	Ted Steele		5:00-6:00, Mon.-Fri.
WABD	Herb Sheldon Show (P) (RR) (RL)	Herb Sheldon		5:00-5:30 p.m., Mon.-Fri.

NORTH CAROLINA

WBTV, Charlotte	Spanorama (P) (R)	Owan Spann	Shirley Cauthen	7:05-7:15 p.m., Mon. thru Fri.
WNAO-TV, Raleigh	Paul and Allan (P) (RL)	Paul Montgomery	Allan Browning	12:30-1:00 p.m., Mon. thru Fri.
WINT, Washington	Teen Canteen (RR) (RL)	Betty Jean Brinson	20 to 30 Teen-Agers	5:00-5:30 p.m., Mon. thru Fri.

NEW MEXICO

KGGM-TV, Albuquerque	Standby for Music (P) (RR) (RL)	Bill Previtti		9:30 p.m., Saturday
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OHIO

WCPO-TV, Cincinnati	Pantomime Hit Parade (P) (RR) (CW) (R)	Doty Mack	Bob Braun, Colin Male	6:30-7:30, Mon. thru Fri.
WEWS, Cleveland	Bandstand (RR) (P) (RL)	Phil McLean	Guest Talent	12-2 p.m., Saturday
WTVN-TV, Columbus	Spook Beckman Show (P) (RL)	Spook Beckman	Marilyn Daye, Sky Lucy	2:00-3:00, 3:30-5:45, Mon. thru Fri.
WFMJ-TV, Youngstown	Hal's A-Poppin' (P) (RL)	Hal Fryar	Hal Greene	1:45-2:30 p.m., Mon. thru Fri.

OKLAHOMA

KTEN, Ada	Noon Tunes (P) (RR) (R)	Ralph Mills		Noon, Mon. thru Fri.
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PENNSYLVANIA

WGLV-TV, Easton	TV Tune Time (P) (CW) (RR) (RL)	Carol Hill	Guests	5-6 p.m., Mon. thru Fri.
WFIL-TV, Philadelphia	Bandstand (P) (CW) (RR) (RL)	Dick Clark	300 Teen-age studio guests	2:30-5:00 p.m., Mon. thru Fri.
WILK-TV, Wilkes-Barre	Hal 'n' Nancy's Top Tunes (P) (RR) (R)	Hal 'n' Nancy Berg		6:30-7:00 p.m., Mon. thru Fri.
WILK-TV, Wilkes-Barre	Hal 'n' Nancy's Movietime (P) (CW) (RL)	Hal 'n' Nancy Berg		1:00-3:00 p.m., Mon. thru Fri.

TEXAS

KTSM-TV, El Paso	Off the Record (P) (RR) (R)	Rudy Tellez		6:30 p.m., Monday
KILT-TV, El Paso	E. J. Jackson Show (P) (RR) (RL)	E. J. Jackson	Local Talent	10 p.m., Mon. thru Fri.
KCMC-TV, Texarkana	Video Varieties (P) (RR) (CW) (RL)	Haskell Jones	Live Local Talent	8:00-9:30, Mon. thru Fri.

VIRGINIA

WTVR, Richmond	WTVR Morn Show (P) (RL)	John Mackim	J. B. Wells' Western Pals, Jimmie Leach, Beverly Williamson, Harry Jenkins, The Casuels	7:00-9:00 a.m., Mon. thru Fri.
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WASHINGTON

KREM-TV, Spokane	Studio Party (P) (RR) (R)	Bob Gage	Local High School Talent	7:00 p.m., Monday
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WEST VIRGINIA

WTRF-TV, Wheeling	Saturday Night Dance Party (P) (RR) (R)	Bob Kloss	The Innkeepers	6:30-7:30 p.m., Saturday
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Travel Adventure

... and career training aboard the finest ships of the world's mightiest

NAVY

Thanks
D.J.'s

Monty

*P.S. Perhaps I'll see you
 during my concert tour
 of the U.S.A.*



Mantovani's Latest... a Smash!

**SONG OF
 SORRENTO**

B/W
**VALE
 COMPESTRE**
 1698

Exclusively On



LONDON
 RECORDS



Thanks
Disc Jockeys
you've been
wonderful
to me—
Gisele

P.S.: Try my first album for some new programming material, won't you?



LX-1055

45 EP-EXA-179, 180, 181

Gisele

Selections:

Side One

THESE FOOLISH THINGS REMIND ME OF YOU • YOU'RE MY EVERYTHING • SWINGING DOWN THE LANE • ON TOP OF THE WORLD, ALONE • DON'T WORRY ABOUT ME • TIPTOE THRU THE TULIPS

Side Two

EVERYTIME WE SAY GOODBYE • DO YOU EVER THINK OF ME • BETWEEN THE DEVIL AND THE DEEP BLUE SEA • BEYOND THE SEA • YOU ARE MY LUCKY STAR • AT SUNDOWN

Current Single:

**THE STAR YOU
WISHED UPON
LAST NIGHT**

b/w

**IT'S DELIGHTFUL
TO BE
MARRIED**

Vik X/4X-0233

Personal Management:

BOB SHUTTLEWORTH

My deepest thanks,

Frank Sinatra

Current

"Hey, Jealous Lover"

"You Forgot All the Words"

3552



The Billboard
Ninth Annual
Disk Jockey Poll

**TRADE
ASPECTS
SECTION**

A PORTRAIT of America's disk jockey on the job with respect to sponsors, handling of commercials programming and his own activities in the show business field.

• **OTHER RESPONSIBILITIES**

Do you have responsibilities at your station other than the conduct of recorded music shows?

Yes.....82% No.....18%
(same percentage as last year)

• **JOCKEY OUTSIDE ACTIVITIES**

Are you active in other phases of show business outside your station responsibilities?

1955		1956
36%	Professional Performer.....	32%
20%	Personal Appearance Promoter.....	21%
13%	Songwriter.....	13%
8%	Artist Management.....	10%
3%	Retail Music-Record Store.....	3%
1%	Music Publisher.....	1%
1%	Juke Box Operator.....	1%
18%	Other.....	19%

• **DISK JOCKEY "ON THE AIR" TIME**

How many hours a week are you on the air as a disk jockey?

1955: 20.8 hours 1956: 22 hours
(an increase of 8 per cent since last year)

• **JOCKEY PROGRAMMING SELECTIONS**

Who selects the records played on your shows?

1955		1956
92%	I Do Myself.....	90.9%
5%	Librarian.....	2.8%
2%	My Assistant.....	1.9%
1%	Program Manager.....	1.3%

• **PROGRAMMING HELP FOR JOCKEYS**

Which two sources of help in the selection of records are the most important?

(Top source weighted 100. Others weighted in relation to it.)

1955		1956
87	Your Own Personal Opinion.....	100
100	Listener's Requests.....	98
*	Trade Paper Advertisements.....	91
	Direct mail, free records or other promotional material from manufacturers, distributors, music publishers,	
37	talent agents, talent, etc.....	40
14	Local information from record dealers.....	27
76	Trade paper charts and editorial features.....	9
4	Local information from juke box operators.....	4

*not listed last year

• **MORE RECORDED MUSIC ON THE AIR**

Please estimate the number of different record sides you actually play on record shows in a week.

1955		1956
184.7	Average total number of sides played per week.....	228.7
33.0	Which includes new release sides played per week....	39.2

How many selections do you play on the average 15-minute segment?

1955: 3.9 1956: 4.1

PIONEERS

How Jocks Got Going

The entire concept of commercial radio today relies on one individual and a singular programming premise—the disk jockey and a music and news format. Few would deny that both are virtually the life-blood of the radio industry, and are responsible for the healthy condition the business is in.

How did the disk jockey get his start, who were the pioneers, just what changes in programming resulted with the growth of the deejay's influence? The answers to these questions lie in the early years of radio, when much of its programming was largely restricted to what was then an "escapist" format. The latter consisted largely of a melange of drama, melodrama and a strong array of soap operas. Music was restricted to live performances, and a good many of these were by country and western artists. The record business was in its infancy then, too, with little outlets for the exposure of popular music other than the performer.

Al Jarvis, currently at radio Station KFVB and KABC-TV in Hollywood is recognized as one of the earliest disk jockey pioneers, if not the first in the country to spin records. Jarvis originally got his start at Station KELW, Los Angeles, as an announcer. "This was the height of the depression," says Jarvis in recalling the early years, "and I and 300 guys showed up at the station in answer to an ad in the newspaper. I worked with a hill-billy group for the first six months and then started playing records."

By 1933 Jarvis had organized his "Make Believe Ballroom" show and the die was cast. Jarvis recalls that he had to buy his own records in those days, and to facilitate matters, he opened his own record shop in the heart of Hollywood.

"Sponsors weren't impressed by fan mail in those days," says Jarvis, "and there were no rating systems either. Records were being played by a sparse group, but in general, the "disk jockey" was looked down upon."

This situation prevailed thruout most of the country at that time. Martin Block started his show on WNEW, New York, shortly after Jarvis, and the injection of his own personality, wit and humor started to win him many friends and new audiences. Altho records were being played in many stations thruout the country, the shows lacked imagination and for the most part were handled by staff announcers.

Among the other pioneers were men like Dick Gilbert; Stan Shaw, who was the first of the all-night disk jockeys; Gene Norman, who deviated and began to specialize in programming jazz and rhythm and blues; Larry Gentile and Ed McKenzie in Detroit, Doug Arthur in Philadelphia, Gil Newsome in St. Louis, and others.

Developed Own Ideas

The jockeys developed program ideas of their own, when they began to pick hit records, and in general developed a closer rapport with the music business and also with their audience. Records were still not as plentiful and as easy to come by then as they are today, with a majority of the nation's jockeys purchasing their own supply of records.

The power of the jockey was already reckoned with, when a new firm in the record business startled the industry in 1943 with the announcement that they would send disk jockeys all their

(Continued on page 85)

• **COMMERCIALS**

How many commercials do you give in an average 15-minute segment?

1955: 3.1 1956: 3.2

• **LOCAL VS. NATIONAL SPONSORSHIP**

Please breakdown your sponsors. . . . Use number of sponsors in each.

1955		1956
11.7	National.....	14.5
37.5	Regional & Local.....	48.8

The average jockey now has 14 more sponsors than last year . . . with a steadily increasing proportion of local and regional as against national sponsors.

• **COMMERCIALS**

Who writes the advertising copy for your shows?

(Top item weighted 100. Others weighted in relation to it.)

1955		1956
100	Station Personnel.....	100
74	I Ad Lib From Notes.....	66
39	Ad Agency.....	48
28	I Write It Myself.....	25

• **TRANSCRIBED COMMERCIALS**

What per cent of commercials are transcribed announcements?

1955: 19.3% 1956: 22.3%

• **ALBUMS ON THE AIR**

Are any of your record shows devoted to special album material?

Yes: 60% No: 40%

What kind of special albums?

(Top item weighted 100. Others weighted in relation to it)

1955		1956
100	Background and Mood Music.....	100
	(Includes Dance Music)	
66	Movie & Show.....	100
62	Jazz.....	75
34	Classical.....	28
9	Children's Records.....	6

Are you programming more of this kind of material than you did last year?

Yes: 71% No: 29%

• **SOURCES OF ALBUM MATERIAL**

How does album material reach your station?

1955		1956
33%	Manufacturer Subscriber Service.....	34%
33%	Purchased by Station.....	29%
14%	Purchased by Jockey.....	11%
20%	Other.....	26%

• **BEST PROGRAMMING FORMAT**

From your experience what format builds the most effective record show?

(Most effective rated 100. Others weighted in relation to it.)

1955		1956
100	From Best Seller or Most Played Lists.....	100
81	Audience Polls or Requests.....	76
	Programming From Reviews of New Releases; Picking	
55	Tomorrow's Hits.....	52
30	Programming by Artists.....	32
21	Other.....	34

thanks D.J.'s for these big hits from Jubilee + Josie

Jubilee

NO. 18 BEST SELLER IN NATION AND CLIMBING TO NO. 1...

DON RONDO
"TWO DIFFERENT WORLDS"
NO. 5256

COMING UP FAST

THE STYLERS
"CONFESSIONS OF A SINNER"
NO. 5253

A SPECIAL RELEASE

"SIXTH FINGER TUNE"
b/w
"STREET OF TEARS"
by **BOBBY SHERWOOD**
NO. 5261

Josie

BOUNCING TO #1

"RUBBER
BISCUIT"
THE CHIPS
NO. 803

"THE GIRL I LOVE"

b/w

"ALL I NEED"
THE CADILLACS
NO. 805

THIS YEAR'S XMAS
SMASH HIT!

"RUDOLPH THE
RED NOSED REINDEER"

b/w

"SHOCK-A-DOO"
by
THE CADILLACS
NO. 807

A Truck Load of Releases



JUBILEE

THE GALLAHADS
"TAKE MY LOVE"
b/w
"I GIVE YOU MY WORD"
NO. 5259

JUBILEE

BETTY ANN GROVE
"YOU I'M GONNA MARRY"
b/w
"STOLEN LOVE"
NO. 5260

JUBILEE

GERARD BLENE'
"THE LITTLE LAPLANDER"
b/w
"SILHOUETTES ON THE SAND"
NO. 5262

JOSIE

PAUL "HUCKLEBUCK" WILLIAMS ORCH.
VOCAL BY BOBBY PARKER
"ONCE UPON A TIME"
b/w
"SUGGIE DUGGIE BABY"
NO. 806

1956
Disk Jockey
Poll

STATION
MANAGEMENT
SECTION

IN THE following columns, radio station management tells its story with regard to programming practices, disk jockeys and their use of records. To more sharply define trends, composite replies are given for two separate station groups, according to power output.

• TOTAL BROADCAST TIME

What is the total number of hours you are on the air each week?

Stations 5,000 watts and over		Stations under 5,000 watts	
1956	1955	1956	1955
131 hours	120.3 hours	99.7 hours	104.8 hours

• TYPES OF PROGRAMMING

What proportion of your total weekly broadcast time is devoted to the following types of programming?

Stations 5,000 watts and over		Stations under 5,000 watts	
1956	1955	1956	1955
68%	42%	68%	53%
11%	30%	7%	20%
9%	10%	10%	8%
4%	6% ..	5%	5%
3%	4% ..	4%	4%
2%	3%	2%	3%
3%	5%	4%	7%

• RECORD SHOWS

Compared to last year, is the amount of time devoted to record shows more, less or about the same?

Stations 5,000 watts and over		Stations under 5,000 watts	
58.7%	More	26.6	
8.7%	Less	4.3	
32.6%	Same	69.1	

• NEW RECORDS RECEIVED

Approximately how many new records (regardless of source) does your station receive each week?

Stations 5,000 watts and over		Stations under 5,000 watts	
1956	1955	1956	1955
6.4	4.8	4.8	4.0
2.3	*	2.1	*
2.1	*	4.4	*
39.8	32.5	23.3	27.0
12.1	13.1	11.3	12.0
13.1	9.6	11.4	9.1

*not covered in 1955 survey

• TYPES OF RECORDS PROGRAMMED

Of your weekly record shows, what percentage of your time is devoted to each of the following types of record shows?

Stations 5,000 watts and over		Stations under 5,000 watts	
1956	1955	1956	1955
42	52	72	50
18	7	11	10
13	15	2	9
9	4	3	9
7	5	5	8
5	7	5	4
2	2	1	4
4	4	1	2

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12" LP CLASS
First pop single:
"DREAMY"
COLUMBIA 4-40766

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STATION MANAGEMENT SECTION

• ANNUAL INVESTMENT IN RECORDS

What is your approximate record annual appropriation?

Stations 5,000 watts and over	Stations under 5,000 watts
\$431.91	Singles
388.67	Albums

• RECORD COMPANY SUBSCRIPTION SERVICES

Do you subscribe to any of the package services for stations offered by record manufacturers?

Stations 5,000 watts and over	Stations under 5,000 watts
71%	yes
29%	no

Stations indicated they subscribe to record services offered by these companies (figures indicate per cent of total mentions.)

Stations 5,000 watts and over	Stations under 5,000 watts
20.0%	RCA Victor
16.0%	Capitol
19.9%	Columbia
15.9%	Decca
5.6%	M-G-M
—	Coral
6.4%	Mercury
—	Dot
6.4%	London
4.8%	Angel
6.4%	All Others

• MANAGEMENT CONTROL OF MUSIC PROGRAMMING

Stations 5,000 watts and over	Stations under 5,000 watts
26.2	Jockeys have complete freedom in programming
54.8	Management sets forth basic rules by which jockeys are guided
7.1	Jockey selections approved by management prior to broadcast
11.9	Management does all programming

• OUTSIDE HELP IN PROGRAMMING

If you do exercise complete or partial control of programming, what are your two most important sources of help in selecting records? (Figures show per cent of total mentions.)

Stations 5,000 watts and over	Stations under 5,000 watts
20.6%	Listeners' requests
31.7%	Trade paper charts and editorial features
3.2%	Direct mail, free records or other promotional material
22.2%	from manufacturers, publishers, distributors, etc.
—	Your own personal opinions
19.0%	Trade paper advertisements
3.2%	Local information from dealers
—	Information from juke box operators

• NATIONAL VS. LOCAL SPONSORSHIP

Please indicate in rough percentage, local vs. national sponsorship of the following types of shows:

Stations 5,000 watts and over		Stations 5,000 watts and over	
National	Local	National	Local
23.8%	76.2%	12.1%	87.9%
24.1%	75.9%	19.4%	80.6%
11.8%	88.2%	9.4%	90.6%
27.7%	72.3%	18.0%	82.0%
38.4%	61.6%	30.8%	69.2%

• GROSS BILLINGS

Since last year, are your over-all gross billings up or down in the following categories?

Stations 5,000 watts and over	Stations under 5,000 watts
Record Shows	
All replies showed an increase average 21.5%	88.6% of replies showed an increase averaging 22.2%
All Other Shows	
87.5% of replies showed an increase averaging 17.5%	96.6% of replies showed an increase averaging 15.9%

(Continued on page 120)

Foreign Disk Spins Pay Off

• Continued from page 20

catered to by such as Luis Carlos Uribe.

New York, as the biggest Latin center, is served with Latin fare by at least a half-dozen stations, including WBNX, WHOM, WWRL, WEVD and in Newark, N. J., WVNJ. Latter station carries the popular Bob Pedro Harris. It should be pointed out that many Latin spinners throught the country buy time themselves on several stations and shuttle from one to another.

Victor, the biggest supplier of Latin disks to radio stations, carries a free list of about 200, and it is known that many small Latin outlets buy their own disks, being too small to attract service. The outfit's big Mexican catalog demands much concentration in the West, and about 40 jocks on the Coast get attention. Among the better known are such as Chico Sesma, Teddy Fregoso, Milt Navas, Elena Salinas and Eddie Rodriguez. There are Mexican shows in Salt Lake City. Tucson, Ariz., has KEVT, an all-Spanish station with Oscar Humberto Stevens as program director. Texas is dotted with small Latin stations, tho much of the listening audience goes with XEW, the 150,000 watter out of Mexico City. San Antonio, however, has three Spanish stations. Most of the jocks in that area work deals for their disks with local stores.

In an area as competitive as the Latin field, in the major cities, the old evil, Payola, is bound to raise its ugly head. Quite recently, two top-rated Latin spinners in the Metropolitan area were handed their heads. Seems that while the Payola was tolerated for a while, the poor quality of disks slipped into the shows aroused the sponsors' ire.

Probably the next biggest category after Latin is Italian. More than 30 stations receive releases regularly from the companies, and an even larger number are forced to buy their own. The biggest Italian-language concentration is in New York City and generally in the Northeast.

After Italian come Polish and German, which are comparable to each other in strength. In the former category, RCA Victor, which alone among the majors retains an across-the-board language catalog, has (next to the Latin field) its stiffest competition from indies. Dana, with many name artists, continues to pump out new releases on a regular basis. Here again, New York is strong for Polish, as is Connecticut. Then there is major Polish strength in Detroit, Chicago, Cleveland and Buffalo. In the East there are such deejays as Eddie Gronet and Vic Zembruski. In Chicago, Li'l Wiley is a big man.

German has its biggest play in the Midwest, tho there are some shows in the East, too. And about 10 Greek jocks are serviced regularly by the companies, all in big cities. Actually, the Greek-Americans are the biggest per capita disk buyers of any foreign-born group.

French is too splintered in the States to amount to much, altho it hardly needs mentioning that in parts of Canada the spins and chatter are all French, Canuck style. Some of this filters into New England where about six jocks command regular service. The native-born French, about 107,000 of them living here, are notoriously poor record fans. Likewise, the Creoles around New Orleans are unable or unwilling to support more than a few Cajun shows.

Most major cities, including several in Canada, support a few Jewish shows, altho the concentration of these is in New York

City. One station, WEVD, is virtually all-Jewish. Releases of Jewish disks on the major labels is so spotty that there is little regular deejay servicing.

It's difficult to find a major language that doesn't have at least one disk show in the U. S. today—Swedish, Danish, Ukrainian, Hungarian, Slovak, Yugoslav, Croatian, Japanese, etc. WEIM in Fitchburg, Mass., even has a "Music of Finland" show run by Paul W. Hanslin every Sunday.

It has been suggested that there might be more language shows, which might then be sold easily to sponsors, if only there were more disks available. Purveyors of brand-name products have been highly encouraged by the results on the existing foreign-language shows, and are convinced that these groups are most susceptible to a name pitch. The quantity of letters received by the record companies and by The Billboard asking for more and better foreign-disk service points up the need week-in, week-out.

D. J. Pioneers

• Continued from page 82

new releases free. The firm was Capitol Records.

By the end of World War II, the young upstart known as television had already reared its head, the band business was definitely on the skids and band remotes, which contributed so much to radio and to the band business during the '30's, were almost a thing of the past. The disk industry had blossomed into a \$150 million a year business, and the disk jockey was largely responsible as the chief source of exploitation.

No mere accounting of facts, or chronological history of events can tell the full "disk jockey" story. Statistics tell us that there are approximately 125 million radio sets in use today, or one for every 1.4 people. Industry figures show there is a radio for every person in the United States over nine years old. Radio is the most mobile of all mass communications media. The disk jockey today is the vital link to the vast radio audience, providing around-the-clock entertainment at a pace that is not demanding, tho full-filling in every respect.

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Thanks, DJ's, for all those plays

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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

• Best Selling Pop Albums

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

1. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
2. THE EDDY DUCHIN STORY—Sound Track....Decca DL 8289
3. THE KING AND I—Sound Track.....Capitol W 740
4. MY FAIR LADY—Original Cast.....Columbia OL 5090
5. HIGH SOCIETY—Sound Track.....Capitol W 750
6. ELVIS PRESLEY.....RCA Victor LPM 1254
7. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
8. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
9. OKLAHOMA!—Sound Track.....Capitol SAO 595
10. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 57041
11. FRESHMEN FAVORITES—Four Freshmen.....Capitol T 743
12. CAROUSEL—Sound Track.....Capitol W 694
13. ELVIS—Elvis Presley.....RCA Victor LPM 1382
14. THE PLATTERS.....Mercury MG 20146
15. THE ELGART TOUCH—Les Elgart.....Columbia CL 875

• Pop Albums Coming Up Strong

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

1. Ella and Louis
.....Ella Fitzgerald and Louis Armstrong
Verve MG V 4003
2. Judy.....Judy Garland
Capitol T 734
3. Champagne Pops Parade....Lawrence Welk
Coral CRL 57078
4. Rockin' and Rollin'.....Fats Domino
Imperial 9009
5. Manhattan Tower.....Gordon Jenkins
Capitol T 766

• Most Played by Jockeys

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

1. HIGH SOCIETY—Sound Track.....Capitol W 750
2. SONGS FOR SWINGIN' LOVERS—Frank Sinatra..Capitol W 653
3. ON THE SUNNY SIDE—Four Lads.....Columbia CL 912
4. THE ELGART TOUCH—Les Elgart.....Columbia CL 875
5. THAT TOWERING FEELING—Vic Damone..Columbia CL 900
6. CALYPSO—Harry Belafonte.....RCA Victor LPM 1248
7. SWINGIN' FOR TWO—Don Cherry.....Columbia CL 893
8. HOWDY—Pat Boone.....Dot DLP 3030
9. KING AND I—Sound Track.....Capitol W 740
10. ELVIS PRESLEY.....RCA Victor LPM 1254

• Review Spotlight on...

Popular Albums

ELVIS (1-12")—RCA Victor LPM 1382
The Presley parade rolls on with this top-flight new package. Whether it's the upbeat "Rip It Up," "Long Tall Sally," or the more touchingly intoned "When My Blue Moon Turns to Gold Again," and "How's the World Treating You," the renditions should fracture the fans. Heavy advance orders key it as another smash.

THE WIZARD OF OZ (1-12")—Sound track of M-G-M Picture; Judy Garland, Ray Bolger, Bert Lahr, Jack Haley, Frank Morgan and others; M-G-M E 3464 ST

This first cutting of pic's actual sound track, combining all the top numbers as well as enough dialog to tell the story, should get a tremendous boost via the up-coming TV spectacular of the old favorite. It can also stand on its own as pure nostalgia, since a lot of people will want to hear a much younger Judy Garland sing "Over the Rainbow," not to mention the clowning, if not the vocal efforts, of Lahr, Bolger, Haley and Morgan. Sound has been stepped to exceptional quality, and an attractive cover of the principals in costume will add sales draw. A real holiday package for moppets and grownups alike.

EASY LISTENING (1-12")—The Three Suns. RCA Victor LPM 1316

There's no question about the success of this package. As a previous "Save on Records" special, its momentum is bound to carry thru. With the Three Suns in top form, backed with good ork sound, in the tricky arrangements of Marty Gold and Sid Ramin, the dozen items pack top-flight listening content. As usual, most of their numbers are solid standards with arrangement face-lifting. Naturally, there's great jock stuff here.

Classical Albums

ELISABETH SCHWARZKOFF IN SONGS YOU LOVE (1-12")—Angel 35383

Mme. Schwarzkopf's beautiful, creamy tone and her impeccable musicianship have won her a huge audience here and abroad. She offers a recital of familiar songs that can't be beaten for proven popularity: "Drink to Me Only With Thine Eyes," "None But the Lonely Heart," "Songs My Mother Taught Me," etc. Rounding out the program are lieder by Hugo Wolf, Richard Strauss and Jean Sibelius. Her accompanist is the incomparable Gerald Moore. Every store can carry this; all lovers of fine singing will snatch it up.

Jazz Albums

SASSY (1-12") — Sarah Vaughan. EmArcy MH 36089

The rich and soul-satisfying contralto tones of Miss Vaughan come thru at their very best in this super-sophisticated collection. The tunes, except for two, are of the vintage variety... "A Sinner Kissed an Angel," "Lush Life," "Shake Down the Stars," for example. If there's any doubt about the content of the package, the photo on the cover should be the clincher.

HE LOVES ME, HE LOVES ME NOT (1-12")—Chris Connor. Atlantic 1240

Miss Connor, most of whose LP's land on the best-selling jazz charts, is likely to continue the string with this entry. However, it's somewhat of a switch from the others in that the entire program consists of slow ballads... vocal mood music. Includes such as "High on a Windy Hill," "Suddenly It's Spring," and others that haven't been done to death by album makers. Plenty of meat here for both pop and jazz jocks.

CHET BAKER IN EUROPE: A JAZZ TOUR OF THE NATO COUNTRIES (1-12") — Pacific Jazz PJ 1218

In April this year, Chet Baker returned from an

eight-month trip thru Europe that was a triumph rivaled only by that of "Satchmo" in his Continental junkets. The music he was putting down for the foreign cats is going to be much in domestic demand, too. His first record date was at the outset of his tour when Dick Twardzik, his pianist, was still alive. This LP would be worth a lot if only for Twardzik's brilliant work. The trumpeter is still at the height of his popularity and this LP ought to sell like hot cakes.

2 DEGREES EAST—3 DEGREES WEST (1-12") —John Lewis, Piano; Percy Heath, Bass; Bill Perkins, Tenor Sax; Chico Hamilton, Drums; Jim Hall, Guitar. Pacific Jazz PJ 1217

The title points up the East Coast-West Coast combination of talents here. The personnel represents an amalgamation essentially of the Modern Jazz Quartet and Chico Hamilton ensembles—and for modernists this is like having your cake and eating it, too. This is modern jazz in one of its finest hours, and should be a very profitable seller.

Semi-Classical Albums

OPERETTA AND FILM MELODIES OF OSCAR STRAUSS AND ROBERT STOLZ (1-12") —Angel 65030

This should be listened to over beer and pretzels. It sheds gemuetlichkeit in all directions. One side is devoted to operetta melodies of Strauss; the other to operetta and film melodies of Stolz. They are sung in German by various obviously excellent Continental artists. Many of the numbers are well-remembered old faves. All the material is happily sentimental in the best Viennese tradition. In the semi-classical field, it can attract interest.

Spoken Word Albums

SCANDINAVIA: BY JIM FASSETT, A PORTRAYAL IN SOUND (1-12")—Columbia ML 5147

This is a mighty interesting package—a delight for stay-at-homes as well as globe-trotters. Fassett takes the listener on a fascinating tour of Finland, Norway, Sweden and Denmark with vivid commentary backed by actual sounds of what he is describing. These are word pictures which really come to life. If travel agencies could spin it for prospective tourists, it would sell Scandinavia better than any travel brochure.

Album Covers of the Week



CHAUSSON: SYMPHONY IN B FLAT, Mercury MG 50108. In full, natural colors, this depicts a field of poppies, with brilliant reds standing out against the greenery and a cobalt blue sky. Even among the current rash of nature covers, this stands out as different, distinctive and peculiarly French. It's a sort of "hi-fi" in cover art.

• Reviews and Ratings of New Albums

Popular

THE MUSICAL SCORE OF THE WIZARD OF OZ AND THE SONG HITS FROM PINOCCHIO ... 85 (1-12")
Decca DL 8387
Judy Garland is featured on this
(Continued on page 90)

Classical

VERDI: FALSTAFF (3-12") — Tito Gobbj; Elisabeth Schwarzkopf, Nan Merriman, Fedora Barbieri, Rolando Panerai; Philharmonia Opera Company; Philharmonia Orchestra and Chorus; (Continued on page 94)

Jazz

THE ELLIOT LAWRENCE BAND SINGING AT THE STEEL PIER ... 86 (1-12")
Fantasy 3236
Big band jazz, recorded on location
(Continued on page 96)

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**The Most Fabulous
Album of the Year!**



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1. **JUNE IN JANUARY**
(Robin-Rainger)
2. **FEBRUARY BRINGS THE RAIN**
(Bobby Troup)
3. **MELANCHOLY MARCH**
(Herman Saunders-Dory Langdon)
4. **I'LL REMEMBER APRIL**
(Don Raye-Gene de Paul-Pat Johnston)
5. **PEOPLE WHO ARE BORN IN MAY**
(Earl Brent)
6. **MEMPHIS IN JUNE**
(Paul Francis Webster-Hoagy Carmichael)

SIDE TWO

1. **SLEIGH RIDE IN JULY**
(Burke-Van Huesen)
2. **TIME FOR AUGUST**
(Arthur Hamilton)
3. **SEPTEMBER IN THE RAIN**
(Warren-Dubin)
4. **THIS OCTOBER**
(Bobby Troup)
5. **NOVEMBER TWILIGHT**
(Pete King-Paul Francis Webster)
6. **WARM DECEMBER**
(Bob Russell)
7. **THE THIRTEENTH MONTH**
(Arthur Hamilton)

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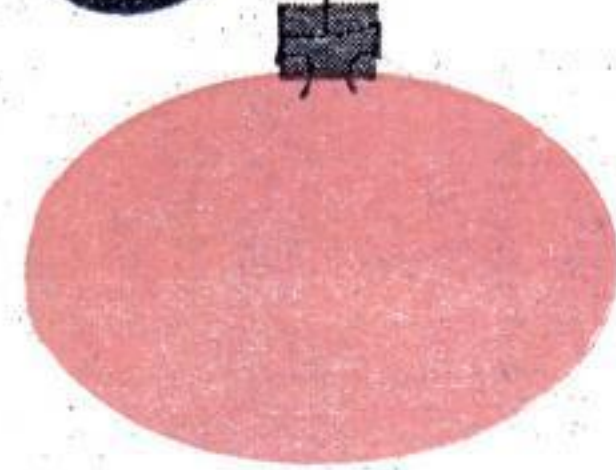


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MG V-2023 CAN'T WE BE FRIENDS — Jane Powell — Orchestra Conducted by Buddy Bregman



MG V-2022 THE GEORGE GERSHWIN SONG BOOK by Buddy DeFranco and Oscar Peterson — Orchestra Conducted by Russell Garcia



MG V-2008 DRUMMER MAN — Gene Krupa in Highest-Fi — Featuring Anita O'Day and Roy Eldridge



MG V-2004 PASTEL MOODS — Oscar Peterson



MG V-2000 ANITA O'DAY SINGS — Orchestra Conducted by Buddy Bregman



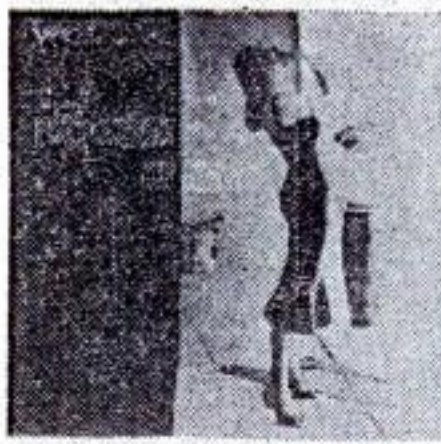
MG V-2016 THE GREATEST! — Count Basie Plays — Joe Williams Sings Standards



MG V-2019 STAN WILSON — Ballads and Calypso



MG V-2012 ROMANCE — The Vocal Styling of Oscar Peterson



MG V-2032 A POTPOURRI OF JAZZ — Oscar Peterson • Machito's Orchestra • Charlie Parker • Flip Phillips • Teddy Wilson and the George Walling



MG V-2015 I CAN'T GET STARTED — Artie Shaw and His Gramercy Five



MG V-2026 FOR QUIET LOVERS — Teddy Wilson, Piano



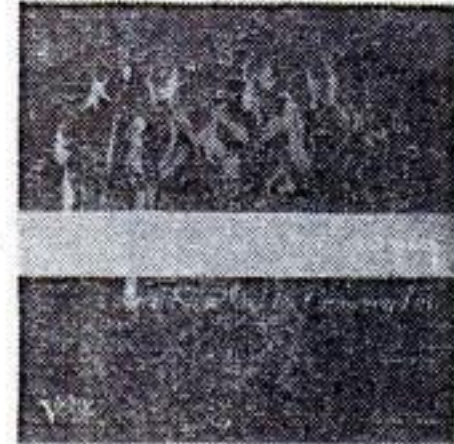
MG V-2003 MAMBO-LATINO DANCES — Chico O'Farrill and His Cubans



MG V-2011 INTIMATE LISTENING — Teddy Wilson, Piano



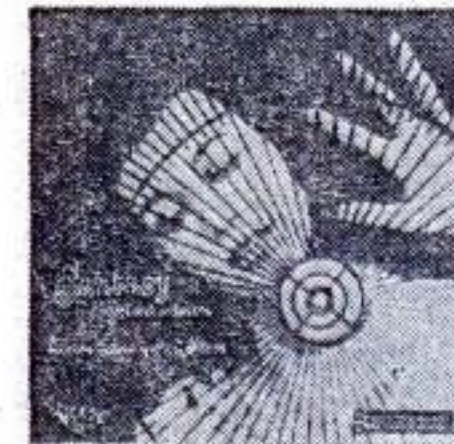
MG V-2031 FOR DANCING LOVERS — Charlie Barnet and His Orchestra



MG V-2014 SEQUENCE IN MUSIC — Artie Shaw and His Gramercy Five



MG V-2017 VARIATIONS — George Wallington and His Strings



MG V-2005 FANTASY FOR GIRL AND ORCHESTRA — Orchestra Conducted by Phil Moore



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PERMO, INC.

CHICAGO 26

Reviews and Ratings of New Popular Albums

Continued from page 86

package, issued to coincide with the TV spectacular showing of "The Wizard of Oz." M-G-M has produced a sound track version, but this, too, will come in for plenty of attention, in spite of lacking the other original cast artists. Cuttings were made by Decca at the time of the original release of the pic and they have a comparatively high quality of sound, considering. Flip side rates attention, too, with its group of selections, also featuring a much younger Miss Garland on songs from "Pinocchio." This one should hold its own in the pre-holiday gift-buying market.

BY THE FIRESIDE80
Hugo and Luigi With Their Family Singers (1-12")
Mercury MG 20153

Hugo and Luigi really cut a pleasant one in this package. It's an LP songfest, designed to get the fun started at parties in the home. Not noisy at all, but rather loaded with the schmaltz appeal of great old songs sung by voices raised in happy chorus. The lyrics are printed on the back of the cover, to help the squares recall such tender melodies as "Genevieve, Sweet Genevieve," "Silver Threads Among the Gold," "Good Night Ladies," "Home Sweet Home." Obviously, this has a holiday appeal.

REQUIRED SINGING81
Joey Singer, The Quartettes, The Fraternity Chorus (1-12")
Epic LN 3282

The billed artists join up in a boisterous workout on songs usually heard around campfires and maybe even in taverns. "We," "Build a Bungalow," "Hand Me Down My Walkin' Cane," "Aura Lee," etc., are samples. With a special quantity-purchase bonus for dealers, and display material to match, this set could follow in the steps of the label's successful "Gentlemen, Be Seated" album.

YOUNG AMERICA DANCES79
Ralph Marterie Ork (1-12")
Mercury MG 20198

New Marterie package will undoubtedly hold its own in the dance disk market. The sound is tops, and the arrangements sharp and timely for the present day teen terp addicts. "Blue Lou," "Dipsy Doodle," "Jersey Bounce," are samples of the tunes which get the rhythmic, big-band Marterie treatment. Jocks will like these slicings, too.

SWEDISH POLKAS AND HAMBOS78
Karl Gronstedt's Dragspelsorkester, Swedish Folk Dance Fiddlers (1-12")
Capitol T 10039

For those who like the happy, uncomplicated music of the polka for listening or for sliding across the floor at an energetic pace, this is superior stuff. Two Old World stylists of polkas and the slower, waltz-gaited hambo offer a number of Sweden's own favorite pieces here. Has a somewhat limited market, but, in the specific class, the album rates very well, indeed. A fine bet for any folk dance group's library.

WIRED FOR SOUND77
Marty Gold (1-12")
Vik LX 1054

A lively looking and leggy damsel beckons from the cover of this album without having much connection with the slightly offbeat subject matter. The familiar oldie tunes are designed here for quizzical listening. Played as they are by a unique ork which includes unusual instrumentation. Conventional line-up of strings and woodwinds is supplemented by bells, tibia and some obscure music-makers known as the kinura and the English post horn. The effect is liquid, bubbly and refreshing. Extreme range of instruments makes a good test for the hi-fi set.

AFTER DINNER MUSIC76
Victor Young Strings (1-12")
Decca DL 8350

This new Young collection keeps pace ear-wise with his previous offerings. The dozen selections are nicely balanced for relaxed listening with strings, as usual, mostly ascendant. Four of the numbers, however, feature pianistics of Ray Turner with excellent effect. Package should carry appeal in mood music class and deejays can use several bands for quieter listening segs.

SOUVENIR D'ITALIE76
Johnny Desmond (1-12")
Coral CRL 57079

Johnny Desmond, who was born Giovanni Alfred DeSimone, sings a dozen noted Italian melodies that have become popular with American listeners. The verses are done in Italian and English, and the tunes include "When," "Come Back to Sorrento," "I Don't Know, I Don't Care," "You're the Only One for Me." Performance is right from the heart, and the lush melodies are accompanied by Tony Mottola on guitar and Nick Perito on accordion. Lacking a voyage to Sunny Italy and

the Mediterranean, this is a substitute. It captures the mood.

THE SOUND OF SONN75
Larry Sonn Ork (1-12")
Coral CRL 57057

A danceable beat coupled with a feeling for modern jazz sums up the musical approach of this band. The tenor of Al Cohn and alto of Hal McKusick contribute much to these instrumentals. Most of the tunes are originals by Sonn's arrangers, who include Cohn and Manny Albam. Of interest to jazz as well as pop buyers.

PROM FAVORITES74
George Russell Ork (1-12")
M-G-M E 3405

ALL TIME FAVORITES74
Jerry Jerome Ork, Teddy Powell Ork (1-12")
M-G-M E 3406

ROCK AND ROLL MUSIC73
Claude Cloud Ork (1-12")
M-G-M E 3466

CHA CHA CHAS AND MAMBOS73
Orchestra Cosmopolita of Havana, Cuba; Dave (Tico) Robbins Quintet (1-12")
M-G-M E 3402

SQUARE DANCES72
Slim Bryant and his Wildcats (1-12")
M-G-M E 3425

POLKAS, WALTZES AND TANGOS70
Ted Tyle Ork, Maximilian Bergers Ork (1-12")
M-G-M E 3404

These six "new" albums comprise M-G-M's latest "Designed for Dancing" series—a follow-up to a similar group released earlier this year. Every possible terping taste is covered. The "All-Time Favorites" and "Prom Favorites" are of the romantic fox-trot school, while the others are more specialized. Practically all the selections are taken from singles and 10-inch LP's which the label has had on the market in the past. However, even tho there is nothing essentially new, the group represents smart packaging and the cover colors have been selected so that dealers can display all six as a unit and achieve a nice contrast.

HOORAY FOR LOVE73
Robert Clary (1-12")
Epic LN 3281

The popular night club artist is represented by a dozen songs, all of them examining various aspects of affection. Clary has a unique style, some of the chief elements of which are vitality and wit. This disk projects his distinctive art. Tunes cover a very wide range and include "A Ship Without a Sail," one of the great, little-recorded Rodgers-Hart numbers; "Let Me Love You," "Thou Swell," "Love Is a Simple Thing," "Triplets," etc.

WITH LOVE FROM PARIS71
Edith Piaf, Charles Trenet, Gilbert Becaud, Les Compagnons de la Chanson, Annie Cordy (1-12")
Angel 65028

Francophiles should certainly go for this package. The label has drawn from the talents of four of France's top pop artists, each with a highly individual style. Also included are a couple of numbers by that tremendously popular group, Les Compagnons. Sound thruout is quality, showcasing each artist in top form. Stores should carry it for sophisticated trade, and jocks can find it useful for more sophisticated moments.

Christmas

**ROGER WILLIAMS
PLAYS CHRISTMAS SONGS**86
(1-12")
Kapp KL 1042

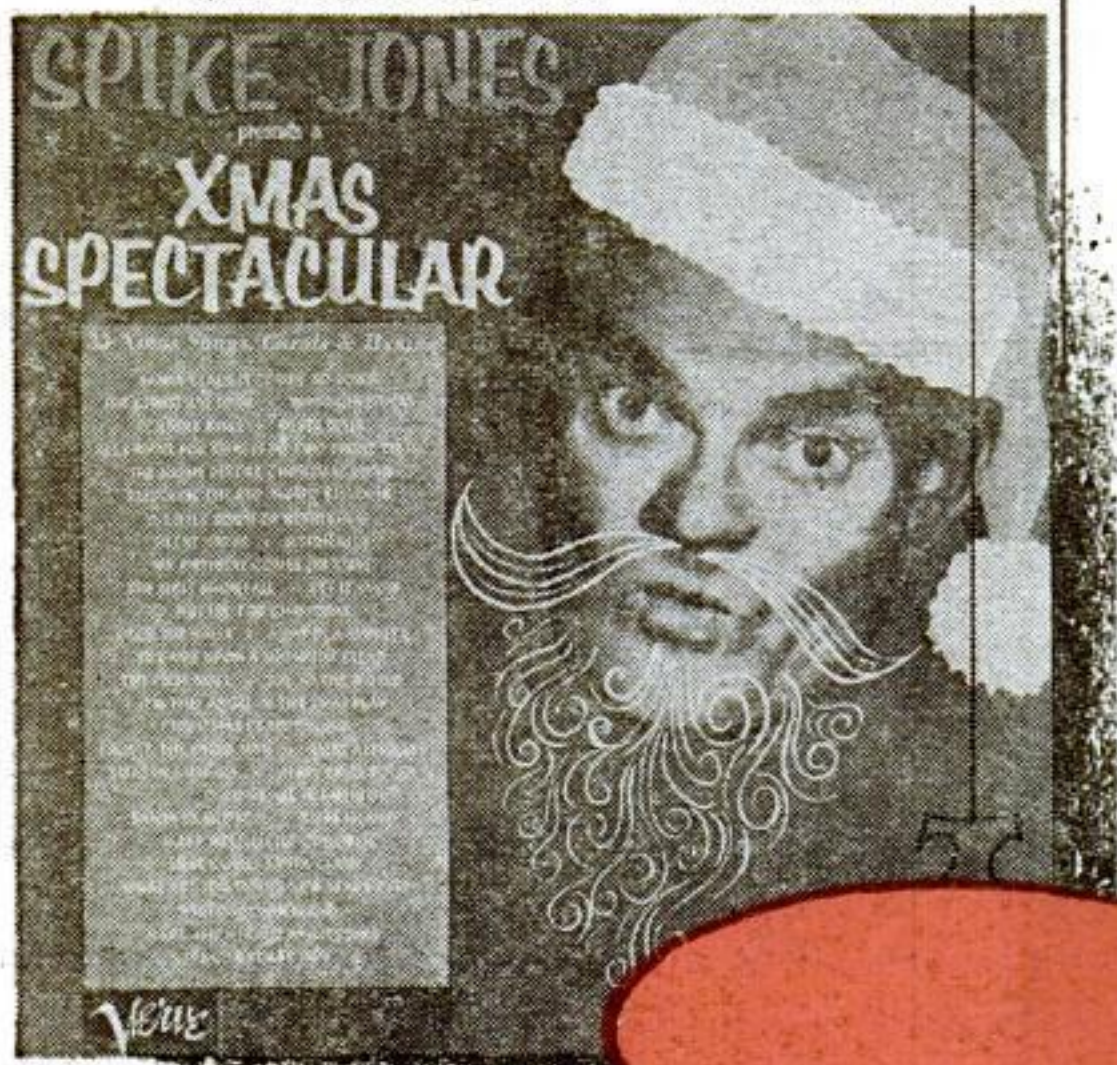
Williams gives his own special pianistic stamp to a wide grouping of Christmas songs, carols and anthems. There are 21 in all, including "White Christmas," "Santa Claus Is Coming to Town," "Adeste Fidelis," and "Toyland." The assortment of mood is wide and Williams plays all with appropriate good taste. Cover has a nice peppermint-stick approach (in color) to the holiday mood which should help make this another successful entry for the young artist.

Children's

CHILDRENS' HOUR80
(1-12")
Today 3014

This 12-inch conversion disk features 28 nursery rhymes and play songs plus the stories of "Cinderella," "Alice in Wonderland," "Goldilocks," "Snow White," and "Robin Hood." Sketches of some of the make-believe characters adorn the cover which helps to attract attention. Musical portions carry a piano and tenor sax as background for various singers. Vocal work is not very impressive but children of an early age bracket won't be that particular. For that reason the package lends itself to Christmas gifting for the toddlers.

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lon Singers • The City Slicker Juniors • The
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MG V-2002 IN A ROMANTIC MOOD — Oscar Peterson With Strings—Orchestra Conducted by Russell Garcia



MG V-2010 MR. TOP HAT — Fred Astaire



MG V-2018 LIONEL HAMPTON PLAYS LOVE SONGS



MG V-2007 DANCE BASH — Charlie Barnet and His Orchestra



MG V-2028 MOODS FOR GIRL AND BOY—Harry Carney and His Orchestra



MG V-4000 AL HIBBLER SINGS LOVE SONGS



MG V-2026 SOPHISTICATED LADY—Ben Webster With Strings



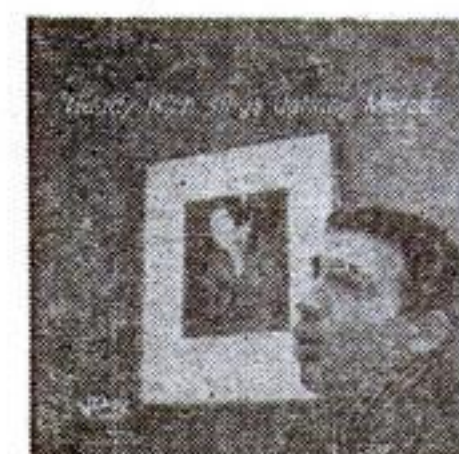
MG V-2006 TWO IN LOVE—Orchestra Conducted by Buddy Baker



MG V-2001 TONI HARPER SINGS — Music by the Oscar Peterson Trio

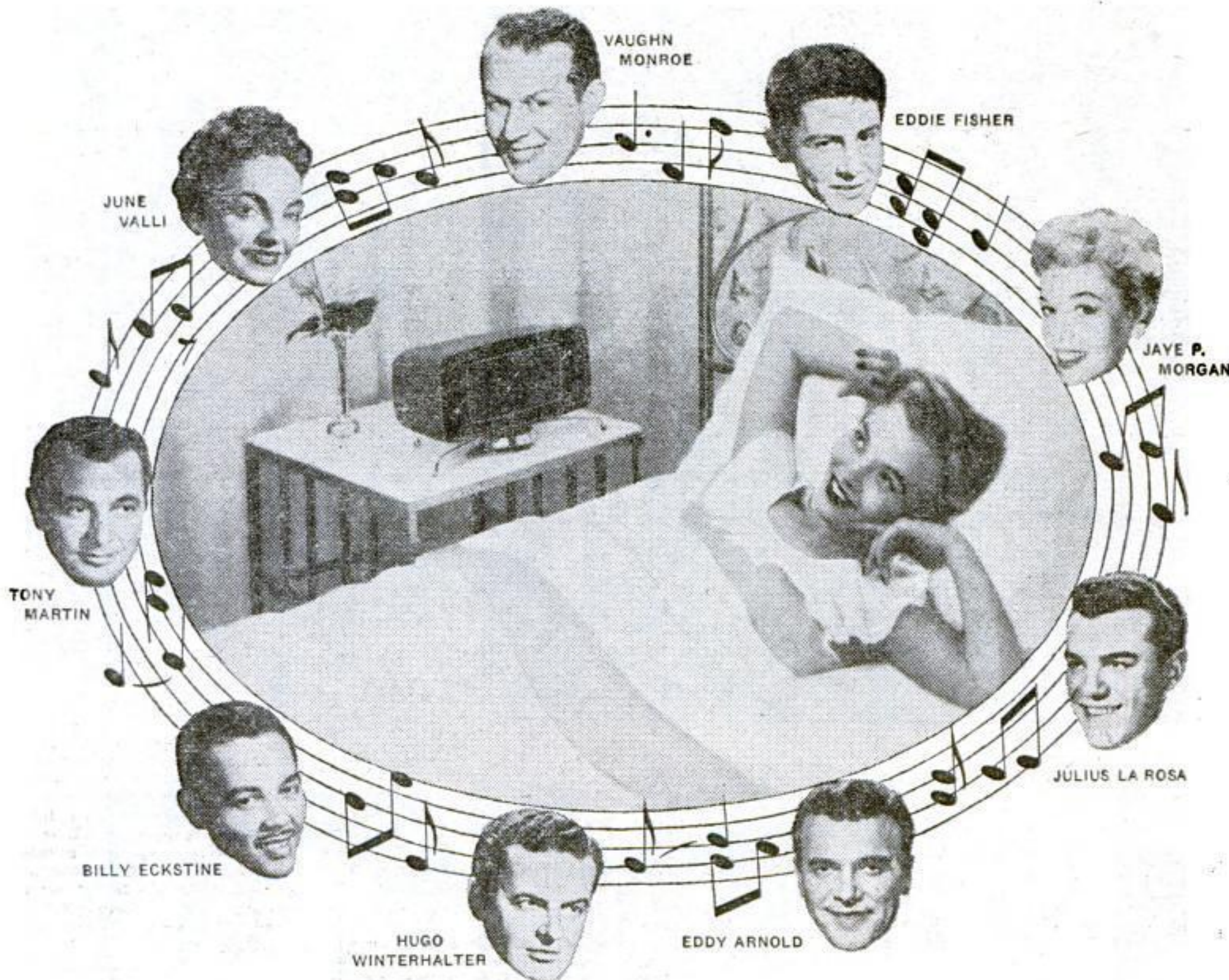


MG V-2027 DANCING PARTY—Charlie Barnet and His Orchestra



MG V-2009 BUDDY RICH SINGS JOHNNY MERCER — Orchestra Conducted by Buddy Bregman

DISK JOCKEYS, STATIONS AND SPONSORS TO CASH IN ON WAKE-UP THEME



Star-spangled Wake to Music Promotion Picks Up Sponsors

Disk jockeys and stations promoting *Wake to Music Month* find sponsors are picking up the tab fast! Key to the whole program is the clock-radio that wakes the listener every morning—automatically! More sales of these mean a bigger early morning audience and more holdover listeners throughout the day.

Wake-up Promotions Tested by Well-known Stations

WHDH, Boston, Picks Up 240 Sponsored Spots in a Single Month

Boston's 50,000 watt WHDH hit gold with their promotion, "Wake Up New England to Music on Clock-Radio."

Full Newspaper Campaign

For five weeks WHDH newspaper ads plugged their wake-up theme. Ad sizes ranged from ninety 7-line teaser ads up to eight 1000-line ads. 20,000 lines of newspaper ads went into the build-up.

Pay-off Begins With Radio Spots

Following the newspaper barrage, a saturation one-minute spot campaign began. And the sponsor money started rolling in. Using eight spots a day (seven days a week), WHDH picked up 240 sponsored announcements for one month! And every spot concerned itself with the sale of clock-radios.

59% Jump in Morning Billing



WEJL in Scranton, Pa., plugged "Wake Up With Bill Pierce" in spot announcements, full-page newspaper ads and mailing pieces. The result: the listening audience shot up 25% . . . and billings skyrocketed 59%.

WACO Gets 46.5% of Morning Listening Homes

Conlan Report showed WACO, Waco, Texas, with 46.5% of morning listening homes . . . 45.6% average in a five-station area.

With clock-radios acting as an alarm, WACO gets the listeners before they're out of bed.

To promote the sale of clock-radios it offered a co-op plan which included a 25% discount to dealers on straight radio copy broadcasts. This promotion was backed up with ten spots daily, mailing pieces and store displays.

Telechron Timers Promote Wake to Music Month

The makers of Telechron Timers are featuring RCA Victor recording artists in their Nov. 12 *Life* ad. Headlined "Wake to the Music of the Stars with a Clock-Radio," it sells the Wake to Music idea. Telechron Timers are used to turn on clock-radios automatically.

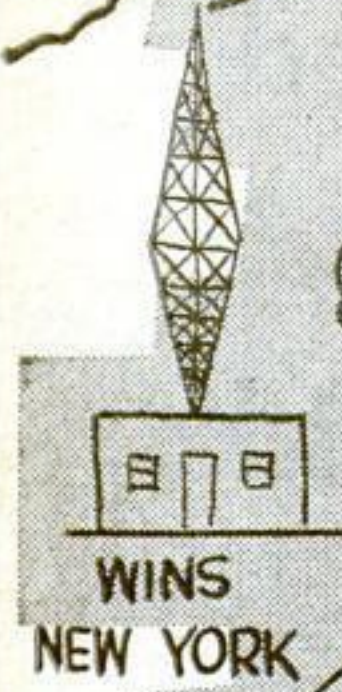
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Merchandising Helps

Write, wire or phone for details and full information on Wake to Music Month, Telechron Timers, Clock and Timer Department, General Electric Co., 15 Homer Ave., Ashland, Mass.

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"DON'T KNOCK THE ROCK"
Columbia Pictures—
to be released
soon

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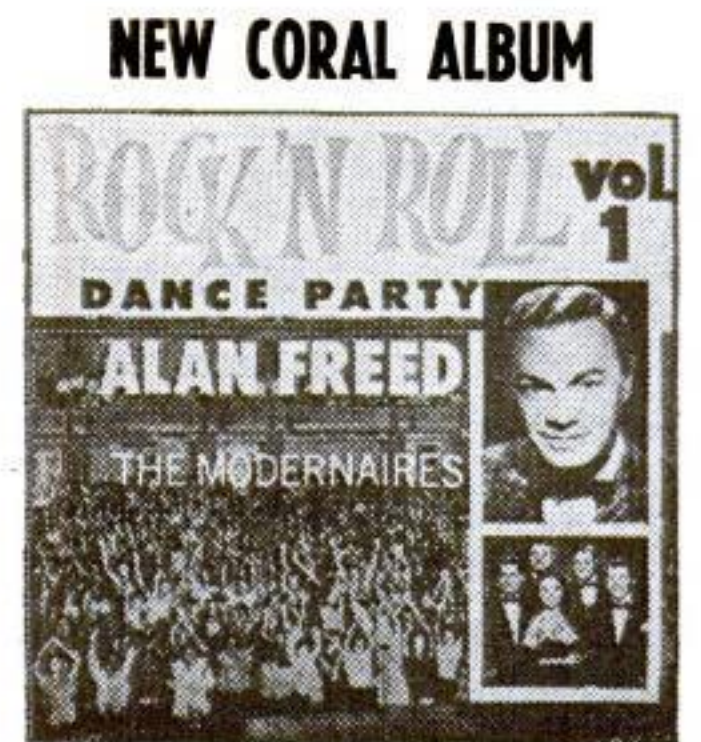
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R&B Best Sellers in Stores

1. HONKY TONK (Parts I & II)—B. Doggett..... 5
King 4950—BMI
2. DON'T BE CRUEL—E. Presley..... 3
Imperial 5407—ASCAP
3. HOUND DOG (BMI)—Vic 20-6604
4. LET THE GOOD TIMES ROLL (BMI)

Most Played R&B in Juke Boxes

1. HONKY TONK (Parts I & II)—B. Doggett..... 7
King 4950—BMI
2. LET THE GOOD TIMES ROLL (BMI)—Shirley & Lee..... 1
Do You Mean to Hurt Me Sp7 (BMI)—Aladdin 3325

Most Played R&B by Jockeys

1. HONKY TONK—B. Doggett..... 1
King 4950—BMI
2. BLUEBERRY HILL—F. Domino..... 1
Imperial 5407—ASCAP
3. DON'T BE CRUEL—E. Presley..... 3

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Reviews and Ratings of New Classical Albums

Continued from page 86

Herbert von Karajan, Cond. Angel 355285
It might have been doubted that Toscanini's "Falstaff" would see serious competition so soon. However, it unquestionably has it here. Von Karajan's conception has impressive authority and is magnificently executed by the Philharmonia. Tito Gobbi's characterization of Falstaff is highly realistic, and a very strong asset is to be found in the ladies: Elisabeth Schwarzkopf, Nan Merriman and Fedora Barbieri, are unbeatable. This stands as one of von Karajan's outstanding disk performances, and should be an important Christmas traffic item.

CHAUSSON: SYMPHONY IN B FLAT (1-12)—Detroit Symphony Orchestra; Paul Paray, Cond. Mercury MG 50108...82
Dealers who push this should rack plenty of plus sales. The work is a big, juicy romantic morsel for anyone who likes the Franck D Minor Symphony. Paray is a master of this French music, and his excellent orchestra is beautifully recorded. Good, colorful cover helps, too. A fine addition to the standard longhair inventory.

SCHUBERT: SYMPHONY NO. 8 (UNFINISHED); MENDELSSOHN: SYMPHONY NO. 4 (ITALIAN) (1-12)—Orchestre National de la Radiodiffusion Francaise; Igor Markevitch, Cond. Angel 3530980
Two extremely popular classical selections, sensitively performed under the baton of a top flight European conductor, add up to a satisfactory potential for this disk. Markevitch, incidentally, is shortly to embark on a United States tour, and this should materially aid in promoting this package as well as his others on Angel. The sound on this disk is outstanding.

RACHMANINOFF: PIANO CONCERTO NO. 2 IN C MINOR; CHOPIN: NOCTURNE NO. 2 (1-12)—Eugene Malinin, Piano; Philharmonia Orchestra; Otto Ackermann, Cond. An-

gel 3539679
Malinin's recording of "Pictures at an Exhibition" was well received. Here again he proves to be an impressive technician, thoroly capable of endowing this work with all the excitement and emotional turbulence inherent in the score. For all his technical artillery, he shows a true cantabile tone possessed by only a handful of pianists. Increasing curiosity about Malinin guarantees healthy sales here despite the heavy competition on this concerto.

SCHUMANN: SYMPHONY NO. 3 IN E FLAT (RHENISH) (1-12)—NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 204878
The bottom of the barrel is being scraped for salable Toscanini. This derives from a 1949 broadcast and the sound is far below today's hi-fi norm. Certainly the stunning interpretation deserves better reproduction, but, lacking this, the set is mainly for Toscanini worshippers. Hi-fi bugs will shun it.

DELIBES: SYLVIA (1-12)—Philharmonia Orchestra; Robert Irving, Cond. RCA Victor LM 203677

DELIBES: COPPELIA (1-12)—Orchestra of the Royal Opera House, Covent Garden, Robert Irving, Cond. RCA Victor LM 203576

These are meticulous recordings of tremendous appeal to ballet music enthusiasts. While plenty of excerpt versions have been cut, competition is practically nil on the complete scores of both ballets as contained in these two packages. The "Sylvia" has come into its own again via its full-length restoration on the Sadlers' Wells troupe's rep, and the "Coppelia" is practically standard fare on ballet agenda. Irving reads both scores with keen perception and balletomanes will find the result delightful listening. The covers, each featuring a reproduction of a Degas drawing, bid for strong sales attention.

RICHARD STRAUSS: SUITE FROM "DER ROSENKAVALIER"; TILL EULENSPIEGEL'S MERRY FRANKS (1-12)—Minneapolis Symphony Orchestra; Antal Dorati, Cond. Mercury MG 5009974
Dorati put his intelligence and skill into both these readings and the orchestra gives him able support. However, competition here is strong. The picture looks like a big sales block, but fans of the orchestra's disk sound will buy.

MOZART: CHURCH SONATAS FOR SEVERAL INSTRUMENTS AND ORGAN (1-12)—Eva Hoelderlin, Organ; Southwest German Chamber Orchestra; Rolf Reinhardt, Cond. Vox PL 9980...73
Less well-known than many other Mozart works, these 15 short, one-movement units are nevertheless interesting and rewarding. The none extends more than five minutes, each has a complete theme, stated and restated thru the organ and stringed instruments. This portion of the composer's works is an important addition to any complete Mozart collection, and the German artists featured give the material a most attractive reading.

FAURE: MASQUES ET BERGAMASQUES; CHAUSSON: VIVIANE (SYMPHONIC POEM ON AN ARTHURIAN LEGEND); DUPARC: LENORE (SYMPHONIC POEM AFTER A BALLAD BY BURGER) (1-12)—Philharmonia Orchestra of Hamburg; Arthur Winograd, Cond. M-G-M E 343473
None of these works has been available previously on LP, and all have been deserving. The prize is the "Faure," written in the "classical" spirit, somewhat like the Grieg "Holberg Suite," and a thoroly charming piece. The others are super-romantic tone poems after Franck and Wagner, and almost too easily accessible. An excellent novelty for enterprising dealers.

