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Juke Ops Divide On EP Price Cuts

Most Feel No Effect, Sizable Number Say Yes; Reductions Focus Basic Issue

By BOB DIETMEIER

Juke box operators are sharply divided in their reaction to price cuts on extended play records.

A clear majority feel that price reductions on EPs will have little effect on operator purchases of these disks.

But a sizable number spread thruout the country feel just as strongly that price cuts will boost operator purchases.

The price cuts, recently announced by a number of major record manufacturers, were designed primarily to stimulate the retail EP trade.

But the reductions bring into sharp focus a basic issue involved in the EP controversy among operators.

That issue is simply this: It is the price an operator is able to charge for an EP spin on his juke box that largely determines his basic attitude toward them, not the price he must pay for them. The number of plays a tune gets—whether it's an EP or a single—is a major factor.

That statement of the issue is based on immediate operator reaction to the price cuts.

Operators with machines offering dual pricing—a dime for a single, 15 cents for an EP side—generally agree lower prices will hike operator purchases. But operators who get a dime for both an EP and a single, don't believe price cuts will have any effect on operator EP buying.

Operators have made steady gains thruout the country in converting from nickel-a-tune to dime-a-tune play, but the dime is still far from being standard. Until it is, most operators feel that 15-cent EP play will be greatly limited.

The length of time required for an EP play—again, rather than the price an operator pays for it—is a basic consideration in his need for

Jukes Up 24% In Memphis

MEMPHIS — A steady growth of the juke box business in Memphis can be seen with 241 more phonographs in operation at the end of 1956 than at the same time in 1955. The figures were revealed in a year-end report by Sloan O. Craig, collector of licenses and privileges, which showed 744 juke boxes in the city in 1955 as compared to 985 at the end of 1956.

The upswing in juke boxes is attributed by owners to the healthy condition of the business brought about by the mid-1954 conversion to dime play.

Memphis is now 100 per cent in its acceptance of the dime, and in the Mid-South, which is largely influenced by Memphis practice, operators are fast making the change.

getting more for it than for a single. Obviously, an operator would rather get a dime for three minutes of play, than for six minutes.

Record one-stops checked by The Billboard in eight major cities last week reported that manufacturer price cuts would mean that their EP price to operators would be clipped. Most new prices range from 88 cents to \$1 for an EP. Most reductions approximate a dime.

The price differential between singles and EPs still, of course, favors singles, with singles selling at one-stops for 80 cents usually. At \$1, an EP costs 67 per cent more than a single; at 90 cents, 50 per cent more. An operator on 15-cent EP play, charging 50 per cent more for an EP, would pay just 50 per cent more for an EP at 90 cents.

In the New York area, the EP price reduction will have only a minor effect on operator purchases, according to leading trade sources. Dime play is still not established. However, in the few isolated cases where operators do, get 15 cents for an EP side, results appear encouraging.

In the Bronx, Frank Maniaci's Paramount Music averages about 40 EP selections on its 200-selection machines, with most locations giving the 40 EPs as much play as they will any 40 singles in the machine, according to Maniaci.

Seymour Pollack, Tarrytown, N. Y., music operator, gets 15 cents
(Continued on page 69)

NEW TV SERIES TO FEATURE BIG OPERA NAMES

CHICAGO — Televiewers next fall will see a package which blends many of the lively arts. It's "Lyric Theater," a half-hour music show featuring opera and operatic ballet. The creator of Lawrence V. Kelly, co-founder of the Lyric Theater here, which has done much to restore opera to Chicago, the series will feature such singers as Renata Tebaldi, Richard Tucker, Eleanor Steber, Boris Christoff, Leonard Warren, Robert Merrill, Lily Pons and possibly the controversial Maria Callas.

Two cycles of 26 weeks, one live and one film (the first time opera has been put into a TV film series), were offered to networks. When they took a dim view of selling such a show to advertisers, Kelly and staff went out and rounded up sponsor prospects. Details of the TV commitment are to be announced next month.

Scenes and acts from "Otello," "Masked Ball," "Carmen," "Tosca," "La Sonnambula," "Manon," "Aida" and "I Puritani" are among the material for the twin series, as well as dances from 10 works and two original ballets based on opera plots choreographed by Ruth Page. Nicola Rescigno is conducting and staging the shows. The live telecasts will originate in Chicago, with a group of alternating commentators headed by Jay S. Harrison, music editor of The New York Herald Tribune.

Jazz in '56 Trades Esoteric for New Big Business Look

Growth in Year Predicts Greater, Accelerated Development in '57

By BILL SIMON

NEW YORK — Jazz has been with us since the century began, but in 1956, for the first time, it began to look less like an esoteric art form and more like big business. All indications are that it will continue the trend at a highly accelerated pace in 1957.

Jazz activity is being stepped up on all fronts: Records, concerts, night clubs, radio and TV, films, in music publishing, in books (historical, critical, fictional, etc.), periodicals and in national diplomacy.

90 LP's a Month

In 1956, an average of 90 jazz LP's was issued each month, or more than were issued in several years in the pre-LP era. Virtually every name jazz artist had at least a non-exclusive recording contract, and dozens of new, even unknown, artists were exposed to a national public via records.

The number of labels producing jazz may be estimated at more than 100. A number of independent labels produced releases far in excess of those produced by the majors, and some of the independents produced best sellers in the field.

In fact, the specialty companies thrived to the extent that they were able to battle, often victoriously, against majors for top name talent.

Their success has cued the entry into the field of other independents, and the intensified activity on the part of the majors. The flow of jazz releases is expected to become a virtual flood in 1957.

Whether or not the market will grow fast enough to absorb these remains to be seen. Also what percentage of the new releases will be marketable among the increasingly informed and discriminating clientele. It never has been easy to sell unknown artists in this field. During the past year, the problems involved in promoting a jazz album came into sharp focus. Considering the number of sets recorded and released, and the vastly increased volume of jazz package business, jazz records received very little attention from disk jockeys and their sponsors.

Consumer Press

The consumer press, particularly the periodicals devoted to jazz or records exclusively, and some more general publications like Playboy, Esquire, and Saturday Review remained the only effective vehicle for reaching the consumer.

A number of the jazz companies, in fact, adopted the practice of running itemized ads for "direct from the company" business.

It is, perhaps, in the areas of channeling jazz to the general public that jazz will make its most significant gains in 1957.

Public Appearances

In the public appearance field, jazz artists will find more places to ply their trade than they have at any time in the past. Jazz clubs are opening left and right, and even some of the best-known huge
(Continued on page 14)

NEWS OF THE WEEK

Cancellations Plague TV Webs; So Far Eight Shows Get Ax . . .

Sponsor dissatisfaction plagues network TV more every week. Several more shows were canceled last week. So far this short season a total of eight programs have been dropped. . . . Page 2

M-G-M Nears Big Production Of New Shows for Video . . .

M-G-M is about to barge into the next stage of its development in TV, the production of new TV film shows. Story conferences are going on now. Metro is expected to have six pilots on the market this spring. It is also getting into production of commercials. . . . Page 5

Disneyland and Norman Granz - Labels in Expansion Moves . . .

Following the spectacular growth of Dot Records, additional indie labels blueprint expansion moves. Disneyland Records, which debuted last May, announces drive for major status, Norman Granz consolidates his various labels with a similar end in view. . . . Page 12

Columbia's Gold Guitar Award Symbolizes C&W's Comeback . . .

Columbia Records inaugurates Gold Guitar Award, in recognition of country and western records which sell beyond the 250,000 mark. Similar in concept to the Gold Record award

in the pop field, the Columbia move is particularly significant in that it marks the comeback of country music. . . . Page 13

Lynch Death Dodgers Convert To Kochman Thrill Show Title . . .

One of the outdoor show world's most colorful titles, the Jimmie Lynch Death Dodgers, will pass into limbo this season when it is retired by Jack Kochman, operator of the Jack Kochman Hell Drivers, who has acquired the Lynch title and equipment. . . . Page 50

200G Profit Rolled Up By 1956 Minnesota State Fair . . .

Minnesota State Fair, the Midwest's biggest agricultural exposition, reaped a net profit of \$201,618 on its 1956 10-day run. Total income aggregated \$1,336,393. . . . Page 50

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Ontario Fete To Offer Jazz

STRATFORD, Ont.—For the second year in a row, the Stratford Shakespearean Festival will feature jazz as a highlight of its music section.

Count Basie and his orchestra will give concerts August 2 and 3; Billie Holiday and the Canadian Ron Collier Quintet, with pianist Norm Amadio, August 9 and 10; the Gerry Mulligan Quartet and Teddy Wilson, August 16 and 17.

The Canadian Broadcasting Corporation Symphony Orchestra will be featured in four Wednesday night concerts, to be broadcast by CBC, and the English Opera Group will present the North American premiere of Benjamin Britten's "The Turn of the Screw."

NET BATTLE CASUALTIES

Death of 9 Half-Hour Slots High for This Time of Year

NEW YORK—Program casualties continued to mount on network TV last week as sponsors reacted to the relative failures of many of their newer vehicles. Two half-hour shows were dumped, one more is figured as a virtual certainty for axing and sponsorship on an hour show was dropped. Since five other shows have already been canceled so far this season, the number of half-hour cancellations as of now is nine, an unprecedentedly high toll this early in the season.

Effective the middle of March, General Mills will cancel "Giant Step," the Wednesday 7:30-8 p.m. CBS-TV stanza, and also surrender the time. Liggett & Myers will cancel "Noah's Ark," Tuesday evening 8:30-9 and replace it with Al Simon's "Crisis," a dramatic anthology. "The Brothers," telecast the same hour on CBS-TV, is virtually certain to go into the discard with both sponsors giving up the half hour. Bulova also has canceled its half sponsorship of the Jackie Gleason show, Saturday 8-9 p.m. on CBS-TV, but it is not known what the effective date of cancellation is.

Other network programs already canceled this season are the Herb Shriner show, "Stanley," the Walter Winchell show, "Can Do" and "My Friend Flicka." Except for Jackie Gleason and "My Friend

Flicka," which may find another spot on network TV, all the other shows are new properties.

The Gleason cancellation was pushed thru by Bulova, because it is a seasonal advertiser and because it wanted more commercial time than the program allowed (The Billboard January 12). Also important in the cancellation is the rating weakness of Gleason during the last several weeks while he has been taking a vacation.

Amana Nixes Silvers Half, Airs Reasons

NEW YORK—Amana Refrigeration, Inc., canceled its alternate-week sponsorship of the Phil Silvers show (CBS, Tuesday, 8-8:30 p.m.) because of rising costs and the fact that "Camel cigarettes received a 20 per cent greater discount" for its share of the series. The popularity of the show, according to Amana's executive vice-president, George Foerstner, resulted only in a repeat audience.

The monthly cost to Amana had jumped from \$170,000 to \$270,000, Foerstner revealed at the firm's annual press meeting last week. Amana won't return to network TV before next fall.

Procter & Gamble has bought the alternate sponsorship with R. J. Reynolds, with CBS pointing out that any advertiser can earn discounts on terms and conditions applied uniformly to all sponsors.

In most cases these shows have been dumped after 26 weeks of exposure, generally the minimum allowed because of contract commitments. The large number of cancellations, according to the trade, is the natural sponsor reaction to disappointing programming, but perhaps also reflects the current three network battle for audiences.

For example, "Giant Step" is the second show pitted by CBS against the first half of ABC's Walt Disney. "Brave Eagle," last season's CBS-TV contender, was equally unsuccessful and had to be sustained. "The Brothers" and "Noah's Ark," both on 8:30-9 p.m. Tuesday, were hurt by the strong grip on audiences displayed by "Wyatt Earp," which this season is more powerful than last. And the probability is that the three-network battle will be responsible for an even larger number of casualties before the season is much older.

CBS May Sell 8:30 Tuesday

NEW YORK—Ford and possibly Lever Brothers will probably purchase the Tuesday 8:30-9 p.m. time period on CBS-TV. The time slot is now occupied by "The Brothers," which seems slated to get the ax.

Ford and Lever Brothers are interested in a half-hour, musical, variety show to be headlined by Gordon MacRae. Also expected to get consideration by the advertisers is a new situation-comedy starring Walter Slezak.

Esty May Acquire Fat Bulova Account

NEW YORK — The William Esty agency is reportedly close to acquiring the multi-million Bulova watch account from McCann-Erickson. The account was brought into McCann by Terry Clyne, now an executive vice-president there, from the Biow Agency. Biow had it over a long period of years.

Reports have been current in the trade that Bulova has been dissatisfied with the handling of its advertising during 1956. Bulova was one of the largest users of spots in TV, but switched into network sponsorship this season to get more product identification, and had to curtail most of its spot

spending. The company has canceled its alternate sponsorship of Gleason, indicating its belief that the program has not done the job expected.

For the Esty agency the acquisition would mean an important step toward the recovery of the business lost when Colgate took its account elsewhere. The majority interest in Esty was recently sold by President James Houlihan to a group of its executives, though he remains in the same position.

Wyatt Joins ABC-TV in Abry Spot as Exec Shifts Continue

NEW YORK—The revamp of ABC-TV personnel continued this week, with Eugene C. Wyatt joining the web as national program sales manager. He replaced Charles (Chick) Abry, who goes to NBC-TV next week in a top sales executive spot. With the change came the ABC post's switch in title from Abry's title of national director of sales.

Wyatt, a former account executive for the web, has been in business for himself, out of the industry, in Tennessee. He will report to Slocum Chapin, network sales vice-president.

P&G FILM FINANCING PORTENDS NEW TREND

HOLLYWOOD — Procter & Gamble has re-entered vidpix financing on a large-scale basis, portending a trend that could bring wide changes to the present sponsor-producer-network relationship.

General Foods is co-financing with P.&G. on one program, and other sponsors reportedly are also on the lookout for properties to their liking which they can back.

This development is a direct outgrowth of the past couple of seasons when sponsors found themselves supporting a long list of turkeys. The feeling has been growing, especially among large advertisers, that the time has come to step in and turn out the kind of programming they want, rather than buy a finished product that may only half-fill their needs.

P.&G. Shows
The series which P.&G. is backing are Desilu's "The Whiting Girls," Don Fedderson's "Date With the Angels," starring Betty White, and Don Sharp's "Meet McGraw" with Frank Lovejoy in the lead role. In the case of "The Whiting Girls" P.&G. is picking up half the tab and General Foods the remainder.

In each case the sponsor is putting up the money for 13 vidpix, which will be slotted in a summer time franchise as a replacement for a regular program. P.&G. is providing \$25,000 per half hour, with the producer filling out the remainder of the cost.

If the program proves a success during the summer it will be continued on into the regular season. If P.&G. decides it's not to its liking the rights will revert to the producer. In any case P.&G. will have no stake in the residuals.

Altho closer sponsor-producer relationship has been an industry conversation piece for some time now, few execs had expected it to come to pass. In effect, P.&G. and General Foods are moving back at least part way toward the radio days of sponsor control of program-

ming, except that the advertiser is not packaging the show.

P.&G. feels that the new policy is well worth the extra investment, since it enables them to work with the producer in ironing out the bugs. Even more important, perhaps, is that the production starts about six months ahead of the air date, obviating the deadline scramble which nearly always results when a pilot is bought late in the season.

Providing the new policy proves successful, the big question is whether it will mean a decrease in network influence over programming, one of the key points in the recent congressional and FCC antitrust investigations.

Nets the Cause
Ironically, if it results in sponsors taking a new interest in program creation, it will be the nets themselves who are partly the cause. This is due to the policy, initiated last year, of forcing sponsors to keep their time franchises during the summer hiatus. In the case of P.&G. for instance, the advertiser believes that, since he has to keep a program on the air anyway, he might as well utilize the time to try and develop a better show rather than fill in with reruns.

Other advertisers apparently are catching the drift fast. It's known, for instance, that J. Walter Thompson has been seeking shows which two or three of its clients might be interested in financing. On the producer side, companies ranging from Screen Gems to the newly organized Tibbals-Savin firm have been approached on this basis.

TelePrompster Buys Screens

NEW YORK — The TelePrompster Corporation, which recently acquired Sheraton Closed Circuit Television, Inc., has purchased 100 big screen TV projection systems from General Precision Laboratory and will become national distributor for GPL's closed circuit equipment. The systems, costing more than \$1,000,000 provide a picture 15 by 20 feet.

TelePrompster this week begins network operation in the group communications field, producing closed circuit shows for simultaneous showing in up to 100 cities.

Mars Eyes Large 'Circus Boy' Buy

NEW YORK—Mars Candy is showing interest in picking up a large number of half hours of "Circus Boy," the Sunday 7:30-8 p.m. NBC-TV show now regularly sponsored by Reynolds Metals.

Mars will probably buy about nine half hours of the vidfilm stanza which is produced by Screen Gems.

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'Price Is Right' Brews Up Mail Room Storm

NEW YORK — The new Goodson-Todman daytime giveaway, "The Price Is Right," has been brewing up a storm in the NBC mail department. The show, which made its debut November 26 and switched to the 11-11:30 a.m. strip on December 31, has been pulling over 500,000 pieces of mail weekly. The producer and network had originally expected a 30,000 to 60,000 mail pull.

The gimmick that pulls the mail is called the showcase. Emcee Bill Cullen asks the viewers to guess the price of the items in the weekly showcase. Those who get the prices right get the items.

Not only has this brought in the mail, but it has caused telephone jams at retailers all over the country.

The first week's mail, when the showcase subject was mink, was 311,000. After that it never dipped below 550,000. The biggest pull to date was on the travel showcase the first week in January which pulled 668,000 at an incomplete tabulation.

This pull of course has NBC optimistic about selling the strip out fast. Sunbeam had three participations for a Christmas promotion and now is reported thinking of coming back. Also reported interested are General Foods and Lever Bros.

Wiegiers, Bellamy Set Public Relations Firm

NEW YORK — Richard K. Bellamy, former associate director of promotion at the Kenyon & Eckhardt agency, has joined Joseph P. Wiegiers to form a new public relations firm known as the Wiegiers-Bellamy Company. Wiegiers has headed his own publicity firm for 11 years.

ABC to Start Program Line-Up Revamp April 1

NEW YORK — The revamp of ABC-TV's daytime schedule will begin April 1, with the first half-hour of a proposed three hours of network daytime programming being launched simultaneously with the cutback of "Mickey Mouse Club" to 30 minutes.

"Mickey" will be seen in the 5:30-6 p.m., EST, slot, with its first half hour (5-5:30 p.m.) being turned over to "Penny for Your Thoughts," the Abbott and Costello kids' quiz. In the 4:30-5 p.m. strip, ABC has commissioned an audience participation quiz for family viewing from Goodson-Todman.

"Afternoon Film Festival" will continue in the 3-4:30 p.m. time period, while the web readies three half-hour shows for late spring debuts. "Festival" will then be combined with "Famous Film Festival," which departs its Saturday

Kraft Renews 'Theater'

NEW YORK — Kraft has renewed its "Television Theater" sponsorship on NBC-TV (Wednesday, 9-10 p.m.) for the 11th consecutive year thru December, 1957. J. Walter Thompson agented the buy. The dramatic series remains television's oldest dramatic program.

Clients Seek Relief From NBC Shows

NEW YORK — A number of sponsors at NBC-TV are trying to go on relief. The latest is Bab-O, which is seeking immediate relief on alternate-week, one-third sponsorship of "Caesar's Hour," Saturdays 9-10 p.m., thru August 24.

This is in addition to the plea from Lanolin Plus seeking alternate-week relief on "Break the \$250,000 Bank," Tuesdays, 10:30-11 p.m. Speidel also wants relief on Tuesdays 8-8:30 p.m. on its "Big Surprise" alternate-week contract.

Wednesdays and Sundays are involved in the request from General Foods, which seeks complete relief on one of three shows, alternate-relief on two or short-term relief on any combination of Roy Rogers, 6:30-7 p.m., and "77th Bengal Lancers," 7-7:30 p.m., on Sundays, and "Hiram Holliday," 8-8:30 p.m. Wednesdays.

NBC Outlets to Up Pubserv Activities 15%

NEW YORK — Stations owned by NBC will push for a 15 per cent boost in public service activities in 1957. The means of achieving this goal is outlined in a plan called "Impact Public Service," which was devised by Don Bishop, director of publicity and community services.

The plan calls for a station to throw its full resources behind a single public service endeavor periodically, in contrast with the present "shotgun" effect. This all-out effort will employ the technique of vertical saturation used by seasonal advertisers, etc. Editorial content, as well as 10 and 20-second station breaks and minute spots will be utilized.

This project would in no way supplant what stations are currently doing, and the traditional events are expected to fit naturally into the "Impact Public Service" pattern.

7:30 p.m. niche, and offered in station option time for airing sometime between 1 and 3 p.m.

ABC will unveil the rest of its network daytime plans in the presentation on the 1957-'58 season it has scheduled for advertisers and agencies February 13 at the Waldorf-Astoria Hotel here.

PATTERN DEVELOPS

Smaller Advertisers Make Fuller Use of Individual Half-Hour Buys

NEW YORK — A significant new pattern has already been developed on network TV which is expected to increase greatly the use of prime time programming by small advertisers. It is the purchase of individual half hours of various network series from regular network sponsors desiring relief.

The latest example is the purchase of three half hours of "Playhouse 90," CBS-TV Thursday evening 9:30-11. Royal Type-writer will take over sponsorship of the 10-10:30 segment from Ronson for three weeks. Royal is following in the footsteps of the J. B. Williams Company which recently took over three half hours of the Phil Silvers show from Amana on the same network.

The same pattern, of course, is already being employed by major network advertisers who need additional advertising to be tied into some specific sales campaign. Liggett & Myers has bought three half hours of "Hey, Jeannie!" on CBS from Procter & Gamble to be tied into the introduction of a new character, a king who will

represent its king-sized Chesterfields.

The purchase of individual half hours of series is not new in network TV, but the number of purchases has been greatly accelerated this season. The reason: A large number of clients have asked for relief, and when other advertisers were not forthcoming to snap up their commitments, they have been more than willing to sell off whatever they could.

The prospect is that the trend will be accelerated in the near future, because there are a large number of smaller advertisers who would like to use network TV but have not afforded it in the past. And there are also a large number of major advertisers who see the value of such short-term buys.

The smaller companies cannot compete with their more prosperous rivals in the dollar volume of their advertising, they can make somewhat of a splash, both on the consumer level, by the purchases of individual half hours. They can make such purchases the focal points of their advertising by all-out promotion conceived to create

the impression of an overwhelming sales push. Such purchases may also be used to force distribution and to impress dealers to the point that important shelf and display space is obtained.

Advantages
For the large advertisers, short-term purchases may help them reach new audiences, give their TV sponsorship a change of pace, bulwark current and new advertising campaigns and offer an important flexibility.

The present soft market in network sales and the prospect of its continuance make it fairly certain that the pattern will be accelerated during the year, in spite of the fact that the networks are not happy over it. When such buys take place, generally must cough up more in promotion, extra in chandising and publicity.

MANY WOOERS

ABC's Oberon Show May Catch Revlon

NEW YORK — Revlon last week was being wooed assiduously by the three networks, as well as sponsors having half of their shows to sell off. The prospect, however, is that the advertiser will wind up somewhere on ABC-TV with "Assignment Foreign Legion," the British produced film series owned by CBS Film Sales and featuring Merle Oberon as narrator. The show is a dramatic anthology about the North African arm of the French Army.

CBS-TV was also offering Revlon Saturday 7-7:30 which will be open when "Beat the Clock" moves to Friday at 7:30 shortly. In addition, Liggett & Myers was pitching the advertiser half of "Do You Trust Your Wife?" which follows Revlon's "\$64,000 Question," the latter program being telecast Tuesday at 10 p.m.

Revlon actually had expressed great interest in picking up sponsorship of General Electric's "20th Century Fox Hour," the Wednesday 10-11 alternate week filmed dramatic stanza on CBS. The show had been on the market for

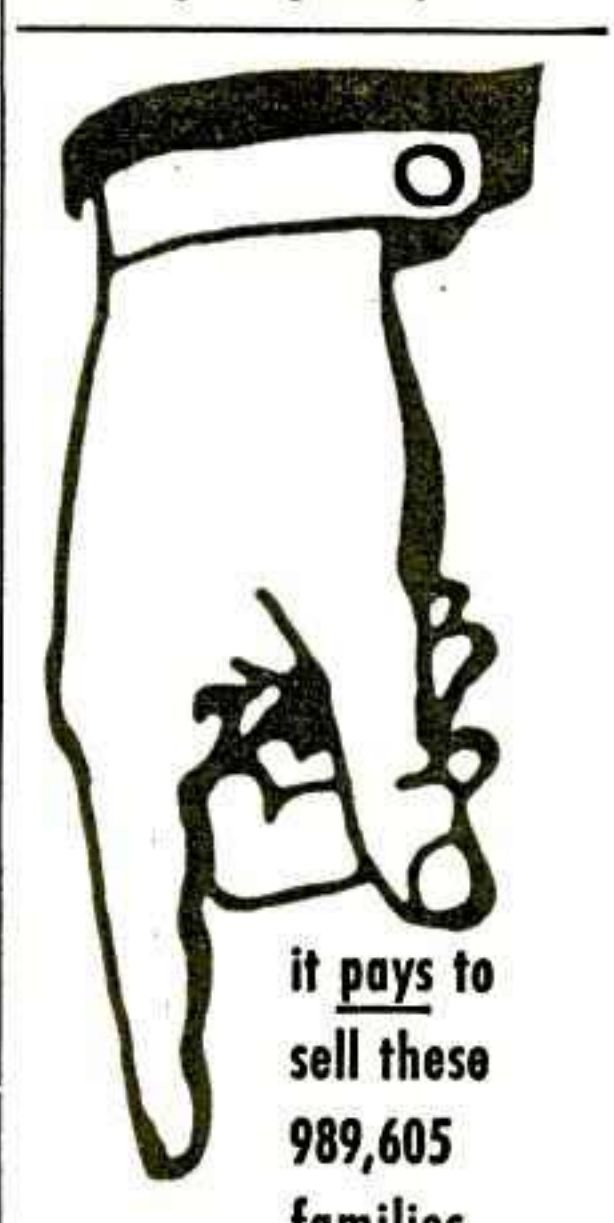
several days last week, but GE changed its mind about giving up sponsorship.

GIANT THREE

Big Horse Races Up For Clients

NEW YORK — For the first time in many years, horse racing's Triple Crown—the Kentucky Derby the Preakness and the Belmont Stakes, the top three prestige stake races in the sport—will be available for sponsorship on network TV.

Gillette usually sponsors the races but is relinquishing them this year. CBS-TV has rights to the Derby and the Preakness and is negotiating for rights to the Belmont Stakes.



it pays to sell these 989,605 families

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'Omnibus' May Move to NBC Sun. Afternoon

NEW YORK—When "Omnibus" winds up its first season on ABC-TV, March 31, opinion in the trade is that its career as a nighttime network attraction will be finished. Now in the Sunday night 9-10:30 slot, the program has not lived up to the expectations of the network in terms of drawing audiences, tho its prestige continues as great as ever.

The show's December American Research Bureau rating for the three half hours was .6, indicating that it failed to provide the competition for the other two networks. Where "Omnibus" will go next season is anybody's guess at this moment.

However, there is some foundation for the belief it may wind up on NBC-TV as a Sunday afternoon attraction where it would be paired with "Wide, Wide World." NBC last summer evinced considerable interest in the property as a "World" partner, but the ABC offer came along. There is seemingly no reason why it shouldn't be interested in the property again.

CBS-TV, which presented the show since its inception on Sunday afternoon, is creating a prestige

program of its own, "Seven Lively Arts." If that program is not presented on a weekly basis, "Omnibus" might well wind up there as a partner to "Arts." The Ford Foundation, which bankrolls "Omnibus," however, has given no indication that it plans to continue the show next season. The probability is, nevertheless, that it will, unless new video plans are in the works at the Foundation.

Hitchcock, NBC Mull Hr. Series

HOLLYWOOD — Negotiations are under way between Alfred Hitchcock and NBC for the production of an hour-long dramatic mystery series for the network next season. The program would be on film.

Altho the talks are only in the preliminary stage, they underscore the statement by NBC-TV V.P. Manie Sacks last week that the network is moving toward more hour-long programming rather than away from it.

RANIER BABY'S BIRTH FOR CBS

NEW YORK — CBS-TV scheduled a half-hour show on the birth of Grace Kelly's baby in a Saturday 11:15-11:45 p.m. time period, usually station option time, for February 2 or 9. The exact date depends on the arrival of the Monaco heir, due next week. David Schoenbrum, CBS correspondent in France, will narrate the film. The web is asking \$30,000 for sponsorship.

Last April 21, CBS telecast a special program on the wedding of Miss Kelly to Prince Rainier, clearing 173 stations. The show racked up a Nielsen 30.9, with an average audience figure of 28.2. The web expects to clear a similar number for the birth.

NOT NOW

J. Garland Nixes Spec Over Script

NEW YORK — CBS-TV last week reluctantly canceled its Judy Garland spectacular when agreement could not be reached with her on the script of the show. The network had expected her to do an abbreviated version of her recent Broadway engagement at the Palace, and executives at the web view her action as a runout, attributable to her physical condition.

Fortunately Buick and Pepsi-Cola, the co-sponsors of the show, were notified of her cancellation before they started to spend money for commercials. The network still has a contract with Miss Garland, and chances are she will have to work it out before she can appear again on the medium.

CBS also was forced to use an old Red Skelton film last week when he decided he could not appear. Skelton had been notified that his son has leukemia and was too broken up to appear. The web will probably use other film shows in the forthcoming weeks until Skelton decides he wants to return.

MANY TRADES

ABC Hands M. Wallace Busy Sked

NEW YORK—Mike Wallace, who joins ABC-TV June 1, will undertake a varied schedule of performing and eventually some producing and directing chores. After his first assignment, a half-hour single interview show launched in June, he will assume emcee-host roles on a weekly panel or quiz and one-shot specials, which hitherto fell exclusively to John Daly.

The current thinking at ABC calls for a Wallace interview stanza next fall in the Thursday 8-8:30 p.m. slot to be followed in the 8:30-9 p.m. period by the Frank Sinatra show. This in turn will be followed by a new Warner Bros. hour-long drama hosted by a star of the Marlene Dietrich type and caliber. A nightly Wallace interview "trip, in addition is under consideration.

"Nightbeat," created by the staff of WABD, will continue on the New York station, with a replacement currently being sought for Wallace. The latter's contract for the WABD nightly news show at 7 p.m. stays in force thru October.

COMMERCIAL CUES

ACQUISITIONS AND REVOLUTIONS

Robert Lawrence Productions has acquired the Loucks & Norling Studios, industrial film producing company for more than 30 years. On making his announcement, Robert Lawrence called attention to revised thinking in such firms' relations with advertising agencies and their clients. Film producers must be able to offer all kinds of film production. With this acquisition the company will be able to serve accounts with both commercial and industrial films. The unity of operation, however, will be confined to the upper levels, with actual production kept as separate entities.

In line with this Studio Films, Inc., has just set up a combined operation of entertainment films and commercials. This new division will feature some 25 stars, including Count Basie, Sarah Vaughan, Dinah Washington, Ruth Brown, Duke Ellington, Faye Adams and Cab Calloway. They will star in five-minute films which also bear commercials at the beginning and end of the short subject. The division was created to provide film service in both commercial and industrial fields.

SCHOOL DAYS, SCHOOL DAYS

The Society of Motion Picture and Television Engineers and the Motion Picture Studio Mechanics, Local 52, International Alliance of Theatrical Stage Employees, have set up a 20-week course on sound recording. The course, to start February 6, will cover the latest developments in the field. Also for three days this month and three next month, Consolidated Film Industries will hold seminars at its film processing plant on color processing. Dates for the seminars are January 15, 22 and 29 and February 5, 12 and 19.

IDS . . .

Wilding Picture Productions, Inc., of Chicago, has acquired New York studio facilities to house the firm's entire Eastern operation. Bill Morris will be in charge. . . . Robert Lawrence Productions has reported a 35 per cent increase in business during 1956, and Playhouse Pictures is busy tallying what it expects to be an all-time high at the studio. The latter firm has tallied its 1956 awards which include two certificates of merit, an honorable mention, a gold medal for Chris Jenkens and three certificates of merit for Bill Melendez. . . . MPO Television Films has completed blurbs for Scheppe's and General Electric. . . . The Screen Cartoonists' Guild will enter a reel of spots in a first international animated film festival in London next month. . . . Appointments: Max Landow as head of TV production at Filmack, and James E. Anderson as Midwest director for Hal Roach's commercial division.

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.

(Continued from last week)

| Sponsor, Product & Agency (Show, if any) | No. (Seconds) | Type (C-Color) | Commercial Producer |
|--|--------------------|-----------------|---------------------|
| BUSINESS FINANCIAL | | | |
| Consumer Services | | | |
| Carolina Power & Light Co., Public Utilities, Walter J. Klein Co. (Dr. Hudson).... | 1 (60) | LA (C).... | Walter J. Klein |
| | 2 (10) | SE (C).... | Walter J. Klein |
| AT&T, N. W. Ayers & Son (Telephone Time).... | 4 (120), 4 (30) .. | | |
| | 1 (40) | LA | Hal Roach |
| | 3 (120) | FA | Hal Roach |
| Office Equipment, Supplies | | | |
| Minnesota Mining & Mfg. Co., Scotch Brand Cellophane Tape, MacManus, John & Adams (Today).... | 3 (15) | LA | Transfilm |
| GENERAL SECTION | | | |
| Smoking Materials | | | |
| P. Lorillard Co., Old Gold Cigarettes, Lennen & Newell (Jackie Gleason, Walter Winchell).... | 2 (60) | LA, SE, SM.... | Transfilm |
| Jewelry, Optical Goods, Cameras | | | |
| Speidel Co., Speidel Watchbands, Norman, Craig & Kummel (Big Surprise)... | 1 (40), 1 (60) .. | LA | Transfilm |
| Presentation Case, Norman, Craig & Kummel (Big Surprise)... | 1 (67), 1 (50) .. | LA | Video Pictures |
| Multiple, Norman, Craig & Kummel (Big Surprise).... | 1 (50) | LA | MPO |
| Photo Identification, Norman, Craig & Kummel (Big Surprise).... | 1 (35) | LA | Transfilm |
| Bulova Watches, Watches, McCann-Erickson (Jackie Gleason).... | 10 (90) | LA, SE | Hal Roach |
| Bulova Watches, Watches, McCann-Erickson.... | 13 (20) | LA, SE | Hal Roach |
| | 13 (50) | LA, SE | Hal Roach |
| | 1 (90) | LA, SE, (C).... | Hal Roach |
| Sporting Goods and Toys | | | |
| National Motorboat Show, 1957 Motorboat Show, L. King Assoc. | 1 (60) | SA | Victor Kayfeta |
| United States Rubber Co., U. S. Royal Golf Balls, Fletcher D. Richards (NCAA Football Games, Navy Log).... | 1 (60) | FA, J | Transfilm |
| Miscellaneous | | | |
| United States Rubber Co., U. S. Rubber Co., Exhibition Hall, Fletcher D. Richards (NCAA Football Game).... | 1 (15) | SM, J | Transfilm |
| U. S. Navy Recruiting Series | 18 (60) | FA | Playhouse |


(Continued next week)

Bird & Son Buys Part Of Garry Moore Show

NEW YORK—Bird & Son has bought an alternate quarter hour of the Garry Moore show on CBS-TV, Mondays, 10:15-10:30 a.m. Humphrey, Alley & Richards negotiated the buy for the roofing materials manufacturer.

Carle, Cole, La Morgan Lead as Fisher Subs

NEW YORK — Frankie Carle, Jaye P. Morgan and Nat (King) Cole are the leading contenders for the musical series which will replace Eddie Fisher on NBC-TV, Wednesdays and Fridays, 7:30-7:45 p.m. Fisher will depart February 22.



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Industrial Shows—Theaters—Fairs—
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Stars of
Columbia
Pictures

★ Coral Records-Columbia Pictures ★

ALAN FREED

World's No. 1
Rock 'n' Roll Disk Jockey

★ ABC Paramount Record Stars ★

STEVE GIBSON

and His
REDCAPS
with
DAMITA JO

VARIETY ARTISTS

- ★ **THE MOONGLOWS**
No. 1 Rhythm & Blues Singing Stars for Screen & TV
- ★ **DAVE APPEL & The Applejacks**
Columbia Pictures Stars of "Don't Knock the Rock"
- ★ **ANDRE D'ORSAY** with George Ruffin
The Voice With a Heart
- ★ **JIMMY CASANOVA**
No. 1 Comedian
- ★ **TED FORREST QUINTETTE**
With Joan Harrison on Norman Records
- ★ **JO-ANN TOLLEY**
Jubilee Records Singing Star
- ★ **JACKIE BROOKS QUARTETTE**
Decca Records Stars
- ★ **THE 6 NITE RIDERS**
Stars of M-G-M Records
- ★ **TOMMY REILLY & His Tomcats**
Sensational Rock 'n' Rollers
- ★ **THE ROCKING HORSES**
2 Girls & 3 Boys
Kings & Queens of Rock 'n' Roll

FOLK ★ WESTERN

- ★ **HAWKSHAW HAWKINS**
RCA-Victor Records Star
- ★ **JEAN SHEPPARD**
The No. 2 Western Recording Star (Capitol) in All the Polls
- ★ **HOOSIER HOT SHOTS**
Stars of Columbia Pictures, Radio & TV Networks
- ★ **MONTANA SLIM** (Wilf Carter)
Decca Records Stars

★ Limited Dates Available
MARCH and APRIL, 1957
4 ALL-STAR ATTRACTIONS
of WSM "Grand Ole Opry"

- ★ **KITTY WELLS**
- ★ **JOHNNY & JACK**
and Their Tennessee Mt. Boys
- ★ **ERNEST TUBB**
and His Troubadours
- ★ **THE WILBURN BROTHERS**

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Phone: WALnut 2-4677
2-3172

WRITE WIRE PHONE

NEW YORK, N. Y.:
234 W. 48th STREET
Room 225
Phone: PLaza 7-1786
Circle 6-8800

'African' Series Set for Shooting

HOLLYWOOD — New Gross-Krasne produced teleseries, "African Patrol," goes before the cameras January 15. The show will be produced by a British company, Phoenix Productions, entirely on location in South Africa.

It's planned to shoot eight half-hour episodes of the adventure picture, central character of which is a law enforcement inspector, before the start of the rainy season in March. The series is being made for national sale, but will be released for syndication June 1 if no deal has been made by that time.

G.-K. last year re-entered the syndication field with "O. Henry Playhouse," which to date has been sold in some 60-odd markets.

Three First-Runs Due at Guild

NEW YORK — Guild Films expects to put three first-run shows into syndication sales in 1957, Reub Kaufman, president, told a meeting of the company's salesmen over the weekend. The three properties planned are another Jack London series — "Captain David Grief," based on the London stories, makes its debut next month — a mystery series based on the files of former New York Chief Inspector Conrad Rothengast and a dramatic anthology with a gimmick.

Discussing the feature film influx, John Cole, sales vice-president, said it was true they had eaten into a considerable amount of playing time but that the sales record on "Grief" prove "there is no shortage of big regional sponsors for top quality

WBBM AUDIENCE LEFT HIGH IN AIR OVER JAPAN

CHICAGO — WBBM last Saturday (5) left a mammoth feature film audience in mid-air over Japan and got stuck with a big tab for the ride.

The show was "Thirty Seconds Over Tokyo," primed by a heavy promotional buildup. While a large audience sat enthralled toward the climax of the film, a horrified studio employee discovered he was one reel short. The final spool had been left behind, locked in a time vault.

Next night, the final 17-minute reel was shown at 10:15, followed by a complete re-run of the picture. Cancellation of the film originally scheduled for Sunday cost the station \$20,000 in lost commercials. "It was a disastrous error," a station spokesman said and the employee who committed it was thereupon fired.

Eddie Seguin, press agent for Balaban and Katz Theaters, one of the viewers left hanging, retitled the movie, "Weekend Over Tokyo."

half-hour shows and they are willing to pay top prices for them."

Cole further declared that the major studio feature films have failed to fulfill the advertisers' demand for sponsor identification.

TPA Nears Launching Of 'Tugboat' With Beer

HOLLYWOOD — Television Programs of America is reported close to a deal that will put its "Tugboat Annie" show into syndication and on the air by April. The Olympia Brewing Company is understood to be about to sign for

M-G-M Nears Grand Scale Production of New TV Shows

HOLLYWOOD — M-G-M appears to be about set to barge into the next stage of its development in TV. Having sold its feature film library to 21 stations and acquired a 25 per cent interest in three independent stations, it is now about to get going with production of new TV programs on a grand scale. Metro is expected to have about six pilot films ready to peddle this spring, which will cer-

tainly make it a major contender in the 1957-'58 program sweepstakes.

The hiring of Sam Marx to be executive producer of all its TV programs was the clue that M-G-M TV had the go-ahead sign from Loew's president, Joseph Vogel.

Adrian Samish, former NBC program executive, has been brought in to help select the properties

Metro will put into TV film production. The Metro story department is understood to be meeting currently to discuss the TV potential of all the story properties the firm owns and also to clear its TV rights in those properties.

Metro is also understood to be talking of working a deal to produce spectaculars for one of the networks, possibly NBC, which is said to be considering a weekly 90-minute show for next season.

Blurb Production

M-G-M TV is also getting into the production of commercials. Pete Jaeger, the department's sales executive in New York, has already begun offering this service. He is offering to produce commercials in animation as well as live action. Metro's animation department has been relatively inactive lately and is apparently able to take on a load of commercial work immediately.

Just what properties Metro will turn into TV programs is at the moment an open question. The answer should be forthcoming pretty soon, however. Last week it looked as if the TV department was aiming to have some TV film ready in time to show the board of directors before the February 28 stockholders' meeting.

"Goodbye, Mr. Chips" and "Father of the Bride" are two titles that were mentioned when Metro first got into TV last spring. As far as is known they are still under consideration.

Metro is also known to have made eight more sales to stations, totaling in the neighborhood of \$4,000,000.

Desilu, 20th Century Set 6 Pilots for NTA

HOLLYWOOD — First six properties to be piloted for NTA by Desilu and 20th Century-Fox under agreements between the companies have been set and will start rolling within the next two weeks.

Initial series to go before the cameras at Desilu will be "Official Detective," January 21. Mort Briskin will produce the Don Martin-Don Clark script.

Following at weekly intervals will be "Rikki of the Islands," a jungle-adventure of a young boy which Ed Hillie is set to produce

and direct, and "The Last Marshal," taken from the stories of James D. Horan, on which Hugh King is writer and Harv Foster the producer-director.

The TCF-TV properties are "How to Marry a Millionaire," which Whitfield Cook is writing for Harriet Parsons Production; "Mother Is a Freshman," Peter Packer production about an attractive widow who enrolls as a freshman in college, and "Anything, Inc.," romantic adventure of an ex-Air Force pilot, to be produced by Ben Feiner Jr.

Additionally, TCF-TV is proceeding with a pilot of "Mr. Belvedere" outside the NTA pact, and plans to film two more pilots in March. The NTA agreement also calls for a fourth pilot to be shot for the distributor.

Of the pilots Desilu will film outside the NTA aegis the first scheduled is "Alice," story of a 10-year-old girl which Sidney Salkow will produce and direct.

Desilu is also attempting to come up with a format for a new filmed Walter Winchell show, based primarily on the columnist's experiences as a newspaperman. Company's executive vice-president, Martin Leeds, is in New York this week to iron out the details.

ABC May Use Horwich Show

CHICAGO — Frances Horwich and "Ding Dong School," bounced by NBC in November, will probably turn up soon on the ABC net.

Report is that Sylvester (Pat) Weaver, former NBC board chairman, is handling the talks for her with ABC. Should they hit a snag, it is understood that Weaver is mulling a syndicated film series of the kid strip.

Revolutionary Pix in Works

NEW YORK — Goodson-Todman continues to plunge deep into American history for properties to make into TV film programs. It is now preparing a new Revolutionary War series with the working title of "Captain Flintlock." It is said to be about Morgan's Raiders. G-T is understood to have the pilot scripted and is now casting. The pilot will probably be shot next month.

This week on the West Coast, G-T is due to shoot the pilot of "Ethan Allen," which it co-owns with CBS-TV. The network is said to have the history-adventure series blueprinted for an early evening slot beginning in the spring.

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

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

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

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| Gallup, N.M. Hotel EL RANCHO | Pittsburgh, Pa. Hotel SHERWYN |
| Albuquerque, N.M. Hotel FRANCISCAN | Denver, Col. Hotel PARK LANE |

and in Hawaii Hotel WAIKIKI BILTMORE Honolulu

CHICAGO MIDWEST HEADQUARTERS BOOKING OFFICE 200 E. Walton DE 7-6344

World famed hotels Teletype service Television

the series for its 24-market Western spread.

Olympia's distribution covers the three West Coast States plus Idaho, Montana, Nevada and Arizona.

A long-time client of Ziv-TV, Olympia for the past two years has been sponsoring "Science Fiction Theater," which apparently is going out of production. Before that Olympia had "Favorite Story."

The conclusion of this deal would indicate that TPA is shooting to make 1957 its biggest year in syndication. Its new "Hawkeye and the Last of the Mohicans" made its debut on the West Coast only this week, and TPA has only just completed its sales clinics on that property. Furthermore, TPA officials seem optimistic about getting still another new property (probably "Charlie Chan") into syndication for a fall debut.

In its three-and-a-half-year history, TPA has never previously debuted as many as three first-run series in syndication within a single year.

"MR. DISTRICT ATTORNEY" STARRING DAVID BRIAN



#1 SYNDICATED SHOW IN SYRACUSE

ARB, JUNE, 1956

20.4

BEATS NETWORK SHOWS INCLUDING:

- Godfrey and Friends
- Kraft TV Theatre
- Ford Theatre
- Four Star Playhouse
- Bob Cummings
- Alcoa Hour
- Circle Theatre
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ZIV TELEVISION PROGRAMS, Inc. Cincinnati, Chicago, Hollywood, New York

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Execution Alone Is Key to Success Of Programs, Says Cinader, CNP

NEW YORK—The success of a TV show, unlike a play, opera or movie, depends entirely on the execution and not at all on the concept, according to Robert Cinader, director of program planning and development for Claifornia National Productions. "Great ideas are a dime a dozen," the articulate executive maintains, "and contribute nothing to the ultimate fate of a program.

"A tired theme like the story of a sheriff in the Wild West can be 'Wyatt Earp,' while shows based on the same premise can go down the drain," Cinader says. "An attractive ideal like the timid soul playing a swashbuckling hero can run into the troubles plaguing 'Hiram Holliday.' It all depends on the producer and director.

"What makes one quiz better than another isn't the amount of money given away," he continues, "nor is it the freshness of the idea of what form to give it away in, but rather, the perfection of the production in scenery, lighting, music, props, casting of contestants and handling of on-stage interviews. If someone less than a Louis G. Cowan and his staff had developed '64,000 Question,' that show could easily have failed."

Imitators Fail

New programs modeled after hit programs almost always fail, thinks Cinader, because they are content to imitate. "It's not enough to ride a trend," he says. "What values are right for one show won't be right for yours. Over-production is as bad as under-production, and each show needs a special level of physical production peculiar to itself. The only factor right for all programs is audience identification. Since TV shows are normally designed to be seen in series, this identification must take place each week in each episode. In a play, the sympathy or empathy can be confined to a single scene or a delayed passage."

In his former post at a top talent agency, Cinader trafficked in good outlines and stories by the bushel. It soon became clear to him that

Official Launches Sales Push on TE 'Golf With Champs'

NEW YORK — Official Films has begun a sales effort on a new golf show packaged by Theatrical Enterprises. It is the latter's first film venture. It is the former's first sports program. Titled "Golf With the Champions," the series will consist of half-hour hole-by-hole coverage of matches between top pros playing on top courses around the country. The pilot film has a match between Mike Souchak and Doug Ford at the Grossinger Country Club, New York. The winners get cash prizes and bonuses.

Official Sales' Vice-President Herman Bush said he is pitching the show only on the national and regional level at this time. Official is preparing a line of merchandising tie-ins.

only two kinds of premise mean anything as a starting point for a successful TV series: The star name whose personality really dictates what kind of format to use and the environment choice around which can be woven any kind of story. As an example of the former, Cinader suggests "I Love Lucy," which has "almost no plot idea but is simply a vehicle for the superb talents of Lucille Ball." Of the latter, he points to California's National's new "Silent Service" series, which "can play any tale

of courage or conflict in its evocative setting of submarine duty.

"The latest choice for the NBC subsidiary is 'Union Pacific,' based on the history of the building of the transcontinental railroad. Its success depends purely upon what characters we sustain, what mood we create, not on plot incident or on the originality of the idea," states Cinader. It's more important to be a director of program development than program planning, because it's more crucial to know 'how' than 'what'.

Lair 'Renfro' Film Series For Pillsbury

MINNEAPOLIS — John Lair's country and folk-music show, "Renfro Valley," on the air the last 18 years, has been made into a filmed TV series for Pillsbury Mills, Inc.

Fourteen quarter-hours have been filmed, with integrated commercials handled by Lair, who also emceeds the proceedings. Fourteen musicians and singers are featured in the series, which is playing in 32 Southern markets.

Campbell-Mithun Agency is handling the series. Joe Sperry,

Lee J. Cobb For Western

HOLLYWOOD—Ziv-TV is reported set to shoot the pilot of an adult Western starring Lee J. Cobb in another couple of weeks. This apparently will be the first of the 10 pilots that Ziv is planning to make this year.

Dick Dorso, Ziv's Eastern program and talent chief, is here this week to confer with Herb Gordon, Ziv's Western program and talent chief, about the talent requirements for all these new properties.

agency's TV director, supervised the filming, which was done at Renfro Valley, Mount Vernon, Ky.

HAWKEYE AND THE LAST OF THE MOHICANS

Pre-sold! Everybody loves the stories of **Hawkeye and the Last of the Mohicans**, acclaimed by the Cambridge History of American Literature as "The most memorable character American fiction has given to the world." Here's audience-captivating TV fare for the whole family!

Here's real excitement—the first "Eastern." Here's real action—the rude rough-and-ready frontier reproduced in the original French and Indian War country.

Here's sales for you—but you must act quickly. Your first step to reserve the best markets and to increase sales is to wire or phone TPA collect today.

Just say, "Let's pow-wow now." We'll set up a private screening of **Hawkeye and the Last of the Mohicans** for you in your own office.



Television Programs of America, Inc.

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ALL STAR
THEATRE

ANOTHER TOP RATED
SYNDICATION SERIES

FROM
SCREEN GEMS

PULSE FILM RATINGS for November

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 15 W. 46 St., New York, N. Y.

• Top 20 Film Shows

| Rank | Show & Distributor | Avg. Rating |
|------|-----------------------------------|-------------|
| 1 | Esso Golden Playhouse (Official) | 14.8 |
| 2 | Highway Patrol (Ziv) | 14.6 |
| 3 | Life of Riley (NBC) | 12.9 |
| 4 | Annie Oakley (CBS) | 12.1 |
| 4 | Dateline Europe (Official) | 12.1 |
| 6 | Badge 714 (NBC) | 11.8 |
| 6 | Death Valley Days (Pacific Borax) | 11.8 |
| 6 | Science Fiction Theater (Ziv) | 11.8 |
| 9 | Sheriff of Cochise (NTA) | 11.6 |
| 10 | Doug. Fairbanks Presents (ABC) | 11.2 |
| 11 | Looney Tunes (Guild) | 11.1 |
| 11 | Dr. Hudson's Secret Journal (MCA) | 11.1 |
| 13 | Superman (Flamingo) | 11.0 |
| 14 | Patti Page (Oldsmobile) | 10.7 |
| 14 | Cisco Kid (Ziv) | 10.7 |
| 16 | Man Called X (Ziv) | 10.6 |
| 16 | Soldiers of Fortune (MCA) | 10.6 |
| 18 | I Search For Adventure (Bagnall) | 10.5 |
| 19 | Little Rascals (Interstate) | 10.2 |
| 20 | Code 3 (ABC) | 10.0 |

• Top Film Shows Among Men

| Rank Order | Show & Distributor | Men Per 100 Homes |
|------------|-----------------------------------|-------------------|
| 1 | Death Valley Days (Pacific Borax) | 84 |
| 1 | Lone Wolf (MCA) | 84 |
| 1 | Racket Squad (ABC) | 84 |
| 1 | Whistler, The (CBS) | 84 |
| 5 | Dangerous Assignment (NBC) | 83 |
| 5 | The Falcon (NBC) | 83 |
| 5 | Mr. and Mrs. North (Schubert) | 83 |
| 8 | Boston Blackie (Ziv) | 82 |
| 9 | Championship Bowling (Schwimmer) | 81 |
| 9 | Confidential File (Guild) | 81 |
| 9 | Dateline Europe (Official) | 81 |
| 9 | Ellery Queen (TPA) | 81 |
| 9 | Highway Patrol (Ziv) | 81 |
| 9 | Inner Sanctum (NBC) | 81 |
| 9 | Man Called X (Ziv) | 81 |
| 9 | San Francisco Beat (CBS) | 81 |
| 9 | Waterfront (MCA) | 81 |
| 18 | Public Defender (Interstate) | 80 |
| 19 | Life of Riley (NBC) | 79 |
| 19 | Mr. District Attorney (Ziv) | 79 |
| 19 | China Smith (NTA) | 79 |
| 19 | Great Gildersleeve (NBC) | 79 |
| 19 | I Led Three Lives (Ziv) | 79 |
| 19 | Inspector Mark Saber (Thompson) | 79 |

• Top Film Shows Among Women

| Rank Order | Show & Distributor | Women Per 100 Homes |
|------------|-----------------------------------|---------------------|
| 1 | Doug. Fairbanks Presents (ABC) | 96 |
| 2 | Celebrity Playhouse (Screen Gems) | 95 |
| 3 | Mr. District Attorney (Ziv) | 90 |
| 3 | Your TV Theater (Ziv) | 90 |
| 3 | Dateline Europe (Official) | 90 |
| 6 | Patti Page (Oldsmobile) | 89 |
| 6 | Stage 7 (TPA) | 89 |
| 6 | Dangerous Assignment (NBC) | 89 |
| 6 | Ellery Queen (TPA) | 89 |
| 6 | Dr. Christian (Ziv) | 89 |
| 11 | Liberace (Guild) | 87 |
| 11 | Man Called X (Ziv) | 87 |
| 11 | My Little Margie (Official) | 87 |
| 11 | Goldbergs, The (Guild) | 87 |
| 11 | Guy Lombardo (MCA) | 87 |
| 16 | Life With Elizabeth (Guild) | 86 |
| 16 | Life With Father (CBS) | 86 |
| 16 | Mr. and Mrs. North (Schubert) | 86 |
| 16 | My Hero (Official) | 86 |
| 16 | Rosemary Clooney (MCA) | 86 |
| 16 | Star Performance (Official) | 86 |
| 16 | Studio 57 (MCA) | 86 |
| 16 | Esso Golden Playhouse (Official) | 86 |
| 16 | Falcon, The (NBC) | 86 |
| 16 | Highway Patrol (Ziv) | 86 |

• Top Film Shows Among Kids

| Rank Order | Show & Distributor | Kids Per 100 Homes |
|------------|-----------------------------------|--------------------|
| 1 | Little Rascals (Interstate) | 96 |
| 2 | Laurel and Hardy (Governor) | 93 |
| 2 | Looney Tunes (Guild) | 93 |
| 4 | Ramar of the Jungle (TPA) | 92 |
| 5 | Popeye (Assoc. Artists) | 91 |
| 5 | Superman (Flamingo) | 91 |
| 5 | Buffalo Bill Jr. (CBS) | 91 |
| 8 | Annie Oakley (CBS) | 89 |
| 9 | Captain Midnight (Screen Gems) | 87 |
| 10 | Sky King (Nabisco) | 85 |
| 10 | S. Donovan, Western Marshal (NBC) | 85 |
| 10 | Hopalong Cassidy—1 hr. (NBC) | 85 |
| 13 | Range Rider (CBS) | 84 |
| 13 | Cisco Kid (Ziv) | 84 |
| 13 | Jungle Jim (Screen Gems) | 84 |
| 13 | Kit Carson (MCA) | 84 |
| 17 | Wild Bill Hickok (Flamingo) | 83 |
| 17 | Hopalong Cassidy—½ hr. (NBC) | 83 |
| 19 | Gene Autry—½ hr. (CBS) | 82 |
| 20 | Cowboy G-Men (Flamingo) | 82 |
| 20 | Long John Silver (CBS) | 82 |

John Nesbitt's 'Telephone Time' Renewed by AT&T

HOLLYWOOD — AT&T renewed John Nesbitt's "Telephone Time" on a 39-and-13 basis last week, carrying the program into

its second full season. The program is produced by Jerry Staggs for Hal Roach Studios. AT&T was originally seeking a nighttime slot for the series—now on CBS Sunday afternoons—before renewing, but decided to go ahead anyway despite the fact no new time period has been forthcoming as yet.

WGN-TV Not To Reschedule 'Luther' Pic

CHICAGO — WGN-TV closed the door Wednesday (9) on re-scheduling its canceled showing of "Martin Luther," film biography of the 16th century reformation leader, and Protestant groups immediately threatened a formal protest to the FCC. If the protest is filed, it will be the first time with-in recollection here that a dispute over religious programming has been the subject of such a protest.

The Protestants also threatened a "last-ditch battle" which, conceivably, might force a re-examination of the public service concept as it relates to controversial matters. And hanging in the balance, more specifically, is the fate of the Luther film on other stations. Now that it has become a hot potato in Chicago, other managers might attempt to duck controversy by walking away from offers to book the picture.

The film, which has been shown widely in theaters, was scheduled for its TV premiere on WGN December 21. On December 19, Ward L. Quaal, general manager, canceled the showing because, he said, it provoked an "emotional reaction." It is assumed that the reaction was from Catholic individuals. The Archdiocese headquarters said that no official representation to the station had been made from there.

There then erupted a protest against the cancellation which the station has described as the biggest response from viewers it has ever experienced. When Protestants, led by the Church Federation of Greater Chicago, pressed for reconsideration, Quaal asked that any further discussion be postponed until after the holiday season. This was generally taken as a hint that WGN was prepared to "work things out," and the pressure was halted.

On Tuesday (8), church leaders met again with Quaal when he informed them that the picture was definitely off.

Studio Makes 13 of 'Harlem'

NEW YORK — Studio Films, Inc., has completed the first 13 episodes of "Harlem After Dark" a color TV show featuring top Negro entertainers.

The musical half-hour series builds each stanza around one of the stars including Cab Calloway, Sarah Vaughan, Nat Cole, Duke Ellington, Count Basie, Dinah Washington and Lionel Hampton. "Harlem" is earmarked for late evening syndication viewing.

BI-LINGUAL SERIES

ABC 'Racket Squad' Sold in 2 Languages

NEW YORK — ABC Film Syndication has launched a new TV sales concept borrowed from foreign language distributor of feature films to movie theaters. The concept involves the running of the same show in two languages in a given market. Its first test will come next month in San Antonio, where the company has sold "Racket Squad" to KCOR-TV in Spanish, while KONO-TV will telecast the series in the same city in English.

KVDO in Corpus Christi, Tex., will also start telecasting "Racket Squad" and "Passport to Danger" in Spanish, but the programs will not be seen in English in that market. The Spanish versions of both shows may soon be seen in New York via WATV, if the stations carrying the English series agree.

Among the sales racked up by ABC Film last week were six for its "Code 3" series, putting the show in 132 markets. Stations include KTEG, Ada, Okla.; KDWI, Tucson, Ariz.; KIBA, Yuma, Ariz.; WNAO, Raleigh, N. C.; KDKA, Pittsburgh, and WTCN, Minneapolis. ABC Film also sold "Herald Playhouse" to WNAO, Raleigh, N. C.; KVOA, Tucson; KMBC, Kansas City, Mo.; KOTI, Klamath Falls, Ore., and WJIM, Lansing, Mich.

Singer Sewing Machine and Bristol-Myers, currently co-sponsoring "Douglas Fairbanks Presents" in Toledo and New Orleans, have bought the series for

Honolulu, airing over KGMB. Other "Racket Squad" sales include KCOP, Los Angeles, for Lincoln-Mercury dealers; WSTV, Steubenville, O., for Ashland Oil and Refining; KGW, Portland, Ore.; KGO-TV, San Francisco; WNAO, Raleigh, and WITI, Milwaukee.

Anniversary for KTLA Jan. 22

HOLLYWOOD — KTLA, the first commercial station to begin telecasting in Southern California, will celebrate its 10th anniversary on January 22 amidst reports of a general shakeup at the Paramount-owned outlet.

These were denied, however, by General Manager Lew Arnold, who said the present exec staff would remain as is. Reports apparently were started by resignation of Leland J. Muller as film director, Jerry Rogers being appointed to the post. Arnold said there would be further reorganization of the station's film department.

KTLA will celebrate its anniversary with a two-hour spectacular featuring top showbiz personalities. Paul Raeborn and other top Paramount execs will be on hand.

During the past 10 years the station, under the direction of Klaus Landsberg, who died last September, pioneered many television firsts, the most notable being the telecasting of the atom bomb explosion from Las Vegas, Nev.

WOR Sells 3 Of 9-10 Series Before Bow

NEW YORK — Two weeks before installing six half-hour series in its 9-10 p.m. strip, two each night for three nights, WOR-TV has sold three of the new shows to Lipton Tea thru Young & Rubicam. Lipton will sponsor "State Trooper," "O. Henry Playhouse" and "Crusader" at 9 p.m., Tuesday, Wednesday and Friday respectively.

The deal is for four weeks beginning January 29, and, it is understood, will continue further if Lipton gets some new commercials completed in time.

"Crusader," incidentally, is being played in the same time slot as its first played on CBS-TV until three weeks ago.

COMING NEXT WEEK IN JANUARY 26 BILLBOARD—

"Nighttime Network Television: A Study in Advertising Value"

- featuring . . . COST-PER-THOUSAND STATISTICS
- by . . . AUDIENCE MAKE-UP
- on . . . 6 PROGRAM TYPES
- among . . . 7 SPONSOR GROUPS

The most complete study of its kind ever presented anywhere . . . and the forerunner of a weekly service to appear exclusively in The Billboard.

This weekly chart covers the latest Pulse ratings in key local markets. It includes network, local live and locally originated film shows. By pointing out leading programs, the chart provides a ready guide to outstanding spot adjacencies in each market.

Market statistics shown are derived from Sales Management's current "Survey of Buying Power," and cover only each market's metropolitan areas, as defined by government specification. Although they thus cannot include complete TV coverage or trading areas, they do provide comparative statistics for the chief population centers of TV stations.

The symbol † is for film series booked on a national spot basis. The symbol "u" indicates a UHF outlet. The symbol "&" points out programs originating in an overlap market yet securing ratings of 3.0 or better in the market under study. For complete program and audience information and analysis, consult The Pulse, Inc., 15 W. 46 St., New York.

MILWAUKEE

4 TV STATIONS—278,900 TV HOMES Population—965,700 (17th in U. S.)

NEW HAVEN-HARTFORD, CONN.

NEW ORLEANS

2 TV STATIONS—206,100 TV HOMES Population—797,100 (20th in U. S.)

ATLANTA

3 TV STATIONS—181,300 TV HOMES Population—778,900 (23rd in U. S.)

TOP NETWORK SHOWS

- 1. Producer's Showcase, WTMJ, M. 33.6

TOP NETWORK SHOWS

- 1. Ed Sullivan, WNHC, Su. 41.9

TOP NETWORK SHOWS

- 1. Perry Como, WDSU, S. 56.3

TOP NETWORK SHOWS

- 1. Ed Sullivan, WAGA, Su. 35.2

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WISN, M.-F. 16.8

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WNHC, M.-F. 19.5

TOP MULTI-WEEKLY SHOWS

- 1. Eddie Fisher, WDSU, W., F. 35.5

TOP MULTI-WEEKLY SHOWS

- 1. Clubhouse Gang, WSB, M.-F. 13.3

TOP FEATURE FILMS

- Once Weekly
1. Saturday Night Theater, WTMJ, S.-9:30-11:00 p.m. 15.8

TOP FEATURE FILMS

- Once Weekly
1. 3 Bell Theater, WNHC, Su.-12:00-1:30 p.m. 10.9

TOP FEATURE FILMS

- Once Weekly
1. Western Roundup, WDSU, S.-8:00-9:00 a.m. 18.6

TOP FEATURE FILMS

- Once Weekly
1. 20th Century Theater, WSB, Su.-10:30-12:00 midnight 18.1

TOP SYNDICATED FILMS

- 1. Dr. Hudson's Secret Journal (MCA), WTMJ, Th.8:00 21.2

TOP SYNDICATED FILMS

- 1. Studio 57 (MCA), WNHC, W.-7:00 21.8

TOP SYNDICATED FILMS

- 1. San Francisco Beat (CBS), WDSU, W.-9:30 48.0

TOP SYNDICATED FILMS

- 1. I Search for Adventure (Bagnall), WSB, T.-7:00 24.5

Walt Disney Triples in '56

HOLLYWOOD—Television income of Walt Disney Productions tripled during the past year, resulting in highest earnings in the company's history and a net income of \$2.01 per share as against \$1.04 in 1955.

The television gross rose to \$6,996,890 as against \$2,552,518 during the previous season. Production of the "Mickey Mouse Club" was primarily responsible for the rise.

As a result, gross earnings rose from \$24,638,652 to \$27,565,394, even tho income from film rentals was down approximately \$2.5 million. Publications, merchandising,

KRCA to Bow Travel Series

HOLLYWOOD — A half-hour travelogue series titled "James A. FitzPatrick Color Cruises" bows on Station KRCA here next week in the 7-7:30 p.m. time period.

Show consists of new films acquired by FitzPatrick, who for many years produced travel shorts for M-G-M. It's understood that the series, which will be telecast in color, is being tried out locally for probable net airing in a family time period next fall, when NBC switches its 7:30-8 p.m. music and news structure.

and music grossed \$5,518,762, an increase of \$1,097,705 over the year before.

SCREEN TESTS FOR TV SETS

NEW YORK — To determine how much of the transmitted picture is actually seen on home screens, WRCA-TV and Screen Gems, Inc., arranged jointly a special test for January 17, 6:30-6:45 a.m., in which a lined and numbered chart would be transmitted over WRCA, with viewers being asked to write the station the limits of what each could see at home.

According to Peter Keane, technical director of Screen Gems who instigated the project, producers and ad agencies are limiting their action and commercial messages to the inner 65 per cent of the total available screen area.

Can. Pix Boom; Mounties Films Set at \$1.2 Mil

TORONTO—A TV series on the Royal Canadian Mounted Police, one of the most sought-after subjects for films, is to be made beginning next fall by Crawley Films, Ltd., Ottawa.

Budgeted at \$1,200,000, the series will be the first to have the official approval of the RCMP. The high budget is a first for a Canadian film company. No single show has been budgeted at anything like this figure.

The shooting schedule calls for 39 half-hour episodes to begin on the Canadian Broadcasting Corporation TV web about a year hence. The film is the third major video filming effort based on Canadian history to be launched in this country within recent months.

The "Adventures of Pierre Radisson," made by the Canadian Broadcasting Corporation, using the facilities of Omega Productions, Ltd., Montreal, will see its first light of day February 8. The series of 39 episodes was shot both in English and French using bilingual actors. The French version will be seen on the French network of CBS-TV beginning February 3.

The series will be shown on a sustaining basis in Canada.

The third company to produce a TV series in this country has been Normandie Productions, with filming done in and near Toronto. A second series is planned upon the completion of "The Last of the Mohicans." The Normandie deal provides for the CBC to share in profits from the sale of "Mohicans" to TV outlets outside Canada in return for the CBC guarantee to buy the films for its TV web. This gave Normandie a bank credit of nearly \$1,000,000.

Production of the film in this country gave the company access to the fast-growing TV market in Commonwealth countries, by-passing the quota system which limits the number of U. S.-produced films bought by Britain and Australia. Guesses are that the CBC will get the film for nothing in the final analysis because of the profit it stands to make in the sale of the series in other countries.

E. L. Bushnell, assistant general manager and controller of broadcasting for the CBC, said his door was open for any film company to make further proposals designed to produce additional film series for CBC-TV.

Outlining the corporation's policy on the question, he said that it could use eight to 10 such series a week, and while not necessarily historical, they should have Canadian themes.

Advertisement for 'Strip for Sales!' featuring Gale Storm and the text 'OFFICIAL FILMS, INC' with address '25 West 45th St., New York 36, N.Y. Plaza 7-0100'.

Disneyland & Verve Labels To All Out Expansion Bid

Major Disk Status Aim Of Disneyland

NEW YORK—The mass market exploitation channels controlled by the Walt Disney organization will be utilized extensively in the future in a campaign to raise Disneyland Records to the status of a major disk label, with an immediate goal of \$5,000,000 at retail level in 1957.

Film tracks, the Disneyland and Mickey Mouse Club TV shows and the widely-circulated Mickey Mouse magazine may be expected to plug the disks thruout the world, as well as to create new album material for the line.

According to Al Latauska, former Capitol veepee who now is Disneyland general manager, Disney has given the green light for

full disk expansion in 1957. The firm has scheduled a minimum of 36 new LP's for the year, plus any singles "that fit the picture." The picture," says Latauska, is the family trade, rather than demand that could be classed exclusively as "children's" or "adult." No pop singles will be produced as such, but singles material will be gleaned from the scheduled albums in the manner of the label's currently riding "Wrangle Wrangle" from "Westward Ho, the Wagons."

Most of the label's talent properties will come from the Disney film ranks, altho several outsiders have been inked and recorded.

Currently, with the aid of Fess Parker's "Wrangle Wrangle," which reportedly has sold about 300,000 disks to date, the company has set its distribution in 28 key markets. The album of the film sound track is reported at 18,000.

Most important in the Disneyland repertoire picture would appear to be the availability to the label of the sound track from most of the great Disney films of the past, including those which had appeared on other labels. The company is re-editing the tracks, (Continued on page 16)

All Granz Disks Under Verve Banner

HOLLYWOOD — In an open bid for "major" status based on volume of approximately \$2 million in 1956, the Norman Granz disk operation will henceforth be consolidated under one label, Verve Records.

Granz, president of the four labels he operates, Verve, Clef, Norgran and Down Home, disclosed that both Clef and Down Home will be released under the Verve banner in the future. Clef works, however, will be released in a "Clef Jazz series" identified by the trademarked figure of a trumpet player, while Dixie material will be released in a "Down Home" series. The Norgran line will be dispensed with entirely, with no future releases planned for the label.

According to Granz, a majority of disk volume today is done by album sales. "With a catalog of approximately 500 albums, we feel (Continued on page 16)

Raphael Gets Title Tune & 2 Pic Scores

HOLLYWOOD — Publisher Fred Raphael last week acquired the scores from two upcoming major motion pictures and a third title tune from another film.

Raphael, thru his Dena Music firm, will handle the score from Danny Kaye's upcoming Paramount (Continued on page 18)

IT'S TOUGH TO STEAL A MARCH THESE DAYS

NEW YORK — The race among major labels is so brisk these days that a competitive move by one results in extremely quick reaction by the others. Notable example of this was the Columbia move following the RCA Victor EP price cut. Columbia got wind of the Victor decision Friday (28). Feeling that the EP market was an important one, Columbia brass by Monday (31) had already held a meeting and wired the trade via night letter of its moves, namely: \$1.39 suggested list price on one-pocket EP's; \$2.49 on two-pocket EP's; balance of EP sets to remain at old level; new dealer discount structure pegged at 38 per cent off suggested list; no change in distributor discount.

Announcement added: "To assist you and your dealers in adjusting for possible inventory devaluation, we are offering you an additional 15 per cent discount on all EP album purchased thru January 31. . . . Discount computed on shipments only thru January 25." Additional details followed via mail.

Above program gave the distributor-dealer set-up an opportunity to cash in on the Victor customer campaign.

Gale-RCA Deal Sets Disking Precedent

NEW YORK—Moe Gale, the well-known talent manager, music publisher, real-estate operator and erstwhile booking agency operator, is in the record business via an unprecedented deal with RCA Victor. The first disks carrying the Gale label will hit the market during the first weeks of February.

According to Gale, Gale Records is "a completely independent production unit." It will sign its own talent, create its own recordings and participate very actively in the exploitation of the end product. The disks, however, will be manufactured and distributed by RCA Victor.

Gale points out that this set-up is similar to that common in the film industry, where an indie production company makes a film, and a major outfit distributes it. This is believed to be the first time that a major disk organization has gone this far with an indie in a purely commercial venture.

Gale's repertoire will be primarily "rhythm and blues, but with pop appeal." Whether or not the material can break pop-wise will be the prime concern of the (Continued on page 40)

Conner Adds New Clients

HOLLYWOOD — The Mike Conner office added a flock of new names to its promotion firm last week, adding Composer-Conductor Hank Mancini, Jeanne Carson, Dick Kallman, Bobby Whelan and the Salem Records account.

Conner left here for a week's activities in New York last weekend where he will firm up additional client negotiations.

M-G-M Follows EP Cut Lead; Decca Says No

NEW YORK—Following general industry price cuts on EP's announced last week in the wake slashes made by RCA Victor, M-G-M and Decca Records have taken definite stands but directly opposite to one another in action.

M-G-M has followed the price-cut pattern on one and two pocket sets. All regular three-pocket packages, however, will be held at the current \$3.98 tag. On the other hand, contrary to new Columbia and Capitol policy, M-G-M has reduced tags on two-pocket sound tracks from

EDITORIAL

Who Is a Major?

Once this was an easy question to answer. It is still easily answered in terms of the handful of labels at the very top of the heap. But several of the lesser majors are being hard-pressed to maintain their status.

Randy Wood's Dot label racked up sales of \$6,000,000 last year and hit the pop singles chart with 14 records—equalling the score of Victor.

In the current issue of Billboard, Disneyland Records announces a drive for major status. The label, which debuted in May, is aiming at a \$5,000,000 sales figure in 1957.

Norman Granz announces a consolidation of his labels, an expansion policy and a drive for major status.

Other labels have not yet told it to the world, but have been quietly selling tremendous quantities of disks. Atlantic, for instance, not only dominates the rhythm and blues chart but often comes up with high-ranking pop best sellers. The label is estimated to have hit the \$4,000,000 sales mark in 1956.

Tremendous sales figures are also being tallied in areas other than the traditional retail field. Specifically, chain stores, rack and mail-order sales.

At the retail level, the annual dollar volume is now close to the \$300,000,000 marks, and the limit is not in sight.

So who is a major? At certain levels within the concept of the term it is difficult to tell. But it's obvious that in the years to come their may be more than there are now. A growing market and hard-driving indies indicate this much.

'Water' & 'Tumbling' Renewals Cue Fuss

Aberbachs, H&R, American Involved in Point Concerning Longevity of Nolan

By JOEL FRIEDMAN

HOLLYWOOD — Renewal rights to "Cool Water" and "Tumbling Tumbleweed," supposedly acquired by Hill & Range Music (The Billboard, January 5), were disputed here last week, while the Aberbach interest in a number of other important compositions, part of the firm's "operation renewal" program, were laid open to close scrutiny by veteran tradesters and copyright attorneys.

Sylvester Cross, American Music Company, Inc., declared that his firm holds an agreement with Bob Nolan, author of "Cool Water," in which Nolan agrees to apply for the renewal rights to the song and vest such interest with American. In the event Nolan fails to make such application, Cross averred that he holds the power of attorney to do so.

What the Aberbachs have actually accomplished, according to Cross, is to secure an agreement from Nolan's wife and daughter, which ostensibly would be valid in the event Nolan dies before the composition can be renewed. In

this instance, "Cool Water" still has eight years to run before going into the renewal period, and, according to competent legal authority, application for renewal can only be made within 12 months of the expiration of the first 28-year term. Nolan is still very much alive, and the Aberbach pact with his heirs would be of no value (Continued on page 16)

Dot Records Inks Traubel And Dietrich

HOLLYWOOD — With its status as a major diskery now an established fact, Dot Records continued adding to its talent roster here last week, inking Marlene Dietrich and Helen Traubel to long-term recording contracts.

Dot President Randy Wood disclosed the agreements, with both performers set to wax singles and albums. Miss Dietrich last appeared on wax for Columbia, via a series in which she teamed with chirp Rosemary Clooney. Miss Traubel, who ankled the opera stage in favor of nitery work some time ago, most recently etched for RCA Victor.

Tomlinson Is Tabbed to Win Loew's Fight

NEW YORK — Joseph Tomlinson, largest single stockholder of Loew's, Inc., appears to have won a complete victory in his drive to rid the company's board of a number of its long-standing employee members. A report late last week indicated that Tomlinson had (Continued on page 16)



WITHOUT LOVE
(There Is Nothing)
DECCA 9-30180 (45 RPM) • 30180 (78 RPM)



TONI ARDEN



DECCA RECORDS

Harold Daily Sells Distrib Firm to Sons

HOUSTON—Harold W. (Pappy) Daily, of Houston, widely known in the country music field, has announced sale of the record distributing firm bearing his name to his sons, Harold W. (Bud) Daily and Donald Daily, effective as of March 31, to permit him to devote full time to Starday Records and Starrite Publishing Company, which he owns jointly with Don Pierce, of Los Angeles.

The Starday firm recently took over operation of the country and western department for Mercury Records, with Daily heading up the a.&r. functions.

Bud and Don Daily own and operate Big State Distributing Company and Daily Bros.' Distributing Company, both of Dallas. In adding H. W. Daily Company to their holdings, which firm includes one-stop operations in both Houston and San Antonio, the Daily brothers become among the largest record distributors in the industry. They are distributors for Mercury Records for the entire State of Texas.

Pappy Daily will continue to operate for Mercury-Starday from his present office.

NLRB Stymies CLGA Net Bid

HOLLYWOOD—The National Labor Relations Board last week stymied the bid of the Composers and Lyricists Guild of America in unanimously dismissing the tunesmith organization's petition for a collective bargaining agreement with NBC, CBS and ABC.

CLGA move had been opposed by the Songwriters' Protective Association who had filed a motion to intervene, the SPA did not claim jurisdiction for itself at the networks.

NLRB ruled that there are no composers employed at ABC and NBC, and those at CBS act as independent contractors. CLGA had already been established as the bargaining agent for composers and lyricists in the motion picture industry.

Abe Marcus, Guild attorney said last week, "Despite the NLRB ruling the Composers and Lyricists" *(Continued on page 18)*

Lonnie Barron Shot to Death; Suspect Held

PORT HURON, Mich.—Lonnie C. Barron, 24-year-old country and western singer popular thru Southwestern Michigan and Eastern Ontario, was found shot to death Wednesday (9) on the bathroom floor of his cottage located in the rear of the dance hall which he operated at Muttonville, Mich.

State police are holding for questioning a suspect who confessed to William Saunders, news editor of Station WHLS here, that he had shot Barron because of the latter's attention to the suspect's wife and sister. The suspect's sister was president of the Lonnie Barron Fan Club. The suspect later repudiated his confession and upon the advice of counsel refused to take a lie-detector test.

Barron for a number of years has had his own c.&w. program on WDOC, Marine City, Mich., and appeared extensively in the Michigan territory with units promoted by Casey Clark, well-known Detroit entertainer, deejay and promoter.

AFM TO HYPO INAUGURAL TO TUNE OF 100G

NEW YORK — American Federation of Musicians will provide a dozen or more of the country's top name musical units to provide music during President Eisenhower's inaugural ceremonies January 19-21. AFM will also provide a 40-foot float depicting "Live Music for All America." Cost to the AFM will be about \$100,000, according to James C. Petrillo, AFM chief.

Maestri scheduled to participate include Lawrence Welk, Fred Waring, Louis Armstrong, Meyer Davis, Emil Coleman, Lionel Hampton and Phil Spitalny. Petrillo and the AFM exec board will occupy a box at the ball on January 21. One of the high points of the parade will be the brass band's rendition of "Dwight D. Eisenhower March."

Top-flight vocalists who will participate include Eddie Fisher, Tony Martin and the De Marcos.

There will be family groups dressed in costumes of the early 1900's listening to the music. At one end will be the AFM founding year, 1896, when the union had 2,896 members, and at the other end of the year, 1957, indicating 60 years of AFM growth.

Victor Shifts And Adds to Roster

NEW YORK—RCA Victor talent and personnel were in a state of flux last week.

There were several talent additions: the Lane Brothers, Melvin Endsley (composer of "Singing the Blues"), and Doree Post. With the demise of the Groove label, such talent as Varetta Dillard, Frank *(Continued on page 18)*

ASCAP Hassle Draws Frowns on West Coast

HOLLYWOOD — West Coast reaction to the recent general meeting of the American Society of Composers, Authors & Publishers (The Billboard, January 12) was mingled with resentment at what appeared to be the "dictatorial position of the society's executives," and a widespread fear that the organization's "washing its dirty linens in public would have far-reaching ramifications."

The few publishers and writers were willing to be quoted, there was little question that the majority of those surveyed resented the "high-handed authority" of top ASCAP officers.

With respect to the controversial "weighted vote," publisher Mickey Goldsen, president of Criterion Music, Inc., declared that he personally "appreciated the contribu- *(Continued on page 16)*

'GOLD GUITAR' ACCOLADE

New Columbia Award Cues Comeback of C&W Field

NEW YORK—Columbia Records last week announced the creation of the "Gold Guitar Award," to be given to country artists in recognition of the sale of records beyond the 250,000 mark. This is the first time a label has honored the field in this manner. Comparable to the gold record in the pop field, the gold guitar award is significant in that it focuses attention on the comeback of the country and western music.

Hal Cook, vice-president of the Columbia Records Sales Corporation, stated that the country market today is as big as it ever was. "Television," Cook noted, "in its early years adversely affected the country market—just as it did the

pop market—but the record buyers have returned."

Unit sales figures on outstanding Columbia country disks document this point of view. Ray Price's "Crazy Arms" last week hit 372,000; Marty Robbins' "Singing the Blues" totalled 340,000; Price's new disk, "Wasted Words," has already hit 120,000 and Carl Smith's recent "Before I Met You" and "Wicked Lies" is already close to 100,000.

Such figures, Cook pointed out, are evidence of the importance of the field, which is not only large in itself but also supplies the pop market with a great many hits. Current outstanding example of this, of course, is "Singing the

Blues," the Acuff-Rose copyright which has proved a 2,000,000 seller for Guy Mitchell.

Columbia never let its interest in the country field lapse. Pop a.&r. director Mitch Miller years ago recognized c.&w. as a source of smash pop material and cut a string of such sides, including Tony Bennett with "Cold, Cold Heart," Rosemary Clooney with "This Ole House," Jo Stafford with "Jambalaya" and, of course, the current Guy Mitchell "Singing the Blues." Miller has said: "I always get hits from Don Law, our c.&w. a.&r. director."

The idea for Gold Guitar awards crystallized at the annual WSM country disk jockey festival in Nashville last November, on which occasion Columbia President Goddard Lieberson personally was credited with developing an unusually close rapport with the c.&w. field.

The first Gold Guitar award will be made on the Prince Albert portion of the February 16 program of "Grand Ole Opry." Lieberson, on this occasion, will present plaques to Ray Price for "Crazy Arms" and Marty Robbins for "Singing the Blues." Both earned Billboard Triple Crown awards.

In recent months, other developments have highlighted the strong comeback of country music. *(Continued on page 18)*

Mercury Shifts Pop Singles Promotion

Regional Markets Get Heavy Plugging; National Drive for Tunes With Potential

By **BERNIE ASBELL**

CHICAGO — Mercury Records is changing its system of plugging pop singles. Strong promotion is first kicked off in regional markets for which a new release is best tailored. The strong nationwide plug is reserved for those disks which prove their national potential.

According to Kenny Myers, sales manager for singles, the new system concentrates effort where it will pay off the most and simultaneously allows the company to be pushing a longer list of plug tunes at any one time than it could effectively push on a national scale.

The plan closely resembles the traditional sales practice in the

country and western field where a label exploits a "regional" artist in, say, New Orleans, where he might be hot, and letting him shift for himself in Memphis where his product doesn't go. Part of the Mercury plan, of course, is to keep an ear alert for signs of a hit which might break big on a national scale. At that point the national plug will be turned on.

Strategy on Page Tune

An interesting example, because it involves one of the label's top artists, is the strategy employed successfully on Patti Page's "Repeat After Me." While La Page's "Mama From the Train" was riding a national market, Myers concentrated his merchandising of the promising "Repeat" wax in six cities where it had been getting deejay action out of her "Manhattan Tower" album. In Milwaukee, Chicago, Cleveland, Baltimore, Buffalo and Pittsburgh, the "Repeat" single was made No. 1 plug tune for a week and distributors there were placed on priority shipment. Only after the campaigns there proved successful did the company press large quantities of the disk to run up stock for national demand.

In some cases, Myers points out, successful local campaigns will be judged to be the full potential of a disk and they won't be converted to national efforts.

The way Myers sees it, certain *(Continued on page 18)*

Kelly 'Opry' Pkg. Plays to 6,000 in Cincy

CINCINNATI—A "Grand Ole Opry" package, set by John Kelly, Nashville promoter, played to more than 6,000 paid in a three-hour performance at Cincinnati Garden New Year's Eve, beginning at 9 o'clock. It was the largest throng ever attracted by a country and western group in Cincinnati in a single performance.

General admission was pegged at 90 cents, with 50 cents for kids. Reserves went for \$1.50 and \$2. Box office was aided by solid promotion via radio spots and newspaper ads locally, as well as in Hamilton, Middleton and Dayton, O., covering a 50-mile radius. Advance ticket sales were also held in each of the towns.

Negotiations are on with Alex Sinclair, Garden manager, to bring in another "Opry" package under Kelly's guidance March 22.

Comprising the New Year's Eve bill were Carl Smith, Minnie Pearl, Lonzo and Oscar, Red Sovine, Judy Lynn, Goldie Hill, Jimmie Newman, Ronnie Self, Pat Kelly plus three bands and a group of singers and dancers.

Regent Cuts LP's to \$2.98

NEWARK, N. J. — Newark's own Herman Lubinsky, famed international disk mahoff, last week reduced the suggested list price of his Regent LP line to \$2.98 per disk.

The line, which Lubinsky operates in conjunction with his \$4.98 Savoy label, formerly sold at \$3.98. With the release of seven new sets this month, the Regent catalog now consists of 45 packages, of which 13 are jazz.

Lubinsky is producing Regent disks on 100 per cent vinyl, grave-gard pressings, in laminated full-color sleeves.

Another Billboard First for '57

SPECIAL DISK JOCKEY PROGRAMMING QUARTERLY EDITIONS

edited specifically to give DJ's, station librarians and program directors solid, up-to-date programming material and ideas—published four times during '57—to keep pace with the constantly expanding record industry.

FIRST QUARTERLY EDITION COMING NEXT WEEK

Don't Miss It!

NEW FACE IN 1956

Jazz Discards Esoteric for New Big-Business Look; More in '57

• Continued from page 1

capacity spots are beginning to book jazz names.

Jazz concerts have been catching on very fast, and during 1957, virtually every college in the country will be the scene of several, including some officially organized series. There will be several wide-ranging concert troupes in addition to the perennially successful Jazz at the Philharmonic. There will be repeats of all of the important jazz "festivals," plus new, similar promotions in many parts of the land.

What all of this can mean in terms of building the identities of artists and the idiom is fairly obvious, especially considering the amount of local press promotion that must accompany each show.

In the nitery field, the number of clubs playing jazz on a regular basis has increased in the past few years from about two dozen to more than 100, of which about 35 are in the Eastern States. Agency men estimate that this number could be doubled this year. One of the lures, to operators, is the fact that jazz offers artists (instrumental) of some name value in a no-tax category.

Cap Reviewer Service Post To Leo Kepler

HOLLYWOOD—The direction of Capitol Records' classical reviewers' service will henceforth come from the firm's executive offices here with Leo Kepler, recently appointed national classical merchandising manager, to handle the operation.

Kepler takes over the task organized and previously run by John Coveney, recently promoted to the post of national sales manager, classical records.

Move is made in line with the firm's expanding classical catalog and is expected to result in further improved reviewers' service. Working closer to the actual creative scene, Kepler will augment and add to the service shortly. Firm's classical subscription service now numbers approximately 500 subscribing stations, serviced at a quarterly fee of \$12.50 and guaranteeing 60 classical packages annually.

Country Series Launched by Merc Records

CHICAGO — New Mercury-Starday country series was launched last week with release of a George Jones disk, "Uh-Uh, No" backed by "Don't Stop the Music."

The new series resulted from Mercury's absorption of the Starday stable and catalogue under a five-year pact. The deal took effect January 1.

Next week, according to Art Talmadge, Mercury vice-president, Curtis Gordon, Tibby Edwards and the Carlises will bow with releases on the combined label. Following that, Bennie Barnes, a heavy seller for Starday, will kick off his first entry.

Don Pierce, a.&r. chief of Mercury-Starday, will confer with Merc brass in Chicago January 7, then tour the company distrib branches to expedite distribution of the new series.

Larry Bennett, locations booker at Joe Glaser's Associated Booking Corporation, which handles the majority of top jazz names, was able to provide several other factors in the nitery surge. In Philadelphia, for example, there have cropped up about six top jazz rooms within a radius of two miles, plus a flock of fringe spots. Many of these went to jazz, and more are expected to follow, since stripping recently was outlawed in the town. A year ago, there were exactly three jazz clubs in the

Johnny Cash To Appear on Gleason Show

MEMPHIS—Country and western singer Johnny Cash, who hit pay dirt with his Sun recording of "I Walk the Line," which has been successfully covered in the pop field, has been signed for a series of featured spots on Jackie Gleason's CBS TV show on Saturday night. First appearance is slated for January 19, with an option of nine more appearances to be made during 1957.

Deal was arranged by Bob Neal, of Stars, Inc., this city, thru MCA, New York. Neal has also arranged for MCA to represent Cash on all future TV and movie dealings.

Capitol Hears ASCAP Beefs

WASHINGTON — The civil strife within the ranks of the American Society of Composers Authors and Publishers shifted to Capitol Hill last week. Irving Gwartz, Guy Friedman, Fred Cox, Hans Lengsfelder and nine other fellow veterans of the bitter battle of logging and distribution met with representatives of the Justice Department and with Congressman James Roosevelt (D. Calif.), a member of the House Small Business Committee, where they aired their complaints in detail.

At the hour and a half session with Roosevelt, all present reportedly discussed their collective and separate beefs, which had previously been brought up before a general membership meeting of ASCAP Thursday (3). Roosevelt also had present members of the House Judiciary Committee and the Committee on Education and Welfare. An attempt will be made, it was said, to determine under which committee's jurisdiction the matters raised by the ASCAP visitors should come. Roosevelt is said to have observed that whichever committee finally investigates the situation, a detailed look at ASCAP's books will probably be necessary. Further, a spokesman for the ASCAP group said that the Congressmen present seemed convinced there was some justification for a committee "to find out what these people are doing."

The publisher-writer contingent also met with officials of the Justice Department for two hours and 20 minutes. New York attorney, Arnold Malkin, who presented the case for the group, is now preparing a written record of the meeting which will become the basis of possible investigatory action by the Department.

area. Now there is sharp competition for name acts, it's a sellers' market and Philly is a jazz boom town.

In the New York area, says Bennett, new rooms are cropping up every week, catering to every different jazz taste. These range

(Continued on page 28)

Thompson to Continue Push For Musicians

WASHINGTON — There will be no letup in the push to get America's musicians better representation on Capitol Hill in the coming session of Congress. Internationally the lawmakers will push for better representation of American performing artists in State Department's exchange program, and at international trade fairs.

The battle to get performing arts represented on the present "static" Federal Commission of Fine Arts will be continued from last year by Rep. Frank Thompson (D., N. J.). He reports written encouragement from NARTB President Harold Fellows, ABC Vice-President Robert Hinckley and NBC Vice-President David C. Adams, among others.

Bills to set up a new Federal Advisory Council on the Arts, explicitly including representation for performing arts, have been introduced by Representative Celler (D., N. Y.) and Representative Kearns (R., Pa.), among others. The council will be a permanent feature of the Department of Health, Education and Welfare.

Internationally, Representative Thompson is again in there pitching for an Assistant Secretary of State, on International Cultural Relations. The bill aims to promote more of the latter—particularly in the performing artist exchanges that were so successful last year in American jazz missions abroad. There will also be more American music performed at the U. S. International Fair Exhibits, if the new impetus is given that program by a bill to create a special International Trade Commission. This one was submitted by Representative Flood (D., Pa.), and would step up the number of expert personnel needed to expand U. S. participation in the fairs.

Cimarron New C&W Label

TULSA, Okla.—A new country and western recording firm, Cimarron Recording Company, kicked off its operations here last week with the release of an EP 45 by Leon McAuliffe and His Cimarron Boys, western combo, comprising four standards penned by McAuliffe, namely "Steel Guitar Rag," "Cimarron Rag," "Blue Man's Blues" and "Panhandle Rag." Samples were mailed out to c.&w. deejays last week.

Heading up the new firm are McAuliffe, prominent western band leader and operator of Cimarron Ballroom here, and Jim Halsey, personal manager of Hank Thompson and His Brazos Valley Boys and president of Thunderbird Artists, Inc., with headquarters in Independence, Kan. Halsey also holds the managerial reins on the McAuliffe combo.



BEFORE HEADING for a two-week trek of one-nighters, singer Guy Mitchell stopped by the office of Mitch Miller, Columbia Records' a.&g. director, long enough to receive The Billboard's Triple-Crown Award for his current best seller, "Singing the Blues." The Triple Crown is awarded to artists whose records simultaneously hit the No. 1 spot on The Billboard's charts of records that are best sellers in the retail stores, most played in the nation's juke boxes and by the country's disk jockeys. Pictured above are Mitch (The Beard) Miller; Ray Conniff, who backed the hit-record session; Mitchell, and Paul Ackerman, The Billboard's music-radio editor. Mitchell will do the "Sunday Night at the Palladium" show in London February 10 and will emcee an hour-long show on the BBC TV network February 16. His "Singing the Blues" record, which has just passed the two-million mark in sales, is also currently tops in Great Britain. — (Jean Raeburn photo)

Legal Tests Involve AFM on Both Coasts

HOLLYWOOD — The legal chaos involving the American Federation of Musicians and the Music Performance Trust Fund continued on both Coasts last week, with trustee Samuel R. Rosenbaum filing an action in New York State Supreme Court aimed at determining the validity of the trust funds, while charges of "fraudulent collective bargaining" were leveled against AFM Prexy James C. Petrillo in the \$13 million record and telefilm actions currently being heard in Los Angeles Superior Court here.