BEETHOVEN: SYMPHONY NO. 1; SYMPHONY NO. 8 (1-12)—L'Orchestre de la Suisse Romande; Ernest Ansermet, Cond. London LL 149372
A perceptive reading is given to both scores, but tremendous competition involved makes for sales resistance that is all but insurmountable. Cutting is meticulous as to sound, but sales appeal will be for Beethoven aficionados who enjoy comparing a variety of interpretations of his works.

(Continued on page 96)

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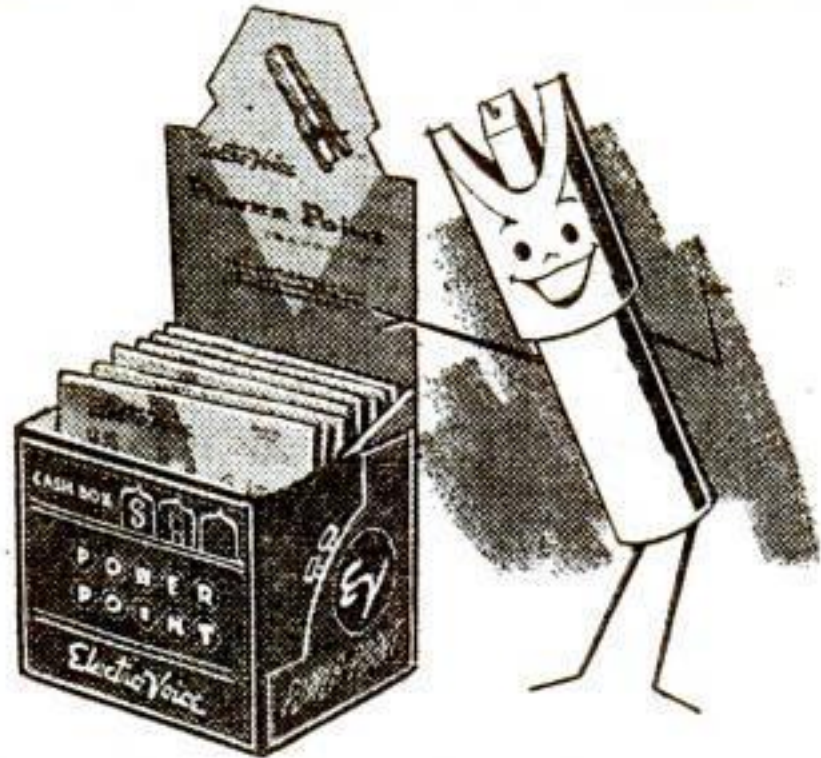
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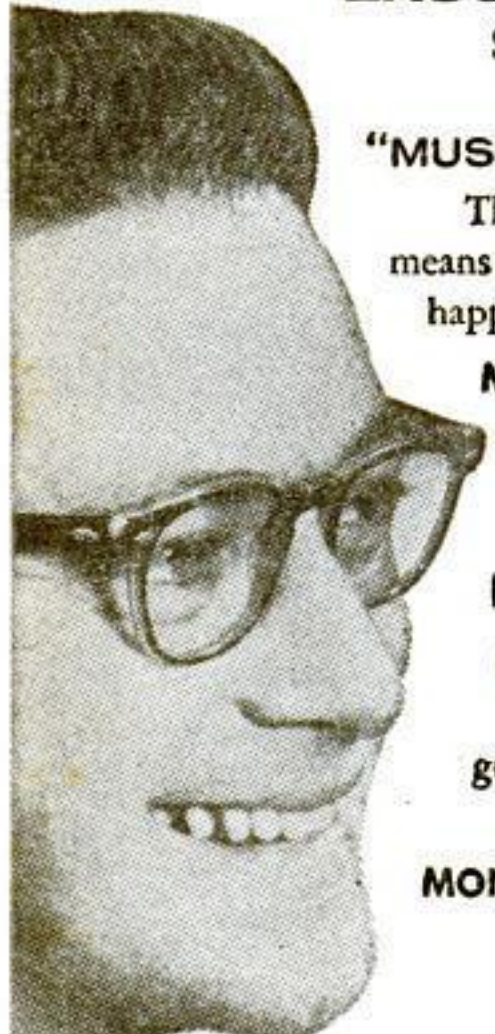
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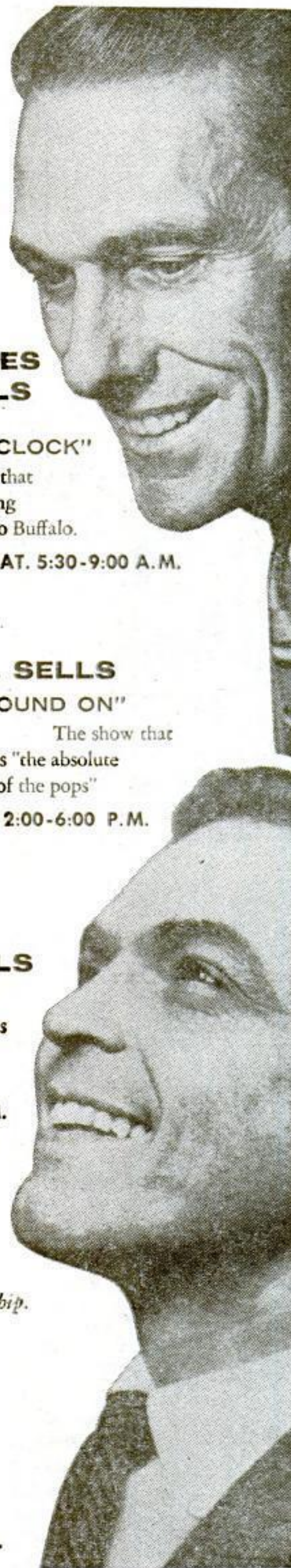
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Reviews and Ratings of New Jazz Albums

Continued from page 88

at the Steel Pier in Atlantic City, N. J. The set features arrangements and compositions by Al Cohn, who also contributes distinctive blowing in the sax section. Cohn's writing helps to explain the groovy, "down home" feeling of many numbers, like his "Blues Alley," "Snapped Cap" is another happy sounding original. Nick Travis on trumpet is a stand-out. Set has a relaxed, spontaneous sound and a completely dependable dance beat. Will appeal to large segments of the jazz and pop clientele.

THE NEW VENTURE IN HI-FI80

Charlie Ventura New Jazz Quintet (1-12")
Baton BL 1202
Musically, this is probably the best set saxophonist Ventura has ever recorded. It's definitely a "new" Ventura, with beautiful tone, modern conception, and none of the whines and squeals that once upset jazz purists. He flows alto, tenor and baritone here, assisted by Mousie Alexander, Billy Dean, Dave Hill dinger, and the remarkable ex-Don Shirley bassist Richard Davis. An excellent full-color cover enhances a fine package.

THE JONES BOYS78

(1-12")
Period SPL 1210
Clever package idea brings together several of the more subtle, tasteful modernists, all named Jones. Thad (trumpet), Jimmy (piano) and Jo (drums) are the biggest attractions, the Ed, Renauld and Quincy help out, the latter particularly via his fascinating original, "Jones Beach," which he also plays flugelhorn. Good conversation piece for jazz spinners, and a tasteful recommendation for jazz dealers.

THE SWINGING 30'S78

Ray McKinley Sextet (1-12")
Grand Award 333
Main appeal of this will be to the supermarket set. McKinley has one side, with several characteristic vocals, but the jazz is on the flip, with Peanuts Hucko, B. Butterfield, B. Richman, Hank Jones, M. Lowe, J. Lessberg and M. Feld. Latter side reminds of the B. Goodman Sextet and is loaded with kicks. Pop jocks

can use the McKinleys, and almost anyone can use the flip.

TENOR MADNESS76

Sonny Rollins Quartet and Quintet (1-12")
Prestige LP 7047
Rollins, a prime influence among modern tenors, is rapidly gaining stature in the market, and this set should have a long life. The style, compounded from equal parts of Charlie Parker and Coleman Hawkins, is the antithesis of the Pres Young "cool" idiom. On title number, there's a guest star, John Coltrane, who blows in similar fashion, and the two tenors make sparks fly. The jazz savants should take to this readily. Good cover.

HALF AND HALF75

Al Belletto Sextette (1-12")
Capitol T 751
This set is half instrumental, half vocal, with the sextet giving a good account of its versatility and originality thruout. Much of the clean, crisp ideas are voiced with trumpet playing against trombone. Vocally, the group stays on the modern harmony kick including a couple of specially bright arrangements by Mel Torme and Neal Hefti. In toto, it's a satisfying package which even the moderately "hip" can dig. A number of good jock programming bets are here, too.

BUDDY DE FRANCO75

(1-12")
M-G-M E 3396
The best sides that De Franco made for M-G-M are included in this reissue collection, featuring clarinet and three rhythm (none identified). Good bet for clarinet fanciers, and particularly for fans of the modern perennial poll-winner. Striking cover.

TENORS WEST69

(1-12")
Gene Norman Presents GNP 21
West Coast stylings, with Marty Paich scores and piano, feature the "Four Brothers" sax section sound. Tenors here are J. Giuffre, B. Cooper, B. Enevoldsen (also on valve trombone), H. Klee (also on alto and flute), J. Dulong is on bari, etc. None of the contributions is out-

Reviews and Ratings of New Classical Albums

Continued from page 94

KHATCHATURIAN: MASQUERADE SUITE; MESSAGER: LES DEUX PIGEONS BALLE SUITE; CHABRIER: LE ROI MALGRE LUI; FETE POLONAISE, DANSE SLAVE (1-12")—L'Orchestra de la Societe des Concerts du Conservatoire de Paris; L'Opera Comique Orchestra of Paris; Richard Blareau, Cond. London LL 152172

Blareau brings a decidedly happy interpretation to the Khachaturian score, and few will find fault with the reading. However, the Kostelanetz and Stokowski versions form a stiff competition barrier. The Messager and Chabrier selections are remakes which the maestro and the L'Opera Comique ork previously recorded for the label on 10-inchers. It is possible that collectors will want all of this combined in one package.

VILLA-LOBOS: BACHIANAS BRASILEIRAS NO. 9; SANTA-CRUZ: SINFONIA NO. 2 (1-12")—M-G-M Strong Orchestra; Carlos Surinach, Cond. M-G-M E 344471

Two more "firsts" from M-G-M, and again, both worthy of representation. The both composers are the musical peers of their Latin countries, Brazil and Chile respectively, neither of these works reflects much nationalistic color, except possibly in the syncopated theme V-L uses for his fugue. The S-C work is in the vein of a romantic European symphony, and quite pleasant. Buyers will be attracted by the name of the more popular Villa-Lobos, however.

BACH: CONCERTO IN D MINOR FOR HARPSICHORD AND STRING ORCHESTRA (BWV 1052); CONCERTO IN C MAJOR FOR TWO HARPSICHORDS AND STRING ORCHESTRA (BWV 1061) (1-12")—Karl Richter, Eduard Muller, Harpsichords; The Ensemble of the Ansbach Bach Festival; Karl Richter, Cond. London LL 144570

Sparkling renditions of two marvelous works by men who understand the style. In the two-harpsichord side, the harpsichord tone could have used more presence, but as is, it's superior to several other versions extant, and the coupling will appeal to Bach lovers. Richter is soloist on the famous D Minor. An excellent connoisseur's item.

CELLO COLOURS (1-12")—Andre Navarra, Cello. Capitol P 1802369
Navarra is a performer of great technical ability and in this album he projects his skill to bring out all the warm rich color tones of his instrument. Side one is devoted to the material of French composers, including Francoeur, Faure, Ravel and Saint-Saens. The flip side highlights works of Mendelssohn, Dvorak, Tchaikovsky and Rossini-Paganini. A nicely diversified grouping showcasing a rewarding artisan of the cello.

BACH: CHROMATIC FANTASY AND FUGUE; PRELUDE, FUGUE AND ALLEGRO IN E FLAT; ITALIAN CONCERTO; PRELUDE AND FUGUE IN A MINOR (1-12")—Agl Jambor, Piano. Capitol P 834867
The Fugue of the "Chromatic Fantasy and Fugue" is a work of tremendous grandeur that builds to a powerful culmination, and sheer physical strength is necessary to bring it off. Not only in building great blocks of sound is Mme. Jambor successful; in the brilliant tricky presto that concludes the "Italian Concerto" she shows fleet but sure fingerwork. Thruout, her scholarship is authoritative. Recommended to piano students and Bach fanciers.

BACH: CONCERTO IN C MAJOR FOR TWO PIANOS AND STRING ORCHESTRA; MOZART: CONCERTO IN E FLAT MAJOR FOR TWO PIANOS AND ORCHESTRA (K. 365) (1-12")—Clara Haskil, Geza Anda, Pianos. Angel 3538066
The pianists, as a team, tend to conservatism which, in the case of the Mozart, results in a rather spineless performance. The Bach is more successful, but the issue, aimed at connoisseur trade, lacks the positive attributes to warrant much consideration therefrom.

MOZART: DIVERTIMENTO IN E FLAT FOR STRING TRIO (K. 563); ADAGIO AND FUGUE IN F MINOR FOR STRING TRIO (K. 404a) (1-12")—Kehr Trio. Vox PL 956065
The Divertimento, probably the finest of all string trios, regardless of its superior sound here, must face competition from one of the all-time great recordings, that by Heifetz, Feuermann and Primrose. Still, there always is a "snob" cult that prefers to eschew big names, and where such buyers trade, this version should rack some sales.

standingly different, and there is no program telling who plays where.

PLAY TROMBONE68
Frank Rosolino (1-12")
Bethlehem BCP 26
With only piano, bass and drums backing, the trombonist is called upon to deliver without much let-up to keep listener interest. Rosolino is simply not up to it here. The appeal of the set will be limited pretty much to those who want a generous sample of Rosolino's trombone style. The program consists of three standards, two Rosolino originals and Sonny Rollins' "Doxy."

Country & Western

GEORGE JONES83
(1-12")
Starday LP 101
A fine country package, including some of George Jones' big hits, such as "Why, Baby, Why?" "You Gotta Be My Baby," "Ragged But Right," etc. The artist, one of the younger stars in the country field, has a distinctive, compelling style, and he's backed by authentic string arrangements. The 14 songs range from traditional type country to sacred material. Must inventory wherever c.&w. wax is sold.

Polka

INTERNATIONAL POLKA AND WALTZ FAVORITES FOR DANCING77

(1-12")
Starday LP 103
Package of polkas and waltzes is derived from many parts of the world, and performed by six orchestras—those of Lee Ilse, Rhine Winkler and Frank Migl, Harold Picha, Louie and His Old Time Band, and Ray Krenek. The performances are authentic, have a gay, bouncing rhythm and will delight various national groups who are partial to this type of music. Tunes include "Red Wing Polka," "Eyes of Texas Polka," "Augustine Waltz," "Bohemian Festival Waltz," etc.

Religious

SONGS IN REVERENCE86
Fred Waring and the Pennsylvanians (1-12")

Decca DL 8111
The Waring ensemble and chorus offers a dozen climactic readings of famous anthems and hymns in this impressive album. The material, which includes "Onward Christian Soldiers," "A Mighty Fortress Is Our God," and Schubert's "Ave Maria," has a universal appeal and these inspired renditions make for a very salable product, particularly as the Christmas holidays approach. A handsome color reproduction of a stained-glass window is the eye-catcher on the cover.

ORGAN AND CHIMES79

Owen Bradley, Organ (1-12")
Coral CRL 57069
Bradley's latest is an album of devotional music made up of hymns cherished the world over. The mood is quiet and spiritual. Obviously a fine Christmas gift item, this album should also enjoy a long period of sale. Selections include "Onward Christian Soldiers," "Rock of Ages," "Now the Day Is Over," etc.

cast your vote for the WINNING TICKET

RECOTON Accessories

More dealers and distributors vote for Recoton's complete line of carded accessories because they know Recoton is best! Easy-to-stock, easy-to-sell Recoton phonediscs—cutting styl—45 RPM inserts—wipe away cloths—discs—tapes—reproducers... all mean BIG BUSINESS for you. Stick with the winner — Recoton — world famous for quality!

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457 West 45th Street, New York City Circle 7-6177



Citation of Achievement

1956

*Awarded to the writers and publishers of the great
Country and Western Song Hits of the year*

TO THESE WRITERS

Audrey Allison
Joe Allison
Jack Anglin
Jim Anglin
Hugh Ashley
Mae Boren Axton
Otis Blackwell
Hal Blair
Boudleaux Bryant
Johnny Cash
Ted Daffan
Tex Davis
Tommy Durden
Darrell Edwards

Charles A. L. Feathers
Celia Ferguson
Sandra Ferguson
Tillman Franks
Don Gibson
Betty E. Harrison
Howard Hausey
Antry Inman
Ted Jarrett
George Jones
Stanley A. Kesler
Ira Kosloff
Jerry Leiber
"Sonny" James Loden

Charles Louvin
Ira Louvin
Pee Wee Maddux
Ralph Mooney
Jack Morrow
M. Murphy
Maurice Mysels
Eddie Noack
Johnny Norton
Herman Parker, Jr.
Pat Patterson
Bill Peppers
Carl Lee Perkins
Sam C. Phillips

Webb Pierce
Elvis Presley
Jim Reeves
Jack Rhodes
Jimmy Rodgers
Charles Seals
Red Sovine
Mike Stoller
Eddie Thorpe
Merle Travis
Gene Vincent
Ben Weisman
Johnnie Wright
Faron Young

TO THESE PUBLISHERS

American Music, Inc.
Acuff-Rose Publications
Babb Publishing Co., Inc.
Cedarwood Publishing Co., Inc.
Central Songs, Inc.
Copar Music, Inc.
Earl Barton Music Co.

Elvis Presley Music, Inc.
Hill & Range Songs, Inc.
Hi-Lo Music
Lancaster Music Publications, Inc.
Lion Publishing Co., Inc.
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Pamper Music Publisher

Peer International Corp.
Shalimar Music, Inc.
Showcase Music, Inc.
Singing River Publishing Co.
Starrite Publishing Co.
Tree Publishing Co., Inc.
Vanguard Songs

In recognition of the great national popularity attained by these Country and Western Song Hits

ANY OLD TIME
BEAUTIFUL LIES
BE-BOP-A-LULA
BLUE SUEDE SHOES
CONSCIENCE, I'M GUILTY
CRAZY ARMS
DON'T BE CRUEL
EAT, DRINK AND BE MERRY
FOLSOM PRISON BLUES
FOR RENT
HEARTBREAK HOTEL
HONKY TONK MAN
HOPING THAT YOU'RE HOPING
HOUND DOG

I DON'T BELIEVE YOU'VE MET MY
BABY
I FORGOT TO REMEMBER TO FORGET
I TAKE THE CHANCE
I WALK THE LINE
I WANT YOU, I NEED YOU,
I LOVE YOU
IT'S A GREAT LIFE
I'VE GOT FIVE DOLLARS AND IT'S
SATURDAY NIGHT
LITTLE ROSA
LOVE, LOVE, LOVE
MY LIPS ARE SEALED
MYSTERY TRAIN

THE RICHEST MAN
SEARCHING
SIXTEEN TONS
SO DOGGONE LONESOME
SWEET DREAMS
THESE HANDS
WHAT WOULD YOU DO (IF JESUS
CAME TO YOUR HOUSE)?
WHY, BABY, WHY?
YES, I KNOW WHY
YONDER COMES A SUCKER
YOU AND ME
YOU ARE THE ONE
YOU'RE STILL MINE

BROADCAST MUSIC, INC.

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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending October 31

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Love Me Tender By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643.	1	4	6. True Love By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORDS: Bing Crosby-Grace Kelly, Cap 3507; Verve 2018. RECORDS AVAILABLE: K. Kallen, Dec 29959; M. Whiting, Cap 3473.	8	7
2. Green Door By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.	3	7	7. Tonight You Belong to Me By Billy Rose & Lee David—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORDS: Patience & Prudence, Liberty 55022; Lennon Sisters-L. Welk, Coral 61701. RECORDS AVAILABLE: K. Chandler-J. Wakley, Dec 30040; Tonettes, Modern 997; Tracy Twins, Reserve.	6	12
3. Just Walking in the Rain By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORDS AVAILABLE: J. Kilken, Abbott, 3024; D. Richards-B. Zack, Col 21532; J. Wallace, Mercury 70758.	4	9	8. Honky Tonk By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950.	7	11
4. Don't Be Cruel By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.	2	14	9. Blueberry Hill By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.	12	5
5. Canadian Sunset By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORDS: H. Winterhalter-E. Heywood, Vic 20-6537; A. Williams, Cadence 1296. RECORD AVAILABLE: M. Lopez, Vic 6678.	5	17	10. Friendly Persuasion By Webster-Tiomkin—Published by Leo Feist (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15490. RECORDS AVAILABLE: L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; Bob Graybo, RKO-Unique 355.	10	8

Second Ten

11. Whatever Will Be, Will Be (Que Sera Sera) By Livingston, Evans—Published by Artists Music (ASCAP) BEST SELLING RECORD: Doris Day, Col 40704. RECORD AVAILABLE: E. Howard, Mercury 70881.	9	21	16. Lay Down Your Arms By P. Roberts-L. Land-A. Gerhart—Published by Ludlow (BMI) BEST SELLING RECORD: Chordettes, Cadence 1299. RECORDS AVAILABLE: R. Morgan, Dec 30070; A. Sheldon, Col 40759.	18	5
12. Singing the Blues By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545.	17	2	17. Hey! Jealous Lover By Kahn-Walker-Twomey—Published by Barton Music (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3552.	20	2
13. Cindy, Oh, Cindy By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORDS: V. Martin, Glory 247; B. Fisher, Vic 20-6677.	14	4	18. My Prayer By Boulanger & Kennedy—Published by Skidmore (ASCAP) BEST SELLING RECORD: Platters, Mercury 70893. RECORDS AVAILABLE: P. Heap, Col 40757; Ink Spots, Dec 29991; M. Lopez, Vic 20-6678.	14	18
14. Allegheny Moon By Hoffman-Manning—Published by Oxford (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70878. RECORDS AVAILABLE: G. Martin Five, Dec 30022; B. Regis, Vic 20-6551; L. Welk-Lennon Sisters, Coral 61679.	11	20	19. You'll Never, Never Know By Miles-Robt-Williams—Published by Personality Music (BMI) BEST SELLING RECORD: Platters, Mercury 70948.	21	3
15. Hound Dog By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604. RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; W. M. Thornton, Peacock 1612.	13	15	20. I Walk the Line By J. Cash—Published by Hi-Lo Music (BMI) BEST SELLING RECORD: J. Cash, Sun 241.	-	2

Third Ten

21. Fool By Naomi Ford—Published by Debra Music (BMI) RECORDS AVAILABLE: S. Clark, Dot 15481; Gallahads, Jubilee 5252.	18	13	26. Chains of Love By Walls-Nugetre—Published by Progressive (BMI) RECORD AVAILABLE: P. Boone, Dot 15490.	-	1
21. In the Middle of the House By Bob Hilliard—Published by Shapiro-Bernstein (ASCAP) RECORDS AVAILABLE: M. Berle, Coral 61691; R. Draper, Mercury 70921; V. Monroe, Vic 6619.	22	9	26. Two Different Worlds By Wayne-Frisch—Published by Princess Music (ASCAP) RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap 3565; D. Kallman, Dec 30036; D. Rondo, Jubilee 5256; R. Williams-J. P. Morgan, Kapp 161.	30	2
21. It Isn't Right By Robert Mellin—Published by Mellen Music (BMI) RECORD AVAILABLE: Platters, Mercury 70948.	24	4	26. Petticoats of Portugal By Michael Durso-Mel Mitchell-Murl Kahn—Published by Christopher (BMI) RECORDS AVAILABLE: W. Covington, Dec 30097; C. Giovannini, Bally 1018; P. Prado, Vic 20-6684; B. Vaughn, Dot 15506; D. Jacobs, Coral 61724; F. ZaBach, Mercury 70975.	-	1
24. Soft Summer Breeze By Eddie Heywood & Judy Spencer—Published by Regent (BMI) RECORDS AVAILABLE: R. Brown, Dec 30054; Diamonds, Mercury 70934; E. Heywood, Mercury 70863.	16	14	26. Garden of Eden By Dennise Norwood—Published by Republic (BMI) RECORD AVAILABLE: J. Valino, Vik 0226.	-	1
25. Mama From the Train By Irving Gordon—Published by Remick (ASCAP) RECORD AVAILABLE: P. Page, Mercury 70971.	-	1	30. Night Lights By Sammy Gallop-Chester Conn—Published by Bregman-Vocco & Conn (ASCAP) RECORD AVAILABLE: N. (King) Cole, Cap 3551.	-	1

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

From Jackie Gleason



to
every



disc
jockey...

This is first of all a note of thanks. Recently I read a Billboard story (October 6th) recapping all of the nation's best-selling albums for 1956, and I blush to repeat what it said...that the individual artist competition was "no contest" because five albums by yours truly were so far out in front!

After reading something like that, I certainly want to place the credit where it belongs. And it belongs to you. I don't have to explain how much disc jockey support has meant to the success of the Jackie Gleason albums. All I can do is thank you with all my heart.

Right now, I'm just hoping that our newest album will ring the bell as its predecessors have. This time it's a Christmas bell -- the songs are all wintertime favorites that we've dressed up in special holiday finery.

I do hope you enjoy this "Merry Christmas"... and, again, many thanks for all you've done.

Sincerely,

Jackie Gleason



the songs:

I'll Be Home For Christmas
Christmas in Paris • Jingle Bells
White Christmas • Santa Claus is Comin' To Town
Have Yourself A Merry Little Christmas • The Christmas Song
I've Got My Love To Keep Me Warm • Snowfall
By The Fireside • Home • Happy Holiday
Winter Wonderland • The Story Of A Starry Night



album 758

A MILLION THANKS, Disk Jockeys for



CAESAR GIOVANNINI



THE HIGHLIGHTS



JANIS PAIGE



THE LORELEIS



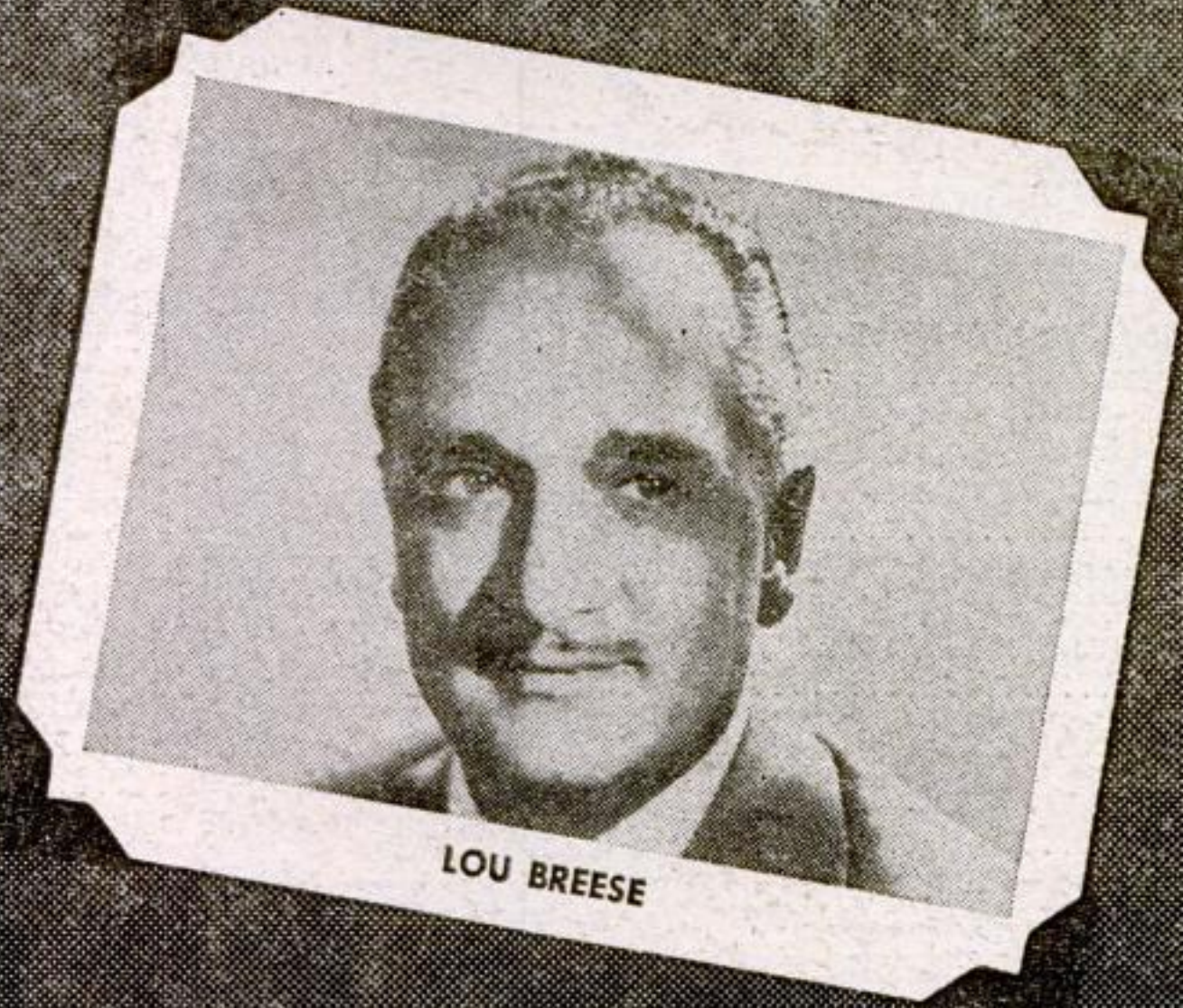
BOB CARROLL

"the Home of

helping the Bally Family grow in 1956!



THE TURKS



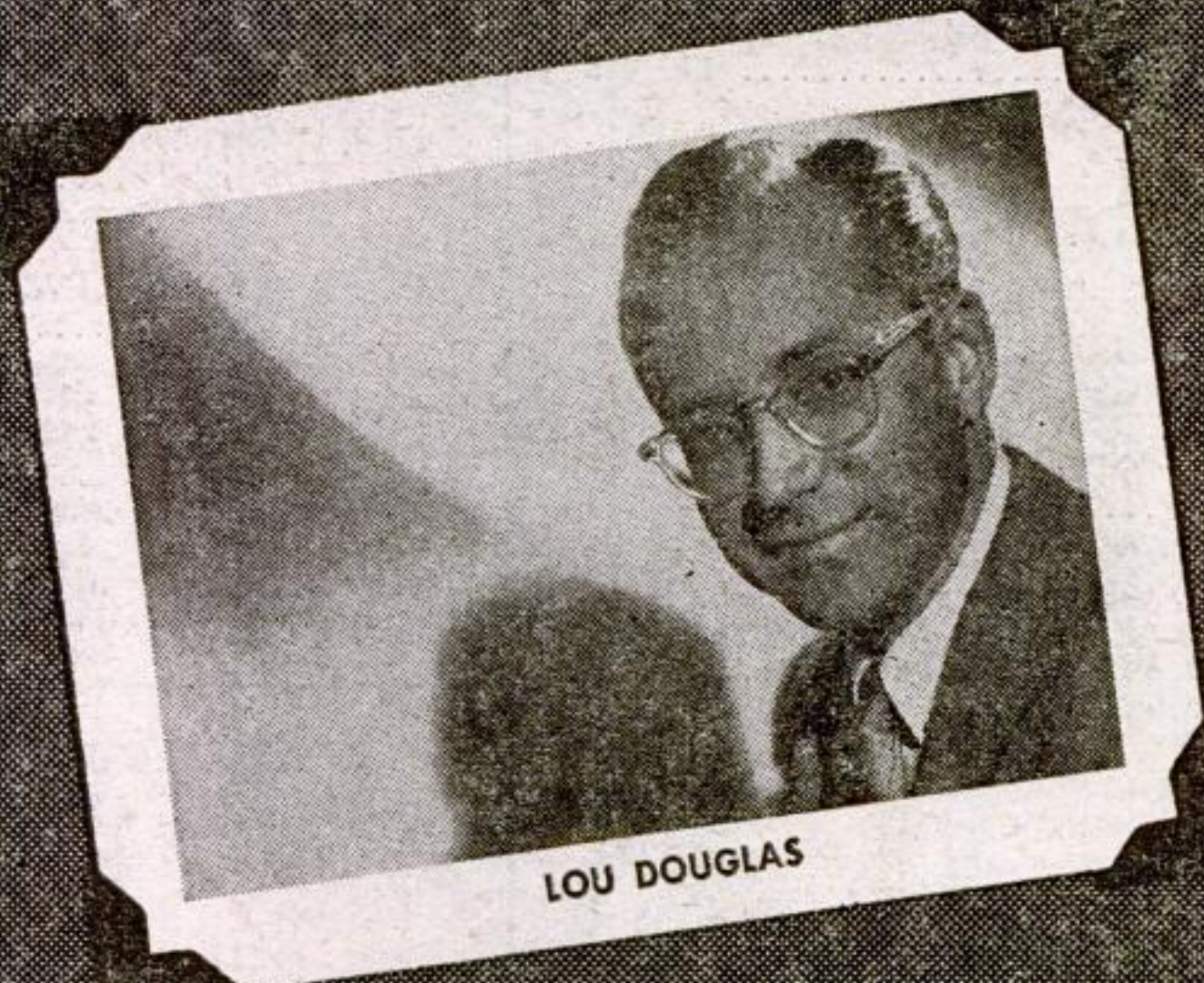
LOU BREESE



BETTY JOHNSON



BOB ANDERSON



LOU DOUGLAS

"Living Performance" ... *Bally* Records

2640 BELMONT AVENUE,
CHICAGO 18, ILLINOIS

Best Sellers in Stores

For survey week ending October 31

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

Table with columns: Rank, Title, Artist, Last Week, Weeks on Chart. Includes songs like 'LOVE ME TENDER (BMI)-E. Presley', 'GREEN DOOR (BMI)-J. Lowe', 'DON'T BE CRUEL (BMI)-E. Presley', etc.

Most Played in Juke Boxes

For survey week ending October 31

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

Table with columns: Rank, Title, Artist, Last Week, Weeks on Chart. Includes songs like 'DON'T BE CRUEL (BMI)-E. Presley', 'GREEN DOOR (BMI)-J. Lowe', 'JUST WALKING IN THE RAIN (BMI)-J. Ray', etc.

Most Played by Jockeys

For survey week ending October 31

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

Table with columns: Rank, Title, Artist, Last Week, Weeks on Chart. Includes songs like 'LOVE ME TENDER (BMI)-E. Presley', 'GREEN DOOR (BMI)-J. Lowe', 'TRUE LOVE (ASCAP)-B. Crosby-G. Kelly', etc.

Best Selling Sheet Music

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

Table with columns: Rank, Title, Artist, Last Week, Weeks on Chart. Includes songs like 'Whatever Will Be, Will Be (Que Sera, Sera)', 'Love Me Tender (Presley)', 'True Love (Buxton Hill)', etc.

MAN, I'M SWINGIN' AGAIN!



HERE COMES LOUIS JORDON

AND HIS TYMPANY FIVE

WITH HIS FIRST GREAT MERCURY RELEASE

"BIG BESS"

COUPLED WITH

"CAT SCRATCHIN"



IT'S THE GROOVIEST!

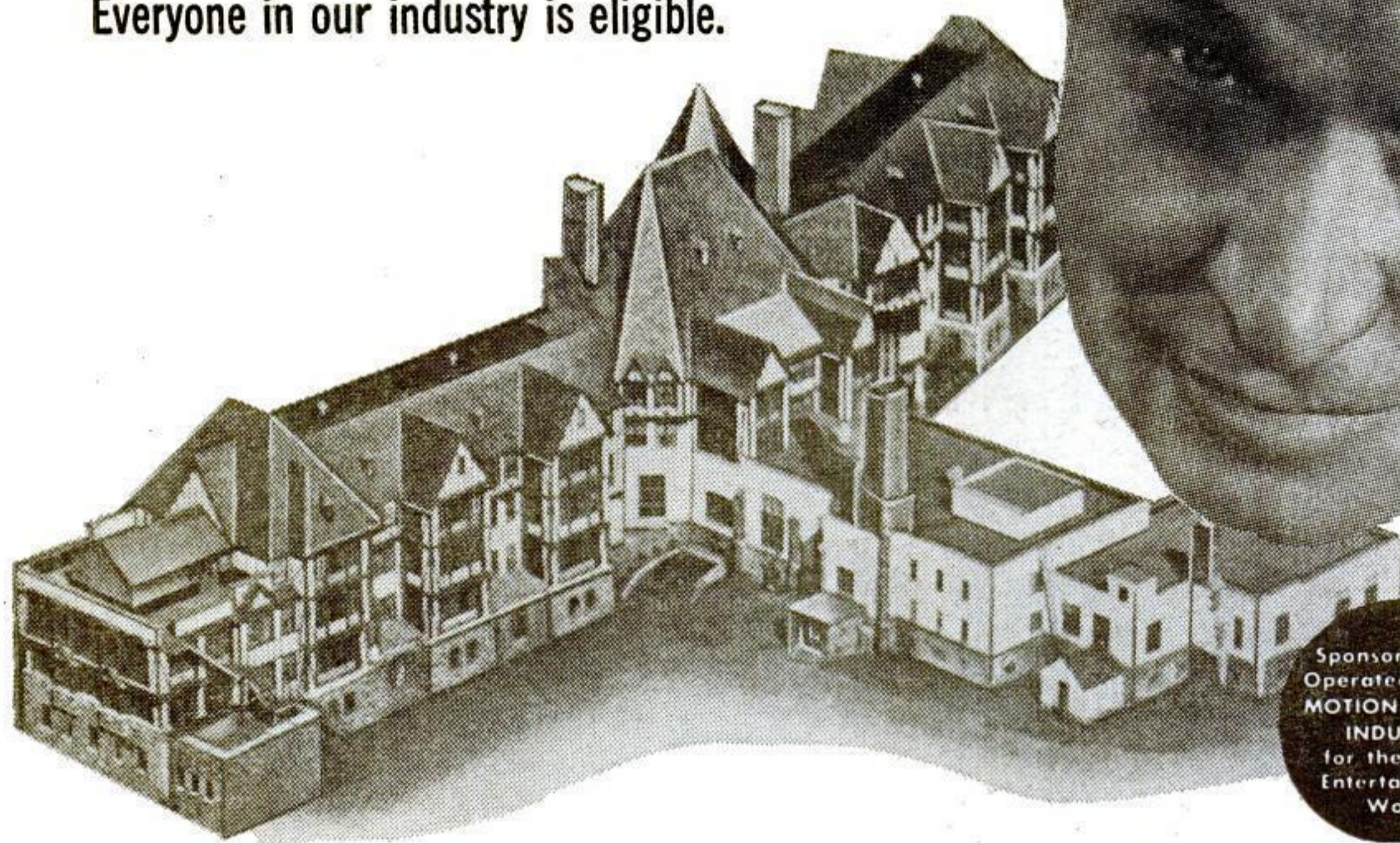


MERCURY 70993



IT'S *Great*
TO BE A *Friend!*

You'll be a Friend to thousands upon thousands —and they'll be a Friend to you —by supporting our Industry's own tuberculosis hospital where **NO CHARGE** is ever made to patients. Everyone in our industry is eligible.



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Support it with your **CHRISTMAS SALUTE** contribution... **NOW!**

All patients are from Amusement Industry.
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Successful in 94% -plus of our cases.
Most pleasant living conditions for patients.
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Constant Research.

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your Industry
Friends

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thing since
the Hydrogen
Bomb!*

GENE

VINCENT'S

BLUEJEAN BOP AND WHO SLAPPED JOHN

Record No. 3558

*The whole nation's still rockin' 'n' rollin'
with*

"BE-BOP-A-LULA"

and

"RACE WITH THE DEVIL!"

Disk Jockeys—

Believe me, I certainly appreciate the wonderful co-operation you have given me on my releases. Thanks and best wishes,
Gene

Exclusive Personal Management:

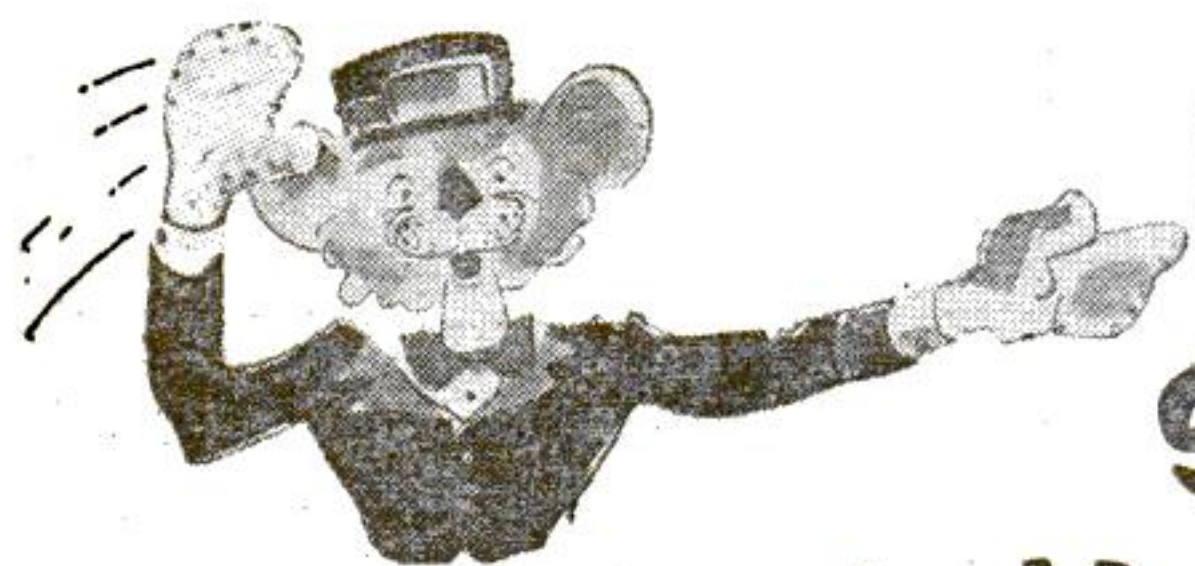
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Booking thru





M-G-M SALUTES

The DISK JOCKEYS of AMERICA

Territorial Best Sellers

For survey week ending October 31

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

Atlanta

- 1. Love Me Tender, E. Presley, Vic.
2. Canadian Sunset
3. Singing the Blues, G. Mitchell, Col.
4. Green Door, J. Lowe, Dot
5. Just Walking in the Rain, J. Ray, Col.
6. Tonight You Belong To Me
Patience & Prudence, Lbt.
7. Honky Tonk, B. Doggett, Kng.
8. True Love, B. Crosby-G. Kelly, Cap.

Baltimore

- 1. Love Me Tender, E. Presley, Vic.
2. Just Walking in the Rain, J. Ray, Col.
3. Green Door, J. Lowe, Dot
4. Singing the Blues, G. Mitchell, Col.
5. Blueberry Hill, F. Domino, Imp.
6. True Love, B. Crosby-G. Kelly, Cap.
7. Don't Be Cruel, E. Presley, Vic.
8. Cindy, Oh, Cindy, V. Martin, Gly.
9. Honky Tonk, B. Doggett, Kng.
10. Rose and a Baby Ruth, G. Hamilton IV, Pmt.

Boston

- 1. True Love, B. Crosby-G. Kelly, Cap.
2. Love Me Tender, E. Presley, Vic.
3. Honky Tonk, B. Doggett, Kng.
4. Cindy, Oh, Cindy, V. Martin, Gly.
5. I Walk the Line, J. Cash, Sun
6. Green Door, J. Lowe, Dot
7. Blueberry Hill, F. Domino, Imp.
8. Don't Be Cruel, E. Presley, Vic.
9. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
10. Friendly Persuasion, P. Boone, Dot

Buffalo

- 1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Friendly Persuasion, P. Boone, Dot
4. Don't Be Cruel, E. Presley, Vic.
5. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
6. Garden of Eden, J. Valino, Vik.
7. True Love, B. Crosby-G. Kelly, Cap.
8. Petticoats of Portugal, D. Jacobs, Cor.

Chicago

- 1. Green Door, J. Lowe, Dot
2. Love Me Tender, E. Presley, Vic.
3. Honky Tonk, B. Doggett, Kng.
4. Don't Be Cruel, E. Presley, Vic.
5. Just Walking in the Rain, J. Ray, Col.
6. Cindy, Oh Cindy, V. Martin, Gly.
7. City of Angels, Highlights, Bly.
8. Friendly Persuasion, P. Boone, Dot
9. Hound Dog, E. Presley, Vic.
10. True Love, J. Powell, Vrv.

Cincinnati

- 1. Green Door, J. Lowe, Dot
2. Just Walking in the Rain, J. Ray, Col.
3. Love Me Tender, E. Presley, Vic.
4. Blueberry Hill, F. Domino, Imp.
5. Friendly Persuasion, P. Boone, Dot
6. Don't Be Cruel, E. Presley, Vic.
7. Singing the Blues, G. Mitchell, Col.
8. Tonight You Belong to Me
Lennon Sisters-L. Welk, Cor.
9. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
10. True Love, B. Crosby-G. Kelly, Cap.

Cleveland

- 1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Singing the Blues, G. Mitchell, Col.
4. Blueberry Hill, F. Domino, Imp.
5. True Love, J. Powell, Vrv.
6. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
7. Friendly Persuasion, P. Boone, Dot
8. Ev'ryday of My Life
McGuire Sisters, Cor.
9. Just Walking in the Rain, J. Ray, Col.
10. Whatever Will Be, Will Be
Doris Day, Col.

Dallas-Fort Worth

- 1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Don't Be Cruel, E. Presley, Vic.
4. Honky Tonk, B. Doggett, Kng.
5. Just Walking in the Rain, J. Ray, Col.
6. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.

Denver

- 1. Love Me Tender, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Tonight You Belong to Me
Lennon Sisters-L. Welk, Cor.
5. Blueberry Hill, F. Domino, Imp.
6. Just Walking in the Rain, J. Ray, Col.
7. Singing the Blues, G. Mitchell, Col.

Detroit

- 1. Green Door, J. Lowe, Dot
2. Love Me Tender, E. Presley, Vic.
3. Singing the Blues, G. Mitchell, Col.
4. Cindy, Oh, Cindy, V. Martin, Gly.
5. True Love, B. Crosby-G. Kelly, Cap.
6. Let the Good Times Roll
Shirley & Lee, Ala.
7. Priscilla, E. Cooley, Rst.
8. Blueberry Hill, F. Domino, Imp.
9. Honky Tonk, B. Doggett, Kng.
10. Friendly Persuasion, P. Boone, Dot

Kansas City

- 1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Green Door, J. Lowe, Dot
4. Garden of Eden, J. Valino, Vik.

Los Angeles

- 1. Love Me Tender, E. Presley, Vic.
2. Don't Be Cruel, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. Green Door, J. Lowe, Dot
5. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
6. Tonight You Belong to Me
Patience & Prudence, Lbt.
7. Whatever Will Be, Will Be
Doris Day, Col.
8. Honky Tonk, B. Doggett, Kng.
9. Soft Summer Breeze, E. Heywood, Mer.
10. Cindy, Oh, Cindy, E. Fisher, Vic.

Milwaukee

- 1. True Love, B. Crosby-G. Kelly, Cap.
2. Green Door, J. Lowe, Dot
3. Singing the Blues, G. Mitchell, Col.
4. Love Me Tender, E. Presley, Vic.
5. Cindy, Oh, Cindy, V. Martin, Gly.
6. Honky Tonk, B. Doggett, Kng.
7. Just Walking in the Rain, J. Ray, Col.

Minneapolis-St. Paul

- 1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Green Door, J. Lowe, Dot
4. Blueberry Hill, F. Domino, Imp.
5. Honky Tonk, B. Doggett, Kng.
6. True Love, J. Powell, Vrv.
7. True Love, B. Crosby-G. Kelly, Cap.
8. Lay Down Your Arms
Chordettes, Cdc.
9. Cindy, Oh, Cindy, V. Martin, Gly.
10. After the Lights Go Down Low
A Hibbler, Dec.

New Orleans

- 1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Don't Be Cruel, E. Presley, Vic.
4. Blueberry Hill, F. Domino, Imp.
5. Singing the Blues, G. Mitchell, Col.
6. You Don't Know Me, J. Vallo, Col.
7. Just Walking in the Rain, J. Ray, Col.
8. You'll Never, Never Know
Platters, Mer.
9. Hey! Jealous Lover, F. Sinatra, Cap.
10. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.

New York

- 1. Don't Be Cruel, E. Presley, Vic.
2. Love Me Tender, E. Presley, Vic.
3. Hound Dog, E. Presley, Vic.
4. Honky Tonk, B. Doggett, Kng.
5. True Love, B. Crosby-G. Kelly, Cap.
6. My Prayer, Platters, Mer.
7. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
8. Just Walking in the Rain, J. Ray, Col.
9. Whatever Will Be, Will Be
Doris Day, Col.
10. Allegheny Moon, P. Page, Mer.

Philadelphia

- 1. Just Walking in the Rain, J. Ray, Col.
2. Don't Be Cruel, E. Presley, Vic.
3. Love Me Tender, E. Presley, Vic.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Green Door, J. Lowe, Dot
6. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
7. Tonight You Belong to Me
Patience & Prudence, Lbt.
8. Honky Tonk, B. Doggett, Kng.
9. Whatever Will Be, Will Be
Doris Day, Col.

Pittsburgh

- 1. Love Me Tender, E. Presley, Vic.
2. Cindy, Oh, Cindy, V. Martin, Gly.
3. Blueberry Hill, F. Domino, Imp.
4. It Isn't Right, Platters, Mer.
5. Hound Dog, E. Presley, Vic.
6. You'll Never, Never Know
Platters, Mer.
7. Honky Tonk, B. Doggett, Kng.
8. Singing the Blues, G. Mitchell, Col.
9. Out of Sight, Out of Mind
Five Keys, Cap.
10. True Love, B. Crosby-G. Kelly, Cap.

St. Louis

- 1. Green Door, J. Lowe, Dot
2. Love Me Tender, E. Presley, Vic.
3. Cindy, Oh, Cindy, V. Martin, Gly.
4. Faithful Hussar, T. Heath, Lon.
5. Singing the Blues, G. Mitchell, Col.
6. Just Walking in the Rain, J. Ray, Col.
7. Hey! Jealous Lover, F. Sinatra, Cap.
8. Don't Be Cruel, E. Presley, Vic.
9. Two Different Worlds
R. D. Rondo, Jub.
10. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.

San Francisco

- 1. Don't Be Cruel, E. Presley, Vic.
2. Tonight You Belong to Me
Patience & Prudence, Lbt.
3. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.
4. Love Me Tender, E. Presley, Vic.
5. Just Walking in the Rain, J. Ray, Col.
6. Hound Dog, E. Presley, Vic.
7. Honky Tonk, B. Doggett, Kng.
8. Whatever Will Be, Will Be
Doris Day, Col.
9. True Love, B. Crosby-G. Kelly, Cap.
10. Canadian Sunset, A. Williams, Cdc.

(Continued on page 110)

DAVID ROSE and his orchestra

FRIENDLY PERSUASION

(From Allied Artists Picture "Friendly Persuasion")

THERE'S NEVER BEEN ANYONE ELSE BUT YOU

MGM 12336 • K12336

ART MOONEY and his orchestra

GIANT

(From the Warner Bros. Picture "Giant")

ROCK AND ROLL TUMBLEWEED

(From the MGM Film "The Opposite Sex")

MGM 12320 • K12320



EP EXTRA! SPECIAL SINGLE POCKET EXTENDED PLAY SET OF Music from "GIANT" X-1342

You'll Really Rock With This One

SPECIAL RELEASE

BARRY GORDON ROCK LITTLE CHILLUN THAT PRETTY LITTLE GIRL NEXT DOOR

MGM 12373 • K12373

CONNIE FRANCIS

I NEVER HAD A SWEETHEART

and

LITTLE BLUE WREN

(Both from Alan Freed pic, "Rock, Rock, Rock")

MGM 12375 • K12375

INTRODUCING MEG O'SHAUGHNESSY

I REMEMBER YOU and SHADOW WOMAN

MGM 12345 • K12345

ANDY STARR

GIVE ME A WOMAN and ROUND AND ROUND

MGM 12364 • K12364

BETTY MADIGAN

BETTY'S BEST

HOLD ME AGAIN LOVE TAKE MINE

MGM 12366 • K 12366

DICK HYMAN SAM (THE MAN) TAYLOR

BLUES IN MY HEART

AND CHLO-E

MGM 12325 • K12325

DICK HYMAN

BLUE DANUBE BOUNCE

and

YANCEY SPECIAL

MGM 12343 • K12343

ROBBIN HOOD

THERE'S ALWAYS A FIRST TIME IS ANYBODY LIST'NIN'?

MGM 12340 • K12340

ROBERT MAXWELL HIS HARP AND ORCHESTRA

INJURY MUSIC FOR FOOTBALL GAMES

and CUMANA

MGM 12351 • K12351

RAY CHARLES SINGERS

BUTTON UP YOUR OVERCOAT

and

MOONLIGHT IN VERMONT

MGM 12363 • K12363



DAVID ROSE

JUST OUT

HOLIDAY FOR TROMBONES

and

MIDNIGHT ON THE CLIFFS

Theme from the MGM Picture "JULIE"

MGM 12376 K12376



LP MUSIC FROM
MOTION PICTURES

E3397 12" LP
X1296 EP
X1297 EP
X1298 EP



A
MERRY CHRISTMAS
TO YOU
FROM
DAVID ROSE
and his Orchestra
E3469 12" LP





Johnny Marks hopes to meet all the Artists and DJ's who have performed his songs thru the years at the convention in Nashville

NEW RELEASES

The message the world is waiting for now

Bing Crosby

sings

I HEARD THE BELLS ON CHRISTMAS DAY

Decca Record 30126



At his very best

Eddy Arnold

sings

I WOULDN'T KNOW WHERE TO BEGIN

RCA Victor 47-6699



With his fabulous "Rudolph" Touch

Gene Autry

sings

EVERYONE'S A CHILD AT CHRISTMAS TIME

Columbia 40790 - 4-40790



One of the most recorded songs of all time

RUDOLPH THE RED NOSED REINDEER

OVER 25,000,000 RECORDS SOLD

THESE SONGS PUBLISHED BY

ST. NICHOLAS MUSIC, INC. 1619 BROADWAY, NEW YORK 19, N. Y.

THE TOP 100

For survey week ending October 31

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

Pos.	Song, Artist, Label	Last Week
1.	GREEN DOOR—J. Lowe, Dot	1
2.	LOVE ME TENDER—E. Presley, Victor	3
3.	DON'T BE CRUEL—E. Presley, Victor	2
4.	JUST WALKING IN THE RAIN—J. Ray, Columbia	3
5.	HONKY TONK—B. Doggett, King	6
6.	BLUEBERRY HILL—F. Domino, Imperial	8
6.	CANADIAN SUNSET—E. Heywood-H. Winterhalter, Victor	5
6.	TRUE LOVE—Bing Crosby-G. Kelly, Capitol	11
9.	FRIENDLY PERSUASION—P. Boone, Dot	9
10.	SINGING THE BLUES—G. Mitchell, Columbia	19
11.	TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty	7
12.	WHATEVER WILL BE, WILL BE—Doris Day, Columbia	9
13.	HOUND DOG—E. Presley, Victor	12
14.	YOU'LL NEVER, NEVER KNOW—Platters, Mercury	20
15.	HEY, JEALOUS LOVER—F. Sinatra, Capitol	18
16.	CINDY, OH, CINDY—V. Martin, Glory	17
17.	CINDY, OH, CINDY—E. Fisher, Victor	20
18.	CANADIAN SUNSET—A. Williams, Cadence	13
19.	I WALK THE LINE—J. Cash, Sun	36
19.	TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral	15
21.	LAY DOWN YOUR ARMS—Chordettes, Cadence	24
22.	MY PRAYER—Platters, Mercury	14
23.	IT ISN'T RIGHT—Platters, Mercury	27
24.	TRUE LOVE—J. Powell, Verve	30
25.	GARDEN OF EDEN—J. Valino, Vik	41
25.	TWO DIFFERENT WORLDS—D. Rondo, Jubilee	46
27.	MAMA FROM THE TRAIN—P. Page, Mercury	32
27.	PETTICOATS OF PORTUGAL—D. Jacobs, Coral	34
29.	FOOL—S. Clark, Dot	22
30.	CHAINS OF LOVE—P. Boone, Dot	29
31.	SOFT SUMMER BREEZE—E. Heywood, Mercury	16
32.	IN THE STILL OF THE NIGHT—Satins, Ember	34
32.	OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol	43
34.	MIRACLE OF LOVE—E. Rodgers, Columbia	28
35.	LET THE GOOD TIMES ROLL—Shirley & Lee, Aladdin	39
35.	YOU DON'T KNOW ME—J. Vale, Columbia	25
37.	NIGHT LIGHTS—Nat (King) Cole, Capitol	44
38.	IN THE MIDDLE OF THE HOUSE—R. Draper, Mercury	40
39.	TO THE ENDS OF THE EARTH—Nat (King) Cole, Capitol	83
40.	ANY WAY YOU WANT ME—E. Presley, Victor	56
41.	ALLEGHENY MOON—P. Page, Mercury	22
41.	EV'RYDAY OF MY LIFE—McGuire Sisters, Coral	38
43.	BUS STOP SONG—Four Lads, Columbia	33
44.	AFTER THE LIGHTS GO DOWN LOW—A. Hibbler, Decca	25
45.	ST. THERESA OF THE ROSES—B. Ward, Decca	36
46.	FIRST BORN—T. Ernie, Capitol	61
47.	JAMAICA FAREWELL—H. Belafonte, Victor	52
48.	PRISCILLA—E. Cooley, Roost	67
49.	ROSE AND A BABY RUTH—G. Hamilton IV, ABC-Paramount	74
50.	FRIENDLY PERSUASION—Four Aces, Decca	45
51.	CITY OF ANGELS—Highlights, Bally	68
51.	SONG FOR A SUMMER NIGHT—M. Miller, Columbia	31
53.	SLOW WALK—S. Austin, Mercury	—
54.	TEEN-AGE GOODNIGHT—Chordettes, Cadence	59
55.	I CAN'T LOVE YOU ENOUGH—I. Baker, Atlantic	54
56.	WHEN THE WHITE LILACS BLOOM AGAIN—H. Zacharias, Decca	51
57.	SEE-SAW—Moonelows, Chess	46
58.	FATHEFUL HUSSAR—T. Heath, London	52
59.	IN THE MIDDLE OF THE HOUSE—V. Monroe, Victor	42
60.	HOUSE WITH LOVE IN IT—Four Lads, Columbia	48
61.	TONIGHT YOU BELONG TO ME—K. Chandler-J. Wakely, Decca	49
62.	LAY DOWN YOUR ARMS—A. Sheldon, Columbia	75
63.	HAPPINESS STREET—G. Gibbs, Mercury	69
63.	KA DING DONG—Hilltoppers, Dot	58
65.	I MISS YOU SO—C. Conner, Atlantic	79
66.	BLUE MOON—E. Presley, Victor	65
67.	EARTHBOUND—S. Davis Jr., Decca	54
67.	MOONLIGHT LOVE—P. Como, Victor	58
69.	SINGING THE BLUES—M. Robbins, Columbia	69
70.	STAR YOU WISHED UPON LAST NIGHT—G. MacKenzie, Vik	—
71.	WHEN THE WHITE LILACS BLOOM AGAIN—B. Vaughn, Dot	85
72.	BLUEBERRY HILL—L. Armstrong, Decca	92
72.	IT HAPPENED AGAIN—S. Vaughan, Mercury	73
72.	TWO DIFFERENT WORLDS—R. Williams-J. P. Morgan, Kapp	—
72.	WAR AND PEACE—V. Damone, Columbia	64
76.	HAPPINESS STREET—T. Bennett, Columbia	82
76.	I DON'T CARE IF THE SUN DON'T SHINE—E. Presley, Victor	77
78.	MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral	—
79.	JULIE—Doris Day, Columbia	70
79.	SADIE'S SHAWL—B. Sharples, London	65
81.	MARRIED I CAN ALWAYS GET—T. King, Victor	—
81.	CHINCHERINCHEE—P. Como, Victor	—
81.	JUST IN TIME—T. Bennett, Columbia	—
84.	LOVE IN A HOME—Doris Day, Columbia	—
85.	FROM THE CANDY STORE ON THE CORNER—T. Bennett, Columbia	—
86.	NAMELY YOU—D. Cherry, Columbia	91
87.	ENDLESS—McGuire Sisters, Coral	57
87.	AUTUMN WALTZ—T. Bennett, Columbia	—
87.	ITALIAN THEME—C. Stapleton, London	63
87.	PLEASE DON'T LEAVE ME—Fontane Sisters, Dot	62
91.	MIRACLE OF LOVE—G. Gibson, ABC-Paramount	78
91.	WHEN MY DREAMBOAT COMES HOME—F. Domino, Imperial	71
93.	WHEN THE WHITE LILACS BLOOM AGAIN—L. Welk, Coral	83
94.	CRAZY WITH LOVE—G. Mitchell, Columbia	—
95.	STILL—Fontane Sisters, Dot	—
96.	I ALMOST LOST MY MIND—P. Boone, Dot	—
97.	SEE-SAW—D. Cornell, Coral	—
98.	RIP IT UP—B. Haley, Decca	71
99.	RUDY'S ROCK—B. Haley, Decca	79
100.	THAT'S ALL THERE IS TO THAT—Nat (King) Cole, Capitol	75

CAUTION TO DEALERS AND JUKE BOX OPERATORS

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

A New Release by

ANDY WILLIAMS

The great new VOCAL version of



BABY DOLL

SINCE I'VE FOUND MY BABY

#1303

ANDY'S FIRST ALBUM



Andy Williams sings Steve Allen
CLP 1018

Still going strong—
CANADIAN SUNSET

#1297

Three out of three in '56



1. EDDIE MY LOVE
2. BORN TO BE WITH YOU

3. LAY DOWN YOUR ARMS

#1299

THE CHORDETTES

ARCHIE BLEYER

proudly announces
a forthcoming
LP—

THE BARRY SISTERS

Singing 12 Yiddish Songs:

ROUMANIA—ABI GEZUNT—MEIN YIDDISHE MAMA—MY MOTHER'S
SABBATH CANDLES—SHEIN VI VI LEVUNE—OTCHI CHORNIA—
VI IZ DUS GESELE—AY AY HORA—DER ALTER TZIGEUNER—
ROSHINKES UN MANDLIN—BEIT MICH ABISELE—BELTZ

CLP 1017

cadence
RECORDS



D. J.'s...
Check These Hit Releases!

ON MY WORD OF HONOR

B. B.
KING

rpm 479

GOODNIGHT MY LOVE

JESSIE
BELVIN

mod. 1005

Modern

RECORDS

9317 w. washington blvd.
culver city, california

RPM

• Best Selling Pop Records in Britain

(For Week Ending October 27)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
1.	WOMAN IN LOVE—Frankie Laine (Phillips)	1
2.	HOUND DOG—Elvis Presley (HMV)	2
3.	LAY DOWN YOUR ARMS—Anne Shelton (Phillips)	3
4.	JUST WALKING IN THE RAIN—Johnnie Ray (Phillips)	5
5.	ROCK AROUND THE CLOCK—Bill Haley Comets (Brunswick)	8
6.	GIDDY-UP-A-DING-DONG—Freddie Bell and the Bellboys (Mercury)	4
7.	ROCKING THROUGH THE RYE—Bill Haley Comets (Brunswick)	6
8.	WHEN MEXICO GAVE UP THE RUMBA—Mitchell Torok (Brunswick)	13
9.	WHATEVER WILL BE, WILL BE—Doris Day (Phillips)	7
10.	MORE—Jimmy Young (Decca)	12
11.	MORE—Perry Como (HMV)	14
12.	YING TONG SONG/BLOODNOK'S ROCK AND ROLL CALL—Goons (Decca)	11
13.	ROCK WITH THE CAVE MAN—Tommy Steele (Decca)	—
14.	GREAT PRETENDER/ONLY YOU—Platters (Mercury)	9
15.	BRING A LITTLE WATER, SYLVIE/DEAD OR ALIVE—Lonnie Donegan (Pye-Nixa)	10
16.	MY PRAYER—Platters (Mercury)	—
17.	SEE YOU LATER, ALLIGATOR—Bill Haley Comets (Brunswick)	15
18.	LOVE ME AS THOUGH THERE WERE NO TOMORROW—Nat (King) Cole (Capitol)	—
19.	BLUE JEAN BOP—Gene Vincent (Capitol)	—
20.	AUTUMN CONCERTO—George Melachrino (HMV)	—

• Tunes With Greatest Radio-TV Audience

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

Radio	Television
Baby Doll (R) (F)—Remick—ASCAP	Big D (R) (F)—Frank—ASCAP
Blueberry Hill (R)—Chappell—ASCAP	But Love Me (R)—Leeds—ASCAP
Bus Stop Song (R) (F)—Miller—ASCAP	Canadian Sunset (R)—Meridian—BMI
Canadian Sunset (R)—Meridian—BMI	Cincherinchee (R)—Roncom—ASCAP
Cindy, Oh, Cindy (R)—E. B. Marks-Bryden—BMI	Don't Be Cruel (R)—Presley-Shalimar—BMI
Everyone Needs Someone (R)—B. F. Wood—ASCAP	Get Me to the Church on Time (R) (M)—Chappell—ASCAP
Friendly Persuasion (R) (F)—Feist—ASCAP	Green Door (R)—Trinity—BMI
Giant (R) (F)—Witmark—ASCAP	Happiness Cocktail (R)—Leeds—ASCAP
Green Door (R)—Trinity—BMI	Happy to Make Your Acquaintance (R) (M)—Frank—ASCAP
I Cry More (R)—Famous—ASCAP	Hound Dog (R)—Presley & Lion—BMI
I Don't Know Enough About You (R)—Porgie—BMI	I Could Have Danced All Night (R) (M)—Chappell—ASCAP
I'm Free (R)—Vernonique—ASCAP	I Flipped (R)—Central Songs—ASCAP
Italian Theme (R)—Maurice—ASCAP	Indian Giver (R)—Leeds—ASCAP
It's Yours (R)—Southern—ASCAP	Just Walking in the Rain (R)—Golden West—BMI
Just in Time (R) (M)—Chappell—ASCAP	Learning My Latin (R)—Leeds—ASCAP
Just Walking in the Rain (R)—Golden West—BMI	Love Me Tender (R)—Presley—BMI
Lay Down Your Arms (R)—Ludlow—BMI	Magic Fire (R)—Leeds—ASCAP
Love Me Tender (R)—Presley—BMI	Moonlight Gambler (R)—E. H. Morris—ASCAP
Mama From the Train (R)—Remick—ASCAP	Mutual Admiration Society (R) (M)—Chappell—ASCAP
Married I Can Always Get (R)—Leeds—ASCAP	Never Leave Me (R)—Leeds—ASCAP
Mutual Admiration Society (R) (M)—Chappell—ASCAP	New York's My Home (R)—Leeds—ASCAP
Namely You (R)—Commander—ASCAP	Once Upon a Dream (R)—Leeds—ASCAP
Never Leave Me (R)—Leeds—ASCAP	Party (R)—Leeds—ASCAP
Night Lights (R)—Bregman, Vocco & Conn—ASCAP	Repeat After Me (R)—Leeds—ASCAP
On the Street Where You Live (R) (M)—Chappell—ASCAP	This Close to Dawn (R)—Leeds—ASCAP
Petticoats of Portugal (R)—Christopher—BMI	Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP
The Star You Wished Upon Last Night (R)—Robbins—ASCAP	Too Close for Comfort (R) (M)—Laurel—ASCAP
Tonight You Belong to Me (R)—Bregman, Vocco & Conn—ASCAP	True Love (R) (F)—Buxton Hill—ASCAP
True Love (R) (F)—Buxton Hill—ASCAP	Two Different Worlds (R)—Princess—ASCAP
Two Different Worlds (R)—Princess—ASCAP	Whatever Will Be, Will Be (R) (F)—Artists—ASCAP
When the White Lilies Bloom Again (R)—Harms—ASCAP	

• Best Selling Sheet Music in Britain

(For Week Ending October 27)

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

Lay Down Your Arms—Francis Day (Howie Richmond)	You Are My First Love—Grosvenor (Kassner)
A Woman in Love—Morris (Frank)	By the Fountain of Rome—Sterling (Chappell)
Whatever Will Be, Will Be—Melcher-Toff (Artists)	Rockin' Through the Rye—Sterling (Valleybrook)
More—Berry (Shapiro-Bernstein)	The Birds and the Bees—Maddox (Famous)
Walk Hand in Hand—Duchess (Republic)	Why Do Fools Fall in Love?—Chappell (Patricia)
Autumn Concerto—Macmelodies (Symphony)	My September Love—Bron
A Sweet Old-Fashioned Girl—Campbell-Connelly (Valyr)	Born to Be With You—Morris (Mayfair)
Mountain Greenery—New World (Harms)	The Wayward Wind—Lafleur (Warman)
Rock Around the Clock—Kassner (Myers)	When Mexico Gave Up the Rumba—Feist (Copar)
Who Are We?—Bourne (Thunderbird)	
Serenade—Blossom (Harms)	

• Territorial Best Sellers

• Continued from page 106

Seattle	Toronto
1. Love Me Tender, E. Presley, Vic.	1. Green Door, J. Lowe, Dot
2. Green Door, J. Lowe, Dot	2. Love Me Tender, E. Presley, Vic.
3. Just Walking in the Rain, J. Ray, Col.	3. Just Walking in the Rain, J. Ray, Col.
4. Singing the Blues, G. Mitchell, Col.	4. Don't Be Cruel, E. Presley, Vic.
5. Don't Be Cruel, E. Presley, Vic.	5. Honky Tonk, B. Doggett, Kng.
6. Honky Tonk, B. Doggett, Kng.	6. Hound Dog, E. Presley, Vic.
7. I Walk the Line, J. Cash, Sun	7. Cindy, Oh, Cindy, V. Martin, Gly.
8. In the Still of the Night, Satins, Emb.	8. Blueberry Hill, F. Domino, Imp.
9. Hound Dog, E. Presley, Vic.	9. Friendly Persuasion, P. Boone, Dot
10. Whatever Will Be, Will Be Doris Day, Col.	