Cognizant of the actions in the California courts, a statement from Rosenbaum declared that "the public services being rendered by the trust funds will be terminated," if the courts rule the trust agreements are not valid.

Thru his counsel, F. W. H. Adams, of the firm of Satterlee, Warfield and Stephens, Rosenbaum has asked the New York court for a declaratory judgment "In order to avoid the confusion, uncertainty and irremediable damage to the trusts which might otherwise arise and to guide me in the continuance of the public services required by the trust agreements."

Verve to Cut Spec Cast LP

NEW YORK — The musical version of "Ruggles of Red Cap," to be presented on a TV Spectacular by NBC on February 3, will be presented in the disk shops by an original cast album to be released just before the telecast itself. The set will be cut this week for Norman Granz's verve label.

Performing the Jules Styne-Leo Robin scores will be Jane Powell (exclusive Verve artist), Michael Redgrave, Peter Lawford, Imogene Coca and David Wayne. The disk and the show will be conducted by Verve Musical Director Buddy Bregman, who also did the arrangements.

The score is published by Robin-Styne Music Corporation, with Chappell as selling agent. Buddy Robbins is professional manager of the firm.

Action named both disk and telefilm musicians, recording companies and TV film producers, and the American Federation of Musicians, tho the suit does not imply any issue with the defendants, according to Rosenbaum.

The "show cause" hearings here, in which the plaintiffs seek an injunction and the appointment of a receiver to handle the controversial Trust Fund, was highlighted throughout the week by charge and counter-charge. Witnesses during the week included Hal Leyshon, AFM public relations counsel; John Te Groen, outgoing president of Local 47; Maury Paul, exiting recording secretary of the local, with AFM International secretary entering an affidavit. Point at issue in the legal wrangling is whether or not the additional monies paid to the Trust Fund was in fact an increase in the scale of the musicians. Plaintiff's attorney, Harold Fendler, referred to it as a "wage increase diverted to the Trust Fund," while attorney Homer Mitchell, representing a number of networks, said that it "was a percentage of the wage scale." Mitchell was sustained by Judge John Ford.

Digest Article Cited
The pertinence of the Reader's Digest article by Lester Velie was injected in the proceedings. Also, plaintiff's assertion that the film and recording companies would play a neutral role in the action to enjoin the Trust Fund was challenged via pleadings filed by attorneys for NBC, RCA, CBS, California National and Capitol Records. Latter challenged the jurisdiction of the court and raised the issue that the trustee, Samuel R. Rosenbaum, was "an indispensable party" in the proceedings and that he had not been served.

An ironic legal twist was pointed out by attorneys during the week, in that the sums asked for as damages in the two actions are in excess of cash assets of the Federation. The courts hold that should a judgment be obtained, each member of the AFM would then become individually liable for unsatisfied damages since the Federation treasury does not have enough to pay such a judgment.

Ruling on the show cause order is expected within two weeks.

Memo to: The Billboard

Date: 3:30 pm. 1/11/57

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Copy: A smash film - now playing to smash audiences! Opening nationally + big everywhere! Decca-Decca, Ops should get behind this NOW - + get their share, a bit word!

WRITE - PHONE - WIRE YOUR DECCA DISTRIB-NOW!

DECCA RECORDS

A NEW WORLD OF SOUND

- use logs

Disneyland Eyes Major Status

• Continued from page 12

however, to take out story material, leaving the songs and sound track music. In the future, except for the 25-cent Little Golden line of Simon and Schuster, it's unlikely that any Disney tracks or art work will appear on labels other than Disneyland.

This is expected to apply also to the Mickey Mouse Club line currently produced and marketed by ABC-Paramount. This highly

successful material belongs to the latter firm in the U. S. only, and under a contract which expires this coming September. With Disney's own distribution established, there is considerable doubt that the cartoon magnate will continue to lease it out.

Eventually, even the Davy Crockett disks, which made a fortune for Columbia Records a couple of years ago, will revert to the Disney label. This includes the Fess Parker single which sold nearly a million (it was outsold by half a million by the Bill Hayes cover on Cadence). The Crockett story disks went to Columbia on a three-year lease, and the song material on a five-year deal.

One of the most spectacular Disney presentations, "Fantasia," of 1938, will give Disney a three-record de luxe sound track package in February. The music, recorded under an earlier nine-channel stereophonic sound set-up, with Stokowski and the Philadelphia Orchestra, will be included with an illustrated book, to sell for \$19.50. The songs from "Cinderella" will also be repackaged for February release, in addition to which the firm's musical director, Tutti Camarata, is doing an instrumental album of the score.

The future disk picture includes track albums from the forthcoming Disney flicks of "Sleeping Beauty" and "Babes in Toyland."

Disneyland EP prices, up to now, has been pegged at 98 cents, but, contrary to the new trend, it's likely that this will be raised in the near future, to the norm of \$1.29. With a product that packs obvious rack appeal via its familiar titles and art work, the company is working with the rack jobbers thru its distributors, matching discounts in most areas.

Disney disks can become a profitable international entity this year also. The Disney flicks have enjoyed world-wide popularity, and the Disneyland TV show soon will be viewed in England.

Tying in closely with the disk operation is Disney's publishing firm, managed by Jimmy Johnson. Sy Paul, former sales and promotion exec with Capitol and ABC-Paramount, is Eastern sales manager.

ASCAP Hassle

• Continued from page 13

tion that a man like Hammerstein has made to the society," and in his opinion he has "benefited immeasurably by Hammerstein's contribution." Goldsen averred that he saw little reason for Hammerstein not having more votes since he "puts more into ASCAP to begin with."

On the opposite pole, publisher Al Schlesinger, Keynote Music, Inc., declared that "While it was healthy for some area of disagreement to exist within the framework of an organization, it was regrettable that events had taken the turn they have especially at a time when the society is seeking to get favorable legislation."

Schlesinger referred to the efforts of ASCAP to pass "juke box legislation," amid reports that congressional committees appeared ready to investigate the society's distribution formula.

Others joined Schlesinger's views, querying "What hope can there be for us to pass the juke box bill when we openly agree we aren't democratic in running our present organization?"

There was little doubt in the minds of most Coast writers and publishers that a change was needed, and in the opinion of many, the best possible change at this stage of the proceedings would be a severe shake-up in the ASCAP board of directors. Several writers pointed to other industries and said, "When the stockholders aren't satisfied with management, we change the management."

GTP Sets Up

• Continued from page 12

has been named general professional manager of the new firm. Deutsch will report to Marty Machat, the firm's topper.

RKO Music will handle all RKO film scores and music from other films, deals for which may be made independently. The ASCAP firm will control a number of catalogs, including that of the current Lamas Music firm, and the recently acquired John Paul group with 10 pic scores done in 1956 and the Gilbert group, also consisting of 10 pic scores.

Granz Disks Under Verve

• Continued from page 12

the consolidation of all labels will put the company in a prime position," Granz averred.

A direct consequence of the move is the end of dual and in some cases, triple distribution. Distributors being terminated have been notified, with Verve picking up the distributor's inventory. With only one label to be released in the future, there will be only one distributor in any given territory.

Price-wise, the consolidation makes no change in company policy. The Verve 2000 series will be priced at \$3.98, Verve 4000 at \$4.98, and both Clef and the Down Home series at \$4.98. In line with the recent price cuts of EP records, the latter will now be \$1.29. No multiple EP sets are planned.

Distrib Front

On the distribution front Granz declared the firm now has what he believes to be "an exceptionally good world-wide organization, recently completed as a result of an extensive South American tour by vice-president in charge of sales Bernie Silverman." Negotiations for distribution and manufacturing agreements were entered into with Musical Tiuna, Caracas, Venezuela; Companhia De Brasileira De Discos in Rio Di Janeiro; Diego Golumoff, Santiago, Chile; Discos Centre, Lima, Peru; Don Alfredo Diez, Columbia, and an undisclosed firm in Buenos Aires

Silverman visited other previously established South American distributors, and reported that the recent tour undertaken by Dizzy Gillespie under the auspices of the State Department had done much to promote American good will and the cause of jazz.

New Latin American line-up of distributors complements others previously set in England, the Continent, the Near and Far East, Africa, Australia, Canada, Mexico and Central America.

News of the consolidation precedes the upcoming release of the widely heralded "Ella Fitzgerald Sings the Rogers & Hammerstein Songbook," a two-pocket 12-inch LP which will sell at a suggested list of \$9.96. Verve will release nine single EP's from the album. Granz also firmed the release of three upcoming soundtrack albums, "Funny Face" starring Fred Astaire and Audrey Hepburn; "The Wild Party," and the original cast rights from the February 6 NBC-TV spectacular "The Ruggles of Red Gap" starring David Wayne, Jane Powell, Michael Redgrave, Imogene Coca, Peter Lawford and Buddy Bregman.

Granz also added to his talent roster, inking Woody Herman and Lee Konitz last week. Herman previously recorded for Capitol, while Konitz last etched for Atlantic.

Oater Renewals Cue Fuss

• Continued from page 12

whatsoever unless the author dies before his agreement with American Music can be exercised.

Other Aberbach Renewals

Two other compositions in which the Aberbachs reportedly acquired renewal rights are of similar nature, with no information available as to how many other compositions may be involved. "Tumbling Tumbleweed," also written by Nolan, copyrighted in 1934 and published jointly by Williamson and Sam Fox, and "Poinciana," copyright 1936, with words and music by Nat Simon and Buddy Bernier and published by E. B. Marks, illustrate the point.

According to Fred Fox, "If Bob Nolan lives for the next six years, then Hill & Range do not have renewal rights to 'Tumbling Tumbleweeds.'" If Nolan dies, then there undoubtedly will be litigation in the matter.

The circumstances surrounding "Poinciana" are not known, but should the Aberbachs hold a pact with the writers and they die, such an agreement, in the words of an eminent copyright attorney here, "wouldn't be worth the paper it's written on." If Hill & Range has a pact with either or both of Simon and Bernier's heirs, and both authors live, such a pact would also be of no value. Legally, the law

says that "ample consideration" must change hands in the acquisition of renewal rights. It's the opinion of many that the Aberbachs have given the heirs, if they hold a pact with them, a small sum with the proviso that a much larger sum of money will be paid them if the author dies.

Question Aberbach Tactics

The entire area of copyright renewals is highly fraught with legal complications, much further involved since the DeSylva-Ballentine decision. It's an open secret in the music business that many of the old-line publishers question the Aberbach tactics, which they claim violate the principles of the "gentleman's agreements" that have existed in the music business. Latter merely was an understanding among publishers not to "take my renewals and I won't take any of yours." With hundreds of major pop standards nearing the renewal period, many a publisher is frantically working with authors and their heirs in an effort to contract for renewal rights. As one major publisher put it, "I've got to do it, or else the Aberbachs will get there first."

Tomlinson Tabbed

• Continued from page 12

reached agreement with the current management of the company on a slate for a new board to be elected at the annual meeting in February. Benjamin A. Javits, of the firm of Javits and Javits, counsel for Tomlinson, refused to confirm or deny the report.

Under the reported agreement, with the exception of Joseph Vogel, president, there would be a clean sweep of the board. Thus, long standing members Howard Dietz, Charles Moskowitz, and Ben Melnick, all vice-presidents, who had come under heavy attack by Tomlinson, would all be eliminated. The settlement would naturally eliminate a proxy fight, which had previously been threatened by Tomlinson.

M-G-M Follows

• Continued from page 12

to hold to the basic \$1.49 structure. The diskery has notified dealers of a guaranteed "no price reduction" policy which will be in effect January 14 thru March 31—the balance of the first quarter.

A spokesman for the company said that there is no reason to believe any change will be made even after that time. It will be recalled that at the time of the general cuts in LP prices, Decca maintained its higher levels nearly a year.

It was stated that according to reports from dealers, EP's that are wanted (for example, "Love Me" by Elvis Presley) would sell even if the price were raised, while other EP's stay on shelves indefinitely even at closeout tags as low as 98 cents.

DISTRIBUTORS WANTED!

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(That's How I Will Be)
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ONE STOPS

DAVID SEVILLE

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ARMEN'S THEME

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The Redheads on
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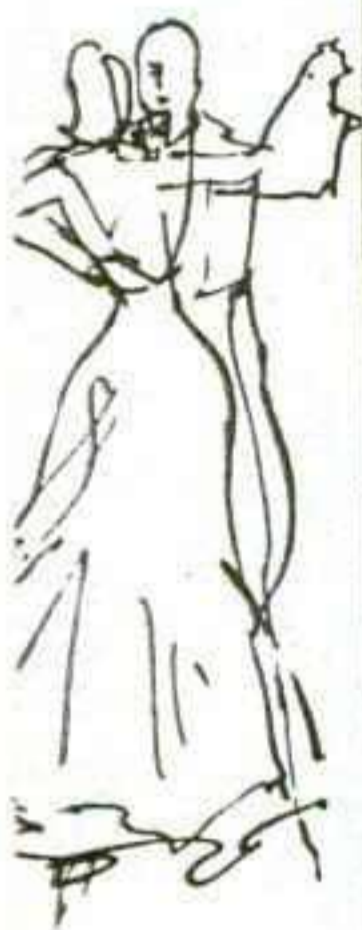
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composition in
two wonderful
money making
versions

INSTRUMENTAL VERSION

THE LAST DANCE

VOCAL VERSION

PERCY FAITH

b/w **TILL**

Columbia 40826 • 4-40826

DON CHERRY

b/w **DON'T YOU WORRY YOUR
PRETTY LITTLE HEAD**

Orch. Direction Ray Coniff
Columbia 40828 • 4-40828



COLUMBIA  **RECORDS**

Mercury Shifts Pop Promotion

• Continued from page 13

major cities have a predilection for certain kinds of material and this fact, plus the degree of get-up-and-go of the local distributor, will determine selection of plug towns for new releases. Instrumentals, he believes, have a head start toward a profit in Baltimore, Chicago, Buffalo, Cincinnati, Boston and sometimes Detroit. These were the towns he picked for pushing a current David Carroll performance of "Armen's Theme" and the plan is working satisfactorily.

While the heat is on for instrumentals in those towns, Myers leaves other towns open for group vocal wax where his statistics show such material has a better chance. These, he believes, are the "eternal triangle" of Pittsburgh-Cleveland-Detroit as well as Boston and Baltimore.

Meanwhile, Baltimore's neighbor, Washington, has a penchant for vocal renditions, he finds, and so do Chicago, Cleveland, Detroit and Philadelphia.

Towns Must Be Reappraised

These groupings of towns, of course, are not fixed but must be reappraised for each disk, according to artist and early signs of action. But in dividing up the country into some 30 market areas, as Mercury and most sizeable companies do, the plan of pushing a single in an average of six markets enables a label to multiply its number of plug tunes as many as five times, at least theoretically.

In cities not noted for their reputations as hit-producers, and here New York and Los Angeles are often considered the mammoth but sluggish examples, the promotional concentration would most often be restricted to national plug records.

Parallel to this sales plan for singles, but separate from it, are

Art Talmadge, a.&r. director. He is expanding heavily on recording dates and the release schedule of singles, while he's cutting down on his investment-per-session wherever he can. His theory is that heavy session cost has little relation to producing the attractive sound on a disk to which the public responds. By emphasizing the creation of inventive sounds in instrumentation and arrangements, but employing small combinations of musicians instead of lush-sounding and expensive string sections, the cost of a session might be cut from \$2,000 to \$800, often with a superior commercial result.

Such a policy, he said, makes it more economically feasible to establish a "buckshot" principle of issuing many more new releases, then jumping with a promotional push on the particular releases which first show signs of catching on.

Victor Shifts

• Continued from page 13

a.&r. experiments under way by Brunson, the Nite Caps and Paul Evans were shifted to Victor. The El Vinos, Mickey and Sylvia, Jack Dupree, Ann Gilbert and Annie Alford were switched to Vik.

Bill Bullock, manager of the Singles Division, and Steve Sholes, specialty artists and repertoire chief, flew to the Coast to record Elvis Presley. George Marek, vice-president in charge of the album department also explained for the Coast on a mission that combines artists relations and a Western dealers' survey. Fred Reynolds, jazz recording head, took the Westward hop earlier in the week. Meanwhile, Bob Duffy joined

NLRB Stymies

• Continued from page 13

Guild of America is now working out a formula for representing composers and lyricists with networks, packagers and agencies.

"The Guild will present its proposals to the employer groups next month, following the next meeting of the Guild's board of directors in February," Marcus said that the Guild's members, whether acting as employees or independent contractors, are entitled to and are firm in their desire for representation by a collective bargaining agency.

Meanwhile, in New York, SPA officials were obviously pleased with the decision. In a letter to the membership, Prexy Abel Baer pointed out that "This dismissal (of the petition) is the best proof that the petition was ill-advised and should not have been filed."

Recognizing the problems of fellow writers, Baer said: "The method by which SPA hopes to solve these problems is much sounder than that which CLGA sought to adopt."

In a direct bid to CLGA to close ranks with SPA on the acknowledged problems of writers associated with the networks, Baer declared: "We shall continue our efforts to establish the unified organization which was discussed last year. We hope that all of the CLGA organization, its executives and governing body, will now agree with us that the plan proposed for including them within our organization is sound and should be worked out."

Vik to handle record promotion for the subsidiary. He will replace veteran flack Ben Kemper, who has announced his intention to resign from the company at the end of January.

'Gold Quitar'

• Continued from page 13

ble illustration was the deal completed a month ago by Philip Morris, Inc., and the Jim Denny Artist Bureau, whereby the tobacco firm undertook sponsorship of a series of free touring c.&w. shows. Talent cost on this deal was reported as running over \$400,000.

There is also increasing evidence that country artists are developing strong pop sales. Good current illustration of this is Capitol Records' Sonny James disk, "Young Love," now on the best selling pop charts.

Rewards in the country field are lucrative both for the artists and the record manufacturers. In addition to good disk sales, artists reap a financial harvest via personal appearances, songwriter royalties, etc. For the manufacturer, it can be stated that the initial disk session is generally less expensive than in the pop field. Too, the buyers show great loyalty—so that once an artist makes it he is likely to remain a solid property for a long period.

Raphael Gets

• Continued from page 12

film, "The Five Pennies," film biography of Red Nichols, Score and original tunes were penned by Sylvia Fine, partnered in the firm with her husband, Kaye, and Raphael.

In addition, the upcoming score by Mischa Spoliansky from the Otto Preminger film, "St. Joan," will be handled by Raphael. The title tune, "Guaglione," from the Joe Pasternack production, "10,000 Bedrooms," was also acquired. Latter song will be released in lyric version under the title, "The Man Who Played the Mandolino."

Raphael also set up a new pub-

NEW GIMMICK

Invention Ups Sound Fidelity

NEW YORK—A Hunter College professor has developed a loud speaker enclosure unit, incorporating a new electronic gimmick which provides sound fidelity that's "utterly fantastic," in the words of one trade expert.

According to Stanley Sabossek, a professional artist, at whose Greenwich Village apartment the unit has been demonstrated, a British Industries Wharfedale eight-inch speaker installed in the demonstrator 10 by 18-inch housing achieves a full octave lower frequency response than the same speaker in its normal cabinet, and takes peak volume with complete fidelity.

Ruben Guss, a professor of economics at Hunter College here, whose avocation is electronics, developed the unit and is now working out plans for exploitation with partners Sabossek and Pete Del Grasso, an accountant.

According to Sabossek, British Industries has shown great interest in the unit and an arrangement may be worked out for licensing the firm to produce the units with a royalty arrangement for the three partners.

A leading record industry mahoff from Newark, N. J., has shown his faith in the development via a substantial cash investment.

lishing company, Golden Music, in association with composer Elmer Bernstein last week. A Decca recording artist, the new firm kicks off with the scores from "The Naked Eye," a documentary film, and another Civil War theatrical release.

A Great New

Novelty with a Beat

GOO-GOO BIRD MAMBO CHANSONETTE

30-004

The Ambassadors

Still Going Strong

MY LAST NIGHT IN ROME

30-003

The Motifs

Hit Album

THE INTIMATE ANN

ML 501

Ann Hathaway

Coming

A Great New Jazz LP

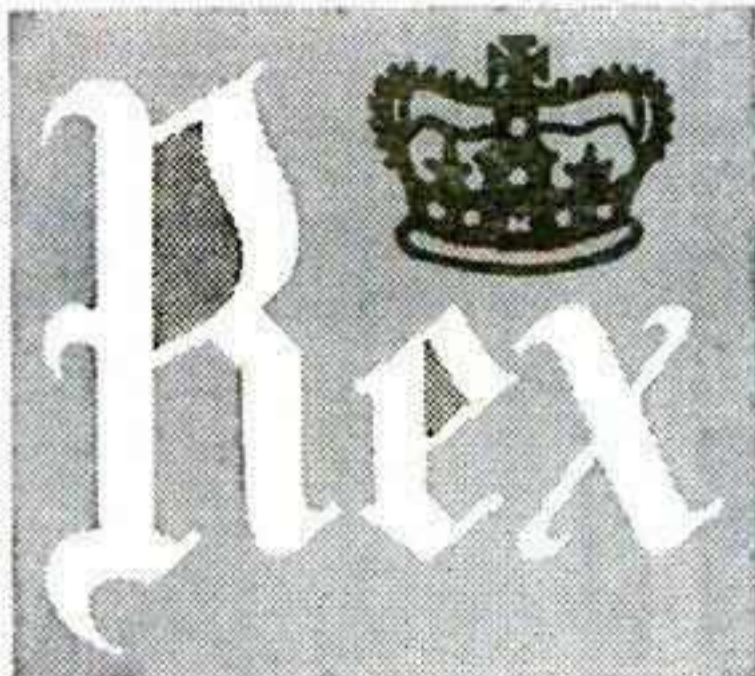
MOOD FOR MAX

ML 502

—all presented by—

motif
RECORDS CORPORATION

6269 SELMA AVENUE
HOLLYWOOD 28, CALIF.



Music Publishing Corp.

proudly announces

its First Release

**“YOU ARE
MY FIRST
LOVE”**

recorded by

Mr. Nat “King” Cole

Distributors:
RSVP
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RSVP
LARRY SPIER INC.
Sole Selling Agent

"STASHU" is a SMASHEROO!

**ABC-Paramount's Got Another
Runaway Sensation!**

**STASHU
PANDOWSKI**

RUSS CARLYLE
and the Coachmen

"Sleeper with great potential! Could blossom into one of the first big sellers of the new year!" —CASH BOX

C/W

"I DON'T WANT TO SET THE WORLD ON FIRE"

9772

THIS IS THE ORIGINAL! ORDER PLENTY—AND HURRY!



*From the Hottest Company in the Business**

the **ORIGINAL**

MARIANNE

by

TERRY GILKYSON

and the

EASY RIDERS



B/W **GOODBYE CHIQUITA**
COLUMBIA #4-40817

*** COLUMBIA  RECORDS, of course**

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

Many Sales Aids Offered Dealers

- Aids aim at stimulating the consumer and helping the dealer sell.
- RCA Victor has pilfer-proof rack for pocketable radios.

NEW YORK — There is no "let up" in the amount of material manufacturers are offering dealers to aid sales of all types of merchandise. Some take the form of special display racks. Others are "food for thought," offering fuller explanation and clarification of particular products.

New Needle Guide

For the past five years, Recoton has been settling the confusion surrounding the replacement needle business with their "Reference Guide." Now, the sixth edition of the Guide is available. Brought completely up-to-the-minute, the Guide gives dealers valuable "cartridge to phonograph to needle" data to enable the man-behind-the-counter to complete a needle sale in the fastest possible time.

Hi-Fi Guide for Consumers

RCA Victor has prepared a 64-page illustrated booklet for the consumer which takes the confusion out of high fidelity. The firm believes that many people have been driven away from high fidelity because they believe it is too complicated. The RCA Victor booklet aims at changing this situation.

The book, with a four-color cover, explains high fidelity, tells how it works and how it can be enjoyed in the home. It tells the history of recorded sound, how records are made, what makes a hi-fi set, where to place the set for fullest enjoyment, tape recording, stereophonic sound, suggested musical libraries and a glossary of technical terms.

Quantities of the book can be

secured thru your local RCA Victor distributor.

Dealers who handle high fidelity sets will be interested in a new booklet offered by Fairchild, entitled "How Good Is Your Arm?" The 16-page booklet describes the problems in designing a good, professional-quality tone arm at a modest price. Written in simple-to-understand language and illustrated fully, it covers such important aspects of tape arm design as resonance, tracking, tracking error, torsional resonance and pivot design. The booklet is available at no charge by writing to the factory at 1040 45th Avenue, Long Island City, N. Y.

Loudspeaker Pamphlet

The Rockbar Corporation, American distributor of Goodmans Loudspeaker Systems, is offering dealers a free pamphlet containing reprints of articles which explain the basic principles of loudspeakers, acoustical resistance units, and friction loaded loudspeakers. Completely non-technical, the pamphlet is aimed at the hi-fi hobbyist and non-engineer. It is guaranteed to be of interest to all hi-fi fans. Copies may be had by writing to Rockbar Corporation, 650 Halstead Avenue, Mamaroneck, N. Y.

Pilfer-Proof Rack

RCA Victor announces a new display stand for pocket-size transistor radios. It has an effective guard against pilferage. The two-level metal stand safely locks the radios in place by means of a brass wicket and clip, making theft nearly impossible. Most importantly, the stand keeps the radios out on the counter where the customers can hear them, touch them and examine them closely.

The coral and gray stand, which will display RCA Victor's three pocket-size transistor radios, takes up counter space of only 18-inches by 9-inches. It is available thru RCA Victor distributors.

SALES POINTERS

Dept. Store Has Special Problem

- Getting "hot" merchandise takes too much time, says buyer.
- Department store services a positive factor in increasing sales.

By Ralph Freaus

GRAND RAPIDS, Mich.— "Ordering pop hits is a real problem with us," says Donna Wells, buyer for the Record Shop of Wurzburg's Department store here. "Our competition—there are seven other disk shops in the immediate area—gets a week's jump on us."

To clarify, the energetic, young businesswoman explained that department store policy demands all orders "go thru channels." She cannot pick up the phone and tell a distributor to send her records right away. Her order must be written up, and sent to the ordering department for processing. This takes three or four days. The order is then mailed—another day. Finally the distributor gets it and sends the merchandise the following day. Still another day is spent while the merchandise is enroute. In the case of a fast-breaking hit, this procedure drives customers into the hands of her competitors, she explains.

Other Dealers Are Lucky

The thing that hurts, according to Donna Wells, is having to tell a customer who wants the latest hit that "it will be in a week from Monday." The customer, rather than wait that long, will go to another store.

In the face of such a ritual, other dealers would go out of business. But Donna has some very positive factors in her favor. Consider, for instance, her attitudes toward record racks in supermarkets.

"They don't bother me," says Donna, "because we can offer a lot more than the racks. We have a mailing service. The customer

doesn't even have to leave home. All they have to do is pick up their phone and give us their order. We deliver and we will "charge it." There are about 200,000 people in the Grand Rapids area and about 50,000 of them have charge-accounts."

It does bother her, however, that the racks often have the latest releases sooner than she has them.

Good Help Is a Problem

Despite the problem of having the latest popular hits on hand when the customers want them, Donna Wells does not consider this to be the biggest hurdle in keeping the sales curve on an upward trend.

"Our biggest problem," she says, "is finding good help. For example, we had a guy at Christmas who was a wonderful fellow. He knew a lot about music, especially classical. But he was a bad salesman because he would 'talk down' to the customers. People

to impress them with how little they know. I personally believe in helping a customer who doesn't know too much. I'm interested in selling them merchandise rather than impressing them with how much I know about music."

Mostly Self Service

Most of the business done in Wurzburg's is from the self-service racks. Browser boxes are used extensively. The "pops," however, are handled from behind the "check-out" counter.

Says Donna, "We have more control of the 'pops' from behind the counter. There is less pilferage and the stock is always neat. When the stock is out on a self service rack, it can get plenty messy. This takes time not only to keep the stock arranged but also in finding a particular number that a customer might want. Incidentally, we don't let the customer take more than two records into the booths at a time in order to cut down on pilferage."

Phono Sales Important

The sales of phonographs are important to Donna. She feels that playing equipment sales belong in her department. At one time, they were handled by the television unit in the department store. But she convinced her bosses that you have to know records to do a good job on selling phonos. Her sales record has proved that she was right. She doesn't want a clerk who is going

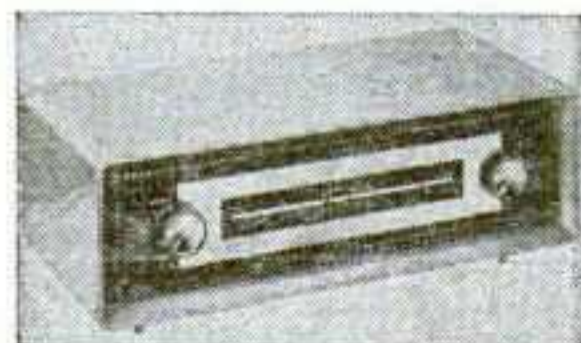


A noteworthy feature of Wurzburg's record shop is the use of pillars for supporting display racks. The pillar in the illustration above, left, is covered with peg-board. Display racks may be attached in many different ways thru use of peg-board brackets. Base of pillar is surrounded by shelf for heavier phono models.

NEW PRODUCTS

NEW FM TUNER KIT FROM ALLIED RADIO . . .

The Allied Radio Corporation, exclusive distributor of Knight-Kits, has developed a new FM



tuner kit to sell for \$37.75. The unit features printed circuitry, fly-wheel tuning and automatic frequency control.

The cabinet of the tuner is gray, black and polished aluminum and is supported on 3/4" tapered, chrome-finished legs. Over-all dimensions are 6 inches by 4 inches by 13 inches. An illuminated lucite indicator gives the illusion of a red dot moving across the tuning scale as the stations are tuned. The tuner can be used with any amplifier that has volume and tone controls.

SONIC UNVEILS NEW LINE IN CHICAGO . . .

Sonic Industries has introduced its new line of Capri phonos and

radios. In all, there are 11 new phonographs, three all-transistor radios and two new promotionally-priced clock-radios. List prices range from \$19.95 to \$129.95.

The model shown here is the Capri 575. It has a four-speed



Webcor changer, three-speaker system, "high fidelity" amplifier with negative feedback circuit. It is housed in a wood cabinet with leather grain vinyl covering in a choice of two-tone green and white, or coral and white.

RCA VICTOR HAS A SIX-TRANSISTOR RADIO . . .

In a group of seven new radios, RCA Victor has included one six-transistor model which weighs only one pound. The midset set, dubbed the "Transistor Six" will be nationally advertised at \$49.95—a price that is \$15 below the firm's previous six-transistor set. It is available in non-breakable "Impact" plastic case, guaranteed for five years against chipping, cracking or breaking in normal use.

The "Transistor - Six" is equipped with a special jack for optional earphone attachment use.



LET'S TALK "TAPE"

The February 23 issue of The Billboard will contain a special section devoted to the merchandising of tape (blank and recorded) and tape recorders and playbacks. Whether or not you now carry tape products (we know that 56 per cent of you do), you'll want to know what profit possibilities lie ahead in 1957; how to realize the most from your market; trends, new products, and what the manufacturers offer by way of sales aids.

Don't miss this important supplement to our regular coverage of the tape market in the **FEBRUARY 23 ISSUE OF THE BILLBOARD!**

BELAFONTE HELPS YOU SELL

Now you can offer 39 hits
by Harry Belafonte
(America's leading
album-seller!)
for \$5 with any of
these RCA Victor
45 "Victrolas"



A—Lowest priced portable. Brown-and-tan or 2-tone green simulated leather. (8EY3) \$42.95. **B**—Lowest priced automatic "Victrola." Charcoal gray-and-coral, black-and-gray or white-and-red. (7EY1) \$32.95. Not shown: Model 7EY2—same as 7EY1 but with extra-powerful performance. 2-tone gray or 2-tone green. \$36.95. **C**—The Mark VIII. Lowest priced true Hi-Fi. Multiple speakers. Mahogany finish. (7HF45) \$79.95 (other finishes slightly higher). **D**—New portable with special offer. You can give three additional "45" EP records FREE when you sell this smart set. Rust and pebble white; green-and-pebble white simulated leather. (8EY31) \$39.95. **E**—Deluxe automatic "Victrola." Console-like performance. Black-and-gray or maroon-and-buff. (8EY4) \$49.95.

Now, Harry Belafonte rolls up his sleeves to help you belt out more profits than ever with the Fabulous "45."

Here's how it works: every time you sell one of the new RCA Victor 45 "Victrolas" shown on this page, your customer is entitled to a 10-record Belafonte album of "45" EP records for just \$5—a fraction of the actual value. There are 39 great songs in all, including hits like "Matilda," "Mark Twain" and "Jump Down, Spin Around."

You've got a whale of a sales pitch when you add this great record offer to these terrific 45 "Victrola"® features: more music for less money • easiest to play • most trouble-free automatic record system • Hi-Fi or "Golden Throat" tone • over 1½ hours of music with one loading.

Get in on this profit-making deal today—contact your RCA Victor distributor now!

• **Nationwide advertising backs you!** Two-fisted newspaper ads will help you bring home the bacon in 112 markets throughout the country. There will be 147 hard-hitting newspapers and Sunday Magazine Sections plus full- and half-page ads in these national magazines: Life, Look, New Yorker, Seventeen, Scholastic Magazines, Ebony. . . Sell-packed TV commercials on the famous "Producers' Showcase" will help finish the job—right in prospects' living rooms.

Manufacturer's nationally advertised list prices shown, subject to change. Slightly higher for West and South. For the finest in home entertainment, always suggest "New Orthophonic" High Fidelity recordings. ©RCA trademark for record players.

RCA VICTOR
RADIO CORPORATION OF AMERICA



CAMDEN 8, NEW JERSEY

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. ELVIS—Elvis Presley. RCA Victor LPM 1382
3. MY FAIR LADY—Original Cast. Columbia OL 5090
4. THE KING AND I—Sound Track. Capitol W 740
5. THE EDDY DUCHIN STORY—Sound Track. Decca DL 8289
6. OKLAHOMA!—Sound Track. Capitol SAO 595
7. HIGH SOCIETY—Sound Track. Capitol W 750
8. BELAFONTE—Harry Belafonte. RCA Victor LPM 1150
9. ELVIS PRESLEY. RCA Victor LPM 1254
10. JERRY LEWIS JUST SINGS. Decca DL 8410
11. SAY IT WITH MUSIC—Lawrence Welk. Coral CRL 57041
12. HYMNS—Tennessee Ernie Ford. Capitol T 756
13. THIS IS SINATRA—Frank Sinatra. Capitol T 768
14. THE PLATTERS, VOL. 2. Mercury MG 20216
15. SONGS FOR SWINGIN' LOVERS—Frank Sinatra. Capitol W 653

Pop Albums Coming up Strong

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

- 1. Giant. Sound Track
Capitol W 773
2. 'S Wonderful. Ray Conniff
Columbia CL 925
3. Your Guy Lombardo Medley. Guy Lombardo
Capitol T 739
4. The Teen-Agers. The Teen-Agers
Gee GLP 701
5. Paul Whiteman 50th Anniversary
. Various Artists
Grand Award 33-901

Most Played by Jockeys

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

- 1. ELVIS—Elvis Presley. RCA Victor LPM 1382
2. CALYPSO—Harry Belafonte. RCA Victor LPM 1248
3. SKI TRAILS—Jo Stafford. Columbia CL 910
4. THE ELGART TOUCH—Les Elgart. Columbia CL 875
5. THIS IS SINATRA—Frank Sinatra. Capitol T 768
6. SONGS FOR SWINGIN' LOVERS—Frank Sinatra. Capitol W 653
7. 'S WONDERFUL—Ray Conniff. Columbia CL 925
8. JERRY LEWIS JUST SINGS—Jerry Lewis. Decca DL 8410
9. HIGH SOCIETY—Sound Track. Capitol W 750
10. PLATTERS, VOL. II—Platters. Mercury MG 20216

Review Spotlight on . . .

— Album Cover of the Week —

Popular Albums

SONGS OF THE FABULOUS 'FIFTIES (2-12")

—Roger Williams. Kapp KXL 5000

Williams offers his lush piano stylings of 25 songs in the de luxe two-LP set. These are the more memorable tunes of the years 1950 thru 1956 and Williams makes them all a pleasant experience. Mostly he works with a sizeable ork but in a few cases there is small rhythm backing and in "Good Night, Irene," there is an assist from a chorus. Inside the double fold cover are extensive notes by columnist Jack O'Brien. Williams has a healthy following and this collection of song hits is likely to win him a number of new fans. Nice packaging for both dealers and jocks.



MODERN JAZZ QUARTET-MILT JACKSON QUINTET—Prestige LP 7059—Sometimes the simplest design is the most fetching, and this is an example of that principle. The repeated titles, playing on the typographical design of the widely spaced letters, create a stark modern pattern of uncommon appeal. Has unaffected "class" and can be used effectively in display.

Reviews and Ratings of New Albums

Popular

SPRINGTIME IN PAREE AND CARNIVAL IN CAPRI 73
Harold Spina Ork (1-12")
Liberty RLP 3019

Very pleasant mood package with one side devoted to half-a-dozen originals by the composer-maestro of Parisian-flavored themes, and the other comprising as many more on an Italian beam. Spina has caught fine local atmosphere in all of them. Arrangements add up to happy listening and his ork gives them plus production. Cover featuring bare-thighed Gallic doll adds eye-sales appeal.

HAUNTED GUITAR 71
Earl Backus (1-12")
Dot DLP 3026

Backus has a straightforward way of playing, without flourishes and devoid of any outstanding personal interpretations of a theme. He pays close attention to a melody, which some will appreciate and others may find slightly uninspiring. Working with Backus on the disk and contributing much is a group known as the Halloran Singers. Also assisting in the assortment of familiar and original tunes is a rhythm quartet. Disk has some appeal but dealers will do well to start slowly.

LOVE SCENES
STARRING YOU AND I 66
Bea Kalmus (1-12")
Flair-X VM LP 105

Miss Kalmus, whose singing career antedates her slotting as a late night ockey interviewer on New York and Miami radio segs, returns to the thrushing fold here with a selection of slow, lovely-dovey ballads. Aside from the grammatical license taken with the title and the rather "far out" liner notes, the product itself is only of moderate interest. There is little to make the package stand out over many other sets of similar content now on the market. The name, too, is not a familiar one in the song field. Dealers should approach this with a "wait and see" attitude.

Folk

BALLADS OF A
WANDERING BARD VOL. 1 73
Gene Hopkins (1-12")
Accent AC 5002

Gene Hopkins has roamed all over this country and apparently found material for folk ballads wherever he has been. In what he calls a program of "American folk and Western songs," he sings of cowboys, of seafaring men, of mountain folk and people living in the bayou country. He is a sensitive observer of moods in people, places and happenings. His plain, sincere stylings, accompanied by guitar, have an authentic ring and are a delight to listen to. Good sample bands would be "Whoopin' Up a Fuss," "Ballad of the Spikes" and "A Cowboy Sings at Sundown." It won't be hard to sell this to regular customers of this material.

Classical

BEETHOVEN: SYMPHONY NO. 7 (1-12") — The Philharmonia Orchestra; Otto Klemperer, Cond. Angel 35330. 79

One of the outstanding versions of the "Seventh" now in the LP catalog is that of the Philharmonia under von Karajan. This new record is not a thoughtless repetition, for Klemperer has his own ideas about Beethoven, and at least in this instance, he is very persuasive. This reading makes an interesting contrast, rewarding study, not only to von Karajan's, but to that of Toscanini and the recent fine Reiner recording. A distinguished interpretation with hi-fi values of an unusual order.

MOZART: SYMPHONY NO. 41 IN C MAJOR (JUPITER); HAYDN-SYMPHONY NO. 95 IN C MINOR (1-12") —The RIAS Symphony Orchestra, Berlin, Ferenc Friscay, Cond. Decca DL 9745 78

You can promote this disk two ways—either on the popular appeal of the much-recorded "Jupiter" or on the somewhat limited availability of the Haydn "C Minor." Either way, the customer acquires an understanding reading of both works as well as the "hi-fi" quality for which Decca is developing a strong reputation in audiophile circles. Demonstrate the second movement of the Haydn for its sheer melodic beauty.

BEETHOVEN: PIANO SONATA NO. 17 IN D MINOR ("TEMPEST") OPUS 31, NO. 2; PIANO SONATA NO. 18 IN E FLAT, OPUS 31, NO. 3 (1-12") —Walter Gieseking, Piano. Angel 35352. 77

Outstanding readings of two of the more difficult Beethoven sonatas. The "Tempest" sonata crops up frequently in recital programs and has been much-recorded. Gieseking's performance is marked by firm rhythmic control and a palette of tone colors subtly and resourcefully applied. It has an individual stamp, with technical and musical values that allow it to stand up well in competition with fine versions by Novaes, Backhaus and Kempff. The E Flat Sonata is even more successful; the light, delicate styling of the Scherzo being a highlight. A record to cherish.

BACH: VIOLIN CONCERTO IN E MAJOR; BEETHOVEN: ROMANCE IN G MAJOR, ROMANCE IN F MAJOR (1-12")—Igor Oistrakh, Violin; Gewandhaus Orchestra, Leipzig; Franz Konwitschny, Cond. Decca DL 9875. 70

Since Oistrakh is a name to be reckoned with you can expect some sales activity on this item. But the competition is formidable, notably from Oistrakh here on the Bach and from Heifetz on the Beethoven. Demonstrate the second movement of the Bach in which the solo violin rhapsodizes against deep orchestral colors. It is interesting also for the way Bach anticipates the full flowering of the later Romantic era.

MASSNET: "THAIS" HIGHLIGHTS (1-12")—Georgi Boue, Soprano; Chorus and Orchestra, Theatre National de Paris, George Sebastian, Cond. Urania UR 7172 69

Excerpts from Urania's full-length "Thais" (the only one listed in the LP catalog at the present time). Selections (Continued on page 26)

Jazz

M J Q: MODERN JAZZ QUARTET-MILT JACKSON QUINTET 87 (1-12")
Prestige LP 7059

Four members are from one of the earliest 10-inch MJQ sets, which included "Vendome." Four are from a later Jackson date in which Horace Silver replaced John Lewis on piano, and trumpeter H. Boozier was added. P. Heath and K. Clarke are on all tunes, with Jackson. The stuff sounds better than ever, and the contrast of the gentle quartet material with the funky quintet sides is most intriguing. This 12-incher should do better than the original issues. In fact, this should be a big one.

DJANGO-THE MODERN JAZZ QUARTET 85 (1-12")
Prestige LP 7057

One of the two MJQ re-issue packages available this month, both of which have been remastered and re-grouped on 12-inch disks. The originals were big sellers, and sales should be even better now. The title tune is one of the MJQ's best known, and the "La Ronde Suite" also is included. Nice cover.

RUBY BRAFF 81 (1-12")
ABC-Paramount ABC 141

Braff is a maverick trumpeter with a penchant for the old tunes and the older jazz forms. He has enough understanding of modern happenings, however, to give the effect of "new wine in old bottles." Here, with the solid assistance of pianist Dave McKenna, he charges a Dixieland-based program with unusual vitality and freshness. Some selections, like "Louisiana," are in a comfortable traditional vein; others, like "Almost Like Being in Love" where McKenna appears to be in a boppish mood, are very forward looking. The technical facility and imagination of Braff and McKenna make this an album to savor—regardless of the customer's ordinary prejudice.

WHOOEEEE 78
Brookmeyer-Sims Quintet (1-12")
Storyville STLP 914

An excellent, swinging, salable mainstream modern set, similar in content and appeal to the recent Dawn set which also featured Zoot Sims and Bob Brookmeyer. Jo Jones, Hank Jones and Bill Crow offer big assists and plus name value. Good programming of ump tunes, swingers and ballads. One dull spot is Sims' vocal on "I Can't Get Started." (Don't throw away your sax yet, man!). With distribution and promotion this could account for a good sales total.

MOBLEY'S MESSAGE 78
Hank Mobley Quintet, Quartet, Sextet (1-12")
Prestige LP 7061

Mobley's long-lined offerings in the framework of the Jazz Messengers are now well-known to all aficionados of the more advanced wing of mod- (Continued on page 26)



Bigger Each Week!

The **BEVERLEY SISTERS**

GREENSLEEVES

1703

Best Skiffle Record Yet!

BOB CORT
and his Skiffle Group

**DON'T YOU ROCK ME
DADDY-O**

B/W

**IT TAKES A WORRIED MAN
TO SING A WORRIED BLUES**

1713

A Sensation in Just Two Days

EDMUNDO ROS

**MARY
ANN**

1730

A Great New Record!

TED HEATH

MADAGASCAR

B/W **JUNGLE DRUMS** 1712

LONDON
RECORDS

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





RCA VICTOR presses most independent-label discs that hit the top...yet it costs no more

It's up to you whether your next disc strikes gold—or strikes out. Why take chances, when RCA Victor custom service gives you all these "bonus extras" at no extra cost!

- brilliant sound engineering—fifty years' experience!
- vast facilities—newest equipment to service every need!
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• Reviews and Ratings of New Jazz Albums

• Continued from page 24

ern jazz. He is still growing; he shows greater technical facility than ever, and also seems here to offer more emotional content in his playing than before. Most important, he is moving out of the Sonny Rollins mold and is achieving a sound more identifiably his own. The session here is a pretty frantic one; most of the numbers are by the quintet, in which Donald Byrd blows the other horn, usually in hard bop style. Jackie McLean's alto is heard in the sextet selection, "Au Privave," and makes for a fine demo band.

ROUND ABOUT MIDNIGHT AT THE CAFE BOHEMIA77

Kenny Dorham Sextet (1-12")

Blue Note 1524

Dorham, original trumpet man in the Jazz Messenger group, is framed here with a group of up-and-coming but as yet not over-recorded youngsters simpatico with his approach. Sextet includes J. R. Monterose, tenor; Kenny Burrell, guitar; Bobby Timmons, piano; Sam Jones, bass; Arthur Edgehill, drums. The music is "far out" modern, hard-driving and somewhat experimental and boppish in its underpinnings. The group sets Dorham up for some marvelous solo work (the brilliant, precipitous ride in "Mexico City," for example), but does not always match his electric energy and technical command. This is not an entirely satisfactory ensemble, there are moments enough of excitement to warrant great interest in this set by "modern" aficionados, anyway.

HORACE SILVER TRIO AND SPOTLIGHT ON DRUMS:

ART BLAKEY-SABU77

(1-12")

Blue Note 1520

Re-issue of material previously available on Blue Note 10-inch LP's Nos. 5018 and 5034. The Silver trio sides represent the beginning of the pianist's recording career and date from 1952 and 1953 (the pre-Jazz Messengers days). Among them is his famous "Opus de Funk." Art Blakey, who was the drummer on all the Silver trio recordings, is heard along in "Nothing But the Soul" and duos with Sabu, the conga drum virtuoso, on "Message From Kenya." An important "East Coast modern" package that will be worthwhile inventory for some time to come.