America's Fastest Selling Records



HE DOES IT AGAIN!

AL HIBBLER

has a tremendous

Double Decker



I'M FREE

NIGHTFALL

(from the Columbia Picture "Nightfall")

with Orchestra conducted by Jack Pleis
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HERE THEY ARE

STAR'S *NEW* PIC STRIPSACTUAL
SIZEDESIGNED TO FIT SELF-SERVICE
RACKS . . . AND WIRE DIVIDERS
USED IN
BROWSER BINS!ARTIST NAME
ARTIST NAME

Each Kit Contains:

Pic-Strips for the most popular recording Artists in the country. All labels are represented in all the most popular categories of music Popular, C&W, R&B, Jazz, etc., etc. 1,000 Pic-Strips for the Top 200 Artists; 6 strips each for the Top 100 and 4 strips each for the next 100 in popularity. 200 Category Strips—Popular, Country-Western, Rhythm-Blues and 17 other categories. A GRAND TOTAL OF 1,200 PIC-STRIPS!

Send for samples and brochure

- ★ NAME & PICTURE OF ARTIST
- ★ 2 CONVENIENT SIZES
4" & 7"—both 13/16" wide,
packed in separate kits.
- ★ CATEGORY STRIPS INCLUDED

STAR TITLE STRIP COMPANY, Inc. 842 Western Ave. Pittsburgh 33, Pa.

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Personal Management

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Top Talent

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RECORDS

VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Larry Taylor, WINN, Louisville, is looking for a copy of Les Brown's "That Solid Old Man" on the Okeh label. The oldie is Taylor's show theme. . . . Paul Cowley, WKLO, Louisville, spins three hours of "LP's only" on his Sunday afternoon show. . . . Candlelight's 14-year-old canary, Susan Silo, who recently made the deejay rounds in Philadelphia, wrote "thank you" letters to all the spinners: "It is people like you that make people like me like people like you."

CHANGE OF THEME: Dick Reynolds has joined WCUE, Akron, and will be aired across the board from 9:30 a.m. to 2 p.m. . . . New late night jock at WHAM, Rochester, N. Y., is Bob Burns. He features disks, special events and interviews with people who have unusual jobs on his three-hour "Night Trick" show. . . . Lou Shabott, WCCP, Savannah, Ga., has extended his afternoon show to three hours. . . . Bill Miller now has a three-hour program across-the-board over KGGF, Coffeyville, Kan. . . . New staffer at the Coffeyville station is Wally Seeds, who formerly jockeyed over KFMJ, Tulsa, Okla.

Roy Attaway Jr., formerly with WBEU, Beaufort, S. C., is the new program director at WALD, Walterboro, S. C. Attaway, who is only 19, wonders if he is the "youngest p. d. in the business." . . . Don Kelly and Steve Cannon, WLOL, Minneapolis, are teaming up to emcee the Twin Cities' "first and only double deejay show." The boys will spin 'em daily from 6 to 9 a.m. . . . Freddie Chapman has moved to KROP, Brawley, Calif., where, says Chapman, "the cats are cool despite the temperature—98 degrees one day."

Lee Leonard will be back on his afternoon show over WIMA, Lima, O., this month, following minor throat surgery. . . . Alan Boal, ex-spinner at WBVP, Beaver Falls, Pa., has joined KQV, Pittsburgh. . . . New night man (4:30-11 p.m.) at KMHT, Marshall, Tex., is Jerry Whitson. . . . Frank Sweeney has left WPOR, Portland, Me., to pilot a morning show over WLAM, Lewiston, Me., plus a nightly hour-long rock and roll program.

Hugh Birdson, ex-Georgia spinner, is the new "270 Club" jockey over WEIC, Charleston, Ill. . . . Ken Albridge, KHMO, Hannibal, Mo., has acquired another new seg, "Music Maker's Show," which

YESTERYEAR'S TOPS—

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

NOVEMBER 9, 1946

1. Rumors Are Flying
2. Five Minutes More
3. To Each His Own
4. Ole Buttermilk Sky
5. South America, Take It Away
6. You Keep Coming Back Like a Song
7. If You Were the Only Girl
8. The Whole World Is Singing My Song
9. This Is Always
10. The Old Lamplighter

NOVEMBER 10, 1951

1. Because of You
2. (It's No) Sin
3. Cold, Cold Heart
4. Down Yonder
5. I Get Ideas
6. And So to Sleep Again
7. Undecided
8. World Is Waiting for the Sunrise
9. Loveliest Night of the Year
10. Turn Back the Hands of Time

is heard from 9 to 10:20 a.m. . . . New emcee on the Mutual network's "Lots of Music" record show is Charley Holmes. . . . Program director of new radio station WTSN, Dover, N. H., is Pete Johnson, who formerly toiled for WKBR, Manchester, N. H. His replacement at latter station is Bill Varney, from WCCM, Lawrence, N. H.

Scott Muni has switched from WSMB, New Orleans, to WAKR, Akron, and is handling several disk shows at latter station, including the "late night bit." . . . Fred Peach and Gary Garrison have started a new morning show, "Homemaker's Holiday," over WHYN, Springfield, Mass. Garrison recently registered as a voter for the first time, and the registration ceremony was aired over WHYN as part of the station's get-out-and-vote campaign.

Monitor Musical Survey

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

- Boston**
"Friendly Persuasion," Pat Boone, Dot.
- West Palm Beach, Fla.**
"Tonight You Belong to Me," Patience and Prudence, Liberty.
- Albuquerque, N. M.**
"Love Me Tender," Elvis Presley, Victor.
- St. Louis**
"Around the World," Eddie Fisher, Victor.
- Trenton, N. J.**
"Learning My Latin," Patti Page, Mercury.
- St. Paul**
"Singing the Blues," Guy Mitchell, Columbia.
- Little Rock**
"True Love," Bing Crosby and Grace Kelly, Capitol.

ASCAP Sued

Continued from page 14

Godfrey Show is actually six different 15-minute programs, not a single show. Each segment is a complete entity, and different cities carry certain portions only, and not always are they broadcast in immediate succession. Each segment has different sponsors.

While this suit is the first overt demonstration against ASCAP's more recent formulae, the Society membership reportedly has been seething with dissatisfaction over the alleged weighting of the distribution system in favor of the upper-classification groups. A second special meeting of the Board of Directors, held last Wednesday (31), to discuss whether or not the Society should back down on its new rulings, once again failed to produce the answer.

Following the meeting, however, members of the old Lengsfelder Committee, which under Otto Harbach's regime as president of ASCAP had been invited to sit with the Board as a special advisory group, received wires asking them to attend a meeting with the Board on Monday (5). Hans Lengsfelder, the most militant dissenter re ASCAP's distribution, reportedly did not receive an invite.

Meanwhile, Lengsfelder has been rallying opposition via a series of meetings with writers and publishers in all categories, pop and standard, conferring with about a dozen different representatives at each session.

It is believed now that the Board will not announce any policy changes prior to the membership meeting scheduled for next Tuesday (13).



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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

RECENT POP RELEASES**Coming up Strong**

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

1. **A Rose and a Baby Ruth**—*George Hamilton IV*
(BMI) ABC-Paramount 9756
2. **Priscilla**.....*Eddie Cooley*
(BMI) Roost 621
3. **Mutual Admiration Society**...*Teresa Brewer*
(ASCAP) Coral 61737
4. **Petticoats of Portugal**.....*Dick Jacobs*
(BMI) Coral 61724
5. **Two Different Worlds**.....*Ron Rondo*
(ASCAP) Jubilee 5256
6. **Mama From the Train**.....*Patti Page*
(ASCAP) Mercury 70971
7. **Moonlight Love**
Chincherinchee.....*Perry Como*
(ASCAP); (ASCAP) RCA Victor 6670
8. **Just in Time**.....*Tony Bennett*
(ASCAP) Columbia 40770
9. **Slow Walk**.....*Sil Austin*
(BMI) Mercury 70963
10. **First Born**.....**"Tennessee"** *Ernie Ford*
(BMI) Capitol 3553

This Week's Best Buys

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

CITY OF ANGELS (Valleydale, BMI)—*The Highlights*—Bally 1016—The record that came forward most prominently into the national spotlight this week was "City of Angels." After gaining a particularly strong foothold in Chicago, the disk went on to click in New York, Boston, Buffalo, Minneapolis, Pittsburgh, Milwaukee and other cities. Now rated No. 20 on the national retail listings. Flip is "Listen, My Love" (World, ASCAP).

SLOW WALK (Norby, BMI) — *Sil Austin* — Mercury 70963—An instrumental that is becoming a big powerhouse in both the pop and r.&b. fields. Like another instrumental, "Honky Tonk," this appears set to crash both the pop and r.&b. charts, juke and retail. Flip is "Wildwood" (Norby, BMI).

TWO DIFFERENT WORLDS (Spier, ASCAP)—*Don Rondo*—Jubilee 5256—This disk has been making a steady advance over the past few weeks and is coming up fast now. It appears on the St. Louis territorial chart this week and has been reported selling well in New York, Providence, Baltimore, Cleveland, Pittsburgh, Buffalo and other Eastern and Middle Western areas. The version of the tune by Roger Williams and Jane Morgan on Kapp is also doing nicely. The flip of Rondo's record is "He Made You Mind" (Norles, BMI).

MOONLIGHT LOVE (Elkan-Vogel, ASCAP)
CHINCHERINCHEE (Roncom, BMI)—*Perry Como*—RCA Victor 6670—A solid seller that is beginning to make an impression in many key markets. "Moonlight Love" has attracted most attention so far, but the flip has also gained adherents. A previous Billboard "Spotlight" pick.

JUST IN TIME (Stratford, ASCAP)—*Tony Bennett*—Columbia 40770—Bennett is running up a pile of black chips again on this release. Stores and one-stops sampled all over the country reported "Just in Time" to be a highly profitable seller. Its chart potential is very good. Flip is "The Autumn Waltz" (Shapiro-Bernstein, ASCAP). A previous Billboard "Spotlight" pick.

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

IVORY JOE HUNTER....Atlantic 1111.....**SINCE I MET YOU, BABY**
(Progressive, BMI)

MINDY CARSON....Columbia 40789.....**SINCE I MET YOU, BABY**
(Progressive, BMI)

Ivory Joe Hunter has written a beautiful ballad that has already inspired two impressive interpretations—one his own. The material is reminiscent of another Hunter hit, "I Almost Lost My Mind," with its lilting melody and graceful loping gait. The approaches of Hunter and Miss Carson are quite different. Former styles his material so that it will appeal to both pop and r.&b. fans. Miss Carson has simple, moving way that ought to give her strongest commercial offering in a long time. The flip of her record is another quiet but effective styled ballad that deejays will like: "Goodnight, My Love" (Empress, BMI). Hunter's flip is "You Can't Stop This Rocking and Rolling" (Progressive, BMI).

CHRISTMAS

BING CROSBY....Decca 30126....**I HEARD THE BELLS ON CHRISTMAS DAY**
(St. Nicholas, ASCAP)

If any tune were ever likely to approach the quality and popular appeal of "White Christmas" it is this winning piece of material. It has dignity, it evokes nostalgic associations and a melody that begs for repeated playing. Crosby's reading has a relaxed, quiet authority that gives the tune both distinction and great commercial potency. The flip is "Christmas Is A-Comin'" (May God Bless You) (Frank, ASCAP), a cheery holiday tune that will also get copious play come December.

AL HIBBLER....Decca 30127.....**SILENT NIGHT—WHITE CHRISTMAS**
(Berlin, ASCAP)

The individual touches that Hibbler gives these Christmas perennials are so fresh that demand for them (in Hibbler's version) is going to be extra strong this year. "Silent Night" gets a straightforward, but unique Hibbleresque treatment. In "White Christmas," there are nuances, some a bit humorous, that give the tune a new dimension. A tour de force that is going to make a lot of noise.

POP DISK JOCKEY PROGRAMMING

MARGARET WHITING....Capitol 3586.....**THE MONEY TREE**
(Frank, ASCAP)

The wit and imagination of this material is conveyed beautifully by the thrush's low-key, deftly understated styling. The arrangement is smart and crisply underlines Miss Whiting's swinging delivery. She also packs a lot of warmth and feeling into the flip, an attractive ballad, "Maybe I Love Him" (Empress, ASCAP).

LEO DIAMOND....RCA Victor 6710.....**I REMEMBER WHEN**
(Regent, BMI)

SIXTH FINGER TUNE.....(Empress, ASCAP)
"I Remember When," a tune penned by Sidney Bechet, was a hit in France. This bluesy mouth-organ version is hauntingly attractive and would add a colorful, moody touch to a program. "Sixth Finger Tune," from the new show "Sixth Finger in a Five-Finger Glove" is catchy in this smart harmonica, guitar and harpsichord scoring.

MORRIS STOLOFF ORK....Decca 30064....**YOU CAN'T RUN AWAY FROM IT**
(Columbia Pictures, ASCAP)

EXACTLY LIKE YOU & WANNA GO BACK TO YOU.....
....(Shapiro-Bernstein, ASCAP, and Columbia Pictures, ASCAP)
From the forthcoming June Allyson musical, comes an instrumental version of one of the tunes that is most likely to leave an indelible mark. The burnished strings of the Stoloff ork style it to perfection. They also combine, in an imaginatively conceived contrapuntal pattern, the two tunes, "Exactly Like You" and "Gonna Go Back to You." The latter side has a nostalgic sound that is terrific for romantic jock segs.

Reviews and Ratings * ***THE AMES BROTHERS**

I Saw Esau.....8'
VICTOR 6720—This is quite a side and can easily get going. The boys belt out a fine, fast novelty, and with Hugo Winterhalter's ork and chorus build for sharp reception. Should spark counter interest, and is a natural for deejays and jukes. (Towne, ASCAP)

The Game of Love....84
Well delivered ballad from musical "Happy Hunting." Good backing again from ork. Good contrasting tempo coupling for the flip. (Chappell, ASCAP)

BARRY GORDON

That Pretty Little Girl Next Door.....82
M-G-M 12373—The boy hasn't changed voice yet, but he's still got big eyes for the girl next door. He imitates the Presley style and does it well enough to encourage much air play. (Hampshire House, ASCAP)

Rock, Little Children....78
Created for the "Danny Thomas Show" on TV, this is a hand-clapper of the spiritual type, and the moppet does a good job of getting in that groove. The visual impression will help disk sales. (Hampshire House, ASCAP)

DEAN MARTIN

Give Me a Sign.....89
CAPITOL 3577—Singer puts his usual relaxed projection into easy-going rhythm ballad and is effectively backed by ork and chorus. This is no blockbuster, but pleasant enough fare for Martin fans. (Denric, ASCAP)

The Look....73
Martin warbles "La Paloma" with a stepped-up Latin beat and a new lyric. Same comment maintains as for the flip. (Massey, ASCAP)

DUKE MITCHELL

Be Mine Tonight.....80
LIBERTY 55031—Equally pleasant projection here on a more restrained ballad with a Latin flavor. Ork's muted volume and featured guitar backing adds up to ear-filling combination. Good deejay stuff. Melody is the Mexican standard, "Noch de Ronde." (Peer, BMI)

It's Too Soon to Know....78
Singer gets particularly solid ork backing on a slow rhythm for excellent overall effect. Quite a slick side and packs considerable sales potential. (E. H. Morris, ASCAP)

(Continued on Page 116)

Roger Williams & Jane Morgan

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 b/w
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FEVER
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BUBBER JOHNSON

BREAKING
 BIG **CONFIDENTIAL** KING 4988

OTIS WILLIAMS and his CHARMS

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 OUT **GYPSY LADY**
 b/w
I'LL REMEMBER YOU DELUXE 6098

EARL BOSTIC
HARLEM NOCTURNE
 b/w
I HEAR A RHAPSODY
 KING 4978

JAMES BROWN and the
FAMOUS FLAMES
I WON'T PLEAD NO MORE
 b/w
CHONNIE-ON-CHON
 FEDERAL 12290

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● **Reviews of New Pop Records**

● *Continued from page 114*

SONNY BURKE ORK
Walk to the Bull Ring 79
 DECCA 30132—Burke comes thru with fine projection on an arrangement of obviously Spanish theme. Bolero treatment of steadily mounting impact adds plenty of punch. This one can get hefty reaction in deejay circles, and stir counter excitement as well. Its pattern is quite similar to Ravel's "Bolero." (Criterion, ASCAP)

Sixth Finger Tune.... 74
 Bouncy little number with whistler carrying the lead. A fine contrast coupling, for light, danceable listening. Likewise an item for jocks. (Empress, ASCAP)

LILLIAN BRIGGS
I'll Be Gone..... 78
 EPIC 9190—The singer belts this one out with everything she's got. It's an up-beat rhythm item that gives her her best chance to click since "I Want You to Be My Baby." She packs a lot of excitement into the tune. (E. B. Marks, BMI)

Mean Words.... 74
 One of Miss Briggs' more restrained efforts. It starts off quiet and with obvious sincerity. Only toward the end does she raise the decibels, giving an effective climax. (American, BMI)

THE HI-LITES
The Next Four Years 77
 MERCURY 70987—This is not about politics—but rather four happy school years. Styled on a "Graduation Day" kick, it could be a graduation side. (Mayfair, ASCAP)

The Girl With the Bells.... 74
 A tale of love here, in bright, fast-moving rhythm with, naturally, some bells working into the backing. Group has a touch of the Crewcuts in its style. (Melrose, ASCAP)

LES BROWN ORK
Priscilla 76
 CAPITOL 3587 — Warbler Butch Stone does good job on the exuberant rhythm tune, with sock backing by Brown. Cover is late, but should get some play on strength of quality performance.

The Best Years of My Life.... 76
 Sweet-voiced thrush (Jo Ann Greer) registers strongly on pretty ballad. Good jockey wax.

CRAZY OTTO
Swingin' Door Medley 76
 DECCA 30093 — Bright, bouncy instrumental wax for the jukes with Crazy Otto serving up his usual happy brand of nickelodeon piano on a group of lively instrumentals. (Von Tilzer, ASCAP)

Derby Hat Medley.... 75
 Same comment. (Von Tilzer, ASCAP)

THE SATISFIERS
Come Away, Love 76
 CORAL 61727—The group has a very winning three-quarter time melody which is handled in straight, uncomplicated style. Very attractive side worthy of juke and jockey attention. (General, ASCAP)

Where'll I Be Tomorrow Night?.... 73
 A slow, liquid-sounding harmony job here with the group in top form. Smart Dick Jacobs orking adds lustre to the whole. (General, ASCAP)

BOB CARROLL
My Mission in Life 75
 BALLY 1021—Ballad with a poetic lyric gets a full-voiced reading by Carroll. A tasteful side for jocks looking for material for adult as well as teen-age audiences. (Duchess, BMI)

I've Got a Right to Cry.... 75
 A rhythm side, with the piano and percussion giving a typical rock and roll beat to Carroll's swingy vocal. Real nice. (Recordo, ASCAP)

CAROL HUGHES
Fancy Dance 75
 MERCURY 70986 — Miss Hughes belts out a story about the fellow's terping ability. Nice performance and it rates spins. (Music of Today, BMI)

Mine, All Mine.... 74
 A pleasant ballad gets a professional handling by the 14-year-old gal. Flip side may have more attention value. (Winneton, BMI)

CLIFF EDWARDS
I'm Sorry I Made You Cry 75
 DISNEYLAND 40 — A recitative by Ukelele Ike precedes his vocal, which is full of delicate sentiment. The great standard is just suited to Ike's style, and he's aided by a fine Dixie-styled backing. (Robbins, ASCAP)

Nineteen Twenty Five.... 73
 The noted Ukelele Ike makes a comeback on disks with these sides. Tune has a lyric which recalls the years of the Charleston, ukeleles, etc. Ike is backed by a Dixieland group, which adds to the reminiscent feeling. Jocks are likely to give it a good spin. (Wonderland, BMI)

SUNNY GALE
Welcome to My Heart 75
 DECCA 30125—The canary sings out with sock emotional appeal on a
(Continued on page 117)

SPIN GREAT NAMES IN MUSIC LIKE THESE...

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THE BILLBOARD'S WEEKLY —POP DISK JOCKEY PROGRAMMING

● **Review Spotlight on...** OCTOBER 20, 1956

BERNIE KNEE.... Agenda 5601..... **LOVE BURNS HIGH**
 (Agenda, ASCAP)
 The industry's best-known demo-"usher" may become a "groom" at last with this sock warbling stint on a swingy, relaxed ballad, with effective lyrics. Flip is smartly paced rhythm item with a novelty lyric "Fiddle-Foot Fanny" (Agenda, ASCAP).

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 (AGENDA 5603)

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 b/w
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 vocal by Bernie Knee.
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 (AGENDA 5605)

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Alan Dean

ROCK & ROLL TARANTELE

b/w

LIFE IS BUT A DREAM

Rama 211

The Cleftones

STRING AROUND MY HEART

b/w

HAPPY MEMORIES

Gee 1025

The Teenagers

I'M NOT A JUVENILE DELINQUENT

b/w

BABY BABY

Gee 1026

The Harptones

THREE WISHES

b/w

THAT'S THE WAY IT GOES

Rama 203

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Say You Saw It in The Billboard

• Reviews of New Pop Records

• Continued from page 116

moving ballad. (Lowell, ASCAP)
Hot Dog! That Made Him Mad...73
Brassy, personable thrashing on a swingy rhythm-novelty that seems to be up for revival. (Leeds, ASCAP)

THE THREE SUNS

Wind River Valley75
VICTOR 6713—The mood is similar to "Twilight Time," but the flavor is somewhat western. Good low-lights dance fare. Many jocks will find this useful. (Sunbeam, BMI)
Postmark: Vienna...68
European-style waltz rendered in familiar style. Danceable stuff for the elderly set. (Sequence, ASCAP)

CAROL RICHARDS

Run Darlin', Don't Walk74
VICTOR 6721 — A cheery, swingy tune that sounds as if it were meant to be a country waltz. The thrush's rich-toned pipes are pleasantly showcased in this material. Fair deejay possibilities. (T-C, BMI)
My Heart Is an Island...72
A quiet, pretty ballad from the forthcoming pic "The Women of Pitcairn Island." Read with taste. (Raphael, ASCAP)

CHARLES GOULD ORK

Monsieur and Madame74
VIK 0234—Here's a slow and pretty melody with romantic lyrics supplied by former T. Dorsey vocalist, Fran Irvin. Gal handles the chore in creamy, listenable style. (Simon House, BMI)
I Want a New Romance...72
Miss Irvin appears in a more rhythmic side but gal still impresses with vocal talents. (Houston, BMI)

EDDIE FONTAINE

It Ain't Gonna Happen No More74
JALO 102—Fontaine delivers a free swingin' blues job. Band is with him all the way with a hard driving backing. Juke possibility. (Mellin, BMI)
Where Is de Woman...71
Here's a medium paced Calypso job which Fontaine handles with a nice flourish. (Hansen, BMI)

ALICIA AND THE ROCKAWAYS

Why Can't I Be Loved?73
EPIC 9191—Alicia, drawing a little inspiration from Frankie Lyman and a little from the Platters' lead, gives
(Continued on page 118)

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(Hey, Mr. Banjo)

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Reviews of New Pop Records

Continued from page 117

the teen-agers a slow-beat rock and roll weeper that will attract some attention. (Jmskip, BMI)

KEN DARRELL AND THE ROCKAWAYS

Never Comin' Back...71
Ken Darrell is the groaner in the spotlight on this side. Material and performance are fair but not distinctive enough to be candidates for the big money. (Jmskip, BMI)

STANLEY WILSON ORK

Rich People of Hollywood...73
SUNSET 2021—A musical caricature of Hollywood. Tune has a bright, brash rhythm with change of pace spots featuring chorus used as instruments. Attractive juke material (Ardmore, ASCAP)
Theme of "Alfred Hitchcock Presents"....71
A very old "ghost in the closet" type of tune, now used as theme for the Alfred Hitchcock TV show. Band

gives it a swing whirl. (Marlan, ASCAP)

RAY BLOCK ORK

Brave Margot...73
CORAL 61731—The ork gives a bright touch to the instrumental. Marimba spots give it something different. Possible juke wax. Side is taken from recent Block album. (Rayven, BMI)
Cano Canoe...72
Another lushly orked side, this time with a Latin flavor. Also from the album. (Rayven, BMI)

BUDDY WEED

Afterglow...73
CORAL 61725—Weed solos his own sentimental melody in a nocturne

approach for pleasant listening. Jocks could make use of this for occasional mood spins. (Bregman, Voceo & Conn, ASCAP)

Havin' a Party, Havin' a Ball...68

Pianist on pleasant tricked-up sound beam with rhythm accompaniment. Nothing startling sound-wise here or any great imagination in arrangement. (Marlan, ASCAP)

THE FOUR PREPS

Dreamy Eyes...72
CAPITOL 3576—Lads kick off with another bit of balladeering on a bit more definitive beat. Delivery and promise keeps pace with flip. (Winston, ASCAP)

Fools Will Be Fools...68

New teen-age group packs considerable promise. Lads have imagination to bring to their harmonizing, and use it. Slow ballad shows them off to good advantage. Jocks can benefit by giving them exposure. (Roosevelt, BMI)

HAL WILLIS

My Pink Cadillac...71
ATLANTIC 1114—Not likely to spark much interest. Singer is off on modified r.&r. beat which is not particularly original either in delivery or arrangement. (By-Nash, BMI)
Bop-a-Dee Bop-a-Dee...69
More pronounced r.&r. flavor, with singer getting no further to base than on flip. (Progressive, BMI)

CONNIE FRANCIS

I Never Had a Sweetheart...71
M-G-M 12375—From the pic, "Rock, Rock, Rock" the singer has chosen a ballad that gives her chance to soar. It's a back-breaker but she charges it with much excitement, and brings it off well. Good deejay material. (Snapper, BMI)

Little Blue Wren...69

From the same pic, another attractive ballad with a wistful quality that works effectively on the motions. Excellent reading. The lovely string backings by Ray Ellis on both sides deserves comment. (Snapper, BMI)

STUART HAMBLÉN ORK

The Whistler's Dream...70
VICTOR 6714—A pretty melody is whistled to good effect against a string and hummed choral backing. The rhythm is three-quarter time and gives a catchy touch. Good change of pace programming. (Hamblen, BMI)
Desert Sunrise...68
An instrumental which paints the picture implied in the title. Opens with a subdued guitar intro, gradually picks up speed and hummed choral lines. It's a rather ingenious conception and Hamblen deserves much credit. (Hamblen, BMI)

LYNN TAYLOR

Wouldn't It Be Lovely...77
CORAL 61726—Miss Taylor gives a nice performance on this tune from "My Fair Lady" but chances are slim on big payoff because of late timing. (Chappell, ASCAP)
Rockroleville...67
This is about a "far out" type town



THE TOP NEGRO AND HILLBILLY STATION

● 452,812 Negroes live in WAUG 21 county primary area. U.S. Census reports that 35% of Augusta, 10th ranking metro area in entire Southeast, is Negro! Only WAUG blankets this rich "hidden" market.

● Top Local Programming, Hillbilly, and Rockbilly, covers the rich adjacent farm market and Fort Gordon as well as the huge Negro segment. Write for availabilities now. Premium Daytime Only.



Nat'l Rep.: The William G. Rambeau Co.
Southern Rep.: Clarke Brown Company

SUN RECORDS and STARS INC.

A HOT LABEL WITH THE TOP ARTISTS

THE AGENCY WITH THE HOTTEST NAMES IN SHOW BUSINESS

The Oldest ONE-STOP Record Service

All Labels

All Hits

45 DPM55c
78 RPM60c
Single EP's91c

NO EXTRA CHARGES
FREE TITLE STRIP SERVICE
No order too large or too small.
Save Time! Save Money!
STORE BUSINESS WELCOME
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The Musical Sales Co.
SEEBURG DISTRIBUTORS
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Breaking!

SUSAN SILO

"DEAR DIARY"

b/w

"DON'T EVER CHEAT"

Candlelight 1005

CANDLELIGHT RECORDS

1650 Broadway, New York 19

Brightest Stars

JOHNNY CASH
Country Music's Greatest New Star
"I WALK THE LINE"
"GET RHYTHM"
Sun #241
● Billboard Honor Roll of Hits
28. I Walk the Line (October 20, 1956)

CARL PERKINS
Mr. "Blue Suede Shoes" Newest Hit
"DIXIE FRIED"
"SORRY I'M NOT SORRY"
Sun #249
● Billboard c.&w. Best Buy
(September 2, 1956)

where everything, including the sheriff and the mayor, operate on a rock and roll kick. Novelty angle here wears pretty thin. (Music of Today, BMI)

JOANIE DUNN

To Johnny B. From Joanie D.70
 ELDORADO 501—Gal pours plenty of emotion into sentimental ballad with teen-age appeal lyrics. (Buchanan & Goodman, BMI)
 Teen-Age Torch Song...66
 Rather strident vocal delivery on bluesy item. (Buchanan & Goodman, BMI)

THE HIPPIES

Gypsy Boogie69
 KAPP 162 — The group (Johnny Guarnieri, George Barnes, Bob Gaunt, Terry Snyder and Bela Horvath) give an offbeat boogie interpretation, with the latter featured prominently on the cymbalom. Has interesting sound but may have limited payoff prospects. (Ashland, BMI)

Old Blue Bugle...67

Bernie Nee joins the group in a silly vocal, playing up tongue-twister aspects of "Blue Bugle." No great excitement here. (Gariand, ASCAP)

RALPH FLANAGAN ORK

A Rose and a Baby Ruth68
 VICTOR 6719—The upcoming material gets a pop dance styling from the maestro, with vocal chorus. The competition is stronger. (Bentley, BMI)
 (Theme From) Baby Doll...68
 Walling theme, cut previously by Percy Faith and Leroy Holmes, gets a strutting dance reading by Flanagan, for his first disk in some months. A minor entry. (Remick, ASCAP)

MISS JOY

Somebody's Wrong68
 KAPP 152—This side moves along at a nice rhythmic pace. Backing with ukelele is right in the current groove. Gal should stay away from those

hiccuppy vocal gimmicks. (Remick, ASCAP)

Mighty Blue...66

Miss Joy fairly whispers into the mike on this one. Gives an intimate touch which winds up sounding like a low level recording. Double track efforts unimpressive. (Felt, ASCAP)

LORI MITCHELL

When I'm With You58
 WEB 1074—Strictly run-of-mill stuff here, with thrush delivering a slow ballad for moderate result. Ork backing is pleasant but hardly inspired. Little sales action indicated. (Scope, BMI)
 You Oughta Be Mine...56
 Similar comment applies to treatment of slightly heftier beat. This side can be skipped, too. (Danby, BMI)

RONNIE DEXTER

It's Gotta Be, to Be in Texas45
 MECCA 102—Gal sings sweetly on a desperate bid for Texas support. (Dexter, ASCAP)
 The Myth of Joe Smith...40

Filmsy, humorless novelty about Nebraska's notorious delegate to the GOP convention. (Dexter, ASCAP)

Reviews of New Childrens Records

DOROTHY OLSEN

The Poor Little Doggie86
 VICTOR 6695—A delightful "kiddie-pop" tune is sung with her usual infectious charm by the singing school-marm. Youngsters should flip for this, especially if the thrush plugs it on "Ding Dong School." Much of the retail action will depend on how it's packaged also. (Today, BMI)
 Pee Wee, the Kiwi Bird...83
 The children's standard (tho of fairly recent vintage) gets one of its better readings this time. Should be a steady seller. (General, ASCAP)

Other Records Released This Week

Popular

Frou-Frou; The Hips—Franck Pourcel and Strings, Capitol 3579
 Ja Ja; How Can I Miss You (When You Won't Go Way)?—Cliff Edwards, Disneyland 41
 Moonlight in Vermont; Button Up Your Overcoat — The Ray Charles Singers, M-G-M 12363

Country & Western

Canzone Del Vino (The Wine Song); Holiday With My Girl—Gene Worth, Cavalier 869
 Cincinnati Woman; Forever in Dreams—Ramblin' Everett, Fable 546
 The Rockin' Chair Roll; You'd Better Believe It—Del Lavon, Cavalier 870

Rhythm & Blues

A Teardrop From Heaven; Try Me One More Time — Nolan Strong and the Diablos, Fortune 522

Salute THE DISC JOCKEYS
 AND THANK THEM FOR
 SPINNING RECORDS OF
 THESE TOP ARTISTS!

under the Sun



ROY ORBISON
 And The Sensational TEEN KINGS
 "ROCK HOUSE"
 "YOU'RE MY BABY"
 Sun #251
 ● Billboard Review Spotlight
 (October 20, 1956)



WARREN SMITH
 A New One! Bigger than
 "Rock and Roll Ruby"
 "UBANGI STOMP"
 "BLACK JACK DAVID"
 Sun #250
 ● Billboard Review Spotlight
 (October 6, 1956)

ALL ARTISTS AVAILABLE FOR
 PERSONAL APPEARANCES
 THROUGH

STARS INC.
BOB NEAL
 Manager
 Suite 1916—Sterick Bldg.
 Memphis, Tennessee
 Phone JACKSON 5-0436



Gave you a hit
 on their 1st release
 THE BILLBOARD "BEST BUY"
 THE CASH BOX "SURE SHOT"
 THE CHANNELLS
 "THE CLOSER
 YOU ARE"
 b/w
 "NOW YOU KNOW"
 #100

JUST RELEASED . . .
 ALREADY BREAKING IN THE EAST
 THE CONTINENTALS
 "DEAR LORD"
 b/w
 "FINE, FINE, FRAME"
 #101
 THE R&B LABEL TO WATCH



315 W. 47th St., N. Y. (PL 7-8140)

In the best tradition of Christmas songs, comes another, destined to take its rightful place with the greatest.

The only really good new Christmas song to come along in years! It's truly great . . .

LOIS LYNN'S
 recording of
 "EVERY CHRISTMAS
 WE KNOW"

b/w
 "LULLABY MY HEART"

Order now from your distributor or direct from

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 Box 411, Elizabethtown, Kentucky

NEED RADIO COPY THAT SELLS!

Dozen Spots—\$5.00.
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We have the records you want
when you want them. And our
service has no equal anywhere.

result:

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Headquarters: 639 Tenth Avenue, New York City
PLaza 7-1977

And branches in these leading cities

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RECORD CABINETS TIE IN WITH ZOOMING DISC SALES FOR EXTRA DEALER PROFITS...

It's a fact that phonograph
record sales are hitting all time
highs all across the nation.
Your customers must have
record cabinets to store their
growing record collections. Fill
this growing demand by selling

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RECORD CABINETS
America's
Fastest Selling Line

Available in beautiful mahog-
any, Lined Oak or Blonde Ma-
hogany grain finishes with easy
sliding doors, Brass Knobs,
Hardwood Legs with self-level-
ing Brass Ferrules. 22" wide,
28" high, 18" deep. KD packed.
Nationally advertised.

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UNIVERSAL OF HIGH POINT

N. Y. SALES OFFICE
251 West 42nd St., New York 36, N.Y. • BRyant 9-8872

HIP RECORDS—presents

Especially for the Teenagers
4—BIG ONES!

- 1. FLIGHT OF THE SAUCER** 2 Sides
The record that will take you clear out of this world. By LYLE GRIFFIN and LORD BUCKLEY. Music by Lyle Griffin's JAZZ ALL STARS, featuring DoDo Marmarosa, piano, and Lucky Thompson, tenor sax. HI 270 45 RPM Single.
- 2. THE GETTYSBURG ADDRESS** 2 Sides
The record for every American young and old. Narration and Hip version by LORD RICHARD BUCKLEY. Stratophonic music by Danny Guglielmi. HI 301 45 RPM Extended Play.
- 3. JAMES DEAN'S MESSAGE TO THE TEENAGERS**
b/w SPEAK FOR YOURSELF, JOHN, by LORD RICHARD BUCKLEY. Hip version of John Alden and Priscilla. HI 302 45 RPM Extended Play.
- 4. TEENAGE CAT** (Rock & Roll) 2 Sides
Vocal by Hip's new rock and roll discovery, Ricky McDonald, featuring the Great Swinger Vido Musso on tenor sax, with an All-Star Band. HI 280 45 RPM Single.

Singles Retail 89¢—EP's Ret. \$1.49.

Some territories still available—Distributors, write
HIP RECORDS 6087 Sunset Blvd., Hollywood, Cal.

(Juke Operators and Record Stores: If your local Distributor does not have HIP Records as yet, you may order direct. Singles, 60¢; EP's, \$1.00 prepaid, cash or check with order. Order direct from HIP RECORD SALES, Box 2337, Van Nuys, California.)

STATION MANAGEMENT SECTION

• Continued from page 84

• RADIO STATIONS IN OUTSIDE ACTIVITIES

Is your station now active in or contemplating entry into any outside enterprises? (Other than broadcasting.)

Stations 5000 watts and over			Stations under 5000 watts		
Now Active	to be Active	Planning	Now Active	to be Active	Planning
5	4	Selling Background Music	6	13	
2	1	Talent Management	7	1	
3	2	Organizing and Booking Shows	8	3	
—	1	Record Store	5	2	
—	1	Juke Box Route	—	2	

• FOREIGN LANGUAGE JOCKEY SHOWS

10 per cent of stations 5000 watts and over and 16 per cent of stations under 5000 watts program foreign language jockey shows.

Of these stations an average of weekly time is devoted to jockey shows in Greek, Swedish, Danish, Italian, French, Spanish, Polish, Ukranian, Hungarian, Slovak, Yugoslav, Mexican, Croatian, Jewish, German, Japanese.

• PUBLIC OPINION AND ITS EFFECT ON ROCK AND ROLL

At any time, have you altered your programming toward more or less rock and roll material because of local public opinion?

Stations 5000 watts and over		Stations under 5000 watts	
47.4%	Yes	43%	
52.6%	No	57%	

• MEN AND WOMEN IN JOCKEY RANKS

Please list the number of jockeys (both male and female) now on your staff as compared to one year ago.

Stations 5000 watts and over		Stations under 5000 watts	
1956	1955	1956	1955
5.0	3.4	5.7	4.9
1.1	1.3	1.7	1.6
Average of Male Jockeys		Average of Female Jockeys	

• JOCKEY PERSONALITY MERCHANDISING

Does your station engage in personality merchandising, via jockey appearances in supermarkets, department stores and other locations?

Stations 5000 watts and over		Stations under 5000 watts	
53.3%	Yes	42.3%	
46.7%	No	57.7%	

NEW
RELEASE

AmBeR RECORDS

MUSIC WITH A HEART BEAT

"Bubble Gum Polka"

And "Kissing Tears" No. A-288-2

AmBeR Records, Box 1484, Dallas 21, Texas

PUBLISHERS—SONGWRITERS

We are currently making demo records for many of the nation's leading publishers and songwriters. We have 6 different vocalists (male-female). Vocal groups of all types. The right combo and vocal for any type song. Ampex tape, Hi-Fi disc equip. 45 or 78 RPM. Piano or Organ and Vocal. 1 Song, \$9.00; add any or all of these instruments for \$2.50 each per song: Guitar, Clarinet, Bass Fiddle, Steel Guitar, Violin, Drums. Write for free info sheet and price list.

BOX 4, STA. C DEMONSTRATION RECORD COMPANY LINCOLN, NEBRASKA

NATURALLY—All men like SECOND-HAND LIPSTICK

BIG record of the year! Watch for release SOON!

FRANZ SCHUBERT MUSIC PUBLISHER

Ft. Worth, Texas

Thanks
DJ's
..from
motif

for your great
response to —

MY LAST
NIGHT
IN ROME

BLACK
LACE FAN

And our latest release

BRING YOUR
TEARS TO HIM

WITHOUT
HIM

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6269 Selma Ave.
Hollywood 28, Calif.

SENSATIONAL FOLLOW-UP to "KA-DING-DONG"



G-Clefs

'CAUSE YOU'RE MINE

PILGRIM 720

Here's a Sleeper—
Breaking in
Chicago and Phila.

FOLLOW ME

recorded by the

the Four Esquires

Pilgrim Record # 717



PILGRIM

Records
1619 Broadway
New York, N. Y.

Deejay Clinic

Continued from page 14

will talk on integration of pop and c.&w. music, and Bruce Barrington, owner-manager of WEW, St. Louis, will talk on "Let Country Music Build Your Station." Johnny Shultz, WHEE, Martinsville, Va., will also speak at the session.

Gov. Frank Clement of Tennessee will speak at the Welcome and Awards meeting in the Iris Room of the Hotel Hermitage Friday morning. Subject will be the popularity of country music and the importance of the "Grand Ole Opry."

NBC will originate a half-hour show from the Festival Friday (9) at 8:30 p.m. (CST), and NBC's "Monitor," will do several pick-ups Saturday (10). Mitch Miller will originate his hour-long show from the Andrew Jackson Hotel Sunday (11) at 7 p.m. over CBS.

Emilio Azcarraga, leading Mexican broadcaster, will attend the Festival.

S.&S. Adult LP

Continued from page 14

will be issued simultaneously with a book of the songs (30 in all), which will be the first Pogo book in full color. Latte: will retail for \$3.95. The disk, a 12-incher, will sell for \$4.95.

Simultaneously, S.&S. will issue a sampler, with three of the songs on a long-length 78 r.p.m. and on 45 r.p.m., to sell for 49 cents. Orders for three dozen of the sampler disks will come packed in special display cartons.

According to Bob Bernstein, sales manager for the S.&S. disk division, Pogo has been pre-sold to a large public via the strip, which currently is syndicated in 450 daily papers with a readership of 50 million. Eight previous Pogo books put out by S.&S. have hit a total sales of one and a half million.

ABC-Par Bids

Continued from page 14

scheduled for release in the three-month period between September thru November, the label is currently making its advertising pitch directly to the consumer and instituting a bonus disk plan for purchasers at the retail level. The gimmick is one free record for every four Westminsterers purchased in any price category from \$3.98 thru \$7.50 per disk.

At the same time, Westminster is launching a vast catalog re-vamping project (The Billboard, October 27).

STOCK NOW!

A UNIQUE ALBUM THAT WILL MOVE FAST

JACK AND THE BEANSTALK

UNIQUE LP-111

UNIQUE RECORDS

A SUBSIDIARY OF
RKO TELERADIO PICTURES, INC.
1697 Broadway N. Y., N. Y.

ROGER WILLIAMS

with

JANE MORGAN

"TWO DIFFERENT WORLDS"

K 161



Elsasser Dies

Continued from page 14

company in 1920 and spent the last 30 years of his tenure in the recording field.

Elsasser was originally stationed in Camden, but later joined the staffs of Victor's Chicago and New York headquarters. In 1927 he travelled to Japan and China, where he recorded many sides for Victor.

He specialized in the pop and country fields. In the latter field he worked under Ralph Peer years ago and later under Steve Sholes. Artists Elsasser recorded included Jimmy Rodgers, the Carter Family, Rudy Vallee, Don Bestor, Jean Goldkette, Paul Whiteman, and many of the current crop of artists including Perry Como. Elsasser also did much re-processing of noted performances in the Victor catalog, including Caruso masters.

CRYSTALETTE'S New Smash Hit!

A JUKE BOX NATURAL

"THAT'S A PLENTY" c/w "OH, YOU BEAUTIFUL DOLL"

by Muzzy Marcellino and the Dancing Forks #707

Starting To Show On The Charts!

"FAITH CAN MOVE MOUNTAINS FOR YOU" c/w "YOUR STRANGE IDEA OF LOVE"

by Bunny Bishop #704

DISTRIBUTED IN ALL MAJOR CITIES

CRYSTALETTE RECORDS

1560 No. La Brea Hollywood 28, Calif.
London Records Outside of U. S.

Breaking POP

CHARMAINE

c/w

I BELIEVE

IN YOU

FRANK BRONSON

G/4G-0173

GROOVE

155 E. 24 ST., NEW YORK, N. Y.

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



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liberty?

turn your time
into money
for Christmas

come sell at Macy's

the world's most exciting store

We have many full-time and part-time selling jobs. We'll start you right now, pay you while we train you. • Learn about our big Christmas Attendance Bonus • our liberal discounts on your purchases • our low-cost employee cafeteria
Work 40 Hours-5 Days (9:15 to 6:15, 4 days; 12:15 to 9:15, Mon. or Thurs.)
or 28 Hours-5 Days (12 to 5:30, 4 days; 12:15 to 9:15, Mon. or Thurs.)

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166 West 35 Street • Mon. thru Sat., 9 a.m. to 5 p.m.

Your American Red Cross Is Always There After Disaster Strikes

LINCOLN CHASE SINGS
"SHE WALKED ME BY"
 b/w
"THE LOVE I HAVE FOR YOU"
 Dawn 221



12" LP CATALOGUE
the first label in jazz

PRESTIGE RECORDS, INC.
 447 West 50th St., N.Y. 19, N.Y.

THE TWO HOTTEST ROCK N' ROLL RECORDINGS ON THE MARKET TODAY
LINDA LOU
 b/w
ROCKIN' AN' A ROLLIN'
 Arcadia #110
 with Curley Langley and his Western All Stars.
ARCADIA RECORDS
 Reg. U. S. Pat. Off.
 2380 St. Claude Ave.
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THE DISTRIBUTORS IN NEW ORLEANS FOR ARCADIA RECORDS
 THE LARGEST ONE STOP RECORD SHOP IN THE SOUTH
 Also all labels available to dealers and operators.
 45 RPM @ 60¢ & 78 RPM @ 65¢.
ONE STOP RECORD SHOP, INC.
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 NEW ORLEANS, LOUISIANA
 All phones TUlans 3372.
 Joe Assunto, Prop.

Just released!!!
DONNA ROGERS
 Backed by vocal trio
"I HEAR THE MISSION BELLS"
 Record No. 4036-45
 b/w **NOBODY ELSE CAN TAKE YOUR PLACE**
 Distributors Wanted.
 D.J.'s, send for free copy.
CASA GRANDE RECORDS
 6 Carter Pl., Woburn, Mass.
 (Published by Donna Music Pub. Co.)

New Rock-Roll Sensation!
STOMP GORDON
 Savoy 1504
"TELL ME WHY"
 b/w "Superman"

SAVOY RECORD CO.
 58 MARKET ST.
 NEWARK, N. J.

ACE RECORDS
 IRV CLARK—Great New Voice
"I WAS A FOOL"
"PROMISE ME YOUR LOVE"
 1650 Broadway New York 19, N. Y.

GIVE TO DAMON RUNYON
CANCER FUND

Golfing Diskers Plan Tourney

• Continued from page 13

provide a common meeting ground thru which people in the business can meet informally and obtain relaxation away from the daily pace of business.

It is tentatively planned to get the tournament under way early in April, 1957, with a qualifying week. Match play would begin the following week and continue thru the summer with the tournament to be finalized by September 15.

It is further planned to have the four usual handicap categories with a qualifying round determining into which category of competition each contestant would

'Green Door'

• Continued from page 15

Walter Winchell's NBC-TV show brought him \$1,500. He'll receive a like amount for his upcoming November 25 appearance on Steve Allen's Sunday night show on the same web.

Meanwhile, Dot execs predict "Green Door" (No. 2 across the board on the pop charts this week) will go 2,000,000 on the basis of current distributor reports. Mutual Distributors in Boston have sold over 40,000 to date and Salstone in Chicago has sold 136,000. The disk was also No. 4 on the NBC-TV "Hit Parade" last Saturday (3).

Lowe, who has two daily shows and a Saturday afternoon ailer over WCBS here, will guest on "In Town Tonight" over the CBS-TV Chicago flagship Friday (9); following which he returns to New York where he will sub for Will Rogers Jr. on the CBS-TV "Morning Show," Saturday (10). The performer is also scheduled to appear in a special stage show staged for the benefit of the Cerebral Palsy drive by radio station WTCN, Minneapolis.

compete. Area competitions will be held with winners moving on to take part in regional playoffs. Present plans call for four regions, with one winner in each of the four categories from each region, resulting in a total of 16 semi-finalist winners.

These winners will be flown as guests of the sponsors to Waring's Shawnee Inn, Shawnee-on-Delaware, Pa., where final eliminations will determine the winner in each of the four handicap categories.

Further details will be announced shortly. Meanwhile, Luth is currently on tour with the Waring aggregation and is enlisting the co-operation of industry members in various areas, while Collins is securing the co-operation of representatives of the major record companies and associations who will be asked to have representatives on the advisory committee for the tournament.

Columbus's Peak

• Continued from page 15

the Columbia Symphony Orchestra, conducted by George Szell, in Mozart's "Concerto No. 12 in A Major."

Special Sales Drive

A special sales promotion drive during December has also been blueprinted by Columbia. This includes a lavish "House of Records" window display, counter displays and other point of sale material, and a new gift wrap plan. Latter includes gift-wrap kits made up of 50 sturdy-stock envelopes with colorful, non-seasonal music design and special gift ribbons. Dealer can easily slip a couple of LP's into the gift envelope and slip a ribbon over two of the corners. Wrapping bears no company identification and can be used for any albums in the dealer's stock.

DEALERS!

Increase Profits . . .
 Increase Sales . . .



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

TODAY'S TOP TUNES

AVAILABLE EVERY OTHER WEEK,
 TWICE A MONTH OR MONTHLY

It's a colorful 4-page folder (6 1/2 x 8 1/2" per page) that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.

It also shows best selling Popular, Jazz and Classical Long Play albums. It also lists best selling Country & Western and Rhythm & Blues records. Your store name, address and telephone number will be imprinted free on each copy of Today's Top Tunes.

They are ready to be mailed to your customer list 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 give-aways and in your listening booths to stimulate sales.

MERCHANDISING DIVISION The Billboard 732
 2160 Patterson Street, Cincinnati 22, Ohio

Yes, I want to stimulate my sales with Today's Top Tunes

- Send me: Trial order 50 copies, \$1
 Every other week 100 copies, 2
 Monthly 250 copies, 3.50
 500 copies, 5.50

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

Store Name: _____

Address: _____

City & State: _____

Phone: _____ Ordered by _____

New Service

• Continued from page 15

by Michael Adrian, former sales manager for Concert Hall Society. According to Adrian, who has also been associated with the Decca, Capitol and Cook labels, the firm has been set up as a central purchasing and advisory agency to service firms which cannot normally maintain their own staffs.

Services available will include: Editing, mastering, processing and pressing of disks; editing, producing and packaging record tapes; package design; preparation of liner material; designing and producing labels; merchandising material; sales and advertising counsel; placement of space and assistance in marketing problems. Adrian will promote his new service via a booklet and a seven-inch LP disk outlining the full service to prospects.

22 Cap Albums

• Continued from page 15

ding sessions in their respective districts.

Highlighted in the release is the soundtrack album from the Warner Bros. film, "Giant," a new Jackie Gleason package titled "Merry Christmas" and a new album by Sinatra, "This Is Sinatra."

Capitol will embark upon a huge advertising and promotion campaign on "Giant," giving dealers 8 by 10 photos of the stars, browser box cards and hangers, full-color window display pieces, and press sheets for dealer co-operative advertising. Fan brochures on Sinatra and Gleason will also be allotted dealers. A new disk jockey album preview kit has been prepared featuring selections culled from the new pop releases. Jockeys will also receive special EP's of the Gleason and Roger Wagner "Joy to the World" Christmas packages, in addition to Capitol's normal bulk allocation of all albums to d.j's.

Classical albums highlighted are "L'Italia," by the Hollywood Bowl Symphony Orchestra, and Bruckner's "Symphony No. 4" by the Pittsburgh Symphony Orchestra with William Steinberg. Both albums will be prominently featured in the firm's promotion campaign.

A total of seven albums are from the company's "Capitol of the World" series, among them "Spanish Guitars," "The Streets of Paris," "Lonely Night," "Slow Boat to Capri" and "Mexican Waltzes."

Super-Classic

• Continued from page 15

LP's which are to be boxed with two volumes of scores annotated by the late Schnabel, plus a profile of the artist by Kolodin and an analysis of the performances by the noted musicologist, Joseph Braunstein. This cycle, once voted by American classical records critics as the most notable contribution ever made to recorded music, was originally cut between 1932 and 1935 under the aegis of English HMV, and issued on 81 shellac disks. Now, in a limited edition (quantity as yet undetermined), and packed in a du Pont Fabrikoid box, it will retail for \$80.

9th Record Pact

• Continued from page 15

government. Studios subcontracted under the award include Radio Recorders, Universal, ABC, Western Recorders and McGregor in Los Angeles; Gotham, Coastal, Audio-Video, Empire, Olmstead and Sound Service in New York, and U. S. Recorders in Washington.

Allied maintains pressing facilities in Los Angeles and in Belleville, N. J., the latter thru American Sound Corporation.

Authentic Folk Music of the Bahamas

Featuring leading Bahamian artists

- George Symonette
- Freddie Munnings
- Lou Adams
- Eloise Lewis
- Andre Toussaint, and others.

12-inch long-playing high fidelity recordings with beautiful, full-color covers. \$5.95 retail. For information write

BAHAMA RECORDS LTD.
 P. O. Box 942 Nassau, Bahamas

BERGER BAND

Kenneth Berger, conductor on EP G-6107
 Bright and Bouncy Concert Band Selections

The Marching Saints
 Blues and Boogie
 Band of the Land
 The Big Top

Distributors wanted in many areas

BAND WAGON RECORDS
 311 Reis Ave., Evansville, Ind.

A SMASH! FATS DOMINO

HONEY CHILE
 5407

Imperial Records
 6425 Hollywood Blvd. Hollywood 78, Calif.



SO. CALIFORNIA'S NEWEST AND MOST COMPLETE
ONE STOP
 45's 60c
 78's 65c
 E.P.'s 98c
 L.P.'s 2.98
NORTY'S MUSIC CENTER
 2775 W. Pico Blvd., L. A., Calif.
 Phone: RE 1-7258-1, 7259
 OPEN 7 DAYS A WEEK.

HILARIOUS! Billboard Picks "SUEZ CANAL" JAY MEYER #204
Class RECORDS
 1107 El Centro • Hollywood, Calif.

THE BILLBOARD NINTH ANNUAL DISK JOCKEY POLL

COMPARING disk jockeys' favorite records and artists with those most played on their shows according to The Billboard music pop charts.

FAVORITE RECORDS

Position	Recording	Label
1.....	CRAZY ARMS, R. Price.....	Columbia
2.....	I WALK THE LINE, J. Cash.....	Sun
3.....	SWEET DREAMS, F. Young.....	Capitol
4.....	HEARTBREAK HOTEL, E. Presley.....	RCA Victor
5.....	I TAKE THE CHANCE, J. E. & M. Brown.....	RCA Victor
6.....	WHY, BABY, WHY? Webb Pierce & Red Sovine.....	Decca
6.....	SIXTEEN TONS, Tennessee Ernie Ford.....	Capitol
6.....	DON'T BE CRUEL, E. Presley.....	RCA Victor
9.....	BLACKBOARD OF MY HEART, Hank Thompson.....	Capitol
10.....	SATISFIED MIND, P. Wagoner.....	RCA Victor
11.....	YOU AND ME, R. Foley & K. Wells.....	Decca
12.....	YES, I KNOW WHY, W. Pierce.....	Decca
12.....	I WANT YOU, I NEED YOU, I LOVE YOU, E. Presley.....	RCA Victor
12.....	BLUE SUEDE SHOES, C. Perkins.....	Sun
15.....	I DON'T BELIEVE YOU'VE MET MY BABY, Louvin Brothers.....	Capitol
15.....	BUTTERNUT, J. Heap.....	Capitol

MOST PLAYED RECORDS

Position	Record	Label
1.....	CRAZY ARMS, Ray Price.....	Columbia
2.....	HEARTBREAK HOTEL, Elvis Presley.....	Victor
3.....	I WALK THE LINE, Johnny Cash.....	Sun
4.....	BLUE SUEDE SHOES, Carl Perkins.....	Sun
5.....	YES, I KNOW WHY, Webb Pierce.....	Decca
6.....	YOU AND ME, Red Foley and Kitty Wells.....	Decca
7.....	WHY, BABY, WHY? Webb Pierce & Red Sovine.....	Decca
8.....	SWEET DREAMS, Faron Young.....	Capitol
9.....	I DON'T BELIEVE YOU'VE MET MY BABY, Louvin Brothers.....	Capitol
10.....	LOVE, LOVE, LOVE, Webb Pierce.....	Decca
11.....	I TAKE THE CHANCE, Jim Edward and Maxine Brown.....	Victor
12.....	SIXTEEN TONS, Tennessee Ernie Ford.....	Capitol
13.....	I FORGOT TO REMEMBER TO FORGET, Elvis Presley.....	Victor
14.....	SEARCHING, Kitty Wells.....	Decca
15.....	DON'T BE CRUEL, Elvis Presley.....	Victor
16.....	YOU ARE THE ONE, Carl Smith.....	Columbia
17.....	BLACKBOARD OF MY HEART, Hank Thompson.....	Capitol
18.....	SO DOGGONE LONESOME, Johnny Cash.....	Sun
19.....	FOLSOM PRISON BLUES, Johnny Cash.....	Sun
20.....	FOR RENT, Sonny James.....	Capitol

FAVORITE ARTISTS

Position	Artist	Label
1.....	EDDY ARNOLD.....	RCA Victor
2.....	FARON YOUNG.....	Capitol
3.....	MARTY ROBBINS.....	Columbia
4.....	HANK THOMPSON.....	Capitol
5.....	RED FOLEY.....	Decca
6.....	RAY PRICE.....	Columbia
7.....	CARL SMITH.....	Columbia
8.....	HANK SNOW.....	RCA Victor
9.....	JOHNNY CASH.....	Sun
10.....	ERNEST TUBB.....	Decca
10.....	JIM REEVES.....	RCA Victor
12.....	KITTY WELLS.....	Decca
13.....	SONNY JAMES.....	Capitol
14.....	JOHNNY HORTON.....	Columbia
15.....	PORTER WAGONER.....	RCA Victor
15.....	ELVIS PRESLEY.....	RCA Victor
17.....	GEORGE MORGAN.....	Columbia
18.....	GEORGE JONES.....	Starday
19.....	FERLIN HUSKY.....	Capitol
19.....	CHET ATKINS.....	RCA Victor

(Continued on page 126)

WSM's Disk Jock Fest Builds to Top C.&W. Lure

From a humble beginning back in 1952, WSM's annual Disk Jockey Festival, held each year in Nashville, has developed into the largest and most important trade gathering in the country and western music industry. Not only does it attract the leading c.&w. disk deejays from virtually every State in the union, but it also serves as a magnet to lure the nation's c.&w. talent, from the guitar-plunkin' beginner to the top names in the business.

Importance of the annual jockey fest is best attested to by the recognition tendered it by the recorders and publishers of country and western music. Every record company and publishing firm in the nation catering to the c.&w. music trade is on deck for the event, not by token representation but by the presence of virtually their full country and western complement from the top Mahavka on down.

It Happened Like This

So rapid has been the growth of the Disk Jockey Festival, and so phenomenal its success, in the few short years since it started that those WSM folk who helped inaugurate it in 1952 are still a bit bewildered with it all. It all happened something like this.

One day back in 1952 John H. DeWitt Jr., WSM president; Jack Stapp, station program director; Jim Denny, then head of WSM's talent bureau; Bill McDaniel, publicity director, and his assistant, Harrienne Moore, gathered in the station's meeting room mulling ideas on what to do about celebrating WSM's "Grand Ole Opry's" 28th birthday, which then was only three weeks away. Altho WSM execs were well aware of the importance of the disk jockeys in the promotion of "Grand Ole Opry," its stars and their records, they never had gone out of their way to encourage their affection.

Out of the aforementioned meeting was conceived the idea to entertain the nation's country disk jockeys at a party in Nashville on the night of the anniversary performance of "Grand Ole Opry." Altho she may deny it, the idea for the get-together was actually the brainstorm of Miss Moore, who succeeded to the station's press relations post with the

resignation of McDaniel several months ago.

First Meet Draws 100

Invitations were hastily prepared and sent out and, despite the extremely short notice, about 100 c.&w. deejays showed up for the initial Disk Jockey Festival, which actually amounted to a small party in the Commodore Room of the Andrew Jackson Hotel in Nashville. But they were a most enthusiastic 100, and WSM officials were excited over their loyalty to the "Opry" and the fact that they had felt it a singular honor to have been invited to a party to celebrate the "Opry's" anniversary. Some of them had never seen the "Opry," and, altho it may sound smug, it was apparent to those at WSM that the idea of being recognized by the station and the "Opry" was important to those who, on short notice, had gathered in Nashville on the occasion of the first deejay festival.

Elated by the results of the initial try, WSM decided to give it another whirl, but with more preparation and foresight. Invitations were sent out a month in advance. Meanwhile, WSM officials were soon to learn that the disk jockeys and the few industry people who had attended the first party had done considerable promotion of it on their own. Throughout the early months of 1953, WSM received scores of inquiries about the second disk jockey gathering planned for that November. Many of these were from industry people who seemed to be in wholehearted agreement that the idea was a good one and worthy of expansion.

This the WSM toppers did. In 1953 more than 400 disk jockeys and industry people converged on Nashville to attend the festival. It had grown from a two-hour party one year to a crowded weekend of activity the next. At the second gathering, WSM inaugurated the meeting for the presentation of awards to the nation's top jockeys and artists by the trade press and music firms. Recording and publishing firms represented picked up the tabs at large parties to which all the festival guests were invited, while other industry reps entertained festival guests informally at their hotel suites.

The first deejay conclave had been fun for WSM executives. Tantalized by its success, they tried the second meeting as an experiment and were convinced that it could be firmly established as an annual event. Their confidence was further established in 1954, the third meeting, when some 600 disk jockeys and 300 industry reps took in the big event. It was in 1954 that the Friday afternoon disk jockey clinic was introduced, a feature that has been well received since by festival visitors. It is at these sessions that the deejays can air their gripes and pick up valuable information on record programming and ideas for promoting their own shows.

It was also in 1954 that the Disk Jockey Festival began to draw national publicity thru a source other than the trade publications. NBC originated TV and radio shows from the festival that year, repeated in 1955, and are making plans for pick-ups again this year. Last year's deejay shindig attracted more than 1,400. It was a madhouse, but it was fun.

The festival follows very much the same pattern each year. Friday noon is given over to a luncheon hosted by RCA Victor, sponsor of this event the last three years. The Friday-night party has had a different sponsor each year. This year it'll be Decca Records. "Breakfast at the Opry," Saturday morning, will again be hosted by Hill and Range Songs, which has picked up the tab on this event the last three years. The Saturday luncheon will again be Columbia Records' party this year, as it was in 1955. Capitol Records for the third straight year will entertain the deejays at a midnight party Saturday. WSM's annual reception comes late Saturday afternoon, just preceding the "Opry" performance. This year Columbia Records is winding up the festival weekend with a Kaffee Klatch Sunday morning at eight.

They Come From Everywhere
Particularly significant, say WSM officials, is that all visitors to the festival pay their own expenses and take time off from their jobs to attend. They come from nearly every State in the Union and from Canada. Last year one came from Germany. This year a radio and TV executive and three of his staff members are coming from Mexico. Disk jockeys attend the festival because of the fact that "Grand Ole Opry" is looked upon as the headquarters of country music. Nearly 60 per cent of all the c.&w. records played by deejays are made by WSM artists. All recording companies and music publishers concerned with country music are represented at the event, as are the trade press and fan mags, to say nothing of nearly every top c.&w. artist in the country.

Arrangements for the Fifth Annual Disk Jockey Festival have been handled by WSM's program director, Jack Stapp, and the station's beauteous publicity director, Harrienne Moore. "Among my fondest recollections of the festival," relates Miss Moore, "is the memory of Jack Strapp's trepidation over the possibility of no one showing up for the first festival. It since has become a yearly obsession with him. Altho it hasn't started yet, I'm expecting it any day. I try to ease his mind by reminding him that by noon of the Sunday after the festival we'll wish that no one had shown up or that we could all take off for a month in the country."

WSM Fifth Annual National Disk Jockey Festival

Schedule of Events

Friday, November 9

- 10:00 a.m.—Welcome and Awards Meeting, Iris Room, Hermitage Hotel.
- 12 Noon—Luncheon, Andrew Jackson Hotel. Host: RCA Victor Records.
- 2:00 p.m.—Disk Jockey Clinic, Iris Room, Hermitage Hotel.
- 6:00 p.m.—Open House, Various suites Andrew Jackson and Hermitage hotels.
- 7:00 p.m.—Friday Night Frolic, WSM Studio C.
- 9:00 p.m.—Dance, Ballroom, Andrew Jackson Hotel. Host: Decca Records.
- 10:15 p.m.—Mr. Deejay U.S.A., WSM Studios.
- 11:00 p.m.—Eddie Hill Show, WSM Studios.
- 12:00 p.m.—Tom Perryman Show, WSM Studios.

Saturday, November 10

- 8:30 a.m.—Breakfast at the Opry, Maxwell House Hotel. Host: Hill and Range Songs.
- 12 Noon—Luncheon, Maxwell House Hotel. Host: Columbia Records.
- 2:00 p.m.—Country Music Disk Jockey Association Meeting, Members only.
- 4:30 p.m.—Reception and Buffet Dinner, Maxwell House Hotel. Host: WSM.
- 7:30 p.m.—Anniversary Performance of "Grand Ole Opry," Ryman Auditorium.
- 10:00 p.m.—Midnight Party, Ballroom, Andrew Jackson Hotel. Host: Capitol Records.

Sunday, November 11

- 8:00 a.m.—Kaffee Klatch, Andrew Jackson Hotel. Host: Columbia Records.




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D.J.'s**

**BEST WISHES
FOR**

**A SUCCESSFUL CONVENTION
BILL AND MARY REID**

AND

THE MELODY MOUNTAINEERS

COLUMBIA RECORDS
WLVA-TV AND RADIO
LYNCHBURG, VA.

Couldn't afford much space this year,
but want to offer my HEARTFELT THANK
to all my FRIENDS in the C&W business

TEXAS BILL STRENGTH

KEVE RADIO—KMGM-TV, Minneapolis, Minnesota



• Reviews of New C&W Records

WANDA JACKSON
Hot Dog! That Made Him Mad.....81
CAPITOL 3575—Number evidently is getting a revival push, what with the Sunny Gale pop version out this same week. Gal reveals a pleasing lighter side in this rockabilly try. Should get spins. (Leeds, ASCAP)

Silver Threads and Golden Needles....80
Poignant theme. The symbolic items in the title are no substitute for real love, she says. Thrush registers strong country appeal on the weeper. (Central, BMI)

TERRY FELL
Caveman.....80
VICTOR 6707—Fell serves up a funny novelty with plenty of vocal sales-savvy and some interesting sound-gimmicks. (Lode, BMI)

Play the Music Louder....80
Deft double-track vocalizing by Fell on a plaintive ballad with a tilting tempo. (Tree, BMI)

HOMER AND JETHRO
Honn' Dawg.....79
VICTOR 6706—Victor's sock comedy team lampoons Elvis Presley's current hit in their usual great style. Both sides are excellent jockey material. (Presley & Lion, BMI)

Screen Door (Green Door)....79
A hilarious take-off on Jim Lowe's current best-seller "Green Door," with amusing new lyrics. (Trinity, BMI)

DON RENO AND RED SMILEY
If It Takes Me a Lifetime.....78
KING 4981—Patient lover is willing to wait till she's free. Lusty deep-rural harmonizin' for folks in the territory. (Lois, BMI)

Remington Ride....76
Bright, brisk banjo-pluckin' for the rural juke. (Lois, BMI)

HAWKSHAW HAWKINS
I'll Be Gone.....77
VICTOR 6716—This side is a blues, belted out in fine fashion by Hawkins. The style, which is not in the extreme mode, is full of real blues feeling. Watch it. (E. B. Marks, BMI)

My Fate Is in Your Hands....76
Here Hawkins chants a strong weeper. Tempo is slow, and the delivery has a sacred quality about it. Deejays will find it potent. (Tree, BMI)

LEE EMERSON
I Thought I Heard
You Calling My Name.....77
COLUMBIA 21570—A solid weeper.

Lee Emerson chants it in the traditional style, and he gives it plenty of heart. Deejays are sure to like it. (Golden West, BMI)

**It's So Easy
for You to Be Mean....71**
An uptempo side. Fair, but lacks the impact of the flip. (Golden West, BMI)

RAY PARKS
Just A-Hangin' Around.....76
CAPITOL 3580—Wistful warbling by Capitol's new singer on an appealing weeper. (Beechwood, BMI)

**You're Gonna Have to
Bawl, That's All....76**
Showmanly vocal work on an effective ballad with good lyrics. (Central Songs, BMI)

RED MURRELL
"Ernest Tubbs" Talkin' Blues.....75
CAVALIER 871—An itinerant guitar picker tells what set him roaming. Some smiles here, and side should get itself plenty of play. (American, BMI)

Two-Timing Heart....72
Murrell sings this one, a fair-enough weeper. Flip figures to get the action. (Dexter, ASCAP)

JIMMY BOYD
Crazy Mixed-Up Blues.....74
COLUMBIA 21571—Jimmy Boyd chants a country-blues with a rollicking rhythm and considerable "back-shack" sound. Nice for the boxes. Tune's lyric mentions titles of past rock and roll hits. (Gold-Ridge, BMI)

Rockin' Down the Mississippi....73
Another rhythm item with a novelty lyric and plenty of movement. (Fairway, BMI)

KENNY MCKENNON
Catwalk.....70
FABLE 564—Singer warbles own tune set to boogie overtones. Has authentic sound and toe-tapping beat. Deejays could give it spins for young fry. (Happy, BMI)

Call Your Daddy, Baby....69
Good delivery here and competent backing. (Happy, BMI)

JACK CARLIN
The Oldest Thing I Won't Do.....68
FABLE 560—Nothing here to evoke more than moderate reaction. Theme is amusing, but over-all projection lacks flavor. (Happy, BMI)

I Got One Foot in the Grave....68
Similar in type to flip, with singer still on the "lazybones" kick. Only fair potential. (Happy, BMI)



George Jones

disk jockeys' selection as the most promising new country and western singer of the year, by those voting in The Billboard ninth annual poll.

CARL BELEW
A-Cryin' and A-Hurtin'.....67
4 STAR 1701—Bew is standing at the station saying goodbye to his sweetie. He wails out his agony. It's a convincing performance and will rate deejay spins. (4 Star Sales, BMI)

Lonely Street....63
A weeper, and, like the flip, has a rather attractive "back shack" flavor accompaniment. The singer seems to hold back more here, however, and doesn't score the same impact as on the flip. (4 Star Sales, BMI)

C & W Christmas

BILL BRONSON'S OVERTONES
Christmas Is on Its Way.....70
ARCADE 119—A bright up-beat number that expresses the joy of the holiday season. The Overtones are a mixed chorus who have a smoothly blended sound that is very listenable here. (Stevens, BMI)

Just an Old-Fashioned Christmas....66
The tempo is slower here and tends to drag. The material is attractive, however, and in good taste. Either side would be appropriate Yuletide programming fare. (Hill & Range, BMI)

Announcing...

- JOHNNY HORTON
- WERLY FAIRBURN
- DAVID HOUSTON
- BENNY BARNES
- GARY BRYANT
- BOB GALLION
- JEANETTE HICKS
- BETTY AMOS
- MARTHA LYNN
- THE FOUR DIAMONDS
- THE GEEZINSLAW BROTHERS
- JAMES O'GWYNN
- HOOT & CURLEY
- JACK FORD
- BUDDY ATTAWAY
- KING STERLING
- THE DELTA BOYS

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**COUNTRY & WESTERN
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COME UP AND
SEE US

ANDREW JACKSON

HOTEL

NASHVILLE, TENN.

NATIONAL DISC JOCKEY

JAMBOREE

NOVEMBER 9th AND 10th



*to my friends
the Disk Jockeys--*

Thanks for remembering me when you program your records . . .
I'm grateful for your help.

Mac



And now, something new and different from:
"The voice with a heart"

ONE MINT JULEP

and

**I'M WAITING FOR SHIPS
THAT NEVER COME IN**

DOT #15497

For personal appearances,

MAC WISEMAN

BOX 9467, Richmond 28, Va. Phone RICHMOND 5-2247

**FOLK TALENT
AND TUNES**

By BILL SACHS

Around the Horn

"Big D Jamboree," Dallas, returned to the KRLD air-planes Saturday night (3), with Bristol-Myers as the sponsor. Carl Perkins returns as "Big D" guestar next Saturday (10), with the Carlises occupying that slot November 24. Booker Lawrence Thacker will represent "Big D" at the forthcoming deejay conclave in Nashville.

Hank Snow's newest RCA Victor release ties in two ballads, "Stolen Moments" b.w. "Two Won't Care." Hank will hold open house in Room 901 at the Andrew Jackson Hotel during the disk jockey festival, with a tape machine on hand for use of the jockeys who may want to take some interviews back home with them. . . . Little Jimmy Dickens' latest on the Columbia label is "I Never Thought It Would Happen to Me," published by Hank Snow Music, Inc. . . . Station WZIP, Covington, Ky., which has been putting greater emphasis on country music in recent months, now sports three live c.&w. shows daily. Phyllis and Billy Holmes, formerly with WLW's "Midwestern Hayride," are heard from 12-1 p.m. and 2:30-4:30 p.m.; the Melody Mountains Boys fill the 1-2 p.m. and 5-6 p.m. slots, and Bobby Grove displays his wares 11:05-12 p.m.

Carl Perkins, Warren Smith and Roy Orbison and the Teen Kings are set for a five-day stand at the Malco Theater, Memphis, beginning November 15. Bookings was made by Bob Neal, of Stars, Inc., Memphis. . . . Bob and Wanda Wolfe, of Roswell, N. M., heard on the King label, worked the Armory, Newburgh N. Y., Saturday (3) and Terrace Ballroom, Newark, N. J., Sunday (4) with the "Grand Ole Opry" unit featuring Faron Young, Mac Wiseman and Don Larkin. Bob and Wanda are currently doubling between the Scandia Ballroom, Garwood, N. J., and El Dorado, Greenwich, Conn.

Wilma Lee, Stoney Cooper and the Clinch Mountain Clan, of "WWVA Jamboree," Wheeling, W. Va., will do a session for Hickory Records in Nashville, November 5-8, and will remain over for the deejay convention November 9-10. The Coopers' 14-year-old daughter, Carol Leigh, will make her first recording on this occasion, with Wesley Rose, of Acuff-Rose and Hickory, planning two sides as a starter for her. From Nashville, Wilma, Stoney and the Clinch combo hop into Canada for a tour of the Maritime Provinces, opening at Woodstock, N. B., November 13. Remainder of the route is as follows: Annapolis Royal, N. S., 14; Middleton, N. S., 15; Bridgewater, N. S., 16; Windsor, N. S., 17; Middle Musquodboit, N. S., 20; Parrsboro, N. S., 21; Pictou, N. S., 22; Springhill, N. S., 23; Truro, N. S., 24; Minto, N. B., 26; Fredericton, N. B., 27, and St. Stephens, N. B., 28.

Webb Pierce last week returned to Nashville from a string of personals that took him and His Wondering Boys thru Texas, New Mexico, Arizona and California. Hubert Long, who set the tour, reports that the unit pulled exceptional business in San Diego, Calif.; Tucson, Ariz.; Roswell, N. M., and Oakland, Calif. Pierce will remain in Nashville thru the deejay whingding. On November 18 he heads up an 15-act c.&w.

(Continued on page 132)

**THE BILLBOARD NINTH ANNUAL
DISK JOCKEY POLL**

• Continued from page 123

MOST PLAYED ARTISTS

Position	Artist	Label
1	ELVIS PRESLEY	Victor
2	WEBB PIERCE	Decca
3	JOHNNY CASH	Sun
4	RAY PRICE	Columbia
5	FARON YOUNG	Capitol
6	WEBB PIERCE & RED SOVINE	Decca
7	CARL SMITH	Columbia
8	LOUVIN BROTHERS	Capitol
9	CARL PERKINS	Sun
10	KITTY WELLS	Decca
11	RED FOLEY AND KITTY WELLS	Decca
12	JIM EDWARD AND MAXINE BROWN	Victor
13	PORTER WAGONER	Victor
14	EDDY ARNOLD	Victor
15	HANK SNOW	Victor
16	GEORGE JONES	Starday
17	HANK THOMPSON	Capitol
18	TENNESSEE ERNIE FORD	Capitol
18	JIM REEVES	Victor
20	SONNY JAMES	Capitol

**MOST PROMISING
C&W ARTIST**

Position	New Artist	Label
1	GEORGE JONES	Starday
2	JOHNNY CASH	Sun
3	WYNN STEWART	Capitol
4	GENE VINCENT	Capitol
5	JIMMY AND JOHNNY	Decca
6	JOHNNY HORTON	Columbia
7	CHARLIE WALKER	Decca
8	JUSTIN TUBB	Decca
9	JERRY REED	Capitol
10	DAVE RICH	RCA Victor

FAVORITE C&W BAND

Position	Band	Label
1	HANK THOMPSON	Capitol
2	PEE WEE KING	RCA Victor
3	MILLER BROTHERS	Four Star
4	BILL WIMBERLY	Mercury
5	SPADE COOLEY	Decca
6	TUNESMITHS	Columbia
7	JIMMY HEAP AND THE MELODY MASTERS	Capitol
8	BOB WILLS	Decca
9	SPEEDY WEST AND JIMMY BRYANT	Capitol
9	MADDOX BROTHERS AND ROSE	Columbia

FAVORITE C&W COMIC

Position	Comedian	Label
1	HOMER AND JETHRO	RCA Victor
2	ROD BRASFIELD	Hickory
3	LONZO AND OSCAR	Decca
4	MINNIE PEARL	RCA Victor
5	SIMON CRUM	Capitol
6	UNCLE SAP AND AUNT CYP BRASFIELD	Hickory
7	JUNE CARTER	Columbia
8	MADDOX BROTHERS	Columbia
9	DUKE OF PADUCAH	
10	COUSIN JODY	

(Continued on page 132)

Columbia Corrals the C & W Hits

**RAY
PRICE**

**CRAZY
ARMS**

Col. 21510

**MARTY
ROBBINS**

**SINGING
THE BLUES**

Col. 21545

**CARL
SMITH**

**YOU ARE
THE ONE**

Col. 21522

**CARL
SMITH**

**WICKED LIES
BEFORE I
MET YOU**

Col. 21552

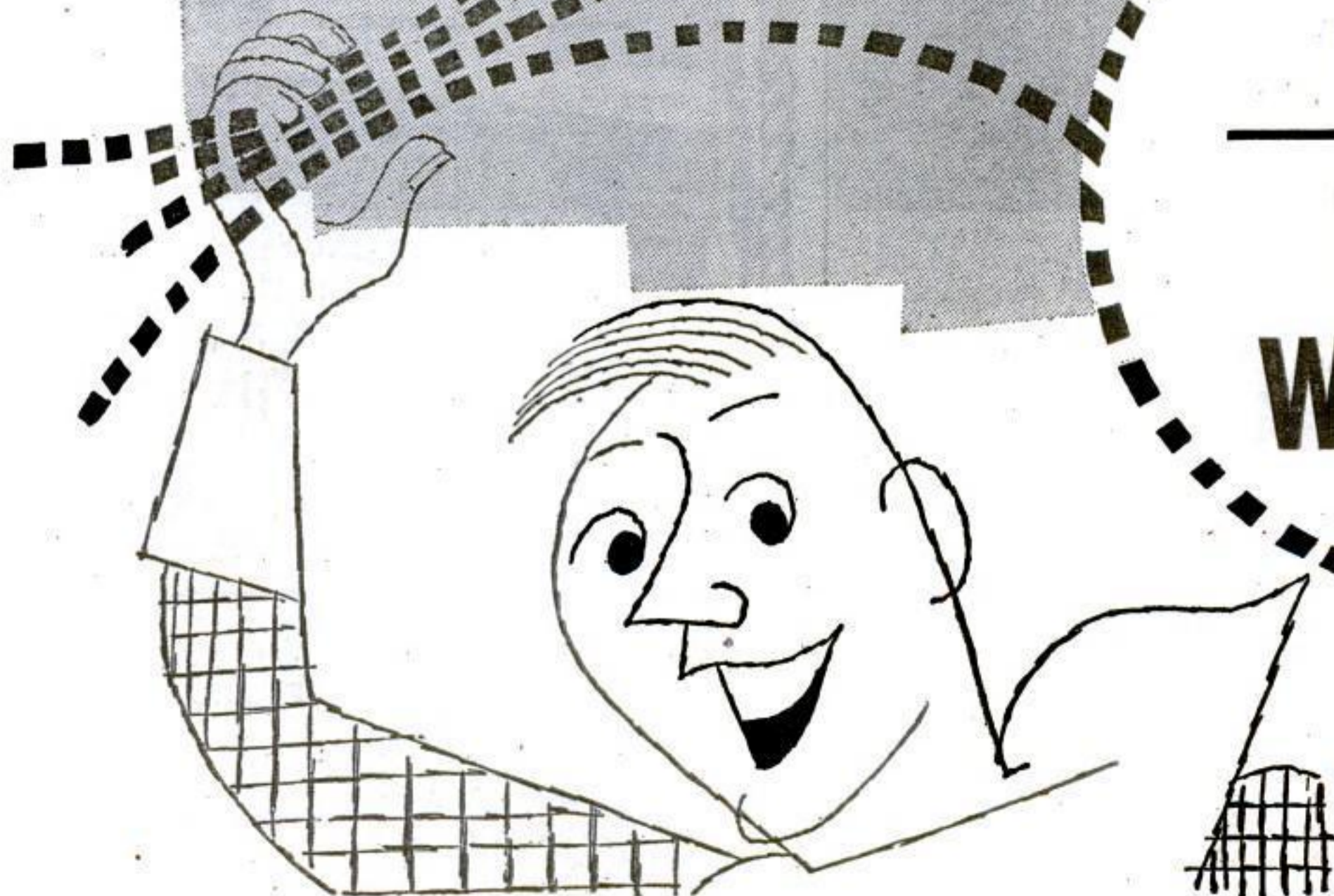
Hi, D.J.'s
be sure to visit
the Columbia
Corral at the
Andrew Jackson
Hotel, Nov. 9-10.

The entire gang
will be on
hand to
welcome you.

**JOHNNY
HORTON**

**I'M A ONE
WOMAN MAN**

Col. 21538



COLUMBIA RECORDS

REPUBLIC PICTURE STAR

FARON YOUNG

the
young
sheriff



See
"DANIEL BOONE—
TRAIL BLAZER"

Starring
FARON
YOUNG

Special DJ Showing
Princess Theatre
Nashville, Tenn.
Saturday—9:30 a.m.
November 10, 1956

Latest Capitol Record—

"TURN HER DOWN"

and

"I'LL BE SATISFIED WITH LOVE"

Capitol F3549

P.S.: I'll be Shakin' and Saying
"Howdy" to each and every
one of you CMDJ's in Nashville.

EXCLUSIVE MANAGEMENT: HUBERT LONG TALENT, HUBERT LONG, PRES. 616 EXCHANGE BLDG. AL 5-4154. NASHVILLE, TENN.

C&W Best Sellers in Stores

For survey week ending October 31

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

This Week	Last Week	Weeks on Chart
1. CRAZY ARMS (BMI)—R. Price.....	1	23
You Done Me Wrong (BMI)—Col 21510		
2. SINGING THE BLUES (BMI)—M. Robbins.....	4	8
I Can't Quit (BMI)—Col 21545		
3. DON'T BE CRUEL (BMI)—E. Presley.....	2	15
Hound Dog (BMI)—Vic 20-6604		
4. I WALK THE LINE (BMI)—J. Cash.....	3	23
Get Rhythm (BMI)—Sun 241		
5. LOVE ME TENDER (BMI)—E. Presley.....	5	4
ANY WAY YOU WANT ME (ASCAP)—Vic 20-6643		
6. SEARCHING (BMI)—K. Wells.....	6	19
I'd Rather Stay Home (BMI)—Dec 29956		
7. SWEET DREAMS (BMI)—F. Young.....	7	21
Until I Met You (BMI)—Cap 3443		
8. CONSCIENCE, I'M GUILTY (BMI)—H. Snow.....	8	15
Hula Rock (BMI)—Vic 20-6578		
9. YOU ARE THE ONE (BMI)—C. Smith.....	9	16
Doorstep to Heaven (BMI)—Col 21522		
10. I'M A ONE-WOMAN MAN (BMI)—J. Horton.....	10	9
I Don't Like I Did (BMI)—Col 21538		
11. BEFORE I MET YOU (BMI)—C. Smith.....	-	3
WICKED LIES (BMI)—Col 21552		
12. ACCORDING TO MY HEART (BMI)—J. Reeves....	14	2
Mother of a Honky Tonk Girl (BMI)—Vic 20-6620		
13. I TAKE THE CHANCE (BMI)— J. E. & M. Brown.....	12	23
Goo Goo Dada (BMI)—Vic 20-6480		
14. TEEN-AGE BOOGIE (BMI)—W. Pierce.....	-	4
I'm Really Glad You Hurt Me (BMI)—Dec 30045		
15. YOU DON'T KNOW ME (BMI)—E. Arnold.....	15	3
Rockin' Mockin' Bird (BMI)—Vic 20-6502		

Most Played C&W in Juke Boxes

For survey week ending October 31

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

This Week	Last Week	Weeks on Chart
1. DON'T BE CRUEL (BMI)—E. Presley.....	1	13
HOUND DOG (BMI)—Vic 20-6604		
2. I WALK THE LINE—J. Cash.....	2	20
Get Rhythm (BMI)—Sun 241		
3. CRAZY ARMS (BMI)—R. Price.....	3	20
You Done Me Wrong (BMI)—Co 21510		
4. SINGING THE BLUES (BMI)—M. Robbins.....	4	6
I Can't Quit (BMI)—Col 21545		
5. JUST ONE MORE (BMI)—G. Jones.....	7	4
GONNA COME GET YOU (BMI)—Starday 264		
6. POOR MAN'S RICHES (BMI)—B. Barnes.....	8	7
Those Who Know (BMI)—Starday 262		
7. LOVE ME TENDER (BMI)—E. Presley.....	-	1
Any Way You Want Me (BMI)—Vic 20-6643		
8. SEARCHING (BMI)—K. Wells.....	5	18
I'd Rather Stay Home (BMI)—Dec 29956		
9. SWEET DREAMS (BMI)—F. Young.....	6	16
Until I Met You (BMI)—Cap 3443		
10. BEFORE I MET YOU (BMI)—C. Smith.....	9	5
WICKED LIES (BMI)—Col 21552		
10. CONSCIENCE, I'M GUILTY (BMI)—H. Snow.....	-	6
Hula Rock (BMI)—Vic 20-6578		

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for a
Successful
Convention

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b/w
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Thanks

D.J.'s, Juke Box Ops and Friends, for making "CRAZY ARMS" a Top Seller. Hope you like my new release. Ray

I'VE GOT A NEW HEARTACHE

b/w

WASTED WORDS

Columbia 4-21562



Ray Price

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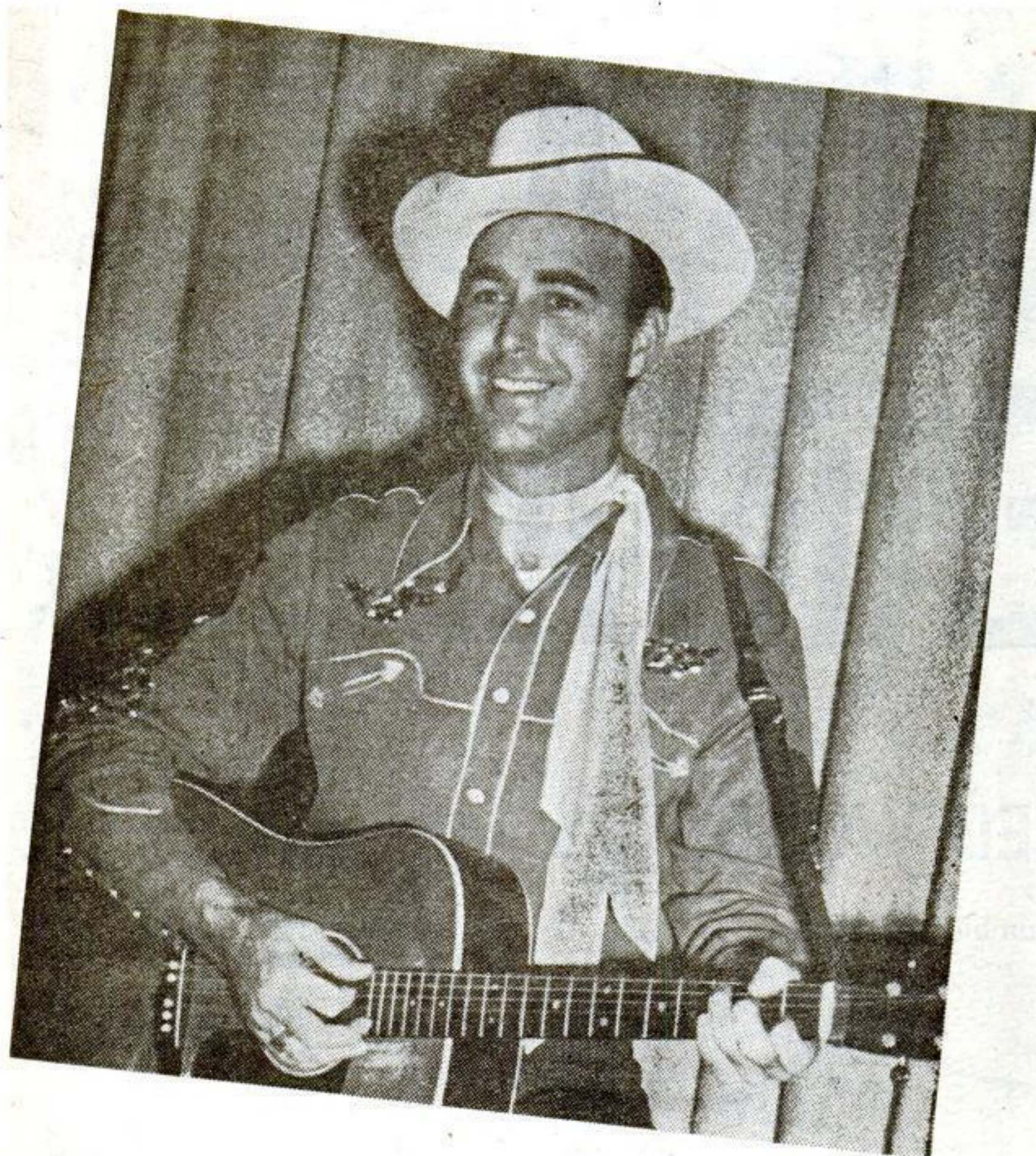
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**Thanks for the spins, Friends!
See you at the convention.**



Louisiana Hayride star

JOHNNY HORTON

"The Honky Tonk Man"

(Columbia Record No. 21504)

Latest release, climbing on the charts

"I'M A ONE WOMAN MAN"

b/w

"I DON'T LIKE I DID"

(Columbia Record No. 21538)

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Shreveport, Louisiana
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• Review Spotlight on . . .

SACRED

THE SMITH BROTHERS

Lot But Not Forgotten (Lowery, BMI)
Kneel at the Cross (Stamps-Baxter, SESAC)—Capitol 3581—An outstanding sacred platter. The top-listed side is a fervent reading of a vibrant sacred theme with a good lyric built around the title message. "Kneel at the Cross" is a respectful, sincere treatment of another unusually moving piece of material. A well conceived item for this market.

• This Week's C&W Best Buys

REPENTING (Old Charter, BMI)—Kitty Wells—Decca 30094—The thrush rolls on with hit after hit. In its first 10 days, this disk has piled up big sales figures in all major country markets, just as usual. It takes no genius to see that it is headed for the charts. Flip is "I'm Counting on You" (Jungnickel, ASCAP). A previous "Spotlight" pick.

POOR MAN'S RICHES (Starrite, BMI)—Benny Barnes—Starday 262—This disk has been on the Houston territorial charts for several weeks, but has taken a little longer to gain wider acceptance. Right now, however, it is well established in St. Louis, Memphis, Nashville, New Orleans, Birmingham and the Carolinas, and seems a likely chart contender. Flip is "Those Who Know" (Starrite, BMI). A previous Billboard "Spotlight" pick.

Sincere thanks, D.J.'s



WERLY FAIRBURN

Louisiana Hayride Artist

latest release

"ALL THE TIME"

b/w

"I'M A FOOL ABOUT YOUR LOVE"

(Savoy Record No. 1503)

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The Billboard Classified columns each week

☆ ☆ ☆ ☆ ☆
 The "Ole Redhead" wants to thank all of his good Buddies,
 the Disc Jockeys, for being so nice to me. ☆ ☆ ☆

Red



☆ Give a listen to my
 newest records, won't ya?

"DON'T BLAME IT ON THE GIRL"

(Earl Barton Music)

b/w ☆

"ROCK 'N' REELIN'"

(Republic Music Corp.)

☆ DON'T MISS MY NEW ARRANGEMENT ON

"PEACE IN THE VALLEY" ☆

b/w

"A SERVANT IN THE HOUSE OF THE LORD"

(Hill & Range Songs, Inc.)

All on ☆



RED FOLEY

Be Sure to watch the OZARK JUBILEE from "The Crossroads
 of Country Music," Springfield, Mo., ABC-TV

STARRING **RED FOLEY**

FOLK TALENT AND TUNES

Continued from page 126

package which Bill King, of Louisville, has set for the Kentucky State Fair Coliseum there.

Cast and crew of "Ozark Jubilee" snagged 86 mountain trout during the recent "Ozark Jubilee" Day celebration held at Lake of the Ozarks, 80 miles north of Springfield, Mo. The 465 member firms of the Lake of the Ozarks Association placed their facilities, including speedboats and cruisers, at the disposal of the visitors. Ralph Foster, Si Siman and Lou Black made the biggest catches, with Red Foley, no fisherman until he moved to the Ozarks, also wielding a mean casting rod. The Tadpoles, "Jubilee's" pint-sized square dancers, entertained at the evening reception.

Faron Young winged into Nashville from New Orleans October 27 after winding up a 40-day trek thru the South, Southeast and Southwest for Ballard and Pillsbury flours, sponsors of "Stars of the Grand Ole Opry" TV films. Young will play host to visitors to the deejay conclave here this week with a special screening of "Daniel Boone—Trail Blazer," his second film feature in color. Faron begins work in another film feature next January and follows with another in March, 1957. . . . Art Young, yodeling cowboy, now heard over WHLD, Niagara Falls, N. Y., is planning to augment his group with

a gal folk singer. He plans to return to television via a Buffalo station soon.

Eddie McMullen, steel man, who in the past has recorded with Eddy Arnold, Red Foley and Elton Britt, has just concluded a five-week engagement at Radio City Music Hall, New York, as featured steel guitarist with the Radio City Symphony Orchestra. He is currently appearing with Carmel Quinn, of the Arthur Godfrey show, at her City Center Ballroom, New York. . . . Gospel Jubilee Records, new label, was formed recently in Demorest, Ga., to supply deejays with gospel records country style. Firm's initial release, cut by Jimmy Howell and the Southern, of Denver, is "Over in Gloryland" b.w. "Crossroads." Deejays may obtain a sample by writing to Ralph Raper, Gospel Jubilee Records, Demorest, Ga.

An A. V. Bamford package, with Marty Robbins, Jean Shepard, Justin Tubb, Jim Reeves, Hawkshaw Hawkins and the Hawks, Jimmy and Johnny, Joe (Red) Hayes, Lee Emerson and Tommy Hill, pulled 4,000 to the 7,200-seat Arena in Denver last week. Ducats were scaled from \$1.25 to \$1.50, with 50 cents for kids. Business was curtailed by the fact that Robbins and his band are booked for Denver several weeks hence by another agent, sponsored by a commercial firm. A few

(Continued on page 137)

THE BILLBOARD NINTH ANNUAL DISK JOCKEY POLL

Continued from page 126

COUNTRY AND WESTERN JOCKEY OF THE YEAR

A tabulation of votes by country and western artists who were asked to name their choices of jockeys doing "the most conscientious job" of building audiences thru use of c.&w. records and music.

Position	Disk Jockey	Station
1	EDDIE HILL	WSM
2	NELSON KING	WCKY
3	T. TOMMY CUTRER	WSM
4	MARTY ROBERTS	WCKY
5	PAUL KALLINGER	XERF
6	BOB JENNINGS	WLAC
7	CHARLIE WALKER	KMAC
8	FRED WAMBLE	WRAM-WEG
9	CLIFF RODGERS	WHKK
10	LEE SUTTON	WWVA
10	RANDY BLAKE	WJJD
12	JOE ALLISON	WSIX-KRKD
13	LEE MOORE	WWVA
14	PETE HUNTER	KRCT-KTLW
15	JOHNNY RION	KSTL
16	JIM CHRISTIE	XEG
17	BOB STRACK	KIMO
18	SAM WORKMAN	WRVA
19	JACK BEASLEY	KOMA
20	TEXAS BILL STRENGTH	KEYE-KEYD
21	WILD BILL PRICE	XERB
22	JOE RUMORE	WVOK
23	LEN ELLIS	WJOB
24	TOM EDWARDS	WERE
25	JOLLY JOE NIXON	KRKD
26	JIM BROOKER	WQXI-WMIE
27	CARL STUART	WAMO
28	HAL HARRIS	KRCT
29	HAPPY ISON	WORZ
30	ART BARRETT	WCMS-WSAP-WQIK
31	JIMMY WILLIAMS	WNOP
32	SLIM WILLET	KRBC
33	TOMMY SUTTON	WING
34	TOMMY PERRYMAN	KSJ
35	TOM JACKSON	WKAB
36	EARL AYCOCK	KRCT
37	BILL LOWERY	WEAS
38	WARREN ROBERTS	WEAS
39	FRED LYNN	KWTO
40	HARRY GAINES	KTAE
41	DON VEDDER	WLFH
42	A. J. WAIN	KORA
43	JAY THOMPSON	KSTB
44	BILL MORGAN	WSM
45	DEACON MOORE	KXLA
46	BLACK JACK WAYNE	KVSM
47	RED BLANCHARD	WLS
48	POP POPKINS	WXGI
49	DON OWENS	WARL
50	SMOKY STOVER	KBRZ
51	RED SMITH	WBOK
52	PAUL SIMPKINS	WBAM
53	JOE MORRIS	WAGS
54	PLEASANT RAY	KTLW
55	MR. SUNSHINE	WRUN
56	LAURA LEE MCBRIDE	KNUZ
57	JOE HOPPLE	WCMS
58	FRANK SIMAN	KZLA
59	COUNTRY JEFF DALE	KCIJ
60	GENE LOCKE	WRUS
61	BILL STELL	WJWS
62	NEAL MERRITT	KONO
63	JOHN KIETH IHRIE	WEXI
64	KORN KOBK KHRISTIE	KTEM
66	SHERIFF TEX DAVIS	WCMS
67	HOMER BRIARHOPPER	WKIX

Greetings

Best Wishes to DJ Convention . . .



JOHNNY BOND

. . . wish I could be with you or something.

★
Current Release for Columbia
LONESOME TRAIN

(Red River Songs, Inc.)
LAUGHING BACK THE HEARTACHES

(Col. 21565)
Billboard Spotlight (Oct. 27)

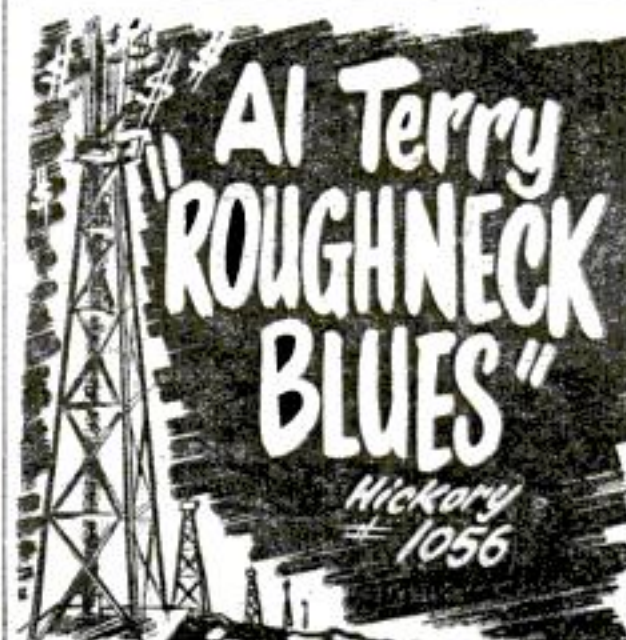
Thanks for playing these 1956 releases

- Vidor Publications
- Collins Kids Rock & Roll Polka
 - Collins Kids My First Love (Billboard spotlight Oct. 13)
 - Freddie Hart Drink Up and Go Home
 - Johnny Bond I'll Be Here
 - Joe Maphis Fire on the Strings
 - Joe Maphis Bully of the Town
 - Skeets McDonald You Oughta See Grandma Rock
 - Tex Ritter Paul Bunyan Love
 - Maddox Bros. Paul Bunyan Love
 - Smiley Monroe Paul Bunyan Love
 - Freddie Hart The Human Thing to Do
 - Joe Maphis Tennessee Two-Step
 - Johnny Bond Six of One, Half a Dozen of the Other
 - Collins Kids Rockaway Rock
 - Collins Kids Make Him Behave
 - Rose Maddox False Hearted
 - Anita Carter False Hearted
 - Johnnie and Jack You Can't Divorce My Heart
 - Wynn Stewart The Keeper of the Key
 - Tex Ritter If Jesus Came to Your House
- Also for playing these Red River Songs, publications for 1956:
- Johnny Bond The Little Rock Roll
 - Martha Lynn I'm Willing to Try
 - Johnny Bond Livin' It Up
 - Jim Reeves Your Old Love Letters
 - Jimmie Dean Glad Rag
 - Johnny Bond Glad Rag
 - Johnny Bond Loaded for Bear
- Johnny Bond Currently Appearing Town Hall Party, Compton, Calif.**

D.J.'s—If you would like to be on our mailing list, please drop us a card. State if you are C&W or pop.

- "MEAN OLE BLUES" b/w "HEY NOW" By CHUCK CARROLL Music by CASEY CLARK and the LAZY RANCH BOYS Est. #281
- "BOLT UP THE KITCHEN DOOR" b/w "YOU CAN'T HAVE TWO SWEETHEARTS" By EDDIE PING Est. #282
- POP RECORD "I'M LONESOME FOR YOU" b/w "I WAS A DOGGONE FOOL" By DON WAYNE Music by CLIFF LASH and Orchestra Est. #283

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ANDY DOLL'S 6 Men & 16 Instruments
(Thanks, NBOA, for voting us Nation's No. 4 Western Band)

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"Country Music DJ Sensation" Radio Sta. WKHM, Jackson, Mich.
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ALVIS WAYNE
TONY WAYNE
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SLEEP, ROCK-A-ROLL ROCK-A-BABY**

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SIX OF ONE**

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Eddy Arnold favorite country and western singer of the year, according to ballots of jockeys participating in The Billboard's ninth annual poll.



Homer and Jethro named favorite country and western comics of the year—repeating honors won in 1955—by jockey balloters in The Billboard ninth annual poll.



Elvis Presley most played country and western artist, according to The Billboard disk jockey charts of the past year. Presley also placed in the balloting for jockeys' favorite records of the year with at least three disks each in the pop, country and western and rhythm and blues fields. His initial album also placed in the voting for jockeys' favorite album of the year.



Ray Price whose disk of "Crazy Arms" was named the favorite of the year among country and western jockeys voting in The Billboard poll. The same disk was the "most played of the year by jockeys, according to a recap of The Billboard country and western disk jockey charts.



Eddie Hill, of WSM, Nashville, named Country and Western Disk Jockey of the year in a special poll of c.&w. artists conducted by The Billboard.

• C&W Territorial Best Sellers

For survey week ending October 31

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

Birmingham

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Hound Dog, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun.
5. I've Got a New Heartache R. Price, Col.
6. Love Me Tender, E. Presley, Vic.
7. According to Your Heart J. Reeves, Vic.
8. Turn Her Down, F. Young, Cap.

Charlotte

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Love Me Tender, E. Presley, Vic.
4. Don't Be Cruel, E. Presley, Vic.
5. I Walk the Line, J. Cash, Sun
6. Conscience, I'm Guilty, H. Snow, Vic.
7. Taking My Chances, H. Thompson, Cap.
8. Wicked Lies, C. Smith, Col.
9. Sweet Dreams, F. Young, Cap.

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Any Way You Want Me E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. I'm a One-Woman Man J. Horton, Col.
6. Love Me Tender, E. Presley, Vic.
7. Don't Be Cruel, E. Presley, Vic.
8. Hound Dog, E. Presley, Vic.

Houston

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, E. Price, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. Just One More, G. James, Sdy.
5. Love Me Tender, E. Presley, Vic.
6. Poor Man's Riches, E. Barnes, Sdy.
7. Before I Met You, C. Smith, Col.
8. I Walk the Line, J. Cash, Sun
9. Hound Dog, E. Presley, Vic.
10. I've Got a New Heartache R. Price, Col.

Memphis

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. I Walk the Line, J. Cash, Sun
4. Don't Be Cruel, E. Presley, Vic.
5. Turn Her Down, F. Young, Cap.
6. Just One More, G. Jones, Sdy.

Nashville

1. Singing the Blues, M. Robbins, Col.
2. Love Me Tender, E. Presley, Vic.
3. Don't Be Cruel, E. Presley, Vic.
4. Crazy Arms, R. Price, Col.
5. I've Got a New Heartache R. Price, Col.
6. I Walk the Line, J. Cash, Sun
7. Turn Her Down, F. Young, Cap.
8. You're Running Wild Louvin Brothers, Cap.
9. According to Your Heart J. Reeves, Vic.
10. Conscience, I'm Guilty, H. Snow, Vic.

New Orleans

1. Don't Be Cruel, E. Presley, Vic.
2. Crazy Arms, R. Price, Col.
3. Singing the Blues, M. Robbins, Col.
4. I Walk the Line, J. Cash, Sun
5. Conscience, I'm Guilty, H. Snow, Vic.
6. Searching, K. Wells, Dec.
7. Wicked Lies, C. Smith, Col.

Richmond, Va.

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

St. Louis

1. I Walk the Line, J. Cash, Sun
2. Don't Be Cruel, E. Presley, Vic.
3. Poor Man's Riches, B. Barnes, Sdy.
4. Singing the Blues, M. Robbins, Col.
5. Blue Jean Bop, G. Vincent, Cap.
6. Love Me Tender, E. Presley, Vic.

• Most Played C&W by Jockeys

For survey week ending October 31

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

Week This	Last Week	Weeks on Chart
1. SINGING THE BLUES—M. Robbins.....	2	8
Col 21545—BMI		
2. CRAZY ARMS—R. Price.....	1	25
Col 21510—BMI		
3. I WALK THE LINE—J. Cash.....	3	23
Sun 241—BMI		
4. DON'T BE CRUEL—E. Presley.....	4	13
Vic 20-6604—BMI		
5. LOVE ME TENDER—E. Presley.....	8	3
Vic 20-6643—BMI		
6. YOU ARE THE ONE—C. Smith.....	10	19
Col 21522—BMI		
7. SEARCHING—K. Wells.....	6	18
Dec 29956—BMI		
8. SWEET DREAMS—F. Young.....	7	20
Cap 3443—BMI		
9. ACCORDING TO MY HEART—J. Reeves.....	5	7
Vic 20-6620—BMI		
10. BEFORE I MET YOU—C. Smith.....	—	1
Col 21552—BMI		
11. I CAN'T QUIT—M. Robbins.....	15	5
Col 21545—BMI		
12. CAT CAME BACK—S. James.....	—	1
Cap 3542—BMI		
13. TURN HER DOWN—F. Young.....	—	1
Cap 3549—BMI		
14. I'VE GOT A NEW HEARTACHE—R. Price.....	—	1
Col 21562—BMI		
15. HOUND DOG—E. Presley.....	14	13
Vic 20-6604—BMI		

EVENT RECORDS

10 HARDY ROAD
WESTBROOK, MAINE

NEW BIG RELEASES
DICK CURLESS
THE STREETS OF LAREDO
FOGGY, FOGGY DEW
E-4258

JIMMY COPELAND
RADAR
WHAT KIND OF LIFE AM I LIVING
E-4259

ALSO STILL GOING STRONG
HAL "LONE PINE"—CHARLIE BAILEY
Very Popular Recent Releases
Contact local distributor or
order direct. Dealers 55c
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Billboard Picks!

LONESOME TRAIN
and
**LAUGHING BACK
THE HEARTACHES**
Johnny Bond
Columbia 21565

RED RIVER SONGS, INC.
5927 Sunset Blvd., Hollywood, Calif.

"WOND'RING 'BOUT YOU"
and
"ARKANSAS MOUNTAINS"
by
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HAVE YOU HEARD THESE
TWO GREAT FOLK SONGS?
WHY DID YOU LEAVE ME
BROKEN HEARTED
and
FAIRWELL LILLY
sung by
STONE GREEN AND HIS ROCKY
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will be with us to
greet you.

(Plus other STARDAY ARTISTS)

Current Hits Getting
the Play on STARDAY:

**GEORGE JONES' 6th
Straight Smash!**

#264 "JUST ONE MORE"
"GONNA COME GET YOU"

#262 "POOR MAN'S RICHES"
Benny Barnes

Another National Hit in the
Charts by a Great New Artist—
Star of "Louisiana Hayride."

#266 "LOSING GAME"
"IF I NEVER GET TO HEAVEN"
James O'Gwynn
A Billboard Spotlight

#270 "YOU HURT ME SO"
Rudy "Tutti" Grayzell

**NEW ON STARDAY!
JUST OUT!**

#279 YEARNING

Sensational Duet by
George Jones & Jeanette Hicks.
A Country Classic.

#278 "I DON'T WANT TO SAY
FOOL THAT I WAS"
Tibby Edwards
Smash Debut on Starday

#267 "SWEET, SWEET LOVE"
Leon Payne

#277 "TWO TIMIN"
Harry Carroll

#276 "THE WORM
HAS TURNED"
Eddie Noack

**LEADING ARTISTS
WITH CURRENT
RELEASES ON
STARDAY**

HARRY CHOATES—SONNY BORN
ROCKY BILL FORD—
FRED CRAWFORD
LINK DAVIS—SONNY FISHER
BOB DOSS—SMOKEY STOVER
NEAL MERRITT—LARRY NOLEN
JACK NEWMAN—BIFF COLLIE
ANDY DELL—BUDDY DEE
CARL STUART—DON OWENS
BILL MACK—GLENN BARBER
SLIM WATTS—MEL PRICE
DOR. & JIM BLAKLEY—
JOHNNY TYLER

STARDAY RECORDS

1249 S. Berendo—L.A.
Don Pierce—PAPPY DAILY

"LET'S WORK TOGETHER TO
MAKE COUNTRY MUSIC
BIGGER THAN EVER"

• This Week's R&B Best Buys

JUANITA (Progressive, BMI)
WHATCHA GONNA DO WHEN YOUR BABY LEAVES YOU (Rush, BMI)—Chuck Willis—Atlantic 1112—One of the fastest traveling disks in the more recent batch of releases. Both sides are proving to be powerhouses, and the various markets are split 50-50 as to which is the "top" side. Atlanta, Durham, Nashville, Pittsburgh, New York, Boston, Philadelphia and New Orleans are just a few of the cities that are clearing excellent profit. A previous Billboard "Spotlight" pick.

WONDERFUL GIRL (Angel, BMI)—The Five Satins—Ember 1008—It isn't taking long for this follow-up to "In the Still of the Night" to establish itself. New York, Boston, Philadelphia, Buffalo, Pittsburgh, Nashville and Chicago are particularly active markets. Flip is "Weeping Willow" (Angel, BMI). A previous Billboard "Spotlight" pick.

SLOW WALK (Norbay, BMI)—Sil Austin—Mercury 70963—See this week's "Pop Best Buys."

• Review Spotlight on . . .

R&B RECORDS

LAVERNE BAKER

Jim Dandy (Raleigh, BMI)
Tra La La (Snapper, BMI)—Atlantic 1116—Miss Baker has an exciting disk here that is strong enough material-wise to do as well as "Still," her last hit. "Jim Dandy" is a sassy rhythm opus that finds the thrush digging deep into her bag of tricks for effects that will sell the material. She makes a sock impression. "Tra La La" is in the vein of "Tweedle Dee" and has an easy, groovy beat that gives the material great impact. Either side—or both—could hit the charts.

JOHNNIE AND JOE

I'll Be Spinning (Arc, BMI)—Chess 1641—A slow-tempo ballad with an infectious lilt that has the marks of "big money" all over it. This is the original (first released on the J&S label) master and is the stronger contender of the versions now available. "Fools Rush In" (Bregman, Vocco & Conn, ASCAP), the flip, is a tender, soulful rendering of the great ballad.

OTIS WILLIAMS

Gypsy Lady (Lowell, BMI)
I'll Remember You (R-T, BMI)—De Luxe 6098—"Gypsy Lady," with its attractive rock and roll waltz flavor, has strong pop and r.&b. potential. Its flamenco guitar touches in the backing add color to Williams' classy reading. The flip (a new tune, not the standard) is a ballad-with-a-beat warbled with authority.

FRANK BRUNSON

Charmaine (Miller, ASCAP)—Groove 0173—A bright, extroverted r.&b. version of the pop standard, sold with exuberance and plenty of sales savvy by the new singer on the label. "I Believe in You" (Raleigh, BMI) is the flip. On it Brunson sings out with a powerful religious flavor and commands a lot of respect.

R&B DISK JOCKEY PROGRAMMING

MILT BUCKNER

Night Mist (Kahl, BMI)—Capitol 3578—The "atmosphere" and poignant mood of this quiet instrumental make a perfect program piece for the late evening deejay. Its lovely melody is handled by big-toned tenor sax against tasty organ and rhythm backing. Flip, "Good Time Express" (Zodiac, BMI) is a worthy addition to this season's long list of terrific instrumentals. It's a stomping, virile essay that won't do cats with high blood pressure any good.

RHYTHM-BLUES NOTES

By GARY KRAMER

This week's "Cinderella" story focuses on a duo, Johnnie and Joe, who waxed a tune, "I'll Be Spinning," for the J&S (yes, that's right) label. They have proved once more that in the rhythm and blues field neither good talent nor a good tune can be hid under a bushel basket. No matter how obscure the label or how anonymous the artist, the market will respond to something worthwhile, with expo-

sure. The original master, at any rate, was picked up by Chess and is now skyrocketing Johnnie and Joe off to national popularity. "I'll Be Spinning" has also been cut by their Cadets (Modern), and their version is also unusually appealing.

The Three Friends, who are riding currently with "Blanche" (Lido), dropped in on Station WHAT, Philadelphia, recently. Hy Litt was going to give them a plug and spin their new platter, only to discover that it was nowhere in sight. The trio obliged with an impromptu "live" performance not only of "Blanche," but 50 minutes of songs and patter that wowed the late evening listeners. . . . Jimmy Saunders has signed an exclusive recording contract with Chess Records, and expects to have his first record out in two weeks. Saunders is under the personal management of Charles E. (Chuck) Cofield, Akron, Cleveland and Youngstown, O., deejay.

• Reviews of New R&B Records

RUTH BROWN

I Still Love You82
 ATLANTIC 1113—Great sound here with thrush on a slow, hot beat. Has all earmarks of a solid entrant in the field. (Tiger, BMI)
Smooth Operator80
 Has thrush on faster beat, and she belts out the material in her customary dynamic way. (Progressive, BMI)

THE CADETS

I'll Be Spinning81
 MODERN 1006—The Cadets have a smart side here. It's a fine ballad, and it's chanted smoothly. A good one for jocks, pop and r.&b. (Arc, BMI)
Fools Rush In78
 A tender, soulful rendering of the great ballad. Side is well-recorded and is sure to get good exposure. (Bregman, Vocco & Conn, ASCAP)

BO DIDDLEY

Down Home Special79
 CHECKER 850—This one is full of bluesy train rhythms and sounds with Bo Diddley chanting the minor key story of "goin' back to baby." Has a driving beat but doesn't rate with some past efforts by the artist. (Arc, BMI)
Cops and Robbers74
 Here's a rather wearisome dialog about a stick-up. Carries an insistent blues backing, but the story doesn't hold the interest. (American, BMI)

GUS JENKINS ORK

Tricky78
 FLASH 115—Fine r.&b. instrumental, with a brisk striding rhythm and clean instrumentation. Arrangement is full of bluesy mood. Real satisfying. (Shag, BMI)
You Told Me77
 A honey of a Southern type blues. Performance, in slow tempo, is packed with color and mood and has the quality of a dirge. Unnamed band vocalist does a fine job with the lyric. (Shag, BMI)

WYNONA CARR

Till the Well Runs Dry78
 SPECIALTY 589—Miss Carr knocks out an inspired swinger, with some mildly philosophical overtones. A solid job that rates action. (Venice, BMI)
Should I Ever Love Again?76
 A slow-paced hymn of love delivered in deeply felt blues tones by Miss Carr. Should get attention, too. (Venice, BMI)

RED PRYSOCK ORK

Pajino Walk77
 MERCURY 70985—A house-rocking instrumental with Prysock bringing the teen-agers to their knees with his go-go-go tenor. It has the beat the youngsters are looking for. Meat for the boxes. (Wadsworth, BMI)
Teen-age Rock75
 Harold Mills is the vocalist on this side. After his so-so vocal, Prysock takes over for a few honking choruses and rescues the side. (Cypress, BMI)

BOBBY (BLUE) BLAND

I Don't Believe76
 DUKE 160—Bland shouts from a sincere passion and belief in his baby's reliability. Fine effort, with good backing. (Lion, BMI)
I Learned My Lesson76
 Slow blues, intensely shouted. Could do nicely, especially in the South. (Lion, BMI)

THE AVALONS

It's Funny But It's True76
 GROOVE 0174—The group scores with a moving ballad. Stand-out performance by lead singer. (GI, BMI)
Sugar, Sugar73
 Bouncy, happy wax with the Avalons rolling along smartly on a catchy rhythm item. (Monument, BMI)

THE HONEY BEES

What's to Become of Me75
 IMPERIAL 5416—Gals chirp sincerely, albeit with small range, on attractive ballad with a steady, insistent beat. (Travis, BMI)
Just to Live Again74
 Same comment. (Reeve, BMI)

BIG WALTER

Just Looking for a Home75
 PEACOCK 1669—A jumpin' well-made shout side that could use a stronger lyric message. Fair chances. (Lion, BMI)
You're the One I Need73
 Same problem with this slower chant. (Lion, BMI)

ROBERT AND JOHNNY

You're Mine75
 OLD TOWN 1029—Fine, fervent duo chanting of a thin ballad. Heavy-beat, primitive backing is attractive. (Maureen, BMI)
Million Dollar Bills69
 Weak material here. (Maureen, BMI)

THE COOKIES

My Lover74
 ATLANTIC 1110—Trio puts solid production into a fair rhythm beat. Not likely to touch off sales conflagrations, but can spark moderate in-

(Continued on page 136)

THE BILLBOARD NINTH ANNUAL DISK JOCKEY POLL

COMPARING disk jockeys' favorite records and those most played on their shows according to The Billboard music pop charts.