A GARLAND OF RED76

The Red Garland Trio (1-12")

Prestige LP 7064

Red Garland is a piano player who has been around a long time, but only recently in his work with the Miles Davis quintet, has he been getting some of the recognition due him. Here in his first starring LP, he makes a deep impression with his warmth, taste and sincerity. He has a fast single-note right hand attack that shows the Bud Powell influence, style that is well applied in some of the ballads here. The assistance of Paul Chambers on bass and Art Taylor on drums is of such a distinguished order that it calls for almost as much comment as Garland's work.

JAZZ WITH A HORN70

Eddie (Lockaw) Davis Trio (1-12")

King 395-526

A collection of popular oldies ("Little White Lies," "People Will Say We're in Love," "Whispering," etc.) read by tenor man Davis in a lyric, big-toned style à la Hawkins and Webster. Backed here by Hammond organ and drums, Davis' work has an over-all sound like that of the Bostic combo, altho a shade or two more modern than that possibly. The strict jazz customer won't get too many kicks out of this LP, but it could appeal to a broader customer group, definitely including pop and r.&b. buyers.

MUSIC FOR SWINGING MODERNS.69

Dick Johnson Quartet (1-12")

EmArcy MG 36081

Dick Johnson is the lead alto in Buddy Morrow's band and he handles himself in a slick professional way in his first solo LP. The brand of jazz he purveys here might be described as swing passed thru a light modern filter. This set isn't too far from Goodmansesque dance music, tho Johnson and his rhythm section are definitely trying to be more up-to-date than that. Johnson wings his way thru nine standards of this set. Most are up-tempo and bright and cheery in mood. Not musically distinguished, but the man in the street will find this easy to listen to. Moderate sales possible.

SOFTLY SOFTLY JAZZ64

(Eddie Barnes and His Hi-Fidels (1-12")

Dot DLP 3041

The Hi-Fidels consist of Barnes on bass, Bay Perry, drums, and Joe Knight, piano. The trio works over a number of torchy, lazy mood ballads in almost a cocktail lounge

style. Individual flights are few with the spotlight largely falling on Barnes' rather throaty, deep down bass vocalizing. Jazz, in the strict sense at least, is almost a misnomer here. Nevertheless, tunes are agreeable and some may find them okay for background purposes. Market, however, would have to be called limited here.

Classical

• Continued from page 24

include the better-known solos and duets, as well as some instrumental music like the "Meditation" and the ballet music. Sebastian is an experienced hand in this repertory and gets pleasurable results from the orchestra. The singing is on a pedestrian level, however, and could hardly be sold if there were an alternative. Meanwhile, this is desirable repertory for opera fanciers who want well-rounded collections.

PANORAMA OF MUSIQUE CONCRETE (1-12") — Works by Henry, Schaeffer and Arthuys. London Ducret-Thomson. DTL 9309068

Musically speaking, this disk achieves a new level of unorthodoxy and is strictly for the avant garde. "Musique Concrete" uses real sounds (as differentiated from "synthetic" sounds produced electronically) which are re-worked on special instruments—such as, the "Phonogene." The "Phonogene" reproduces a recording on tape at varying speeds to alter the range of sounds. The results, from an audiophile point-of-view, are sensational as well as satisfying. The surfaces, too, are clean and will appeal to anyone interested in sound for sound's sake. In demonstrating to this class of customer, you can place the needle anywhere.

Semi Classical

DORIAN CONDUCTING73

Roger Massenet, Piano (1-12")

Dot DLP 3036

Conductor's second album for label underscores again superior arrangements and sound. Package is devoted to classics, semi-classics and a touch of pop. All are projected with taste and skill. Selections stem from Schumann, Rimsky-Korsakoff, Gershwin, Bath, Rose and others. Fine demo bands are "Rhapsody in Blue" and "Cornish Rhapsody." Can bid for sales, despite unattractive cover design.

PROFILE: SPAIN70

Mary Louise Boehm, Piano; Kees Kooper, Violin (1-12")

Disk debut of husband and wife team projects the pair's obvious artistry. There is virtuoso sound here from both strings and keyboard brought to some nine selections from top Spanish composers. Items stem from compositions by Herrano, Soler, de Falla, Nin and Albeniz. Any of the three Albeniz selections is an excellent demo, with the nod perhaps going to his "Triana." Should stir considerable general interest as well as in specialty shops catering to Iberian trade.

MUSIC UNDER THE STARS, VOLUME II70

Vienna Philharmonic Symphony, Heinz Sandauer, Cond. (1-12")

Urania UR 8004

A generous serving of tried-and-true, semi-classical compositions, most of them transcriptions of popular piano pieces and songs, like "Ave Maria" by Bach-Gounod; "Mignuet in G" by Paderewski; "Military Polonaise" by Chopin; "Clair de Lune" by Debussy, etc. The arrangements feature lush strings, with well-spotted solos on harp and piano. There is nothing distinctive about arrangements or performances, but the market is always able to absorb another bowl of schmalz, to judge from past experience. The repertoire insures moderately good sales. Sound is adequate.

Col. Appoints Phono Distrib

NEW YORK — William O'Boyle, national sales manager for the phonograph division of Columbia Records, announced the appointment of David Kaufman's Sons, Inc., as distributor for the Baltimore trading area. This is effective immediately.

The Kaufman's-Washington Corporation was named distributor for the District of Columbia trading area.

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Jazz's Big-Business Look

• Continued from page 14

from intimate East Side clubs to huge shacks out on Long Island, the four-day weekend is becoming a common package booking.

Canada is becoming fertile jazz territory, providing several good stopovers between New York and the Midwest, and the West Coast is beginning to mean Seattle, Vancouver, B. C.; Las Vegas, Nev., and Denver, in addition to Los Angeles and San Francisco.

Shorter Jumps

It adds up to shorter jumps and longer bookings, which helps keep traveling jazz acts on a profitable basis. But the biggest boon to the traveling jazzman in 1957 will be the colleges. The agencies are arranging co-op deals between fraternities, universities and other groups on each campus, to enable any school, regardless of size, to bring in top names. In many spots, the same unit will give afternoon, evening and nighttime concerts in a single day under different sponsorships.

Nearly every big jazz festival of 1956 will be repeated. Newport, R. I., which drew nearly 25,000 admissions in three days last July, is expected to run on an even more lavish scale this time. Last year, the festival received hefty financial support on the talent end from Columbia Records, which taped much of the proceedings.

N. Y. Festival

New York's Randall's Island Festival (20,000 in two nights) will be another repeater, as will the Stratford, Ont., Shakespeare Festival. Following the highly profitable example of New York's Lewisohn Stadium and other summer symphony series, the "Jazz Night" at pops concerts will become more prevalent, and probably will help pull more symphony societies out of their perpetual deficits. The Art Museum in Toledo has booked a three-concert jazz series, with the first occurring in February.

In the concert tour area, Norman Granz's JATP this round will be challenged by the impresario's brother, Irving, who will radically expand the routing of his Coast-based Jazz a la Carte troupe.

In the field of music publishing, catalog-conscious publishers are making strong, original efforts to cash in the growing jazz interest among young school-age musicians. "Do-It Yourself" folios, including music and a disk with recorded accompaniment, are well beyond the "experimental" stage, and are doing enough plus business to induce publishers to plan additional books.

A number of name jazz musicians currently are working on

commissions to produce method books, orchestrations, solo books, etc. Several smaller publishers have made a good business out of printing folios of jazz solos transcribed right from records.

Jazz Books

Several of the most important books in jazz history appeared in 1956. These included "Hear Me Talkin' to Ya," "The Encyclopedia of Jazz," "Jazz: Evolution and Essence," "The Story of Jazz" and, most recently, "The Encyclopedia Yearbook of Jazz."

There were Eddie Condon's "Treasury of Jazz," Billy Holiday's "Lad Sings the Blues" and Panassie's "Guide to Jazz," which were tied in with record packages of the same titles. Also, there were several fairly successful jazz novels.

It is to be noted that more and more record shops are stocking such books, setting up special displays for them. Book publishers have already announced a number of new jazz tomes for 1957, inspired by the unanticipated success of the above titles.

Movies, impressed by the success of jazz in "Man With a Golden Arm" and "The Benny Goodman Story," are incorporating this fresh, provocative music in a number of projected films. Breaking soon will be "The Saga of Satchmo," featuring, of course, the old film veteran, Louis Armstrong. The newly released "The Wild Party" has sequences by jazzman Buddy De Franco and combo. Several Broadway shows also have spots for jazz performers.

AM-TV Shows

Radio and TV still appear to be lagging far behind the general trend, altho most of the shows which carried jazz expect to continue and increase their usage. Prominent jazz channels were the Steve Allen Show, Mutual's "Bandstand" and NBC's "Monitor" pickups.

One of the most lucrative and interesting of the comparatively new outlets is the foreign market, State Department-sponsored tours of Dizzy Gillespie (Near East and South America) and the current Benny Goodman jaunt (the Far East) have been deemed sensational diplomatic successes and will be continued, now that some Congressional antagonism has been dispelled.

Bookers in Europe and Australia are eager for jazz acts, and the liberalized exchange program with England revolves mainly around jazz talent: All of this, too, is producing a new, formidable market for American-cut jazz recordings.

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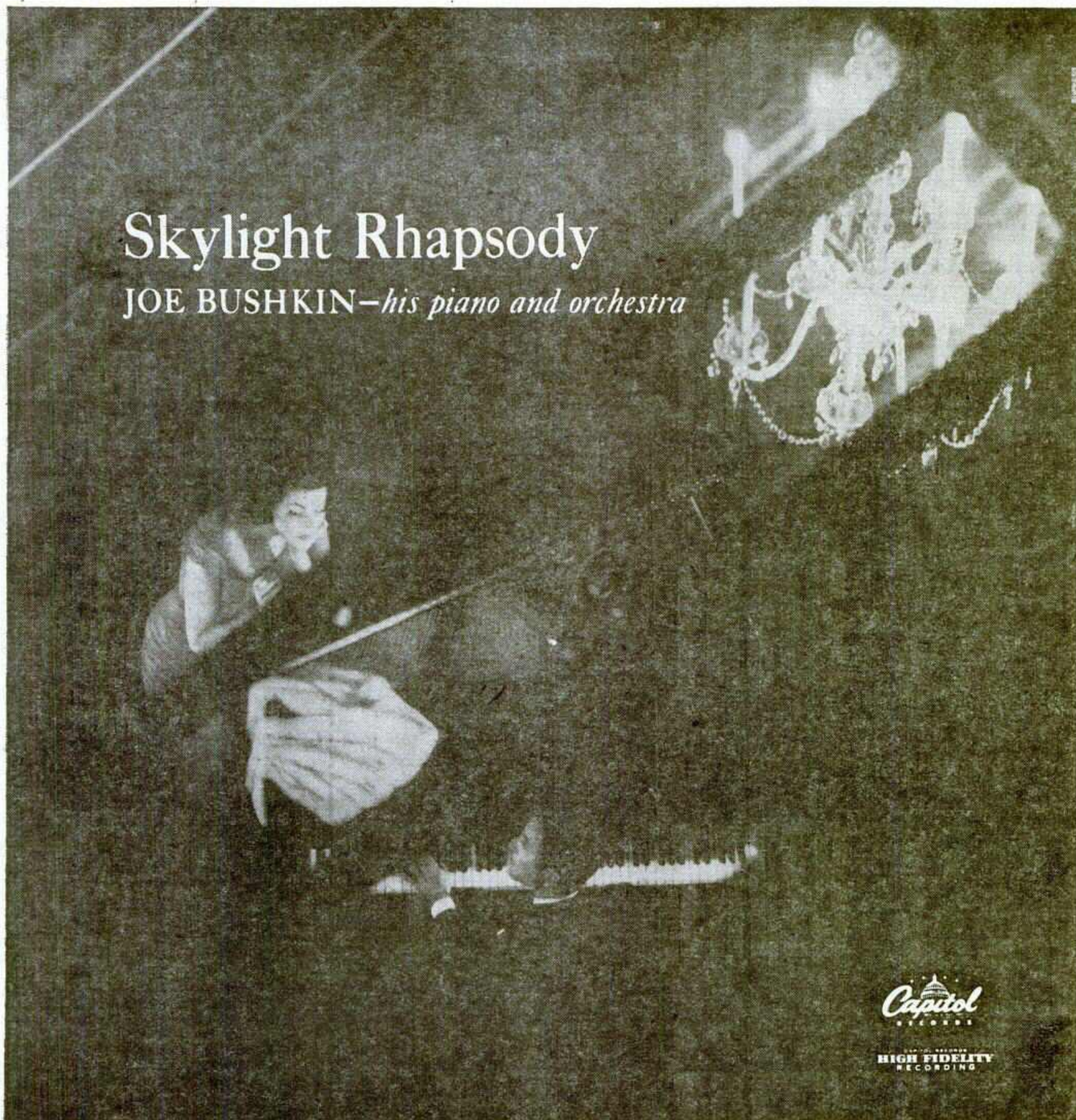
TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending January 9

| This Week | Last Week | Weeks on Chart | This Week | Last Week | Weeks on Chart |
|---|-----------|----------------|---|-----------|----------------|
| 1. Singing the Blues | | 1 12 | 6. Young Love | | 14 3 |
| By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545. | | | By Carole Joyner-Ric Cartay—Published by Lowery Music (BMI) BEST SELLING RECORD: S. James, Cap 3602. RECORDS AVAILABLE: Crew Cuts, Mercury 71022. T. Hunter, Dot 15333. | | |
| 2. Banana Boat Song | | 7 4 | 7. True Love | | 5 17 |
| By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORDS: Tarrriers, Glory 249; H. Belafonte, Vic 20-6771 OTHER RECORDS AVAILABLE: Fontane Sisters, Dot 15527; Johnnie & Jack, Vic 20-6777; S. Lawrence, Coral 61761; S. Vaughan, Mercury 71020. | | | By Cole Porter—Published by Buxton Hill (ASCAP) BEST SELLING RECORD: Bing Crosby-Grace Kelly, Cap 3507. RECORDS AVAILABLE: K. Kallen, Dec 29959; J. Powell, Verve 2018; M. Whiting, Cap 3473. | | |
| 3. Love Me Tender | | 2 14 | 8. Just Walking in the Rain | | 6 19 |
| By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643. RECORD AVAILABLE: H. Rene, Vic 20-6728. | | | By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORDS AVAILABLE: J. Killeen, Abbott 3024; Prisonaires, Sun 186; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758. | | |
| 4. Blueberry Hill | | 4 15 | 9. *Love Me | | 8 9 |
| By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752. | | | By Terry Leiber-Mike Stoller—Published by Hill & Range (BMI) BEST SELLING RECORD: E. Presley, Vic.* | | |
| 4. Green Door | | 3 17 | 10. Don't Forbid Me | | 13 4* |
| By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486. | | | By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 15521. | | |
| Second Ten | | | | | |
| 11. Cindy, Oh Cindy | | 9 14 | 15. Gonna Get Along Without Ya Now | | 17 7 |
| By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORDS: E. Fisher, Vic 20-6677; V. Martin, Glory 247. | | | By Milton Kellum—Published by Kellum (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55040. RECORD AVAILABLE: T. Brewer, Coral 60676. | | |
| 11. Moonlight Gambler | | 11 6 | 17. Since I Met You Baby | | 16 7 |
| By Hilliard-Springer—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: F. Laine, Col 40780. | | | By Ivory Joe Hunter—Published by Progressive (BMI) BEST SELLING RECORD: I. J. Hunter, Atlantic 1111. RECORDS AVAILABLE: M. Bee, Dot 15517; M. Carson, Col 40789. | | |
| 13. Hey! Jealous Lover | | 10 12 | 18. Rock-a-Bye Your Baby | | 17 8 |
| By Cahn-Walker-Twomey—Published by Barton Music (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3552. | | | By Jean Schwartz, Joe Young, Sam Lewis—Published by Warock-Mills (ASCAP) BEST SELLING RECORD: J. Lewis, Dec 30124. | | |
| 13. Rose and a Baby Ruth | | 12 10 | 19. I Dreamed | | 25 3 |
| By Johnny Dee—Published by Broadcast Music, Inc. (BMI) BEST SELLING RECORD: G. Hamilton IV, ABC-Paramount 9765. RECORDS AVAILABLE: Country Gentlemen, Vic 20-6673; R. Flanaga, Vic 20-6719; E. Fontaine, Dec 30108. | | | By C. Grean-M. Moore—Published by Trinity (BMI) BEST SELLING RECORD: B. Johnson, Bally 1020. | | |
| 15. Friendly Persuasion | | 14 18 | 19. Jamaica Farewell | | 24 5 |
| 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. | | | By Lord Burgess—Published by Shari Music (ASCAP) BEST SELLING RECORD: H. Belafonte, Vic 20-6663. | | |
| Third Ten | | | | | |
| 21. Garden of Eden | | 19 11 | 26. You Don't Owe Me a Thing | | - 1 |
| By Dennis Norwood—Published by Republic (BMI) RECORD AVAILABLE: J. Valino, Vik 0226. | | | By Robbins—Published by Acuff-Rose (BMI) RECORD AVAILABLE: J. Ray, Col 40803. | | |
| 21. Two Different Worlds | | 21 12 | 26. Love Is Strange | | - 1 |
| By Wayne-Frisch—Published by Princess Music (ASCAP) RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap 3565; D. Kailman, Dec 30036; R. Rondo, Jubilee 5256; R. Williams-Jane Morgan, Kapp 161. | | | By Ethel Smith—Published by Ben Ghaze (BMI) RECORD AVAILABLE: Mickey & Sylvia, Groove 0175. | | |
| 21. Blue Monday | | 27 2 | 28. Auctioneer | | 29 3 |
| By D. Bartholomew-A. Domino—Published by Commodore (BMI) RECORDS AVAILABLE: F. Domino, Imperial 5417. | | | By Van Dyke-Black—Published by Randy Smith Music (ASCAP) RECORDS AVAILABLE: C. Miller, Mercury 71001; L. Van Dyke, Dot 15503. | | |
| 24. Honky Tonk | | 22 21 | 28. Mutual Admiration Society | | 27 9 |
| By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) RECORD AVAILABLE: B. Doggett, King 4950; T. Brown, King 4976. | | | By Matt Dubey-Harold Karr—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12365; E. Arnold-J. P. Morgan, Vic 20-6708; T. Brewer, Coral 61737. | | |
| 25. Slow Walk | | 22 7 | 30. Cinco Robles | | - 1 |
| By Sil Austin—Published by Norbay (BMI) RECORDS AVAILABLE: B. Doggett, King 5000; S. Austin, Mercury 70968; O. Smith, Cadence 1304. | | | By Dorothy Wright-Larry Sullivan—Published by Warman (BMI) RECORDS AVAILABLE: R. Arms, Era 1026; D. Elliott, RPM 483; L. Paul & M. Ford, Cap 3612; L. Welk, Coral 61765. *Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in the RCA Victor 33 $\frac{1}{3}$ "Elvis" LPM 1382 | | |

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• Best Sellers in Stores

For survey week ending January 9

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

| This Week | Last Week | Weeks on Chart | Record |
|-----------|-----------|----------------|--|
| 1. | | 1 | SINGING THE BLUES (BMI)—G. Mitchell 1 12 Crazy With Love (ASCAP)—Col 40769 |
| 2. | | 2 | GREEN DOOR (BMI)—J. Lowe 2 17 (Story of) The Little Man in Chinatown (BMI)—Dot 15486 |
| 3. | | 4 | BLUEBERRY HILL (ASCAP)—F. Domino 4 15 Honey Chile (BMI)—Imperial 5407 |
| 3. | | 12 | YOUNG LOVE (BMI)—S. James 12 3 You're the Reason (I'm in Love) (BMI)—Cap 3602 |
| 5. | | 7 | BANANA BOAT SONG (BMI)—Tarriers 7 5 No Hidin' Place (BMI)—Glory 249 |
| 6. | | 11 | DON'T FORBID ME (BMI)—P. Boone 11 5 Anastasia (ASCAP)—Dot 15521 |
| 7. | | 3 | LOVE ME TENDER (BMI)—E. Presley 3 14 Any Way You Want Me (ASCAP)—Vic 20-6643 |
| 8. | | 10 | MOONLIGHT GAMBLER (ASCAP)—F. Laine 10 6 Lotus Land (ASCAP)—Col 40780 |
| 9. | | 6 | JUST WALKING IN THE RAIN (BMI)—J. Ray 6 20 In the Candlelight (ASCAP)—Col 40729 |
| 10. | | 8 | ★LOVE ME (BMI)—E. Presley 8 9 Vic EPA-992 |
| 11. | | 5 | TRUE LOVE (ASCAP)—B. Crosby-G. Kelly 5 16 Well, Did You Evah? (ASCAP)—Cap 3507 |
| 12. | | — | YOUNG LOVE (BMI)—T. Hunter — 1 Red Sails in the Sunset (ASCAP)—Dot 15533 |
| 13. | | 9 | ROSE AND A BABY RUTH (BMI)—G. Hamilton IV 9 10 If You Don't Know (BMI)—ABC-Paramount 9765 |
| 14. | | 22 | BANANA BOAT SONG (BMI)—H. Belafonte 22 2 Star-O (ASCAP)—Vic 20-6771 |
| 15. | | 17 | BLUE MONDAY (BMI)—F. Domino ... 17 2 WHAT'S THE REASON (I'M NOT PLEASING YOU) (ASCAP)—Imperial 5417 |
| 16. | | 19 | SINCE I MET YOU BABY (BMI)—I. J. Hunter 19 7 You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111 |
| 17. | | 18 | JAMAICA FAREWELL (ASCAP)—H. Belafonte 18 5 Once Was (ASCAP)—Vic 20-6663 |
| 18. | | 13 | CINDY, OH CINDY (BMI)—E. Fisher ... 13 15 Around the World (ASCAP)—Vic 20-6677 |
| 19. | | 16 | HEY! JEALOUS LOVER (ASCAP)—F. Sinatra 16 12 You Forgot All the Words (BMI)—Cap 3552 |
| 20. | | 24 | LOVE IS STRANGE (BMI)—Mickey & Sylvia 24 2 I'm Going Home (BMI)—Groove 0175 |
| 21. | | 15 | ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis 15 9 Come Rain or Come Shine (ASCAP)—Dec 30124 |
| 22. | | 21 | GONNA GET ALONG WITHOUT YA NOW (ASCAP)—Patience & Prudence 21 7 Money Tree (ASCAP)—Liberty 55040 |
| 23. | | — | CINDY, OH CINDY (BMI)—V. Martin ... — 10 Only If I Praise the Lord (BMI)—Glory 247 |
| 24. | | — | I DREAMED (BMI)—B. Johnson — 1 If It's Wrong to Love You (BMI)—Bally 1020 |
| 25. | | 20 | AIN'T GOT NO HOME (BMI)—C. Henry 20 2 Troubles Troubles (BMI)—Argo 5259 |
| 25. | | 23 | HONKY TONK (Parts I & II)—B. Doggett 23 22 King 4950—BMI |

★(Not Available as a Pop Single, available on RCA Victor 45 EPA 992 and in RCA Victor 33½ "Elvis" LPM 1382)

• Most Played in Juke Boxes

For survey week ending January 9

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

| This Week | Last Week | Weeks on Chart | Record |
|-----------|-----------|----------------|--|
| 1. | | 1 | SINGING THE BLUES (BMI)—G. Mitchell 1 11 Crazy With Love (ASCAP)—Col 40769 |
| 2. | | 3 | BLUEBERRY HILL (ASCAP)—F. Domino 3 14 Honey Chile (BMI)—Imperial 5407 |
| 3. | | 2 | GREEN DOOR (BMI)—J. Lowe 2 15 (The Story of) The Little Man in Chinatown (BMI)—Dot 15486 |
| 4. | | 4 | LOVE ME TENDER (BMI)—E. Presley 4 13 Any Way You Want Me (ASCAP)—Vic 20-6643 |
| 5. | | 5 | JUST WALKING IN THE RAIN (BMI)—J. Ray 5 18 In the Candlelight (ASCAP)—Col 40729 |
| 6. | | 6 | TRUE LOVE (ASCAP)—B. Crosby-G. Kelly 6 12 Well, Did You Evah? (ASCAP)—Cap 3507 |
| 7. | | 8 | MOONLIGHT GAMBLER (ASCAP)—F. Laine 8 3 Lotus Land (ASCAP)—Col 40780 |
| 8. | | 8 | ROSE AND A BABY RUTH (BMI)—G. Hamilton IV 8 8 If You Don't Know (BMI)—ABC-Paramount 9765 |
| 9. | | 12 | ★LOVE ME—E. Presley 12 6 Vic EPA-992—BMI |
| 10. | | 7 | HEY! JEALOUS LOVER (ASCAP)—F. Sinatra 7 9 You Forgot All the Words (BMI)—Cap 3552 |
| 11. | | 10 | CINDY, OH CINDY (BMI)—E. Fisher ... 10 10 Around the World (ASCAP)—Vic 20-6677 |
| 12. | | 16 | DON'T FORBID ME (BMI)—P. Boone ... 16 2 Anastasia (ASCAP)—Dot 15521 |
| 13. | | 10 | HONKY TONK (PARTS I & II) (BMI)—B. Doggett 10 19 King 4950 |
| 14. | | 19 | BANANA BOAT SONG (BMI)—Tarriers 19 2 No Hidin' Place (BMI)—Glory 249 |
| 15. | | 13 | ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis 13 3 Come Rain or Come Shine (ASCAP)—Dec 30124 |
| 16. | | 15 | SINCE I MET YOU BABY (BMI)—I. J. Hunter 15 3 You Can't Stop This Rockin' and Rolling (BMI)—Atlantic 1111 |
| 17. | | — | GARDEN OF EDEN (BMI)—J. Valino ... — 6 Caravan (ASCAP)—Vik 0226 |
| 18. | | 16 | GONNA GET ALONG WITHOUT YA NOW (ASCAP)—Patience & Prudence 16 5 Money Tree (ASCAP)—Liberty 55040 |
| 19. | | 14 | DON'T BE CRUEL (BMI)—E. Presley ... 14 24 Hound Dog (BMI)—Vic 20-6643 |
| 20. | | — | SLOW WALK (BMI)—S. Austin — 2 Wildwood (ASCAP)—Mercury 70963 |

★(Not available as a Pop Single, available on RCA Victor 45 EPA-992 and in RCA Victor 33½ "Elvis" LPM 1382)

• Best Selling Sheet Music

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

| This Week | Last Week | Weeks on Chart | Record |
|-----------|-----------|----------------|--|
| 1. | | 1 | Love Me Tender (Presley)..... 1 14 |
| 1. | | 2 | Singing the Blues (Acuff-Rose)..... 2 9 |
| 3. | | 3 | True Love (Buxton Hill)..... 3 17 |
| 4. | | 6 | Cindy, Oh Cindy (E. B. Marks-Bryden)..... 6 11 |
| 5. | | 7 | Blueberry Hill (Chappell)..... 7 10 |
| 6. | | 4 | Just Walking in the Rain (Golden West)..... 4 15 |
| 7. | | 5 | Green Door (Trinity)..... 5 13 |
| 8. | | 8 | Friendly Persuasion (Feist)..... 8 12 |
| 9. | | 9 | Love Me (Hill & Range)..... 9 6 |
| 10. | | — | Banana Boat Song (E. B. Marks-Bryden)..... — 1 |
| 11. | | 11 | Two Different Worlds (Spier)..... 11 10 |
| 12. | | 10 | Hey! Jealous Lover (Barton)..... 10 8 |
| 13. | | 15 | Gonna Get Along Without Ya Now (Kellum) .. 15 2 |
| 14. | | — | Anastasia (Feist)..... — 1 |
| 15. | | 13 | Canadian Sunset (Meridian)..... 13 23 |

• Most Played by Jockeys

For survey week ending January 9

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

| This Week | Last Week | Weeks on Chart | Record |
|-----------|-----------|----------------|--|
| 1. | | 1 | SINGING THE BLUES (BMI)—G. Mitchell 1 12 Crazy With Love (ASCAP)—Col 40769 |
| 2. | | 9 | DON'T FORBID ME (BMI)—P. Boone ... 9 4 Anastasia (ASCAP)—Dot 15521 |
| 3. | | 2 | ★LOVE ME (BMI)—E. Presley 2 8 Vic EPA-992 |
| 4. | | 10 | YOUNG LOVE (BMI)—S. James 10 3 You're the Reason (I'm in Love) (BMI)—Cap 3602 |
| 5. | | 4 | MOONLIGHT GAMBLER (ASCAP)—F. Laine 4 6 Lotus Land (ASCAP)—Col 40780 |
| 6. | | 7 | BANANA BOAT SONG (BMI)—Tarriers 7 4 No Hidin' Place (BMI)—Glory 249 |
| 7. | | 19 | BANANA BOAT SONG (BMI)—H. Belafonte 19 2 Star-O (ASCAP)—Vic 20-6771 |
| 8. | | 8 | GREEN DOOR (BMI)—J. Lowe 8 17 (Story of) The Little Man in Chinatown (BMI)—Dot 15486 |
| 9. | | — | YOUNG LOVE (BMI)—T. Hunter — 1 Red Sails in the Sunset (ASCAP)—Dot 15533 |
| 10. | | 5 | TRUE LOVE (ASCAP)—B. Crosby-G. Kelly 5 16 Well, Did You Evah? (ASCAP)—Cap 3507 |
| 11. | | 6 | LOVE ME TENDER (BMI)—E. Presley 6 14 Any Way You Want Me (ASCAP)—Vic 20-6643 |
| 12. | | 13 | GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence 13 7 Money Tree (ASCAP)—Liberty 55040 |
| 13. | | 3 | HEY! JEALOUS LOVER (ASCAP)—F. Sinatra 3 13 You Forgot All the Words (BMI)—Cap 3552 |
| 14. | | 17 | I DREAMED (BMI)—B. Johnson 17 6 If It's Wrong to Love You (BMI)—Bally 1020 |
| 15. | | 16 | SINCE I MET YOU BABY (BMI)—I. J. Hunter 16 7 You Can't Stop This Rockin' and Rolling (BMI)—Atlantic 1111 |
| 16. | | 25 | BANANA BOAT SONG (BMI)—Fontane Sisters 25 2 Honolulu Moon (ASCAP)—Dot 15527 |
| 17. | | 11 | BLUEBERRY HILL (ASCAP)—F. Domino 11 14 Honey Chile (BMI)—Imperial 5407 |
| 18. | | 12 | JUST WALKING IN THE RAIN (BMI)—J. Ray 12 17 In the Candlelight (ASCAP)—Col 40729 |
| 19. | | 15 | ROSE AND A BABY RUTH (BMI)—G. Hamilton IV 15 10 If You Don't Know (BMI)—ABC-Paramount 9765 |
| 20. | | 17 | ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis 17 5 Come Rain or Come Shine (ASCAP)—Dec 30124 |
| 21. | | 21 | BANANA BOAT SONG (BMI)—S. Vaughan 21 2 I've Got a New Heartache (BMI)—Mercury 71020 |
| 22. | | — | ★WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley — 1 Vic EPA-992 |
| 23. | | 14 | JAMAICA FAREWELL (ASCAP)—H. Belafonte 14 6 Once Was (ASCAP)—Vic 20-6663 |
| 24. | | — | YOU DON'T OWE ME A THING (BMI)—J. Ray — 1 Look Homeward, Angel (BMI)—Col 40803 |
| 25. | | — | ★★POOR BOY—E. Presley — 2 Vic EPA-40006 |

★ Not available as a Pop Single, available on RCA Victor 45 EPA-992 and in RCA Victor 33½ "Elvis" LPM 1382.

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



Heading For The Hit Parade

PATTI PAGE

"REPEAT AFTER ME"

MERCURY 71015

NEW RELEASES THIS WEEK

NICK NOBLE

"No One Sweeter Than You"

AND
"I'M A VISITOR"

71031

TONY SMITH

AND THE ARISTOCRATS

"Wacker Drive"

INSTRUMENTAL ROCKER
AND
"WIGGLE WAGGLE WALK"

71028



35 EAST WACKER DRIVE • CHICAGO 1, ILLINOIS

Big Hit Heading Your Way!

A FRESH NEW VOICE

FIFTEEN YEAR OLD

JOY LAYNE

SINGS

"YOUR WILD HEART"

DON'T MISS THIS
GREAT PERFORMANCE!

MERCURY 71038



SIL AUSTIN ROCKS AGAIN!

WITH ANOTHER "SLOW WALK"



"THE LAST TIME"

COUPLED WITH

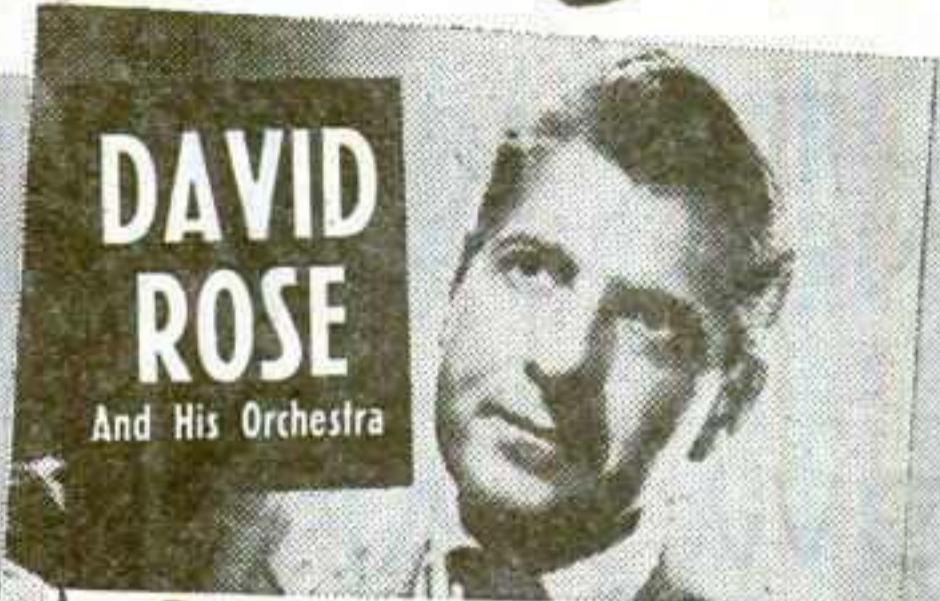
"BIRTHDAY PARTY"

MERCURY 71027



They all Measure up to HITS from M-G-M Records

DAVID ROSE
And His Orchestra



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

Breaking Big

LEROY HOLMES AND HIS TUGBOAT EIGHT
ORIENTAL BLUES **HEY, TAXI!**
GREAT NEW VOCA LIST
MGM 12408 • K12408
ERDIE KOVACS

NEW MOONEY HIT! ART MOONEY and his orch.
SINNERS' TRAIN
WHEELING, WEST VIRGINIA • MGM 12403 • K12403

| | |
|---|--|
| DAVE BURTON HUNGRY FOR YOUR KISSES and FEMME FATALE MGM 12409 • K12409 | MILT HERTH ICICLE WING DING and SNOWFLOWER MGM 12388 • K12388 |
| DICK HYMAN CONGO MOMBO and I'LL GET BY MGM 12404 • K12404 | SAM (THE MAN) TAYLOR FOUR SPICES and ARMEN'S THEME and FIRE ENGINE BOOGIE MGM 12397 • K12397 |

BEST SELLING ALBUMS



JONI SINGS JONI JAMES
Songs by
VICTOR YOUNG and FRANK LOESSER
E3449
X1343 X1344 X1345

WINTER WONDERLAND
The Big Band Series




WINTER WONDERLAND
RAY CHARLES SINGERS
E3387
X1287 X1288 X1289

BLUE MIST
SAM (THE MAN) TAYLOR
E3292
X3292 X1181 X1182 X1183



GOOMBAY CARNIVAL
THE CONFIDENTIAL CLUB ORCH.
E3359
X1252 X1253 X1254



RECORDED IN NASSAU, B.W.I.

Territorial Best Sellers

For survey week ending January 9

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

Atlanta

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

Baltimore

1. Love Me, E. Presley, Vic.
2. Ain't Got No Home, C. Henry, Ago.
3. Don't Forbid Me, P. Boone, Dot
4. Singing the Blues, G. Mitchell, Col.
5. Blue Monday, F. Domino, Imp.
6. Thousand Miles Away, Heartbeats, Rma.
7. Banana Boat Song, H. Belafonte, Vic.
8. City of Angels, Highlights, Bly.
9. Friscilla, E. Cooley, Rst.
10. Young Love, S. James, Cap.

Boston

1. Singing the Blues, G. Mitchell, Col.
2. Banana Boat Song, Tarriers, Gly.
3. Banana Boat Song, H. Belafonte, Vic.
4. Moonlight Gambler, F. Laine, Col.
5. Young Love, T. Hunter, Dot
6. Green Door, J. Lowe, Dot
7. Young Love, S. James, Cap.
8. Love Me Tender, E. Presley, Vic.
9. I Dreamed, B. Johnson, Bly.
10. I Feel Good, Shirley & Lee, Ala.

Buffalo

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Banana Boat Song, Tarriers, Gly.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Love Me Tender, E. Presley, Vic.
6. Rose and a Baby Ruth
G. Hamilton IV, Pmt.

Chicago

1. Singing the Blues, G. Mitchell, Col.
2. Banana Boat Song, Tarriers, Gly.
3. Young Love, T. Hunter, Dot
4. Just Walking in the Rain, J. Ray, Col.
5. Blueberry Hill, F. Domino, Imp.
6. Rock-a-Bye Your Baby, J. Lewis, Dec.
7. Don't Forbid Me, P. Boone, Dot
8. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
9. Moonlight Gambler, F. Laine, Col.
10. Garden of Eden, J. Valino, Vik.

Cincinnati

1. Singing the Blues, G. Mitchell, Col.
2. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
3. Young Love, S. James, Cap.
4. Love Me, E. Presley, Vic.
5. Banana Boat Song, H. Belafonte, Vic.
6. Banana Boat Song, Tarriers, Gly.
7. Love Me Tender, E. Presley, Vic.
8. Blueberry Hill, F. Domino, Imp.
9. Just Walking in the Rain, J. Ray, Col.
10. Green Door, J. Lowe, Dot

Cleveland

1. Young Love, S. James, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Banana Boat Song, Tarriers, Gly.
4. Jim Dandy, L. Baker, Atl.
5. Banana Boat Song, H. Belafonte, Vic.
6. Love Me Tender, E. Presley, Vic.
7. Since I Met You Baby
I. J. Hunter, Atl.
8. I Miss You So, C. Connor, Atl.
9. Love Is Strange, Mickey & Sylvia, Grv.
10. Just Walking in the Rain, J. Ray, Col.

Dallas-Fort Worth

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Moonlight Gambler, F. Laine, Col.
5. Cindy, Oh Cindy, E. Fisher, Vic.
6. Gonna Get Along Without Ya Now
Patience & Prudence, Lbt.
7. Young Love, S. James, Cap.

Denver

1. True Love, B. Crosby-G. Kelly, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Blueberry Hill, F. Domino, Imp.
4. Don't Forbid Me, P. Boone, Dot
5. City of Angels, Highlights, Bly.
6. Love Me, E. Presley, Vic.
7. Jamaica Farewell, H. Belafonte, Vic.
8. Garden of Eden, J. Valino, Vik.
9. Young Love, T. Hunter, Dot
10. Blue Monday, F. Domino, Imp.

Detroit

1. Banana Boat Song, Tarriers, Gly.
2. Young Love, S. James, Cap.
3. Don't Forbid Me, P. Boone, Dot
4. Singing the Blues, G. Mitchell, Col.
5. Since I Met You Baby
I. J. Hunter, Atl.
6. Love Me Tender, E. Presley, Vic.
7. Little By Little, N. Brown, Sav.
8. Ubangi Stomp, W. Smith, Sun
9. Love Is Strange, Mickey & Sylvia, Grv.
10. Ain't Got No Home, C. Henry, Ago.

Kansas City

1. Moonlight Gambler, F. Laine, Col.
2. Singing the Blues, G. Mitchell, Col.
3. Banana Boat Song, H. Belafonte, Vic.
4. Since I Met You Baby
I. J. Hunter, Atl.
5. Don't Forbid Me, P. Boone, Dot
6. City of Angels, Highlights, Bly.
7. I Dreamed, B. Johnson, Bly.
8. Love Me Tender, E. Presley, Vic.

Los Angeles

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

Milwaukee

1. Banana Boat Song, Tarriers, Gly.
2. Singing the Blues, G. Mitchell, Col.
3. Jamaica Farewell, H. Belafonte, Vic.
4. Moonlight Gambler, F. Laine, Col.
5. Young Love, S. James, Cap.
6. Banana Boat Song, H. Belafonte, Vic.
7. Gonna Get Along Without Ya Now
Patience & Prudence, Lbt.
8. Rose and a Baby Ruth
G. Hamilton IV, Pmt.

Minneapolis-St. Paul

1. Moonlight Gambler, F. Laine, Col.
2. Don't Forbid Me, P. Boone, Dot
3. Banana Boat Song, H. Belafonte, Vic.
4. Confidential, S. Knight, Dot
5. Young Love, S. James, Cap.
6. Singing the Blues, G. Mitchell, Col.
7. Jamaica Farewell, H. Belafonte, Vic.
8. Banana Boat Song, Tarriers, Gly.
9. Blueberry Hill, F. Domino, Imp.
10. What's the Reason (I'm Not Pleasing You), F. Domino, Imp.

New Orleans

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Moonlight Gambler, F. Laine, Col.
4. Love Me Tender, E. Presley, Vic.
5. Cindy, Oh Cindy, E. Fisher, Vic.
6. Hey! Jealous Lover, F. Sinatra, Cap.
7. Blue Monday, F. Domino, Imp.
8. Don't Forbid Me, P. Boone, Dot
9. City of Angels, Highlights, Bly.
10. Garden of Eden, J. Valino, Vik.

New York

1. Singing the Blues, G. Mitchell, Col.
2. True Love, B. Crosby-G. Kelly, Cap.
3. Love Me Tender, E. Presley, Vic.
4. Green Door, J. Lowe, Dot
5. Hey! Jealous Lover, F. Sinatra, Cap.
6. Just Walking in the Rain, J. Ray, Col.
7. Blueberry Hill, F. Domino, Imp.
8. Jamaica Farewell, H. Belafonte, Vic.
9. Young Love, S. James, Cap.

Philadelphia

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Just Walking in the Rain, J. Ray, Col.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Blueberry Hill, F. Domino, Imp.
6. Green Door, J. Lowe, Dot
7. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
8. Hey! Jealous Lover, F. Sinatra, Cap.
9. Friendly Persuasion, P. Boone, Dot

Pittsburgh

1. Singing the Blues, G. Mitchell, Col.
2. Moonlight Gambler, F. Laine, Col.
3. Young Love, S. James, Cap.
4. Love Is Strange, Mickey & Sylvia, Grv.
5. Banana Boat Song, Tarriers, Gly.
6. Green Door, J. Lowe, Dot
7. One in a Million, Platters, Mer.
8. Come Go With Me, Vik.
9. Love Me Tender, E. Presley, Vic.
10. Blueberry Hill, F. Domino, Imp.

St. Louis

1. Banana Boat Song, Tarriers, Gly.
2. Singing the Blues, G. Mitchell, Col.
3. Green Door, J. Lowe, Dot
4. Rock-a-Bye Your Baby, J. Lewis, Dec.
5. I Dreamed, B. Johnson, Bly.
6. Young Love, T. Hunter, Dot
7. Rose and a Baby Ruth
G. Hamilton, Pmt.
8. Greensleeves, Beverly Sisters, Lon.
9. Young Love, S. James, Dot
10. Just Walking in the Rain, J. Ray, Col.

San Francisco

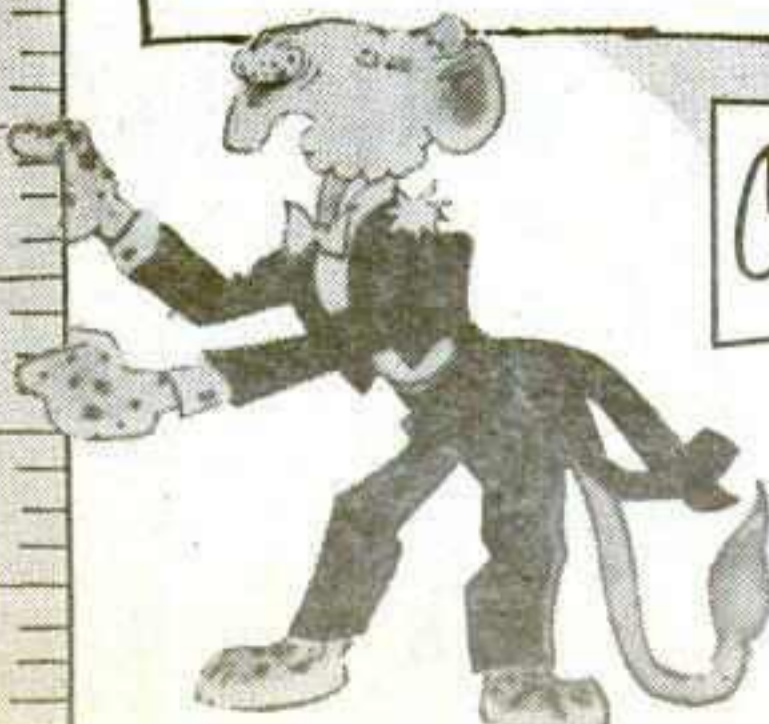
1. Singing the Blues, G. Mitchell, Col.
2. Just Walking in the Rain, J. Ray, Col.
3. Green Door, J. Lowe, Dot
4. Love Me Tender, E. Presley, Vic.
5. True Love, B. Crosby-G. Kelly, Cap.
6. Blueberry Hill, F. Domino, Imp.
7. Cindy, Oh Cindy, E. Fisher, Vic.
8. Banana Boat Song, H. Belafonte, Vic.

Seattle

1. Young Love, S. James, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Dreamy Eyes, Four Preps, Cap.
5. Moonlight Gambler, F. Laine, Col.
6. Love Me Tender, E. Presley, Vic.
7. Don't Forbid Me, P. Boone, Dot
8. Just Walking in the Rain, J. Ray, Col.
9. Blueberry Hill, F. Domino, Imp.
10. Blue Monday, F. Domino, Imp.

Toronto

1. Singing the Blues, G. Mitchell, Col.
2. Hey! Jealous Lover, F. Sinatra, Cap.
3. Love Me Tender, E. Presley, Vic.
4. Green Door, J. Lowe, Dot
5. Banana Boat Song, Tarriers, Gly.



CALYPSO



*Dynamic New
Singing Star...*

*Leny
Eversong*

"JEZEBEL" and "JALOUSIE"

vocal with orchestra directed by NEAL HEFTI • CORAL 61782; 9-61782

• "ABOUT LENY EVERSONG"—Coral proudly presents the American recording debut of the electrifying Leny Eversong, sensational singing star of Brazil. One of the most popular nite-club and television personalities of South America, Miss Eversong was introduced to the American TV audience on the Ed Sullivan show January 6th. Her great voice and fabulous range are demonstrated superbly on these two exciting sides.