FAVORITE RECORDS

Position	Recording	Label
1	GREAT PRETENDER, Platters	Mercury
2	I'M IN LOVE AGAIN, Fats Domino	Imperial
3	DON'T BE CRUEL, Elvis Presley	RCA Victor
4	HONKY TONK, Bill Doggett	King
5	LONG, TALL SALLY, Little Richard	Specialty
6	MY PRAYER, Platters	Mercury
7	TUTTI FRUTTI, Little Richard	Specialty
8	HEARTBREAK HOTEL, Elvis Presley	RCA Victor
9	HOUND DOG, Elvis Presley	RCA Victor
10	MAGIC TOUCH, Platters	Mercury

MOST PLAYED RECORDS

Position	Record	Label
1	I'M IN LOVE AGAIN, Fats Domino	Imperial
2	GREAT PRETENDER, Platters	Mercury
3	LONG, TALL SALLY, Little Richard	Specialty
4	FEVER, Little Willie John	King
5	WHY DO FOOLS FALL IN LOVE?, Teen Agers	Gee
6	TUTTI FRUTTI, Little Richard	Specialty
7	DROWN IN MY OWN TEARS, Ray Charles	Atlantic
7	SLIPPIN' AND SLIDIN', Little Richard	Specialty
9	SEVEN DAYS, Clyde McPhatter	Atlantic
10	MY PRAYER, Platters	Mercury
11	LET THE GOOD TIMES ROLL, Shirley & Lee	Aladdin
12	EDDIE MY LOVE, Teen Queens	RPM
13	TREASURE OF LOVE, Clyde McPhatter	Atlantic
14	AIN'T THAT LOVIN' YOU BABY, Jimmy Reed	Vee Jay
15	MAGIC TOUCH, Platters	Mercury
16	PLEASE, PLEASE, PLEASE, James Brown	Federal
17	DON'T BE CRUEL, Elvis Presley	Victor
18	BLUE SUEDE SHOES, Carl Perkins	Sun
19	RIP IT UP, Little Richard	Specialty
20	HONKY TONK, Bill Doggett	King

FAVORITE ARTISTS

Position	Artist	Label
1	FATS DOMINO	Imperial
2	PLATTERS	Mercury
3	JOE TURNER	Atlantic
4	LITTLE RICHARD	Specialty
5	ELVIS PRESLEY	RCA Victor
6	LAVERNE BAKER	Atlantic
7	RUTH BROWN	Atlantic
8	RAY CHARLES	Atlantic
9	TEEN AGERS	Gee
10	BILL HALEY	Decca
11	CLOVERS	Atlantic
12	LITTLE WILLIE JOHN	King
13	CLYDE MCPHATTER	Atlantic
14	SHIRLEY & LEE	Aladdin
15	SMILEY LEWIS	Imperial

(Continued on page 136)

Rising Fast as THE New Hit!
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"I'M A FOOL ABOUT YOUR LOVE"
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• R&B Best Sellers in Stores

For survey week ending October 31

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

This Week	Last Week	Weeks on Chart
1. HONKY TONK (PARTS I & II)—B. Doggett.....	1	13
King 4950—BMI		
2. BLUEBERRY HILL (ASCAP)—F. Domino.....	2	5
HONEY CHILE (BMI)—Imperial 5407		
3. DON'T BE CRUEL (BMI)—E. Presley.....	3	13
HOUND DOG (BMI)—Vic 20-6604		
4. LET THE GOOD TIMES ROLL (BMI)—Shirley & Lee.....	4	15
Do You Mean to Hurt Me So? (BMI)—Aladdin 3325		
5. LOVE ME TENDER (BMI)—E. Presley.....	5	4
Any Way You Want Me (BMI)—Vic 20-6643		
6. OH, WHAT A NIGHT (BMI)—Dels.....	—	1
Jo-Jo (BMI)—Vee Jay 204		
7. TOO MUCH MONKEY BUSINESS (BMI)—C. Berry.....	7	3
BROWN-EYED, HANDSOME MAN (BMI)—Chess 1635		
8. IN THE STILL OF THE NIGHT (BMI)—Satins....	6	11
Jones Girl (BMI)—Ember 10005		
9. GREEN DOOR (BMI)—J. Lowe.....	9	3
Story of The Little Man in Chinatown (BMI)—Dot 15486		
10. IT ISN'T RIGHT (BMI)—Platters.....	11	3
YOU'LL NEVER, NEVER KNOW (BMI)—Mercury 70948		
11. CANADIAN SUNSET (BMI)—E. Heywood-H. Winterhalter.....	12	8
This Is Real (ASCAP)—Vic 20-6537		
12. LONELY AVENUE (BMI)—R. Charles.....	10	4
Leave My Woman Alone (BMI)—Atlantic 1108		
13. I CAN'T QUIT YOU NOW (BMI)—O. Rush.....	13	5
Sit Down, Baby (BMI)—Cobra 5000		
14. ABC'S OF LOVE (BMI)—Teen-Agers.....	15	3
Share (BMI)—Gee 1022		
15. SHE'S GOT IT (BMI)—Little Richard.....	—	1
HEEBIE-JEEBIES (BMI)—Specialty 584		

• Most Played R&B in Juke Boxes

For survey week ending October 31

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

This Week	Last Week	Weeks on Chart
1. BLUEBERRY HILL (ASCAP)—F. Domino.....	1	5
Honey Chile (BMI)—Imperial 5407		
2. LET THE GOOD TIMES ROLL (BMI)—Shirley & Lee.....	6	12
Do You Mean to Hurt Me So? (BMI)—Aladdin 3325		
3. HONKY TONK (PARTS I & II)—B. Doggett.....	3	10
King 4950—BMI		
4. DON'T BE CRUEL (BMI)—E. Presley.....	1	11
HOUND DOG (BMI)—Vic 20-6604		
5. IN THE STILL OF THE NIGHT (BMI)—Satins....	10	8
Jones Girl (BMI)—Ember 10005		
6. OH, WHAT A NIGHT (BMI)—Dels.....	—	1
Jo-Jo (BMI)—Vee Jay 204		
7. I CAN'T QUIT YOU NOW (BMI)—O. Rush.....	—	1
Sit Down, Baby (BMI)—Cobra 5000		
8. I ASKED FOR WATER (BMI)—H. Wolf.....	—	1
So Glad (BMI)—Chess 1632		
9. YOU'LL NEVER, NEVER KNOW (BMI)—Platters... —	—	1
It Isn't Right (BMI)—Mercury 70948		
9. COPS AND ROBBERS (BMI)—Boogaloo.....	—	1
Clothes Line (BMI)—Crest 1030		

• Most Played R&B by Jockeys

For survey week ending October 31

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

This Week	Last Week	Weeks on Chart
1. BLUEBERRY HILL—F. Domino.....	1	6
Imperial 5407—BMI		
2. HONKY TONK (BMI)—B. Doggett.....	2	11
King 4950—BMI		
3. LOVE ME TENDER—E. Presley.....	5	4
Vic 20-6643—BMI		
4. DON'T BE CRUEL—E. Presley.....	4	12
Vic 20-6604—BMI		
5. BROWN-EYED, HANDSOME MAN—C. Berry....	13	3
Chess 1635—BMI		
6. IN THE STILL OF THE NIGHT—Satins.....	6	9
Ember 10005—BMI		
7. I CAN'T LOVE YOU ENOUGH—L. Baker.....	10	7
Atlantic 1104—BMI		
8. STILL—L. Baker.....	7	5
Atlantic 1104—BMI		
9. LONELY AVENUE—R. Charles.....	8	3
Atlantic 1108—BMI		
10. LET THE GOOD TIMES ROLL—Shirley & Lee....	3	16
Aladdin 3325—BMI		
11. WHEN MY DREAMBOAT COMES HOME—F. Domino.....	—	12
Imperial 5396—ASCAP		
12. ABC'S OF LOVE—Teen-Agers.....	—	2
Gee 1022—BMI		
13. HOUND DOG—E. Presley.....	12	13
Vic 20-6604—BMI		
14. GREEN DOOR—J. Lowe.....	—	2
Dot 15486—BMI		
15. OUT OF SIGHT, OUT OF MIND—Five Keys.....	—	2
Cap 3502—BMI		



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Vee-Jay #204
"OH, WHAT A NIGHT"



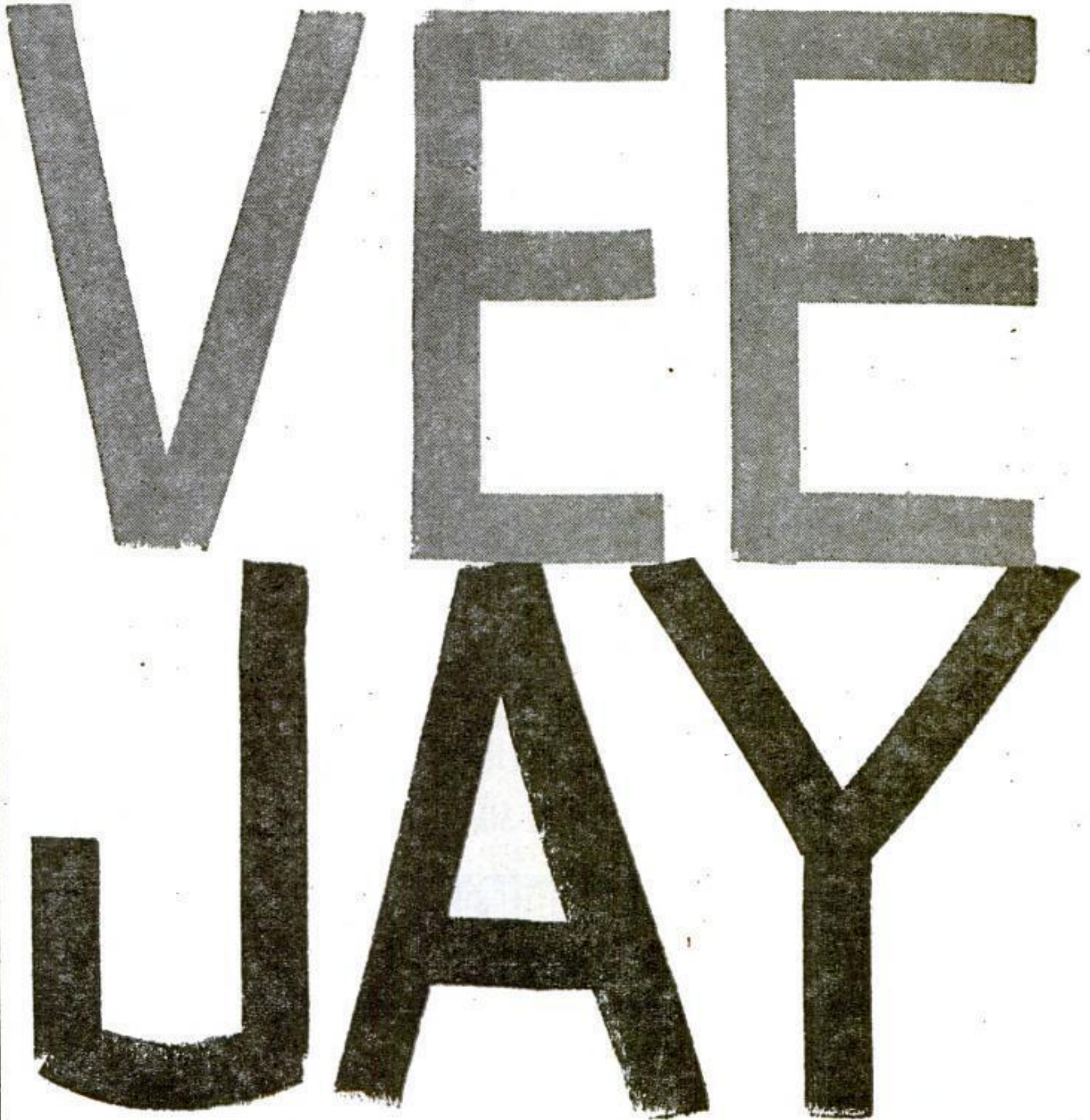
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Vee-Jay #211
"BIM BAM BOOM"



Jimmy Reed
Vee-Jay #226
"YOU'VE GOT ME DIZZY"



Richard Otto and Sarah McLawler
Vee-Jay #199
"FLAMINGO"



Vee-Jay #205 "DIMPLES" John Lee Hooker	Vee-Jay #207 "I JUST CAN'T HELP MYSELF" The Kool Gents	Vee-Jay #214 "THE TELEPHONE IS RINGING" Pee Wee Crayton
Vee-Jay #215 "SOMEONE TO LOVE ME" Snooky Pryor	Vee-Jay #216 "CHICO'S BOUNCE" Duke Groner	Vee-Jay #218 "SKID ROW" Tommy Dean

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"MY JESUS IS ALL"

and

"I WAS A SINNER"

Peacock #1750



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• Reviews of New R&B Records

Continued from page 134

Forest. (Progressive, BMI)
Down By the River... 74
 Similar beat and treatment as the flip, with about the same sales potential. (Progressive, BMI)

WASHBOARD BILL
In the Morning 74
 KING 4983—Some good sax honking here and rhythm backing on washboard. It's a cute essay. (Jay & Cee, BMI)
River Boat Dock.... 72
 Flip covers about the same ground. Has ear-interest. (Bengasi, BMI)

ELMORE MORRIS
Indeed I Do 73
 PEACOCK 1668—Pleasant performance by the gospel-styled warbler and ditto fem voices. Should get moderate play. (Lion, BMI)
Hurting All the Time... 70
 Tune is sometimes reminiscent of "Making Whoopee." Another okay performance. (Lion, BMI)

VERNON GREEN
My Mary Lou 72
 DOOTONE 407—Calypso with an unusual arrangement. Vernon Green gets a distinctive style and sound on this side. Smart piano is very effective, too. Interesting side for jocks. (Authentic, BMI)
Did You Have Fun?... 70
 "Did you have fun being untrue?" is the question. Vernon Green's chant is okay; but the side lacks excitement. (Authentic, BMI)

CHARLIE ROSS QUARTET
Chatterbox 71
 RESERVE 112—The quartet makes with some good juke and jockey wax here with this slow, steady instrumental. Organ breaks add color. (Reserve, BMI)
Duck Soup.... 71
 Faster moving than the flip, this side gives organ, tenor sax and guitar a chance to get into the act. Great terp material for the boxes. (Reserve, BMI)

THE GARDENIAS
My Baby's Tops 70
 FEDERAL 12284—The lead cat cries out about the fine quality of his baby's loving. New group impresses, but the material is thin here. (Armo, BMI)
Flaming Love.... 70
 Same problem on this driving side, which has a spiritual flavor. (Armo, BMI)

(FLICK) GIPSON
Footloose and Fancy-Free 69
 SPECIALTY 587—This has an insistent upbeat pattern with much repetition. Gipson belts out the title phrase over and over in a pounding rhythm. May have interest for the jocks. (Venice, BMI)
Etta Mae.... 68
 Gipson shouts this one out in impressive style. Listener gets the feeling that with more carefully selected material, the better could be a big disk performer. (Venice, BMI)

BOB GADDY
Operator 68
 OLD TOWN 1031—Southern blues chant by a guy calling his baby on the phone. Attractive slow pace with a good beat. (Maureen, BMI)
I Love My Baby... 67
 Okay blues chanting in a Southern vein, at a medium tempo. No powerhouse here. (Maureen, BMI)

THE FABULOUS PRESTON COMBO
Ooh-la Cha-Cha 66
 FLASH 114—An instrumental cha cha cha that boasts a sturdy beat and some hot tenor ticks. Some juke box possibilities. (Shag, BMI)
I'm Not a Tree... 60
 A reverse twist on Kilmer's "Trees." It is doubtful that many deejays will find this in good taste. Buchman's vocal styling is only fair. (Shag, BMI)

• Reviews of New Spiritual Records

THE ORIGINAL FIVE BLIND BOYS
Jesus Loves Me 82
 VEE-JAY 225—An uplifting version of this traditional material. The Blind Boys are transported. Arrangement is uncommonly fine. Fans will love the quiet dignity of this side.
Oh, Why?.... 80
 The Boys answer some basic religious questions on this side. A good one, but the edge belongs to the flip. (Conrad, BMI)

THE KANSAS CITY SOUL REVIVERS
I Don't Need No One Else 80
 DOOTONE 406—The lead singer is terrific with his emotional chanting. A thoroughly satisfying side, with the group displaying fervor and technical excellence. (Williams, BMI)
I Shall Not Be Moved... 76
 This spiritual is chanted with a powerful, staccato beat and its repeated figure builds impact. The faithful will like it. (Authentic)

THE BILLBOARD NINTH ANNUAL DISK JOCKEY POLL

Continued from page 134

MOST PLAYED ARTISTS

Position	Artist	Label
1	LITTLE RICHARD	Specialty
2	FATS DOMINO	Imperial
3	PLATTERS	Mercury
4	ELVIS PRESLEY	Victor
5	LITTLE WILLIE JOHN	King
6	TEEN AGERS	Gee
7	DRIFTERS	Atlantic
8	RAY CHARLES	Atlantic
9	CLOVERS	Atlantic
10	SHIRLEY AND LEE	Aladdin
11	JIMMY REED	Vee Jay
12	LAVERN BAKER	Atlantic
13	TEEN QUEENS	RPM
14	JOE TURNER	Atlantic
15	CLYDE McPHATTER	Atlantic
16	JAMES BROWN	Federal
17	CARL PERKINS	Sun
18	BILL DOGGETT	King
18	OTIS WILLIAMS	De Luxe
20	CHUCK WILLIS	Atlantic

FAVORITE R&B INSTRUMENTAL GROUP

Position	Instrumental Group	Label
1	BILL DOGGETT	King
2	EARL BOSTIC	King
3	ERNIE FREEMAN	Imperial
4	BILL HALEY	Decca
5	RED PRYSOCK	Mercury
6	BUDDY JOHNSON	Mercury
7	LLOYD GLENN	Aladdin
8	AL SEARS BAND	Coral
9	FATS DOMINO	Imperial
10	TINY BRADSHAW	King

MOST PROMISING R&B ARTIST

Position	Artist	Label
1	TEEN AGERS-FRANKIE LYMON	Gee
2	FIVE SATINS	Ember
3	SIXTEENS	Flip
4	LITTLE WILLIE JOHN	King
5	FRANKIE MARSHALL	Atco
6	THE DELEGATES	Vee-Jay
7	CHANNELS	Whirling Disk
8	SOLOMON BURKE	Apollo
9	CADETS	Modern
10	LARRY BIRDSONG	Calvert
11	ARTHUR AND BOOKER	Chess
12	TEEN QUEENS	RPM
13	JOAN SHAW	ABC-Paramount
14	LEADERS	Glory
15	DAKOTA STATON	Capitol

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• R&B Territorial Best Sellers

For survey week ending October 31

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

- Atlanta**
- Honky Tonk, B. Doggett, Kng.
 - Blueberry Hill, F. Domino, Imp.
 - I Can't Quit You Now, O. Rush, Cba.
 - Lonely Avenue, R. Charles, Atl.
 - Keep It to Yourself S. B. Williamson, Che.
 - Let the Good Times Roll Shirley & Lee, Ala.
 - Mother-in-Law Blues, J. Parker, Duk.
 - Dimples, J. L. Hooker, VJ
- Charlotte**
- Honky Tonk, B. Doggett, Kng.
 - Blueberry Hill, F. Domino, Imp.
 - Brown-Eyed, Handsome Man C. Berry, Chs.
 - Too Much Monkey Business C. Berry, Che.
 - Still, L. Baker, Atl.
 - Oh, What a Nite, Dels, VJ
 - Green Door, J. Lowe, Dot
 - In the Still of the Night, Satins, Emb.
- Chicago**
- Honky Tonk, B. Doggett, Kng.
 - Don't Be Cruel, E. Presley, Vic.
 - Blueberry Hill, F. Domino, Imp.
 - Love Me Tender, E. Presley, Vic.
 - Green Door, J. Lowe, Dot
- Cincinnati**
- Canadian Sunset H. Winterhalter-E. Heywood, Vic.
 - Honky Tonk, B. Doggett, Kng.
 - ABC's of Love, Teen Agers, Gee
 - I Cry, L. Bond & Emeralds, Fed.
 - Blueberry Hill, F. Domino, Imp.
 - On My Word of Honor B. B. King, RPM
 - Don't Be Cruel, E. Presley, Vjc.
- Detroit**
- Let the Good Times Roll Shirley & Lee, Ala.
 - Honky Tonk, B. Doggett, Kng.
 - Slow Walk, S. Austin, Mer.
 - Blueberry Hill, F. Domino, Imp.
 - I Can't Quit You Now, O. Rush, Cba.
 - Keep It to Yourself S. B. Williamson, Che.
 - Don't Be Cruel, E. Presley, Vic.
 - Southbound Special, L. Glenn, Ala.
- Los Angeles**
- Honky Tonk, B. Doggett, Kng.
 - Don't Be Cruel, E. Presley, Vic.
- New Orleans**
- Blueberry Hill, F. Domino, Imp.
 - Honky Tonk, B. Doggett, Kng.
 - In the Still of the Night, Satins, Emb.
 - I Can't Quit You Now, O. Rush, Cba.
 - Lonely Avenue, R. Charles, Atl.
 - Love Me Tender, E. Presley, Vic.
 - She's Got It, Little Richard, Spe.
- New York**
- Blueberry Hill, F. Domino, Imp.
 - Honky Tonk, B. Doggett, Kng.
 - Thousand Miles Away Heartbeats Hul
 - Oh, What a Nite, Dels, VJ
 - Bad Luck, B. B. King, RPM
- Philadelphia**
- Blueberry Hill, F. Domino, Imp.
 - Honky Tonk, B. Doggett, Kng.
 - Congo Mambo, G. Gable, Exc.
 - Oh, What a Nite, Dels, VJ
 - Chicken, R. Gordon, Flp.
- St. Louis**
- Blueberry Hill, F. Domino, Imp.
 - Please, Please, Please, J. Brown, Fed.
 - Honky Tonk, B. Doggett, Kng.
 - Heebie-Jeebies, Little Richard, Spe.
 - I Can't Quit You Now, O. Rush, Cba.
 - Keep It to Yourself S. B. Williamson, Che.
 - Bad Luck, B. B. King, RPM
 - ABC's of Love, Teen Agers, Gee
 - See-Saw, Moonglows, Chs.
- Washington, D. C.**
- Honky Tonk, B. Doggett, Kng.
 - Blueberry Hill, F. Domino, Imp.
 - Love Me Tender, E. Presley, Vic.
 - Don't Be Cruel, E. Presley, Vic.
 - Green Door, J. Lowe, Dot
 - Hound Dog, E. Presley, Vic.
 - Too Much Monkey Business C. Berry, Chs.
 - I Gotta Get Myself a Woman Drifters, Atl.
 - Oh, What a Nite, Dels, VJ
 - Thousand Miles Away Heartbeats, Hul.



Fats Domino named favorite artist of the year by rhythm and blues disk jockeys voting in The Billboard's ninth annual poll. Domino's disk of "I'm in Love Again," was the most played of the year according to a recap of rhythm and blues disk jockey charts, and was the second place entry in jockeys' own favorite disk balloting.



The Platters whose disk of "The Great Pretender" was favorite of the year among rhythm and blues jockeys in The Billboard ninth annual poll. Records by the group placed prominently in balloting by both pop and rhythm and blues jocks as their favorite disks of the year.



Little Richard most played rhythm and blues artist of the year, according to a recap of The Billboard r.&b. jockey charts. His disk of "Long Tally Sally" placed fourth among jockey favorites of the year and he placed in the same position as the jockeys' own favorite r.&b. singer.



The Teen Agers named the most promising new rhythm and blues talent, according to ballots received from r.&b. disk jockeys voting in The Billboard ninth annual poll. Jockeys also placed the group among the top ten in balloting for favorite

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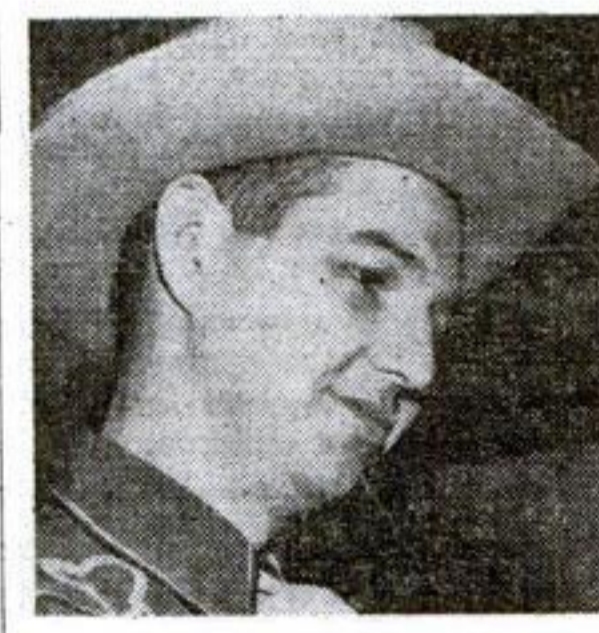
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FOLK TALENT AND TUNES

Continued from page 132

days before the opening of the Bamford unit, ads where out reading that Robbins could be seen free later in the month and, "Why Pay Now? See Him for Free Within Three Weeks." Robbins stated that he wasn't aware of the close proximity of the two dates.

Representing "Ozark Jubilee" at the Country Music Disk Jockey Convention in Nashville this week are Decca's Red Foley and Brenda Lee, RCA Victor's Porter Wagoner, Columbia's Bobby Lord and Billy



Hank Thompson whose band was again named the favorite of jockeys voting in The Billboard ninth annual poll.

Latest Comedy Material for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gagfiles, monologs, dialogs, parodies, skits, etc. Written by show biz top gagsmen. Or send \$10 for \$50 worth of above. Money back if not satisfied. **LAUGHS UNLIMITED**, 106 W. 45 St., N. Y., N. Y. JU 2-0373.

Walker, Mercury's Jim Wilson and Chuck Bowers, M-G-M's Marvin Rainwater, and Capitol's Sonny James and Wanda Jackson. The executive end of the Springfield, Mo., operation is represented by Si Siman, Lou Black and Lucky Moeller.

Al Flores, personal manager to "Grand Ole Opry's" Ray Price, is now working out of the Jim Denny Artists' Bureau, Nashville. . . . Webb Pierce has acquired a new interest in Nashville—the landscaping and shrubbery business. His three partners in the venture have an aggregate of 75 years' experience in the field. . . . Goldie Hill is back in the swing of things after recovering from injuries sustained in a recent auto crash. . . . Ted Edlin reports that his act, Cousin Jody and Odie and the Country Cousins, have a new release on Chic Records titled "Georgiana Waltz," b/w "Television Set." Odie and Jody are set for next Sunday (11) in Smyrna, Tenn.

Faron Young and His Country Sheriffs are set for the Casino Theater, Toronto, November 15-22. They play Kansas City, Mo., November 25 along with Webb Pierce and Red Sovine. . . . Little Jimmy Dickens is set for a November 11-12 stand in Detroit. . . . George Morgan and Lew Childre stop off at Macon, Ga., Monday (12) and Montgomery, Ala., Thursday (15). . . . Jim Reeves set for a November 30 stop-off in Meridian, Miss. . . . Moon Mullican is booked for Minneapolis November 27-December 1. . . . Webb Pierce and His Wandering Boys and Red Sovine show their wares at Middletown, N. J., December 1.

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GAC-Hamid Buys Young Agency, Adds Agent to Personnel

Young to Serve With Taylor In Chicago in Bid to Expand

NEW YORK — GAC-Hamid, which came into being as the first trans-continental outdoor talent agency just a year ago, acquired Thursday (1) the agency and services of Ernie Young, Chicago, a pioneer in the outdoor booking field.

Young will devote his full time to GAC-Hamid interests out of the Chicago office of that firm. He will be associated with Frank Taylor, GAC Chicago representative, who will also now devote his full time to GAC-Hamid.

GAC-Hamid was formed in October of last year by the General Artists Corporation, one of the nation's leading representatives of name talent, and the George A. Hamid & Son Agency, dominant outdoor booking agency for many years in the East.

The formation of GAC-Hamid as an affiliate of the General Artists Corporation was viewed then, and later announced as, an organization with nation-wide ambitions in the outdoor booking field. The new agency this year serviced several Midwest and West Coast fairs. The absorption of Young and his agency is designed to expand the firm's interest in the West and Far West.

George A. Hamid Sr., who made the announcement of Young's ac-

quisition, said the Chicago agent would add both selling and production experience to the firm. Young this year was credited with 72 fair and celebration dates, including the coveted Canadian A Circuit of fairs, and there is hope that GAC-Hamid bookings in the territory this year will be increased by at least that amount.

Hamid said his firm's efforts in the West last year were in the nature of a "trial balloon" because of the time factor. Personnel was short and planning late because the GAC affiliate was formed only a few weeks before the Chicago meetings. This year will mark the start of an all-out effort.

Hamid said all physical show

(Continued on page 151)

Decline of 7% Reported for Boston Rodeo

BOSTON — Magnificent fall weather dealt a blow to the 26th Annual World's Champion Rodeo, which ended a 19-performance stand Sunday (28), at the Boston Garden. Crowds and grosses were off almost 7 per cent from last year. There were about 132,000 paid admissions and the estimated gross was \$250,000, including concessions.

The show, which featured the Rin Tin Tin TV troupe, opened slow and did not draw too well in mid-week. Saturday and Sunday matinees were big, and an extra children's matinee Friday (26) was heavily attended.

Garden treasurer Edward Powers pointed out that overhead had risen considerably this year. The 21 musicians got a higher rate, contract act rates were up, and arena workers had won a wage increase. Tickets were pegged at \$1.50, \$2.50, \$3 and \$3.60.

RAIN HIKE CITED

Seed or Don't Seed? That's Rain Problem

NEW YORK—The old cloud-seeding discussion has been revived with a Congressional committee's report that the process has succeeded in increasing rainfall in at least one area—the Pacific Coast.

The Advisory Committee on Weather Control informed the President that increases produced by commercial cloud seeding on the Coast ranged from 9-17 per cent in five out of six projects, with the sixth test being inconclusive.

Agricultural men have debated the merits of seeding for years. At stake is a tremendous effect on crops, with a beneficial result which filters down to fairs and the amusement elements which supply them. A healthy economy in farm belts invariably makes for a rosy fair season for everyone concerned, which explains part of the fascination the subject holds.

As to the importance of a 9-17 per cent increase, it has been estimated that a rise of only 1 per cent in rainfall during the growing season could pay the costs of a seeding operation.

Experiments Go On

The results were confined to the West Coast, where uplift of air over mountains is vital in producing rain and snow. As to whether the Midwest and South can experience like benefits, the committee said this remains to be seen after further experimentation.

Cloud seeding involves the dropping of silver iodide crystals into

cumulus-type clouds. If the sky is cloudless or if the proper type is not present, no rain will result. Cumulus clouds carry the proper amount of moisture and the crystals encourage rainfall in them by natural processes. Cloud droplets freeze around them and form snowflakes which fall toward the ground, melting on the way down and forming raindrops. First experiments were in 1946 in General Electric Company laboratories.

The early dropping of dry ice from planes has evolved into a ground generator operation which sprays the crystals into the air.

Albert Lenz Joins Dad's Insurance Firm

ST. PETERSBURG, Fla. — Charles A. Lenz has announced that his son, Albert T. Lenz, has joined him in the operation of his insurance agency based here and that the agency's name has been changed to Charles Lenz & Son.

The younger Lenz recently wound up a tour of duty with the U. S. Air Force where he held the rank of lieutenant.

MCA Sets Tex Ritter, Burnette for Fair Unit

CHICAGO—The Music Corporation of America has framed a new Western show for fair grandstands that will feature Tex Ritter and Smiley Burnette, Eldred O. Stacey, the agency's outdoor rep, announced last week.

The unit, which will be called "The TV Sage Brush Follies of 1957," will also have Bill Wimberley and His Country Rhythm Boys; Kenne Duncan, motion picture heavy; Homer Garrett and His Y-Knot Twirlers, an eight-person square dance troupe, and Hank Morton, comic.

In addition to carrying its own lights and special scenery, the show will have Ray Lewis as advance promotion man and will have a complete line of publicity material. Lewis formerly handled publicity

for radio Station WLW in Cincinnati and more recently for Burnette. He will work with fairs in publicizing the show and arrange for the performers to appear on local disk jockey programs.

Preston Lambert Joins Sheehan To Book Fairs

MINNEAPOLIS—Al Sheehan, Minneapolis attraction booker, announced that he plans to expand his fair booking activities and that Preston Lambert, widely known thruout the Midwest as an emcee of grandstand revues, has joined his office. Lambert, Sheehan said, will devote most of his time to the fair field.

Sheehan added that his own time in the past has been given largely to his water follies show and that because of this he had not pushed vigorously into the fair field. His water show last year appeared in Minneapolis, Seattle and Detroit.

Weather Aids As Augusta Paces 1955

AUGUSTA, Ga. — The Exchange Club Fair was running about even with 1955 as it entered its final day, Saturday (3). Fine weather thruout the week was an important factor.

The gross of the World of Mirth Shows on the midway was reported ahead of last year with a record take for the run likely.

The fair will remain in operation thru Monday (5) for the colored population.

A new entrance was constructed for the event to further embellish the grounds. A new exhibit building is among the improvements. Admission is 60 cents for adults and 25 cents for children.

Mobile Event Pulls 118,000

MOBILE, Ala. — The Greater Gulf State Fair closed Saturday night (27) after drawing 118,000 people during its six-day run.

Biggest day of the run was Wednesday (24) when the Cisco Kid pulled a crowd that broke thru several fences and created a jam thruout the fairgrounds. A total estimated at 5,000 packed the grandstand in addition to several hundred who stood on the baseball diamond.

In addition to the attendance, the fair was termed a financial success by Ed Kahalley and Tom McKenzie, co-managers, who reported that sponsoring Jaycees spent close to \$40,000 in the make-ready.

Other acts that performed in front of the grandstand during the run included Maschino Troupe, Lucy and Danlo, Jimmy Morris, Debonaires, Dean Brothers, Marvin Seabright, Molly, the Wonder Horse, and Elmer, Cleve and Marylyn.

Gem City Shows provided the midway attractions.

Gate admission was 50 cents for adults and 25 cents for children.

Aut Swenson Winds Up Good Fair Season

CHICAGO — The Swenson Thrillcade, due to a variety of reasons, had its best season in history during 1956, Aut Swenson, owner-manager, announced here last week. Swenson stopped off en route to the meeting of the Canadian B Circuit of Fairs to be held in Regina, Sask.

One of several reasons for the financial success this year was the good resale prices received for his cars, Swenson pointed out. Altho drought conditions hurt in some areas, most places held up.

Major date of the season was at the Oklahoma State Fair, Oklahoma City, where the stunt troupe did seven shows. Three shows were given in one day at the Mason City, Ia., and Fargo, N. D., fairs, and morning and afternoon performances were staged at the Spencer, Ia., event.

The '56 tour took the Swenson aggregation into 12 States and two Canadian provinces.

Cooke & Rose Tab Season Among Best for Agency

LANCASTER, Pa.—Cooke & Rose wound up its fair booking season Saturday (3) with the conclusion of the Williamston, N. C., event. The agency serviced a total of 28 fairs in the East, North and South.

Harry Cooke termed the season one of the best for his agency despite losses to weather, particularly at the Virginia State Fair, Richmond, one of the larger events booked. A number of shows were lost at Richmond because of rain and the Cooke & Rose efforts there wound up in the red.

Most of the events booked were in the small and medium-size

category. A preference for this type of event was expressed.

Other Bookings

Adding to the success of the agency during the outdoor season was the best bookings ever secured in the park, carnival, shopping center and drive-in theater fields.

The agency handles a raft of country talent at weekend parks thruout the summer season. Business in this field was the best ever this season, Cooke said.

Shopping centers, drive-ins and other off-beat users of talent showed more interest in using acts to build attendance. More development is seen in this field.

Dearborn 2-5061

Jot down that number. It's important.

It's the telephone number of The Billboard's Servicenter at the outdoor convention which will start at the Hotel Sherman, Chicago, the weekend following Thanksgiving Day.

Offered in co-operation with the Showmen's League of America, The Billboard's Servicenter will provide many free services to make your stay at the convention more pleasant.

Located in the Hotel Sherman lobby, The Billboard's Servicenter will offer a free paging service.

That is why the number above is important.

Anyone calling you at that number will be able to have you paged over a special public address system.

Anyone leaving a message at that number will know that the message will be held until you pick it up.

In other words, The Billboard's Servicenter will serve to make your convention stay as enjoyable as possible.

A battery of house phones will be set up in it to enable you to locate people in the hotel.

Phones also will be provided for free outside local calls.

Information sought by conventiongoers will be furnished.

Another service will be The Billboard's convention directory, listing room numbers of carnivals, booking agencies, etc.

Showmen's League members will register at the booth.

The Servicenter will be open daily Sunday, November 25, thru Wednesday, November 28, on the following schedule:

Sunday—1 p.m. to 8 p.m.

Monday—10 a.m. to 8 p.m.

Tuesday—10 a.m. to 8 p.m.

Wednesday—10 a.m. to 6 p.m.

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Herb Dotten

Paid Gate Pays Off

UP UNTIL several years ago the Louisiana State Fair was going nowhere fast. Its plant—or, rather, what passed for one—bore a down-at-the-heels look. Its stature was low. Broad, enthusiastic participation was lacking and much of the participation was given grudgingly. Complaints by commercial exhibitors and showmen were numerous.

Now, some three or four years later, the Shreveport plant is bright with lights, is dotted with new buildings—some of which are outstanding, and is equipped with much-needed facilities and modern utilities. Its patronage has been up-graded. Commercial exhibitors are delighted and showmen are enthused.

What's more, the feeling now is general that the smart-stepping Shreveport Fair is headed for still greater things—more buildings, better facilities, broader, more meaningful features and far wider appeal.

The turnabout at Shreveport was sparked by the fair's board of directors—a group comprised of top men of the Shreveport area. The board set in motion the turnabout when it instituted a survey of other fairs, fairs noted for their able management and warm public regard. This survey was an intensive one.



MONSOUR

Puts Thru Many Policy Changes

As a result of it, the fair reversed a long-standing policy of saving against a rainy day, if not a flood, and proceeded to spend money and to make many worthwhile changes.

Chief among the changes was the shift in 1953 from a free to a paid gate (50 cents for adults, 25 cents for children).

The board named Joe Monsour to implement this switch. At the time, Joe, who had been associated with the fair since 1923, was serving as acting secretary-manager, filling in for then ailing Bill Hirsch, who not long after died.

"Naturally, the change in '53 met with some opposition. Our attendance that year fell off, and the midway, concessionaires, exhibitors and the like sustained drop-offs in their business," says Joe, who became secretary-manager following Hirsch' death.

"After that first year, however, opposition to the paid gate faded away. When we instituted it, we announced that we would plow back the money we received from gate admissions into new buildings and facilities. Our patrons have seen that we have lived up to that promise. They now are enthusiastic supporters and happy to pay to see the fair. Moreover, our patronage has changed for the better, and commercial exhibitors are delighted," Joe maintains.

This year, as contrasted with '53, the fair had many new things to unveil.

Of these, a youth center, completed in March of this year at a cost of \$1,460,000, was outstanding. The center has an arena that seats 9,000 for an arena-type show and about 14,000 for a stage-type presentation. It also has dormitories which can house 400 4-H and FFA youngsters and kitchen and dining room to accommodate that number.

Also new this year was a cattle barn, built at a cost of \$305,000, which includes a dormitory for 120 herdsmen. The new addition, plus already existing facilities, can house as many as 2,500 head of cattle.

New, too, this year was the interior of the agricultural building, which was ripped out and replaced with an attractive, modern interior—a \$16,000 project which, Joe reports, resulted in more traffic in the building than it had received in the combined previous five years.

Also new were 60 lights such as those used on expressways—an improvement that cost \$12,000, and a half mile of resurfaced streets.

Supplement State Aid

In two instances the fair received State appropriations—one for \$1,350,000, to which it added \$110,000 from its own funds, to build the youth center, and another for \$380,000 to which it chipped in an added \$25,000 to complete the cattle barns.

Confidence in the fair's future was demonstrated last year when the Shreveport-based United Gas Company erected and equipped an outstanding exhibit building at a cost in excess of \$240,000.

The same confidence is reflected by other companies. Current indications are that a utility company will put up an electrical building in time for the '57 fair. There also are discussions about still another building which may be erected by the timber and pulp paper industries.

Energetic Joe Monsour fairly effervesces with enthusiasm over the fair's future.

The new youth center, he points out, has focused much attention upon the fair and turned the plant into one suitable for year-round operation. During the past year it used some 190 days for various events. More usage is planned for the future. Centenary College, for instance, will play all of its home basketball games in the building. An invitational college basketball tournament already has been set. Still other events are in the talking stage.

Joe is quick to point out that the fair still needs many improvements, but in these admissions his determination to make these improvements as rapidly as possible is easy to detect.

Looking ahead, Joe believes that within two or three years the fair's attendance will hit about three-quarters of a million.

As for plant expansion, Joe says, "We're planning. Now our 156 acres are adequate. They may not be in the future. That's why we have a committee appointed to study the feasibility of acquiring additional adjacent land."

Illinois Zone Meetings Draw Good Turnouts

SPRINGFIELD, Ill. — Illinois' fairs were well represented at two recent zone meetings of the Illinois Agricultural Fairs' Association, one here and the other at Sandwich, Ill.

The Central Zone meeting here Sunday (28) brought out representatives from 20 fairs. Wilbur Colburn, Lincoln, president of the organization, presided over the meeting, which was held in the St. Nicholas Hotel. Colburn was re-elected for another year along with J. R. Skinner, Griggsville, vice-president, and W. E. Freeman, Greenup, secretary.

Speakers, in addition to the officers, included Stillman Stanard, State director of agriculture, and Cliff Hunter, secretary of the State association. Hunter spoke on State aid. Also present were Strother Jones, general manager of the Illinois State Fair. Attraction representatives included Jack Lindahl, Boyle Woolfolk Agency; Jimmy Lee, Barnes-Carruthers, and Jimmy Downey, head of the St. Louis office bearing his name.

The northern zone meeting, held the previous Sunday in Sandwich, was highlighted by a colored "Im showing of the Sandwich Fair, which was host for the day. Some 40 people were on hand for the one-day meet. Attraction people included Lindahl, Downey, Lee, Amos Selby and Bob McKinley, both the latter representing their respective rodeos.

Lethbridge, Alta., Dates July 25-27

LETHBRIDGE, Alta. — The Lethbridge and District Exhibition will be held next year, July 25 to 27, the board of directors announced. The board also said that Lethbridge will host this year's annual meeting of the Southern Alberta Rodeo Circuit. No date for the meeting has yet been set.



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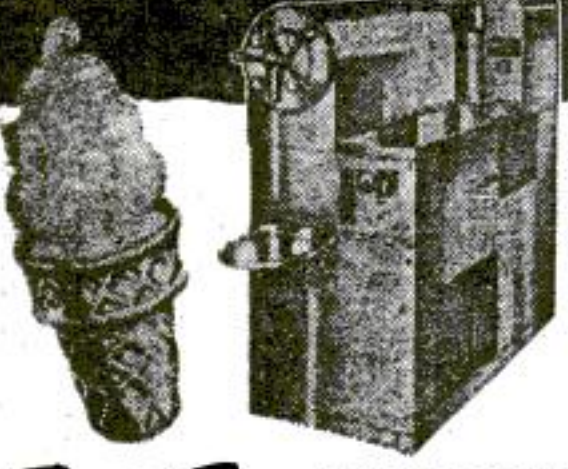
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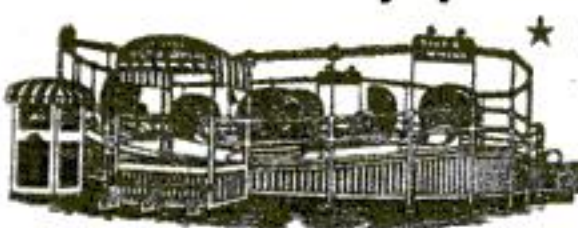
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GEISLER FIRST PRESIDENT

Festival Managers Form Association

NEW YORK — The festival world took a major step toward organization last week, when some 16 event managers turned out for the first meeting of the Festival Managers' Association. The session was held at the Park-Sheraton Hotel on Friday (26) with the encouraging knowledge that at least 35 other managers had expressed interest in joining the association. Attending were managers and directors of some of the principal festivals staged annually in the United States. Their all-day meeting ran from 9 a.m. to 6 p.m., and was devoted to such subjects as elections, dues, and general operational plans.

First president of the FMA is John Geisler of the St. Paul (Minn.) Winter Carnival. Other officers are Joe Mickler of the Gasparilla Festival, Tampa, vice-president, and Reynolds Andricks of the Fiesta San Jacinto, San Antonio, treasurer.

Meyer Exec Secretary
Executive secretary is Robert Meyer of New York, former news-

paper writer and for 10 years operator of the Festival Information Service. Meyer will handle administrative chores from his New York office and will publish two types of bulletins. Initial FMA expenses will be for postal box rental (No. 121, Cooper Station) and the bulletins.

Dues established are \$25 yearly if the event's annual budget falls below \$50,000, and \$100 if it is higher.

One of the bulletins will be external, for publicity use, and the other will circulate among members as a sounding board and clearing house for information on such matters as taxes, talent booking, parades, budgets, publicity, and all other subjects common to festive occasions. It is intended to eventually develop to where an annual trade show could be held in conjunction with a convention.

Geisler is the leading figure in the organization's conception. He said that while many details remain to be worked out, the basic

(Continued on page 143)

Sweeney Races Hold Up Despite Drought, Rain

CHICAGO—Rain at two major fairs and drought conditions at two others kept National Speedways from registering a new high gross figure this season, Al Sweeney, top man in the auto race organization, announced. Sweeney, who was back at his home base here

after wrapping up his season at the Louisiana State Fair, Shreveport, said they ended about even with '55.

Big car programs were washed out at the North Iowa Fair, Mason City, and on the opening day of the Shreveport run. This, along with drought conditions in the areas served by the Iowa State Fair, Des Moines, and the Nebraska State Fair, Lincoln, accounted for a slight decline.

The season for the Sweeney organization, which started at the Florida State Fair, Tampa, in February, included a total of 56 dates, 36 of them big car events, 18 stock car races and two motorcycle speed contests.

New fair attendance records
(Continued on page 143)

Greenwood, S.C., Gate Up 10%

GREENWOOD, S. C. — The Greenwood Fair pulled total attendance that was 10 per cent ahead of last year, George F. Free, general manager, announced on a recap of the October 1-6 run. Cettin & Wilson rides and shows were up 12 per cent, free added.

Leading attractions during the week included the Venita Rich talent revue, Ward Beam thrill show, Gene Holter's animals, wrestling and the Grimaldis as a free attraction. Giveaways included an automobile and a pony.

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ARENAS & AUDITORIUMS

Nothing New Under the Sun But Look Under Arena Roofs

By TOM PARKINSON

WHAT is unusual in one place may be commonplace in another. Comments from arena and auditorium managers about what they consider their most novel events bear this out, but they also demonstrate that, while there may be nothing new under the sun, odds are better under a roof.

Asked to name the most unusual use to which their buildings have been put in the past year, managers went the gamut. The Sports Arena at Toledo held back the grunt-and-groan boys for a time and had a piano festival with 300 pianos and 50 organs for a July sellout. The Woodstock Community Arena, in Ontario, housed a military review and cadet inspection for the high school. Portland, Ore., Public Auditorium was the scene of the cerebral palsy telecast.

A BAND FESTIVAL marked the schedule at Veterans' Memorial Coliseum at Cedar Rapids, Ia. An air force panorama show with unusual value in its exhibits caught the eye of management at the Municipal Auditorium in New Orleans. A National Gymnastics Clinic was held at the Municipal Auditorium in Sarasota, Fla.

In Canada the Kingston, Ont., Memorial Center had the induction of a potentate in the Shrine; the Vernon, B. C., Arena handled a bingo engagement, and the Penticton, B. C., Memorial Arena had a marching band concert on ice, with sawdust frozen to the surface for traction the marchers needed.

Spokane Coliseum has been used for a wedding and as a retail department store. The Corpus Christi, Tex., Coliseum booked "Dancing Waters" as backdrop for a coronation ball, and another time the city sponsored a three-hour show for tourists and newcomers, with flags of home States setting the scene. El Paso, Tex., Coliseum produced and housed a county fair. Niagara Falls Memorial Arena booked a Serbian organization's annual picnic and convention. Kelowna, B. C., Memorial Arena was used as a polling place for dominion and provincial elections.

BOTH THE ALLEN County War Memorial at Fort Wayne, Ind., and the Community War Memorial at Rochester, N. Y., pointed to their bookings of the American Bowling Congress.

Often one manager will consider an event unusual at his place, altho it may be a standard event in other locations. Thus, the Fayette County Memorial Auditorium, Fayetteville, W. Va., mentions trade exhibits. The Pavilion, Myrtle Beach, S. C., lists a home show. Pensacola, Fla., Municipal Auditorium recalls a turnaway for a show by Red Foley. Edmonton Gardens, Edmonton, Alta., names religious gatherings. Circuses were counted as novel in Memorial Building, Hibbing, Minn., and City Auditorium, Asheville, N. C.

An automobile show was unusual at Taft Auditorium, Cincinnati, while a boat show was novel in Butler Field House, Indianapolis. Stockton, Calif., Civic Memorial Auditorium was rented for a cat show. An icer was listed by Bushnell Memorial, Hartford, Conn., as their most unusual. The Globetrotters continued great drawing power is counted the "most amazing" at the IMA Auditorium, Flint, Mich.

THE COMMONPLACE got to be extraordinary at Oakland Municipal Auditorium when it had a dog show and cat show at the same time. Oakland also mentions indoor auto races, which similarly win the nod at the Armory, Louisville; Alabama State Coliseum, Montgomery, and the State Armory, Wilkes-Barre, Pa.

Rodeos were outstanding at the Barrie, Ont., Municipal Arena; Civic Center Auditorium, Butte, Mont.; Minot Municipal Auditorium, Minot, N. D., and the Mary E. Sawyer Auditorium at La Crosse, Wis. An indoor horse show is among the novel events that have been in the Memorial Field House, Huntington, W. Va.

There are scores more, and among the standouts are these. Sam Houston Coliseum, Houston, is used at Christmas time a drive-in post office for the holiday rush. And Memorial Hall, Racine, Wis., was the spot for a Kiwanis pancake day, when customers showed up like, and for, 16,000 hotcakes.

GOOD OTHERWISE

Rains Water Down Eastern Fair Gates

NEW YORK—Showmen trickling back into town substantiate the belief that the concluding Eastern fair season suffered as much as any other in recent times from the weather.

Rain was the principal culprit but cold also took its toll. Luckily absent were the hurricane winds of last year and the year before.

Business on the whole was good, often in spite of the weather. The good results achieved under adverse conditions indicated that a bonanza season would have resulted under more favorable circumstances.

Big and Small Hit

Hardly a major event escaped severe losses due to rain. At the same time dozens of smaller events were equally hard hit.

Geography seemed to have little to do with it as the rains seemed to follow the North to South timing of the events. The Central Canada Exhibition, Ottawa, lost

important time on several days because of the elements. The New York State Fair, Syracuse, was practically inundated on several occasions. The Brockton (Mass.) Fair, having its best run in several years, got hit on closing Saturday.

The New Jersey State Fair, Trenton, and the Virginia State Fair, Richmond, each caught enough bad weather on the same week to last them for a long time. The Rocky Mount (N. C.) Fair got in one out of six days and rescheduled the running. The North Carolina State Fair wallowed in mud on three of its five days.

Lost Time Mounts

The numerous other events running at the same time with these fairs were similarly hurt. Altho almost impossible to tabulate, the belief is general that fairs this year lost more days and hours to rain than even the seasons when hurricanes hit and fouled up a whole week at a time.

THE FINAL CURTAIN

BROOKS, J. Mell, secretary of Mississippi County Fair Association, Blytheville, Ark., for 25 years, October 24 in a Memphis hospital of a heart ailment. Brooks, who had also been executive secretary of the Blytheville Housing Authority, retired from the fair post in 1947. Surviving are his widow and two sons. Burial in Maple Grove Cemetery, Blytheville.

CONDON—John J., 29, manager of the clubhouse at Coney Island, Cincinnati, November 1 at Middletown, O., of injuries sustained in an automobile accident.

DENTON—Mrs. Lilly, 79, mother of Johnny Denton, owner of Gold Medal Shows, October 18 at her home in Knoxville. Burial in the family plot at Sweetwater, Tenn.

EXLER—Joe, concessionaire with Capitol City Shows and a longtime concession op, October 27 in an auto crash near Thomasville, Ga. (Details in Carnival section.)

HELD—Frieda E., 69, who toured from 1902-1927 in the team of Williams and Held, October 30 at Bethesda Hospital, Cincinnati, following an operation. Survived by a brother, Carl L. Held, of Detroit. Cremation followed services.

HELLER—Whitey, whose right name was Charles Sekafetz, father of Edith, Jean, Barbara, Naomi, Charles, Lillian and Carole Sekafetz, recently in Chicago.

LOPER—Elmer J., concession agent with Capitol City Shows, October 27 in an auto crash near Thomasville, Ga. (Details in Carnival section.)

LOYAL—Jules C., 77, former member of the Loyal Repensky troupe of bareback riders with the Ringling Bros. and Barnum & Bailey Circus, of which he was a member for eight years, October 31 at his home in Sarasota, Fla. (Details in Circus section.)

STEFFEN—Ralph Henry, 67, West Coast showman, who had been with Jimmy Wood's Yankee Patterson Circus and Pan American Amusement Corporation during the past 10 years, recently at his home in Los Angeles following injuries suffered in a motor car accident of some time ago. At the time of the accident he had an executive connection with the Paradise Theater, Los Angeles. A native of Madison, Wis., Steffen first worked as a church vocalist in New York. Later he spent many years in chatauqua work, was an early puppet show performer and at various times worked as

Ice Shows

Holiday on Ice of 1956: Odessa, Tex., 7-11; La Crosse, Wis., 14-18; Bangor, Me., 21-25.
 Holiday on Ice of 1957: Norfolk, Va., 6-14; Richmond 15-19; Canton, O., 21-25; Toledo 26-Dec. 2; Kansas City, Mo., 4-9.
 Ice Capades, 16th Edition: Mexico City, Mex., 6-19; El Paso, Tex., 22-28; San Diego, Calif., Dec. 1-9.
 Ice Capades, 17th Edition: Cleveland, O., 6-12; Buffalo, N. Y., 13-18; Syracuse 19-25; Toronto, Ont., 26-30; Montreal, Que., Dec. 2-9.
 Shipstads & Johnson's Ice Follies of 1957: Detroit, Mich., 6-11; Cincinnati, O., 13-25; Hershey, Pa., 27-Dec. 7.

Miscellaneous

Burke's Wild Cargo: Laurens, S. C., 6; Union 7.
 Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Columbia, S. C., 6-10.
 O'Day, Marie, Palace Car: Kentwood, La., 6; Magnolia, Miss., 7; Centerville 8; Gloster 9; Woodville 10; Bude 12.
 Village of Rosedale: Hattiesburg, Miss., 6-7; Laurel 8-10.

Winnipeg Ex Names Stewart

WINNIPEG — R. E. Stewart, former manager of the Brandon (Man.) Arena, has been named general manager of the Red River Exhibition here. In addition to managing the Brandon building, Stewart was formerly building superintendent and assistant to the general manager of Winnipeg Enterprises Corporation.

Officers named by the fair were **Clare Leatherdale**, president; **Claude Main**, vice-president; **George Malley**, secretary, and **Peebles Kelly**, treasurer.

Leatherdale, Stewart and R. B. Alexander plan to attend the Royal Winter Fair in Toronto, the annual meeting of the Canadian Fairs' Association and will also make the Chicago meetings.

Dates for next year's run are June 22-29.

an emcee. Surviving is his widow, Mrs. R. Marguerite Steffen.

WICKLUND—Lawrence D., manager of the Civic Auditorium, Seattle, October 22 after a brief illness. Survivors include his widow.

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 Barker, Al: Durant, Miss.
 Capital City: (Fair) Valdosta, Ga., 5-12.
 Catlett Greater: Bloomington, Tex.
 Donovan's Famous Midway: Cuero, Tex., 8-18.
 Drew, James H.: Augusta, Ga. (season ends).
 Heth, L. J. Bainbridge, Ga.
 Hottle, Buff, No. 2: Gloster, Miss.
 Jack's United: Morgan City, La.
 Ken Penn: Warsaw, N. C.
 Latin-American: Crystal City, Tex., 6-18.
 Mighty Interstate: (Fair) De Funiak Springs, Fla.
 Moore's Modern: Wharton, Tex.; Laredo 12-18.
 Page Bros., No. 2: Greenwood, Miss.; Greenville 12-17.
 Page Combined: (Fair) Palatka, Fla.
 Raley Bros. Expo. Beaufort, S. C.
 Royal, Jack: Bamberg, S. C.
 Schaefer's Just for Fun: Hurst, Tex.
 Shop-O-Rama: Fabens, Tex.; Clifton, Ariz., 12-17.
 Siebrand Bros.: Phoenix, Ariz., 5-12.
 Southern States: Pelham, Ga.
 Sugar State: Clayton, La.
 Tibbs & Keeler: Adel, Ga.; Lakeland 12-17.
 Tidwell, T. J.: Stanton, Tex.
 Tinsley, Johnny T.: (Fair) Milledgeville, Ga.; (Fair) Augusta 12-17.
 Tivoli Expo.: Lake Charles, La.
 Virginia Greater: Suffolk, Va.

Circus Routes

Beatty, Clyde: Daytona Beach, Fla., 6; Melbourne 7; Hollywood 8; Miami 9-11; West Palm Beach 12; Winter Haven 13; Orlando 14; Ocala 15; Lakeland 16; Clearwater 17; St. Petersburg 18; Tampa 19; Sarasota 20.
 Cole, Geo. W.: Cleveland, Tex., 6; Humble 7; Tomhall 8; Willis 9; Trinity 10 (season ends).
 Davenport, Orrin: Wichita, Kan., 6-10; Kansas City, Mo., 12-17.
 Packs, Tom: New Orleans, 16-25.
 Hamid-Morton: Atlanta, Ga., 6-11; Boston, Mass., 16-18 and 23-25.
 Polack Bros. Eastern: Baltimore, Md., 6-10; Wilmington, N. C., 15-17.
 Polack Bros. Western: Oklahoma City, Okla., 7-10; Little Rock, Ark., 14-16; Springfield, Ill., 22-24.
 Strong, John A.: (Schools) Los Angeles, Calif., 6-30.

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(November 9, 1951)

HARRY D. SQUIRES

Streamlined Convention Scheduled BY NAAPPB; Banquet, Expo Planned

Morning Executive Session, Panels, Advance Reservations to Speed Agenda

CHICAGO — Streamlined programming marks the advance plans for the convention here of the National Association of Amusement Parks, Pools and Beaches. The scheduled program was announced last week by Executive Secretary Paul H. Huedepohl.

The convention will be November 25-28 at the Hotel Sherman, and will run concurrently with other outdoor conventions plus the NAAPPB trade show. The latter features displays by manufacturers of outdoor amusement ride devices, concession equipment and other paraphernalia for parks, kiddielands, carnivals and similar operations.

Huedepohl made these key points:

A Monday (26) morning session will be new to the program. It will consist of the NAAPPB executive session.

Convention sessions will be limited to about two hours each afternoon during the second, third and fourth days of the meeting.

Trade show hours of operation will be the same as in past recent years.

Park men who plan to attend the convention should make reservations for hotel rooms and for the convention thru Huedepohl's office in advance.

Advance reservations will permit preparations of badges and other paper work early and thus speed registration procedures.

Directors of the NAAPPB are scheduled for two meetings. The first will be Saturday (24) in Room 2388 at the hotel. The second will be at 10 a.m. Tuesday (27) and officers for the coming year will be elected at that time.

The NAAPPB annual banquet and ball will be at the Sherman on Tuesday evening (27). Huedepohl said he was making arrangements with a booking agency to prepare the program again. Advance reservation set-up being used this year provides for earlier reservations for the banquet and ball, and Huedepohl said they were coming in well.

The social hours for NAAPPB members and guests at the hotel penthouse are scheduled for Sunday and Monday nights only this year. Tuesday's activities are in the grand ballroom. The Wednesday affair has been eliminated since many members in other years have started home by that time and attendance has been light.

An early social event will be the tea for ladies on Sunday (25). Mrs. Henry Bowen, wife of the NAAPPB president, is hostess, and the event will be at the penthouse in the afternoon.

Program Details

The Monday morning executive session at which much routine business will be handled is a new development this year. It will be at 11 a.m., and it will include the election of six new directors, reports for various committees and officers of NAAPPB, Huedepohl pointed out.

Fred Pearce Jr., of Detroit, is program chairman, and he will be in charge when the afternoon sessions start at 2 p.m. Monday. Further committee reports and comments by representatives of allied associations will be scheduled for that time. Exhibit awards will be announced at the first afternoon session, following a Sunday inspection of the trade show by the committee of judges.

At 2:30 p.m. Monday a panel discussion of park amusement games will be conducted with Robert Guenther as chairman. As part of this discussion, Bernard J. O'Connell, commissioner of licenses for the city of New York, will be a speaker.

Ex-Presidents Speak

The 3 p.m. Monday event will be the Past Presidents' Panel, in which all former presidents of NAAPPB in attendance will discuss problems presented to them by others. It is tentatively planned that Don Dazey will preside over this panel. A 4 p.m. cocktail hour for members will follow.

Tuesday's program will get started at 2 p.m. with a discussion of the problems particular to smaller parks. Ed Palmer, of Akron, O., will be panel chairman. Participants will include Robert B. Howard, of Myers Lake, O., and H. J. Terrill, St. Joseph, Mich. This will be followed at 2:45 p.m. by a maintenance symposium, under the direction of Andrew Brown, Buckeye Lake Park, O. Fred Markey, of the Dodgem Corporation, will discuss ride depreciation at 3:30 p.m.

Batt, Freed, Fritz

Harry J. Batt will open the Wednesday session at 2 p.m. with a talk about the tour he and other park executives recently made of European amusement parks.

At 2:20 p.m. Wednesday, Robert Freed, of Lagoon Park, Salt Lake

City, will show a film of the television show, "Wide, Wide World," which featured Lagoon Park.

Arthur Fritz, Chicago Kiddieland pioneer, will be in charge at 2:30 p.m. Wednesday, when the floor will be turned over to the problems of Kiddieland operators. This program event will replace the separate Kiddieland session of last year, Huedepohl said.

Among the matters to be handled in the final hour of the sessions, starting at 3:30 p.m. Wednesday, will be the presentation of service awards.

Beach-Pool Section

While regular sessions of the NAAPPB will be in the afternoons, the beach and pool section will hold meetings on each morning, as usual. James H. Dickson, Birmingham, will be the general chairman. Day chairmen will be Henry

(Continued on page 143)

COLOR, TOO

Disk Jacket Bears Pier Photo, Name

ATLANTIC CITY—A mountain-sized publicity break has been won by the Steel Pier, George A. Hamid's beachside attraction here, thru issue of a new Fantasy Records release.

Entitled "Swinging at the Steel Pier" and featuring the Elliot Lawrence band, the record is a long-playing 12-incher (No. 3236) with a cover that promises long and wide exposure of the pier name.

An attractive aerial view of the pier is reproduced in natural colors on the jacket. Any record shop displaying the record will be showing the pier's picture and name to the public, in addition to which further coverage will accrue from its listing in catalogs and its being played in homes and over airwaves.

Coney Nathan's Takes Over L. I. Eatery

OCEANSIDE, N. Y.—The historic Roadside Rest, one of Long Island's oldest and best known food spots, has been taken over by Nathan's Famous, Inc., of Coney Island.

The spot has been on the downgrade in recent years and Murray Handwerker, Nathan's vice-president and son of the founder, will have the personal task of pulling it up by the bootstraps, with the eventual aim of putting the Nathan's label on it. He will concentrate on the dining room, terrace and other phases.

Included in the deal is the property on which a kiddie park is operated by brothers, Bernie and Bob Finkel, who remain as tenants.

Nathan's world-wide hot dog eatery, has expanded in recent years to where it handles a wide variety of refreshment items at its Surf and Stillwell spot on Coney Island. It has never set up a branch operation, however. Future change of name at Roadside Rest would be a step in the direction

(Continued on page 143)

A. C. Readies Stock Event

ATLANTIC CITY—Convention Hall will resemble the Chicago stockyards when the 1956 Mid-Atlantic Farm and Home Show runs there December 1-5, with blue-ribbon cattle competing for many prizes. There will be large displays of dairy cattle, sheep, goats, fancy poultry, turkeys and Shetland ponies.

The Garden State's annual indoor agricultural exposition is expected to attract at least 6,000 persons to Convention Hall. Livestock and poultry exhibitions will be supplemented by commercial exhibits.

Youngsters in the State's 4-H Clubs and Future Farmers of America will take part in the Baby Beef Show, Chicken of Tomorrow Contest, 4-H Fashion Review and other demonstrations. Other events of interest include the international wood-chopping contest, archery contest, sheep-shearing contest and dog trials.

Tented Circus for Palisades' Opening

50-Cent General Entry Viewed for 14-Day Run; Set Big Sales Effort

NEW YORK—A circus under canvas is definitely planned as an opening attraction at Palisades Amusement Park, according to Irving Rosenthal, operator, who confirmed this week what he was predicting even before the 1956 season had ended.

The tented unit, one of several known to be under consideration, will set up within the park and be offered to the public for 50 cents general admission and 90 cents for reserved seats. The fees will include parking and admission to the park.

The engagement will be limited to 14 days, beginning Easter Saturday, April 21, or, possibly, beginning a week earlier. The performance will be complete, but limited

to about one and one-half hours, and presented twice daily, afternoon and night.

Rosenthal will use the circus as a gate lure. As such it will be heavily billed and publicized thru-out the New York metropolitan area. The park is noted for its efforts along these lines. All media—newspapers, television, radio, billing—are included.

R-B Conflict Seen

The date will almost certainly coincide with the annual appearance of the Ringling Bros.' Circus in Madison Square Garden. While not designed as a competitive effort, Rosenthal reasons that the low price will lure many thousands of moppets and their elders in addition to affording the park an excellent ballyhoo opportunity.

Palisades' ballyhoo always run head-on into the selling efforts of the Ringling show at the Garden. The park's efforts always match or surpass the Big Show's in many ways.

BIG MARKET

Teens Have \$9 Billion For Spending

NEW YORK—Buying power of the teen-agers in America represents some \$9,000,000,000. The figure has been derived from a survey agency's canvass of 4,940 teen-age boys and girls, for the American Newspaper Publishers' Association.

There are 16,000,000 persons in their teens, and the billions of dollars they have as spending money is either earned or received as allowances, or both. By 1965, it is stated, the market will have expanded to 24,000,000 individuals with pocket money in excess of \$14,000,000,000 a year.

The fact that 5,500,000 teen-agers have their full or part time jobs, as steady dollar earners, points up the dollars which manufacturers and amusement people will be shooting at in seasons to come.

Rocks' Weekends Good; Land Area Development

NEW YORK — A couple of successive mild Sundays have provided Rockaways' Playland with strong afternoon business at its Kiddieland, which is in operation weekends when weather permits.

The boardwalk midway is completely ripped up and barricaded from the kiddie ride area, as work proceeds on replacing it with concrete. Sections of the project, designed to eventually provide concrete footing thru the entire midway, are done every winter.

Encouragement for future business increases comes from the approval of applications for four apartment developments in the Far Rockaway area. They include apartment houses of 97, 61, 61 and 42 apartments, a total of 261 new units. The Lefrack organization, concerned with three of the pro-

jects, plans to develop at least 10 apartment houses in Rockaway, totaling over 1,000 units, which will be populated with potential Playland patrons.

Plans indicate start of construction early next year of the Edgemere low-cost housing project, which will be a city venture of 24 buildings containing 1,438 apartments and parking for 575 cars. The project, to be built with State aid, will cost \$18,780,000.

In addition to increased local population, Playland and the amusement neighborhood will benefit from increasing use of the new subway link which opened last summer. Lower transit costs will make this line the chief means of travel between the Rockaway peninsula and the mainland for millions thruout most of the city.

MUCHO DINERO

Mardi Gras A Headache For Coney

NEW YORK—A continuing problem at Coney Island is whether the traditional Mardi Gras can be continued. Proponents feel that the event, which has not been promoted for two years, will lose much of its value if left idle too long.

In past years a \$30,000 budget was sufficient to stage a wee-long celebration, with its attendant contests, parade, and so forth. But with a rising economy, the Chamber of Commerce feels it can't do anywhere as good a job for twice the price.

A convenient solution, it has been mentioned, would be for the borough of Brooklyn to sponsor the annual celebration, or for New York City to take a financial and operating interest in it.

The 1954 edition of Mardi Gras was washed out weather-wise and concurrently, financially. Popularity of television was said to be a factor in lessening crowds at the island. In order for future Mardi Gras to be successful, it is claimed, they have to be big enough and splashy enough to offset anything TV has to offer during that week. This, it goes without saying, costs quite a chunk of money, more than the 250-member Chamber can afford.

The Chamber is negotiating with Milton Berger, publicist, over renewal of his contract to develop the Island's public relations program. Berger succeeded the late Monroe Greenthal.

ROLLER RUMBLINGS

Skating No. 1 Sport, Objective of RSFA

By BILL LOVE

NEW YORK—The Roller Skating Foundation of America, a non-profit organization aimed at firmly establishing the ball-bearing recreation as America's leading par-

ticipant sport, started functioning Thursday (1).

Sponsored by the 52-year-old Chicago Roller Skate Company, the foundation plans heavy action in publicity and all-out assistance to rink operators, manufacturers, skaters and the general public. High on its charter of principles is close cooperation with President Eisenhower's committee on physical fitness. The foundation allegedly has no axe to grind and will play no favorites.

"It is the policy of the Roller Skating Foundation of America to co-operate in all its endeavors with all rink associations, manufacturers' organizations and amateur bodies for the sole purpose of building the sport," said Chicago Roller's exec Joseph Shevelson, executive secretary and treasurer of the new group.

Other officers are Robert Ware Sr., prexy of Chicago Roller Skate Company, president, and New York sports publicist Irwin Rosee, executive vice-president in charge of the organization's public relations program.

According to Rosee, the first comprehensive survey of the roller skating industry is already under way thru the foundation's research bureau. Results of this study will be used to determine the total impact of a sport that today has about 17,000,000 fans and more than 4,000 rinks thruout the country.

Promotional plans include nation-wide contests, with a long list of prizes; a motion picture for national showings in schools and churches and at fraternal group meetings, and a special youth program to function at high schools and colleges.

Literature on skating skills and equipment, special demonstrations, etc., is planned.

To prepare roller rink operators for increased business responsibilities, the foundation has a separate trade program. Under it, all of the industry's businessmen will be appraised regularly of latest techniques and developments in rink operation and construction. Thru a monthly newsletter, The Rink-sider, the industry will receive latest statistics on its status. The foundation's research bureau will be a data center for the trade or anyone with a qualified interest in the industry, such as publications.

Another major phase of the foundation's operations will include informational assistance in the construction of new roller rinks in areas not yet possessing these facilities.

Inter-Rink Competition In Rocky Mountain Sector . . .

DENVER — Inter-rink dance nights are slated to begin next month in the Rocky Mountain area with a half dozen rinks participating. One night a month, beginning and novice skaters will compete in simple beginning dances. The contest, lined up by Carl Johnson's Skateland, Denver, is aimed at giving everyone, regardless of ability, a chance to compete in dances such as the forward dances, simple waltzes, etc.

"We feel that each member of

our classes should at least be given opportunity to participate in competition, altho they may never become champions," Johnson pointed out. He went on to say that at Skateland the selection will be made by putting all girls' names in one box and all boys' names in another, and then in a drawing they will be paired without consideration of experience, "except in our beginning dance classes in which we have some newcomers who are working toward a couple championships."

Establishments participating in these events, to be held at a different rink each month, include Warnoco Rink, Greeley, Colo., owned by J. W. Norcross; Skateland, Pueblo, Frank Porter; Grant's Roller Rink, Boulder, and Mammoth Gardens and Skateland, both of Denver.

Fall classes at Skateland have gotten off to a good start after an unusual autumn slump attributed partially to exceptionally mild weather that has not driven youngsters indoors as in past seasons.

Special classes for medalists are moving smoothly at Johnson's rink and promotion events, such as back-to-school parties, special instruction to high school groups, adult skating parties and prize events have helped build Skateland's gate.

Streamlined Meet

Continued from page 142

Guenther, Charles R. Flatt and John Phillips.

Huedepohl said that all established booth spaces at the trade show site have been sold. A small number of "niches" remained up to a few days ago, but those were expected to be reserved by those who missed out on regular booth space, he said.

Hours for the trade show on Sunday (25) will be 10 a.m. to 7 p.m. on Monday, Tuesday and Wednesday, the show will be open from 10 a.m. to 12:30 p.m. and from 3 p.m. to 7 p.m.

Admission to the trade show will be included in standard registration for the convention by NAAPPB members, and this may be taken care of in advance by contacting the NAAPPB office. In addition, an arrangement with the Showmen's League of America provides for admission of their members upon the showing of an SLA badge. They also are working out an arrangement with the IAFE so that fairman may be admitted to the trade show by showing their IAFE badge.

Coney Nathan's

Continued from page 142

of a chain operation, which has been in the works for quite some time. Toward this end, property was acquired in Queens more than a year ago, and an architect has been working on restaurant building plans.

The name in this part of the country spell hot dog, an item of which the Coney store retails better than 6,000,000 a year. Even in the off-season, a Decoration Day is good for 55,000 franks. There is a 25-man staff at the counters alone.

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Festival Mgrs. Form Assn.

Continued from page 140

idea of organization is sound and should fill a void in outdoor show business associations. Potential membership would not be confined to current managers, but could also include Chambers of Commerce and other probable sponsors of annual festivals, as well as persons who provide the countless products which go into such events.

Publicity Discussed

The present plan calls for an annual convention, plus regional meetings. At the organizational meeting the charter members heard from several speakers on the general subject of publicity and promotion. These include Paul Showers, associate travel editor of The New York Times; Arthur Perles, assistant director of press information at the Columbia Broadcasting System; Lois Winston, director of research for "Wide, Wide World" TV show, and Harriet LaBarre, of Cosmopolitan Magazine.

Finances and publicity, problems common to all festivals, were discussed at both the morning and afternoon sessions, and each delegate described unusual ways in which he has tried to solve them.

Named to the board of directors were Norman Singer of the Aspen (Colo.) Music Festival; Jack A. Batten of the Easter Sunrise Service, Holy City, Lawton Okla.; J. J.

Golbert of the Seven Arts Festival, Pike, N. H.; Herman E. Basehore of the Maple Festival, Meyersdale, Pa.; Gordon Leonard of the Oklahoma Semi-Centennial Commission, Oklahoma City; John D. Meyers of the Rose Festival, Newark, N. Y.; Charles Gillett of the New York Convention and Visitors' Bureau; J. H. Van Aernam of the Tulip Festival, Albany, N. Y.; Dr. Alfred Showmaker of the Pennsylvania Dutch Festival, Bethel, Pa.; Ray Erickson of the Minneapolis Aquatennial, and Clarence A. Arata of the Cherry Blossom Festival, Washington, D. C.

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Kelly-Miller Ends One of Best Seasons

Heavy Advertising Brings Out Crowds For Most of Show's Midwestern Trek

HUGO, Okla.—The Al G. Kelly & Miller Bros.' Circus is back in its winter quarters here and word is that the season just completed was one of the best in the show's history.

BOOK REVIEWS

Circus Gets Attention of New Volumes

By TOM PARKINSON

CHICAGO—New in the Landmark series of books that are for youngsters and are read by more than a few adults is "The World's Greatest Showman," a biography of P. T. Barnum, by Joe Bryan III.

This is an attractive book and its 182 pages carry a good, standard biography of Barnum. While it comes up with little that is not already widely known in show business, it nevertheless tells the story well and much more concisely than the other Barnum efforts. There is a section of illustrations.

The book is published by Random House at \$1.50.

Wifely Comments

"Wife of Four Hobbies" is by Ruth E. Reuther, wife of Dr. J. R. Reuther, of Gainesville, Tex., an amateur photographer, artist, magician and member of the Gainesville Community Circus. She is the film carrier, brush cleaner, prop packer and not-so-eager member of the Community Circus, and looks upon her lot with a humorous air.

Tales she tells about the Gainesville circus are on page 145.

'Camel Dutch' On Shortest Of 48 Tours

KILGORE, Tex.—Capt. John (Camel Dutch) Narfski closed his 48th and shortest circus season here Sunday (28), when the Al G. Kelly & Miller Bros.' Circus completed its tour. The veteran animal man was in a rest home at Hugo, Okla., most of the season but joined for the final three weeks, taking up his duties as superintendent of the menagerie.

Narfski was born in Poland and worked for the Hagenbeck outfit at Hamburg, Germany. When Hagenbeck shipped a large number of wild animals to Mexico City for an exposition, Narfski came along. A few months later these animals were resold to Jerry Mugivan, and Narfski came with them. He was nicknamed Camel Dutch at that time because he was in charge of numerous camels.

Subsequently he was with Hagenbeck-Wallace Circus and Ringling Bros.' Circus, as well as some zoos. He was with Al G. Barnes Circus and helped train and work that show's famous hippo, Lotus. With the Kelly-Miller show for several years, Narfski again trained a hippo to walk around the hippodrome track, but the Kelly-Miller hippo was not out of her cage this season except for the weeks Narfski trouped.

The show works without local auspices and uses a heavy advertising system in advance, with most paper featuring animals.

The show moved ahead of last year's business early in the season, experienced only one mediocre week in a long series of winning ones during the first half.

As the show moved across the Middle West it played to excellent business until it got to Indiana. There some towns were off, and the same was true when it doubled back and crossed the same State on its westward junket.

Late Stands Report

Some of the final stands of the season pointed up the business scored. Hearne, Tex., on Thursday (25), had two capacity houses. Crockett, Tex. (26), had a half house in the afternoon but a full one at night. Palestine, Tex., came up Saturday (27) with two full houses. Sunday (28) the show played a matinee only in Kilgore and then came back to Hugo quarters. The final show pulled more than three-quarters of capacity. Weather, generally better than average on the season, held good thru the last day.

SOUTHERN STANDS OKAY FOR BEATTY

Atlanta Starts Good; Gastonia Off; Late Arrivals Hurt Some Afternoons

ATLANTA—Clyde Beatty Circus played a suburb here Monday and Tuesday (29-30), creating considerable excitement and drawing good attendance on the first day. Second day was expected to be big in view of the strong advance sale.

The nation's only railroad circus pulled hefty business at all recent stands except Gastonia, N. C., where rain hurt the afternoon.

Asheville, N. C., played Wednesday (24), had a three-quarter afternoon and near-full night, with Shrine auspices. A late arrival caused postponing the afternoon show until 5 after a 129-mile run from Knoxville's muddy lot.

Gastonia Off Some

The Beatty show made a good impression at Hickory, N. C., where it attracted a half house in the afternoon and a three-quarter take at night, with another late arrival hurting. American Legion was the sponsor. Gastonia followed with a handful in the afternoon and a three-quarter night house. This was called the worst day the show has had since it opened in late August. Weather there was cold and wet.

Greenville, S. C., was a high spot, with the show playing to a three-quarter afternoon and near-full night. Weather and arrival were good; auspices was the Lions Club, and there was a minimum of competition.

The show was idle Sunday (28), arriving at about noon in Atlanta after a slow rail move. Lot was in East Point and was used by Ringling-Barnum on a recent appearance here. Sources apart from the Beatty show indicated that the circus was unable to get a license to show Atlanta proper because of opposition from the Shrine, which has the Hamid-Morton Circus there November 5-11. One report said Beatty paper was covered.

\$7,000 TAG ON HUNT 'COPTER REAR-END JOB

NEW YORK—If a front-end job is costly on a car or truck, that's nothing compared to a rear-end job on a helicopter. The Hunt Bros.' Circus whirlybird, en route last week to Armok, N. Y., ran into rough weather and a particularly hard landing. Damage was severe to the tubular structure in the machine's tail, to the rear rotor blade, and elsewhere. Cost of repairs, with parts being sent from Fort Worth, is reportedly \$7,000. There were no injuries to the pilot or mechanic.

George Cole Spotty in La.

GLENMORA, La.—George W. Cole Circus has had mixed business at recent stands. In Glenmora on Tuesday (30) there was a 70 per cent night house and very light afternoon in rainy weather. Lions Club was the sponsor and elephants ballyed at schools and downtown.

DeQuincy, La., on Sunday (28) for an afternoon only brought the show a straw house. In Logansport, La. (23), the show had two light houses and no sponsor.

Hunts Take Torch To King Material

Last Stock Burned Up for Junkman To Prevent Any Use as Opposition

NEW YORK—Last rites are in order for the dormant King Bros.' Circus equipment remaining in Penns Grove, N. J., and Stroudsburg, Pa. Harry Hunt, general agent of the Hunt Bros.' Circus, revealed this week that the Hunts have bought the remaining King stuff and will "cut it up in little pieces."

Announced intentions is to slice up the material so that it can never again be used for show purposes, and then peddle it as scrap. The Hunts will thus have gotten the equipment off the road, where it can't compete with their circus or any others.

The story unfolded was part of a general picture of happenings at the Hunt quarters. All that will be salvaged of the acquired materials will be the aluminum tent poles, in all sizes, a good number of tires in okay condition, assorted rigging, and some seating.

More important to the purchasers than the precise catalog of what they bought was the final disposition of material, which was making inroads in traditional Hunt territory. Much of the rolling stock, it was claimed, had little value, but still would have given a circus promoter a head start in framing a show, even though it was in poor shape for the road.

No "angel" will be able to use the stuff now, one of the Hunts noted. Sale was made thru J. W. Bailey, of Macon, Ga. Eight units have already been delivered to Hunt quarters in Burlington, N. J., where a man has been tackling the project with a blowtorch.

Harry Hunt said that negotiations are under way with a couple of canvas firms for the manufacture of another big top, utilizing airplane cable instead of manila hemp. Principles embodied in the first tent made by the late Arthur E. Campfield will be retained and the experience of the past year should make possible a vastly improved tent, Hunt said, adding that, in the family's opinion, cable can't be beat.

Plans for the 1957 edition of the Hunt show call for a mid-April opening, but an altered kind of

presentation. Ray Hoover's lion act has been retained, the riding act is also set, and Jack Walsh will return with his elephant lift concert, which had much success in 1956.

Ten days of November work in Maryland have been secured for the show's advertising helicopter. The elephants will be playing a Framingham, Mass., date for Mickey Sullivan in November, and the Evansville (Ind.) Shrine show on November 22. Other animal acts have made appearances for country club parties and industrial shows, and the helicopter will again be used for Christmas Santa drops.

J. Loyal Dies In Sarasota

SARASOTA, Fla. — Jules C. Loyal, 77, former member of the Loyal Repensky bareback riding troupe of Ringling Bros. and Barnum & Bailey Circus, died October 31 at his home here.

A fifth-generation circus performer who had his own troupe in Europe before joining Ringling-Barnum, of which he had been a member for eight years, Loyal was a native of France and had lived in the U. S. since 1932.

Surviving are his widow, Stella; five daughters, Mrs. Albertain Carter, Mrs. Germana Zucchini, Mrs. Asterina Galasso, Mrs. Zefta Perez and Mrs. Silmona Pedaro; two sons, Alfonso and Custino, and 14 grandchildren.

Requiem mass was held November 2 in St. Martha's Catholic Church here, with burial in Manasota Burial Park.

Books for Packs West

PHOENIX, Ariz.—A string of stands in Colorado have been signed for the Tom Packs Circus, Western unit. It was announced here Friday (2) by Bob Stevens. The cities are Pueblo, Montevista, Salada, Canyon City, Durango, La-Junta, Lamar and Trinidad.

Tom Packs Show Names Talent for New Orleans

NEW ORLEANS—Tom Packs Circus will make its 11th annual appearance in New Orleans November 16-25. The 10-day stand again will be under auspices of the Shrine temple. Details of the date were announced last week by the Packs office at St. Louis.

The circus will again be preceded by a Canal Street parade on the evening of November 15. Inaugurated in 1950, parade units will be furnished by the local and neighboring Shrines, circus and civic organizations, according to Jack Leontini, of the Packs staff.

Talent List Announced

The three-ring circus will have the following line-up of acts: Sixteen-Girl Aerial Ballet, Captain Kuhn's Mixed Wild Animals; Miss Rietta and Betty Pasco, swaying masts; the Kaytons, trampoline; the Chiesas, acro-act; Tell Teigen, Greta Frisk and Jeannine Pivoteau, aerial acts; Tom Packs' Elephants with the Madisons, Sonny Moore's

Roustabouts, dogs; Nicolini's Chimps, Roland Tiebor's Sea Lions; Wallenda Family, high wire; Flying Malkos and Flying Roberts; Frielani Family, cycling; Karrell Troupe, Roman ladders; Joanides, slack-wire juggling; Martells, Rola-Rola; the Merkeys, comedy horizontal bars; Wierengard Family, rotating aerial; Sylphides, Wallenda iron-jaw ensemble; Jack Joyce's Exotic Animal Revue; George Hanneford Family, bareback; Betty and Benny Fox and Simru Duo, sky dancing.

Clown alley will include Jeff Murphree, Charles Ed Lewis, Bozo Harrell, Harry Dann, Al Rollo, Frank Cain, George Barnaby and Billy Griffin.

C. W. Hoerber is the Packs show general manager and Jack Leontini is Packs' assistant. Al Vernon Jr. will again head the band, and Dick Ware is announcer. John Manko will be in charge of the working personnel.

Dr. Wm. Mann Retires From National Zoo

WASHINGTON—Dr. William Mann is retiring as director of the National Zoological Park here. However, he is planning to maintain an office at the zoo and he will continue as Honorary Research Associate of the Smithsonian Institution, parent organization of the zoo. Dr. Mann is a prominent member of the CFA and often has been consulted by circus owners and trainers in connection with their animals.

Dr. Theodore H. Reed, zoo veterinarian for about a year, is to be acting director of the zoo. Previously, he was in Portland, Ore., and planned that city's new \$4,000,000 zoo.

Buffalo Shrine Signs Dobritch as Producer

BUFFALO—The Shrine Circus here will be produced next spring by Al Dobritch, booking agent and rep for numerous circus acts. This was announced Thursday (1) by Edward Dobe, general chairman for the circus here.

Dobritch, a former performer, handled booking of acts on "Super Circus" for several years and since then has been active in placing acts on several circuses and the

Ed Sullivan TV show. Currently, he has booked a number of his acts with the Houston Shrine Circus and the upcoming Fort Worth Shrine Circus.

The date has been played in the past by the Hamid-Morton Circus. Dobe recalled that Al Sands had the date once about four years ago and at one other time it was produced by another office. But with those exceptions, it has been an H-M date for about 20 years, he said.

Dobe reported that George Hamid was in Buffalo Thursday (1) and that the final decision to make a change came at that time. But while the actual step came then, the contract has been in the air for some time, according to other sources within circus business.

Dobe said the 1957 show will be six days starting April 21 and again will use Municipal Auditorium.

Dobritch will produce the performance itself, but Dobe said that plans have not yet been completed for the handling of promotion. In that past, that also was worked by Hamid-Morton.

Dobe said his organization was anticipating an increase in business with the coming show.

Hagen Straws Night Crowd In Texas Town

Pittsburgh, Tex.—Hagen Bros. Circus had a straw night house and three-quarter afternoon here Friday (26) under Jaycee auspices. Show used clowns, calliope and elephants as downtown bally.

On Saturday (27) in Cwo, Texas, the show had two half houses and no local sponsor.

In Marshall, Texas, Wednesday (24) the show used a baseball park rather than a tent. It had about 1,100 for each show and had Legion auspices.

Show's season closed October 31 at Madill, Okla.

HOUSTON SHRINE SETS HEAVY SHOW

Joyce Directs; Cuneo Animals, Pinito, Zacchini Triple Cannon, Tonito Due

HOUSTON—Make-up of the Shrine Circus here was announced last week, and Shrine officials said that business prospects were high. The show runs November 6-11 at Sam Houston Coliseum.

Officials this year are Walter P. Moore, general circus chairman, and C. Howard Phifer, vice-chairman. They are in charge of production and promotion, while in the past production has been under John Andrew. Andrew also is not associated this year with the Fort Worth Shrine show.

Staff at Houston this time includes Jack Joyce, director, and Lezy Cervone, equestrian director. Izzy Hamilton has the band. Scamp Dobritch, with the chimp Jinx, is to be "guest ringmaster" on the first three days of the run.

The performance is to be a heavy one with a good number of major acts. Among these are John Cuneo's new wild animal act; Pinito Del Oro, who recently played some dates with Polak and from here will return to Spain; and the Zacchini cannon production, which will utilize one double cannon and one single-shot model to come up with a triple human cannonball act.

While Jack Joyce is to be on hand as director of the show, he is not working his own animal act. The performance includes several acts which were with Ringling-Barnum until midseason. These include Takeo Usui and Tonito, as well as Pinito Delo Oro and Cervone.

Some of the acts at Houston also will make the Fort Worth date and some will play the Tom Packs Circus at New Orleans.

Running Order

Program will include: Hawthorn Wild Animal Fantasy, which is Cuneo's new leopard and wolf-dog arena act in its first major appearance; Tell Teigen, the Rudys and Miss Ruggieri, balancing; the Mandarins, the Fredonias, the Karrells, Bruce Sidlinger and the Tokayers, acrobatics; clowns; Sunny Moore's dog and Watkins' chimps; Trudi and Pete Luvas, Les Sylphides, Pinito Del Oro, Zoppe iron jaw, Edith De'Arcy and Miss Pievotau, aerialists; the Honey-mooners, comedy car; the Flying Zocchins and the Flying Malkos; intermission.

Tiebers' Sea Lions; Alberto Zoppe Riding Troupe, with Cuciola; Takeo Usui, foot slide; the Dam Brothers, Dieter Tasso, Tonito, Lola Dobritch and Don Wallys, wire acts; clowns; the Paramount Bears and Allens' Bears; the Great Wallendas; the Kelly-Miller Elephants, with Fred Logan; Les Idalys and Bob Top and Lauren; and the Zacchini Triple Cannon act.

Producing clown is Happy Kellems. In clown alley are Slim Williams, Jeff Murphree, Rollo, Sonny Riley, Pappy Kerr, Bill Fee, Joy and Roy Thomas, Peggy Klein, Van Wells, Kokomo Maddox, Charlie Lewis and Garner Newton.

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Polack West Off Slightly At San Antonio

SAN ANTONIO—Western unit of Polack Bros. Circus played to half and three-quarter houses in the 6,000-seat San Antonio Municipal Auditorium October 22-28. Business started slow and built upward but still closed a little short of recent seasons.

Afternoon houses, made up largely of kids, had 5,000 on the first day, 4,000 on each of the next three, 5,000 on Friday (26), 5,500 on Saturday, and 5,200 on Sunday (28).

Night shows had 3,500 on the first day, 3,000 on the second, 3,500 each on Wednesday and Thursday, 5,000 on Friday, another 5,000 on Saturday and 3,000 on the Sunday night closing show.

Book Reviews

Continued from page 144

ville show will find interest. But the widest appeal is likely to be among her compatriots, the wives who dream, tho hopelessly, of the time when their husbands will give up circus, whether it be by the weekend or by the season. Published by Pageant Press, New York, at \$3.

Reflects Hunt Show
"Pierre of the Big Top," by Col. S. P. Beek, is a children's book published recently and notable because it mirrors the author's visit to Hunt Bros. Circus.

Meek tells of connecting with the Hunt show thru The Billboard, and about his impression of the Hunts and their show. While there he got the material for this story of a circus dog. And the story itself shows Hunt Bros. influence. The elephants have names like those on the Hunt show, and elephant trainer Capt. Roy Bush, of Hunt Bros., becomes Capt. Roy Blake in the book, for example.

Published by Dodd, Mead & Company, New York, 203 pages at \$3.

UNDER THE MARQUEE

Noyelles Burkhart, former legal adjuster for Ringling-Barnum, is going into the real estate business at Sarasota. . . . Frank Hildebrand's Warren Fun-O-Rama Circus is booked for Minneapolis January 25-27 under National Guard auspices. . . . Ray Bickford suggests that circus owners should advertise in schools, using a theme about international co-operation.

A. Morton Smith's column in The Gainesville Register refers to The Billboard's recent story about flying acts and points out that the Flying Malkos have been practicing at Gainesville.

Charlie Campbell has his Marie O'Day Palace Car in Mississippi and is headed into Louisiana and Texas. He reports being in the same territory as Leonard Bros. Circus, Ring Bros. Circus and Diamond Jim Speagle. Campbell is also booking Youngblood's Village of Rose-dale walk-thru and a miniature circus walk-thru. He reports good business and he recently added a number of oddities to his O'Day show.

Rolando and his wife Lilly Yo-kob are touring with the Harlem Globetrotters on an engagement that will take them to Alaska,

Japan, China, Australia, New Zealand and Hawaii. They will be back in the United States on February 1. This tour follows a summer jaunt with the Globetrotters that included 21 countries in Europe played in 16 weeks.

Joe Fleming caught the Tex Carson Circus and reports it seems to have had a successful season since he caught it in the spring. . . . James W. Young, Chino, Calif., visited Jake Posey. . . . CFA William Temple, Des Moines, caught the Clyde Bros. Circus and visited with clowns Jack Harrison, Carl Nelson, Roy Atkinson, Johnny Carson and Mike Gasca.

Wharton Bros. Circus played the first of several school dates it has booked, this one at Centerville, Md. Program included Mervin and Gloria Ray, Ray Brison, Vin Carey, Sandra and Sister, and owner David Wharton.

Harry LaBreque, circus promotion man recuperating at San Antonio, was visited by Louie Stern, managing director of the Polack show, during the show's stay there. . . . Drysdale Brannon, of the Marion, Ind., newspapers, is recuperating from extensive hospital treatment.

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Gate Increase Set At Columbia Event

COLUMBIA, S. C.—A record-breaking South Carolina State Fair concluded here Saturday (27). The five-day, six-night event topped last year's attendance by about 10,000, according to officials. While total attendance figures are not announced, the gate count is estimated at around 200,000.

Showers hurt the opening Monday night (22) preview, free gate session. Leaden skies threatening rain failed to hamper the enthusiasm of thousands of children on Friday (26). Apart from this the weather experience was good and fair officials Paul V. Moore, secretary, and Ransom J. Williams, president, were pleased.

In recent years the Monday preview and Saturday have been built into important sessions. This year's wind-up was big with midway activity lasting thru the final hour. A performance by the Jack

Kochman Drivers drew the biggest crowd ever for a thrill presentation here. The night grandstand show was a GAC-Hamid presentation.

Midway Up
The World of Mirth Shows on the midway registered an increase over last year when banner grosses were scored. Earnings were running several thousand dollars ahead as the event ran into its final day, even without figuring in the earnings of the Sky Wheels.

The fair announced plans to build a new grandstand with a capacity of about 3,000. Three new structural steel buildings, used for the housing and judging of cattle, were in use this year.

The excellent financial condition of the event was revealed in a report issued prior to the opening of the fair. Assets were announced at \$527,321.

'New Yorker' Piece Lauds Rhinebeck

NEW YORK —The fair at Rhinebeck had one of its most favorable stories yet, in the October 6 issue of New Yorker magazine, but the story was published too late to do the annual much good for this year.

The piece described the writer's leisurely meanderings thru the grounds. He described talks with exhibitors, officials and midway folks, lamented the absence of girl shows which were popular in his youth, and delivered a very favorable impression in a story covering several pages of solid text.

Expectations are that the fair will make an effort to capitalize on the story, in preparation for the 1957 run.

Shreveport Misses Record Gate by 32

SHREVEPORT, La.—In spite of bad weather at the start and in the middle, the '56 Louisiana State Fair came within a whisker of reaching last year's all-time attendance mark set when the Pelican State's exposition enjoyed perfect weather for the full nine days.

This year's attendance totaled 563,007, just 32 below last year's record mark. Rain and high wind struck on opening day (20) about 1 p.m., just as the crowds were pouring thru the turnstiles. The heavy downpour caused cancellation of the 100-mile stock car race and intermittent showers thruout the day cut sharply into the attendance at the two grandstand performances at night.

Given good weather thruout the run, there is no doubt that a new mark would have been established. As it was, a new single day's high was recorded on children's day Friday (26) when the count was 94,485.

Rain on Thursday (25) held down attendance, altho the Barnes-Carruthers revue presented a bob-tailed version of its show between showers.

The fair finished strong Friday, Saturday and Sunday (28) with good weather and the final kick enabled the Royal American Shows to roll up a record gross for Shreveport.

Al Sweeney's IMCA speedway car races on the final two days showed a gain over last year's comparable dates, and the motorcycle races on the first Sunday (21) drew a record crowd for this event.

All commercial and industrial exhibit space was contracted for and in addition an Oil Show was held in conjunction with the fair. The local oil industry association shifted the dates of Oil Progress Week to

coincide with the dates of State fair. A bigger oil show is expected to be staged in conjunction with the fair next year.

On the good weather days, the nightly grandstand show recorded an increase in attendance and there was a noticeable increase in interest in cattle judging and livestock sales.

The livestock show was the largest in the history of the fair, and the animals were displayed to better advantage, thanks to the new \$305,000 cattle barn that was in use for the first time at the 1956 fair.

Attendance at the Victor Borge show (27) was below expectations with about 4,000 showing up for the one-night-only performance in the Hirsch Youth Center.

The dates for next year's fair have been set for October 19 thru October 27.

Second Run Clicks For Jacksonville

JACKSONVILLE, Fla. — The infant Greater Jacksonville Agricultural and Industrial Fair, in its second year and growing vigorously, had a weather break Thursday (1) with the first sunshine in a week of operation. Forecast was favorable for a strong finish on Saturday (3).

The event gets nine operating days in, after starting on a Thursday on Gator Bowl property. There is no Sunday operation. A northeaster hung over the city during the first week, with threatening weather holding attendance down, but not presenting problems of any bad financial setback.

Fair runs a free gate for kiddies on the two Saturdays, with bike giveaways, and hopes to have progressed next year to the point where mid-week school recesses can be achieved.

Manager Ted Chapeau said the closing Friday-Saturday should be big for all segments, including the Cetlin & Wilson Shows' midway, since there is a big civil and Navy payday. This was absent on the first weekend, and this factor, coupled with the weather, set paid admissions about 5,000 behind the

inaugural year's 32,000. This deficit had been erased by Friday (2) and the total was ahead by 1,200.

Arena Is Viewed
By all standards, the fair has a bright future, it appears. Chapeau pointed out the city's co-operation in making available the use of the Gator Bowl and adjoining baseball park. Also significant is the prospect of a new sports arena, possibly for 1957 and almost certainly for 1958. Jacksonville's bond issue of \$2,000,000 has been approved, and the building would no doubt be used by the fair during its run, which has already been scheduled for next November 14-24, with the Cetlin & Wilson Shows to return. The arena property is next to the Gator Bowl.

A big success has been the Southeastern Boat Show, which has drawn heavy interest and exhibitors from several States. A high school football game set for Friday night was sure to draw about 12,000 persons.

Admissions were 50 cents and a quarter. The sponsoring Variety Clubs started the event last year on an investment of \$6.40—the fee for charter filing—getting everything else on credit. This year, it was claimed, they went into the fair with \$27,000 in the kitty, and plans were to retain a salaried manager for future editions.

Some \$10,000 was set aside for premiums and \$1,000 was invested in silver and gold trophies, which the management felt was as impressive, if not more so, as prize ribbons.

JACKSONVILLE TRAILERS RUN IN 15 MOVIES

JACKSONVILLE, Fla. — Having representatives of all news and publicity media on its directorial staff has helped the Greater Jacksonville Fair's promotional work no end. Theaters, usually rough on fair publicity offerings, broke down and 15 film houses in town carried fair publicity trailers in advance of the annual. The exposure was tremendous and served to hold attendance to a good level in the early days, when weather was unfavorable.

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TOUGH GOING

Eastern Units Close Strong Despite Rain

NEW YORK—Eastern carnivals are rounding out a very fine season despite a good deal of bad weather experience that ranged thru both the still date and fair periods. The bad weather, mostly in the form of rain but including also considerable cold, has been frequently labeled by veterans as

Vivonas Set Final Plans For Miami

SUMTER, S. C.—Much of the Amusements of America will be returned to quarters here when the colored fair in Charleston comes to a close on Saturday (17), while other units go ahead to Miami to begin a winter of Florida dates.

The colored fair here, which ended Saturday (27), wound up okay despite several days of inclement weather. Final day operated with a free gate all day and the idea went over well.

Other bright spots were the Wednesday and Friday kiddie matinees. Top money went to the Scrambler, coaster, and Tilt, among the rides, and to the Art Spencer lion motordrome, Stars of Tomorrow revue, and side show, on the back end.

Harry Wilson left early for Miami to complete plans for the opening on November 17 at 27th Avenue, N. W., between 52d and 54th streets, following which he will go to his winter spot in Gibsonton.

Morris Vivona, general agent, reports a nearly complete fair route for 1957. John Dempsey will remain in quarters to plan and start building show fronts and other items.

Collins Inks Tulsa Fair

MINNEAPOLIS—The William T. Collins Shows will again provide the midway attractions at the Tulsa (Okla.) State Fair and Exposition, Owner Collins, announced.

Show will play the event for the third straight year in '57, and the addition of this contract virtually completes the organization's fair route for next year.

I. T. Bags Rhinebeck Fair, Sets Deals for Four Rides

NEW YORK — Securing the midway contract for the Dutchess County Fair in Rhinebeck, N. Y., was announced this week by Phil Isser, manager of the I. T. Shows.

Isser said the deal was consummated prior to a brief visit to Miami, from where he just returned. The fair was represented at the signing, he said, by Richard Murray, its manager.

This will be the Isser-Trebish Shows' first appearance at the date, which opens on a Friday and runs thru Wednesday. It bid for the date last year but lost out to the Reithoffer Shows, which in turn succeeded the King Reid Shows in Rhinebeck.

about the worst in their experience. While no season is immune from the dilution of grosses by rain, this year it was noted that the changing of the seasons and geography made no difference at all.

Given more good weather, the season might well have added up to bonanza proportions for many of the traveling organizations. Interest and spending by the public at fairs was high and there was ample evidence that grosses at a number of events would have hit new record proportions if it hadn't been for the weather. That many events paid off handsomely, even tho one or more days were virtually lost to rain, served to demonstrate that peak grosses could have been achieved.

Virtually all of the larger events which spread over most of the weeks in the season, and with them all of the coinciding smaller fairs, suffered importantly from rain. Likely record grosses were lost at such events as the Central Canada Exhibition, played by the World of Mirth; the North Carolina State Fair, played by Strates, and the Virginia State Fair, played by Cetlin & Wilson, because of washout rains on several days.

Some of the heaviest rain was caught by Strates at the New York State Fair, Syracuse, an important link in his route. Other shows also caught foul weather at many of their dates, but, and surprisingly, the seasonal reports still range upwards from good.

With few exceptions, the shows had to contend with poor starts. Early fairs mostly meant a period of catching up for most organizations.

Generally speaking concessionaires did better this year than last, leading to the hope that any decline registered in this department in the future might result from the rotating of taste on the part of the public rather than a trend toward distaste.

Hottle Hikes Grosses At Most Southern Fairs

BATON ROUGE, La. — Buff Hottle Shows racked up '55-topping grosses at every Southern fair with the exception of one, Owner Hottle reported here.

The No. 1 unit was up 15 per cent at the West Tennessee District Fair, Jackson; showed a 15 per cent increase at the North Alabama State Fair, Florence; a 5 per cent hike at the Huntsville, Ala., event, and was 10 per cent

up at the Franklinton, La., annual. Business was on a par with '55 at the Donaldsonville, La., Fair.

The No. 2 unit, beset by rain and wind at three Louisiana fairs, still did okay. Other high points of the season were at Freeport and Marion, Ill.; Princeton, Ind.; Kennett and Jackson, Mo., and at Covington, La.

Hottle has already re-signed the Florence, Ala., Fair for next year and expects little change in his '57 Southern route.

San Francisco Club to Honor Past Prexies

SAN FRANCISCO — Show Folks of America will honor its past presidents and gold card members at a dinner here Monday night (12), E. S. Fitzgerald, club president, announced.

Fitzgerald named Joseph Clemens as the chairman of the event honoring the former presidents. A special dinner will be prepared and a show will be presented on the occasion.

The following Monday (November 17) the annual Ladies' Bazaar will be held under the chairmanship of Leona Stevens. Flossie Fitzgerald is the co-chairman. A baked ham dinner will be served from 4:30 to 6:30 that afternoon and evening with the regular weekly meeting to follow. During the past few weeks a table cloth embroidered with names of the club boosters has been sold, with nearly 700 names on it.

Plans are also being made for the annual banquet and ball to be held January 13. It will follow the Memorial Services to be held that afternoon.

STRONG TOUR:

Brodbeck-Schrader Ends Season With Two Winners

WELLINGTON, Kan. — Final two stands on the route of Brodbeck & Schrader Rides showed up good and wound up one of the best seasons the organization has had since its inception, L. M. Schrader, manager, announced here.

The show was here for a city-wide celebration, marking the opening of the new turnpike. Nightly prizes were featured along with a final giveaway of a \$25,000,

completely furnished, home. Rides scored well thruout the week.

Show moved here from the Arkala Celebration at Arkansas City, Kan., where the rides, particularly the Ferris Wheel, received exceptionally strong patronage.

Schrader said the Wheel ran full capacity for two afternoons and nights on the final two days of the run. Despite the lateness of the date—October 24-27—people came from miles around for the celebration, the 25th annual.

Following the close here in Wellington, the equipment will be moved to Kinsley, Kan., winter quarters. Major dates during the season included the Colorado State Fair, Pueblo; Central Wyoming Fair, Casper; Oregon Trail Days, Gering, Neb.; Spanish Trails Fiesta, Durango, Colo., and the Kay County Fair, Blackwell, Okla.

Schrader plans to attend the Chicago meetings.

Columbia, Augusta Solid for WOM

Records Set at South Carolina, Georgia Fairs as Okay Season Concludes

AUGUSTA, Ga.—Frank Bergen's World of Mirth Shows were on their way to an almost sure record gross as the Augusta Exchange Club Fair went into its final sessions here Saturday (3). The date, which will be extended thru Monday (5) for colored people, marks the end of the season.

The fine date here follows on the heels of a record gross last week at the South Carolina State Fair, Columbia. The earnings at Columbia, in the \$100,000 class, were piled up altho skies were leaden and threatened rain on a couple of important days. A preview session on Monday night was also hurt by rain.

By Friday (2) the gross here was running a solid \$5,000 ahead of last year. This was surprising in view of the fact that the gate did not indicate an increase in spending and economic conditions were said to be off from last year.

Fine Weather
The show got an assist here from the weather, which was fine thruout the week. Concession space,

under the supervision of Bernard (Bucky) Allen, ran over 1,000 feet.

The show will make its home run to winter quarters at Richmond, Va., after allowing for the proper drying and storage of all equipment.

Altho the show floundered in rain and mud thru many of its still dates and lost many important working hours and days to the elements during its fair season, Bergen said the season was a good one. The show was handicapped in its start since considerable equipment, mostly rides, had been sold to the government of the Dominican Republic for use on the midway at the World's Fair there. This equipment was replaced and decorative features added thruout the season.

ACA Asks Data About Meeting

ROCHESTER, N. Y.—Shows expecting to be represented at the Chicago meeting of the American Carnivals Association were requested this week to inform Max Cohen, general counsel and secretary-treasurer, at Suite 103, 39 State Street, here.

The ACA will meet Monday and Tuesday, November 28-29, in the Hotel Sherman. Cohen said non-member shows are welcome to attend, and his office will provide any additional information about the association upon request.

Two Killed In Auto Crash

THOMASVILLE, Ga.—Joe Exler and Elmer J. Loper, both with Johnny Keith's Capitol City Shows, were killed here Sunday (27) in an auto crash. Police said Exler's station wagon was hit head-on by an approaching car which had attempted to pass a third vehicle.

The two were en route to join the show at Thomasville, Ga.

Exler was a long-time concessionaire, generally operating a grocery wheel. Loper had been associated with Exler for the past several years.

Midway Game Book by Theron Fox Announced

SAN JOSE, Calif.—"How to Make Money With Carnival Games," a 144-page book by Theron Fox, is announced by its publisher, Rosicrucian Press, Ltd., of this city, which calls it the first attempt in book form to delve into the complexity of carnival game operation without being an expose.

Reading is enhanced by 35 illustrations and 11 pages of percentage charts and probability tables as they apply to midway games. As the book is aimed at those intending to sponsor an organized carnival, a glossary of terms is included. This is a book that advance agents will do well to place in the hands of skeptics, the publisher says, since the justification of game percentages are discussed in relation to costs of business, short seasons, weather problems, etc.

Ohio Group Chartered

COLUMBUS, O.—Secretary of State Ted W. Brown has issued a non-profit charter to the Marion July 4th Celebration Committee, Inc., Marion. Purpose of the corporation is to promote the observance of Independence Day by the city. Listed as trustees were Ralph Q. White, Prospect, O.; Charles B. Miorbitt and Wendell L. Strong, Marion.

March 13-17 Indoor Fair for Hartford

HARTFORD, Conn.—Officials of County Amusement Company, which will direct operations of the Hartford Fair, to be held March 13-17 in the State Armory here, are lining up a program for the event, reports Paul Ollis.

In addition to industrial and commercial exhibits, there will be rides, skill games and several name acts, including top cowboy performers for whom negotiations are now in progress. The fair will culminate four years of negotiations for the event. There has been none here for 15 years, said Ollis.

After a successful tour with Tennessee Valley Shows, Ted Dion and Peter Sokolowski have joined Sugar State Shows.

CLUB ACTIVITIES

Showmen's League of America

CHICAGO—President Maurice Ohren was in the chair at the regular Thursday (1) meeting. Also on the platform were Al Sweeney, first vice-president; Bill Carsky, third vice-president; Sam J. Levy Sr., past president, and Homer Briant, executive secretary. Over 85 members were present.

New members include Harold Kaplan, Lou Denet and Joseph P. Nolan.

Bill Green was reported still confined to New Grace Hospital in Detroit following surgery.

Members called upon for brief talks included Dick Ware, Dave Friedman, Mickey Blue, George B. Flint, Petey Pivor, Mickey Dale, Carsky, Sweeney, George Johnson and Sam Levy Sr.

Debentures were discussed and several were taken up by members at the meeting.

Plans for the convention were discussed, and committee heads for various functions were again announced. Members of the banquet group include Sam Levy Jr., as general chairman; R. L. (Bob) Lohmar and Leo Overland, reservations and tickets; Herb Dotten, press; Frank P. Duffield, entertainment; Ned Torti, reception, and Carl J. Sedlmayr Sr., program.

President's party committee is headed up by Bill Carsky with Lou Dufour as co-chairman. George Johnson is in charge of tickets; Herb Dotten, press; Norman Schlossberg, entertainment; Max Brantman, reception, and Sam Ward, stage co-ordinator.

Hot Springs Showmen's Association

HOT SPRINGS—The first fall meeting, held November 1, was attended by 75 members. On the rostrum were Lee Moss, second vice-president, who conducted the meeting in the absence of President John Gallagan; Paddy Conklin, third vice-president; Clayton Holt, treasurer, and Clint Shuford, secretary. The meeting was opened with an invocation by Walter Ebel and a salute to the flag.

Along with some members who reported the season's business satisfactory, brother Conklin gave an interesting talk on his visit to the Munich (Germany) Fair. Paul Olson, of the Olson Shows, now in quarters here, is suffering from laryngitis. Harry Hennies is in from Houston and is busy building a patio and barbecue addition to his home. Mr. and Mrs. Harry Zimdar are home after a visit to Winona, Minn. Zimdar reported satisfactory business this season at his Pleasure Park. The social season got under way Saturday (3) with a homecoming party. The annual banquet and ball will be held November 14 in the Arlington Hotel.

Ladies' Auxiliary

The November 1 meeting was presided over by June Reynolds, second vice-president, and Pearl Weydt, first vice-president, in the absence of President Ethel Booth. Invocation was given by Lillian Ray, chaplain. Applications for membership were received from Leona Tuttle, Pauline Mence, Jackie Tempkin and Mrs. Roy Carter. New members accepted were Mrs. Faye Askane and Phyllis Emswiller.

Visitors included Mrs. Sammy Clickman, Jersey City, N. J., member of the New York club, and

Mrs. Lou Leonard, Chicago. The social season was kicked off Saturday (3) with a welcome-home party. A steak fry, handled by Caroline Holt and Vivian Zimdar, was held Sunday (4) at the Hot Springs Gorge.

Final plans for the bazaar were discussed, with the event scheduled for November 16. Party chairman Evelyn Ranaldi's barbershop will be used for the sale. The testimonial dinner for outgoing President Ethel Booth will be held at the Southern Club December 8.

Vivian Zimdar, Gloria Pearson, Alice Hennies, Caroline Holt, Marion Shuford, Irene Ogle and Rose Marie Stein, of the nominating committee, proposed the following for office during 1957: June Reynolds, first vice-president; Rose Kahn, second vice-president; Billie Owens, third vice-president; Irene Ogle, treasurer, and Bonnie Wheatley, secretary.

The raffle prize, donated by Leona Crowe, was won by Lucille Donofrio.

Pacific Coast Showmen's Association

LOS ANGELES — Committee reports were made at the regular meeting here Monday night (29). President Edward Harris conducted the session with Vice-President Robert Downie, Treasurer Harry Phillips and Secretary Robert Matthews on the rostrum.

The reports were highlighted by that of E. W. (George) Coe, who announced that plans were moving along for the banquet and ball to be held in the Rodger Young Auditorium on December 11. Tickets are being put on sale. Coe emphasized that the reservations will be limited.

Following the pledge of allegiance, the lights were dimmed in tribute to a departed brother, Robert Montgomery.

Sam Dolman reported plans were under way for the function to be staged at the Arizona State Fair on the Siebrand Bros.' lot. Dolman added that a membership drive would be made.

Joe Ryan was reported still confined to the hospital in Ventura, Calif. Fred Donnelly said that Clark Wiley was a patient in the local General Hospital.

President Harris welcomed Al (Red) Cohn, Harry Seber, Ed Butler, Hort Campbell, Si Otis, Louis Bacigalupi, Zack Hargis, Dave Friedenheim, Al Blake, Harry Gilbert and Ed Cadieu to the clubrooms upon their return from the road.

Two Stands Okay for Clyde

CEDAR RAPIDS, Ia. — Clyde Bros.' Circus played to a total of about 6,000 people in four performances at Memorial Coliseum here October 25-26. The coliseum seats 2,000.

Both afternoon shows had about 1,500, while the first night drew 1,000 in rain and the second night had 2,000. AFL was sponsor.

The show went to Albert Lea, Minn., for another two-day stand starting Monday (29). Show uses the livestock judging arena there and has Shrine auspices. Afternoon The first night drew 1,500 and the houses each drew 2,000 people. second pulled 1,200 in the 2,500-seat house.

COSTUME BIT PUSHES FAIR ON HALLOWEEN

SAVANNAH, Ga. — The fair here took full advantage of having its dates include Halloween, by offering a free gate plus "trick or treat" gifts to all kids under 12, in costume and accompanied by their parents. Also part of the promotion was awarding of prizes of ride ticket books to the best-costumed children, chosen by judges who roved the grounds during the afternoon.

WFA Schedules Speakers for Annual Meet

SACRAMENTO — Dudley T. Fortin, manager of the California State Fair & Exposition here, will report on the International Association of Fairs & Expositions convention in Chicago at the Western Fairs Association meeting to be held December 3-6 at the Hotel Del Coronado in Coronado, Calif. Louis S. Merrill, WFA general manager, announced here last week.

Fortin is scheduled to speak during the WFA meeting session from 2:30 to 5 on the afternoon of December 5.

Other speakers scheduled for the afternoon are Harvey M. Johnson, Maricopa County Fair, Mesa, Ariz.; Frank Deason, Yuma County Fair, Yuma, Ariz.; A. E. Snider, Chief, California Division of Fairs & Expositions; R. O. Monosmith, University of California Extension; George P. Couper, assistant California FFA adviser, and Merrill.

Canada will be represented by V. Ben Williams, manager of the Pacific National Exhibition, and Nevada by P. P. Hoover, of Nevada Fair of Industry. Other States sending representatives are Oregon with Hallie Hunington, Oregon Fairs Association; Texas, A. B. Davis, Panhandle South Plains Fair; Utah, Don Wyatt, Utah State Fair, and Washington, J. H. McMurray, Western Washington Fair.

MIDWAY CONFAB

Walter D. Nealand, who has had a ballyhoo natural in the announced retirement of his boss, John H. Marks, operator of the shows bearing his name, couldn't stay out of the act as the season neared its end at Orangeburg S. C. The venerable Walter, who has been living out of a suitcase for 58 years while selling the glories of circuses and carnivals, decided that he, too, might as well announce (or threaten) his retirement. But no one, especially the newspaper folks, took him seriously.

A visit to several Southern fairs preceded a month's stay at Hot Springs for Harry Schwartz. The inactive showman reports many happy hours spent at the Hot Springs showmen's club and visits with Max Tubis, operator of the Atlantic City Million-Dollar Pier, who was also taking the baths. Schwartz will journey all the way to the West Coast before heading for his Jersey home.

George Smith of Sumter, S. C., and Margaret Decker of Newark, N. J., were married in Sumter on Friday, October 26, and Amusements of America folks tendered them a surprise party that evening.

SAVANNAH CLOSING ON GATE MARK OF 75,000

SAVANNAH, Ga. — Total admissions for the Coastal Empire Fair bid to exceed 75,000 for a new record, it appeared Friday (2) when the Exchange Club event had but one day to go.

The new grounds on Montgomery Avenue at 62d Street have been improved slowly but surely by the club's fair corporation, to the extent that the first permanent building, the office structure, was added last season, and concrete slabs for food booths were put down this year.

Manager Meredith E. Thompson said the physical improvements will continue regularly, as finances permit. The site was occupied following a rained-out fair a few years ago, jokingly referred to now as the club's water follies.

Mid-Week Picks Up

Weather for the six-day fair, cut from last year's experiment with eight days, started poorly but cleared well by Wednesday (31). Only setback of the week was a food poisoning scare on the big

kiddie day Tuesday, with the resultant public hesitation depriving the event of an estimated \$4,000-\$5,000 in receipts. Dr. W. D. Lundquist, county health commissioner, and Dr. Walter Otto, assistant health officer, proclaimed that the lone midway incident represented no potential harm, and that they would attend that night with their families. Publicity given to their statements erased the public's apprehension, it was felt.

Good co-operation was received from the area's six radio stations and two TV outlets, with publicity being handled by Hunter Leaf. All fair help is voluntary and the club's corporation which runs the event is headed by George Parker.

Thompson was lavish in praise of the Gooding Amusement Company midway, under supervision of Hal Eifort.

Fair admissions are 60 cents for those over age six, and 25 cents for younger children. Parking is 50 cents. The traditional door prizes were eliminated this year in favor of a daily free high act, by Ray Arturo. Public acceptance of the free talent was reportedly good.

Association reported the possibility of an ultimate grandstand structure, but said this must wait until other fair structures are erected first.

Brandon Ex Renames Prez

BRANDON, Man. — Frank O. Meighen has been re-elected president of the Brandon Exhibition board.

Also returned to office were vice-presidents Harvey Tolton and H. L. Crawford.

William McGregor, veteran director who was forced to resign from the board because of ill health, was named an honorary director.

Denny Addresses Ill. Fair Execs

SPRINGFIELD, Ill. — Jim Denny and John Kelly, representing the Jim Denny Artists Bureau, Nashville, attended the Illinois County Fair Executives' session and banquet here October 28 at the invitation of Bob Skinner, vice-president and secretary of the association.

Denny addressed the group regarding plans for his office submitting acts for next season.

Corn-Clover Loop Sets Dates for '57 Annuals

NEW ULM, Minn. — Douglas Baldwin, secretary of Minnesota State Fair, St. Paul, addressed a recent meeting of the Second District Corn and Clover Belt Circuit of Fairs at which discussions were held on increased costs and premiums at fairs and dates were set for 10 fairs.

The 1957 dates and fair sites are: August 7-11, Fairmont; 8-11, Arlington; 9-11, St. James; 12-14, Garden City and Blue Earth; 15-18, New Ulm, Waconia and Jackson; 19-21, Windom, and September 7-11, Hutchinson.

don on Tivoli Exposition Shows at Lake Charles, La., and brought him two new Side Show banners. . . Mr. and Mrs. Paul Rappale, of Greenville, Pa., spent several days with Mr. Rappale's father, James, in Sumter, S. C. The elder Rappale is advance ad man for Amusements of America.

Karol Taylor visited Billy Logs-

TIVOLI EXPOSITION SHOWS

Showing downtown Lake Charles, La., lots through Nov. 11. Then the big one, payday at Lake Charles Army Air Base, showing at gate, Nov. 12-18. Two big spots to follow.

Can place Hanky Panks, Mug, Cookhouse, Pony Ride. Also place Shows of merit with own equipment.

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MERCHANDISE TOPICS

An unusual novelty is offered in different forms by Alabe Crafts, Inc., Fifth at Central, Cincinnati. These are fortune tellers which answer questions put to them. Ask the question, flip over the novelty and you get a different answer to each question. These fortune telling novelties come in the form of a baseball, bowling ball, crystal ball, pocket-size fortune teller, Happy Fanny and others. Fine craftsmanship in reproducing this item has not prevented the firm from keeping prices down to where the operator can make a strong markup. Send for complete details and special prices to the trade.

M. K. Brody, 1116 South Halsted Street, Chicago 7, is featuring a complete line of holiday articles in his catalog. Included are hats, decorations, favors and dozens of other items that will be much in demand for the holidays. Brody also announced that he is featuring a new line of imported and domestic mechanical toys and dolls.

Meyer Morris, 840 Michigan Avenue, Miami Beach, Fla., is bringing out genuine cultured pearl necklaces at what seems an unusually low price. These are 17-inch strands strung on nylon with 14-kt. The luster, sheen and appearance of the pearls easily identify them as genuine. Priced at \$6 per strand, they should prove to be money makers during the remaining seven buying weeks before Christmas. Boxed, the strands are priced at \$6.50 each. The firm requires check or money order in full, postage prepaid, or will ship c.o.d.

Because of the tremendous success they had with the item last

year, Hall of Distributors, Inc., 8713 12th Street, Detroit, is repeating their fruit cake offer. These fast-moving cakes are offered in two weight sizes. The first is a two-pound cake priced at \$10 per dozen, or \$9.50 per dozen in gross lots. The second is a five-pound cake offered at \$2.50 each in lots of six, or \$2.25 in six-dozen lots. All cakes are vacuum packed and are loaded with selected cherries, choice fruits and nuts, and attractively boxed in a red and silver metal container. The high retail value of the two items makes them desirable for fast Christmas turnover.

The Acme Parachute Shooter has been for many years one of the most fascinating and fast-moving toys ever offered, says Acme Toys, 2333 Abbey Avenue, Cleveland. The item is made economically with tried and proven materials. It's simple and fool-proof in operation and may be used indoors as well as outside. Perfect for demonstrations, the Santa Claus Parachutes come packed in red and green foil tubes, in red and green plastic tubes, and with a sewed parachute packed in red and green plastic tubes. Write for samples of the time-tested product.

An unusual service is offered by the Mayrose Company, 923 Chandler Avenue, Linden, N. J. They will print postcards from your photo for as low as \$7.50 per thousand. Delivery is promised in two months. In addition, the firm has hundreds of different general scenes or imprinted scene around city or State which they can deliver in two weeks. Five hundred free comics are sent with every order.

PIPES FOR PITCHMEN

By BILL BAKER

AFTER A LONG . . . silence, Leo (Happy) Heller sends word that he is working foot and oil remedies in Sam's department store, Detroit, and expects to be there for the winter. Happy started last spring with Doc Slocum, working coils and Doc's atomic show. However, still dates were murder, so Doc headed into Indiana and Happy stayed within his 40-mile bounds to work medicine in stores in the daytime and the front of Suicide Allen's Thrillarena at night. As it turned out, Doc's fortune improved with his departure from Detroit. Recently he has been checking into town after his circuits of auctions and farm implement sales, at which he has been pitching coils and medicine, and plans to head for California before long. Other pitchmen in town include Red McCool, after a successful season with vitamins; Bill Barlowe with razor planes, and Chick and Marian DeCorey, who are doing well with cleaner. Chick, who is also in Sam's, recently suffered a touch of pleurisy. Frieda Udkoff is working foot and oil remedies in Woolworth's. Charlie Winkle is working his jewelry and Harris is clicking with mice. Dorothy Thompson is doing well with reducing gum, as is Harvey Rice with polish. Bill and Alice Pierce put in three weeks recently at Sam's with perfume. Dave Lewis, who had been working foot remedy, left for Milwaukee to join his bride of four months. They expect an addition to the family in June. Marty Halloran, who married his partner, Ann McCelli, a couple of years ago, is working pens. Recently the frau presented Marty

with a son, so the demon ink-stick worker now plies his trade alone while Ann carries on at home. Dave Blythe, currently working polish, checks in at Sam's on his frequent east-to-west travels. Bob MacDonald and Phil Kraft have set up polish manufacturing firms in town. "The boys and girls coming thru Detroit are invited to stop at Sam's where the welcome mat is out and the coffee is hot," says Happy.

A NEW SPOT . . . is in the works for pitchmen, according to word from Thomas A. Yates, special activities director, Willow Grove (Pa.) Park. Yates infos that the park, which begins its 62d year next April, will open two areas to pitchmen. Profit possibilities for pitchmen are good, since Yates reports that the park never draws less than 2,000,000 people a season.