*Breaking **BIG** Everywhere...*

TOM EDWARDS

WHAT IS A TEEN AGE GIRL?

c/w

WHAT IS A TEEN AGE BOY?

CORAL 61773; 9-61773



The Modernaires

2 SINGLES BREAKING AT ONCE!!

Guesting
Sunday Night
Jan. 20
**STEVE ALLEN
SHOW**
NBC-TV

Salute
To
Tommy
Dorsey

Parts 1 and 2

#61779

**11 HITS
on
One Record**

The Billboard • Jan. 5, 1957

POP DISK JOCKEY PROGRAMMING
THE MODERNAIRES . . . Coral 61779 (Pts. 1 & 2)

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

**CORAL
RECORDS**

The Bob Crosby Show
5 Days Weekly
CBS-TV

NOAH

Theme of
"NOAH'S ARK"
NBC-TV Series

b/w

**"I'M READY
TO LOVE
AGAIN"**

#61764

CASH BOX
Best Bets
Jan. 5, 1957

THE TOP 100

For survey week ending January 9

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

| Pos. | Song | Artist | Label | Last Week |
|------|---|----------------------------|---------------|-----------|
| 1. | SINGING THE BLUES | G. Mitchell | Columbia | 1 |
| 2. | GREEN DOOR | J. Lowe | Dot | 2 |
| 3. | DON'T FORBID ME | P. Boone | Dot | 12 |
| 4. | MOONLIGHT GAMBLER | F. Laine | Columbia | 6 |
| 5. | BLUEBERRY HILL | F. Domino | Imperial | 8 |
| 6. | LOVE ME | E. Presley | Victor | 3 |
| 7. | LOVE ME TENDER | E. Presley | Victor | 3 |
| 8. | BANANA BOAT SONG | Tarriers | Glory | 11 |
| 9. | TRUE LOVE | B. Crosby-G. Kelly | Capitol | 4 |
| 10. | JUST WALKING IN THE RAIN | J. Ray | Columbia | 8 |
| 11. | YOUNG LOVE | S. James | Capitol | 19 |
| 12. | ROSE AND A BABY RUTH | G. Hamilton IV | ABC-Paramount | 9 |
| 13. | BANANA BOAT SONG | H. Belafonte | Victor | 27 |
| 14. | HEY! JEALOUS LOVER | F. Sinatra | Capitol | 9 |
| 15. | YOUNG LOVE | T. Hunter | Dot | 60 |
| 16. | SINCE I MET YOU BABY | I. J. Hunter | Atlantic | 14 |
| 17. | GONNA GET ALONG WITHOUT YA NOW | Patience & Prudence | Liberty | 15 |
| 18. | ROCK-A-BYE YOUR BABY | J. Lewis | Decca | 13 |
| 19. | GARDEN OF EDEN | J. Valino | Vik | 17 |
| 20. | BLUE MONDAY | F. Domino | Imperial | 32 |
| 21. | I DREAMED | B. Johnson | Bally | 23 |
| 22. | JAMAICA FAREWELL | H. Belafonte | Victor | 18 |
| 23. | CINDY, OH CINDY | E. Fisher | Victor | 16 |
| 24. | HONKY TONK | B. Doggett | King | 21 |
| 25. | CINDY, OH CINDY | V. Martin | Glory | 22 |
| 26. | YOU DON'T OWE ME A THING | J. Ray | Columbia | 67 |
| 27. | LOVE IS STRANGE | Mickey & Sylvia | Groove | 43 |
| 28. | ON MY WORD OF HONOR | Platters | Mercury | 38 |
| 29. | FRIENDLY PERSUASION | P. Boone | Dot | 24 |
| 30. | MAMA FROM THE TRAIN | P. Page | Mercury | 20 |
| 31. | WHEN MY BLUE MOON TURNS TO GOLD AGAIN | E. Presley | Victor | 46 |
| 32. | JIM DANDY | L. Baker | Atlantic | 39 |
| 33. | BANANA BOAT SONG | S. Lawrence | Coral | 50 |
| 34. | AUCTIONEER | L. Van Dyke | Dot | 35 |
| 35. | WISDOM OF A FOOL | Five Keys | Capitol | 40 |
| 36. | BANANA BOAT SONG | Fontane Sisters | Dot | 50 |
| 37. | SLOW WALK | S. Austin | Mercury | 37 |
| 38. | TWO DIFFERENT WORLDS | D. Rondo | Jubilee | 51 |
| 39. | CONFIDENTIAL | S. Knight | Dot | 28 |
| 40. | BANANA BOAT SONG | S. Vaughan | Mercury | 45 |
| 41. | CINCO ROBLES | R. Arms | Era | 64 |
| 42. | GREENSLEEVES | Beverly Sisters | London | 47 |
| 43. | AIN'T GOT NO HOME | C. Henry | Argo | 49 |
| 44. | ANASTASIA | P. Boone | Dot | 47 |
| 45. | ONE IN A MILLION | Platters | Mercury | 58 |
| 46. | POOR BOY | E. Presley | Victor | 50 |
| 47. | SINGING THE BLUES | M. Robbins | Columbia | 29 |
| 48. | YOUNG LOVE | Crew Cuts | Mercury | — |
| 49. | GOODNIGHT, MY LOVE | McGuire Sisters | Coral | 32 |
| 50. | NIGHT LIGHTS | Nat (King) Cole | Capitol | 30 |
| 51. | MUTUAL ADMIRATION SOCIETY | T. Brewer | Coral | 41 |
| 52. | SLOW WALK | B. Doggett | King | 26 |
| 53. | WHAT'S THE REASON (I'M NOT PLEASING YOU)? | F. Domino | Imperial | 54 |
| 54. | KNEE DEEP IN THE BLUES | G. Mitchell | Columbia | — |
| 55. | DON'T BE CRUEL | E. Presley | Victor | 41 |
| 56. | BABY DOLL | A. Williams | Cadence | 44 |
| 57. | BY YOU, BY YOU, BY YOU | J. Lowe | Dot | 69 |
| 58. | JUST IN TIME | T. Bennett | Columbia | 46 |
| 59. | PARALYZED | E. Presley | Victor | 63 |
| 60. | CITY OF ANGELS | Highlights | Bally | 57 |
| 61. | GIVE ME | E. Rodgers | Columbia | 96 |
| 62. | AUCTIONEER | C. Miller | Mercury | 79 |
| 63. | LOVE ME TENDER | H. Rene | Victor | — |
| 64. | PARTY'S OVER | Doris Day | Columbia | 86 |
| 65. | MUTUAL ADMIRATION SOCIETY | J. P. Morgan & E. Arnold | Victor | 95 |
| 66. | BLUEBERRY HILL | L. Armstrong | Decca | 78 |
| 67. | TRUE LOVE | J. Powell | Verve | 71 |
| 68. | DANCING CHANDELIER | S. Syms | Decca | 84 |
| 69. | CINCO ROBLES | L. Paul & M. Ford | Capitol | 58 |
| 70. | MARY'S BOY CHILD | H. Belafonte | Victor | 24 |
| 71. | I MISS YOU SO | C. Connor | Atlantic | 80 |
| 72. | ARMEN'S THEME | D. Seville | Liberty | 86 |
| 73. | TONIGHT YOU BELONG TO ME | Patience & Prudence | Liberty | 99 |
| 74. | TRA LA LA | G. Gibbs | Mercury | 55 |
| 75. | YOUR LOVE FOR ME | F. Sinatra | Capitol | — |
| 76. | MONEY TREE | M. Whiting | Capitol | 61 |
| 77. | WHY? | Cues | Capitol | — |
| 78. | I LOVE MY BABY | J. Corey | Columbia | 61 |
| 79. | PETTICOATS OF PORTUGAL | D. Jacobs | Coral | 77 |
| 80. | LAY DOWN YOUR ARMS | Chordettes | Cadence | 100 |
| 81. | ON LONDON BRIDGE | J. Stafford | Columbia | 88 |
| 82. | THOUSAND MILES AWAY | Heartbeats | Rama | 65 |
| 83. | I WALK THE LINE | J. Cash | Sun | 75 |
| 84. | PRISCILLA | E. Cooley | Roost | 35 |
| 85. | WRITTEN ON THE WIND | Four Aces | Decca | 93 |
| 86. | TO THE ENDS OF THE EARTH | Nat (King) Cole | Capitol | 100 |
| 87. | CAN I STEAL A LITTLE LOVE? | F. Sinatra | Capitol | — |
| 88. | DREAMY EYES | Four Preps | Capitol | 75 |
| 89. | ARMEN'S THEME | J. Reisman | Victor | 80 |
| 90. | I FEEL SO GOOD | Shirley & Lee | Aladdin | 82 |
| 91. | SINCE I MET YOU BABY | M. Carson | Columbia | 34 |
| 92. | CANADIAN SUNSET | E. Heywood-H. Winterhalter | Victor | 74 |
| 93. | STAR YOU WISHED UPON LAST NIGHT | G. MacKenzie | Vik | 71 |
| 94. | HOUD DOG | E. Presley | Victor | 82 |
| 95. | I SEE ESAU | Ames Brothers | Victor | 66 |
| 96. | CRAZY WITH LOVE | G. Mitchell | Columbia | 96 |
| 97. | YOU'LL NEVER, NEVER KNOW | Platters | Mercury | 88 |
| 98. | TWO DIFFERENT WORLDS | J. Morgan & R. Williams | Kapp | 70 |
| 99. | LITTLE BY LITTLE | N. Brown | Savoy | — |
| 100. | I FEEL THE BEAT | J. Lowe | Dot | — |

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.

NEWEST HITS OF THE YEAR!

DON ROBERTSON

ROCKAWAY FANTASY

Record No. 3623



NAT "KING" COLE

With the Music of NELSON RIDDLE

YOU ARE MY FIRST LOVE BALLERINA

Record No. 3619



JIMMY BREEDLOVE

With Orchestra and Chorus Conducted by LES BAXTER

DANNY BOY THE SKY (Le Ciel)

Record No. 3626



ANN LEONARDO

With Earl Sheldon's Chorus and Orchestra

THE LAW OF ATTRACTION NOW IS THE TIME

Record No. 3627



KING *TOPS IN POP!*

HONKY TONK
KING 4950

2 BIG HITS

SLOW WALK
KING 5000

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

Bill Doggett

HONKY TONK (Vocal)
KING 5001 - THIS IS A VOCAL VERSION!

SPECIAL RELEASE

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

LUTHER AND LITTLE EVA - KING 5010
LOVE IS STRANGE b/w AIN'T GOT NO HOME

NEW RELEASES

OTIS WILLIAMS AND HIS CHARMS
BLUES, STAY AWAY FROM ME b/w PARDON ME
DE LUXE 6105

LITTLE WILLIE JOHN
A LITTLE BIT OF LOVING b/w WILL THE SUN SHINE TOMORROW
KING 5003

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

| | |
|---|--|
| <p>BILLY GAYLES JUST ONE MORE TIME SAD AS A MAN CAN BE FEDERAL 12287</p> | <p>DANNY COBB HEY! MR. WARDEN I'LL LOVE YOU (TILL THE DAY I DIE) DE LUXE 6106</p> |
|---|--|

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

BEST SELLERS

HARLEM NOCTURNE EARL BOSTIC
KING 4978

| | |
|--|--|
| <p>BILLY GAYLES I'M TORE UP FEDERAL 12265</p> | <p>THE MIDNIGHTERS TORE UP OVER YOU FEDERAL 12270</p> |
|--|--|

| | |
|---|---|
| <p>MAC CURTIS THAT AIN'T NOTHIN' BUT RIGHT DON'T YOU LOVE ME KING 4995</p> | <p>HERB ZANE BUY YOU BUY YOU LET ME IN YOUR HEART DE LUXE 6099</p> |
|---|---|

| | |
|--|--|
| <p>OTIS WILLIAMS and HIS CHARMS GYPSY LADY I'LL REMEMBER YOU DE LUXE 6098</p> | <p>LITTLE WILLIE JOHN I'VE BEEN AROUND SUFFERING WITH THE BLUES KING 4989</p> |
|--|--|

CONFIDENTIAL **BUBBER JOHNSON**
KING 4988

| | |
|---|--|
| <p>I WON'T PLEAD NO MORE CHONNIE-ON-CHON JAMES BROWN and the FAMOUS FLAMES FEDERAL 12290</p> | <p>COME ON AND GET IT THE MIDNIGHTERS FEDERAL 12285</p> |
|---|--|

EDDIE "PIANO" MILLER
WOLFGANG SEBASTIAN MAYER
DE LUXE 6103

DISTRIBUTED BY **KING RECORDS**

KING - FEDERAL - DELUXE

• 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.

| | |
|---|---|
| <p>Radio</p> <p>Anastasia (R) (F)—Feist—ASCAP Baby Doll (R) (F)—Remick—ASCAP Banana Boat Song (R)—E. B. Marks-Bryden—BMI Can I Steal a Little Love? (R)—Northern—ASCAP Don't Forbid Me (R)—Roosevelt—BMI Friendly Persuasion (R) (F)—Feist—ASCAP Gonna Get Along Without Ya Now (R)—Kellern—ASCAP Hey! Jealous Lover (R)—Barton—ASCAP I Love My Baby (R)—Shapiro-Bernstein—ASCAP It Looks Like Love (R)—Paramount—ASCAP Just in Time (R) (M)—Chappell—ASCAP Long Before I Knew You (R) (M)—Stratford—ASCAP Mama From the Train (R) — Remick—ASCAP Money Tree (R)—Frank—ASCAP Moonlight Gambler (R)—E. H. Morris—ASCAP Mutual Admiration Society (R) (M)—Chappell—ASCAP New-Fangled Tango (R) (M)—Chappell—ASCAP Night Lights (R)—Bregman, Vocco & Conn—ASCAP On the Street Where You Live (R) (M)—Chappell—ASCAP The Party's Over (R) (M) — Stratford—ASCAP Rock-A-Bye Your Baby With a Dixie Melody (R)—Mills-Warock—ASCAP Since I Met You Baby (R)—Progressive—BMI Singing the Blues (R)—Acuff-Rose—BMI The Star You Wished Upon Last Night (R)—Robbins—ASCAP This Much I Know (R) (M)—Chappell—ASCAP True Love (R) (F)—Buxton Hill—ASCAP Two Different Worlds (R) — Princess—ASCAP Wriggle Wriggle (R) (F)—Disney—ASCAP Young Love (R)—Lowery—BMI Your Love Is My Love (R)—Peer—BMI</p> | <p>Television</p> <p>Banana Boat Song (R)—E. B. Marks-Bryden—BMI Blueberry Hill (R)—Chappell—ASCAP Cindy, Oh Cindy—E. B. Marks-Bryden—BMI Don't Be Cruel (R)—Presley-Shalimar—BMI Gonna Get Along Without Ya Now (R)—Kellern—ASCAP Goodnight My Love, Pleasant Dreams (R)—Quintet—BMI Green Door (R)—Trinity—BMI Happy Is a Boy Named Me (R)—Northern—ASCAP Hello There (R)—April—ASCAP Hey! Jealous Lover (R)—Barton—ASCAP Hound Dog (R)—Presley-Lion—BMI I Could Have Danced All Night (R) (M)—Chappell—ASCAP Just in Time (R) (M)—Chappell—ASCAP Just Walking in the Rain (R)—Golden West—BMI Love Me Tender (R) (F)—Presley—BMI Moonlight Gambler (R)—E. H. Morris—ASCAP Mr. Wonderful (R)—Laurel—ASCAP Mutual Admiration Society (R) (M)—Chappell—ASCAP My Heart Is a Chapel (R)—Leeds—ASCAP Pick Yourself a Star (R)—Morley—ASCAP Repeat After Me (R)—Leeds—ASCAP Rock-A-Bye Your Baby With a Dixie Melody (R)—Mills-Warock—ASCAP Singing the Blues (R)—Acuff-Rose—BMI Take Me Back Baby (R)—Oxford—BMI Tears Don't Care Who Cries Them (R)—Shapiro-Bernstein—ASCAP Too Much (R)—Seven Belle-Presley—BMI True Love (R) (F)—Buxton Hill—ASCAP Two Different Worlds (R) — Princess—ASCAP Without You I'm Nothing (R)—Laurel—ASCAP Wouldn't It Be Lovely (R) (M)—Chappell—ASCAP</p> |
|---|---|

• Best Selling Sheet Music in Britain

(For Week Ending January 2)
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.

| | |
|---|---|
| <p>Singing the Blues—Frank (Acuff-Rose) Just Walking in the Rain—Frank (Golden West) True Love—Chappell (Buxton Hill) More—Berry (Shapiro-Bernstein) Two Different Worlds—Spier (Spier) The Green Door—Francis Day (Trinity) Autumn Concerto—Macmelodies (Symphony) Cindy, Oh Cindy—Dash (E. B. Marks-Bryden) A House With Love In It—Lawrence Wright (Evans) St. Therese of the Roses—Dash (Dennis) A Woman in Love—Morris (Frank)</p> | <p>Whatever Will Be, Will Be—Melcher-Toff (Artists) When Mexico Gave Up the Rhumba—Feist (Copar) My Prayer—World Tide (Skidmore) The Garden of Eden—Duchess (Republic) In the Middle of the House—John-Fields (Shapiro-Bernstein) Friendly Persuasion—Robbins (Robbins) Lay Down Your Arms—Francis Day (Howie Richmond) Come Home to My Arms—Sterling (Chappell) Rockin' Through the Rye—Sterling (Valleybrook)</p> |
|---|---|

• Best Selling Pop Records in Britain

(For Week Ending January 2)
Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

| This Week | Last Week |
|--|-----------|
| 1. SINGING THE BLUES—Roy Mitchell (Philips) | 1 |
| 1. SINGING THE BLUES—Tommy Steele (Decca) | 8 |
| 3. ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV) | 4 |
| 4. JUST WALKING IN THE RAIN—Johnnie Ray (Philips) | 2 |
| 5. GREEN DOOR—Frankie Vaughan (Philips) | 3 |
| 6. CINDY, OH CINDY—Eddie Fisher (HMV) | 5 |
| 7. TRUE LOVE—Bing Crosby and Grace Kelly (Capitol) | 7 |
| 8. HOUND DOG—Elvis Presley (HMV) | 9 |
| 9. FRIENDLY PERSUASION—Pat Boone (London) | 17 |
| 10. RIP IT UP—Bill Haley Comets (Brunswick) | 6 |
| 11. BLUEBERRY HILL—Fats Domino (London) | 19 |
| 12. WOMAN IN LOVE—Frankie Laine (Philips) | 12 |
| 12. LOVE ME TENDER—Elvis Presley (HMV) | 10 |
| 14. MOONLIGHT GAMBLER—Frankie Laine (Philips) | 14 |
| 14. GARDEN OF EDEN—Frankie Vaughan (Philips) | — |
| 16. GARDEN OF EDEN—Gary Miller (Pye-Nixa) | — |
| 17. BLUE MOON—Elvis Presley (HMV) | — |
| 17. MORE—Jimmy Young (Decca) | 16 |
| 19. WHEN MEXICO GAVE UP THE RUMBA—Mitchell Torok (Brunswick) | 13 |
| 20. I'LL BE HOME—Pat Boone (London) | — |

Gale-RCA Deal Sets Precedent

Continued from page 12

artists and repertoire staff. This would be Gale's present Sheldon Music publishing company staff, headed by Goldie Goldmark. Assisting him will be Allen Stanton, Leroy Kirkland and Otis Blackwell. Arranger-conductor Ray Ellis will work with him on a non-exclusive basis.

Kirkland has worked as arranger-conductor for a number of r.&b. labels, and Blackwell is the writer of several current hit songs, including "Don't Be Cruel."

The first recording date has been scheduled for Friday (18) at the Capitol studios.

Gale's entry in this venture with Victor comes on the heels of the

major's discontinuation of its own Groove label in the r.&b. field, with the resultant absorption of Groove properties and personnel by Victor and Vick.

Gale made it clear that his staff would record songs from firms other than his own. He also stated that his Sheldon and Shalimar publishing firms would continue to service other record companies, since the Gale label will stock to specialized repertoire.

Last week, The Billboard queried one top Victor exec regarding a rumor that Victor was investing money in the Gale enterprise. "Hell no," he retorted, "Mo Gale's got more money than Victor."

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Chuck Berry

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"ANASTASIA"

ROGER WILLIAMS

Kapp 161

KAPP

THEY SAID THIS TUNE WOULDN'T MAKE IT!
OVER 60,000 SOLD IN DETROIT ALONE!

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The Original on #1506
By **NAPPY BROWN**

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SOLID SMASH!

"WHISPERING HEART"

SHERRY PARSONS

Jubilee 5265

Jubilee Records
1650 Broadway New York

A National Hit on All Charts

THE HEARTBEATS

"A THOUSAND MILES AWAY"
b/w
"OH, BABY, DON'T"
RAMA 216

RAMA

220 WEST 42 STREET, N. Y. C.

Jimmy Beasley

MY HAPPINESS
b/w
JAMBALAYA
#1009

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TREES



TREES



TREES



TREES



TREES

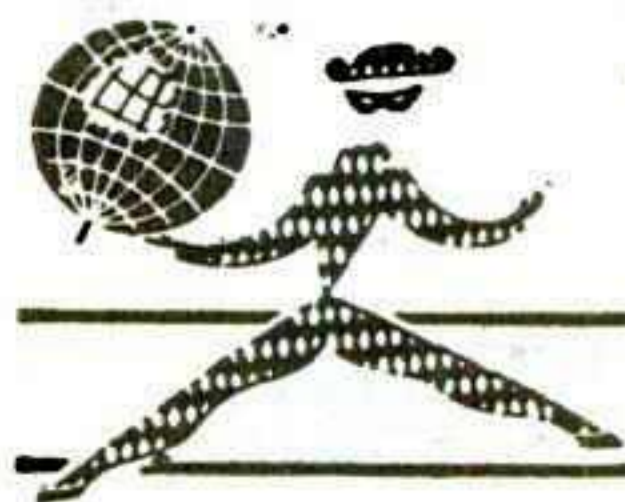


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A NEW WORLD OF SOUND



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. **You Don't Owe Me a Thing**
Look Homeward, Angel **Johnnie Ray**
(BMI); (BMI) Columbia 40803
2. **One in a Million**
On My Word of Honor **The Platters**
(BMI); (BMI) Mercury 71001
3. **Greensleeves** **The Beverly Sisters**
(ASCAP) London 1703
4. **Jim Dandy** **Lavern Baker**
(BMI) Atlantic 1116
5. **Too Much**
Playing for Keeps **Elvis Presley**
(BMI); (BMI) RCA Victor 6800
6. **Knee Deep in the Blues**
Take Me Back **Guy Mitchell**
(BMI); (ASCAP) Columbia 40820
7. **Who Needs You?**
It's So Easy to Forget **The Four Lads**
(ASCAP); (BMI) Columbia 40811
8. **Can I Steal a Little Love?**
Your Love for Me **Frank Sinatra**
(ASCAP); (BMI) Capitol 3608
9. **Repeat After Me** **Patti Page**
(ASCAP) Mercury 71015
10. **Wringle Wrangle** **Bill Hayes**
(ASCAP) ABC-Paramount 9785
10. **Wringle Wrangle** **Fess Parker**
(ASCAP) Disneyland F 39

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.

TOO MUCH (Southern Belle-Presley, BMI)
PLAYING FOR KEEPS (Hi-Lo, BMI) — Elvis Presley — RCA Victor 6800—Advance orders put this disk in the best seller class even before it was generally available. Distribution was effected in most areas during the past week and customers began snapping up disks like hot cakes. It doesn't take genius to see that this will be a chart record shortly. At this early stage, it is hard to determine which side rates top listing. The Presley fans are giving both tunes quite a whirl; both are propelling it forward. A previous Billboard "Spotlight" pick.

WRINGLE, WRANGLE (Disney, ASCAP)
—Bill Hayes—ABC-Paramount 9785
—Fess Parker—Disneyland F 39—The Fes Parker version of this tune from the pic, "Westward Ho, the Wagons" has been available over a month; the Hayes only about two weeks. The picture has been released in the last few days, and sent both versions of the tune skyrocketing. Areas where one or the other—or both—are moving at a rapid rate include Boston, New York, Philadelphia, Baltimore, Pittsburgh, Chicago, Milwaukee, Detroit and St. Louis. Both appear to have first-rate chart potential.

Review Spotlight on . . .

POP RECORDS

NATE COLE . . . Capitol 3619 **YOU ARE MY FIRST LOVE**
(Rex, BMI)

A beautiful ballad, read with King Cole's usual tenderness and taste. His cello-toned delivery and disarming, intimate style ought to flip his vast following, as usual. Flip is the hit of yesteryear, "Ballerina" (Jefferson, ASCAP). It is smartly tailored and will get many well-merited spins. This should be a profitable retail item.

MITCH MILLER ORK . . . Columbia 40831 **SONG FOR THE NINTH DAY**
(April, ASCAP)

Theme from the incidental music to the CBS TV presentation, "Mr. and Mrs. McAdams" (January 10). The melody is pretty and memorable with a gentle, lilting gait. The arrangement is fresh and ingenious; all in all, the material's commercial possibilities seem to be in a class with Miller's hit, "Music for a Summer Night." The flip is a "A Very Special Love" (April, ASCAP), an instrumental that reworks the same material as "Song for the Ninth Day" in a slightly different way. Deejays have some highly attractive programmers here.

JULIUS LA ROSA . . . RCA Victor **STASHU PANDOWSKI**
(Pincus, ASCAP)

RUSS CARLYLE . . . ABC-Paramount 9772 **STASHU PANDOWSKI**
(Pincus, ASCAP)

Last year was a favorable one for novelties, and this could be, too, if they are of the caliber of this bright polka-styled material. La Rosa is an old hand at dialect lyrics and he brings out the humor of this broken-English ditty with evident relish. The zingy polka-band backing is very catchy. Russ Carlyle's reading also has much merit and has some advantage in having been out first. Good beat and hip reading give the Carlyle version first-rate potential, too. The material is the thing, and if it takes, both of these records figure to pull in coin. Flip of the Carlyle record is "I Don't Want to Set the World on Fire" (Cherio, BMI); that of the La Rosa, "Jeanette."

POP TALENT

BOB WHALEN . . . Jubilee 5266 **CHAPEL OF THE ROSES**
(Triangle, ASCAP)

WITH ALL MY LOVE I THEE ENDOW
(Bregman, Vocco & Conn, ASCAP)
Whalen is an impressive new talent with a big voice and tone quality reminiscent of Tony Bennett. He has a wide range for a baritone, and he handles his pipes with relaxed style. "Chapel of the Roses" (on the order of "St. Therese of the Roses") calls for belted emotion, and Whalen lays it on the line. Flip is a ballad that also shows unusual artistry and feeling.

Reviews and Ratings * *

JANE MORGAN

From the First Hello
to the Last Goodbye 87
KAPP 172—Johnny Burke wrote both words and music to this nostalgic, pretty waltz. Miss Morgan, who should click one of these days, stands a good chance here on the basis of warm, distinctive piping. Choral support reminds of some Vera Lynn productions. (Cavalcade, ASCAP)
Come Home, Come Home . . . 76
Rather contrived opus gets the best possible treatment from the talented thrush. Some jocks will take a fancy to the material, but the flip should win the majority. (Bregman, Vocco & Conn, ASCAP)

THE LANCERS

Freckled-Faced Sara Jane 82
CORAL 61769 — Group steps up the tempo a bit on another bit of old barber shop balladry. Dick Jacobs supplies a worthy backing assist. Jocks could give it a spin for lighter comedy moments. (Ludlow, BMI)
It Happened in Monterey, Ramona . . . 82
Two old standards get modified counterpoint harmony treatment. Backing again is solid. (Feist, ASCAP)

ANN GILBERT

Johnny 81
VIK 0255—Appealing, unusual material, with country waltz overtones, casts the versatile young thrush in a Patti Page-type production. Should get plenty of play and may do some business. (BMI)
He Thinks I'm Wonderful . . . 71
Rich piping on a love ballad, hampered, however, by lugubrious backing. (ASCAP).

GLORIA MANN

Faded Photographs 80
DECCA 30140 — A strong, touching weeper ballad, with a good story line. Thrush wrings it out in the now-established "Philadelphia style." Could be a big one. (Pincus, ASCAP)
You Can't Be Mine . . . 68
The Philly style is less well-suited to this swinyg trifle that owed its life to a great old Ella Fitzgerald-Chick Webb recording. (Chappell, ASCAP)

THE DREAMERS

The Right Time for Love 79
ABC-PARAMOUNT 9746 — A good group, which in this slow beat ballad sounds a little like the Teen-Agers. The lead has terrific presence and a deft way with the sentimental lyrics. Could take off. (Pamco, BMI)
The Girl Down on the Street . . . 78
An unusual piece of material: fast and in a minor key, it makes an indelible impression. The "sound" of the lead—plus funky guitar touches—make this an easy sell. (Pamco, BMI)

JERRY VALE

All Dressed Up With a Broken Heart . . . 79
COLUMBIA 40825—A pretty old ballad gets a lush Vale reading with big sound backing by Percy Faith ork. Can get spins but action may go to flip. (E. B. Marks, BMI)
It Looks Like Love . . . 77
Tune is from Martin and Lewis pic, "Hollywood or Bust," and the bright voiced Vale sings it in very professional style. Should get plays. (Paramount, ASCAP)

(Continued on page 44)

No. 1 Pop Version....

**THE
HILLTOPPERS**

have it!



"MARIANNE"

b/w

"You're Wasting Your Time"
(TRYIN' TO LOSE THE BLUES)

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THE NATION'S BEST SELLING RECORDS

Reviews of New Pop Records

Continued from page 42

DICK MALTBY ORK
Forbidden Fruit78
 VJK 0254 — Cleverly-arranged instrumental. The "Slow Walk" riff is neatly worked into the arrangement. Side has both beat and good sound quality. For jocks. (BMI)
Bayonara....73
 Instrumental with an Oriental flavor,

and an easily remembered melody. Arrangement maintains interest, with a lush tone quality. (BMI)

FREDDIE MITCHELL ORK
Seaweed 77
 ABC-PARAMOUNT 9778—Led by a funky, blues-drenched tenor sax solo, the band walls up a storm on this

"Honky Tonk" type instrumental. A solid effort that is right in the current commercial groove. (Pamco, BMI)

Rock Junction....77
 Another instrumental in similar style. Both these sides are "naturals" for the boxes and ought to rake in lots of coin. (Pamco, BMI)

RICHARD HAYES
Where You Are77
 ABC-PARAMOUNT 9777—A handsomely arranged beguine-styled ballad and Hayes gives it a strong reading throughout. This can get plays and rates as good jockey fare. (Irish-Trojan, BMI)

Let Your Lips Run
Away With Your Heart....76
 Here's a bouncy, bubbly tune, rendered nicely by the talented songster who has just switched labels. A nice job here but other Hayes wax also out can hurt this. (Planetary, BMI)

JOHNNY DESMOND AND JIMMY SAUNDERS
18th Century Music Box77
 CORAL 61768—Novelty r.&r. treatment of old-fashioned minuet a la the title. Vocal smartly delivered and backing in keeping. Could spark with jeans set. (Vernon, ASCAP)

Down Where the River Meets the Sea....75
 Desmond solos a pleasant slow rhythm, backed by good chorus and ork sound, for effective projection. Nothing startling here, but could get moderate counter play. (Peer, Intl., BMI)

STUART FOSTER
Wish I Had a Girl76
 CORAL 61770—A very well made side. Tune is a quality one, and Foster's vocal is relaxed and swingy. Richard Hayman did the neat arrangement. A fine one for jocks. (Mid Music, BMI)

At a Sidewalk Cafe....76
 This side has the Continental touch—in song and in Foster's vocal. It's a very tasteful performance, with the stamp of quality like the flip. (Mid Music, BMI)

MARTHA LOU HARP
I'll Hold You in My Heart76
 CAPITOL 3609—A touching rendition. Tune is a three-beat item, with a slow tempo. Martha Lou Harp's vocal has a touch of sacred quality in it, altho lyrically it is a love song. (Adams, Vee & Abbott, BMI)

The Greatest Fool in the World....74
 A rhythm piece on this side. Miss Harp does a swingy, well-accented vocal. (Coliseum, BMI)

TOM GLAZER
500 Miles76
 CORAL 61772—Glazer has an exciting, folk-flavored side here. Tune is a train song, and it is done with an effective throbbing beat. (Shapiro-Bernstein, ASCAP)

Piano in My Cell....72
 This side is a blues, with a slow tempo and a marked beat. Material is of the prison genre, well-crafted. (Skidmore, ASCAP)

EDDIE AMES
The Bean Song75
 VICTOR 6791—The Ames brother in his first solo effort. Uptempo novelty is belted out with a lively beat. Winterhalter's orchestral background is excellent. (American Music, BMI)

I'd Give the World....75
 A quality song, done with a full measure of schmaltz by Ames. Lush fiddles in the arrangement give it a classy sound for deejay programming. (Symphony House, ASCAP)

EDDIE DANO
The Girl With the Purple Feet75
 VIK 0253—Dano chants a rousing, march tempo tune, with typical marching beat by the drums. A chorus backing Dano gives it a rousing effect. A well-made disk, with a retentive melody. (ASCAP)

Hold Back the Dawn....72
 This side is a very schmaltzy opus, with much sentimentality, and occasionally a poetic touch. Dano sings it nicely, but side has not the flash of the flip. (ASCAP)

JIMMY SWEENEY
The Question75
 CHIC 1002—A pretty and memorable tune with good lyrics and a sentimental theme. Sweeney reminds a bit of the Ink Spots' lead, and does an outstanding job with this material. Could be a "sleeper." (Smash, BMI)

These Tears....71
 A likable weeper with another commendable reading by the singer. The quiet, lilting rendition is appealing. (Smash, BMI)

SOMETHIN' SMITH AND THE REDHEADS
Sweet Stuff74
 EPIC 9197—Novelty lyric is done in fine vocal style, backed with an arrangement featuring banjos and a chorus. A happy-sounding disk which merits strong exposure. (American, BMI)

I Hope You Know
 Relaxed vocal, backed by a slow tempo, rocking beat. Effective arrangement features whistling. Nice for jocks. (Bradshaw, BMI)

PEGGY LEE
Where Flamingos Fly74
 DECCA 30117—Heavy torch material

VOX JOX

By BILL SIMON

CORNER CATS: Tiny Markle, the hip program director at WAVZ, New Haven, Conn., home of all those swingin' Yale U. cats, has nabbed some superior deejay talent, thanks to the policy of several New York stations to de-emphasize jazz. One-by-one, Markle has been signing 'em up. First there was Gene Stuart, next Mitch Reed, and most recently Bob Garrity. All held sway on late night jazz shows—Stuart over WABC, Reed over WOR and Garrity on WABC and most recently, WINS. While all of these lads are exceedingly well-versed in the cool sounds, their savvy and appeal are by no means limited to the jazz cult. This holds true of jovial Markle himself. The large one conducts a swinging territorial dance band in his off-mike hours.

THIS 'N' THAT: Tex Davis takes over deejay chores at his old stand, WLOW, Norfolk, Va. Tex will try to do his air chores while managing the Capitol Records artist, Gene Vincent. Tex's new show will be called "Juke Box Party" and he'll cover the rock and roll field along with pop.... Bob Voss has resigned from KGNB, San Antonio, to become news director of KHMO, Hannibal, Mo.

Popularity of "Top Thirty Time," over KCSR, Chadron, Neb., is really far flung. Military members of the Antarctic Operation Deep Freeze have requested tape recordings of the two-hour sponsored program, which is based on The Billboard's Honor Roll of Hits. The fellows want the tapes for personal listening on their equipment, and claim they are starved for pop music at the outpost. Freeman Hover, who runs "Top Thirty Time" obliged.

Bob Norris, WEIM, Fitchburg, Mass., writes us that "Yesterday's Hits" are an in-

valuable service to him. Thanks, Bob, we love to hear that kind of news, and we'll keep trying to improve our deejay services.... Ken Farland is now station librarian at WPOR, Portland, Me. In addition to his regular morning "Alarm Clock Club," he has added a one-hour modern jazz show titled "1140 Swing Street."

Jo Chambers, of KVOL, Lafayette, La., reports the station is getting good results from his "Hi-Five" platter program, 7-8 p.m., Fridays. Local deejay Ronnie Gomez is hep to youngsters' music wishes. Five representatives from local schools air their opinions on late waxings and also play the top pops around the campus. Students grade the disks as "top" or "flops."

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ELLA FITZGERALD
JOE WILLIAMS
"PARTY BLUES"
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Starting to Move
SHE WALKED BY ME
 LINCOLN CHASE
 Dawn 221
 dawn RECORDS
 39 West 40th Street
 New York 23, N. Y.
 Circle 6705

is projected with the thrush's accomplished husky, sexy sound. It's a little pretentious, but both pop and jazz jocks should find a good program spot for it. (Roosevelt, BMI)

The Gypsy With Fire in His Shoes....72
 Miss Leo and guitarist Laurinda Almeida penned this pretentious flamenco-type concoction. Sammy (Jose) Davis Jr., contributes the heel-clicking and "oles," all of which must have gassed the participants, but the more square public isn't likely to catch. (Northern, ASCAP)

(Continued on page 49)

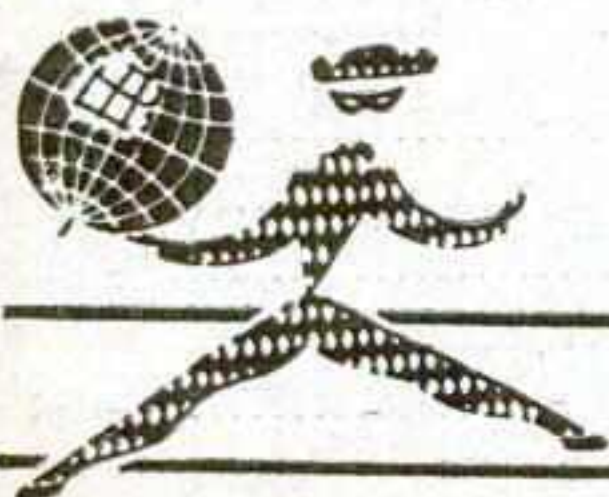
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• C&W Best Sellers in Stores

For survey week ending January 9

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

| This Week | Last Week | Weeks on Chart |
|--|-----------|----------------|
| 1. SINGING THE BLUES (BMI)—M. Robbins. | 1 | 18 |
| I Can't Quit (BMI)—Col 21545 | | |
| 2. THERE YOU GO (BMI)—J. Cash. | 4 | 5 |
| TRAIN OF LOVE (BMI)—Sun 258 | | |
| 3. I WALK THE LINE (BMI)—J. Cash. | 2 | 33 |
| Get Rhythm (BMI)—Sun 241 | | |
| 4. CRAZY ARMS (BMI)—R. Price. | 3 | 33 |
| You Done Me Wrong (BMI)—Col 21510 | | |
| 5. YOUNG LOVE (BMI)—S. James. | 6 | 4 |
| You're the Reason (BMI)—Cap 3602 | | |
| 6. I'VE GOT A NEW HEARTACHE (BMI)—R. Price. | 7 | 10 |
| WASTED WORDS (BMI)—Col 21562 | | |
| 7. DON'T BE CRUEL (BMI)—E. Presley. | 8 | 25 |
| HOUND DOG (BMI)—Vic 20-6604 | | |
| 8. LOVE ME TENDER (BMI)—E. Presley. | 5 | 14 |
| Any Way You Want Me (ASCAP)—Vic 20-6643 | | |
| 9. I'M TIRED (BMI)—W. Pierce. | 11 | 2 |
| It's My Way (BMI)—Dec 30155 | | |
| 10. REPENTING (BMI)—K. Wells. | 9 | 8 |
| I'm Counting on You (ASCAP)—Dec 30094 | | |
| 10. STOLEN MOMENTS (BMI)—H. Snow. | 10 | 6 |
| Two Won't Care (BMI)—Vic 20-6715 | | |
| 12. YOU'RE RUNNING WILD (BMI)—Louvin Brothers. | — | 11 |
| CASH ON THE BARREL HEAD (BMI)—Cap 3532 | | |
| 13. SEARCHING (BMI)—K. Wells. | 13 | 29 |
| I'd Rather Stay Home (BMI)—Dec 29956 | | |
| 13. SWEET DREAMS (BMI)—F. Young. | 13 | 31 |
| Until I Met You (BMI)—Cap 3443 | | |
| 15. TURN HER DOWN (BMI)—F. Young. | 13 | 4 |
| I'll Be Satisfied With Love (BMI)—Cap 3549 | | |

• Most Played C&W in Juke Boxes

For survey week ending January 9

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

| This Week | Last Week | Weeks on Chart |
|--|-----------|----------------|
| 1. SINGING THE BLUES (BMI)—M. Robbins. | 1 | 16 |
| I Can't Quit (BMI)—Col 21545 | | |
| 2. I'VE GOT A NEW HEARTACHE (BMI)—R. Price. | 4 | 9 |
| WASTED WORDS (BMI)—Col 21562 | | |
| 3. CRAZY ARMS (BMI)—R. Price. | 2 | 30 |
| You Done Me Wrong (BMI)—Col 21510 | | |
| 4. I WALK THE LINE—J. Cash. | 3 | 30 |
| Get Rhythm (BMI)—Sun 241 | | |
| 5. DON'T BE CRUEL (BMI)—E. Presley. | 5 | 23 |
| Hound Dog (BMI)—Vic 20-6604 | | |
| 6. REPENTING (BMI)—K. Wells. | 7 | 3 |
| I'M COUNTING ON YOU (BMI)—Dec 30094 | | |
| 6. THERE YOU GO (BMI)—J. Cash. | 8 | 2 |
| Train of Love (BMI)—Sun 258 | | |
| 8. LOVE ME TENDER (BMI)—E. Presley. | 6 | 11 |
| Any Way You Want Me (ASCAP)—Vic 20-6643 | | |
| 9. POOR MAN'S RICHES (BMI)—B. Barnes. | 9 | 17 |
| Those Who Know (BMI)—Starday 262 | | |
| 10. YOUNG LOVE (BMI)—S. James. | — | 1 |
| You're the Reason I'm in Love (BMI)—Cap 3602 | | |

• Most Played C&W by Jockeys

For survey week ending January 9

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

| This Week | Last Week | Weeks on Chart |
|---------------------------------------|-----------|----------------|
| 1. SINGING THE BLUES—M. Robbins. | 1 | 18 |
| Col 21545—BMI | | |
| 2. YOUNG LOVE—S. James. | 2 | 5 |
| Cap 3602—BMI | | |
| 3. I'VE GOT A NEW HEARTACHE—R. Price. | 3 | 11 |
| Col 21562—BMI | | |
| 4. THERE YOU GO—J. Cash. | 4 | 3 |
| Sun 258—BMI | | |
| 5. CRAZY ARMS—R. Price. | 5 | 35 |
| Col 21510—BMI | | |
| 6. I'M TIRED—W. Pierce. | 6 | 3 |
| Dec 30155—BMI | | |
| 7. ACCORDING TO MY HEART—J. Reeves. | 9 | 17 |
| Vic 20-6620—BMI | | |
| 8. I WALK THE LINE—J. Cash. | 10 | 33 |
| Sun 241—BMI | | |
| 9. WASTED WORDS—R. Price. | 7 | 10 |
| Col 21562—BMI | | |
| 10. TRAIN OF LOVE—J. Cash. | 12 | 2 |
| Sun 258—BMI | | |
| 11. STOLEN MOMENTS—H. Snow. | — | 3 |
| Vic 20-6715—BMI | | |
| 12. BEFORE I MET YOU—C. Smith. | 15 | 10 |
| Col 21551—BMI | | |
| 13. ★LOVE ME—E. Presley. | — | 3 |
| Vic EPA-992—BMI | | |
| 14. REPENTING—K. Wells. | 11 | 9 |
| Dec 30094—BMI | | |
| 14. I CAN'T QUIT—M. Robbins. | — | 10 |
| Col 21545—BMI | | |

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

This Weeks C&W Best Buys

A GOOD LOOKIN' BLONDE (Hill & Range, BMI)
A DOZEN HEARTS (Trinity, BMI)—Eddy Arnold—RCA Victor 6773—
Arnold's latest record has been moving along at a handsome clip
the past two weeks. Reports from Nashville, Memphis, Birming-

Review Spotlight on . . .
C&W RECORDS

CARL SMITH
You Can't Hurt Me Anymore (Cedarwood, BMI)
That's the Way I Like You Best (Gaylord, BMI) — Columbia
40823—Smith has a powerful double-header here. The top-listed
side is a weeper read with deep feeling and smooth styling. The
other side is a bright up-tempo opus, with the singer making like
a charmer with the girls—and he's persuasive as usual. Retailers
and one-stops can buy this with confidence; it's hard to see how
anybody could get stuck with this.

JEAN SHEPARD
If You Can Walk Away (Central Songs, BMI)
Tomorrow I'll Be Gone (Cedarwood, BMI)—Capitol 3618—Pathos
marks both of these songs; each has a gripping tale of woe to
unfold. Miss Shepard brings the tears flowing in both cases,
impressing more than ever with her authority in this idiom. The
lyrics of "Tomorrow I'll Be Gone" stand out; they reach some
kind of a high-water mark for effective expression. This should
be one of Miss Shepard's best sellers.

GEORGE JONES
Don't Stop the Music (Starrite, BMI)
Uh, Uh, No (Starrite, BMI) — Mercury 71029 — Jones' first
appearance on the label showcases him in a potential big seller.
"Don't Stop the Music" is a forceful weeper and Jones offers a
poignant performance. The flip is a cute middle-tempo tune with
a humorous twist. To Jones' lengthening list of hits, either of
these sides will likely be added. An unusually good juke box
platter.

C&W Territorial Best Sellers

For survey week ending January 9
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. I've Got a New Heartache
R. Price, Col.
3. Repenting, K. Wells, Dec.
4. Young Love, S. James, Cap.
5. There You Go, J. Cash, Sun
6. I'm Tired, W. Pierce, Dec.

Charlotte

- 1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, M. Robbins, Col.
3. Crazy Arms, R. Price, Col.
4. Young Love, S. James, Cap.
5. I Walk the Line, J. Cash, Sun

Dallas-Fort Worth

- 1. Singing the Blues, M. Robbins, Col.
2. I'm Tired, W. Pierce, Dec.
3. There You Go, J. Cash, Sun
4. Young Love, S. James, Cap.
5. Crazy Arms, R. Price, Col.
6. I Walk the Line, J. Cash, Sun
7. I've Got a New Heartache
R. Price, Col.
8. Train of Love, J. Cash, Sun
9. Love Me Tender, E. Presley, Vic.
10. Don't Be Cruel, E. Presley, Vic.

Houston

- 1. Singing the Blues, M. Robbins, Col.
2. Young Love, S. James, Cap.
3. Yearning, G. Jones-J. Hicks, Sdy.
4. Don't Be Cruel, E. Presley, Vic.
5. Am I Losing You, J. Reeves, Vic.
6. Just One More, G. Jones, Sdy.
7. Train of Love, J. Cash, Sun

- 8. Hound Dog, E. Presley, Vic.
9. Poor Man's Riches, B. Barnes, Sdy.
10. I'm Tired, W. Pierce, Dec.