TWO VETERANS . . . in the med pitch field, Dr. and Mrs. Milton Bartok, announced the marriage of their daughter, Valerie Jacqueline (Bunnie) Bartok, who is well known to circus folks in the Sarasota, Fla., area, to Edward Starr, non-professional, in October 26 ceremonies held in Temple Emmanuel, Dothan, Ala. Mrs. Bartok will be remembered as the daughter of Dr. T. C. Jacobs, for many years a well-known med pitchman. The bride was Miss Sarasota of 1956 and was one of the originators of the Sarasota High School Sailor Circus. She and her husband, an architectural designer, will make their home in California.

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FORMULA WITH TITANIUM. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in carton lots only. \$1.30 per gallon.

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COMING EVENTS

Continued from page 149

Maryland
Timonium—Eastern Nat'l. Livestock Show, Nov. 10-16. Dr. John P. Foster, University of Maryland, College Park, Md.
Michigan
Bay City—Poultry Show, Jan. 10-13.
Detroit—Home Improvement Show, Nov. 2-11. R. George Wood.
Detroit—Junior Livestock Show, Dec. 4-6. W. J. Chambers, 6750 Dix.
Jackson—Turkey Show, Dec. 4-6. Don Miller.
Missouri
St. Louis—Auto Show, Jan. 19-27.
New York
New York—National Automobile Show, Dec. 8-16.

GAC-Hamid Buys

Continued from page 138

equipment owned by Young was included in the deal. It is possible that some of this equipment, scenery and lighting effects, may be interchanged with that from the East.

Young, active in the outdoor field for nearly 40 years, is credited with producing the first revues for fairs. The success of these productions transformed fairs, thru the years, from strictly daytime events to day-and-night activities.

With Jules Stein, Young formed the nucleus of the now giant Music Corporation of America. Serious illness caused him to sell out his interest for a few hundred dollars.

He was associated for short periods with the old World Amusement Company and the Barnes & Carruthers Agency. For the most part, however, he has operated on his own.

New York—National Motor Boat Show, Jan. 19-27. Joseph E. Chote.
North Carolina
Warsaw—Armistice Celebration, Nov. 8-12. Ohio
Toledo—Gift, Music & Home Festival, Nov. 3-11. Success Enterprises, 5115 Lewis Ave.
Pennsylvania
Harrisburg—Pennsylvania State Farm Show, Jan. 14-18. H. R. McCulloch.
Pittsburgh—Jr. Beef & Lamb Show, Nov. 6-8. N. L. Claiborne.
Scranton—Northwestern Pennsylvania's Greatest Expo., Nov. 11-18.
South Dakota
Sioux Falls—Auto Show, Nov. 20-22.
Tennessee
Franklin—William Co. Jr. Beef Show, Dec. 4. Hubert Hill.
Nashville—Davidson Co. PFA Rally, Nov. 17. John T. Tucker.
Shelbyville—Bedford Co. 4-H Dairy & Beef Show, Dec. 4. Mrs. W. K. Ply.
Texas
Cureo—Turkey Trot, Nov. 8-18.
San Antonio—South Texas Vegetable Day, Nov. 10.
Utah
Ogden—Ogden Livestock Show, Nov. 16-21.

28" CUDDLY BEAR
Taffeta & Rayon Cloth
• Cotton Stuffed
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\$15 Dozen, 6 Dozen lots ... **\$13.50** dz.
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AT THE NEW LOW PRICE **\$5.95** 6 or more

Sample \$6.95
1 Yr. Written Guarantee
25% deposit with order, balance C.O.D.

Includes:
• Jeweled Wrist Watch, fancy dial
• Matching Expansion Band
• Spring Clip Tie Bar, matching Cuff Links
• Adjustable Ball Point Pen
• Precious Metal Lead Pencil
• Beautiful satin lined box with Life tag and \$71.50 price tag

Also available in 17-J, \$9.95

NATIONAL DISTRIBUTING CO. PHONE 92-6473
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OVER 600 PINS AND IDENTs FOR ENGRAVING

12 STYLES of engraving Cuffs and Tie Clips in this new series. Cuffs, carded **\$3.00 Doz.**

Cuff & Tie Clip sets, fancy boxed **\$5.25 Doz.**

Catalog with new numbers ready for engravers and demonstrators. State your business.

DEXECO, INC.
Manufacturers of Engraving Jewelry
191 South St. Providence 3, R. I.

DEMONSTRATORS!! PITCHMEN!!
FINALLY! CHESTLITE—THE SUCCESSOR TO FLASHLIGHTS!

The Chestlite leaves both hands free to work. Countless uses! Demonstrate the CHESTLITE and watch the PROFITS grow! OVER 1,500,000 SOLD TO DATE! First time ever offered to demonstrator workers. Retail price—\$3.15—without batteries. \$1.39 in case lots (24 to a case). F.O.B. Los Angeles or Baltimore. Color: Grey. Dimensions: 3 1/2" x 3" x 2 1/4". Adjustable straps. Send for Demonstrator—\$2.00. 28% cash with order, balance C.O.D.

EMERGENCY LIGHTS, INC.
620 W. Anaheim Street Long Beach 13, California

NEW REVERSIBLE BAGS AND SHOE LACES TO MATCH

Five compartments, size 6x10x3 1/2". Smooth on one side and tooled on the other side to wear for dress and sport. Color combinations: Tan and natural, tan and red, red and black, blue and red.

This is a \$26.50 retailer. Send for sample today for only \$14.50. Less in dozen lots. Shipped prepaid. Wallets, Beaded Belts and other style bags.

EARL IMPORTS
BOX 287, LEBANON, PA.

Get Big Double-Barreled SALES IMPACT

thru

The Billboard's Annual

OUTDOOR CONVENTION SPECIAL

featuring —

- The Cavalcade of Fairs Supplement
- The Complete Statistical Directory of Fairs
- The Directory of Still-Date Facilities
- Many Special Features AND All the Important Latest News and Developments

DATED NOVEMBER 24

IT REACHES
ALL BUYERS
WHO GO TO
CHICAGO

IT REACHES
ALL BUYERS
WHO STAY
AT HOME

100% COVERAGE

UNUSUALLY GOOD BUY FOR MERCHANDISE ADVERTISERS

The Billboard's Outdoor Convention Special is an exceptionally good buy for you Merchandise Firms. Distributed November 19, a full month before Christmas, widely promoted and publicized, it gives you the opportunity of reaching thousands of active buyers BEFORE the BIG last-minute pre-Christmas rush.

3,000 FREE COPIES of the Special will be distributed from The Billboard's booth right on the Convention floor. Your advertisement in it will AGAIN be seen by EVERY buyer who goes to Chicago while he is looking . . . while he is buying.

The vast importance of the many EXTRA Features in the Outdoor Convention Special is further guarantee that this issue will be kept for many weeks after publication, AGAIN and AGAIN exposing your advertisement to many thousands of buyers.

No amount of exhibition space at the Convention itself will do as complete a selling job as a prominent, complete advertisement in the Outdoor Convention Special. Plan NOW to be in it.

RESERVE SPACE TODAY! AD DEADLINE...NOV. 14

CINCINNATI 22, OHIO
2160 Patterson St.
DUbar 1-6450

NEW YORK 36, N. Y.
1564 Broadway
PLaza 7-2800

CHICAGO 1, ILL.
188 W. Randolph St.
CEntral 6-8761

ST. LOUIS 1, MO.
390 Arcade Bldg.
CHestnut 1-0443

HOLLYWOOD 28, CALIF.
6000 Sunset Blvd.
Hollywood 9-5831

MEXICAN JACKETS
100% Wool in All Colors. Available in "Dancers" or the embroidered styles, in all sizes and colors.
Dancers, Sizes 34-40 \$6.90 each
Embroidered, Sizes 34-40 \$5.90 each
White or sizes over 40, \$1.00 extra. Also available in children's sizes at various prices. Special prices on quantity lots to jobbers.

BEAUTIFUL HAND PAINTED MEXICAN SKIRTS
A marvelous number that will prove to be your fastest seller and biggest profit-maker.
\$3.90 ea. SPECIAL PRICES On quantity lots.



MEXICAN REVERSIBLE PURSES
They Come in Two Sizes
6" x 8" \$ 8.90 ea.
7" x 10" 10.90 ea.
If one only \$1.00 extra



MILADY
Milady actually gets two different color purses in one. Just turning the flap around, she will have a different color purse. Made in many different color combinations.
All prices F.O.B. El Paso, 25% dep., bal. C.O.D.
PEARL SALES CO.
P. O. BOX 675 EL PASO, TEXAS
Send for Free Catalog which contains a select group of additional Mexican imports at attractive low prices.

MEXICAN RINGS
5 Different Designs At last we have them. Nickered Color, Tarnish Proof.
\$3.36 a dozen. \$3.96 a dozen with side ornaments. Both prices in gross lots. If less than a gross, \$3.50 and \$4.20 a dozen.



BINGO
SUPPLIES and EQUIPMENT

7 and 10 color specials
4-5-6 and 7 ups
Midgets, 3,000 series—7 colors
Paper and Plastic Markers
Wire and Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards Made to Order
Free Catalog Available

JOHN ROBERTS CO. INC.
817 Broadway, Newark, N. J.

WATCHES, \$3.35
17-J Ladies' Rhinestone Cover Watch \$9.25
7-J Ladies' small styles, cord band \$6.15
Add \$1.00 for sample.
25% with order, balance C.O.D. Boxed Costume Jewelry, priced right. Free price list.
C. TAFF CO.
218 Hay St. Fayetteville, N. C.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS
● TIP CARDS ●
● BASEBALL CARDS ●
at very reasonable prices
COLUMBIA SALES CO.
302 Main St., Wheeling, W. Va.
Phone: Wheeling—CEdar 34282

SEND TODAY FOR YOUR FREE COPY OF OUR 1956 GENERAL CATALOG IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

Our 35-year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.

GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.



ENGRAVERS AND DEMONSTRATORS: ATTENTION!

WRITE FOR CATALOG

Heart or Round Necklace on 24" chain. \$27.00 Or. Nickel or gold plated.

Men's Expansion Photo Idents from \$4.75 doz.
Largest assortment of Plated, Gold Filled and Sterling Rings. 25% deposit with all C.O.D. orders. Include postage with prepaid orders.

McBRIDE JEWELRY CO., 1261 BROADWAY at 31st St., N. Y. 1, N. Y.



SAFECRACKER Joke dud firecracker—ten real fuses —does everything but explode!

LEGAL EVERYWHERE! Up to 400% mark-up on this fast-selling hot novelty item. Every Safecracker can be reused 10 times.

Retails	Your Cost—Delivered to your city (F.O.B. Muskogee.)	Single sample Safecracker, 10 fuses & facts.
\$.25	\$.30	Five Safecrackers & 50 fuses, full details.
1.25	1.00	Display Card 24 Safecrackers & 240 fuses.
6.00	3.50	Six cards—gross Safecrackers & 1,440 fuses.
36.00	18.00	36 cards—6 gross Safecrackers, 8,640 fuses, 24 lbs.
216.00	54.00*	JOBBERS ONLY, sample order, 1 case, 3 gross, 12 lbs.
108.00	27.00*	

PRESTO FIREWORKS R.F.D. 4, Box P-77B; Muskogee, Okla.

GIVE TO DAMON RUNYON CANCER FUND

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg.
St. Louis 1, Mo.

Parcel Post

Davis, N. E. 44e Maoloney, John 27e

Agima, John
Allen, Mr. & Mrs. Tex
Anthony, Korrine
Bailey, Charles W.
Barnes, Mrs. L. E.
Boudreau, Gil
Bowlin, John
Bradburn, Robert Eugene
Brody, Ralph J.
Broffie, Sonny
Brown, Chuck
Bruno, Cecilia
Butterbaugh, G. Wm.
Caldwell, Sam
Campbell, Carl
Carpenter, Clifford
Chambers, Louise
Chambers, Louis
Chunas, Mrs. Mae
Clark, V. S. Jack
Claudette "The Barones"
Coleman, Mr. & Mrs. Mutt
Cozart, John
Cook, Mrs. Harriet
Cooper, Ray
Crowell, H. W.
Davis, N. E.
Deal, James E.
Diaz, Ted
Dickey, Joy
Donofilo, Frank
Erikson, Evald M.
Fats Lunch
Finley, Kenneth B.
Fraker, Mr. & Mrs. Chas.
Frazier, Ed
Fuller, Mrs.
Gage, Mr. & Mrs. Margaret
Garner, Mrs. E. H.
Gawle, Mr. & Mrs. Walter
Gibson, Clifford
Golden, George
Good, Beryl
Grenfell, Evan
Hall, David Dinsdale
Harris, A. J.
Harrison, James E.
Haskins, J. L.
Hiller, Ed
Hill, Monk (Pony)
Horowitz, H. G.
Hoyt, Clyde
Hutton, Boots R.
Jeffries, E. C. (Jeff)
Jennings, Maurine
Jones, Mrs. Lewis J.
Kelly, Gene L.
Kelly, Loyd G.
Kenney, Arlene
Kernes, Jim
Klassen, Fred W.
Kline, Bob
Knapp, John Richard
Krieger, Albert W.
Latimer, L. C.
Leagen, E. J.
Leonard, Arthur
Lowe, Thomas Alva
McConn, M. P. (Bud)
McMillan, R. J.
McSpadden, John R.
Matthews, & Myrtle
Medlin, Charles
Metzger, A. Burton Jr.
Meyer, Roy
Middleton, Odell
Miller, Paul
Mitchell, G. L.
Mudry, Peter
Meyers, Obad
Neilson, Rasmus
Patterson, Mrs. Elaine
Puell, F. W.
Payton, Jess
Pfister, Francis
Phinney, Margaret M.
Prevost, Mr. & Mrs. Dave
Rains, Leo
Rawlings, Jack A.
Richardson, David K.
Riley, Hubert L.
Rose, Stephen
Rowland, Mrs. C. W.
Shamoon, Patricia
Silcox, Joe
Smith, Hoyt
Spaulding, Lawrence
Spores, Mrs. Delores
Sproull, Albert
Starnes, Mr. & Mrs. L. M.
Sterner, Mrs. Maxine
Stevens, J. W.
Stewart, Raymond
Sty, Joseph
Stout, L. James
Stutz, Jim
Thomas, Robert L.
Tousey, Gary Lee
Tubbs, Albert Jr.
Turner, Jessie Marie
Walters, Ben
Wideman, Ed
Wiedeman, Author
Wilson, Harvey T.
Woods, Johnie
Zomp, Paul

MAIL ON HAND AT CINCINNATI OFFICE
2160 Patterson St.
Cincinnati 22, O.

Akins, Gene
Alexander, Chas. L.
Allen, Chas.
Allen, Charley & Mrs.
Allen, Mrs. Audrey
Allen, Mrs. Juanita
Allen, Roy (Majestic Show)
Ames, Eddie
Andreano, Frank
April, Mrs. Arthur
Arger, Tom A.
Argos, John
Atilly, Louis
Bachman, H. D.
Baer, Clyde
Baggett, Jimmy
Baker, Walter Elmer (Buddy)
Balsewice, Mrs. Esther
Balsewice, Peter
Barnhill, Mrs. Kader B.
Baron, Henry F.
Bartlett, Mrs. Henry
Bartley, Willie E.
Barton, Louis (Kid)
Beatty, R. Gene
Beck, Dan
Belkows, Gerald
Bellows, Alan
Bennett, Virginia
Bergman, Leo H.
Best, Dick
Bible, Rita
Boring, Geo. E.
Bowman, Wm.
Bowman, Mrs.
Bradford, Winogene
Braden, Frank (Press Representative)
Bradley, Henry S.
Bradley, Jess
Bradley, Mrs. Jess
Brady, L. P. (U. S. Shows)

Costa, Frank
Cousin, Joe
Cullavan, Phillip
Dax, Mike
Dantone, Helmut
Davis, C. H.
Davis, Earl & Ruthie
Dean, W. D.
De La Wezler, Mrs. Zeleka
DeWinter, Mrs. Ann
Demetro, Archie & Betty
Demster, Frank
Dewsbury, Geoff & June
Dick, Billy
Dicor, Izzy
Dillow, Robt. D.
Dravestro, Alfred
Downs, Jack
Drake, Bob
Dubois, Henry
Duran, Martha
Edwards, Bernie C.
Fearnish, Dr. H. W.
Everman, Mrs. Helen
Farmer, A. L. & Mrs. Andrew
Farrell, Hugh
Ferguson, Mr. Robt.
Ferguson, Emmett
Finerty, P. J.
Fisher, Jake
Foss, John
Fox, Benny & Betty
Fox, Walter
Frank, Geo.
Frank, Jack E.
Frazier, Clarence
Frazier, Otis & Mrs. Garrison, D. W.
Garvey, W. R.
Gibson, L. S. & Mrs. Gill, Frank
Gilmore, D. W. & Mrs.
Ginther, Homer Mrs.
Gordon, Don
Gospodarski, Larry
Haddix, Ray
Harris, Bill
Hale, Walter
Hallerhan, Juanita
Hammond, Wm. C.
Hansen, John
Harris, H. B.
Hart, B. E. (Telegram)
Hauser, Buddy
Hauser, I. B.
Hauser, J.
Heldner, Carl
Herrin, Billy
Hickman, Elaine
Hildebrandt, Frank B. & Janet
Hill, Justin (Eddie) or Mrs.
Hill, Mrs. Wm.
Hofmann, Lottie
Holt, Johnny
Hosmer, G. E. & Mrs.
Hunt, Walter
Hunt, Hays W.
Hyman, Al
Ingram, Robt.
Irwin, Jack
Ivanov, Mario
Ivey, James W.
Jackson, Harry H.
Johnson, Mrs. Fred
Johnson, Pete B.
Johnson, Pete Louis
Johnson, R. E.
Jones, Milo
Jurkins, Raymond
Kalbaugh, William David
Kaler, Carroll
Keller, Wilt Carleton
Kleban, Harry
Kiser, Geoffrey B.
Kosterman, Ralph
Krim, W. F. (Blackie)
La Morris, William F.
Landrus, Jack & Ruby
Lane, Jinx
Lane, Veronica
Larish, Matt
Lason, Arvil Geo.
Laughon, Harold M.
Lauranchuk, Ted
Lawson, Everett
Leboeuf, Ovilla
Leonard, Arthur L.
Lewis, George A.
Lewis, Jimmy
Lilly, H. J.
Lucas, Harold J.
Luckie, Charlie
Ludwig, Art
Lumbardi, R.
McBride, Mrs. Miriam
McDonner, Mrs. Opal
McDowell, Jas. P.
McLure, George
Mace, Bill
Madron, Tipton
Mahon, Richard
Maki, Edie
Mallman, Manny
Manstein, William
Martin, Earl
Martin, Harry
Martin, Judy L.
Martin, Sam
Mason, John H.
Maynard, Glen
Menzel, Adolph Paul
Mercy, Alexander
Meyer, Walter P.
Mikolche, Joseph
Miller, A. R. & Mrs.
Miller, F. W.
Miller, Irene F.
Mitchell, Dina
Mitchell, L.
Mitchell, Mike
Mitchell, Tonnie
Mix, Mike
Mollison, Malcom
Montello, James
Moody, Mrs. Hattie
Moore, Mrs. Anna (Anna Moore Shows)
Moore, Daisy
Morey, Mrs. H. A.
Morgan, James N.
Morgan, Louis P.
Morgan, Mable Sparks
Morrison, Melvin
Mort, Louis
Mullins, Mrs.
Murphy, Sharkey
Murray, Capt. Cy & Co.
Murray, Edward & Norma
Napier, William & Gloria
Narbey, Bob Ferris
Newville, Mrs. Phyllis
Nolan Jr., James & Virginia
Nolan, Timothy Paul
Norman, Ed
Norman, John P.
Norton's Rides
O'Brien, Mrs. Blanche Ruth
O'Brien, Richard J.
O'Connor, Joe
O'Day, Torchy
Osborn, Robert
Owens, Burl
Paquette, Edward W.
Palmatier, Richard & Mrs.
Parker, Audrey Lee
Pearre, Don
Perry, Jack
Pettus, Lee
Phillips, Joe & Peggy
Phinney, Margaret
Pier, Bill
Porter, Mrs. Janet
Porter, L. H.
Potter, Dean
Powers, Nellie R.
Price, Art
Rabbit Foot Minstrels
Raca, Marcelo
Rainer, George
Reed, James E.
Reid, (Sandy Hook)
Renzulli, Ricky
Richardson, Betty
Richardson, Jozziya
Richey, Luther
Riley, Harold
Riley, Mrs. Margaret (Kidwell)
Ritchie, Kenneth
Rochman, Mrs. Ethel Mae
Royal, Danny
Royal, W. H.
Rucker, Mrs. Betty
Russell, Robert A.
Ruster, Harry
Sakobie, Mrs. Myrtle
Salter, W. E.
Scott, Al
Scott, Dorothy
Scott, Mrs. Harold L.
Scott, John H.
Seeferdt, Jack
Shelton, Julius C. Pat
Showers, James N.
Siefker, Mrs. Marie
Siegel, Irving
Shaffer, Billy
Shaffer, Jimmy
Skeels, Lee
Smith, Charley (Cook House)
Smith, Little Ashby
Stacy, Bill (Bingo)
Stafford, Bob
Stebbins, Jackie
Stebbins, Dorothy
Stuart, Al (Shooting Gallery)
Stoneman, Joe
Stuiber, H. G.
Sullivan, Bill
Taylor, Buddy
Terry, Charles H.
Thornton, Godfrey? (Godfrey?)
Tombs, Doc
Treia, J. C.
Trivette, Clyde
Valentine, Henry
Vaughn, Mr. Margie
Viola, Adolph
Vowel, Bennie
Walker, R. L.
Walker, Theodore F.
Watkins, Johnny
Wallace, Johnny
Ward, Mayme
Warren, Fred P.
Washburn, T. Huck
Watts, Doc T.
Webb, Bob
Weber, Herbert
Weidman, Floyd
Weller, Smith E.
Weller, Joseph H.
Wexler, Samuel P.
Wharton, Dave
Wheelock, Ray & Mrs.
White, W.
Williams, Mrs. L. L.
Williams, Rebecca L.
Wingert, Henry (Billy)
Wilson, Dime
Wolf, Bob

The bag for premiums, incentive awards, gifts or prizes!

The "WESTERNER"
by Embassy in
100% GENUINE LEATHER
Size: 9 1/4" x 4 1/4"
Style #1549
Each bag PRE-PRICE TICKETED
and luxuriously GIFT-BOXED
(cellophaned window top)
\$24.00 per dozen
Style #1549
Terms: 25% Deposit, Balance C.O.D.
Sample bag—\$3.00 (postage incl.)
Colors: Natural, White Bark, Ginger, Red, Black, White, White/Black, White/Tan.
Embassy P.P.I.N.C.
38 WEST 32nd ST. NEW YORK, N. Y.

Attention, Pitchmen, Concessionaires, Dealers,
Agents, Anyone Interested in Extra Profits!
Send \$15 for sample
package of 10 items
You may re-order any of the individual
numbers you desire.
Sample package of our 10 Latest Promotions. Each item tested and proven to be "hot" sellers. Our repeat orders prove each number is a winner.
If you are not satisfied with our selection, we will refund your money.
25% dep., bal. C.O.D., F.O.B. Chicago.
DIVISION SALES 3341 W. Roosevelt Rd., Chicago 24, Illinois
Phone: LAwndale 2-7377

THIS WEEK'S SPECIAL
Novelty Toaster
Salt & Pepper Shakers
\$7.20 per doz.
\$75.60 per gross

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

WATCH SPECIALISTS

FOR 66 YEARS
Ad n LIFE, 9 Piece Watch Sets, \$5.95
Catalog Available of Smallest Low Cost.
Women's and Men's 17, 7J
Watches and Watch Sets
Ultra Thin Model Men's Watches.

RESULT SALES (Dept. B)
580 FIFTH AVE., NEW YORK 36, N. Y.

Two Top Sellers from CEL-MAX
your choice
\$12.00 DOZ.
PLASTIC HANDBAG with JEWELRY SET
A sparkling, clear plastic HANDBAG with brilliant stones in 3-pc. jewelry set! TWO GIFTS IN ONE to sell at sensational profits for ONLY \$12.00 per dozen! Sample, \$1.50. Fashion favorites that will sell on sight to help you cash in for Christmas! (Min. order, 12.)
BOXED JEWELRY SETS
Hand set sparkling stones and simulated pearls. 4 gorgeous 24k gold plated pieces. Beautiful satin-lined gift box. Sell for Christmas gifts at terrific profits! \$12.00 per DOZEN—Send \$1.50 for sample set TODAY!

WRITE FOR FREE CATALOG TODAY!
CEL-MAX, Inc.
Exporters • Wholesalers • Manufacturers
582 So. Main St. • MEMPHIS, TENNESSEE

Wholesale only. 25% cash with order. Balance C.O.D.

SAVE \$35 On Your Wholesale Cost
BULOVA
BENRUS GRUEN
ELGIN WALTHAM
10 Ass't Watches
With yellow exp. bands
Sample Watch, \$9.95
Sample Band, 50c.
for only **\$69.50**
Reconditioned and guaranteed like new. Latest style for men and women.
QUANTITY USERS—COME IN FOR SPECIAL PRICES
WATCH MAKERS' SPECIAL
Used Men's & Ladies' Wrist Watches, also Pocket Watches.
All in running condition—
as is—
5 for \$10
Display Gift Boxes, 50c.
5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD
New Big 1956 Catalog (re-funded on your first order) 25c
Wholesale only. 25% with order, balance C.O.D. Immediate delivery.
JOSEPH BROS. 55 Wabash Ave. Chicago 3, Ill.

FREE! WHOLESALE CATALOG
Big Sales for Salesmen, Agents, Distributors.
Write today for our BIG, FREE Catalog containing nationally advertised products at unbelievable LOW PRICES. Deal direct with widely known wholesale house handling complete lines of JEWELRY • NOVELTIES • RINGS • ENGRAVING • MDSE. • CARNIVAL MDSE.
STERLING JEWELERS
1975 EAST MAIN ST. COLUMBUS 5, OHIO

PLASTIC SANDWICHES
MAKE \$18.00 AN HOUR with the new PLASTIC SANDWICH MACHINE
This new remarkable PLASTIC SANDWICH MACHINE does a permanent, beautiful, professional, protective lamination job in exactly four minutes' time! Amazing earnings possible in your own studio permanently sandwiching PHOTOS and CARDS of all kinds, clippings, etc., between sheets of clear plastic. Sandwiching machines from \$39.50 up. Rush name for FREE sample and illustrated literature.
PLASTICAST CO.
4612 N. Clark, Dept. LM-1806, Chicago 26, Ill.

MAIL ON HAND AT NEW YORK OFFICE
1564 Broadway
New York 36, N. Y.

Adams, Amelia
Albanese, Alice
Bundy, Bill
Dixon, John
Hughes, Allen
Lajoie, Ledia A.
Lorraine, Blanche
O'Brien, Buddy
Stebbins, Jackie
Stein, Hy
Stein, Wm.
Syder, Eugene
Sutton, Vivian Van R.
Wald, Margaret
West, Frank
Westlake, G.
Whitmer, Kenneth M.
Wolf, William
Zingo, Mr. & Mrs. James

MAIL ON HAND AT CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.

Averill, William
Burlinson, Garfield
Connell, C. A.
Chisholm, John E.
Diaz, Ted
Flouge, Don
Gentry, Gene
Hall, Mrs. Tex
Kelly, John Francis
Lee, Jane
O'Diamonds, Capt. Jack
Phipps, Russell H.
Pierson, Dore
Radtke, Art
Struback, Mrs. Joe
Zomp, Paul

Any Quantity From One to 1,000,000
EXCLUSIVE—DIFFERENT
POCKET SECRETARY
with the TELEPHONE INDEX
and BALL POINT PEN of FINEST QUALITY
★ UNBOXED WITHOUT PEN, Per Doz. \$7.80
★ UNBOXED WITH PEN, Per Doz. \$9.00
★ GIFT BOXED WITH PEN, Per Doz. \$9.60
This "HOT" Item is Ready for Immediate Shipment!
For Extra Large Quantity Prices
PHONE • WIRE • WRITE
Terms: 25% with order, balance C.O.D., F.O.B. Chicago.
CLUB SPECIALTY, inc. Delaware 7-0072
1855 N. Halsted St. • Chicago 14, Illinois
For reference: Contact Exchange National Bank, LaSalle and Adams Street, Chicago

Lower Commissions Belong To Future: West Coast Ops

LOS ANGELES — Music machine operators have been unable to negotiate 60-40 commission contracts with location owners, but a number are getting guarantees and front money before splitting the gross half and half.

Operators attribute the lack of success in getting 60 per cent of the revenue for their share to the fact of strong competition. One operator declared that "offers for a location to get another operator generally result in his getting another."

Walter Hemple, of First National Music in San Fernando, said that moves for better commissions had been stymied by the slackening activities in the plants there.

Ray R. Powers, of M.A.C. Vendors here, declared that 60-40 deals are hard to come by. This firm is taking, in some instances, the first \$12.50, the location the second \$12.50 and the remainder being split 50-50. Where front money is concerned, this may run \$5 to \$8 with the remainder being divided equally between operator and location. Where the earnings from a machine are sufficient, the deal is on a 50-50 basis.

California Music has been following the policy of a guarantee with a split over the set figure.

First National, Hemple added, has been able to collect some front money. But the general policy is 50-50 if and when the machine's take warrants it.

UMO Hosts Boy Scouts At Mich. Rally

DETROIT—Continuing its new program of close co-operation with the Boy Scouts of America, the United Music Operators of Michigan provided a solid bill of entertainment for the "Invite a Buddy" rally of Scout District 5 last week. The event was designed to interest more boys in scouting, and scouts themselves were urged to bring a buddy to the gathering.

The meeting was at Holy Redeemer Catholic Church, on the west side. District 5, of which UMO Conciliator Roy Small is director, covers a large area of the city of Detroit.

Films on scouting were shown, including such activities as camping. Live talent, brought to the boys by the UMO, included the Val Doros, Silhouette Records artists; Kay Malone, Decca artist; Stan Wisniak, accordionist; and Accordionists, a group of seventeen accordionists.

N. Dakota Ops Move to Dime

MINOT, N.D.—Music operators in Northwest North Dakota will establish the dime play minimum on their juke boxes.

Deadline for the conversion was set at November 1. A large display advertisement was inserted in the local newspaper informing the public of the necessity for the new price schedule.

The group was addressed by several distributors who related successful methods operators in other areas had used in making the conversion.

SALT LAKE CITY—Top juke box operators in Utah report that any change from the 50-50 commission basis is "far in the future."

Ray Samuelson, Robert L. Holt and M. V. (Andy) Stevenson all report that any change—perhaps to a 60-40 division — "would be all right," but doesn't have much hope of being passed in the near future.

As Ray said, "We figure to make the change some time, but it will be quite a while. Our main purpose now is to get in the dime play—without trying to get both at once."

Bob agreed, adding that the

(Continued on page 172)

DENVER—Even tho operating costs have grown sharply, there seems to be little change from the standard 50-50 commission arrangement during 1956.

A dozen operators whose strings make up a good cross-section of the local industry have stabilized on 50-50 and expect no variation into the future. The only exception has been in the form of guarantees, each worked out individually with the location owner.

"We ask for a guarantee, usually \$25 per week, where the location owner insists on a phonograph

(Continued on page 172)

Jockey, Juke Op Teen Work in '57

Local Trail Blazed for What May Be D. J.-Op Youth Programs on National Scale

• Continued from page 1

gram which both enjoy simply because they get to know each other by working together. For example, operators have assisted jockeys to secure personal and air interviews with recording artists.

Ties of record companies and operators are very close and these contacts have served to help jockeys arrange for artists on their shows.

The key lesson to be learned from the Detroit experience is that to be successful such activity must rise above the profit motive and find its source in a genuine concern for the public interest—in this case the teen-ager.

Working together toward a common objective, the Detroit team has found, creates unsuspected values in service to the community in general and teen-agers in particular, in personal self-satisfaction, and in indirectly enhancing public esteem for both jockeys and operators.

100,000 Turnout

That the Detroit operator-jockey co-operative program has proved successful is borne out by their record. The team has produced over 60 programs of entertainment for well over 100,000 in the past two years. Success breeds more success and at the present time, a new system of programs is being organized. Record hops for school gymnasiums—an addition to the basic program of outdoor-arena events—are in the works. Three local suburbs are currently working on such programs with a goal of one hop weekly in each during the school year.

The teen-age entertainment programs have taken two basic forms—talent shows and record hops. So far there have been eight talent shows, each drawing an attendance of some 3,000 teens. In a typical show of this kind, a group of jockeys appear with 10 variety acts. An attempt is made to have a different jockey act as master of ceremonies for each act on the bill involving mass jockey participation. No records are played except occasionally by artists who may pantomime their own numbers.

Youth Push

However, it is the youth program—designed to combat juvenile delinquency — which is the backbone of the jockey-operator co-operation. The program is basically designed to encourage local youth groups to form their own teen-age clubs in their neighborhoods.

Widespread co-operation of police, recreational, businessmen's and civic groups has been enlisted in this total program.

How is the Detroit team of operators and jockeys set up and how does it work? First of all, they've found that organized co-operation works best. In Detroit it has been worked out thru the established operator association, the United Music Operators of Michigan, and a committee made of the local jockeys.

The basic start was made thru

(Continued on page 172)

Memphis 10c Play Ups Grosses to 30%

MEMPHIS—Operators in this growing city of 500,000 all agree that dime play, which has been 100 per cent here for some time, has leveled off to between 10 and 30 per cent increased collections over nickel play.

In a survey conducted among four leading operators, all agree that customer resistance is nil but that dime play is not bringing any more now than in its first year.

Dime play was put in by most Memphis operators in April and May, 1955—a year and a half ago. Soon it overcame minor customer resistance and all ops made the changeover.

Operators said the first year on dime play their collections averaged 20 per cent more than on nickel play. There were variances in estimates of from 10 to 30 per cent.

Edward F. Newell, general manager of Or-Matt Company, estimated his increased take at 20 per cent. Reason it has not gradually increased with more record plays by customers, he feels, is that "business has leveled off."

Other factors which takes away from juke plays, he said, are the fall fairs, one white and one colored, both held in September, and the Southland Racing Corporation, a dog track which recently opened at West Memphis, Ark., across the river from Memphis.

Most operators agree the dog track hurts their business some by drawing customers nightly during season. The track opened for a 40-

BB STARTS CITY SERIES ON 10c, SPLITS

CHICAGO—The Billboard begins a dual series of special reports on dime play and commissions in major cities this week.

A report on commissions in three major cities in the far West—Los Angeles, Salt Lake City and Denver—appearing on this page opens this series. In succeeding issues commission practices in Philadelphia, New York, Minneapolis, Miami, Milwaukee and Chicago will be reported.

Opening the special dime play series this week are reports from New Orleans and Memphis. Reports on dime play progress in the cities named above will appear in later issues.

AMI Net Off For 9 Months

CHICAGO—AMI, Inc., announced last week its net income after taxes to be \$4,481 for the third quarter and \$160,726 for the first nine months of 1956.

This is a sharp drop from the 1955 third-quarter earnings of \$34,201 and \$288,685 for the first nine months of the year.

Earnings per common share have also dropped accordingly. Third-quarter earnings in 1955 were 15 cents per share as opposed to 2 cents per share in 1956. For the first nine months of the year in 1956, earnings per share have been 73 cents as opposed to \$1.31 in 1955.

Mass. Juke Ops Set on Banquet

BOSTON — Preparations are under way for the first annual banquet of the Music Operators' Association of Massachusetts to be held November 10 at the Commonwealth County Club in suburban Newton. David J. Baker, MOA president, has announced that there will be an array of entertainers, including recording artists.

Jerry Flatto, of Boston Record Distributors, will act as master of ceremonies and is in charge of getting talent for the event. A brochure is being prepared which will carry greetings from many persons in the industry.

Tickets are priced at \$12.50 each and space and tickets are limited. They are, according to Baker, going fast.

Dime & New Officers for Miami AMOA

MIAMI—The monthly business meeting of the Automatic Music Operators' Association was held last week, with the election of new officers and a discussion of dime play as the main order of business.

Elected to head the organization, were: Sam Marino, president; William Mullins, vice-president; Keith Nelson, secretary and Harold Carson, treasurer.

Voted in as members of the board of directors, were: Al Miller, Al Siegal, Ed Leopold, Bill Blatt, Harry Steinberg, X. Y. Zeverly and Larry Hermitet.

It was decided that beginning December 1, every machine of a hundred selections or better would be converted to dime play. Operators were to have until March 1 to complete their conversion.

Juke Ass'n Head Discovers Singer

NEW YORK — Mary Bane, who is currently recording for Ferris Records here, was discovered by Red Wallace, past president of the Music Operators' Association of West Virginia.

Miss Bane was singing at WOAY-TV, Oak Hill, W. Va., when Wallace caught her and persuaded the singer to go to New York. She has recorded "Shenigans" and "On Top of Old Smokey" for Ferris.

Dime in Louisiana But Not in Orleans

NEW ORLEANS — The dime play movement among music machine operators here is meeting with limited success only.

Those operators who have ventured into the dime play field are, for the most part, happy about it. They would like to sell all the operators convert the city and State to complete dime play status.

As it stands today, about 1,500 machines, out of an estimated 7,500 total in the State of Louisiana are on dime play basis. And most of the dime play business is in the smaller towns, such as Golden Meadow, Jonesville, Winnfield, Houma, Monroe and Lafayette.

Most of the operators in New Orleans have resisted the trend. They fear they will lose their locations to nickel play if they convert.

And to back up their argument, they point out that with haircuts at \$1.50 and other prices steadily rising, the juke box player considers a dime too much to hear a record played.

Submits 10 Cents

Strangely enough, in the suburbs of New Orleans in adjoining Jefferson Parish, the play is reported to be 95 per cent dime play. Vincent Marcello, head of the

(Continued on page 158)

MUSIC OPERATOR FORUM



Location Loans: Cities Vs. Towns

(Editor's Note: This is the fifth and last in a series of Music Operator Forums on operator loans to locations. In this series music operators give their views on all phases of the location loan problem. Growth of locations and the problems they present to operators have been detailed in previous articles. Conditions for adequately handling loans and terms necessary to make them worthwhile were the subject of last week's Forum.)

Location loans are increasing—and are considered a serious problem—more in large cities than in towns, according to an analysis of reports from operators who participated in this series.

Nearly 70 per cent of the operators polled who operate in towns of populations under 50,000 or in predominantly rural areas stated location loans are not increasing in their areas. Most of this group, furthermore, do not feel that location loans constitute a serious threat to the operating business today.

But 67.5 per cent of the operators polled who live in cities of populations above 50,000—many of which were above 100,000—stated location loans are increasing in their areas and that they are a serious problem today.

These figures seem significant, because of the total number of operators responding, 52.8 per cent felt loans to locations were not increasing in their areas, and roughly the same percentage stated that they did not consider them a serious problem in their areas.

Geographically, a much greater percentage of operators in the West North Central* and East North Central** States reported that location loans are not increasing and is not today a more serious threat to the business than in any other section of the country.

Slightly more than 71 per cent of operators polled in these two sections answered that loans were not increasing, compared with percentages between 45 and 55 per cent for other areas.

Altho poll results did not explain why a greater percentage of operators in small cities and rural areas believed that loans were not increasing and did not constitute a more serious problem than those in large cities, it is significant to note that many more large operations are centered in heavily populated areas. Assuming that more large operators can afford to grant loans—and give larger amounts—than medium sized and small operations, it would seem understandable that the loan problem would be more serious in large cities.

As operators previously pointed out in this Forum series, a major danger of location loans when they become a prerequisite for getting—or keeping—locations, is that larger operators (with more capital usually) expand at the expense of smaller operators (who have less capital usually).

Almost three out of four operators participating in this series set a limit on the amount of money they will loan any one location (see accompanying chart). But almost as many do not set a limit—as those who do—on the total amount of money they will loan at any given time. It appears that the first figure is the significant one, since most operators either don't have the necessary money to make loans at all or can make only small loans to one or two locations at a time. Obviously, therefore, they would not even consider setting a limit on a total amount since their small available capital automatically sets it for them.

Asked what they based their limit to a location on, most operators listed collateral, written agreements, potential of the locations. One operator gave an exact limit of \$500 with monthly payments of \$50. Another operator said simply, "I know my own backyard: Some locations can borrow all I have, while others couldn't borrow 5 cents from me." The integrity and character and general business acumen of the location owner has much to do with a limit which an operator loaning money will place on the loan. To some operators, the length of time that the location owner had had the location was a vital factor in setting a limit on the amount of the loan.

The consensus of operators participating in this series was that location loans—altho often a bad practice because it deprives an operator of working capital for his own business—are a fact of the operating business to be controlled by the operator with conditions which insure him a speedy, full repayment of his loan. Finally, most operators agreed that most loans, like 50 per cent commissions and nickel play, are generally unprofitable and that operators must find answers for them with sound business practices.

* West North Central States—North Dakota, South Dakota, Minnesota, Nebraska, Iowa, Kansas, Missouri.
** East North Central States—Wisconsin, Michigan, Illinois, Indiana, Ohio.

How They Voted

1. Do you make location loans?	
Yes	47.1%
No	48.3%
Unanswered	4.6%
100.0%	
2. If you do make loans, do you place a limit on the total amount of money you can loan at any one time?	
Yes	51.4%
No	48.6%
100.0%	
3. If you do make loans, do you have a limit on the amount of money you will loan any one location?	
Yes	71.4%
No	29.6%
100.0%	

Operate Loan Firm . . .

FRANK PADULA, Melody Music Shop, Chicago: "We bought out a small loan company six years ago. We operate our loan corporation strictly on a business basis separate from our operation and all our loans are secured with a chattel mortgage. For us it is the right answer to location loans."

VIRGINIA OPERATOR (who asked not to use his name): "If a location is reliable and is a good (profitable) one, we handle a loan request thru a bank. We set up an account for the location with the bank, crediting the account with the location's commissions from gross collections. We make monthly payments to the bank for them out of these collections."

BERT LIESCH, Milwaukee: "I have made only one location and I will never make another one. The loan was to be repaid in three months and it actually took over a year to collect it. Before I have to stoop to making loans to stay in business, I'll get out, but quick!" (See story elsewhere in this section on plans of Liesch to become a full-time operator.)

CALIFORNIA OPERATOR (who asked not to use his name): "I consider location loans a poor business practice and I would never give a loan. I would rather lose the location than give one."

MISSOURI OPERATOR (who asked not to use his name): "I grant loans requiring a repayment period of about six months for an amount up to \$1,000. I try to get some substantial collateral and, if possible, charge interest."

J. R. BUSHNELL, Ferrell Amusement Company, Huntington, W. Va.: "We have had some locations ask for loans which attempt to get them at

no interest. We counter by telling them that we don't have enough to spare capital to make loans and would have to borrow ourselves to loan money to them. If a location isn't solvent enough to negotiate their own loans thru a bank, why should an operator stick his neck out by loaning money to a bad credit risk?"

Bad Practice . . .

JERRY RUBIN, Canton, O.: "I don't believe in making loans, altho there are some operators who will loan new locations—or locations just opening up—money just to get their equipment in. It's a bad practice, since the large operators are in a better position to make loans than small operators."

CALIFORNIA OPERATOR (who asked not to use his name): "In most cases, I've found that loaning locations money constitutes bad risks. For a location owner to believe that he can obtain a \$200 or \$300 loan from an operator when his business falls off, is bad."

CHARLES E. COLE, Melody Music Company, Paragould, Ark.: "I do not make loans to locations. In the past I've had trouble because of my policy but not lately. If I had enough money to make loans, I would use it instead to pay my own bills."

ARKANSAS OPERATOR (who asked not to use his name): "We make loans to locations and the locations repay them out of gross collections. We take most of the collections until the loan is repaid."

TEXAS OPERATOR (who asked not to use his name): "If a location requires a loan, I give it without asking any interest. They pay it back out of their commission each week."

Jack Gordon at Westchester Lunch

NEW YORK—Jack Gordon, Seeburg regional sales representative, discussed programming on the V-200 before members of the Westchester Operators' Guild Thursday (1) at a luncheon given in the Roger Smith Hotel in White Plains, N. Y. Meyer Parkoff, president of Atlantic-New York, was host at the luncheon.

Two days earlier, Atlantic-New York was host to the music operators of New York at the 10th Avenue showrooms. More than 200 operators saw the Seeburg in new cabinet colors.

Chi Dist. Shows Rock-Ola '200'

CHICAGO—The unveiling of the new Rock-Ola "200" took place at World Wide Distributors, Chicago, last week. The model was spectacularly displayed, with the use of colored spotlights, mobiles and multi-colored balloons to add to the effectiveness of the display.

Enthusiasm was high among the many operators who viewed the machine, stated Fred Skor and Joel Stern, who were kept busy on the floor with the showing. Al Stern and Len Micon, company principals, also voiced pleasure with the success of the showing.

Herman Bows New Rock-Ola 200 Unit

NEW YORK—Some 200 juke box operators and guests attended the local premiere of the Rock-Ola 200-play music machine at the Henry Hudson Hotel Tuesday (30).

Host at the showing was Herman Distributing Company, with Al Herman, Art Herman, Aaron Herman and Sam Galley on the reception line.

According to Galley, initial orders are coming in fast.

Spanish HURDY GURDYS
Price \$135. 6 Tunes Per Roll. Carry Carts, \$45.
Write or Call
NOEL GRAUBART
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120 W. 42nd St.
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WURLITZER
OFFERS
THE WORLD'S FINEST
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QUALITY CONSTRUCTION
EYE AND EAR APPEAL
EARNING POWER

Just Wait...
'til you see the
Rock-Ola
"200"
at all Rock-Ola
distributors soon!

Memphis 10c Play Ups Take

Continued from page 156

were "well pleased with dime play and it has helped us a great deal."

Parker Henderson, general manager of Southern Amusement Company, perhaps the largest operation here, estimated his increase over nickel play at 30 per cent. He made the point also that he had a 30 per cent increase when dime play first began and his collections are leveled off to about 30 per cent now.

Drew Canale, owner of Canale Amusement Company, who is running a larger operation now, agrees that dime play in its second year in Memphis is bringing in the same percentage of collections that it did the first year.

He estimated his increase over nickel play at 10 to 15 per cent. He feels with dime play the op is in a "more healthy position. If some recession were to force prices down, ops could drop back to a nickel. It would be mighty hard to

have nickel play and be expected to drop below that."

The answer seems to be that money is a little tighter and the public is not enjoying as many plays as with nickel play, but is spending sufficient money that it is paying the ops a fair return.

Dime play was begun in this area by Memphis ops. It has begun to spread widely in recent months. All four ops surveyed are in touch with Mid-South ops and reported that the trend, tho scattered, is wide and should soon bring solid dime play in the Mid-South.

Little Rock, Ark., ops are in the process of converting to dime play. Ops in Eastern Arkansas and Southern Missouri formed a music association last spring for the purpose of making the conversion to dime play.

They have been successful and now most operators in that area are on dime play. Western Tennessee and Northern Mississippi ops are also following suits, as well as other ops in the South generally.

"The operators in the Mid-South are predominantly on dime play now," said Parker Henderson, Southern Amusement Company general manager. "There are more and more changing over. They can't stand nickel play anymore. In time all will be on dime play."

Henderson's company, also distributors, sells to operators from all over the territory and is always in close contact with them.

Beer, Ducks & Dimes in Fox River Valley

OSHKOSH, Wis. — The populace of the thriving Fox River Valley, land of beer, bratwurst, pheasants and ducks, is also sporty enough to support dime play on their juke boxes.

Val Andreas, operator of one of the heaviest coin machine routes in the Fox River Valley region, headquartered in the city of Oshkosh, reports that following two years of consistent efforts to promote dime play, he is now beginning to see positive results.

"I was convinced a long time ago that dime play was what the industry needed, but it has been slow getting a solid foothold until recently," he says. Currently 20 of his locations in Oshkosh are operating on the dime price. At least that many more are set at a dime in the 100-mile territorial radius his machines cover in Eastern Wisconsin.

Over Half Won

According to Andreas' estimate, about 60 per cent of the high volume Oshkosh locations using his own, and competitor's machines, have changed to a dime in the past two years. "Most of us operators in the Fox River Valley are now convinced that dime play is gradually going to take over," he claims.

His two years of experimentation with dime play has taught him, he states, that there is heavy resistance by locations to a straight dime per play price schedule. His machines, as a result, now are set at 10 cents for one play, and five for a quarter. Advantages of this arrangement, he says, are several: "First of all, it cuts down complaints from the public and the location owners, who resist an increase because they feel a dime for one record is too high. Now, they can get the same amount for a quarter that they have always received for a nickel per play. We are getting very few dimes in our machines. Practically all quarters are in the coin boxes since we started this system."

Must Convince Locations

In selling locations on the price switchover, Andreas has at his fingertips a number of examples on record where tavern keepers at first objected, then tried dime play and were firmly convinced of its benefits. "Very often a spot will show a drop in receipts for the first week or two after the change," he says. "In those instances, we guarantee the location the same average commissions it always has received at a nickel, to keep them satisfied. In every one of those instances, the next coin box check showed a strong increase that convinced the owners that we are correct about his need for dime play."

A veteran of seven years in the music and games field, Val Andreas operated an appliance store in Milwaukee before entering the coin machine business in Oshkosh. His employees service about 400 pieces of equipment in the territory of about 100-mile radius of his home base.

Charles Andreas, Val's son, has just returned from a tour of duty with the Air Force, and is taking over responsibilities with the firm. Prior to entering the service three years ago, he had spent about a year working on the coin routes.

COIN CALENDAR

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

- November 5—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Ballroom Floor, Detroit, Mich.
- November 6—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.
- November 7—Music Operators' Society of St. Joseph's Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.
- November 7—Summit County Music Operators' Association, monthly meeting, Akron.
- November 8—Chicago Independent Amusement Association, monthly meeting, Congress Hotel, Chicago.
- November 8—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.
- November 9—California Automatic Vendors' Association, bi-monthly meeting, Colonial Room, Ambassador Hotel, Los Angeles.
- November 13—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- November 13—Automatic Phonograph Owners' Association, Hotel Sheraton-Gibson, Cincinnati.
- November 14—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Mason, O.
- November 17—New York State Operators' Guild, annual meeting, Hotel Thayer, West Point, N. Y.
- November 19—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
- November 21—Automatic Equipment and Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.
- November 25-28—National Association of Amusement Parks, Pools, and Beaches, annual convention, Sherman Hotel, Chicago.
- November 26—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.
- November 27—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.
- November 27—Music Operators of New York, Inc., quarterly meeting, 250 West 57th St., New York, N. Y.
- December 2-5—National Automatic Merchandising Association, annual convention, Conrad Hilton Hotel, Chicago.
- December 3—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.
- December 8—Associated Amusement Machine Operators of New York, annual banquet and dinner, New York.

THE "G-200"

- Instant eye-level visibility of all 200 titles
- Fastest record changer
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- Complete accessibility

AMI... music that makes more money for you... originator of the automatic selective juke box in 1927—ahead then, ahead now.

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 20¢ a word—Minimum \$4.00.</p> <p>CASH WITH ORDER</p> <p>In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.</p> | <p>DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATES: \$1.00 a line—\$14.00 per inch.</p> <p>CASH WITH ORDER
Unless credit has been established.</p> |
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ROUTES FOR SALE ROUTES WANTED
We have established Routes and Buyers for Routes in all parts of Eastern Coast. CIGARETTES, JUKE BOXES, GAMES, SODA, SCALES, VENDING, ETC. From \$5,000 to \$500,000. Whether buying or selling for complete confidential service, consult

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POSITION OPEN. MALE—SALESMAN EXPERIENCED soliciting locations for large northern Ohio music box operator. Grand opportunity for conscientious person on a steady basis. Salary, plus commissions, plus expenses. Write in strict confidence stating full experience and background. Immediate interviews. Box M-181, c/o Billboard, Cincinnati 22, Ohio. ch-no24

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities. Immediate delivery. Write for prices. Veeeco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1443. ch-no24

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES. \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Illinois. no24

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SHIPMAN 5¢ PACKAGE VENDING MACHINES: 32 Candy, 32 Gun-Mint, 14 Stands. Many extra parts: \$500. Fine condition. Morgan Co., 1730 West Dr., San Marino, Calif.

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"Spare" sanitary napkin venders, DAV razor blade venders, Advance 23¢ National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

Authorized factory distributor of **ADVANCED VENDING MACHINES NATIONAL SANITARY SALES**
Dept. B-8, 6640 N. Western Ave., Chicago 45

TWO MUTOSCOPE VOICE RECORDERS, 35¢ play; sell or trade for Bally rides, or Panorams. Happy's Arcade, 218 S. El Paso St., El Paso, Tex.

VENDING MACHINES, PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hershey's, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. no24

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. no24

ONE CENT KICKERS AND CATCHERS, Grips and Pikes Peaks. Les Hirschler, 160 East Mitchell Ave., Cincinnati, Ohio no17

USED VENDING MACHINES WANTED—49¢, Acorns, Toppers, Silver Kings, Counter Games. Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-tfn

10c in La., Not in New Orleans

Continued from page 156

Jefferson Music Company, across the Mississippi River from New Orleans, boasts an almost 100 per cent dime play operation.

"Ninety-five per cent of our operation is dime play," Marcello said. "We could make it 100 per cent, but we don't want to. I have several locations, such as restaurants, which are still on nickel play, and they want to stay that way for a while."

Marcello's company has about 150 machines on location.

60-40 Split
Unlike most New Orleans operators, who in the majority operate their commissions on a 50-50 basis, Marcello deals on a 60-40 basis, he reported. However, unlike most operators, he takes nothing "from the top."

Operators who "take off the top" usually deduct \$3 from the gross receipts from their locations and then divide the remaining sum on a 50-50 basis. The \$3, and in some cases \$5, is for servicing the boxes.

The General Distributing Company reported dime play as definitely "falling off." Company officials feel the move could prove to be successful if all the operators acted unanimously to convert to dime play.

The firm, which operates about 35 machines, has four on dime play in "high-class places." The firm operates its commissions on a 50-50 basis.

Bill Peacock, an operator in up-town New Orleans, has no dime machines at all. He operates his commission on a strict 50-50 basis and takes \$3 "off the top."

Milton Schott, co-owner of the S & S Amusement Company, one of the leaders of the dime play movement in New Orleans, is still quite enthusiastic about the trend. He feels it is the answer to raising both the operators and the locations' economic worth.

Schott feels another concerted drive should be made by operators to convert the city to dime play.

"Proprietors on locations were against the movement when we first broached the subject," he said, "but now they wouldn't return to the old scheme of things if we tried to make them."

Schott says his firm handles commissions "strictly 50-50." He said he doubted if he would go along with any other plan.

He contends that the biggest problem facing operators is "loaning money to locations."

"But if you don't loan them money," he explained, "they go to Mr. Smith or Mr. Brown or some other operator and get it and you lose a location."

Jerry Perkins, one of the Negro operators interviewed in the survey, reported that dime play doesn't "seem to catch on among the colored trade."

Perkins, who operates a bar also, has only one dime play box among the 15 machines he has on location—and that's in my own place of business," he added.

He says he operates on a strict 50-50 per cent commission basis and expressed the feeling that dime play might stand a chance of succeeding if: "if all the operators would agree to go to dime play—all at the same time."

TAC Amusements Company, the largest operator in this area, reports dime play "practically at a standstill."

Lawrence Legarde, manager of the TAC firm, reported that only about 10 per cent of the firm's operation was converted to dime play. Of the more than 300 boxes they have on location, only 30-40 are on dime play.

The firm does business on a 50 per cent commission basis, with the \$3 service charge taken "off the top."

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L. A. Bulk Ops To Broaden Unit Tax Fight

LOS ANGELES—The Western Vending Machine Operators' Association will broaden its campaign to fight what it terms discriminatory per machine taxes in nearby municipalities, Leo Weiner, president, advised at the regular monthly meeting held here Tuesday night (30).

Daniel Lally, treasurer, suggested that the association not wait until action is taken to "equalize" the taxes in Gardena before taking the step into other areas which are being incorporated. He said that he had been advised that Gardena was in the process of changing the ordinance in "favor of the penny vender." No details on the action were available.

Weiner, who conducted the meeting with Robert Biro, secretary, and Lally on the rostrum, took a quick vote of the membership in an effort to select a municipality in which most of the

(Continued on page 169)

Van Besta to Use Distrib Sales System

BROOKLYN—The Van Besta Company here, which has been in the vending chocolate business since January, is in the process of opening distributorships in most major American cities. The firm had been selling to Eastern operators thru direct factory representatives.

The firm was founded in 1931 and has been experimenting with vending chocolates for several years. Van Besta uses highly concentrated cocoa for its powdered product.

The product, Choc-O-Vend, has more than doubled its volume over the preceding month for nine months straight, according to Lou Brenner, sales manager. Van Besta will exhibit at the National Automatic Merchandising Association show in Chicago next month and will step up its direct mail campaign to vending operators.

Artificial Barriers Stymie Qt. Vending

Storekeeper, Union Pressure Retards Development; N. Y. Dairy Boycott Cited

ATLANTIC—The consensus of dairy operators here for the 20th Annual Dairy Industries Exposition (see separate stories) is that quart milk vending is still in its infancy.

Unofficially, and off the record, most major dairies welcome the development of the outdoor machines, but few will fight hard for their establishment.

Based on economic considerations, milk vending should have progressed a lot further than it has. The industry has a substantial surplus, and a widespread vending development would do a lot to reduce the surplus. Where outdoor milk vending machines have been installed, the dairies have generally been pleased with the results.

Stores, Unions

However, two important segments of the milk industry are bit-

VENDING FIRM WORKER WINS 140G 'STAKES

NEWARK, N. J.—Eddie Dierickx, head of the Dierickx Vending Company, probably has the richest accountant in the automatic merchandising business.

Tom Kinney, who has been keeping the Dierickx books for the last two years, is now worth \$140,000 before taxes. But he didn't make it all working for Dierickx.

Wednesday (31) Kinney was informed that he had won first prize in the Irish Sweepstakes—\$140,000. He attempted to go to work that day, but he was so nervous that Dierickx sent him home. The following day, Kinney threw a party for the office staff.

Kinney is back at the job now, and he intends to stay. A bachelor, he hasn't decided what to do with the money.

Major Grocery Chains Plan Full-Scale Vending Ventures

Grand Union Battery in Van of Move; Firm to Make Own Frozen Food Unit

By AARON STERNFIELD

EAST PATERSON, N. J.—The role of automatic merchandising in the supermarket program is being shaped here. The nation's first supermarket with 24-hour vending service in grocery staples has been in operation for a week at the new Grand Union flagship store, and store officials say the results have been more than they had hoped for.

What is happening here will be regarded, in the next few months, as a crude beginning, a Grand Union executive added. While no GU representative would be quoted by name, one said that the chain, with more than 380 outlets throu-

the East, would enter automatic merchandising on an all-out scale in the immediate future. One source close to Grand Union said that at least 200 Grand Union stores would install outdoor vending batteries similar to the one here.

He added that the chain is in the process of designing a frozen food vending machine which it will have manufactured exclusively for its own use.

Vending Line Up

Equipment on the East Paterson location consists of four Vari-Vend and four Rowe machines. The battery is into a 50-inch recess in a brick wall, flanked by display win-

dows. The location itself is on the front of the store facing Broadway, East Paterson's main street.

No sooner did the Grand Union installation go into operation, then the other major chains signified their intention to enter automatic merchandising.

A source close to one of the largest chains in the nation said that the initial installation is planned on Long Island in the next 30 days.

Others to Enter

According to Len Kanter, editor of Food Topics, a trade paper covering the retail grocery industry, A&P, Safeway, ACF-Wrigley, National Tea and other leading companies, are actively studying automatic merchandising and are expected to move promptly.

One supermarket expert, not associated with Grand Union, ex-

(Continued on page 165)

Dairymen See Milk Vending As Aid in Surplus Problem

Quart Machines Still Main Attraction, But Indoor Units Gain in Importance

ATLANTIC CITY—While the possibilities of outdoor milk vending still have priority in the automatic merchandising blueprint of the dairy industry, milk operators are becoming increasingly aware of the potential of their product as a vendible snack item.

This interest on the part of dairymen toward milk vending for on-the-premises consumption was clearly evident at the Twentieth Dairy Industries Exposition which ended its six-day run Saturday (3).

Tip-off was in the number and nature of vending exhibitors. At the last DIE show here, outdoor quart machines dominated. At this show there were fewer quart machine exhibitors and more manufacturers displaying cup milk and carton half-pint machines.

No Full Lines

This doesn't mean, however, that dairymen are rushing headlong into industrial vending with half-

pint and bulk milk machines. Virtually to a man, the dairymen swear that they will have no part of full-line vending. If the installation of a sandwich and candy machine is required to hold a milk location, most dairymen will drop the location.

However, the dairymen show a willingness to work with full-line operators on industrials. According to Charles Pine, sales manager for Dairiomatic, manufacturer of a four-selection carton machine, the milk operator encounters fewer legislative roadblocks in a half-pint operation than in a quart operation, and hence looks favorably

toward the smaller units.

R. E. Montague, of Norris Dispensers, another three-selection carton machine, cited a trend on the part of dairymen to buy third-quart and half-pint machines and lease them to full-line operators. The consensus among dairymen seemed to be that this arrangement would be the most likely.

Large Locations

Exception would be in the case of a location large enough to maintain a dozen or so milk machines. On such a location, the need for a specialist might be so great that management might forego its reluctance to deal with more than one operator.

The move toward vending seemed to be in the nature of a defensive measure. Few dairymen said they relished the idea of en-

(Continued on page 166)

Chi Schools Mull Milk, Juice Vender

CHICAGO—Milk and orange juice vending machines may soon be made available to Chicago public school students. Forrest M. Townsend, of the Vendo Corporation, recently announced at the convention of the American Food Service Association, that the Board of Education is considering the installation of such machines. The Board has banned vending machines up to now.

One of the main advantages, Townsend said, would be to make milk and orange juice available to students throuthout the entire day, instead of just during lunch periods.

Townsend noted that the milk and orange juice vending program has enjoyed success in many private schools, including about 30 parochial schools in the Chicago area.

The program has been indorsed by Secretary of Agriculture Benson, as a proved way of increasing milk and orange juice consumption in schools. The federal government is helping the movement by a federal subsidy arrangement whereby \$75,000,000 is being provided to schools for milk during the 1956-'57 school year, and a like amount for the 1957-'58 year.

Florida Citrus Firm Backs Vending Ops

Fruit Industries to Get Locations, Offers 5-Year Finance Plan on Carton Juice Units

ATLANTIC CITY — A five-year-to-pay with no down payment finance plan will soon be available to vending operators for the purchase of carton orange juice and milk machines.

The venture is being backed by Fruit Industries, Inc., packers of Tropicana orange juice, in co-operation with the Vendo Company, manufacturer of carton beverage vending machines.

According to Ed Price, Fruit Industries vice-president, who was here for the Dairy Industries Exposition, FI is no stranger to the vending field.

1,200 Machines

The firm, which does an annual volume of more than \$15,000,000 in whole carton orange juice distributed exclusively thru dairies, currently operates 1,200 machines on its own, 700 of them in Florida. Price said that 85 per cent of the Florida venders are in school loca-

tions, with most of the balance in industrials. The school vending program was developed with the co-operation of the Florida Citrus Commission and the School Advisory Council.

Other Tropicana operations are in North Carolina, Georgia, Indiana, Kentucky, South Carolina and Alabama.

However, with the development of the operator finance program, Price said that Fruit Industries will curtail its own vending operation, probably limiting it to Florida.

Provide Locations

The FI program includes getting the location for the operator, with the operator paying the installation and license costs, if any. Payments are spread over five years at rates comparable to bank interests, with no money down.

Only stipulation is that one selection on the machine must vend

(Continued on page 164)

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Produces up to 200% profit
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Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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Silver King, 5c \$ 8.50
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New Write for Price
STONER CANDY MACHINE
6 Cols., 102 Bar Cap.,
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All machines completely checked and ready for location—Order with complete confidence.
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Machinex to Get Bendix Franchise

CHICAGO — The Machinex Corporation of Cincinnati has been granted the franchise for Bendix commercial laundry distribution in the Southern Ohio and Northern Kentucky area, including Greater Cincinnati. The Cincinnati distributor will sell directly to quick-service automatic laundries, coin machine operators, motels and institutional buyers.

The franchising is in line with a program for assuring Bendix national distribution of its commercial laundry equipment by utilizing independent regional distributors like Machinex for this purpose.

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Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

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9-column, king size 65.00
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380 Cap. 25c & 30c, King or Reg. \$ 95.00
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Cap. 25c or 30c, King or Reg. 75.00
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IN 100,000 LOTS & UP... \$4.10
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PRICE OF MACHINE
10c Operation— Each
Single \$24.10
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Stewart-Warner Net, Sales Up 7%

CHICAGO—An increase in net income was reported by Stewart-Warner Corporation for the nine months ended September 30, from \$3.01 per share for the first nine months of 1955 to \$3.25 per share for this year.

The board of directors declared the usual quarterly dividend of 50 cents per share, and an extra year-end stock dividend of 5 per cent payable December 8 to stockholders of record November 9.

Sales are also up for the period by 7 per cent over last year, with net income increasing by a like amount.

O'Donnell to New Hires Sales Post

CHICAGO—The Charles E. Hires Company named Frank S. O'Donnell national fountain sales manager.

O'Donnell, formerly manager of the Long Island City plant, has been associated with the beverage field for 13 years.

Victor's SUPER MART VENDORAMA



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STANDARD SPECIALTY CO. 5115 E. 14th St. Oakland, Calif. Phone: AN 1-9037

Ehlers to Expand N. E. Vending Line

NEW YORK—Fred Haenlein, New England representative for Albert Ehlers, Inc., disclosed last week that the firm plans to take on additional vending lines.

Ehlers is distributor in New England for Tenco Coffee, M&R vending chocolate, Emil Lerch vending soups. Haenlein said that Ehlers will soon be representative for a vending machine which is due to hit the market soon.

He added that Ehlers will also take on service kits and parts and possibly a candy line.

ABC Vending Net Trails Slightly

NEW YORK—Sales for the ABC Vending Corporation for the first 40 weeks of this year were \$41,738,657, with a net profit of \$1,218,668, equal to \$1.20 a share.

This compares with sales of \$38,779,051 and a net profit of \$1,318,246 for a similar period (39 weeks) last year, equal to \$1.37 a share.

The board of directors voted a regular quarterly dividend of 20 cents a share payable November 26 to stockholders of record November 13.

SCHOOLDAYS MEAN MORE PROFITS... 4 VICTOR STANDARD TOPPERS...



PLUS 10,000 MIXTURE OF SNAP-ON BEADS and SNAP-ON ALPHABET BEADS PLUS 25 LBS. OF 210 BALL GUM TOTAL \$79.95 COST

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1c BALL GUM MACHINE \$13.25 each \$12.75 100 or more AMERICA'S FINEST BALL GUM VENDOR VICTOR'S FIVE STAR BABY GRAND \$13.25 each

1/3 Deposit on All Orders Write for Our Specials on CANDIES-BALL GUM-NUTS-CHARMS

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MANDELL GUARANTEED USED MACHINES

Table listing various machine models and prices: N.W. Model 49, 1¢ or 5¢ \$12.00; N.W. DeLuxe 1¢ & 5¢ Comb. \$12.00; N.W. #39 1¢ Porc. \$7.95; N.W. #33 1¢ Porc. B.G. \$6.50; Columbus 5¢ Bulk \$6.50; Silver King 1¢ B.G. or Mdse. \$7.45; ABT Guns \$30.00; Acorn, 1¢ or 5¢ \$8.50

MERCHANDISE & SUPPLIES

Table listing various nuts, candies, and supplies with prices: Pistachio Nuts, Jumbo Queen \$.80; Pistachio Nuts, Large Tulin \$.77; Pistachio Nuts, Vendor's Mix \$.70; Pistachio Nuts, Sheik \$.57; Cashew Whole \$.66; Cashew Butts \$.63; Peanuts Jumbo \$.45; Spanish \$.32; Mixed Nuts \$.57; Tabby-Lets, 520 ct. \$.30; Rainbow Peanuts \$.32; Boston Baked Beans \$.32; Jelly Beans \$.28; Licorice Gems \$.28; Leaflets (similar to M. & M.), 550 ct. \$.40; Assorted Fruit Charms, 100 ct. \$.42; Hershey-ets \$.43; Rain Bio Ball Gum, 60 ct. \$.28; Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct. \$.30; Rain Bio Ball Gum, 100 ct. \$.32; 200 lb. minimum, prepaid, on all Rain Bio Ball Gum; Adams Gum, all flavors, 100 ct. \$.45; Wrigley's Gum, all flavors, 100 ct. \$.45; Beech-Nut, 100 ct. \$.45; Hershey's Chocolate, 200 ct. \$ 1.40; Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D. STAMP FOLDERS, Lowest Prices..Write

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All the news of your industry every week in The Billboard...

CHARMS—Miniature Cigarette Lighter—It Works! Will vend with 210 ball gum. Ass. body designs: Chrome, Cable Car, Mesh, State of California, San Francisco Bay Bridge, Plaid. Packed dozen to a box—ass. designs. \$2.50 per doz.; \$27.50 per gross. Full cash prepaid with order. EVCO MERCHANDISERS 397 Cortland Ave. San Francisco, Calif. Leon "Hi-Ho" Silver, Gen. Mgr.

the new OAK'S "PREMIERE" vend Ball Gum and Picture Card both for 1c Perfectly legal in every city in the U.S.A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors. oak oak's "400" capsule vendor Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1¢ coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor! contact your DISTRIBUTOR or West Coast Factory Sales Office OPERATORS VENDING MACHINE SUPPLY 1023 So. Grand Avenue, Los Angeles, California OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, California East & Midwest Factory Sales Office M. J. ABELSON, Phone: AT 1-6478 2033 Fifth Ave., Pittsburgh, Pa.

WE HAVE OAK'S "PREMIERE" T. T. VENDING SALES CO. 2659 N. Racine Ave. Chicago 14, Illinois

MONEY BACK GUARANTEE Victor's New Super Mart Vendorama (Regd. U. S. Pat. Office), is the greatest bulk vendor ever devised! It's a Combination Vendor! It vends capsules filled with charms or other bulk merchandise and 210 gum! It operates with either pennies or nickels, and for every 6¢ played it vends (5) five balls of gum and (1) one capsule! Super Mart Vendorama will take in more money than your present vendors. It's guaranteed to satisfy you 100% or send it back and your money will be refunded. We will give you 30 days to test this great vendor and if you don't think it's the best super-salesman you ever had on location, please return it. Super Mart Vendorama is packed and sold two machines to the case; only \$24.95 per machine. Or ask for special deal of (1) one Super Mart Vendorama filled with 210 ball-gum and capsuled charms. Takes in \$15.50; pay location 25% or \$3.88; leaves you a net profit of \$11.57. Cost of Special Deal Complete, ready to set on location, only \$30.95. Try this deal today and be convinced. You will be back for more. Watch the pennies and nickels roll in! Only Super Mart Vendorama can do this for you! Full certified payment with all orders; no COD's; FOB Chicago. VICTOR VENDING CORP., 5701-13 W. Grand Ave., Chicago 39, Ill.

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," 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 music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaning when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "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 games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

MOST ACTIVE EQUIPMENT			
(For Four-Week period ending with issue)			
OCTOBER 27, 1956			
ARCADE EQUIPMENT	HIGH	LOW	AVG. MEAN
WILLIAMS—			
1. Sidewalk Engineer	\$195.00	\$125.00	\$165.00
SEEBURG—Coon Hunt			
2. Derby 4 Player	175.00	125.00	125.00
CHICAGO COIN—			
2. Derby 4 Player	175.00	125.00	125.00
Genco—Rifle Gallery			
2. Derby 4 Player	225.00	125.00	185.00
MUSIC MACHINES			
WURLITZER—1500			
1. Wurlitzer	395.00	\$149.50	\$225.00
WURLITZER—1800			
1. Wurlitzer	845.00	695.00	825.00
SHUFFLE GAMES			
CHICAGO COIN—			
1. Tenth Frame Bowler	\$ 65.00	\$ 50.00	\$ 60.00
KEENEY—			
2. Bonus Bowler	125.00	75.00	75.00
UNITED—Olympic			
3. United	75.00	39.50	70.00
UNITED—Royal			
3. United	114.00	75.00	95.00
VENDING MACHINES			
Rowe Crusader			
1. Rowe Crusader	\$135.00	\$ 60.00	\$100.00
P X			
2. P X	115.00	75.00	85.00
Stoner Candy			
2. Stoner Candy	165.00	110.00	165.00
PINBALL MACHINES			
BALLY			
1. Gaytime			
2. Big Time			
2. Ice Frolics			
GOTTIEB			
1. Queen of Hearts			
2. Derby Day			
2. Wishing Well			
UNITED			
1. Pixie			
2. Cabana			
3. Starlet			
WILLIAMS			
1. Nine Sisters			
2. Dealer			
3. Peter Pan			

PINBALL GAMES			
	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)			
Beach Beauty (1/55)			
Beach Club (2/53)			
Beauty (11/52)			
Big Time (1/55)			
Bright Lights (5/51)			
Bright Spot (11/51)			
Broadway (12/55)			
Coney Island (9/52)			
Dude Ranch (9/51)			
Frolic (10/52)			
Gayety (3/55)			
Gaytime (6/55)			
Hi-Fi (6/54)			
Ice Frolics (1/54)			
Miami Beach (9/55)			
Nite Club (3/56)			
Palm Beach (7/52)			
Palm Springs (11/52)			
Surf Club (3/54)			
Variety (9/54)			
Yacht Club (6/53)			
GOTTIEB			
Chinatown (10/52)			
Daisy Mae (7/54)			
Derby Day (4/56)			
Diamond Lill (12/54)			
Dragonette (6/54)			
Duet (3/55)			
Flying High (2/53)			
Four Belles (10/54)			
Frontiersman (11/55)			
Gold Star (8/54)			
Green Pastures (1/54)			
Guys & Dolls (5/53)			
Gypsy Queen (2/55)			
Harbor Lites (2/56)			
Hawaiian Beauty (5/54)			
Jockey Club (4/54)			
Lovely Lucy (2/54)			

	High	Low	Mean Avg.
UNITED			
ABC (2/52)			
Cabana (3/53)			
Caravan (1/56)			
Hawaii (6/54)			
Leader (10/51)			
Manhattan (4/55)			
Pixie (9/55)			
Stardust (4/56)			
Starlet (11/55)			
Stars (6/52)			
Tahiti (8/53)			
Triple Play (8/55)			
Tropics (7/55)			
WILLIAMS			
Army & Navy (10/55)			
Dealer '21' (2/54)			
Grand Champion (8/53)			
Gun Club (11/53)			
Hayburner (6/51)			
Lazy Q (2/54)			
Nine Sisters (1/54)			
Peter Pan (4/55)			
Sky Way (9/54)			
Spitfire (2/55)			
Three Deuces (8/55)			
Twenty Grand (12/52)			
ARCADE EQUIPMENT			
Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; K—Krovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams, Wa—Wating.			
ABT Challenger (5/46)			
All Star Baseball (W)			
Atomic Bombers (M)			
Auto Photo (AP)			
Bert Lane Merry-Go-Round			
Big Inning (B) (47)			
Bingo Roll			
Champion Baseball (C)			
Coon Hunt (S) (2/54)			
Dale Gun (Ex)			
Derby, 4 Player (CC) (3/52)			
500-Shooting Gallery (Ex) (3/55)			
Flash Hockey (Coinex) (9/46)			
Jet Gun (Ex) (12/51)			
K O Fighter			
Midget Movies (CC)			
Moon Rides (B) (5/54)			
Photomatic (M) (1/50)			
Rifle Gallery (G) (6/54)			
Set Shot Basketball (Munves) (6/52)			
Shoe Brush Up			
Sidewalk Engineer (W) (5/55)			
Silver Bullets (Ex) (11/49)			
Silver Gloves (M)			
Six Shooter (Ex)			
Sky Rocket (G) (5/55)			
Space Ship			
Sportland (Ex) (11/51)			
Telequiz (T) (1/49)			
Voice-O-Graph (M) (4/46)			
MUSIC MACHINES			
AMI			
Model D-80 (51) 40 sel., 78 RPM			
Model E-120 (53) 120 sel., 45 RPM			
Model F-120 (54) 120 sel., 45 RPM			

	High	Low	AVG. Mean	Price My
ROCK-OLA				
1446 Hi-Fi 120 sel., 45 RPM				
SEEBURG				
M-100-A (49) 100 sel., 45 RPM				
M-100-B (51) 100 sel., 45 RPM				
M-100-C (53) 100 sel., 45 RPM				
M-100-W				
WURLITZER				
1250 (50) 48 sel., 45 or 78 RPM				
1400 (51) 48 sel., 45 or 78 RPM				
1500 (52) 104 sel., 45-78 RP Mix				
1600 (53) 48 sel., 45 or 78 RPM				
1650 (53) 48 sel., 45 RPM				
1700 (54) 104 sel., 45 RPM				
1800 (W) (2/55)				
Advance Bowler (CC) (5/53)				
SHUFFLE GAMES				
Bonus Bowler (K) (3/54)				
Carnival (K) (5/53)				
Cascade (U) (2/53)				
Century (K) (6/54)				
Chief (U) (11/53)				
Classic (U) (6/53)				
Clipper (U) (5/55)				
Criss-Cross (CC) (11/53)				
Criss-Cross Targette Deluxe (CC) (1/55)				
Diamond (K) (5/53)				
Gold Medal (B) (3/55)				
Hollywood (CC) (5/55)				
Imperial (U) (9/53)				
Jet Bowler (B) (8/54)				
League (K) (8/50)				
Magic (B) (12/54)				
Olympic (U) (8/54)				
Pacemaker (K) (9/53)				
Playtime Bowler (CC) (10/54)				
Rainbow Shuffle Alley (U) (8/54)				
Rocket (B) (8/54)				
Royal (U) (8/54)				
Six Player Deluxe (U)				
Super Frame (CC) (5/54)				
Targette (P)				
Team Bowler (U) (1/54)				
Tenth Frame (K)				
Tenth Frame Bowler (CC)				
Thunderbolt (CC)				
Triple Score Bowler (CC) (6/53)				
VENDING MACHINES				
Acorn 5c or 1c				
Du Grenier (7 Col.)				
Du Grenier (11 Col.)				
National M-9A (9 Col.)				
National 930				
National 950				
Northwestern 39, 1c				
Northwestern 33 Ball Gum				
Northwestern 49, 1c				
Northwestern Deluxe 1c & 5c				
P X (8 Col.)				
Rowe Crusader (8 Col.)				
Stoner Candy (6 Col.)				
Stoner Candy (8 Col.)				

AMUSEMENT MACHINES

NOVEMBER 10, 1956

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

THE BILLBOARD

163

Chi Game Ops Set Special Meet Nov. 8

CHICAGO—A special meeting of the Chicago Independent Amusement Association has been scheduled for Thursday evening, November 8, in the Washington Room of the Congress Hotel, at 9 p.m.

The meeting is open to all members of the industry. The association hopes to "settle certain vital decisions of policy which have arisen," affecting not just the operator, but the CIAA which represents him, according to a statement last week from association officials.

The association also announced that refreshments will be served after the meeting thru the sponsorship of United Manufacturing Company, Chicago.

Steady Growth

Since starting in December, 1955, the association has grown steadily until its membership now numbers over 80 operators and distributors. This is over one third of the industry total in Chicago.

Formation of the CIAA was originally prompted by a proposed amendment to the city game ordinance, banning all games played with pucks or discs.

Purpose

The purpose of the association was to present operators' views on the amendment to the public and city officials alike.

Operators also hoped to obtain a change in the city licensing code, whereby amusement game licenses could be transferred from machine to machine, enabling an operator to remove a license from a machine that he was retiring from use and transferring it to a new one.

The improvement of public relations for the industry was another goal that the CIAA hoped to accomplish.

Since its conception, the association has made important strides toward achieving its goal. Most recently it made arrangements to work together with the Recorded Music Service Association, another juke box operator group, to effect mutually desired changes in the license laws.

The CIAA was told in its last meeting that the city would cooperate with coin-operated amusement game operators if the operators, in turn, showed good faith in the application of the licensing code.

60-40 Splits For Game Ops Get Results

MINNEAPOLIS — A 60-40 commission split on amusement games, especially new merchandise, has been initiated by two large Minneapolis operators.

Amos Heilcher, of Advance Music Company, said, "We've made them understand if they want new clean equipment and good service, they're going to have to pay for it."

New Gets 60-40

"Older stuff still goes in at 50-50, but we've got about 25 or 30 pieces at higher commission splits for us. And we find it helps tremendously."

Norton Lieberman, of Twin City Novelty Company, has taken the same attitude on new equipment and is getting a 60-40 commission split.

"Operators have been apologizing too long for taking their money," he said. "It's time we stopped that."

"We're getting 60-40 on guns, bowlers, skee balls, baseball games and the like. Pool tables are 50-50, but there is little action on these because of unusually warm weather for Minnesota."

Fritz Eichinger, of Northern Coin Machine Company, St. Paul, said he's "just thinking" about 60-40 splits, but has to be satisfied with 50-50 for now.

Business Bad

"Business is very bad," he said. "We're dying a little every week. We need something new, something strictly legal with play appeal."

"Bowlers are dead, as far as I'm concerned. Pool tables are dying."

(Continued on page 173)

Games Surge in Sept., Oct.; 22 New Models Introduced

By NICK BIRO

CHICAGO — Twenty-two new games were introduced during September and October by manufacturers in the coin-operated amusement field. This brings the year's total of new models to 104.

Compared to July and August, when only 11 new games were bowed, the increased activity seems to be a reflection of the anticipated upsurge of interest in indoor activity which the cold weather will bring.

Pinball games have accounted for about one-third of the new models, confirming their anticipated

revival in the industry (The Billboard, September 1).

Also showing a steady, tho not as sharp an increase, are the shuffle bowlers and gun games, together accounting for about another one-third of the new models. The gun games especially had evidenced a revival as far back as August (The Billboard, August 18). They have reportedly been taking hold thruout the country, producing a shortage of new as well as used games.

One interesting note has been the introduction of two new pool games. While holding a virtual

corner on the market for the past year, the games slacked off for the summer. July and September did not see the bowing in of any new models.

Now, however, there are many reports from Chicago distributors that feel the pool games will again take hold, tho probably not quite as strongly as in the past.

The introduction of two new skee ball games might well be indicative of a shifting interest in the game industry. While enjoying only on and off production by a handful of manufacturers for the past few years, the stage now seems to be set for their revival.

Two Chicago manufacturers have recently announced their new models—Genco's "Skill Ball" and Exhibit Supply's "Ringer Ball." The "Ringer Ball" has shown very strong in its last month's sales. The "Skill Ball," while not yet on the market, has nevertheless been very well received by distributors. Edelco, Detroit manufacturer, has also announced a new skee ball (see separate story elsewhere in this section).

Following is a list of the 22 new models presented in the last two months:

SEPTEMBER		
Games	Manufacturer	Type
Big Show	Bally	In line
Brazil	United	In line
Capri	Chicago Coin	Pin ball
Super Score	Williams	Pin ball
Auto Race	Gottlieb	Pin ball
Handicap	United	Shuffle game
OCTOBER		
Bally Bike	Bally	Kiddie ride
Balls-A-Poppin'	Bally	Pin ball
Fun House	Williams	Pin ball
Register	Gottlieb	Pin ball
Miami Shuffle	Chicago Coin	Shuffle game
Champ. Bowler	Chicago Coin	Shuffle game
Pirate Gun	United	Gun game
Jungle Hunt	Exhibit Supply	Gun game
Davy Crockett	Genco	Gun game
Six Pocket	Fischer	Pool game
Obstacle Poole	Champion	Pool game
Ringer Ball	Exhibit Supply	Skee ball
Skill Ball	Genco	Skee ball

Give Extension to Decide Pin Appeal

Solicitor Gen'l Given Until Nov. 27 To Decide Whether to Appeal High Ct.

WASHINGTON — The U. S. Court of Appeals granted the Solicitor General until November 27 to decide whether to appeal its ruling to the Supreme Court that in-line pinballs are not gaming devices under present federal laws.

The Solicitor General, who was given 30 days from the date of the ruling—September 28—to make his decision, was given the additional time last week.

The Appeals Court (Seventh Circuit, Chicago) decision, handed down in the case of the U.S. vs.

Walter Korpan, rules that in-line pinballs are not included in the term "so-called slot machines" in the 1954 Federal Internal Revenue Code (see complete decision, The Billboard, October 13). Copies of the full decision are also available from The Billboard now. (Write: Coin Machine Editor, The Billboard, 188 W. Randolph, Chicago 1.)

The general affect of the decision, which reversed a Federal District Court, has been to give a sales lift to the in-line field.

Operators thruout the country were reported to be stimulated to buy in-line games. Sales are expected to continue to hold up at least until the Solicitor General makes his decision on whether to appeal.

In its ruling the Appeals Court did not rule on whether the pinball machine in question (an in-line game) was a gaming device or not. The court stated in its decision:

"The question here is not whether pinball machines are gaming devices or games of chance; that they are may well be conceded. The question is rather: Are pinball machines embraced within the term 'so-called slot machines.' Congress has clearly indicated that they are not."

Schmeck Dies, Philly Leader

PHILADELPHIA — Philadelphia's coin machine industry is mourning the death of Herbert P. Schmeck, 66, former president of the Philadelphia Toboggan Company, manufacturer of amusement devices, who died on October 22 in Abington Memorial Hospital.

He had been in the amusement industry for 35 years. At the time of his death he was president of Associated Amusement Company.

Schmeck was a veteran of World War I and a member of the American Legion. His widow, Frances, survives.

Slate Top Sales Rise, Ponsor Says

NEWARK, N. J.—The demand for slate replacement tops for pool tables has increased sharply in the last month, according to George Ponsor, head of the Eastern Novelty Distributing Company here.

Ponsor's firm has been selling

Edelco Intros New 2-Player Skee Ball Unit

CHICAGO—A new two player skee ball game is being tested in Michigan by the Edelco Corporation, Detroit.

The announcement was made by Isadore Edelman, president, who added that Edelco plans to start shipping the completed models within a week. He said the firm is now ready to make deliveries.

The game is set to play at 10 cents per player. Featured will be a new "free-ball" enabling players to obtain extra balls for bonus scores.

A special green cork linoleum finish, spotlighted by indirect lighting is said to be among the new features.

Edelco's last skee ball models, Bang-A-Fifty and Flash Bowler, were introduced nine years ago.

slate tops for four months, with current shipments running at the rate of 200 slate tops a week. The slates are imported from Europe.

Ponsor said that operators have reported weekly increase in play of up to 40 per cent after replacing old tops with slate. In locations where the takes had been dwindling, he added, the new tops have halted the decline.

Cohen Bids to Organize Rival N. Y. Juke Union

NEW YORK—Al Cohen, who is currently on a leave of absence from the Coin Machine Employees' Union here, is attempting to organize juke box employees in the New York area.

Existing union for juke box service employees in New York is RCIA Local 1690, an AFL-CIO member. The game service employees' union from which Cohen is on a leave of absence is also an AFL-CIO local.

Game Ops

Several New York music operators have reported overtures made by Cohen's embryo union, which is

not associated with the AFL-CIO.

Some game operators reported concern lest any jurisdictional disputes lead to picketing. As most tavern locations here have both juke boxes and games, any location picketing would affect the game operator as much as the music operator.

One interesting aspect of the situation would be if both unions claimed jurisdiction and elections were called under the labor laws. As many juke box routes are one-man operations, an election with one voter could be held.

According to latest reports, Cohen was making little headway. Neither Cohen nor Barney Schlang, head of Local 1690, could be reached for comment.

Arnold Cohn, attorney for Local 1690, said that he had been informed by Paul Lafayette, vice-president of the Retail Clerks' Union, which has jurisdiction over the coin machine local, that Cohen could not use his leave of absence to organize a union in competition with an AFL-CIO local.

Explain Fin. Plan For Am. Shuffle

UNION CITY, N. J.—Last week The Billboard carried a story about the finance plan of the American Shuffleboard Company. The terms listed were a \$50 down payment, \$54 a month for the first 10 months, and \$33 a month for the next 10 months.

This financing covers not only the shuffleboard, but an electric scoreboard, climatic adjusters, table light and a full-playing kit.

is scored double, getting 100 points for the shot.

The score made on the fifth frame is doubled, and the score on the last frame is tripled, enabling a player who is behind to get back into the game.

The over-all length of the playing field is eight feet. However, the game comes equipped with an extension bar that can lengthen the playing field to 10 feet, at the option of the operator.

Lewis said the game has been in production a little less than a month, but that they already have about 500 models in the field. While samples have been shipped to distributors thruout the country, the main concentration so far has been in Texas. The game, however, (Continued on page 173)

Exhibit Ships New Skee Game: Ringer

CHICAGO — Ringer Ball, a new twist on the skee ball game, was announced by Sam Lewis, president of Exhibit Supply, Chicago, last week.

"This is the first game of its kind that calls for throwing the ball through the air at the target, departing from the conventional types, where the ball is rolled down an alley," states Lewis.

The game can be played with one or two players. Each player gets two balls to throw per frame. A total of 10 frames constitutes a completed game.

The rules call for throwing the balls, underhanded, over an obstacle screen, into 5 scoring slots, valued at 50, 40, 30, 20, and 10 points. If the first ball thrown enters the 50 point slot, the player

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- ★ All die-cast parts.
- ★ Chrome-plated mechanism.
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- ★ Single 10c tube available in quantity, and single 5c tube with base attached also available in quantity.
- ★ Guaranteed accurate.

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DUNIS DISTRIBUTING CO.

100 Elliott Ave., W., Seattle 99, Wash., Ph.: Alder 0414
(Inquiries Accepted Now for Local Distributors)

Fla. Citrus Firm

• Continued from page 159

orange juice. On a three-selection Vendo, two selections of milk and one selection of orange juice is acceptable to FI.

National vending sales manager is Bob Doty, who will work out of Brandenton. Another plant has been built at Cocoa, Fla.

Packed in N. Y.

Currently orange juice is packed in Florida and shipped out in 70 trucks owned by Fruit Industries. However, beginning next month, the juice will be shipped in bulk and packed in the New York area.

For this purpose, FI has purchased an 8,000-ton tanker which it will operate between Florida and Whitestone, N. Y.

Price said that FI will also lease machines to operators if they prefer that arrangement to a straight purchase deal. He added that the firm will also sell refrigerated trucks to operators at the same price which FI pays for them.

BELLAIRE, W. Va.—City officials of Bellaire plan to double the license fees for pinball games.

Councilmen have suggested a license fee of \$50 per year for free-play machines, and \$25 per year for machines that do not provide an award.

Councilmen feel the present revenue from the games is inadequate. An ordinance is being prepared incorporating the new rates, and will be introduced to the council in the next regular meeting.

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Excellent opportunity. Good salary—all sick benefits, Christmas bonus, etc. Write or call collect.

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PALM SPRINGS.....	60.00	FROLIC	50.00
CONEY ISLAND.....	\$45.00		

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Exclusive Wurlitzer Distributors

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GIVE TO DAMON RUNYON CANCER FUND

Grocery Chains

• Continued from page 159

plained that the major chains are in constant fear of having their competitors steal a march on them.

As a result, they will often jump into operations similar to those initiated by the competition on short notice. And when the major chains move, the smaller chains will usually follow. He cited the Green Stamp craze as an example.

\$700 Gross

On the first Sunday of operation, machines sold out, grossing more a Grand Union executive said the than \$700 in a single day. Some 480 quarts of milk and 180 loaves of bread were dispensed.

Considerable experimenting is being done with products. But here's how the initial machines were stocked:

One Vari-Vend carried two 48-bag selections of teabags at 61 and 50 cents, five selections of pound coffee tins ranging in price from \$1.07 to \$1.55; three selections of two-ounce instant coffee ranging in price from 49 to 53 cents, and a two-pound bag of sugar at 23 cents.

Canned Goods

Another Vari-Vend dispensed marble cake at 35 cents, cans of evaporated milk at 13 cents, doughnuts at 25 cents a dozen, a 12-ounce can of Spam for 40 cents, canned corn beef for 45 cents, corn beef hash for 30 cents, salmon for 35 cents, tuna fish for 29 cents and a dozen sugar doughnuts for 25 cents.

The third Vari-Vend dispensed four brands of margarine in one-pound packs at 23 and 29 cents, various cheeses and cheese mixes at 30, 33, 50 and 55 cents; cinnamon rolls at eight for 25 cents and a jar of creamed herring for 69 cents.

The other Vari-Vend was devoted exclusively to dairy products (Continued on page 167)

WANTED FOR CASH
Bally's Model T Ford. Also Sidewalk Engineer. Or exchange for Kiddie Rides.
BABE'S NOVELTY CO.
4136 Hartford St. St. Louis, Mo.
(Phone: Prospect 1-9982)

a NEW game has been developed...

A bout four months ago, a leading distributor visited our office. He suggested that we consider making a skee ball type game. "Dress it up, add high score, make it a two-player, and you should sell quite a few."

W e gave it some thought. We asked the opinion of some of our other distributors and then we decided to give it a try. We built a game in our engineering department and played it for several weeks. We added high score, we made it a two-player, we dressed it up, but we still didn't like it. All of the old objections to a skee ball type game still seemed to bother us:

1. This type of game must be fourteen (14) feet long. Would the operator want to wrestle with a fourteen foot game? How could we get it into a location?
2. The players complained about bending over to get the ball and to roll the ball.
3. Certain players acquired skill too quickly and thus killed the play in a location.

M uch thought was given to the above problems. What we did want was a game about eight (8) feet long, a game that would not tire out the players, a game that required skill (but not too much), and MOST OF ALL, a game that had something NEW in player appeal.

O ne day one of our men threw the ball into the hoops instead of rolling it. We asked him to do it again, and then again. All of a sudden, a new game idea was born.

THROW THE BALL... instead of the old "roll the ball".

N ow, we had the idea. We then proceeded to build a game around the idea. Here is what we have.

A simple game - easy to understand and easy to play.

A game eight (8) feet long that can be extended to ten (10) feet.

Multiple player (either one or two players).

Ten frames, two shots per frame, with a Special STRIKE feature on the first shot of each frame.

Skill plus exciting competition right down to the last shot.

T he players throw the ball UNDERHAND into the hoops and it is more fun than anything we have played in years.

S amples are on the way to our distributors. We urge you to look for it now and be among the first to cash in on a game that is new and different and PROVEN BY ACTUAL LOCATION TESTS TO BE A REAL MONEY EARNING WINNER.

Oh yes, the name of the game is RINGER BALL. Naturally, it's by

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GIVE TO DAMON RUNYON CANCER FUND

DAIRYMEN LOOK TO VENDING

Continued from page 159

tering the field; most viewed vending as a necessary step.
Overriding consideration at the convention was how to market the

more business is to steal accounts from his competitor. The only catch is that the competitor may exchange the compliment, and then nobody is happy.
With the milk surplus, dairies have the option of selling milk a shade above cost or not selling it at all. Any milk they can sell which would reduce the surplus is found money. Hence, the problem is not one of taking accounts away from the competition—it is one of increasing the over-all consumption of milk by making the product available after store closings and creating a new market.

Vending Solutions

The former solution, in terms of automatic merchandising, means the bulk or small carton machine. The latter means outdoor or apartment house quart units.

One fact appears certain—the dairies will dominate the quart machine field. Under the current distribution system, it is becoming tougher and tougher for the dairies to achieve more volume. The easiest way for a dairy to get

take over a large milk vending route.
On small cartons for industrials, tho, the operator has a definite edge. The 10-cent vend on a half pint allows a profit considered adequate by automatic merchandising standards. The fact that milk helps nail down the industrial stop is another reason why the operator will vend the product.
The dairymen, however, will not provide the complete package often required by industrial management. He will work with the operator, tho, by moving in as a subcontractor or by leasing machines and selling milk to the operator.
Most dairymen felt that there is little likelihood of their competing with vending operators for location. The main problem of the dairies is to sell milk, and the dairymen don't much care whether they sell it personally or whether the operators sell it for them.
In fields where the operator is not equipped to vend milk, the dairymen will take over. In fields where milk ties in with a full-line operators, the dairies will be only too happy to act as suppliers.
The main problem is to work out a pattern of co-operation between the two. And the consensus here is that the milk industry will be a willing partner.

more business is to steal accounts from his competitor. The only catch is that the competitor may exchange the compliment, and then nobody is happy.
With the milk surplus, dairies have the option of selling milk a shade above cost or not selling it at all. Any milk they can sell which would reduce the surplus is found money. Hence, the problem is not one of taking accounts away from the competition—it is one of increasing the over-all consumption of milk by making the product available after store closings and creating a new market.

Operator Problem

The very factors which would encourage dairymen to enter quart milk vending would tend to discourage the conventional operator from such a product.
The diversified operator doesn't have a milk "surplus." If he vends an item, he must vend it at a fair profit. In order to make a fair profit on milk—considering the relatively low margin—he would need a pretty large route. And the dairymen is better equipped to

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Grocery Chains
• Continued from page 165

—half pounds of butter at 39 and 43 cents and pounds at 71 and 69 cents, cottage cheese at 32 cents a pint, heavy cream at 39 cents a half pint, light cream at 24 cents a half pint, and American, Swiss and cream cheeses at 30, 33 and 36 cents.

One Rowe machine vends bread at 21 cents a loaf; another vends eggs at 65 and 70 cents a dozen; a third vends milk (two selections) at 25 cents a quart, and a fourth vends four selections of cold cuts.

Cold cuts initially vended, all in six-ounce packs, were salami at 30 cents, luncheon meat at 30 cents, bologna at 25 cents, plain loaf at 25 cents and pickel-and-pimento loaf at 25 cents.

While the Grand Union battery does not have a common front, a sign atop the battery proclaims "Nite and Day Quik-Pik," with food categories printed over each machine. All machines are painted a pale blue.

However, a Grand Union executive said that the next installation will probably have a specially designed common front. He explained that the fronts will be designed to accommodate the frozen-food venders which GU plans to have built under contract. These venders should be in production in four months, he added.

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Dr. Pepper Net Up; Dividend Declared for Qtr.

CHICAGO—The Dr. Pepper Company, one of the nation's largest soft drink firms, recently announced its net earnings, after taxes, for the first nine months of 1956 to be \$691,888—an increase of 10.34 per cent over the same period last year.

Leonard Green, president of Dr. Pepper, said that sirup shipments were up more than 6 per cent. Green attributed the increased sales and earnings to new packaging and greater promotional and advertising activity on the part of Dr. Pepper bottlers.

"New king size bottles have opened up new sales opportunities and our co-operative advertising program is the biggest in our history," stated Green.

From financial figures, the company feels it will experience another "good quarter" in the last three months of 1956.

Directors of Dr. Pepper Company declared the firm's 108th consecutive quarterly dividend on common stock, in a meeting at the company's national headquarters in Dallas last week.

The dividend, 15 cents per share, will be payable December 1 to stockholders of record November 19.

The company has 691,000 shares of common stock outstanding.

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New Schutter Bars, Sales Up

CHICAGO—Pure milk chocolate has replaced the conventional "confectioners" coating on the Schutter Candy Company's three coated bars — Old Nick, Schutter, Golden Harvest.

Mr. William Fette, executive vice-president of the Schutter Candy Company, Chicago, made the announcement recently, adding that the three candy bars had already experienced an up-curve in sales volume as a result of the change. The company also manufactures three un-coated bars.

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ADVANCE

AUTOMATIC SALES COMPANY
CABLE: PINGAME
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All the news of your industry every week in The Billboard ...

L. A. Bulk Ops

Continued from page 159

operator-members were working. Among the sections mentioned were El Segundo with a tax levy of \$2 for penny and \$5 for nickel machines per year; Lakewood, \$2.50 for penny vendors, \$5 for nickel units and \$5 for scales, and Newport Beach, \$1 for penny machines, \$5 for nickel units. Harry McKinney declared that he had heard unofficially but reliably that Garden Grove, which recently incorporated, had an ordinance calling for \$7 per machine per year.

A suggestion was made that the association watch areas planning incorporation and fight the per ma-

chine tax before it is on the books. Herb Livingston and Dan Ruby, insurance agents, briefly presented a plan for group insurance. The matter was taken under advisement.

Lally asked that the cost of dinners be increased to take care of the extra meeting the association held in August. Normally dark at that time, the members voted to meet to keep their tax fight moving. There will be no meeting in December, however.

Ed Rosen, of Operators Vending Machine Supply Company, was a guest.

FINEST RECONDITIONED EQUIPMENT

- BALLY
MIAMI BEACH.....\$225
UNITED
CARAVAN..... 350
UNITED
STARLET..... 260
UNITED
PIXIE..... 235
UNITED
HAVANA..... 75
WILLIAMS
SPITFIRE..... 100
GOTTLIEB
HAPPY DAYS..... 90
BALLY
ICE FROLICS..... 85
CHI. COIN
SUPER HOME RUN..... 125
UNITED
BONUS GUN..... 300
KEENEY
SPORTSMAN..... 225
EXHIBIT
SHOOTING GALLERY..... 100
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Seeburg M100C... 575
Seeburg M100B... 475

- Wurlitzer 1900 .. Write
Wurlitzer 1800 ... \$695
AMI E-120 450
AMI D-80 350



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|-----------------------------------|-------------------------------|
| CHICAGO COIN STEAM SHOVEL . \$250 | WURLITZER 1400-1450 ... \$210 |
| MIDGET MOVIES (with film) .. 135 | BALLY BINGOS 60 up |
| UNITED CLIPPER 315 | POOL TABLES 50 up |
| UNITED LIGHTNING 275 | LATE GUNS 100 up |

ALL MACHINES 100% GUARANTEED!



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Algonquin 4-4040



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United VOGUE
United HANDICAP

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UNITED—CHICAGOIN CASH OR TRADE

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GENCO QUARTERBACK, NEW..... \$289.50
Coin Recordio \$175.00
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Baily Moon Ride 275.00
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2-Player Basketball 195.00
Telequiz 99.50
AA Gun 99.50
Space Ranger 295.00
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Flash Hockey 99.50
Undersea Raider 125.00
Set Shot Basketball 275.00
Flying Saucer 99.50
DeLuxe Baseball 125.00
All Star Baseball 175.00
Champion Baseball 295.00
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Silver Gloves 145.00
Big League BB 150.00
Maj. League BB 150.00

GUNS

- UNITED PIRATE GUN Sky Rocket \$250
GENCO Six Shooter 125
DAVY CROCKETT Space Gun 95
Easy Aces \$225
Carnival Gun 195
Treasure Cove 325
Exh. 500 Sh. Gall'y 275
Rifle Gallery 175
Sky Gunner 145
Night Fighter 145
Dale Gun 95
Jet Fighter 225
Coon Hunt 175
Shoot the Bear .. 145

5 BALLS

- | | |
|------------------------------|-----------------------------|
| GOTTLIEB | GOTTLIEB |
| Wishing Well \$215.00 | Twin Bill \$195.00 |
| Poker Face 110.00 | Jubilee 375.00 |
| Queen of Hearts 110.00 | |
| Grand Slam 100.00 | WILLIAMS |
| Chinatown 85.00 | FUN HOUSE |
| Shindig 125.00 | SUPER SCORE |
| Happy Days 95.00 | Big Ben \$145.00 |
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| Gold Star 150.00 | Race the Clock 275.00 |
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| Hawaiian Beauty 160.00 | Spitfire 135.00 |
| Stage Coach 195.00 | Skyway 145.00 |
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| Gypsy Queen 185.00 | Jalopy 95.00 |
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Genco Supreme Tournament \$125.00
(Holes advanced—extra bumper against rail)
Wms. Magic Top \$195 Un. Hit Pool \$125
Genco Baseball 125 Ke. Flicker Pool 125
Wms. Star Pool 125 Exh. Spanish Pool 125
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GAMES

MECHANICALLY CHECKED—RAILS SANDED
READY FOR LOCATION

Table with 2 columns: BALLY and UNITED. Lists various game models and their prices, such as NITE CLUB for \$435.00 and PIXIE for \$210.00.

T & L DISTRIBUTING COMPANY

WURLITZER DISTRIBUTOR
1663 CENTRAL PARKWAY MAIn 1-8751 CINCINNATI, OHIO

Jukes Aid in Air Enlisting

NORTH TONAWANDA, N. Y.—Juke boxes have come to the aid of the Strategic Air Command. Two new machines—one at Parks Air Force Base in California, one at Manhattan Beach Air Force Station in New York—are used to encourage re-enlistments.

Milwaukee Op Set to Enlarge, Remodel Hdqtrs.

MILWAUKEE—An expansion and remodeling program has been launched by Milwaukee Amusement Company that will double the space it presently occupies here, says president Clarence Smith.

has been catching on very nicely on his routes. "Almost all of the stops we have changed over to a dime have liked it and stayed at that price," he says.

HOTTEST ITEMS

Wurlitzer 1800 \$845.00

Wurlitzer 1700 \$645.00

Need 257 Steppers

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NEW GAMES

Table listing new games like CHICAGO COIN, INT. MUTOSCOPE, and BALLY models with their prices.

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN—EXHIBIT—INT. MUTOSCOPE

BINGO 5-BALLS

Table listing Bally Bingo 5-Balls models like DOUBLE HEADER, PARADE, NIGHT CLUB, etc.

TARGET GUNS

Table listing Genco target gun models like STATE FAIR, WILD WEST, UN. DEL. CARNIVAL, etc.

ARCADE

Table listing arcade game models like Mutoscope K. O., CHAMP. Floor, C.C. TWIN HOCKEY, etc.

5-BALL GAMES

Table listing Gottlieb 5-ball games like SCOREBOARD, 4-PL., FRONTIERSMAN, DEL. SLUGGIN', etc.

SHUFFLE GAMES

Table listing Chicago Coin shuffle games like BOWLING TEAM, HOLLYWOOD, THUNDERBOLT, etc.

*Indicates Match Play

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with the Spectacular New Player-Controlled Scoring Button Handicapper! ONLY REGULATION BOWLER WITH AUTHENTIC HANDICAP FEATURE!

FASTEST SCORING ACTION—NO WAITING! NEW PLAYER CONTROL "STRIKE SELECTOR"!

POOL GAMES

Table listing pool game models like BRAND NEW LATEST MODEL! NEWEST FEATURES! STANDARD PLAYFIELD, etc.

Table listing pool game models like C.C. AUTOMATIC POOL, UNITED HI SCORE, etc.

EXPORT BUYERS! Send for latest price list and literature.

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For a small investment you can have new pool tables. You'll increase your take tremendously, too.

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Balls, 2 1/4", lgt. weight, per set of ten	7.20
Balls, 2 1/4", red or white only, lgt. wgt., each	.65
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Cue sticks, 48", wood, standard, ea.	1.75
Cue sticks, 48", plastic, standard, ea.	2.00
Coin Chute, A.B.T., double dime, for pool table, each	8.00
Chalk, per gross	3.75
Clamps, per dozen	1.75
Chalk grips, per dozen	1.00
Brushes, rail and table, per dozen	6.00
Cement, cue tip, 2-oz. tube, per doz.	1.95
Cue tips, 100 per box, per box	1.45
Plastic cup liners, per dozen	3.00
Life-up bumpers, red or white, per dozen	4.00
Rubber bumper rings, red or white, per dozen	.70
Cloth, rubber backed, top quality, per running yard	7.00
SLATE TOPS, complete and top quality, best made, each	69.50
For any pool table supplies not listed	Write

QUANTITY USERS, CONTACT US

OTHER SUPPLIES:

Collection books, suitable all games, per hundred	\$ 7.00
#77 Shuffleboard Wax, 24 cans per case, 6 cases	31.68
Precision pucks, smooth or window, per set of eight	7.00
Jumbo pucks, each	1.95
Coin Wrappers, "Rugged" Brand, per thousand	.80

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577 Tenth Ave. (at 42nd St.)
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CANCER FUND**

Barriers Stymie Qt. Vending

• *Continued from page 159*

cumbersome regulations relating to milk vending, enact stringent zoning laws, or levy steep license fees. New Jersey has been the prime testing ground for action of this type.

In New York City, the pressures holding back the growth of quart machines are tremendous. While nobody would be quoted, several reliable sources agreed that it is extremely difficult to begin a quart operation in the city.

Main problem is that the major dairies will not sell the new operator milk—not even at retail prices. It is possible to buy milk from smaller dairies, but the smaller dairies would be subject to retaliatory action.

Source of Supply

There is no lack of good locations and there is no shortage of machines. But an operator could very well buy equipment, place it on location, then discover that he had no source of supply.

Attitude of the dairies is that there is no point looking for trouble. One vending operator, after being refused by major dairies, was forced to bootleg milk from a smaller outfit which packed them milk in candy cartons for an indoor location.

Actually, the dairies would like to sell milk to anyone who has the price. But they don't want to stick their necks out. There has been little violence in New York, but that has been because most everybody obeys the unwritten law. In one case, where an operator expanded at a faster rate than his unofficial agreement permitted, he found that pancake sirup had been poured down the coin chutes of his machines.

Sign of Hope

One representative of a vending machine firm said that the current limitations on milk vending in New York will be lifted early next year. He did not go into detail.

To date, no operator has been willing to be a hero by seeking court action which would force dairies to sell him milk at the same price paid by retail stores.

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It's the only regulation bowler with an authentic handicap feature... each player before shooting the first frame may handicap his score same as in real league bowling! (This feature promotes the setting up of individual location leagues to stimulate exciting play!)

★ **Amazing New Player Control "Strike Selector!"**
Permits player to set game for Easy or Hard strikes simply by the flip of a switch. (Makes good scorers out of poor players... better scorers out of good players)

Available In Both Regular and Super Models!

- ★ New High Speed Scoring! No Waiting Between Shots!
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Denver

• *Continued from page 156*

which is a bit extreme for the spot," a leading music operator said.

"For example, when a tavern owner holds out for a new 200-play phonograph. In most such cases, he is sold on the better play potential which this sort of equipment offers, and will go along with us in guaranteeing an amount which will justify moving the machine. He takes his chance that he will show a better profit after paying us the guarantee. We have 10 locations on that basis now, with varying success from spot to spot."

Some operators have worked out rental arrangements with owners of good, busy spots, which are in effect the same sort of guarantee. There are no instances, however, of 60-40 splits, and "front money" has been absent from the scene in Denver for several years.

Salt Lake City

• *Continued from page 156*

dime play problem has to be beaten first. "There are a bunch of die-hards making deals that are a thorn in the side of operators who are trying to stabilize the music box business. But if they keep going with such deals they will eventually die out."

All principal operators in the area are continuing to hold informal luncheon meetings every few weeks to jointly work out such problems. It was such joint action that has moved the dime play changeover as far as it has gone.

The operators are doing little advertising in this area. Without a 60-40 split they cannot afford it. Also, the old practice of giving spits a certain number of marked coin to play in the music boxes is fading out, and in many places eliminated. The operators say there was too much abuse of the privilege.

Jockey, Juke Op

• *Continued from page 156*

public service motivation and experience. The keystone of the whole co-operative activity has been a series of diversified activities for youth—a field that has unqualified public support — and naturally appeals to both jockeys and operators, because it is the youngsters who are the important customers for the wares of both.

(Editor's Note: This is the first in a series of two articles. Next week's article will detail the organization of the Detroit operator-jockey team, how it was set up and how it works.)

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UNITED TEAM.....	\$175.00
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AMI	ROCK-OLA
G120.....Write	1448 Hi-Fi.....Write
G80.....Write	120 Sol. Wall Box.....Write
E120.....\$425.00	SEEBURG
E80.....325.00	WALL BOXES
D80.....299.00	3W1 (100)
D40.....195.00	Chrome.....\$64.50
	3W1 (100)
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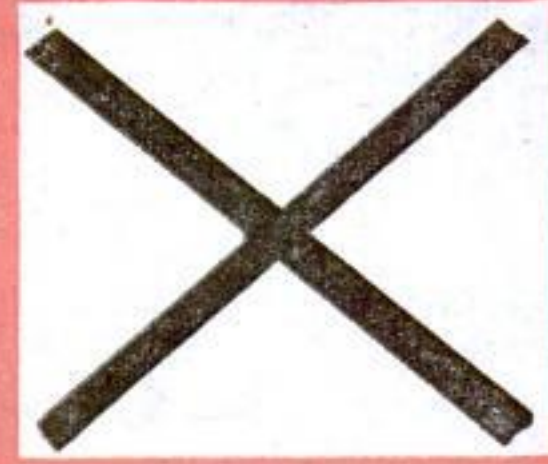
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PARADE	495	GAYETY	110
NIGHT CLUB	435	ICE FROLICS	95
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FRONTIERSMAN	210	HAWAIIAN BEAUTY	125
WISHING WELL	195	LOVELY LUCY	115
SOUTHERN BELLE	185	PINWHEEL	110
GYPSY QUEEN	185	SHINDIG	110
SLUGGIN' CHAMP	175	QUEEN OF HEARTS	90
4-BELLES	160	4-PLAYER SCOREBOARD	295
DIAMOND LILL	155		

NATIONAL COIN MACHINE EXCHANGE
1411-13 DIVERSEY BLVD. Phone: BUCKINGHAM 1-6466 CHICAGO 14

Exhibit Ships

• Continued from page 163

is starting to catch hold all over the country.

It is constructed of all wood, with an attractive "natural" finish on the sides, and a mottled grey top cover. The target area is sponge rubber, of contrasting colors.

The entire target area is protected with a linen net screen, to guard against any stray shots. Over-all measurements of the game are eight by two feet.

60-40 Splits

• Continued from page 163

Other equipment has been declared illegal. Where do we go from here?"

"If it weren't for my cigarette machines, which are my bread and butter, I'd be thru. Music is helping, too."

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AMI-CHICAGO COIN-GENCO-EXHIBIT**

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Ex. Jungle Hunt	Write
Genco Davy Crockett	Write
United Pirate Gun	Write
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Super Big Top	395.00
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Rifle Gallery	195.00
Sky Rocket	295.00
Bear Gun	125.00
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SEEBURG 3W1, 100 Sel., Chrome	\$65.00

FIVE BALLS

Chi Coin Caprl	Write
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- NEW EXTRA BALL FEATURE!**
- NEW LIFETIME PLASTIC CUPS!**
Easy to clean . . . never wear out
- NEW PLEXIGLASS "SHOWCASE" FRONT!**
Unbreakable . . . protects with no visual obstruction
- NEW 2-PIECE DE LUXE CABINET!**
Easy to move, easy to service

- **3 BALLS PER FRAME** (plus extra ball feature)
4 Frames per Game
- **SINGLE, DOUBLE, TRIPLE SCORING**
—scores in the thousands!
- **45 SECONDS PLAYING TIME . . .**
Regular or Match Play



Sized to Fit
Any Location

Another
GENCO FIRST!
It's SOUNDPROOF
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"DAVY CROCKETT"

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Bally BIG SHOW



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Separate advancing-scores for each of 3 different color-lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS! No wonder BIG SHOW is getting biggest cash-box applause in pin-ball history! Get your share! Get Bally BIG SHOW on location today!

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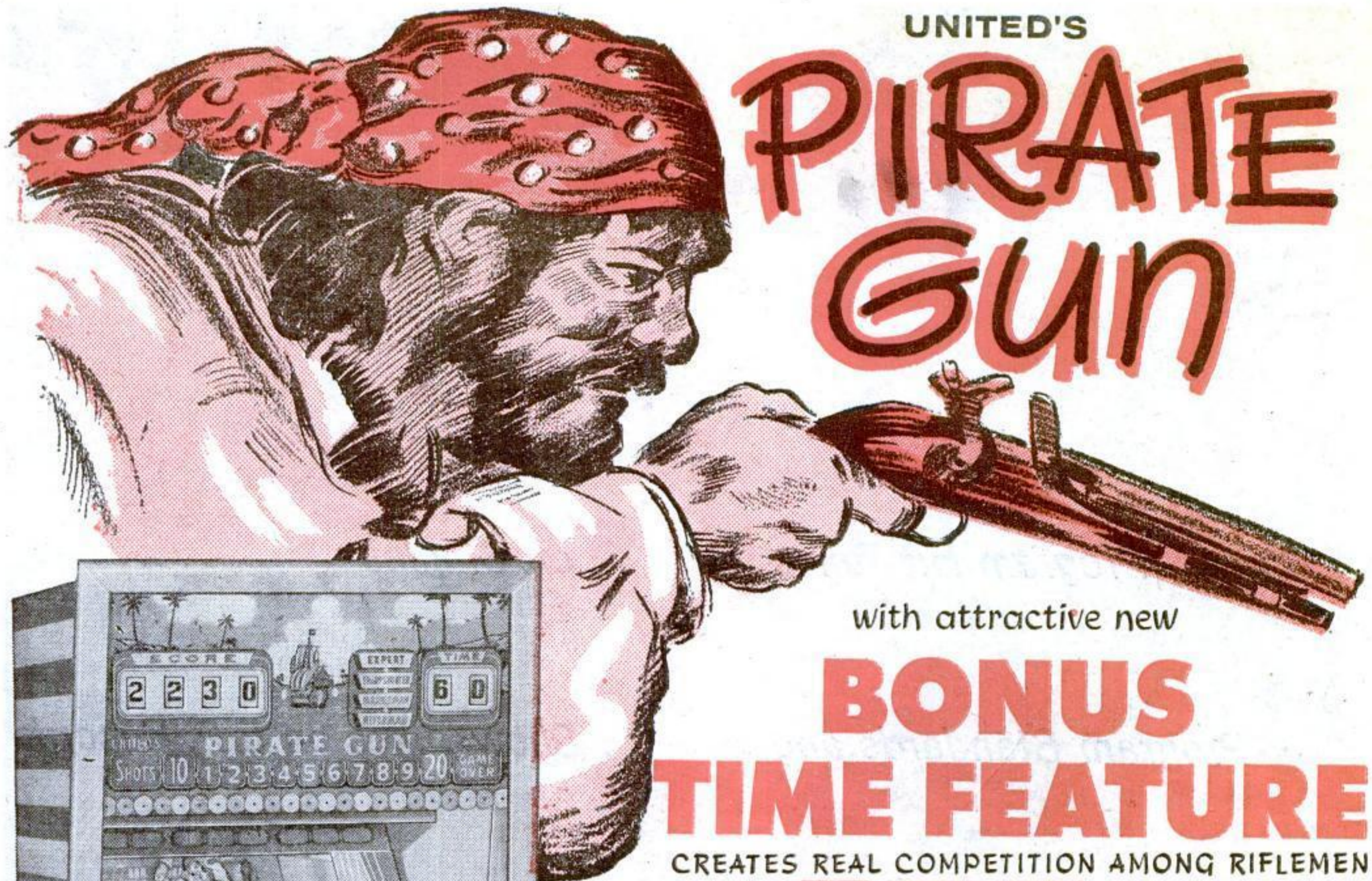
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FUN FOR
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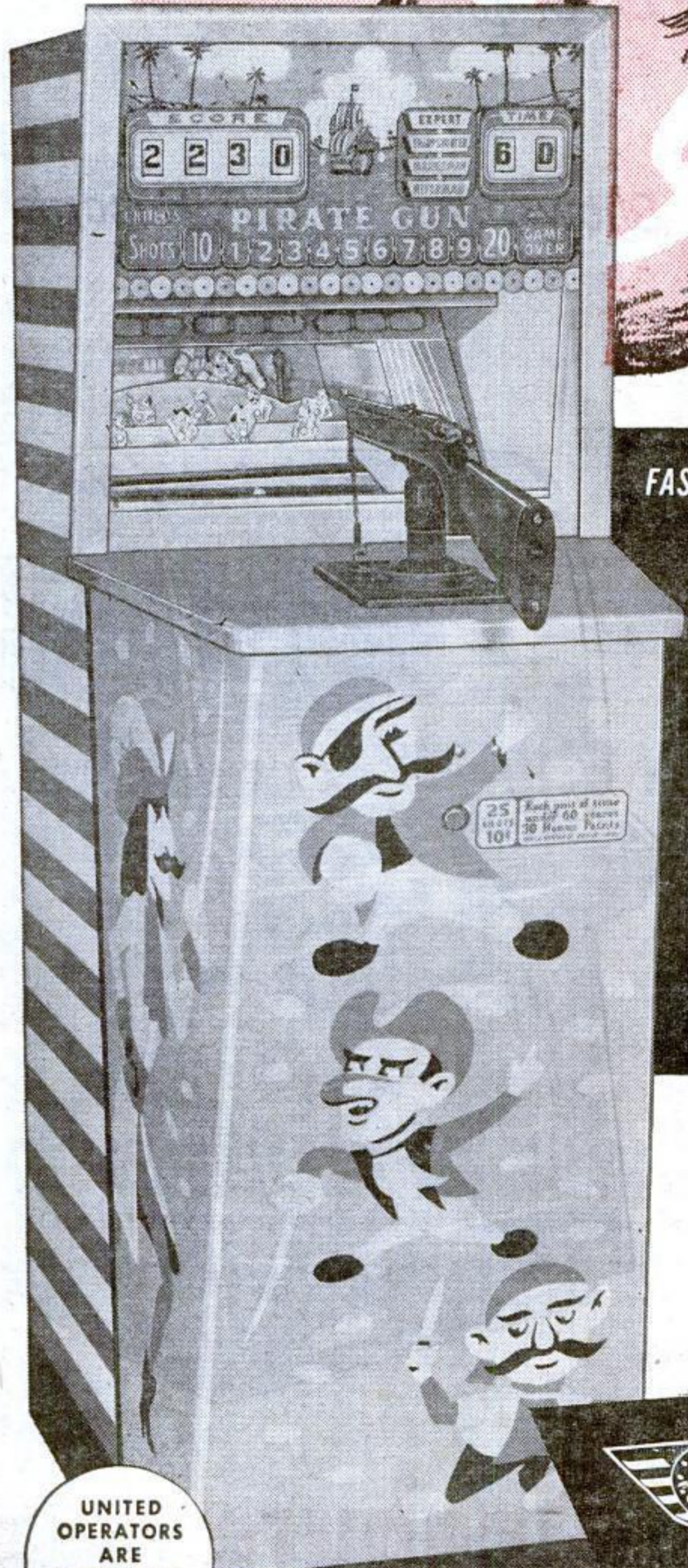
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MOVING AND STATIONARY TARGETS

	STATIONARY TARGETS	9 PIRATES 2 LANTERNS
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	ALWAYS-MOVING PIRATE HEAD
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SHOOT AGAIN FEATURE

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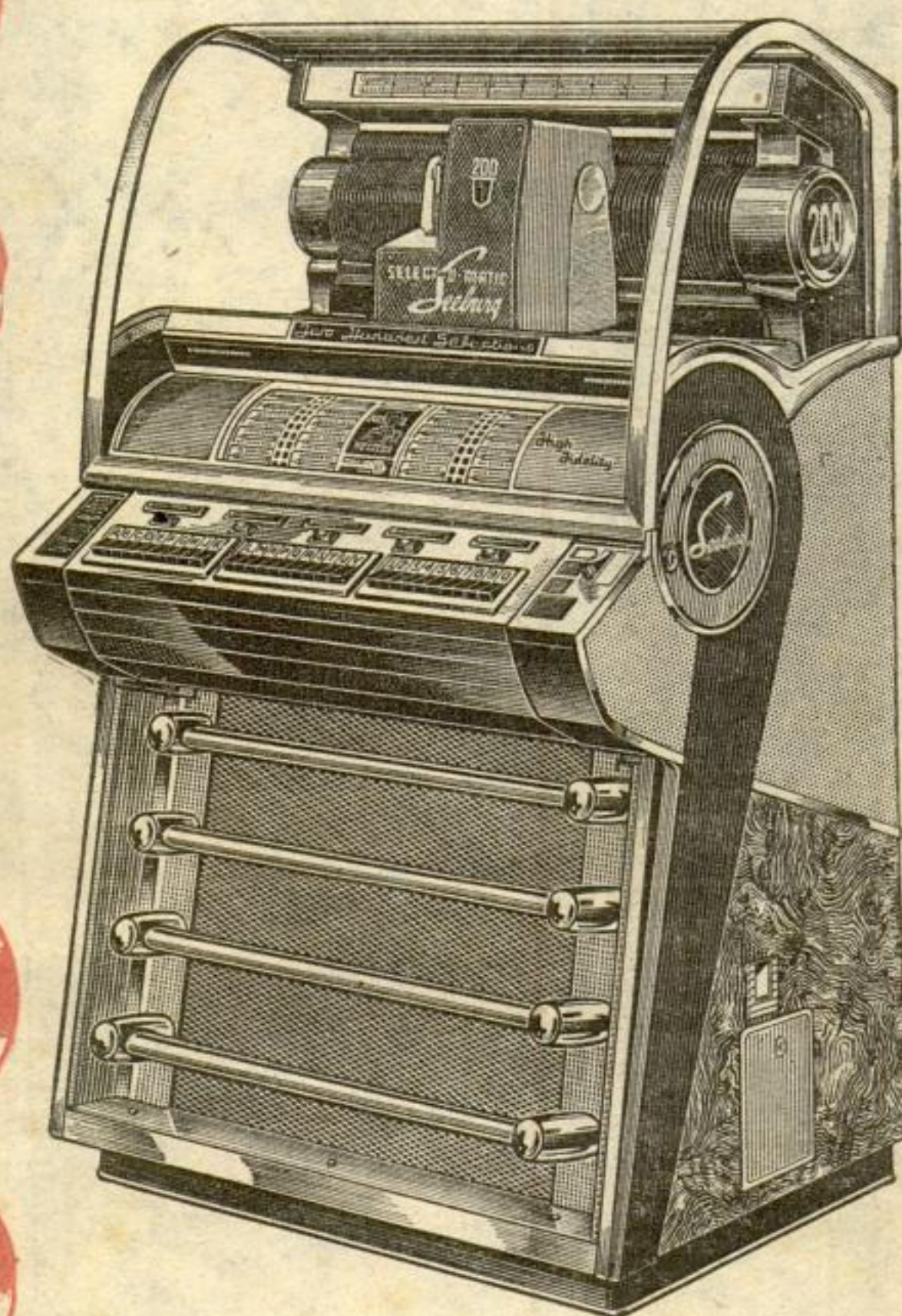


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