Memphis

- 1. There You Go, J. Cash, Sun
2. Singing the Blues, M. Robbins, Col.
3. Young Love, S. James, Cap.
4. I Walk the Line, J. Cash, Sun
5. Crazy Arms, R. Price, Col.

Nashville

- 1. There You Go, J. Cash, Sun
2. Singing the Blues, M. Robbins, Col.
3. I've Got a New Heartache
R. Price, Col.
4. Young Love, S. James Cap.
5. I'm Tired, W. Pierce, Dec.
6. Am I Losing You, J. Reeves, Vic.

Richmond, Va.

- 1. Singing the Blues, M. Robbins, Col.
2. Young Love, S. James, Cap.
3. I Walk the Line, J. Cash, Sun
4. Don't Be Cruel, E. Presley, Vic.
5. I've Got a New Heartache
R. Price, Col.
6. Train of Love, J. Cash, Sun
7. Crazy Arms, R. Price, Col.

St. Louis

- 1. Don't Be Cruel, E. Presley, Vic.
2. Just One More, G. Jones, Sdy.
3. Poor Man's Riches, B. Barnes, Sdy.
4. There You Go, J. Cash, Sun
5. Singing the Blues, M. Robbins, Col.
6. Young Love, S. James, Cap.

Reviews of New C&W Records

RED FOLEY
Passing By (Just Passing By)77
DECCA 30177—A fine performance
by Folely. Song is well-written, with
a strong touch of sacred quality in it.
Side should have appeal to pop as
well as c.&w. markets. Watch it.
(E. H. Morris, ASCAP)

His Arms...77
Another strong sacred song. This is
in waltz time and, like the flip, has a
pop appeal. Arrangement features
lush fiddles and a chorus. (Skidmore,
ASCAP)

HANK LOCKLIN
Fourteen Karat Gold76
VICTOR 6778—This lament involves
a "forbidden love" for a married
woman, and is sung with appropriate
pathos by Locklin. Good performance.
Should go well with the
singer's fans. (Peer, BMI)
By the Sweat of My Brow...75
"Anything worth having is worth

working hard for" is the key of
Locklin's philosophy as he expounds
it here. The lyrics are excellent and
ought to appeal to many deejays.
(Murray Nash, BMI)

HANK PENNY
Wham! Bam! Thank You Ma'am!75
DECCA 30179—A rocking, bouncing
side with catchy lyrics and a boom-
ing, solid vocal by Penny. Great for
deejays; could take off. (Lois, BMI)
Texas Never Would'a Made It
(Without Ol' Tennessee)...73
Another rollicking side, with a strong
novelty appeal. Chorus gives the
side a gang-sing effect. (Copar, BMI)

SKEETS YANEY AND RUTH TALLEY
Just What You Want Me To.....70
M-G-M 12406—A pretty blend on a
three-quarter time lilt. Would make
a tasty programming item for country
deejays. (Acuff-Rose, BMI)
Ordinary...66
The duo turns to a lively up-tempo

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Faron Young, backed by
the Anita Kerr Singers, has
cut 20 sacred songs for
SESAC Transcription Library,
with eight of the sides to be
distributed or 45 EP's to de-
jays at 3,000 radio stations.
If you fail to receive your
copies, write to Faron at 616
Exchange Building, Nashville,
and they'll be sent out to you
pronto. Faron and the Wil-
burn Brothers, with several
other acts still to be booked,
will be the next c.&w. attrac-
tion at the Armory, Akron,
February 3.

Happy Ison, who whirls the
country wax at WORZ, Orlando,
Fla., is busy plugging a new tune
written by his wife. Titled "Just
What You Want Me To," it's been
etched on the M-G-M label by
Skeets Yaney and Ruth Talley.
Deejays may obtain a copy by
writing to Ison at Box 5381, Or-
lando, Fla. . . . Laurel and Miles,
who with their Silver Spurs combo
are in their fifth year on WRAC,
Racine, Wis., have started their
own Starlight label and have as
their first release "Sunset Moun-
tain" b.w. "Sweet Hawaii." In the
group, besides Laurel and Miles,
are Jake Erdmann, emcee; Jeanette
Carlson, accordion; Al Ricchio,
steel guitar; Ray Hanson, bass fid-
dle; Jim Ricchio, rhythm guitar;
Mississippi Bill Harper, hot guitar,
and the Beasley Sisters, Della Mae
and Ruth Ann.

A lucky guy is Tommy Rus-
sell, who takes as his bride
Maxine Brown February 1.
. . . Carl Perkins, Justin Tubb,
June Carter, Cowboy Copas,
Mitchell Torok and Leon Mc-
Auliffe are set for Kansas
City, Mo., January 27. . . .
Sonny James last week em-
barked on a deejay tour of
the East and Midwest to pro-
mote his latest Capitol wax-
ing, "Young Love." He cov-
ered the New York area Janu-
ary 8-9; Philadelphia, 10;
Chicago, 11, and Detroit, 12.
He stops off in Cleveland

novelty here. Their reading is
smoothly turned, but the material
isn't too strong. (Acuff-Rose, BMI)

BOB GALLION
Hey, Mister Bartender69
M-G-M 12407—Singer is on a drown-
ing-sorrows lament with honky-tonk
backing sound. Not much originality
or imagination either in material or
delivery to spark more than moderate
interest. (Acuff-Rose, BMI)
You've Gotta Have a Heartbreak...67
Somewhat weepy ballad as title sug-
gests. Singer, however, gets more
head than heart into projection. Less
action predicted than for flip. (Acuff-
Rose, BMI)

DALE STEVENS
Last Night I Kissed An Angel68
ORBIT 108 — Good warbling with
typically Western backing, cut by
an Oregon-based label. Sound could
be better, but this should have some
regional success. (Myrtle Mt., BMI)
Just Another Broken Heart...65
Weeper side is more routine. (Myrtle
Mt., BMI)

DAYTON SMITH
What Will the Answer Be67
WARRIOR 501 — "Which Cadillac
should I drive tonight?" and other
momentous questions are posed by
the Texas singer. Mildly humorous.
Arrangement features a ranchero
beat and a "down home" sound.
(Tex-San, BMI)
Standing By a Seashore...64
Moderately interesting weeper. Smith
does a competent vocal job. Produc-
tion is a little dull, however. (Tex-
San, BMI)

GLENDA HAWKINS
No One Can Take Your Place66
ORBIT 107 — Miss Hawkins sings
some dedicated passages. Fiddle gets
pretty fancy in spots. Okay effort.
(Myrtle Mt., BMI)
You Don't Know What Your
Heart Wants to Do...65
The rhythm side, with gal giving it a
good whirl. (Myrtle Mt., BMI)

Tuesday (15) and Pittsburgh
Wednesday (16), and returns
to New York Thursday (16).
On Sunday (20), Sonny makes
the Ed Sullivan TV show.
"Big D's" big chief, Ed McLe-
more, and family are hopping
to New York to catch Sonny
on the Sullivan opus.

Dick Richards (Columbia) will
appear on "World's Original Jam-
boree" over WVVA, Wheeling,
W. Va., and the CBS radio net
Saturday (19), featuring his latest
release, "14-Karat Gold." Hank
Locklin (RCA Victor) has covered
the "Gold" tune and will be spot-
lighting it on his upcoming tour
with Hank Thompson. . . . Ray
Smith and Eddy Smith have
teamed and are currently showing
their wares in Garfield, N. J. Eddy
recently toured Europe with his
western act. Ray has returned to
the country field after being out
of commission for over two years.

Betty Foley has asked for
and received her contract re-
lease from Decca and expects
to sign soon with one of two
major label's she's dickering
with. On February 2 Betty ap-
pears as guest with "Tennessee
Barn Dance" over WNOX,
Knoxville, and follows that
with a Canadian tour with
Jim Reeves. . . . Elton Britt
is opening a catering service
and eating place, to be known
as the Britt-Natoli Restaurant,
at Paterson, N. J., January 26.
He'll feature country music to
liven up the spot. Opening
feature will be Marty Robbins,
who is in the territory for an
appearance at Lost Battalion
Hall, Elmhurst, L. I., N. Y.,
January 25 for Don Larkin
and Lyle Reed.

Toby Stroud and Blue-Eyed
Jane, currently holding forth at
Hillbilly Ranch, Boston, had as a
recent visitor Carl Stuart, perform-
er-deejay at WAMO, Pittsburgh,
who was in town visiting his fam-
ily for the holidays. . . . New
Year's Day proved a stinker for
A. V. Bamford's monthly c.&w.
show at Denver Auditorium, when
only 2,000 paid it on the line in
two performances. Show had Far-
on Young and His Country Deput-
ies, Lefty Frizzell, Wanda Jack-
son, Gordon Terry, George Jones,
and Johnny Horton and His Fish-
ermen's Band. A sound layout,
but the traditionally bad day for
showbiz was just too much to
overcome.

Webb Pierce is reported to
have racked up hefty business
in Ottawa, Ont.; Hamilton,
Ont., Toledo, Canton, O., and
Rochester, N. Y., December
28 thru January 1, on a pro-
motion handled by A. V.
Bamford. Some 2,500 are re-
ported to have been turned
away at Ottawa, with 1,500
failing to gain admittance in
Hamilton. . . . Phillip Morris
kicked off its c.&w. free-show
series at Richmond, Va., Janu-
ary 6, to two full houses and
a 3,000 turnaway. The first-
show crowd jammed the Mos-
que Theater by 2 p.m., leav-
ing a line more than a block
long waiting to get in. Top-
ping the show are Carl Smith,
Red Sovine, Goldie Hill, Ron-
nie Self and the Tune Smiths,
with Biff Collie as emcee.

Roy West, of Rangeland Mel-
odies, Kansas City, Mo., has con-
tracted for two of Dal Stallard's
tunes, "Friendship Pledge" and
"Wife of a Honky-Tonk Man." Re-
cordings are being set on both
tunes, West reports. Dallard, coun-
try deejay at KCMO, Kansas City,
is treasurer of the Country Music
Disk Jockeys' Association. . . .
Mac Curtis' new release on the

King label is "That Ain't Nothin',"
written by Joe Price and Jim Shell,
b.w. "Don't You Love Me?" writ-
ten by Mac himself. Curtis has
just completed several weeks with
Alan Freed's rock 'n' roll show in
New York and is making personals
in the East until the end of Janu-
ary, when he returns to Wea-
therford, Tex., to complete his high
school education.

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• R&B Best Sellers in Stores

For survey week ending January 9

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

| This Week | Weeks on Chart | Last Week |
|--|----------------|-----------|
| 1. BLUEBERRY HILL (ASCAP)—F. Domino | 1 | 15 |
| Honey Chile (BMI)—Imperial 5407 | | |
| 2. BLUE MONDAY (BMI)—F. Domino | 6 | 3 |
| What's the Reason (I'm Not Pleading You) (ASCAP)—Imperial 5417 | | |
| 3. SINCE I MET YOU BABY (BMI)—I. J. Hunter | 2 | 8 |
| You Can't Stop This Rockin' and Rolling (BMI)—Atlantic 1111 | | |
| 4. HONKY TONK (PARTS I & II)—B. Doggett | 5 | 23 |
| King 4950—BMI | | |
| 5. LOVE IS STRANGE (BMI)—Mickey & Sylvia | 11 | 2 |
| I'm Going Home (BMI)—Groove 0175 | | |
| 6. AIN'T GOT NO HOME (BMI)—C. Henry | 3 | 7 |
| Troubles Troubles (BMI)—Argo 5259 | | |
| 7. JIM DANDY (BMI)—L. Baker | 9 | 6 |
| Tra La La (BMI)—Atlantic 1116 | | |
| 8. SINGING THE BLUES (BMI)—C. Mitchell | 4 | 6 |
| Crazy With Love (ASCAP)—Col 40769 | | |
| 9. GREEN DOOR (BMI)—J. Lowe | 7 | 13 |
| (Story of) The Little Man in Chinatown (BMI)—Dot 15486 | | |
| 9. YOU GOT ME DIZZY (BMI)—J. Reed | 8 | 6 |
| Honey Don't Let Me Go (BMI)—Vee Jay 226 | | |
| 11. ON MY WORD OF HONOR (BMI)—B. B. King | 14 | 9 |
| Bim Bam (BMI)—RPM 479 | | |
| 12. WITHOUT LOVE (BMI)—C. McPhatter | — | 1 |
| I Make Believe (BMI)—Atlantic 1117 | | |
| 13. OH, WHAT A NIGHT (BMI)—Dels | 10 | 11 |
| Jo-Jo (BMI)—Vee Jay 204 | | |
| 14. THOUSAND MILES AWAY (BMI)—Heartbeats | — | 7 |
| Oh, Baby Don't (BMI)—Rama 216 | | |
| 14. SLOW WALK (BMI)—B. Doggett | — | 7 |
| Hand in Hand (BMI)—King 5000 | | |

• Most Played R&B in Juke Boxes

For survey week ending January 9

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

| This Week | Weeks on Chart | Last Week |
|--|----------------|-----------|
| 1. SINCE I MET YOU BABY (BMI)—I. J. Hunter | 1 | 8 |
| You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111 | | |
| 2. BLUEBERRY HILL (ASCAP)—F. Domino | 3 | 15 |
| Honey Chile (BMI)—Imperial 5407 | | |
| 3. HONKY TONK (PARTS I & II)—B. Doggett | 4 | 20 |
| King 4950—BMI | | |
| 4. BLUE MONDAY (BMI)—F. Domino | 5 | 4 |
| What's the Reason (I'm Not Pleading You) (ASCAP)—Imperial 5417 | | |
| 5. JIM DANDY (BMI)—L. Baker | 2 | 3 |
| Tra La La (BMI)—Atlantic 1116 | | |
| 6. LOVE IS STRANGE (BMI)—Mickey & Sylvia | 6 | 2 |
| I'm Going Home (BMI)—Groove 0175 | | |
| 7. I FEEL GOOD (BMI)—Shirley & Lee | 10 | 6 |
| Now That It's Over (BMI)—Aladdin 3338 | | |
| 8. SLOW WALK (BMI)—S. Austin | 6 | 7 |
| Wildwood (BMI)—Mercury 70963 | | |
| 9. WITHOUT LOVE (BMI)—C. McPhatter | 9 | 2 |
| I Make Believe (BMI)—Atlantic 1117 | | |
| 9. GREEN DOOR (BMI)—J. Lowe | — | 5 |
| (Story of) The Little Man in Chinatown (BMI)—Dot 15486 | | |

• Most Played R&B by Jockeys

For survey week ending January 9

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

| This Week | Weeks on Chart | Last Week |
|---|----------------|-----------|
| 1. BLUEBERRY HILL—F. Domino | 2 | 16 |
| Imperial 5407—BMI | | |
| 2. SINCE I MET YOU BABY—I. J. Hunter | 1 | 8 |
| Atlantic 1111—BMI | | |
| 3. JIM DANDY—L. Baker | 9 | 4 |
| Atlantic 1116—BMI | | |
| 4. BLUE MONDAY—F. Domino | 3 | 3 |
| Imperial 5417—BMI | | |
| 5. AIN'T GOT NO HOME—C. Henry | 5 | 5 |
| Argo 5259—BMI | | |
| 6. HONKY TONK—B. Doggett | 6 | 21 |
| King 4950—BMI | | |
| 7. THOUSAND MILES AWAY—Heartbeats | 6 | 2 |
| Rama 216—BMI | | |
| 8. ★LOVE ME—E. Presley | 14 | 5 |
| Vic EPA-992—BMI | | |
| 9. ON MY WORD OF HONOR—Platters | 8 | 4 |
| Mercury 71011—BMI | | |
| 10. ON MY WORD OF HONOR—B. B. King | 12 | 6 |
| RPM 479—BMI | | |
| 11. I FEEL SO GOOD—Shirley & Lee | 3 | 9 |
| Aladdin 3338—BMI | | |
| 12. LOVE IS STRANGE—Mickey & Sylvia | — | 2 |
| Groove 0175—BMI | | |
| 13. ALL AROUND THE WORLD—Little Richard | — | 1 |
| Specialty 591—BMI | | |
| 14. BROWN-EYED, HANDSOME MAN—C. Berry | — | 8 |
| Chees 1635—BMI | | |
| 15. GIRL CAN'T HELP IT—Little Richard | 10 | 3 |
| Specialty 591—ASCAP | | |

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

• This Weeks R&B Best Buys

LITTLE BY LITTLE (Savoy, BMI)—Nappy Brown—Savoy 1506—Week by week, this record has been moving nearer and nearer the r.&b. chart, and is now beginning to develop unusually good pop potential, too. In fact, it has already hit the Detroit pop territorial chart. Boston, Philadelphia, Baltimore, Nashville, Pittsburgh, and Milwaukee are some of the other cities where it has racked up impressive volume on both the r.&b. and pop levels. Flip is "I'm Getting Lonesome" (Crossroads, BMI).

BACON FAT (Trianon, BMI)—Andre Williams—Epic 9196—An unusual disk that is also sparking a lot of interest in Detroit and this week made the Detroit territorial chart. It is also selling very well in Chicago, St. Louis, Philadelphia, Boston, Pittsburgh and the Carolinas. The record is moving fast now and appears likely to make the charts. Flip is "Just Because of a Kiss" (Trianon, BMI).

SHIRLEY (Jot, BMI)—The Schoolboys—Okeh 7076—The Schoolboys, a Billboard "Talent" Spotlight pick, are beginning to pick up enough speed to be considered "dangerous." The first cities to get the record rolling were in the East (New York, Boston, Philadelphia, Baltimore). Now it is starting to "happen" in the Middle West and Deep South, too. Its national possibilities are excellent. Flip is "Please Say You Want Me" (Blackwood, BMI).

• Review Spotlight on . . . R&B RECORDS

RAY CHARLES

Ain't That Love (Progressive, BMI)
I Want to Know (Progressive, BMI)—Atlantic 1124—The great gospel-styled chanter gets plenty of that sweet agony tone in his voice on this exciting two-sider. On top is a plaintive observation sung with much persuasive power, while the flip has a big dose of spiritual feeling with solid backing to boot. Either of these can do it.

SIL AUSTIN ORK

The Last Time (Norby, BMI)
Birthday Party (Danbury, BMI)—Mercury 71027—Here's another impressive coupling for the "Slow Walk" cat. Each of these has the Austin trademark of a heavy, persistent beat with plenty of honking tenor work which calls the teeners to dance. Great instrumental here for boxes and jocks and the same goes for stores. Dealers can move fast here on two strong entries.

THE SIX TEENS

Only Jim (Limax, BMI)—Flip 320—The "Casual Look" kids get together on another disking that looks mighty dangerous. This time it's a teener's tale of romantic doings with a gob named Jim and what happened when his buddy stepped in. Theme seems attuned to younger set's thinking and the reading has plenty of noise and zip to keep up interest. Can be a fast mover. Flip is "My Special Guy," another romantic opus. (Limax, BMI)

BOBBY CHARLES

Put Your Arms Around Me Honey (Broadway, ASCAP)—Chess 1647—Another great oldie gets a solid r.&b. revival. Charles socks it over with a rocking, swinging beat. Arrangement is in a flashy groove akin to the Domino style. This can stir healthy action and rates a watchful eye. (Flip is "Why Can't You?" a bluesy country-type plaint that will get its own share of plays. (Arc, BMI)

JO ANN CAMPBELL

Come on Bab (Buchanan and Goodman, BMI)—Eldorado 504—A new chick comes on in strong style with this easily swinging, suggestive invite. The 14-year-old thrush has a low-down, earthy touch that belies her tender years. A very classy record that can make itself felt. Watch this artist. Flip is "Forever Young," (Buchanan and Goodman, BMI).

• R&B Territorial Best Sellers

For survey week ending January 9

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

Atlanta

1. Blueberry Hill, F. Domino, Imp.
2. Ain't Got No Home, C. Henry, Ago.
3. Blue Monday, F. Domino, Imp.
4. Jim Dandy, L. Baker, Atl.
5. You Got Me Dizzy, J. Reed, VJ
6. Girl Can't Help It, Little Richard, Spe.
7. Walking by Myself, J. Rogers, Chs.
8. On My Word of Honor, B. B. King, RPM
9. Without Love, C. McPhatter, Atl.
10. Love Is Strange, Mickey & Sylvia, Grv.

Charlotte

1. Jim Dandy, L. Baker, Atl.
2. Ain't Got No Home, C. Henry, Ago.
3. Love Is Strange, Mickey & Sylvia, Grv.
4. Since I Met You Baby, I. J. Hunter, Atl.
5. I Feel Good, Shirley & Lee, Ala.
6. Blueberry Hill, F. Domino, Imp.
7. Singing the Blues, G. Mitchell, Col.
8. Without Love, C. McPhatter, Atl.
9. Blue Monday, F. Domino, Imp.
10. Green Door, J. Lowe, Dot

Chicago

1. Slow Walk, S. Austin, Mer.
2. On My Word of Honor, B. B. King, RPM
3. Blueberry Hill, F. Domino, Imp.
4. Green Door, J. Lowe, Dot
5. Love Is Strange, Mickey & Sylvia, Grv.

Cincinnati

1. In the Chapel, A. Cole, Bta.
2. Thousand Miles Away, Heartbeats, Rma.
3. Blue Monday, F. Domino, Imp.

4. Since I Met You Baby, I. J. Hunter, Atl.
5. Slow Walk, H. B. Doggett, Kng.

Detroit

1. Since I Met You Baby, I. J. Hunter, Atl.
2. Bacon Fat, A. Williams, Epl.
3. Jim Dandy, L. Walker, Atl.
4. You Got Me Dizzy, J. Reed, VJ
5. Behind the Sun, O. Gibson, Chs.
6. Blueberry Hill, F. Domino, Imp.
7. Blue Monday, F. Domino, Imp.
8. Green Door, J. Lowe, Dot
9. Love Is Strange, Mickey & Sylvia, Grv.
10. Slow Walk, B. Doggett, Kng.

Los Angeles

1. Honky Tonk, B. Doggett, Kng.
2. Singing the Blues, G. Mitchell, Col.
3. Blue Monday, F. Domino, Imp.
4. Green Door, J. Lowe, Dot
5. Blueberry Hill, F. Domino, Imp.
6. Thousand Miles Away, Heartbeats, Rma.
7. Love Me Tender, E. Presley, Vic.
8. Since I Met You Baby, I. J. Hunter, Atl.
9. Should I Ever Love Again, W. Carr, Spe.
10. Slow Walk, B. Doggett, Kng.

New Orleans

1. Blue Monday, F. Domino, Imp.
2. Since I Met You Baby, I. J. Hunter, Atl.
3. Honky Tonk, B. Doggett, Kng.
4. I Feel Good, Shirley & Lee, Ala.
5. Without Love, C. McPhatter, Atl.

(Continued on page 49)

• Reviews of New R&B Records

PAULINE ROGERS
I'm Just a Woman 78
FLAIR-X 5001—Miss Rogers shows again that she is one of the top blues singers about these days. This has a Southern flavor and gets a very strong presentation from the singer. With exposure, could do very well. (Sid-Lee, BMI)

I've Been Pretending.... 76
 The styling here, both the vocal and the backing, is an adaptation of the gospel idiom. The slow, stomping beat and increasingly frenzied delivery by the singer get a strong grip on the listener after a while. (Sid-Lee, BMI)

LOWELL FULSON
Blues Rhumba 77
CHECKER 854—Instrumental, with a Latin beat and plenty of blues feeling. Fine programming material for r.&b. deejays. (Arc, BMI)

Please Don't Go.... 76
 Slow, flavorsome Southern blues. Fulson's shouting has the authentic touch. Will sell well territorially. (Arc, BMI)

THE ORBITS
Message of Love 76
FLAIR-X 5000—This quiet, relaxed ballad gives the Orbits' lead something pretty to sink his teeth into, and he pitches into it with all he's

got. Backing is tasty triplet stuff. (Sid-Lee, BMI)

I Really Do.... 72
 A fast rhythm-ballad, given a wild ride by this group. Lead has good style, but the material is only so-so. (Sid-Lee, BMI)

THE RAY-O-VACS
Party Time 74
ATCO 6085—Group smacks out a very solid blues beat with Bill Walker supplying yeoman assistance on the lead. Side could draw counter interest. (Ulysses & Bagby, BMI)

Crying All Alone.... 70
 Able rhythm number with vocal competently delivered by H. Milliner of the group. Hardly as solid as flip. (Ulysses & Bagby, BMI)

LOUIS BROOKS COMBO
B. R. Drag 68
EXCELLO 2100—An instrumental that makes a fair dance side. The combo is made up of tenor sax, Hammond organ and rhythm. Beat is solid, but the music doesn't come near what one can expect to get of, say, Earl Bostic. (Excellorec, BMI)

X-Cello Rock.... 67
 Another instrumental in similar vein. Has beat but not much in the way of material or styling. Fair juke box candidate. (Excellorec, BMI)

Rhythm & Blues Notes

By GARY KRAMER

As late as four months ago most rhythm and blues manufacturers viewed the LP medium with caution and, in some cases, outright skepticism. They were not convinced that this could ever be more than a minor side-line attraction. Some important labels, like Atlantic and the house of Chess-Checker had no significant r.&b. LP's in their lines at all, and were not certain that they would be justified in doing more than dipping a toe lightly into the water in the future. The total number of rhythm and blues LP's available was estimated to be no more than 25.

This situation has altered radically since that time. The number of LP's has doubled, and several recent albums have been of hit caliber. Atlantic's "Rock and Roll Forever," Fats Domino's "Rock and Rollin'," Chess' "Rock, Rock, Rock" and Gee's "Teen-Agers" LP were big enough sellers to clinch the case for r.&b. albums. Almost every active diskery is planning LP schedules for 1957 and expecting more than a little extra pocket change for their efforts.

Among the packages scheduled for early release are a Chuck Berry set from Chess, a "Rock and Roll Party" LP from Regent, a Jimmy Witherspoon album from Atco and two EP's by the Teen-Agers from Gee. The latter are entitled "Go Rockin'" and "Go Romantically," the one a collection of jump tunes, the other a set of ballads. They will sell at the new RCA Victor EP price of \$1.29.

Arnold Maxin and Frank Berry, of Okeh Records, are on a tour of the South visiting deejays and distributors. Two recent records of theirs—"Shirley," by the Schoolboys, and "Bacon Fat," by Andre Williams (on Epic)—are doing very well. Okeh has releases scheduled soon by Brook Benton, Babs Gonzalez, the Smoothtones, and by Little Joe and the Thrillers (featuring a new dance idea for teenagers called the "Slop"). The label also has acquired the master of "Jeannette" by the Antonets.

A gospel group, the Roberta Martin Singers, long on the Apollo label, have been signed to a long-term contract by Savoy. . . . The tune, "Dreamy Eyes," a big hit in the Los Angeles area, has been covered by the Squires on Aladdin. The original is by the Preps on Capitol. Aladdin also has a new artist, David Hill, who is in the Presley vein. His first release, "Sylvia," is a folk-Calypso ballad. Also new on the label is organist Levi Mann. . . . Paul Perryman's first Duke release, "Just to Hold My Hand," was a big success, and the singer hopes that his second issue, due shortly, will be an even bigger seller. Duke is also coming out with a new junior ("Mother-in-Law Blue") Parker release in the next few days.

Phil Chess says that the current Calypso craze has been a big booster to Chuck Berry's "Havana Moon." . . . The Cletones also decided to go on a Calypso kick at their recording session this past week, and think that they have a winner in the material they chose. . . . Among the acts skedded for appearances in England and on the Continent next month are the Teen-Agers and the Moonglows. . . . New on the Gee label: the Echoes and Johnny Blake and the Clippers.

• R&B Territorial Best Sellers

Continued from page 48

- Blueberry Hill, F. Domino, Imp.
- Ain't Got No Home, C. Henry, Ago.
- Juanita, C. Willis, Atl.
- On My Word of Honor, Platters, Mer.

New York

- Blueberry Hill, F. Domino, Imp.
- Blue Monday, F. Domino, Imp.
- Love Is Strange, Mickey & Sylvia, Grv.
- Don't Be Cruel, E. Presley, Vic.
- Love Me Tender, E. Presley, Vic.

Philadelphia

- Love Is Strange, Mickey & Sylvia, Grv.
- Since I Met You Baby, I. J. Hunter, Atl.
- Party Time, Ray-O-Vacs, Ato.
- Blue Monday, F. Domino, Imp.
- Blueberry Hill, F. Domino, Imp.
- You Got Me Dizzy, J. Reed, VJ
- Honky Tonk, B. Doggett, Kng.

St. Louis

- Love Is Strange, Mickey & Sylvia, Grv.
- Blueberry Hill, F. Domino, Imp.
- Ain't Got No Home, C. Henry, Ago.
- Blue Monday, F. Domino, Imp.
- Oh What a Night, Deis, VJ
- Singing the Blues, G. Mitchell, Col.
- You Got Me Dizzy, J. Reed, VJ
- Jim Dandy, L. Baker, Atl.
- Since I Met You Baby, I. J. Hunter, Atl.

Washington, D. C.

- Blue Monday, F. Domino, Imp.
- Singing the Blues, G. Mitchell, Col.
- Jim Dandy, L. Baker, Atl.
- Ain't Got No Home, C. Henry, Ago.
- Green Door, J. Lowe, Dot
- Blueberry Hill, F. Domino, Imp.
- Love Is Strange, Mickey & Sylvia, Grv.
- Without Love, C. McPhatter, Atl.
- Honky Tonk, B. Doggett, Kng.

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• Reviews of New Pop Records

Continued from page 44

BOBBY SCOTT
One Soda, Two Straws 74
ABC-PARAMOUNT 9776—An ode of the corner drugstore and events transpiring there. Tune has a solid teen-age flavor and arrangement and reading by Scott are good enough to rate some attention. (Pamco, BMI)

There, I've Said It Again.... 70
 Scott lends his slurring, sometimes overly dramatic, style to the ballad standard. The beat is slow rock and roll which may get some support, but flip should be the action side. (Valiant, BMI)

BUDDY GRECO
The Pink Flamingo 73
KAPP 170—This is about the flamingo and the dancing crane—an ode of the crazy rock and roll courtship—with Greco aided by "Cindy and Joanne," a pair of young chicks. This one is wild enough to get some attention. (Garland, ASCAP)

Wow.... 72
 Sy Oliver and ork punch out a solid backing to Greco's relaxed swinging style in a side that some jocks may like. (Cromwell, ASCAP)

FRANKIE LESTER
Bye Bye Blues 73
VIK 0256—In his Sinatra-inspired style, Lester belts out the oldie against a swing beat that borders on rock and roll. Danceable side that won't hurt the average deejay seg one bit. (ASCAP)

Water Boy.... 72
 Swing production of the old work song proves attractive. Good showpiece for the artist, but heavy disk sales may not be a certainty. (ASCAP)

HENRY MANCINI ORK
Four Girls in Town 73
LIBERTY 55045—This is Alex North's main title theme from flick of same name, already available in a Decca disk. Dissonant jazz flavor may appeal to some, but not all of the "Golden Arm" buyers. (Northern, ASCAP)

Cha Cha Cha for Gls.... 63
 Mancini clefted this instrumental for "Four Girls in Town" flick. Straight, listenable cha cha, without too much authenticity. (Northern, ASCAP)

HOAGY CARMICHAEL
Barnacle Bill the Sailor 72
CORAL 61767—Carmichael gives this bit of bawdy Americana enthusiastic treatment. Lyrics have obviously been to the cleaners. Backing is able and side could get some juke and jock attention. Moderate chances sales-wise. (Peer Intl., BMI)

Old Man Harlem.... 70
 Hoagy belts out swiny bit which he clefted with Rudy Vallee. Carries about the same commercial potential as the flip. (Southern, ASCAP)

LES ELGART ORK
It Must Be True 72
COLUMBIA 40822—The usual Elgart attention to dynamics and danceability are here on this familiar standard, and something new, a soprano sax, has been added. Jocks will spin it, but, as usual with this band, sales will be in albums. (Mills, ASCAP)

I Ain't Foolin'.... 69
 Swiny original instrumental leans heavily on the old Lunceford style. Theme is without distinction, but the beat is most danceable. (Arthur, BMI)

MARK REDDY
Red Shutters 71
FLAIR-X3008—A rhythm tune with a mildly appealing lyric idea. Reddy

had a pleasant, easy style. (Bourne, ASCAP)

Rio Mayari.... 66
 This has the sounds of the tropics—animals and insects in the night, etc. Then the lad sings to the river of the lost love. Tired theme. (World Music, ASCAP)

DAVE BURTON AND LE ROY HOLMES ORK
Femme Fatale 70
M-G-M 12409—An innocuous tune about the girls of Paris, which has enough charm to get spins from some jockeys. Boulevard taxis honk in the background. (Spina, ASCAP)

Hungry for Your Kisses.... 67
 Burton gets nice support from the Holmes ork on this rhythmic ditty with a male group backing. Okay chanting job. (Boulder, ASCAP)

ROBERT MAXWELL ORK
Accidental Slip on an Oriental Rug.... 70
M-G-M 12410—Here's an unusual bit of Oriental-flavored nonsense. Has an attractiveness in its Mideast air; could get some jock plays. (Maxwell, ASCAP)

Song of the Nairobi
 Ray Charles' singers assist harpist Maxwell in this tune which has some connection with the Dark Continent. Singers and harpist have both done better on their own. (Maxwell, ASCAP)

TONY SMITH AND HIS ARISTOCRATS
Junkin' Around 69
MERCURY 71028—Group on all-instrumental kick with rhythm number of so-so appeal. Good sound and some originality of arrangement involved, but nothing for greater counter excitement. (Pure Music, ASCAP)

Wiggle Waggle Walk.... 68
 Rocking beat to go with title. Vocal carries out the theme. Any appeal on either side is dedicated to the stomping set. (Teri Music, ASCAP)

STEVE BARRIE
Don't Cry, Darlin', Don't Cry..... 68
TABB 1008—Three-beat weeper is warbled in competent pop style on the label owned by Frank Sinatra and associates. Tune is more for country than pop consumption. (Barton, ASCAP)

That's Where You Should Be.... 65
 Folk type tune here, well sung, and with good Sid Bass backing. It's unlikely that this material will have much impact on the present market. (Barton, ASCAP)

THE SUNNYSIDERS
The Lonesome Bano (In the Pawn Shop Window) 67
DECCA 30175—Group chants a run-of-mill item along lines suggested by title. Backing naturally leans heavily to banjo lead. Projection fair, but hardly likely to get side off the ground. (Mills, ASCAP)

Broken Hearted.... 65
 Somewhat stepped up ballad tempo with banjo again topping the ork backing. Not much here to spark any general interest. (Trinity, BMI)

DICK KALLMAN
If It Were Up to Me 67
DECCA 30139—Pretty enough ballad sung in warm, but undistinguished tones. Will need heavy plugging to get this off the ground. (Sherwin, ASCAP)

I Want Some Love.... 64
 Swiny hunk of fluff on which Kallman is co-writer. Not much here. (Northern, ASCAP)

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'56 MINN. STATE FAIR RETURNS \$201,618 NET

Surpasses Last Year's \$186,814; Total Income Hits \$1,335,393

MINNEAPOLIS — The 1956 Minnesota State Fair had a \$201,618 net profit, the annual meeting of the Minnesota State Agricultural Society in Radisson Hotel here Wednesday (9) was told by T. H. Arens, of Aitkin, fair president.

The figure contrasts with an anticipated loss of \$95,047, set up in the 1956 budget, he explained. He attributed the gain to the 1,036,736 all-time record attendance and higher receipts from commercial distributors and concessionaires last year. Arens said exhibits in almost every department reached new highs and some livestock entries had to be turned away for lack of space.

The "greatest threat" to the prestige of the Minnesota Fair, Arens warned, was the "general apathy" of some society members. He told the 98th annual meeting that if its entire membership were properly represented at this year's convention, as provided by law, "we would have 366 voting delegates alone." Instead, the attendance was less than 150.

Suggests Legislation

The president suggested that legislation be sought making it compulsory for organizations receiving State aid to attend the society's annual meeting and to be present to receive their State grant.

Because many department heads who have served the fair for 50 years or more plan retirement in the next decade, that will be the most critical period in the fair's history, Arens said.

Douglas K. Baldwin, fair board secretary, pointed out that the 1956 net profit was higher than the 1955 profit of \$186,814. Explaining the 1956 fair income was \$1,335,393, as compared with expenses of \$1,133,766, Baldwin said the Minnesota exposition is the only State fair in the country operating consistently with a profit and without financial assistance from State taxpayers. The last grant received from the Minnesota State Legislature, he said, was \$25,000 in 1944.

Baldwin and Arens reported that parking space continues as the organization's biggest headache. Baldwin said the board of managers is making "every effort" to obtain additional land for parking purposes along the south of the fairgrounds.

"With automobiles getting longer and wider," Baldwin said, "we'll have to abandon diagonal parking on some of our streets."

He reported that a lawsuit by the operator of a speedway in New Brighton, not too far from the State Fairgrounds, seeking to enjoin the Society from using its facilities for still-date automobile races could have had "far-reaching consequences." The legal action sought to keep the fair from using its grounds for "any revenue-producing purpose at any other time than during the actual 10 days of the fair," Douglas explained. Had that been effective in 1956, the fair would have lost \$67,704 in additional revenue, the secretary said.

R. C. Swenson, of Minneapolis, Society treasurer, reported that cash on hand November 30, 1956, was \$561,685, an increase of \$125,171 over 1955. Value of grounds and buildings he listed at

\$8,653,438; electric plant, \$223,010; personal property, \$132,883.

Axel Hansen, of Minneapolis, long-time livestock superintendent at the fair and a recognized Holstein breeder, was elected to life membership in the Society for his activities in its behalf.

At the closing session all officers and three members of the board of managers were re-elected. Named along with President Arens were Norris K. Carnes, St. Paul, first vice-president; Sorenson, treasurer; Stan Muckle, Owatonna, District 1; Fred S. Lammers, Stillwater, District 3; Birney C. Wilkins, Brainerd, District 6.

The Society's board, meeting after the annual convention, re-elected Baldwin as fair board secretary.

Midwest Show Reps Organize New Assn.

William T. Collins Elected President; To Establish Minneapolis Clubrooms

MINNEAPOLIS—A new show club, the Midwest Showmen's Association, was organized here Monday (9) at the annual meeting of the Minnesota Federation of County Fairs in the Hotel Radisson. The organization is made up of attraction suppliers, and plans are to establish permanent clubrooms in downtown Minneapolis.

William T. Collins, of the William T. Collins Shows, Minneapolis, was elected president. Other officers are Frank Winkley, of Auto Racing, Inc., Minneapolis, first vice-president; Charles Carroll, of Carroll's Greater Shows, Minneapolis, second vice-president; Bernie Thomas, of Art B. Thomas Shows, Lennox, S. D., third vice-president; John Libby, assistant secretary of Minnesota State Fair, secretary; Stan Muckle, secretary of the Steele County Fair at Owatonna, Minn., treasurer.

Represented as associate members of the Federation were 56 officers. The Federation assigned two board members as hosts to each of the three hotel floors where the offices had their headquarters during the double meeting. Reports were that good business was

booked by each office, with the trend apparently to percentage shows in greater number than ever rather flat-rate basis for bookings. Attendance of associate members at this year's meeting was greater than ever.

Returning after a year's lapse and going all out to book upcoming county fairs was Al Sheehan, Inc., office of Minneapolis.

Hal Carven's office in Minneapolis. (Continued on page 52)

Retire Lynch Name In Kochman Deal

NEW YORK — Acquisition of the Jimmie Lynch Death Dodgers and its personnel, including Bill Reed, its operator and manager, by Jack Kochman, operator of the Hell Drivers unit bearing his name, was confirmed last week.

At the same time it was announced that the Lynch title would be retired, with the Lynch forces and new equipment used to form a second Kochman unit for Western territories.

The two units, which will operate separately but under Kochman direction, already have bookings extending from California to New England. In the past the units competed only in the Midwest. This territory now will be arranged with an eye toward efficient operation.

39 News Cars

While all Lynch equipment was included in the deal, all automotive units will be new. Bob Conto, Kochman general representative, said that 39 1957 Dodge units, including passenger cars and trucks, will be split among the two Kochman units.

The unit which Reed will operate will open at Florida State Fair, Tampa, January 29. Four shows will be presented. A six-week tour of Mexico is scheduled to follow Tampa.

YOUTH IS SERVED

Minn. Junior Exhibitors Get 50% of Premium \$

MINNEAPOLIS — Minnesota's 96 county and district fairs are spending nearly half their premium money to promote youth activities each year, the annual meeting of the Minnesota Federation of County Fairs in Radisson Hotel here Monday (7) was told.

Harold Pederson, Minneapolis, outgoing secretary of the Federation, said the increase in premiums for 4-H and Future Farmers of America exhibits is one of the "most noticeable trends" at county fairs.

He said that last year county fairs raised their premium payments to \$308,341, of which \$153,268 went to 4-H and FFA exhibitors.

The 96 fairs did more than a million dollars in business once again in 1956 even though the revenue was slightly down, Pederson said.

Tom Bryden, Vet Billposter, Dies

SPRINGFIELD, Mass.—Thomas Bryden, veteran billposter and secretary-treasurer of Local 15, Springfield Billposters' Union, died here January 8 of a heart attack.

In 1946 and '47 Bryden had served as advertising car manager for the Charles Sparks Circus under James Edgar and during his career had been connected with the Sells-Floto, Buffalo Bill, John Robinson, Hunt Bros., Hagenbeck-Wallace, Colb Bros. and Ringling-Barnum circuses. At one time he had been general agent and advertising agent for the Convict Ship and had also been associated with the Morris Hannum Shows.

George Caron, McLish Ross, Mike and John Shea, Phil Marcus and Ernest Brunalth, Local 15 members served as pallbearers.

Income from all fairs last year totaled \$1,581,251 as compared with \$1,161,246 the previous year. Expenses in 1956 were \$1,267,612. In 1955 they were \$1,614,246.

A breakdown of 1956 receipts showed \$257,638 from outside gates; \$206,875, grandstand; \$35,696, auto parking; \$279,577, concessions; \$9,200, federal admissions tax; \$23,377, entry stall and pen fees; \$37,760, premium books and other advertising; \$49,034, other receipts, for an operating total of \$889,157.

Receipts from other sources yielded \$179,000, State aid, \$341,485, county aid; \$12,420, municipal aid; \$16,723, donations; \$82,902, rent of grounds and buildings; \$7,485, membership dues; \$42,080, miscellaneous revenue, for a total of \$682,094.

Expenditures included \$308,342 for premiums; \$99,926, advertising; \$307,787, entertainment, music, etc.; \$49,749, concessions, carnival and midway; \$67,421 for salaries and expenses; \$434,387 for other fair expenses.

Austin Is Tops

Three county-district fairs had six-figure attendance. Continuing in the top spot was Mower County Fair at Austin, which drew 175,000 thru its 25-cent gate. It also paid the highest premiums, \$15,537.

In second place was the Steele County Fair, Owatonna, which drew 161,841 and paid out \$11,196 in premiums. Martin County Fair, Fairmount, was third in attendance with 102,000, while Freeborn County Fair, Albert Lea, ranked third in premiums paid with \$8,992.

Murray Jessen, St. Charles, member of the Winona County Fair board, was elected Federation president for 1957 to succeed C. A. Anderson, Littlefork. Jessen had been vice-president the past year.

Resigning as board secretary, a post he held several years, Pederson was elected vice-president. He is an extension marketing specialist. (Continued on page 52)

Clyde Starts Ontario Work

OTTAWA, Ont.—Promotion of the first of the Clyde Bros.' Circus Canadian dates was scheduled to get under way this week. The show is booked to repeat its extensive tour of Ontario in the spring and summer. Plans call for the show to open in Iowa in April and then head for Canada.

Mills Holds to Size; Brothers Ready Show

CLEVELAND HEIGHTS, O.—Present plans call for no cut-back in the number of trucks on Mills Bros.' Circus and the size of the big top will remain at 130 with three 50's. Still in the air, however, is the possibility of some change.

Co-owners Jack and Jake Mills have discussed plans for the new year and settled on the no-change set-up for now, Jack Mills said. He returned last week from England. Jake Mills is in Florida where he is signing acts and making plans for the coming year's performance.

Jack Mills said that they have added some new trucks and that

the show will carry its five elephants and three Liberty acts in any case. Since he has returned to this country he ordered a new 50 with two 20's for a Side Show. O. Henry Tent and Awning will make it. Unless the brothers should change their plans about size of the show later, they will use their present big top again, he said.

In England, Mills saw the Bertram Mills Circus and the Tom Arnold Circus at Harringay Arena. He said that both seemed cut down this season. Plans for Mills to book a troupe of girls in London hit a snag and original plans for one

(Continued on page 52)

Circus Planned for L. I. Arena Opening

NEW YORK—The Long Island Arena will doubtless feature a circus show for its opening bill, with the date probably late in April. The spot is rapidly nearing completion, and this week the open ends of the big quonset-style shell were paneled in.

Location is in Commack, on Long Island, which is in Suffolk County near the boundary of Nassau County. The latter borders on New York City. Suffolk and Nassau combined have more than 1,500,000 residents, and the way the new arena was financed gives it almost a guaranteed audience.

As of the end of December there

were 4,183 stockholders, all area residents, who purchased pieces of the project, and the total raised by that time was nearly 750,000.

While it might have been possible to be in operation by now, the operators are in no hurry to do a rush—and possibly inadequate—job. Ice machinery is in place and the floor will be poured when weather permits. Originally, the John Harris "Ice Cycles" unit was to open the place during the Christmas holidays, but a cancellation of the show resulted in construction work being slowed down.


The building will offer a circus (Continued on page 52)

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Nix Set-Ups For Frolics At Salisbury

SALISBURY, Mass.—Last hope of continuing next season the policy of name singers and bands at Dennis Mulcahy's beachfront Frolics night club seems to have vanished.

The board of selectmen last week ruled it is against the law for night clubs or restaurants to serve set-ups to patrons who bring their own liquor.

The decision, backed by long-standing regulations which ban drinking on the beaches, will confine drinking in this resort town strictly to the home. The citizens voted in the November election against any form of liquor licenses for two years.

Mulcahy, who also owns many other concessions on the beach, had tentatively planned to continue with names and the serving of food and set-ups.

Minn., Wis. Dates Listed By GAC-Hamid

NEW YORK—Booking results of the State fair association meetings in Minnesota and Wisconsin were disclosed last week by GAC-Hamid, Inc. Dates were given for complete package deals.

In addition, the organization told of contracting the event at Fort Williams, Ont., for its No. 1 grandstand review, which would break the unit's eastward return from Class A circuit fairs. Du Quoin (Ill.) State Fair reportedly signed for several circus-type acts and for name attractions which will be named later.

Results from the Wisconsin meeting, at which the organization was represented by Ernie Young and Frank Taylor, included the following:

Marshfield, Seymour, Wausau, Pilton, Sturgeon Bay, Black River Falls, Baraboo, Antigo, Superior, Manitowoc, Shawano, Slinger and Portage. There were also some one and two-day dates signed. George A. Hamid reported.

Dates from the Minnesota meeting, where Young and Taylor were joined by Joe Higgins, included New Ulm, Canby, Fairmont, Jackson, Slaton, Wilmer, Ridgewood Falls, Montevideo and Austin.

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 Imperial—Mid-Winter Fair, March 2-10, D. V. Stewart.
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- Florida
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 Dade City—Pasco Co. Fair Assn. March 6-9. J. F. Higgins.
 De Land—Volusia Co. Fair Assn. March 4-9. Lee Maxwell.
 Eustis—Lake Co. Fair & Flower Show Assn. March 11-17. Karl Lehmann.
 Fanning Springs—Suwannee River Fair & Livestock Show, Jan. 23-25. L. O. Cobb, Trenton.
 Fort Myers—Southwest Fla. Fair Assn. Feb. 4-9. Robert Hippelheuser.
 Lake Wales—Lake Wales VFW Fair Assn. Jan. 14-19. David Pritchitt, P. O. Box 415.
 Largo—Pinellas Co. Fair Assn. Feb. 26-March 2. J. H. Logan.
 Orlando—Central Fla. Fair Assn. Feb. 18-23. C. T. Bickford.
 Palmetto—Manatee Co. Fair Assn. Jan. 28-Feb. 2. W. H. Kendrick.
 Punta Gorda—Charlotte Co. Fair Assn. Jan. 14-19. Harry Jack.
 Sarasota—Sarasota Co. Fair Assn. Jan. 14-19. Kenneth Clark.
 Sebring—Highlands Co. Fair Assn. Feb. 25-March 2. B. J. Harris Jr.
 Tampa—Mo. State Fair, Jan. 29-Feb. 2. J. C. Harkinson.
 West Palm Beach—Palm Beach Co. Fair Assn. Jan. 18-26. Lamar Allen.

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Midwest Show Reps Organize

Continued from page 50

apolis put on the show for delegates to the Federation and the Agricultural Society annual dinner and funfest Tuesday night in the Radisson ballroom, attended by nearly 800 persons. Bill included Ray Reeber, rope novelty and emcee; Dancing Gordons; Great Roy and Helene, magic; Carl Fox Quartet; Barrons, Risley, and Hal Carven's ork.

Carnivals, attraction offices and fair suppliers present during the fair convention included Arrowhead Fireworks Co., Minneapolis; Art B. Thomas Shows, Lennox, S. D.; Albright's Attractions, Belle Plaine, Minn.; Aut Swenson's Thrillcade, Springfield, Mo.; Badger State Shows, Milwaukee; Barnes-Carruthers, Chicago; Flying B Rodeo Co., Sioux Falls, S. D.; Boyle-Wolff Agency, Inc., Chicago; Carroll Greater Shows, Minneapolis; William T. Collins Shows, Minneapolis; Condon's Concessions & Supply, St. Cloud, Minn.; Chippewa Valley TV Talent Show, Eau Claire, Wis.; DeWaldo's Attractions, Crosby, Minn.; Dobson's United Shows, Willernie, Minn.; Don Franklin Shows, Houston.

Also Emie Young, of GAC-Hamid, Inc., Chicago; Fair Publishing House, Norwalk, O.; Grossman Agency, Des Moines; Gus Sun Booking Agency, Springfield, O.; Hal Carven, Minneapolis; Hill's Greater Shows, St. Louis; Juanita's Entertainment Service, Minneapolis; Lynn's Midway Shows, Minneapolis; Marlo Show Productions, Wesley Ia.; Mel Hummitzch Theatrical Productions, Sheboygan, Wis.; Merriam's Midway Shows, Ogden, Ia.; Midget Northwest Auto Racing, Inc., Minneapolis; MCA Artists, Ltd., Chicago; Minnesota Stock Car Racing Assn., Minneapolis; North American Shows, Minneapolis; North Star Shows, Winona, Minn.; C'Neil's Amusements, St. Paul; Ozark's Jubilee Talent, Missouri.

Also Pinkerton Agency, Minneapolis; Petey's Entertainment Service, Minneapolis; Regalia Mfg. Co., Rock Island, Ill.; Roger Bros. Shows, Pelican Rapids, Minn.;

Shorter Shows, Waterloo, Ia.; Skarning Enterprises, Minneapolis; Stan-Nels Amusements, Inc., Montevideo, Minn.; Illinois Fireworks Mfg. Co., Inc., Wisconsin Rapids, Wis.; Stipe's Shows, St. Paul; Sunset Amusement Shows, Excelsior Springs, Mo.; Schafer Shows, Dallas; Tri-State Harness Assn., Moorhead, Minn.; Triangle Poster Co., Pittsburgh; Tri-State Shows, Madison, S. D.; 20th Century Shows, San Antonio; Thearle-Duffield Fireworks, Chicago; Tip-Top Shows, Waupaca, Wis.; Venita Rich Talent Contest Revue, Scranton, Ia.; William C. Smith Entertainment Agency, Minneapolis; Winkley Auto Races, Minneapolis; W. D. Stanley Shows, Fargo, N. D.; Zemater Theatrical Agency, Chicago.

Also present was Carl Sedlmayr Sr. of Royal American Shows.

Lynch-Kochman

Continued from page 50

first woman daredevil ever with the Kochman show; Cliff Wagner, Billy Freeman, and George Leonard, advance agent.

Veterans Remain

Veteran Kochman personnel includes Neil Hamilton, King Kovac, Marty Stepka, Jake Plumstead, Bill Horton and Hoe Jackson. Billers are Clarence Crisman and William Skinner.

Don Beebe will be charge of publicity for the Kochman enterprises. Equipment will be stored at the organization's winter quarters at Palm Beach, Fla.

Altho both units will bear the Kochman name, the owner envisions the switching of units to provide new faces and stunts in the East and West.

Youth Served

Continued from page 50

ist at the University of Minnesota. Clyde E. Kelsey, Wadena, was re-elected treasurer. Picked to succeed Pederson as secretary was Hubert Ransom, St. James.

Jesse Olson, Windom, was appointed by the board to fill Ransom's unexpired term as director from the second congressional district.

Another new director elected was Thomas Appleget, Coleraine, picked to represent the eighth congressional district as a replacement for the late Francis Mullins.

Re-elected for two-year terms as directors were Merle O. Almo, Caledonia, first district; M. W. Zipoy, Hopkins, second district; George Rerat, Minneapolis, fifth district; Robert Wells, Clinton, seventh district; O. M. Mattson, Warren, ninth district.

Long Island Arena

Continued from page 50

during the New York run of the Ringling show, and it will probably be the fourth circus attraction in the metropolitan area by that time, altho unopposed in its immediate drawing area. Two other shows will be the combined Hamid-Morton and Hunt circuses at Palisades (N. J.) Amusement Park, and Polack Bros.' Circus in the Westchester County Center, White Plains.

Several elements of the operation are still not set, such as the concessions. Negotiations are going on, it is learned, with a possibility the entire range of items—food, souvenirs, novelties, etc.—may be let to one firm.

Statistics are as follows: Floor space 17,000 square feet; seats, 4,000 permanent and 2,500 temporary; arena floor, 85 by 200; parking, 3,000 cars.

Manager is Tom Lockhart, business manager of the New York Rangers and operator of the New York Rovers, hockey teams, also president of the Amateur Hockey Association of the U. S. and of the Eastern Amateur Hockey League. President of Long Island Arena, Inc., is William Linckof, restaurant operator who lives in Huntington.

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Mills Holds Size

Continued from page 50

troupe were dropped. However, Mills left Eddie Kendall, of the circus, in London to hire others.

The show owner said that the contracting of his route has been going well. General Agent Neal Berk is in charge and about 12 men are working.

Meanwhile the show is winning a steady stream of publicity in connection with the appearance of two of its elephants in the upcoming inaugural parade for the President in Washington.

GIVE TO DAMON RUNYON CANCER FUND

THE FINAL CURTAIN

ACKER—Mrs. Catherine
Backmann, 64, circus performer for more than 40 years, January 4 in her trailer at Waycross, Ga. In the past she had done trick riding and trapeze and ladder work. Survived by her husband, Edwin, Waycross; a sister, Mrs. W. H. Ashley, New York, and two brothers, George and Walter Backmann, both of New York.

BRYDEN—Thomas, billposter and secretary-treasurer of Local 15, Springfield, Mass., billposters' union, January 8 of a heart attack. (Details in Outdoor section.)

CARD—Joseph Young, 71, former secretary of Cardston (Alta.) Agricultural Society and secretary of the town's rodeo association from 1934 to 1944, December 23 at Cardston. He was a grandson of former Mormon leader Brigham Young. Survived by his widow, five sons and three daughters. Burial in Cardston.

DAVIDSON—Edward, veteran circus boss canvasman and Side Show performer, at Chambersburg, Pa., December 26. Believed to have been in his late 90's, he had been with the Sam Dock circuses from 1914 until about six years ago. Earlier,

he had been with the old Teets Bros., Ollie Reed and M. L. Clark wagon shows. Besides handling the canvas, he worked "Punch and Judy" and did a knife-throwing act.

DE COBB—Jimmy, circus clown, at a Buffalo hospital in November. He had been with such circuses as Sells-Floto, Tom Mix, Bailey Bros., King Bros. and Mills Bros. Survived by a sister. Burial at Buffalo.

FERRON—James, veteran midway concessionaire, January 6 in Los Angeles General Hospital. He was with Babcock Shows in recent years and was formerly with the Old Henries Bros.' Shows. Funeral arrangements were handled jointly by the Showmen's League of America, Hot Springs Showmen's Association and the Pacific Showmen's Association, with burial in the last-named club's cemetery plot.

FLEMMING—Lily, formerly in outdoor show business, at Superior, Wis., December 12.

HEDRICK—Fred, former show owner and concessioner, December 30 of a heart attack in Winston-Salem, N. C. Surviving are his widow, Mary; a son, Dennis; his mother, Cardia, and two sisters, Mrs. Bertha Scath and Mrs. Nora Beardsley.

HERSHENOW—William J., 61, an army bandmaster for 40 years, at San Francisco January 7. He was a musician with circuses prior to joining the Army in 1912.

LAVACCHI—Giuseppe, 87, head of a large and prominent family of performers, in Turin, Italy, December 13. Survivors include Mario, Hugo and Nicola (Hugony Trio), Gisello (Les Najarro) and Marcello (Les Bepaly).

LEIGH—Clarence, formerly with the Ackley & Leigh tent rep show and for the past 20 years an employee of San Bernardino, Calif., July 3, 1956, in San Bernardino, it has just been learned. Surviving are his widow, Bernice; a daughter, Wanda, and two grandchildren.

LEONARDI—Hartvig Berg, 68, in Stavanger, Norway, December 29. He was associated with his wife, Anna Leonardi, in the Circus Empress. Former aerialists, they toured the United States for several years with their act.

PADULA—Vincent, 80, co-owner of Circle Roller-drome, Brooklyn, December 29 at his home in Kew Gardens, Queens. (Details in Rink column.)

REID—William, 75, life member of the Foam Lake (Sask.) Agricultural Society, recently at Foam Lake. Survived by two brothers and two sisters.

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Of our dear
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SECONDO ZOPPE
Who passed away
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DIANA ZOPPE
Children & Grandchildren

SCHNECK—George E., 73, operator of the Marquette Hotel, Hot Springs, and well known to outdoor show people, December 31 in that city. Survived by his widow and son of Hot Springs, and a brother, James, Amarillo, Tex., who is a member of the Alamo Exposition Shows. Burial in Hot Springs.

WHITE—Al, 79, old-time dancing master and operator of the Al White Dance Studios, Philadelphia, for more than 50 years, January 7 at a convalescent home in Broomall, Pa. He was an original member of the Philadelphia Dumont Minstrels and toured in vaudeville. Surviving are two sons, Walter, who operates the studios, and Al Jr., a dance director in Hollywood. Services January 11 in Philadelphia and burial in Montefiore Cemetery there.

WOLFF—Phillip, jewelry salesman well known in the carnival field, suddenly in St. Louis January 11. He was formerly associated with his brother, "Kinky" Wolff, who died several years ago. Services and interment in St. Louis January 13. Survived by his widow, Adele, and two sons, Lewis and Guy.

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Circus Routes
Davenport, Orrin: Saginaw, Mich., 13-19;
Grand Rapids 21-26.

Ice Shows

Holiday on Ice of 1957: Lansing, Mich., 18; Milwaukee, Wis., 17-27; Louisville, Ky., 29-Feb. 6.
Ice Capades, 16th Edition: Seattle, Wash., 15-27; Victoria, B. C., 29-Feb. 2.
Ice Capades, 17th Edition: Providence, R. I., 15-23; New Haven, Conn., 24-30; Washington, D. C., 31-Feb. 13.
Ice Vogues of 1957: Youngstown, O., 15-16; Cincinnati 19; Greenville, S. C., 22-26; Asheville, N. C., 27-30; Spartanburg, S. C., 31-Feb. 2.
Shipstads & Johnson's Ice Follies of 1957: New York 15-27; Toronto, Ont., 28-Feb. 1; Montreal, Que., 3-10.


Miscellaneous

Burke's Wild Cargo: (Fair) West Palm Beach, Fla., 18-26.
Hitler's Armored Car: Columbus, Miss., 18; Marshall, Tex., 18-19; Brownwood 21-22.
O'Day, Marie, Palace Car: Orange, Tex., 15-16.

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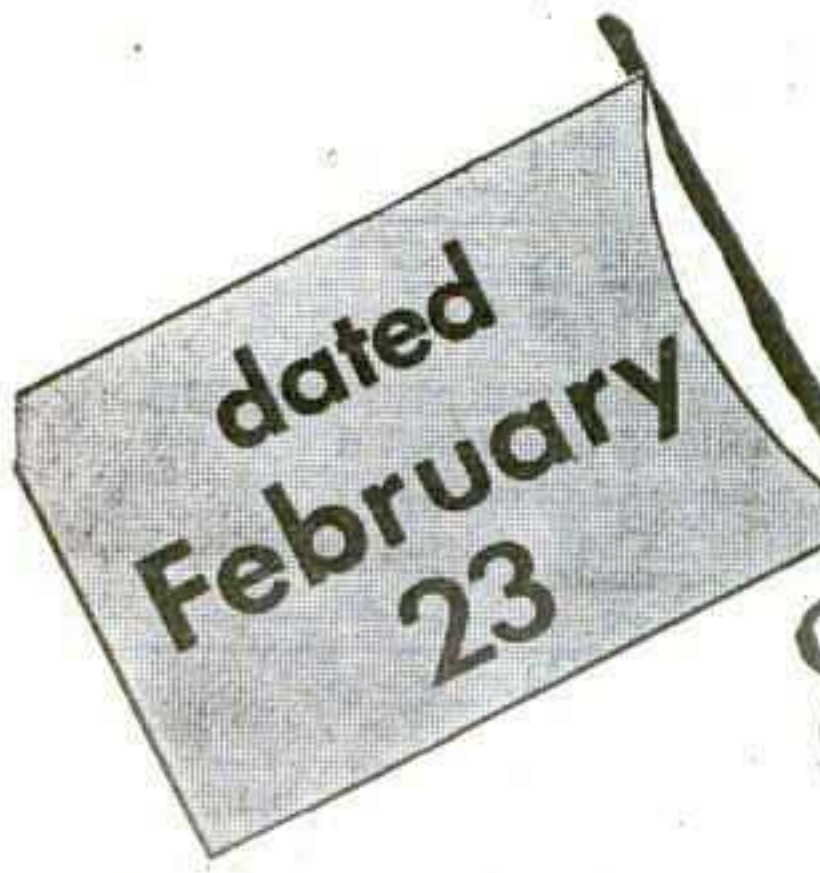
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ROLLER RUMBLINGS

URO Tie-Up Campaign For Hungarian Relief

MUSKEGON, Mich. — United Rink Operators member will sponsor a national penny night for the benefit of the Hungarian Relief Fund during the week of January 14-20, the project being tied in with the appeal on the Tennessee Ernie TV show for a nationwide contribution of pennies for the fund, it has been announced by association President Robert L. Baker and Perry B. Giles, secretary.

Member rinks have been urged by the Association to set one night during the week for the benefit, rink admission to be whatever number of pennies skaters wish to donate to the cause. The entire amount so collected will be forwarded to Tennessee Ernie.

Operators have been requested to contact local newspapers and TV and radio stations for publicity in connection with the project. The project is the idea of the Steinke families of Chieftain Rink, Big Rapids, Mich., who have al-

ready set up such a night and received assurance of support from local publicity media.

6,000,000 See TV Skating Show at Mineola Rollery . . .

MINEOLA, N. Y.—The greatest number of people ever to watch roller skating—more than 6,000,000—were tuned in December 30 when the CBS-TV network's "Let's Take a Trip" visited Earl Van Horn's Mineola Roller Rink. Seen every Sunday from 12 to 12:30 p.m., the show is beamed by 82 stations, coast to coast.

"Let's Take a Trip," emceed by Sonny Fox and starring two youngsters, Pud Flanagan and Ginger MacManus, was recently cited as the outstanding children's programs by the General Federation of Women's Clubs and the Edison Foundation.

Thruout the Mineola edition, the TV youngsters were cast as participants and spectators. Pud skated the straight waltz, while Gladys Weeden, Mineola pro, and Ginger glided around the floor with another Mineola pro, Eddie O'Donnell. Viewers then saw them take part in a basic skating class conducted by gold medal instructors Margie Myers, O'Donnell, Margie Hanford and Miss Weeden. Then they joined spectators and watched performances by former amateur titlist Jerry Nista, George Geschwinder, Ann Laakso, Larry Seegot, Judy Snyder, Arlene Geschwinder, Dick Brumbly and a group of 32 members of the rink's dance and figure club. Miss Weeden also represented the rink in an interview with Fox, Pud and Ginger, and Phil Reed, Mineola organist, provided music for the show. Mineola officials said that the rink was deluged with telephone and telegraph messages of congratulations for amateurs participating in the show.

Vincent Padula, Park Circle Co-Owner, Dies . . .

NEW YORK—Vet rink op Vincent Padula, co-owner of Park Circle Roller-drome, 11 Ocean Parkway, Brooklyn, since 1939, died Saturday (29) at his residence in Kew Gardens, Queens. His age was 80-plus. Born near Naples, Italy, Padula came to this country and opened one of the first motion picture theaters in Brooklyn. Later he ran the Brighton Beach Hotel, and, prior to opening Park Circle, operated Brooklyn Ice Palace for 15 years. For the past year, he was confined to his bed and his

R. I. Theater Burns; Rollery, Alleys Saved

PROVIDENCE—Fire damage estimated at close to \$15,000 struck the old Midway Theater at Oakland Beach, Warwick, Monday (7). Owner is Joseph L. Carolo, veteran amusements operator, who also operates Lake Nipmuc Park in Massachusetts.

Carolo owns the building and the Carousel across the midway from it at Oakland Beach. It had been rebuilt twice since being put up 40 years ago as a theater, with the first conversion being to a dance hall.

Films had been shown there until last spring, when Carolo closed the building because of declining patronage. Since November the midway had been leased by United Associates, Inc., auction firm, which had considerable loss of stock in the fire.

The fire was noticed at 2:30 p.m. Firemen managed to avert loss to bowling alleys and a skating rink adjoining the movie. Loss included destruction of the stage and portions of the roof and rear of the building. Carolo said he has no plans to rebuild the structure.

Denver Story Denied

DENVER—Ben Krasner, owner and general manager of Lakeside Amusement Park, last week denied a story appearing in one of the local papers that the park would be torn down to make room for a series of apartment houses.

rink interests were handled by members of the family.

Park Circle, an RSROA rink, continues to operate nightly except Tuesday, with matinees every Saturday, Sunday and holiday. Instruction is handled by four-time American senior dance champion Bob LaBriola and wife, the former Irene Kuroski, also a former RSROA titlist.

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FINGERS CROSSED

Asbury Girds for Another Big Year

ASBURY PARK, N. J.—This city's Boardwalk amusements, on one of the nation's wholly municipally-owned beach strips, play a less important part in the resort operation than in many other New Jersey communities which were affected by the Statewide games ban of last summer. Consequently, the city's income from rentals is relatively unshaken and a typical big summer season is anticipated, barring return of some of last year's unwelcome rainy and cold spells.

More than a mile of boardwalk and adjacent property have the city occupying a landlord relationship with store, game and ride operators, but what few games there are have their existence threatened by the situation which began in July of 1956.

Most tenants are retail stores of food, novelties, souvenirs and other items. Electric flashers which predominate at some other resorts in the State are absent here, but there are a number of hanky panky and four major units operating as bingo or variations of bingo.

The bingo and other game operators lost the best part of their season in 1956 and the city, it is reported, made some adjustments in rents, since it felt it could not reasonably collect from operators who were prevented by law from doing business.

Behind Legislation

Asbury Park is solidly behind any proposed enabling legislation permitting concession games to run, and the draft of such a measure is completed and should be submitted to the Legislature some time in February. The games here are on four-year leases, most of which did not expire in 1956.

Major amusement structures include Convention Hall and the Palace building operated by Palace Amusements, namely Zimel Resnick and Edward Lange. The latter contains games, stores, a Funhouse and rides.

Convention Hall, operated by the Walter Reade Theaters chain,

Dick, Hetzer Start Galveston Office

GALVESTON, Tex.—Walker Dick, has been named president of the Texas Pleasure Pier Corporation here and has granted exclusive booking franchise to the Hetzer Agency, of Huntington, W. Va.

Dick and Jimmy Hetzer have been associated in the agency business and others. Hetzer has been named vice-president of the pier corporation.

will repeat its 1956 pattern: Ripley's Believe It or Not, an Atom Bomb exhibit (both John Arthur's) on the main floor, and walk-thru's and commercial exhibits on the upper floor. In the last two years Reade has used the hall for dancing to name musical attractions.

Kiddielands at the resort include units of Irving Harris, Robert Fountain, and Wesley Amusements, and four miniature golf courses. There is one Arcade operation.

In general, the complexion of Asbury Park is one of more sedateness than elsewhere on the New Jersey coastline. Stores far outnumber games on the Boardwalk, for one thing. The spot is patronized by generally older patrons, hence the strong popularity of bingo, miniature golf and souvenir shopping. Much of the summer population is attracted here by the efforts of municipal publicist George Zuckerman.

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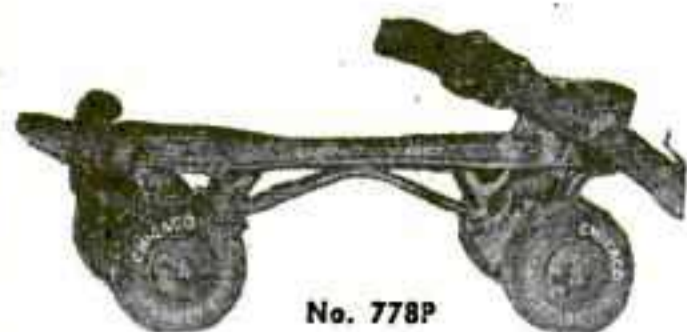
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Smarts to Do Sweden Under Scott Label

COPENHAGEN, Denmark — It has been reported here that the British show, Billy Smart's New World Circus, will tour Sweden this summer under the banner of Circus Scott.

Kate Bronnet, directress of Circus Scott, has for several seasons been bringing in Dutch or German shows instead of organizing her own bills.

Sellouts at each performance to date are reported for Atayde Bros. Circus at Mexico City, with extra performance given on Christmas and New Year's Day to accommodate crowds. Performers added recently by the show include the Flying Malkos, the Therons, Zoppe Troupe and the Two Brunos. Guests at the show's New Year's Eve party included James Harrington, Grand Circo American of Puerto Rico, and Justus Edwards, Polack Bros. Circus. Albert Spiller's seal act is also on the show.

THREE SHOWS BESIDES R-B IN N. Y. AREA

NEW YORK — By the time the Ringling show opens in Madison Square Garden in April there will have been three, and possibly four, circuses in the metropolitan area.

The new Long Island Arena in Commack will probably be offering one in April for its official opening; Polack Bros. Circus will be in the County Center, White Plains, February 22-24, and Hamid-Morton and Hunt combined will open Easter weekend at Palisades Park.

The first two are largely of local draw, but the park date is capable of making a strong enough selling effort to cut into Ringling business.

Polack Keeps Calif. Buildings; Stern Says Route Stays Intact

Cuneo, Gutis, Fredonias, Gold, Berosini, Palacios, Barbette Among 1957 Acts

CHICAGO — Route of Polack Bros. Circus in California will be substantially the same despite the ban on Shrine sponsorship.

The show has tied up all buildings and outdoor sites regularly played by the show's Western unit, and new organizations are being signed as sponsors.

Managing Director Louis Stern last week made a positive statement that the show's route will be essentially the same as in previous years. Earlier, the California Grand Lodge of Masons had decreed that Shrine organizations would not be permitted to sponsor any shows or similar events.

Opens at Flint

Opening date and line-up of the performance for the coming season also were announced by Stern. The show starts out at IMA Auditorium, Flint, Mich., on January 20.

Stern, in California since before the holidays with his general agent, T. Dwight Pepple, has reported to his Chicago headquarters that other

aspirations are taking on the show in spots formerly played for the Shrine. In many cases, several are bidding for sponsorship. This reaction is attributed by Stern to prestige built up during 20 years Polack has played California in behalf of Shrine temples and clubs.

Pepple is remaining in California to work out details of the route and Stern is on his way east for the show's opening in Flint. From Flint, show will go to Hammond and Fort Wayne, Ind., as in recent years, and then to Madison, Wis., formerly a date of Polack Eastern, before proceeding to Louisville.

After the usual series of dates in the Middle West the first three months of the year, which include Chicago and Indianapolis, the first towns to be played on the Pacific Coast will be Spokane and Tacoma, Wash. These will be followed by the California tour, which usually covers some 20 dates over a 12-week period.

New Line-Up Told

For 1957, Stern and his talent booker, Nellie Vaughan, have lined up a program made up mostly of new acts, some appearing in America for the first time.

Making their U. S. circus debut with Polack will be the Bertram Mills Chimpanzees from England, in charge of their Dutch trainer, Willem Lenz.

Other animal acts are the new mixed group of John Cuneo Jr., consisting of leopards, white wolves and a zebra, worked by Patricia Jamison, and the Cuneo-trained Paramount Bears, featuring a motorcycle-riding polar bear. The show-owned Besalou Baby Elephants will be back with new ideas in their routine, worked out during the layoff by Mac MacDonald.

Newcomers on the program will include the Four Kelroys, trapeze artists from Australia by way of Europe; the Three Lorandos, a tight-wire travesty from Europe, and the Original Gutis, back in the States with six people in their jumble

parody after an absence of several years.

Berosini, Gold, Palacios

Also new to the Polack roster are the German-born Five Fredonias, Risley acrobats, late with Ringling, and the Lacy Troupe on rolling globes, whose six members are of Hungarian, Austrian and British origin.

Among the aerial features will be Josephine Berosini on the high wire, the Flying Palacios making their second year with Polack, the Rose Gold Trio grounded since May by injuries received by Rose Gold in a fall at San Francisco, and Barbette-trained girls on cloud swings.

Barbette's big aerial number, with new costuming and tricks, will be presented amid billows of bubbles emanating from special machines. Barbette also is directing a new ground number of 15 girls in a combination of hand-balancing,

(Continued on page 64)

Cole Quarters Humming; Add Trucks, Seats

CONROE, Tex.—New quarters of the George W. Cole Circus are taking shape here, with several buildings completed and more under construction. Five of the 10 acres have been cleared and the highway frontage has been decorated with a rustic fort front.

Located on Highway 75 to Houston, the spot draws good tourist business, and admission on Sundays is 10 and 25 cents.

An elephant barn, rhino corral, horse barn and pony corral have been built; Work is under way on employees' quarters, pad room and wardrobe storage space.

Painting and redecorating of the show's rolling stock has been started, and several new semi-trailers are on order. Additional seats are being built.

Manager Herb Walters had the show elephants in the Conroe Christmas parade. Charley Rex had them at some supermarket and drive-in theater dates, with more coming up.

Fuente Plays Mexico City

MEXICO CITY — The Circo Union opened a stand in Mexico City Christmas Day with two full houses and has been getting good weekend business since. It has a central location in the city. Owner is Jesus Fuente.

Performance includes Frank Cook, high wire; Chorizo, midget clown in a take-off on the famous Cantinflas; Flying Demon Man, cloud swing, and Fuentes Gasca Brothers, three young sons of the show owner in a trampoline turn that includes doubles.

Show moves on nine trucks and trailers; carries four elephants, plus chimps, llamas, lions and other menagerie animals, and charges admission scaled from 10 pesos (80 cents) to 3 pesos. Visitors included Justus Edwards, Bill Valentine Jr. and Skip Culver.

UNDER THE MARQUEE

By TOM PARKINSON

Trouping bandmen currently with the band at the St. Petersburg, Fla., Derby Lane Kennel Club include Joe Browning, Roy Short, Charles Doerner and George Donaldson, cornets; Frank Sullivan, Charles Lamphear, Dan Rickard and Nick Altroch, sax and clarinet; Jim Hollick, flute; Gene Morse, baritone; Walter Foreman and Tom Cutter, trombone; Howard Ham, French horn; Frank Hoffman, drums; John Evans, bass, and Doc Brisbane, bandmaster. Season winds up April 17.

John Hanley, former circus man, of Charleston, W. Va., visited Jethro Almond, former show owner, at Albemarle, N. C., and also visited in Sarasota, Fla. . . . Jake (Clown Cop Corrigan) Disch, of Cudahy, Wis., is feeling better but still is taking it easy, he would enjoy mail from friends. . . . The Five Boginos recently played a late at Bimbo's Club, San Francisco.

James (Scotty) Horsburgh, for 20 years sanitation officer of the Ringling-Barnum show, has been discharged from Lutheran Hospi-

tal, Los Angeles, where he underwent surgery, and is recuperating at home, according to William (Hammerhead) O'Dyer.

Justus Edwards, Polack Bros. press agent, vacationed in Mexico City and caught the Circo Atayde and the Circo Union several times each, visiting with the Atayde family; Jesus Fuente, of the Union show, and with U. S. and Mexican performers on the shows. Edwards was guest at the Ataydes' New Year's Eve celebration. He also met James B. Harrington, who was in Mexico to sign acts for Puerto Rican appearances.

Mrs. Seymour Dunn, Pittsburgh circus fan, was the subject of a feature in the society section of a Pittsburgh paper.

Irene Smith, wife of C. C. Smith, the circus contracting agent, is wintering in Jacksonville, Fla., where she is with a hotel office.

Mickey Caughlin, Chicago biller formerly with circuses, is recuperating at his home and re-enters the hospital late this month. . . . Bob

Printy, former show wrestler, tells that his brother, John, and family, of Montana, visited Jake Posey,

(Continued on page 64)

CAN USE
5—PHONEMEN—5
FOR DAYTON, OHIO, ANTI-IOCH
TEMPLE SHRINE CIRCUS
107 E. 1st St. Phone: Fulton 9052
2 1/2 months' solid work. Office opens
Friday, Jan. 25. Men must be reliable
and sober; will not tolerate drunks or
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Steady work—no lay-off. Start here
Jan. 15. Croto sponsor 5 weeks. Other
towns ready.
Call BILL REGAN
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Write or wire General Delivery.
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Jim McGee, Herb Dunn, please contact.

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Wants a few more high calibre Promotional Directors to handle top auspices
and leave towns without difficulties.
Also one more experienced Contracting
Agent with late model automobile. Mr.
& Mrs. William Hill, Russ, Judy and Ed
Hill, kindly contact Paul. Lost your
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Hartford's Sportsmen's Show, Jan. 19-
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Men to handle bugs and work dancing
dolls. Six more Shrine dates to follow.
Jack Allen and Roy Bowen, get in
touch with me.
A. HYMES
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ELK BENEFIT VARIETY SHOW.
BOOK, UPC, BANNERS.
Paid collectors. Pay daily, 25% across
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PERRIN, BOB FORD, DAVE DUNCAN
and others who know me, come in, this
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Want Agent who can set phones, also Phonemen; Acts doing two or more, such as Web, Ladder, Trampoline, Bars, Globe, Tumbling, Perch, or what have you? Georgetown, Ky., Jan. 17; Perryville, 18; Stanford, 19; Lebanon, 21. Contact Red Larkin or W. E. Page at leading hotel in above towns. Dennis Terrell, contact. This show goes twelve months, Ball Parks in summer.

NEED TWO GOOD PHONE MEN
For Labor Day Book in Nebraska. We are starting January 15 and will do \$75,000 gross in four months. We have thousands of renewals and all the cut-offs as this is our sixth year here. All of my men make upwards of \$200.00 per week. Call, wire or phone:
MURRAY ROSS, Manager
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RAIN, CANCELLATIONS

York's 1956 Net Slashed by 43%

YORK, Pa.—Poor weather and late shuffling of talent cut last season's net profit for York Interstate Fair by 43 per cent, but the operating surplus was still a resounding \$54,227.66, according to the annual report of Samuel S. Lewis, president and general manager.

The 1955 edition produced a \$95,050 surplus, a tough figure to equal under conditions being far from perfect.

Not specified by Lewis, but prominent in the memories of members of York County Agricultural Society, to whom he addressed his statement, was unseasonable coolness, plus rain on Friday and Saturday, in addition to another handicap.

Acts Withdraw

The last mentioned was cancellation of all scheduled feature attractions just before the fair's opening. Lewis' success formula, which has resulted in flourishing attendances for years, includes the presentation of name entertainers whose appearances are heavily exploited.

In one instance last season it was necessary to substitute the day before the appearance. Olsen and Johnson replaced Spike Jones. Ted Lewis replaced Bob Hope. The Platters, vocal group, and pianist Roger Williams replaced the Vagabonds. Bill McGaw's thrill show substituted for Irish Horan's. Rain hit the Friday night show and also fell on Saturday.

General admission money slid from \$83,425 in 1955 to \$68,043 last year. Other admissions (auto, grandstand, trailer rentals, etc.) brought the total to \$154,028. The grandstand figure was \$63,295.

Concessions brought \$143,778 in rentals; entry fees, \$4,828, and miscellaneous income raised overall income to \$308,495. Expenses were \$254,267, of which the largest single item was \$42,183 for grandstand attractions, roughly the same paid for several years. Premiums amounted to \$21,566.

Only anticipated major outlay in 1957, it was reported, will be for relocating several roads and light

standards, installation of toilet facilities in Memorial Hall and some emergency lighting systems in buildings. The new exhibit building, used for the first time in 1955, accounted for \$22,460 in revenue.

New York Assn. Seeks Funds For Buildings

SYRACUSE—The Central New York Association of Agricultural Societies last week asked the State to make available to fairs surplus funds collected from pari-mutuel harness racing tracks during 1956. The request, in the form of a resolution, was adopted at the organization's annual meeting held here Saturday (5) in the Syracuse Hotel.

The funds would be used for *(Continued on page 64)*

Garlock Missouri Fair Assn. Prexy

JEFFERSON CITY, Mo.—Harry Garlock, of St. Joseph, was elected 1957 president of the Missouri Association of Fairs and Agricultural Exhibitions at the organization's annual convention here Thursday and Friday (10-11) in the Hotel Governor.

Vice-presidents elected were: Jim Millan, Bowling Green; T. N. Todd, Eldon; Elmer Posey, Trenton; Charles Mills, Clinton, and L. C. Blatner, Cape Girardeau. Rollo E. Singleton, Jefferson City, was re-elected secretary-treasurer.

The business sessions, which

SWENSON INKS DATES FOR 1958

MINNEAPOLIS — Attraction bookers normally are busy at this time of year contracting dates for the upcoming fair season. Aut Swenson, owner-manager of the thrill show bearing his name, is looking further ahead and has already booked two Minnesota fairs for 1958.

Signed for next year are two night engagements at Winona County Fair, St. Charles, and one evening performance at the Murray County Free Fair, Slayton, both Minnesota events. At St. Charles the show will have its choice of three nights, while at the Slayton annual it has the option to take either of two evenings.

Kennedy Appointed Publicity Manager For Calgary Exhn.

CALGARY, Alta.—Agriculture editor of The Calgary Herald since 1944, Fred Kennedy has resigned to take over the job of publicity manager for Calgary Exhibition and Stampede, Ltd.

Kennedy joined The Herald in 1927. He is well-known in Western racing circles and has written a number of Western stories, including "The Calgary Stampede Story," published in 1932.

were enlivened by panel discussions, were the best attended in recent years. The discussions dealt with fair problems and with exhibits of various kinds.

The banquet, held Friday night (11), was also well attended. Ed Roberson, retiring president, presided at the banquet.

Show Reps

Attraction representatives, carnival owners and agents and fair and show suppliers in attendance included the following:

Mr. and Mrs. Kenneth Garman, Sunset Amusement Co.; Everett Winrod, Monarch Exposition Shows; Eldred O. Stacy, Music Corporation of America; Darrell Hornbeck and Martin King, Atterbury-Hornbeck Attractions; Leo Overland, Newberry Thrill Enterprises; Billie Veach, Veach Rodeo; Jimmie Downey, Bob Kerr and Sid Dahl, Jimmie Downey Attractions; Mrs. Sidney Belmont and Alice Belmont, Belmont Amusement Service; Aut Swenson, Swenson Thrillcade; Floyd R. Heth and Al Kunn, Heth Shows; Sonny Bernet, Globe Poster Corp.; G. G. Hoey and E. W. (Ted) Holden, Pinkerton National Detective Agency; Gerald A. Wald and Harry T. Loyd, Wald Fireworks Co.; Art Brlese, Theatre-Duffield Fireworks, Inc.; Fred H. Kressmann, William (Billy) Senior and George Flint, Barnes-Carruthers Agency.

John Kelly, Grand Old Opry; Buford Foster, Ozark Tardpoles; Al Sweeney, Na- *(Continued on page 64)*

Ky. State Bans Sale of Beer

LOUISVILLE—The Kentucky State Fair Board has banned the sale of beer and other alcoholic beverages at the 1957 fair, H. Clyde Reeves, fairgrounds director, announced last week.

Beer and mixed drinks will be sold in the plant's restaurants during the rest of the year. The beverages will be sold thru a service bar to restaurant customers and catered parties. No package sales of alcoholic beverages will be permitted on the fairgrounds at any time, the board said. Whether the ban will also prevail in 1958 was not announced.

Track Dates Again Upset Mineola Run

NEW YORK — Continuation of Mineola Fair is in doubt again, after the event was canceled for a year, then resumed in 1956. The first blank was caused by harness meet dates which overcrowded the calendar at Roosevelt Raceway in Westbury and denied the site to the fair.

Now another stumbling block has appeared in the form of race dates at the vast new multi-million-dollar race plant which has been under construction for several months, replacing the old track and grandstand which were utilized for the fair.

The new grandstand will provide seating for 15,000 patrons, compared with 9,000 at the old one. Potential exhibit space will also be greater, providing a total of 32,000 square feet of rentable area spread over two decks, compared with 15,000 at the old grandstand.

Four-Month Meet

But the bottleneck is the four-month race meet, August 1-November 30, which blankets the complete fair season. Since betting handles topping \$100,000 nightly are not uncommon at the track in Central Nassau County, its operators would naturally have racing foremost in their plans.

At the annual meeting of officers and directors held in December, all were re-elected, including a 19th term for J. Alfred Valentine as president of the Agricultural Society of Queens, Nassau and Suffolk counties. General Manager Charles Bochert proposed a plan which would allow for perpetuation of the fair without having it canceled for the second year in three.

The plan would utilize a piece of marginal property at the old race track site which would be graded for the event. His budget called for presentation of an agricultural exhibit only, excluding commercial exhibits.

The entire affair would be held

under canvas and would feature the 18 agricultural departments. There would be a circus tent for that type of entertainment, in contrast to acts which have been offered before the grandstand. Labor Day week was proposed, and the plan was tabled for action, probably in March.

The 1956 event drew some 300,000 persons, many of them benefiting from a loose pass policy. Rain-fall on the closing week-end of the nine-day fair caused an estimated \$60,000 drop in receipts, but the fair reportedly drew abreast of the previous edition, 1954, in income and attendance.

25-YEAR JOB

Reading Assn. Retains Giles As President

READING, Pa.—John S. Giles, Reading florist and civic leader, rounds out a quarter century this year as president of the Reading Fair.

Giles, five other officers and 16 directors of the Agricultural and Horticultural Association of Berks County were re-elected to one-year terms, without opposition, at the annual meeting held here Saturday (5). One new director, Harry N. Althouse, master of Berks County Pomona Grange, was elected to the board. The association operates the Reading Fair.

Other re-elected officers are H. J. Schad, first vice-president; Heber Ermentrout, second vice-president; Charles W. Swoyer, secretary; W. Arthur Morris, assistant

(Continued on page 64)

80% of Kansas Events Repped at Convention

TOPEKA, Kan.—Kansas fair executives turned out in record numbers at the 34th annual convention of the Kansas Fairs Association here Monday thru Wednesday (7-9) and 80 per cent of the State's 111 annuals were represented.

One of the major developments to come out of the conclave was the election of Carl H. Beyer, Belleville, as president for 1957. Also elected were Dr. W. M. Theis, Hillsboro, vice-president, and Everett Erhart, Stafford, was returned as secretary-treasurer. Mike Burns, Topeka, was named publicity director.

Directors named were D. Linn Livers, Barnes; John Keas, Effingham; Kenneth Cunningham, Richmond; John Morse, Mound City; Lloyd Hittle, Winfield; Dr. V. L. Partridge, Coffeyville; Dr. Theis; Chad Wymer, Herington; Earl Simmonds, Liberal; Virgil Miller, Hutchinson; Dale W. Olson, Wakeeney, and Carl H. Beyer, Belleville.

Recalls Old Times

One of the high points of the business sessions, presided over by President Noble C. Bradbury, was an address by Virgil Miller, secretary of the Kansas State Fair, Hutchinson. Miller built his talk around a survey of old premium

books dating back to 1903 and came up with some interesting and comical comparisons.

Ray Freeland, secretary of agriculture for Kansas, delivered the welcoming address, while Lawrence Smith, Coffeyville, spoke on "Fair Entertainment." Harness racing came in for much discussion with participants including Hugh S. Dennis, Eureka, and Alvin W. Ahrens, U. S. Trotting Association. Films of the 1956 Hambletonian were shown.

Linn Livers pointed out the progress the association has made thru the years, putting special emphasis on the substantial gains it has made in State aid. Thirty years ago each fair received \$600, while today the individual payments are \$4,000, he said.

Social high spot of the confab was the annual banquet on the Roof Garden of the Jayhawk Hotel. Lew Galloway, perennial emcee, again served in that capacity. Following supper, a floorshow was presented by the various attraction agencies. Acts included Marge Kelly's Stars on Strings, puppets; McMahon and Adelaide, acro; Three Engfords, acro-contortion; Todds, balancing; Novelty Boys, Station WIBW, and Maude Carlson, piano.

Indiana Assn. Elects Humerickhouse Prez

INDIANAPOLIS—I. R. Humerickhouse, Ellettsville, Ind., was elected president of the Indiana Association of County and District Fairs at its annual convention here last week. This year's conclave, the 37th annual, was held in the Hotel Severin, Sunday thru Tuesday (6-8).

Chester C. Wingate, Muncie, was elected vice-president, and William H. Clark, Franklin, was

renamed secretary-treasurer. Directors include Martin R. Green, Rising Sun; M. Monroe Neher, Frankfort; Dr. D. E. Mangas, Portland; Curtis W. Russell, North Vernon, and Joe Quinn, Terre Haute.

Attendance at the regular business sessions was described as normal. Feature of the meeting was the school conducted by Sam E. Molter. Themed to questions and answers, the fair delegates heard Harry Andrews, Station WIBC, Indianapolis, speak on "Why Have a County Fair." Robert Morse, LaPorte fair manager, addressed the group on "Is the Day Fair on Its Way Out." Robert M. Schmidt, 1956 president, presided at the regular sessions.

The annual banquet was held Tuesday evening on the Roof Garden with Schmidt as toastmaster. Key address of the evening was delivered by Lieut. Gov. Harold W. Handley, who is also commissioner of agriculture. Following dinner a floorshow was presented.

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Trouper's Banquet Pulls 260 Funseekers

LOS ANGELES—The 16th annual Regular Associated Troupers' banquet and ball drew a record 260 guests to Larry Potter's Supper Club in North Hollywood Tuesday night (8). The event was highlighted by the installation of officers, a floorshow and dancing.

Harry Golub, who flew here from Manila for the event was the toastmaster. In addition to his emceeing duties, Golub directed the giveaway of a house trailer to David Friedenheim.

Honored guests introduced by Golub included R. C. (Bob) Downie, Pacific Coast Showmen's Association president; Berta Harris, PCSA Auxiliary president; Morosa Herman, retiring PCSA Auxiliary president; Edward J. Harris, retiring PCSA president; Matt Herman, representing Greater Tampa Showmen's Association; Lou Leonard, Miami Showmen's Association; Sam Steffin, Arizona Showmen's Association; Ernest Fitzgerald, retiring San Francisco Show Folks of America president, and Mr. and Mrs. A. V. Bamford, well-known in attraction promotions.

Helen Smith was praised for her untiring work as the Troupers' secretary, having served for nearly 10 years in this post. She was re-elected for 1957.

Wires Read

Congratulatory telegrams and messages were read from Virginia Kline; Heart of America Association and Auxiliary; Ruth Gordon, secretary; William Meyer of Gold Coast Shows, Pacific Coast Showmen's Association, and Mrs. Helen Vaughn. Mrs. Vaughn thanked the members for supporting her husband, Steve, for the 1957 presidency and tastefully asked that they continue their support thruout the year for a successful club.

Before the outgoing and incoming officers were brought to the floor, Golub presented the retiring president, Myrtle Hutt Morris, with a gold life membership card.

McCarter Inks Knox Co., Ind.

INDIANAPOLIS—R. C. McCarter, of the Starlite Shows, Inc., new carnival org, contracted to play the Knox County Farm Fair, Bicknell, Ind., August 5-10, during the Indiana fair managers' meeting here last week.

Robert C. Hill, Knox County fair president, inked the pact with McCarter. Erwin D. Scott is fair secretary. Bill Geren's Mighty Hoosier State Shows has played the Knox County annual the last 12 years.

It was also announced by McCarter here last week that he had signed Tom Terrell to general agent the Starlite attraction the coming season. Mrs. Terrell will handle promotions and exhibits on the still dates, McCarter says.

McCarter made the Georgia fairs meeting in Atlanta Monday (14), and will take in the Tennessee meeting in Nashville Thursday and Friday (17-18). He'll make the Kentucky conclave in Louisville January 24-25. Terrell is making the Carolina meetings this week.

Frank Capell underwent surgery January 10 in Medical Center Hospital, Jersey City, N. J. . . . Frank Blatsky is resting at home in New York. . . . Albert Goldstein is in James Ewing Hospital and Frank Russo is in Kings Highway Hospital, both in New York.

Ken Garman Fills Route At Mo. Meet

JEFFERSON CITY, Mo.—Sunset Amusement Company has completed its 1957 route with the exception of one week in July, Ken Garman, owner-manager, announced at the Missouri fair convention here last week.

Garman reported that at the Chicago meetings he closed to provide the midway attractions at fairs in Rochester, Minn.; Belleville, Kan; Bethany and Caruthersville, Mo., and Morrison and Oregon in Illinois. He also signed the Clinton, Ia., street celebration.

At the Iowa meeting in Des Moines he booked five fairs in that State at Webster City, West Liberty, Mount Pleasant, Decorah and Hampton, plus a July 4 stand at Clear Lake. At the meeting here, Garman signed the Lamar, Mo., fair and the Harrisburg, Ark., annual. He also holds a contract for the Dexter, Mo., fair.

Show will bow April 25 at its Excelsior Springs, Mo., winter base. It will sport three new tractors in 1957 and new canvas has been ordered for the front entrance. Last summer the winter quarters was expanded and now includes a total of 25,000 square feet of floor space.

Following the close of the meeting here, Garman, accompanied by Mrs. Garman, left for their Danville, Ill., home and will then head for a vacation at Coral Gables, Fla.

The new officers included, in addition to President Steve Vaughn; Elsie Kennedy, first vice-president; F. M. (Pete) Sutton, second vice-president; Ann Stewart, third vice-president; Norman Schue, fourth vice-president; Mrs. Smith, secretary, and Ray Marrior, who was re-elected treasurer.

Outgoing officers were Mrs. Morris, president; William Davis, first vice-president; Peggy Butler, second vice-president; Vince Kuropatwa, third vice president, and Helen Vaughn, fourth vice-president.

Sutton was the chairman of the banquet and ball, with Alex Freedman and Schue co-chairmen.

Hostesses included Elsie Kennedy, chairman; June Sutton, co-chairman; Mora Bagby, Donna Freedman, Ella Mae Hunting, Ruth Korte, Martha Nathan, Annabelle Patchett, Margaret Morgan, Nell Robideaux, Lillian Schue, Eve Scott, Kitty Scearce, Judy Shirley and Ruth Wolff Wood.

Hosts were Larry Nathan and Harold Hunting, chairmen; Al (Moxie) Miller, J. B. Dauer, Ed Kennedy, Ed Butler, David Friedenheim and Morry Levy.

Ted LeFors, chaplain, took a bow after being hospitalized by surgery.

The show included the Lancers, Yvonne Moray, Arlene Stevens, Sandy Sims Dancers, Dick Benedict and Gus Schilling, Jimmy Shaw, and Les Parker's ork.

A large bouquet of flowers was sent by the San Francisco Chapter of Show Folks of America.

Motor State Adds Rides, Rolling Stock

DETROIT—Motor State Shows will go out in three units this season with three new tractors and trailers and additional rides, Joe Frederick, owner-manager, announced here at winter quarters.

Rolling stock will consist of three Fruehauf trailers and three Chevrolet tractors. Frederick and his wife, Mary, will manage the No. 1 unit, with F. Dickson handling the second show and H. J. Utley the third. All units will play celebrations and fairs in Michigan, Ohio, Indiana, Tennessee, Mississippi and Louisiana.

A crew is already here working on equipment. Recent visitors included Jerry Gordon, Stash Ruben, F. Dickson and M. E. Koptie, the last named from Allan Shows of Canada.

Jack Dickstein Elected Detroit Club President

DETROIT — Jack Dickstein, concession manager at Edgewater Park here, was elected president of the Michigan Showman's Association. He succeeds Robert Morrison.

Named along with Dickstein were Calvin J. Lovejoy, first vice-president; Cameron Murray, second vice-president; Edor Burge, third vice-president; Max Kahn, treasurer, and Irving Rubin, executive secretary. Paul Greeley was renamed recording secretary. Directors are Rex Allen, Sam

Batalsky & Slate Voted in by NSA

NEW YORK — Morris (Skee) Batalsky was unanimously elected president of the National Showmen's Association last week, along with the entire official slate and 50-member board of governors, and took over the gavel from outgoing President Gerald Snellens with a plea for support in what shapes up as one of the club's most trying years.

"No president of this club ever needed the help I will need from the organization," Batalsky said in reference to the \$115,000 clubhouse the NSA is expected to occupy this summer. He characterized moral and financial support as the only way the club could succeed during his administration.

Before the installations were over more than \$2,500 had been pledged in \$100 amounts for

Whitey Weiss RAS Concession Manager

Helicopter Ride Delivered to Show's Quarters; to Get Higher Roller Coaster

CHICAGO — O. J. (Whitey) Weiss has been named concession manager of the Royal American Shows, Carl Sedlmayr, RAS owner, announced here.

Weiss replaces the veteran Sam Gordon, who for many years held down the post. Gordon, Sedlmayr said, will not take to the road this season because of ill health.

J. C. (Tommy) Thomas will continue as assistant concession manager. Thomas recently was discharged from a Tampa hospital following an operation and is well on the road to recovery, Sedlmayr said.

Weiss is widely known in concession circles. Included among the shows he has been with are the Blue Grass Shows and the defunct Cavalcade of Amusements.

Sedlmayr spent several days here following the Minnesota fair convention at Minneapolis and before taking off for Peoria, Winnipeg and Brandon, Man.

To Add Power Units

At Peoria he planned to buy a 150-kw. turbo-jet Caterpillar power plant and possibly a 30-kw. unit to add to the shows' already large power-making capacity.

At Winnipeg, he is to confer with fair officials there, then go to Brandon for the meeting of the Western Canadian A Circuit. He will be joined at Brandon by his

son, C. J., who will fly directly from Tampa, the shows' home base, and by Robert L. Lohmar, the shows' general agent. Sedlmayr said that he will return to Tampa January 21.

Build More Wagons

Winter quarters activity already is at high pace, Sedlmayr reported. Additional new all-steel, pneumatic-tired wagons are under construction and the completion of these units will enable the show to go out with all of its wagons equipped for the first time with pneumatic tires.

A new Helicopter ride, purchased from the Allan Herschell Company, North Tonawanda, N. Y., has been delivered to winter quarters.

A new Roller Coaster is being built by Carl Miler at Portland, Ore., and this ride will be ready for delivery in time for the fair season, Sedlmayr said. He added that the ride will be about 45 feet high at its highest point and will have about 200 feet of track. It will replace a unit which had a peak height of about 30 feet and will have two more cars than the unit it displaces.

Midway Units Well Repped At Ind. Meet

INDIANAPOLIS — Carnivals led the list of attraction people attending the 37th annual convention of the Indiana Association of County & District Fairs here Sunday thru Tuesday (6-8). The event was held at Hotel Severin.

Representing attractions were: Louis J. Berger, Olson Shows; C. S. Peck, Key City Shows; C. P. McCarty, United Exposition Shows; R. C. McCarter, Star-Lite Shows; Jimmie Chanos, Jimmie Chanos Shows; Johnny Portemont, Johnny's United Shows; Issy Cetlin, Cetlin & Wilson Shows; Lloyd Thomas, Thomas Joyland Shows; Tom Baker, Baker United Shows; Earl Backer and R. R. Green, Blue Grass Shows; Mr. and Mrs. Bill Bernauer, concessions; Morris Lipsky, Gallagan Concessions; Nick Carter, concessions.

Paul Drago, Drago Amusements; Donu Greco, Gem City Shows; Rod Link, World of Pleasure Shows; Floyd Heth and Al Kunz, Heth Shows; Bill Geren, Bill Geren Shows; James (Georgia Boy) Drew, James H. Drew Shows; Floyd Gooding, Hal Eifort, John Enright, Gooding Amusement Company; Charlie Golding, concessions; Mr. and Mrs. Avery Christy, concessions; Jack Kaplan; Charlie Jessop, concessions; Buff Hottle, Buff Hottle Shows; Al Kaufman, concessions, and Illiana Shows.

George Ferguson, WLS Attractions; Billy Senior, George Flint, Barnes-Carruthers Theatrical Enterprises, Inc.; John Kelley, "Grand Ole Opry"; Bob Shaw and Gus Sun Jr., Gus Sun Agency; Frank Taylor, GAC-Hamid; M. McKinley, McKinley Rodeo; John Dailey, Illinois Fireworks Company; Jack Kochman, Bill Reed, Kochman Thrill Show; Roy Jones, John How-

(Continued on page 60)

Stone, Irving Borker, Sam Burd, Frank Cook, Charles Duma, Sam Ginsberg, Leonard Gould, Marvin Keys, Elmer Mahoney, Morris Mentzel, Max Nahoun, Irving Quist, Charles Stapleton and Ray Williams.

Appointed honorary directors were John Mulder, Joe Fredericks, J. W. (Patty) Conklin, Edgar McMillen, George Kane, Ned Torti, John Wilson, John Moran, Robert Templeton, John Reid, Hank Shelby, Fred Siber, Floyd E. Gooding, Eugene Skerbeck and Charles Schimmel.

names to be inscribed on a plaque in the new building.

Other officers installed by George A. Hamid, president emeritus, were J. Jeff Harri., first vice-president; Alfred J. McKee, second vice-president, and Harry Rosen, treasurer. Also taking office but prevented from attending the Wednesday (9) ceremony were Joseph Prell, third vice-president; Max Tubis, secretary, and Harry Eddels, assistant treasurer.

Support Pledged

Snellens, in his retirement speech, pledged his full support of efforts toward the new home. Hamid stated that Batalsky's shoulders in 1957 would bear the heaviest burden of any president yet, and expressed confidence he would lead the club to its most successful year.

The proposal for plaque names brought 27 pledges. These people are to be honored in advance so their payments may be applied toward the building purchase. Due date will be announced soon. Members of the auxiliary will also par-

(Continued on page 60)

Robertson Aids Luehrs in Booking

INDIANAPOLIS — Mr. and Mrs. Hub Luehrs, new owners of Ideal Rides, were assisted in bookings at the Indiana fair meeting last week by Paul T. Robertson, former owner of the show.

Route this season will take the show to fairs in Illinois and Indiana. The Luehrs will attend the Illinois fair convention in Springfield late in January.

Miamians Frolic At Annual Ball

MIAMI BEACH—More than 500 members and friends attended the 13th annual Banquet and Ball of the Miami Showmen's Association in the Seville Hotel here Monday (7).

The top echelon of the nation's carnival industry, representing virtually all of the operational zones, turned out in full force. The percentage of show owners and managers in attendance was probably surpassed only by the Showmen's League banquet staged annually in Chicago. The grandeur was equal to that displayed at all other showmen's activities, with tropical trappings much in evidence.

Guests were served a sumptuous meal, entertainment and dancing, plus a brisk and entertaining dais presentation. The affair, engineered by Robert K. Parker and David B. Endy, was a model for its kind.

Van Orman Toastmaster

Former Lt. Gov. Van Orman of Indiana was the toastmaster. His introduction of dais personalities was in rollicking good humor and adequately proved the fame he has earned as an emcee.

Guests of honor included Randy Christmas, Miami mayor; Circuit Judge Robert A. Floyd; George A. Brautigan, former attorney general of Florida; Jim McHugh, The Billboard, and Wallace N. Maer, club attorney.

Officers were Oscar C. Buck, president; Ross Manning, first vice-president; Ben Weiss, second vice-president; John Vivona, third vice-president; Mel Dodson, treasurer; William J. Tucker, assistant treasurer; Ep Glosser, secretary; Paul Prell, assistant secretary; William C. Bryant, chaplain; Marty Weiss, executive secretary, and Buster Westbrook, incoming third vice-president.

Clubs Send Reps

William Carsky, represented the Showmen's League of America; Bernard (Bucky) Allen, Tampa Showmen's Association; Marvin

Keys, Michigan Showmen's Association; Jeff Harris, National Showmen's Association; Sam Solomon, International Association of Showmen, and Louis (Stretch) Rice, Hot Springs Showmen's Association.

Size of the turnout reflected the success that has marked all of the Miami club undertakings. Although fairmen, suppliers and a host of other affiliated persons are available to swell attendance at the banquets in New York and Chicago, the Miami group must rely on its own membership and friends they have made in an area that does not boast a single sizable fair or amusement park. Although lacking business contacts in the area, many club members filled one or more tables with family and friends. Tickets were priced at \$12.

The affair climaxed a club social season that began with Christmas, included a New Year's Eve party that was attended by about 600, and concludes shortly with the annual Crandon Park picnic. Installation of officers who will run the club thru the next banquet took place Thursday (10).

Jessel Appears

Talent was highlighted by the appearance of George Jessel, who took time between appearances at the Monte Carlo Hotel to greet the assemblage and to present at length a combination of wit and philosophy for which he is famed.

President Buck presented mementos to a number of persons who had been instrumental in shaping the success of his term in office.

Brashear Contracts Kansas Fair Route

TOPEKA—American Midway Shows will again play Kansas in 1957 after several years absence from the State. Don Brashear, owner-manager, made this announcement at the fair convention here last week. The show has signed to provide the midway attractions at Kansas fairs in Hill City, Hardtner, Stafford, Blue Rapids and Beloit.

Central States Shows kept busy during the confab and came up with contracts for annuals at Phillipsburg and Abilene in addition to the Hoisington Labor Day celebration and picnics at Linn and Kanover. Malcolm Moser, owner, repped the show here.

Felding Graham, owner of the Holiday Amusement Company, reported booking fairs at Washington, Gardner, Osage City, Burden, Girard, Pomona and Williamsburg, along with the Peabody July 4 celebration and a Labor Day engagement at Chapman. Also with the show here were Mrs. Graham and George W. Carpenter.

Maddox Busy

Maddox Shows left the meeting with fair contracts for Emporia, Chaney and Halstead. Cherokee Amusement Company reported bookings for Fort Scott, Ossawa-

PARTY A BIG SUCCESS IN NO-PROFIT BOX

NEW YORK—A humorous reception was given last week to Charley Davenport's report on the New Year's Eve party held at the National Showmen's Association.

The affair was well attended and peaceful, he said, but his financial report drew the statement from attorney Sidney Levine that the club certainly lived up to its non-profit status the night of the affair.

Optimism for Wade Greater

DETROIT—Reporting a route of 10 fairs and 9 celebrations, Manager Cameron D. Murray and Owners Patrick Manley and Connie Wade Manley, of the Wade Greater Shows, are looking forward to the 1957 season being one of the show's best.

Murray reports having completed the show's route, which opens April 20 and runs thru September 20. Among fair dates set, starting July 1 at Odessa, Mich., are these Michigan annuals: Tecumseh, Milan, Fowlerville, Cassopolis, rebooked after a lapse of five years; Lowell and Mount Pleasant. In addition, a ride unit will play Michigan State Fair, Detroit.

The show will carry eight major rides and four kiddie devices, said Murray, who plans to attend the January 20-22 meeting here of the Michigan Fairs Association.

PCSA Men, Fems Honor New Officers

LOS ANGELES—Following an impressive installation of officers on Monday night (7), the Ladies' Auxiliary of the Pacific Coast Showmen's Association repeated the event in glamorous fashion in the Coral Room of the Rodger Young Auditorium here Wednesday night (9). Approximately 150 guests attended to honor the Auxiliary and the PCSA officers as they took their posts and to praise and wish well those retiring.

Berta Harris was installed as the Auxiliary president along with Mary Bacigalupi, first vice-president; Helen Vaughn, second vice-president; Dorothy Enfield, third vice-president; Peggy Forstall, secretary, and Mary Taylor, treasurer. Mrs. Forstall and Mrs. Taylor were re-elected.

The event was devoted to the social side of the ceremonies, with the business part of it having been done in the clubrooms. Opal Manly served as the installing officer on this occasion, with Mrs. Harris being escorted by her daughter, Edna Dauer.

Introduce Officers

Also presented by Julia Smith, toastmaster for the evening, were PCSA officers. They, too, had been installed at the previous regular meeting by Hunter G. Farmer, a past president. New officers included R. C. (Bob) Downie, president; Matthew (Jimmie) Lantz, vice-president; Al Weber, treasurer, and H. D. (Bob) Matthews, secretary. Matthews was re-elected.

Margaret Farmer acted in the absence of Donna Day and presented gifts to Marosa Herman, the retiring Auxiliary president; Mrs. Forstall and Mrs. Taylor. Mrs. Herman also showed her appreciation for the work done by her fellow officers by presenting them with gifts. They included Mabel Brown, first vice-president; Mary Bacigalupi, second vice-president; Madison Hopes, third vice-president; Mrs. Forstall and Mrs. Taylor.

The incoming Auxiliary officers were escorted to their places at the table for honored guests by the pages, Leona Cook and Marie Hoaglund. Ruth Safro, Kathleen Goldstein and Mary Dierlam served in the places of the three members who moved into the posts after serving thru 1956.

A tribute was paid to sister clubs by the Auxiliary. Using a board representing the nation, lights flashed on as the names of the various organizations were called.

The room was decorated with circus figures and miniature carnival rides created in the greater part by Tommy Crosby, a 12-year-old boy.

Peggy Steinberg was chairman of the committee, with Mrs. Farmer as co-chairman. Other members were Edith Walpert, Ruth Wolff Wood, Emily Bailey and Mrs. Smith. The reception committees for both organizations included Raie Banard, Sally Flint, Thora Richard, Gladys Weber, Matt Herman, Steve Vaughn, Charles Walpert and Sam Steffin. Tickets were handled by Clara Little and Ruth Woods.

A gold life membership card was presented by Mrs. Harris to Mrs. Herman, and the latter, the outgoing president, turned the gavel over to the new leader.

Bows were taken by Al Flint, PCSA executive secretary, and Sam Abbott, The Billboard.

Ray Furnishes Music

Music was furnished by Dorothy Ray and her all-girl orchestra.

Auxiliary past presidents who have served since 1931 were announced. They included, in order of their terms, Nell Ziv, Nora Karnes, Clara Zeiger, Maybell Crafts, Martha Levine, Ethel Krug,

Peggy Forstall (two terms), Marlo LeFors, Nina Rogers, Allerita Foster, Margaret Farmer, Edith Hargrave, Edith Walpert, Marie Tait, Betty G. Coe, Trudie DiSanti, Jessie Loomis, Madge Buckley, Mary V. Taylor, Lillian Schue, Opal Manly, Lucille Dolman, Grace Merkel, Peggy Steinberg, Clara Andersen and Marosa Herman.

Those who have served as president of the PCSA are Harry G. Ceber, J. M. Conklin, O. N. Crafts, Harry Fink, J. Ed Brown, S. L. Cronin, Archie Clark, Harry Hargrave, Ralph E. Smith, Joe Glacy, Mike Krekos, Ted Lefors, Mel Smith, William Hobday, Everett W. Coe, Earl O. Douglas, M. J. Doolan, Jerry Mackey, Moe Levine, Hunter Farmer, Frank Warren Jr. and Edward J. Harris.

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Can place useful Ride Help in all departments. Contact Jack Kelly, Miller Amusement Enterprises, Palm Beach County Fair, West Palm Beach, Florida, after January 16. Year-round work if you can qualify. A few openings for Concessions for Florida Fairs and Celebrations, starting at Dade County Youth Fair, Miami, January 22. **Tom L. Baker**, 2722 Lido Drive, Pompano Beach, Fla. Phone 9717. (NOTICE—Davie Rodde dates have been changed to February 6 through 10.)

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GOWNS, FROCKS, FORMALS

Style Parade Big MSA Ball Feature

By HELEN McHUGH

MIAMI BEACH — Flashing jewels, glamorous gowns pointing up the latest resort fashions, orchids by the dozen, and a spirit of fun and happiness, are just some of the important reasons why the 13th annual banquet and ball—the big social event of the year for the Miami Showmen's Association held Monday (7)—was acclaimed the most brilliant in history.

The Spanish decor of the Hotel Seville proved a fitting background for the gowns worn by the women guests, most of whom said they had new models especially for the occasion. There were frocks of all types—long ball gowns, cocktail frocks, short formals and semi-formals—sheaths and bouffants. With the sheath type of gown fighting the bouffant this year for honors in the style field, it would be difficult to decide which is winning. At the event there were plenty of both styles but the sheath seemed to have a slight edge.

Fabrics varied, with most of the colors running to pastels and white, most flattering to those with deep Florida tans. Brilliant prints were much in evidence as were laces and pastels. There were satin and taffeta frocks, faille and chiffon and net and the most glamorous cottons one could imagine. Some of the white cotton numbers were the most elegant frocks one could find anywhere.

Orchids Galore

Almost every lady wore an orchid from her gentleman and there were mink stoles and capes everywhere. A couple of earmines were spotted, too, but not everybody wore fur wraps. There were very attractive evening wraps in velvet and taffeta. The ever-popular cashmere sweater with fur collar, which Florida women love to wear in the evening, was also in evidence.

Mrs. Ben Weiss, who was busy thruout the evening entertaining guests at two tables, wore a Tinker's original (Baltimore). The gown was floor-length, white faille, sheath style with taffeta trim of gray and black. A big bow of taffeta at the shoulder line had long streamers falling to the hemline.

Mrs. Florence Kupperman, of Miami Beach, wore a Gothe chiffon in ice blue with white and pink capelet, while Mrs. Helen Eisen of Hollywood, Fla., wore gold lame with a gold jacket. Mrs. Rhea Carson, of Miami, wore orchid lace with black accessories.

Mrs. Geraldine Gaughan, of Tampa, wore white brocade, while Mrs. Louis Tarr, of Newburg, N. Y., chose beige lace. Miss Maxine Shaffer was lovely in a pink bouffant, and Patty Holt, who hails from Charleston, S. C., was a dream in blue.

Mrs. Leonard Lampell wore a Ceil Chapman silk print with a pearl and rhinestone halter. Miss Florence Badanes wore a Schaparelli black silk shantung sheath. Mrs. Joseph Grosso, retiring president of the Ladies' Auxiliary, was lovely in a Jacques Fath flamingo lace and net gown.

Mrs. Dan Dell wore ice blue satin embroidered in gold and silver, a Dior creation. Mrs. Jack Levine wore a Ceil Chapman original in gray "peau de soie" with a full skirt.

Rhinestone Trims

Mrs. Jean Gordon, of Miami, wore pink satin with rhinestone trims, while Mrs. Bertha Oberchowski, of Miami, chose a white prima cocktail number. Mrs. Genevieve Eich, of Miami, wore blue and white cotton with velvet trim.

Mrs. Florence Ross, of Miami Beach, wore a Ceil Chapman white lame cocktail number. Mrs. Helen Goodwalt's dress was black Chantilly lace while Mrs. Vera Macaulley's was a lovely chartreuse Ceil Chapman gown. Mrs. Agnes Goldberg wore a navy and baby blue satin Molly P. gown. Mrs. Zelma Wynn chose a navy taffeta Hattie Carnegie original.

Mrs. Peggy Malek wore a Gessick black and white print and Mrs. Ida Sindell wore blue iridescent with sequins by Ceil Chapman.

Mrs. Fred Haltzman, of Miami, was lovely in cocoa lace and satin; Mrs. Sue Farber, also of Miami, in beige silk shirtmaker; Mrs. Eva Daniel, of Miami, in soldier blue lace; Mrs. Bill Moore looking lovely in a black and aqua print with cumerbund; Mrs. Dorothy Bass, of Miami, in powder blue and white organdy; Mrs. Beatrice Reicher in turquoise blue by Hattie Carnegie; Mrs. Jessie Edwards in beige organza; Dottie Agrie in an Oleg Cassini model in powder blue crepe. Mrs. Molly Lish was lovely in a black Lilly Rubens.

Petite, dark-eyed Sandy Gruber (who looks like Elizabeth Taylor) was a dream in filmy white net with bouffant skirt, draped neckline, studded with rhinestones.

Mrs. Herbert Login was in black and silver brocade made princess style; Sybil Kahn in black tissue faille, off-the-shoulder sheath; Mrs. Lee Light in a pink linen sheath; Betty Endy in light blue taffeta with a draped bodice; Mrs. Tarr in gray imported lace and chiffon; Mrs. Ridings in Lily Dache black embroidered with lace and sequins and Mrs. Ada Weimer in green Chantilly lace; Claire Coogan in black crepe; Mrs. Can Orman lovely in aqua taffeta and rhinestones; Ada Cowan in light blue lace and nylon net.

Beige Chiffon Bodice

Naomi Westbrook was very attractive in a gold lame sheath with bodice of beige chiffon tucked at shoulders and flowing down the back; Addie James, Naomi's mother, wore a blue silk shirtwaist model with white studded stole; Glenda Westbrook, black lace very full with red petticoat; Sue Westbrook, mauve embroidered sheath worn with silk mauve duster.

Anne Rice's gown was emerald green satin and Jerry Dundee wore emerald green satin with black lace; Sadie Goodman chose a black taffeta trimmed with lace; Ruth Goodman wore melon taffeta empire style; May Taylor wore a strapless gown of yellow net; Sylvia Gold wore a gray sheath.

Miamians Virginia Feldman wore an Adele Simpson black Alecon lace; Ruth Schreiber a Jo Copeland royal blue with rhinestones and Mollie Straus a Turzel original of beaded black satin.

Mrs. Betty Eagle wore a blue print; Mrs. Edward Hartman, blue and cream satin; Mrs. John Daniels gray brocade with rhinestones; Mrs. Helen Eule, aqua nylon, and Mrs. Thelma Youst, black net and taffeta.

Mrs. Joan Prell was in black lace; Mrs. Jean Seales in black taffeta; Mrs. Hoffman in red lace; Mrs. Paul Prell in gold chiffon; Mrs. Joseph Prell wore black and brown taffeta cocktail dress, Mrs. David Bloom was in black and Mrs. Bernie Stone chose a pink Ceil Chapman number; Dolly Kramer in royal blue taffeta; Lee Cook in lavender lace by Ceil Chapman; Mollie Meyers in blue taffeta by Turzel.

Mrs. Lil Warshaw wore an attractive model in turquoise satin with rhinestones and sequins by

(Continued on page 60)

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I want to book with large Carnival—KIDDIELAND. 5 new Kid Rides including Auto Cars, Pony Cart, cage-type Wheel, Ride similar to Spinaroo, Allan Herschell Kid Merry-Go-Round. All factory built. Write your deal and route.

FOR SALE—Parker Merry-Go-Round, 40 ft.; Mix-Up, 20 seats; 2 Pits, one 28 KVA, one 50 KVA, both 2300; one Train, gas motor.

FOR SALE—8 New Allan Herschell Kid Merry-Go-Round Horses.

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FOR SALE MERRY-GO-ROUND

Allan Herschell 36-foot, 2-abreast; all-aluminum horses, in the very finest condition throughout. This is an exceptional value at

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Electrician, Scenic Painter, Ride Foremen and Second Men who drive. We have long season, Open in April. For Sale—100 KVA Transformer.

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ALLAN HERSHELL 10-CAR AUTO RIDE

Cast aluminum cars, newly painted; Streamliner Train G-12, complete, ready to operate. Want Fun House or other Rides.

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THANK YOU MR. SHOWMAN

for the purchase of your automotive equipment.

"Save Money With Johnny" **JOHNNY CANOLE**

8561 N. W. 18th Ave. Miami, Fla. Phone: Miami, Plaza 1-0206

GIVE TO DAMON RUNYON CANCER FUND

MIDWAY CONFAB

Robert (Bob) Morrison, president of the Michigan Showmen's Association, is in New Grace Hospital, Detroit, for observation and treatment.

Howard Laurdeau was a recent guest of D. D. (Tex) Blake, who has a winter unit playing schools in Florida. The two attended the annual banquet of the Greater Tampa Showmen's Association, where they cut 'em up with Doc Hartwicke, Billy Lauther, Paul Sprague, Gene Porter, C. C. (Specks) Groscurth and Walt Bagman. Blake reports that his son, Billy, who was seriously injured in an auto crash several months ago, is mending in Amarillo, Tex. . . . Custer West, who had the Bingo on Glades Amusement Com-

pany last year, recently walked down the middle aisle.

Mac DuBerges and Jack Robertson, ride operators, report they'll be with Bill Hames Shows at Fort Worth, San Antonio, Houston and Mercedes, Tex. They'll play a St. Louis celebration from March 30 thru July 25 and then join Conklin & Garrett for Ontario fair dates. The duo operate four Allan Herschell rides, Helicopter, Rodeo, Sky Fighter and Twister.

Turner Scott writes that after five good weeks with his rides in Orlando, Fla., he's packed up and headed for Daytona Beach, Fla., where he plans to open his funspot in February. . . . W. S. (Bill) Curl, former owner of the shows bearing

his name, is in Miami Valley Hospital, Dayton, O., following major surgery.

Tom (Red) Davis is back at the Harlingen, Tex., winter base of American Midway Shows after working the holidays at the R&R Club, La Feria, Tex. Robert (Bob) Cusson has been named agent of the American Midway organization. . . . Bobbie and Bernice Briggs and Ginger Patterson are trying their luck with tarpon at Port Isabell, Tex.

Ted Keller, who was out some years ago with the W. M. Shows, is planning to hit the road again this season. Keller was recently guest of honor at a birthday party in York, Pa., given him by Esther Lester. . . . Joe V. and Nell Palmer were recent guests of Fred and Catherine Sutherland at the latter's house trailer in Crystal Beach, Fla. The Palmers will remain in Miami until April, when they'll re-open their three stores in Crystal Beach. . . . N. E. Davis, out last season with United Exposition Shows, presented his wife, Jackie, with a 31-foot house trailer on their recent 20th wedding anniversary.

Mrs. Catherine (Ma) Vivona is enjoying her first full winter in Miami on Amusements of America. Danny and Rosita Dell are enjoying the comforts of their new home. Morris Vivona and family will return North soon. He will attend fair meetings and wind up the still date route.

Midway Units

Continued from page 57

ard Woorm, Pepsi-Cola Company; B. Ward Beam, B. Ward Beam Thrill Show; Earl Newberry, Newberry Thrill Enterprises; E. R. Gray, E. R. Gray Circus; W. B. Jacobs, W. B. Jay Shows.

Eldon Lesh, insurance; Joie Chitwood, Chitwood Thrill Show; John Lempart, showmen's supplies and equipment; Sunny Bernet, Globe Poster Company; Dave Rosenberg, Triangle Poster Company; John J. Anderson, Enquirer Printing Company; Gene Holter, Holter's Animals; Emil Guldenzopf, Regalia Manufacturing Company; Jimmie Downey, Downey Attractions; Jack Noel, Jack Noel's Country and Western Show; Bill Querner and Earl Haupt, "Midwestern Hayride"; Kipp Bros., Wabash Valley Tent & Awning Company, Terre Haute Tent & Awning Company, Columbus Fireworks, Crash Brown Thrill Show.

Batalsky & Slate

Continued from page 57

participate in the project at \$50 per name. Names must be of the present or deceased members.

Pledges were made in the names of George A. Hamid Sr., Ben Herman, Abe Rapps, Jeff Harris, Louis D. King, Alfred McKee, Joseph McKee, Sam Peterson, Harry Nelson, Benjamin Braunstein, Maurice Elk, Herman Cohen, John S. Weisman, Danny Thaler, Henry Kaufman, Frank Rappaport, Michael Wynn, Charles Wertheimer, John Christopher, J. J. Fitzgerald, Morris Batalsky, Jack Weinberg, Bernard B. Allen, David Eosen, David Brown, Harry Rosen and Sam Rothstein.

A discussion arose over whether the club could legally apply benefit moneys toward a new home purchase. Counsel Sidney Levine recited the by-laws section which specifies that the benefit fund can be used for any purpose decided upon by the board of trustees and the governors.

Gowns, Frocks and Formals

Continued from page 59

Wilma; Mrs. J. Vivona black satin beaded by Lillie Rubin; Mrs. C. Vivona, black and white by Marie Dressler; Mrs. C. Senna, black crepe trimmed with beads; Miss H. Shaunnessy, white nylon tulle.

Dior Cocktail Number

Mrs. Ambrose Whiteside was in a blue Christian Dior cocktail number. Mrs. Maxwell Kane wore white crepe and Nan Kane was in a black taffeta cocktail dress; Natalie Byers in blue lace on satin; Mrs. Cyril Nelson Wilkins, blue floral taffeta cocktail gown; Onalee Jones, an Adele Simpson blue taffeta cocktail dress; Mary Morhley, powder blue taffeta with lace trim; Thelma Ely, red lace sheath; Elsa Drayer, gold brocade sheath.

Mrs. George Brautigam wore green peau de soie; Mrs. C. Dorso, blue velvet; Mrs. D. Darso, red satin and tulle; Mrs. X. Vogt, white satin brocade; Mrs. B. Stephens, blue satin with cashmere with white fox; Mrs. A. Markham, black and white chantilly lace; Mrs. Lou Stone, blue chantilly; Mrs. Maxie Herman, taupe chantilly; Mrs. Ann Markham, blue lace gown.

Mrs. Pearl Levitt wore black chiffon by Dior trimmed with rhinestones; Mrs. Anna Peck, of Miami, a Christian Dior of gray with white top; Mrs. Casper Center, of Miami, tweed top, black taffeta skirt by Lily Ruben; Mrs. Joe Lieberwitz, of Miami, midnight blue cocktail dress of lace and taffeta; Mrs. Mel Dodson, of Miami, organza and taffeta; Mrs. Joseph Gerson, black velvet and taffeta; Mrs. Bob Simpson, of Savannah, orchid taffeta cocktail frock; Helen Simons, black satin with oyster trim; Gladys Essner, black velvet; Mary Ellen O'Rear Marko, pink satin with pink roses, Lillie Rubins original; Billie Cooper, Adele Simpson sheath in seafoam green and silver lame with Grecian drape; Elvie Clark, purple taffeta sheath, street length with butterfly drape.

Mrs. William Tara wore a black ruffled net and taffeta; Mrs. Alton Pierson wore black lace over pink champagne taffeta; Mrs. Dixie Molenge wore baby blue satin with trim of beads and seed pearls; Mrs. Sonny Broeffle pink satin strapless with net and taffeta bustle; Mrs. Cloyd Thomas campagne strapless number.

May Tanner in Yellow

Mrs. May Tanner wore yellow ruffled strapless gown; Mrs. Joseph Goodman, melon taffeta; Mrs. Max Goodman, black lace gown; Mrs. Louis A. Rice, emerald green satin; Mrs. Chris Dundee, emerald green gown; Mrs. Max H. Gold, gray wool sheath.

Petite Dixie Gordon was lovely in a white Adrian model of white chiffon with lace midriff as was Eleanor Miller in an Adele Simpson model of white lace, fashioned in a sheath and trimmed with beads;

Jewel Sarama in a Christian Dior creation of mauve chantilly beaded lace; Dorothy Cohn in an Irene original with guggle beaded bodice over pink satin; Betty A. Seales, embroidered taffeta by Ceil Chapman.

Katherine Marchiano wore orchid chiffon; Ruby Marchiano was in a cream lace gown; Marguerite Vagoll in an Adrian slipper satin blue sheath with royal blue lace over-top; Ann Marcacco, black lace and taffeta; Rachel Kutmer, black satin with pearl trim.

Mrs. Art Michael, of Fremont, O., wore a black cocktail dress with white trim; Mrs. James Harris, of Miami, pink chiffon; Mrs. Peggy Briscow, of Virginia Beach, Martine dress; Mrs. Mary Clarke, of Miami, flowered silk brocade; Mrs. Helen Goodwalt, black lace gown; Mrs. Esther Hornfeld, blue lace; Mrs. Edith Rosenberg, of Miami, navy sheer Mrs. Ep Glosser, new president of the Ladies' Auxiliary, aqua lace; Mrs. Earl Small, of St. Petersburg, black cocktail number with rhinestone trim; Mrs. O. Durden, Tampa, black and white taffeta ball gown; Mrs. Michael Wynn, of Utica, N. Y., navy taffeta; Mae Levine, gray taffeta by Ceil Chapman; Florence Bakanes, black Ceil Chapman silk; Jeanne Lampell, Olga of Havana purple print strapless gown; Mrs. S. Levin, satin and lace sheath with emerald green undertones; Irene Sechrest, turquoise pleated chiffon bodice with taffeta flared skirt.

Aqua Sheath

Mrs. Wallace Maer wore a starlight aqua file sheath and Mrs. Randy Christmas, wife of the mayor, wore floral print princess with fur cloth cape; Mrs. H. P. Baker wore a white doeskin suit and Mrs. Lew Lange wore white brocade.

Mrs. Jeanie Katz, of Miami, wore a Dior white lace creation; Mrs. Marie Fellman, of Pittsburgh, blue chiffon; Mrs. Della Travis, a Stephanie white lace model; Dorothy Korman, of Chicago, wore orange and brown organdy; Mrs. Pauline Moline, of Chicago, white on white, full skirt; Norma Parker, of Detroit, Mich., singing star of the Patio Room, black and white chiffon; Mrs. Ben Levin, of Miami, a Cecil Chapman in white, princess style; Dorothy Goldring, of Miami Beach, a Lillie Rubins blue tone bouffant chiffon; Mrs. Lee Rouch, of Miami, black frock; Audrey Boone, of Miami Beach, black silk crepe with dotted net top; Fran Watkins, of North Miami, a white strapless number.

The men? Well, they were resplendent in white dinner jackets, tuxedos and dark suits. Ben Weiss introduced a new note for men—a plaid tux—and Bucky Allen wore an ultra-fancy shirt with his white dinner jacket.

SPECIAL 3-PIECE WRENCH SET

- 6" Adjustable Wrench
 - 8" Adjustable Wrench
 - 8" Stillson Pattern Wrench
- All Quality Forged Tempered Steel
• All Polished Heads • All Red Lacquered Handles.

1 Doz. 3-Piece Sets, \$12.00
Comprising 36 Wrenches • Bulk Pack.
25% dep. with order, bal. C.O.D.
F.O.B. Chicago.

COOK BROS. 916 S. Halsted St. Chicago, Ill.

MERCHANDISE TOPICS

What is claimed to be the only item of its kind in the country is being offered by **Alrich Manufacturing Company, Inc.**, Box 469, Great Neck, N. Y. It is the Color Pix TV Screen Filter which makes pictures in color a reality. It may be attached in minutes to any black and white set without tools, eliminating glare and eye strain as vivid color takes the place of drab black and white. Alrich suggests that you act quickly so that you can be the first in your area to offer this dramatic low-priced product. A sample demonstrator is \$1. Price set-up permits up to 300 per cent profit. Quantity buyers should write for special discounts.

Pitchmen and demonstrators who use combs should contact **Amberine**, 2020 F Street, South Belmar, N. J. Amberine features their original unbreakable combs for demonstrations. They are the manufacturers, so you get the lowest prices. They carry a stock on hand and ship orders the same day received. One dollar gets you a sample set.

If you're looking for a big flash item at a low price, write to **Danal, Inc.**, 20th and Madison Avenue, Covington, Ky., for a sample of the Enesco bathroom ensemble. This consists of a clothes hamper, a waste basket, a tissue dispenser and a hide-a-brush holder, all in enamel finish metal. The set lists at \$10.95, but is offered to the trade at \$3.35 a set in lots of three. A sample is

\$3.50. The firm's complete listing will be sent on request.

Featuring a new low gross price, **Craft Master Tool Company**, 23440 Lakeland Boulevard, Cleveland, reports that its original Wil-Kro razor planer set is receiving strong acceptance by workers around the country. The set consists of four tools in one. It is a straight plane, spoke shave, nose plane and short-arm plane. It uses double-edged blades. The firm claims this to be one of the fastest selling specialty items on the market. A demonstration sample is available for \$2.

Meyer Morris, 840 Michigan Avenue, Miami Beach, Fla., has introduced genuine cultured pearl necklaces at a low price. These are 17-inch strands strung on nylon. The luster and appearance of the pearls easily identify them as genuine, the firm states. Priced at \$6, the item should prove a money-maker for users of this type of merchandise. Boxed, the strands are \$6.50 each. The firm requires check or money order in full, postage prepaid, or will ship c.o.d.

An unusual service is offered by the **Mayrose Company**, 923 Chandler Avenue, Linden, N. J. The firm 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 scenes around city or State which it can deliver in two weeks. Five hundred free comics are sent with every order.

PIPES FOR PITCHMEN

By **BILL BAKER**

DOUGLAS ST. JOHN . . . sends in word that most of the boys working Chicago during the pre-Christmas season did very well, due probably to the fact that there were not as many joints in town as usual. Workers in both State Street stores clicked with a new food chopper, according to Doug, and some of the boys got folding money with pen set-ups, too. A New Year's Eve high spot for the Chi tripe and keister fraternity was the marriage of Paul Kushnir, Canadian pitcher, and June Coffey, well-known Chicago worker. The ceremony was performed by Judge George Barber, followed by a reception at the Millsfield. A honeymoon in the Canadian Rockies was planned by the couple. Doug and his wife, Creta, are currently framing a horoscope act for stores. They plan to hit the road soon.

"ANNUAL CHRISTMAS . . . party of the Atlantic City pitchmen's club was without a doubt the greatest assemblage of pitch folks in history," writes **Lois D. Bates**, club secretary. "They came from far and wide to enjoy a vacation and to make worthwhile connections. To those who missed it, we extend an invitation to attend next year's affair. As usual, **Ann Cromer** was in charge of the dinner, eaten in two shifts because everyone couldn't be seated at one time. **Jerry Collino**, in charge of the bar, reported his bar worked at top speed. **Joe Magee** arranged a program of talent that, if not professional, was wildly acclaimed. **Dena and Al Segal**, of New York, did their vaude routine of some 30 years ago. **Henry Sommer** surprised folks with an unsuspected talent on the violin, and **Archie Morris and Stanley White** laid them in the aisles with a rendition of 'Darktown Strutters' Ball.' However, the hit of the evening was **Marsha Zeeger** and her mother doing a 'Me and My Shadow' number. Two days

later the club held its annual business meeting at which some members stressed the importance of strengthening the organization in regard to member duties and privileges. It was argued that contact should be made with chain stores, fair secretaries, show promoters, etc., for whom pitchmen work, in an effort to guarantee contracts and procure rentals of space at reduced rates to members. It was also felt that better business relations with manufacturers could be achieved by united action of members thru the club. Under that plan the club would function more as a trade organization and less emphasis would be put on social activities. Others, however, felt that it would be unwise to hamper the free way in which their business has always been conducted. Since the membership is undecided on what course to pursue, it asks that pitchmen pipe in to **Bill Baker**, giving their views on what decisions the club should make."

JACK ROACH . . . a veteran of 50 years in the business, writes from **Dunn, N. C.**, that lots of small stores and film houses are closing in the area, leaving working space for the boys in the lobbies. **W. Y. Rowe** is working Tennessee and North Carolina mountain spots, according to **Roach**, and a few are working sales around **Dunn**, but they are mostly 40-milers. **Roach** said he worked from Florida to Virginia last year and was able to do well by opening late and closing early. "Let's hear from some of the med showmen who are using film shows in Florida this winter," he concludes.

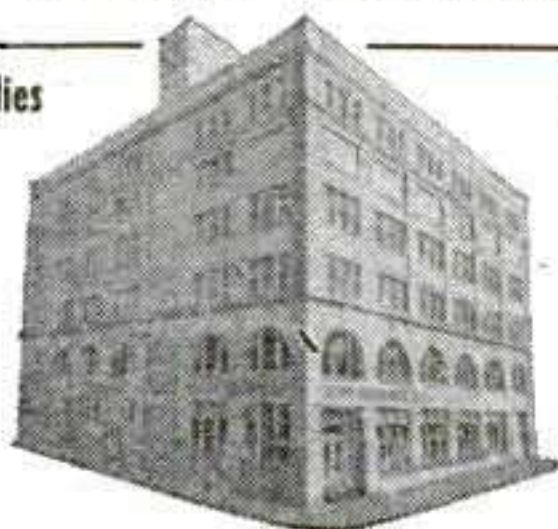
CHARLES SHEAR . . . New York wholesaler, has opened a wholesale store in downtown Washington for the Presidential Inauguration. The store will feature badges, buttons, pennants, etc. required by streetmen and pitchmen.

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HAS MOVED TO NEW, MODERN AND LARGER QUARTERS

60,000 Square Foot of Space TO SERVE YOU BETTER



- Carnival Supplies
- Plush Toys
- Jewelry
- Housewares
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- Bingo Supplies
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20" BEGGING RABBIT
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6" Real Fur Rabbits, cotton stuffed. \$6.75 dz.
Minimum order: 3 doz.

49 Pcs. (12 of each, plus 1—20" Rabbit) \$26.80

Send for FREE Easter Brochure and 40-pg. catalog of year-round sellers. F.O.B. N.Y. 25% dep., bal. C.O.D. if not rated.

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\$3.60 ea. in lots of 12 Sample \$5.00 each

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This is the original, improved Wonderfoam Ironing Board Cover Pad as advertised in the Jan. 5 issue of The Billboard. Retail for \$1.00—has sold for \$2.00. Sample dozen ppd., \$5.00.
100 quantity \$32.00 per 100
500 quantity 30.00 per 100
25% with order—Bal. C.O.D.

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Send \$15 for sample package of 10 items

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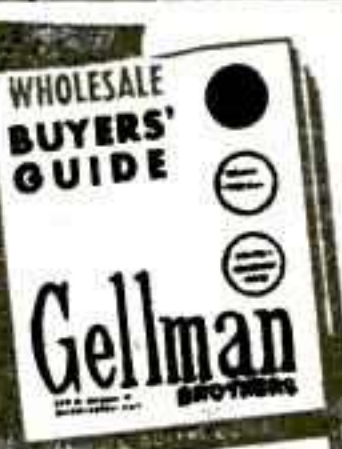
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Sample package of our 10 Latest Promotions. Each item tested and proven to be "hot" sellers. Our repeat orders prove each number is a winner.

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Also include 25¢ per insertion additional to cover cost of handling replies.

**RATE: 20c a word—Minimum \$4.
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BENRUS ELGIN WALTHAM GRUEN BULOVA WATCHES

Guaranteed LIKE NEW!

Choice Lot **6 FOR \$49**
All famous makes—complete with expansion bands—Reconditioned and guaranteed like new (Sample, \$9.95)

10 FOR \$69.50
Assortment, Men's Elgin, Waltham, Complete with Expansion Bands. (Sample, \$8.95)

\$6.45 Each
SPECIAL LOT—Men's Elgin, Waltham Watches Reconditioned and Guaranteed. Expansion Bands included.

5-Day Money-Back Guarantee.
25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT
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182 S. Main St., Memphis, Tenn.

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A HAPPY NEW YEAR TO ALL OF OUR customers. All new 1957 "Comedy Guide," free with your order of "Comicollection," packed with comedy material and complete monolog. \$2. Show-Biz Comedy Service (Dept. 88-2), 1613 East 29th St., Brooklyn 29, New York.

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23,000 PROFESSIONAL GAGS, ROUTINES, ad lbs, doubles! 1,600 pages! For free comedy catalog write: Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ap20

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Tailored Earrings, Asst. STYLES \$ 1.50 dz
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EXTRA SPECIAL!!!!

BOXED SETS, Asst. STYLES... \$ 4.50 dz
Ornamental Stay Combs 1.00 dz
Gen. Cultured Pearl Pins & Neck... 2.50 dz
Large Stone Earrings 4.80 dz
Ropes, Asst. 3.00 dz
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24 HOUR SERVICE
20% Deposit with Order, Balance C.O.D.
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KAREN ORIGINALS

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Assorted Stoned Brooches... \$1.75 dz
Stoned & Tailored Earrings... 1.75 dz
Pierced Earrings on Display... 1.50 dz
Charm Bracelets, Asst. 1.25 dz
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Children's Jewelry, boxed, Asst. 2.95 dz
Asst. Tie Slides, carded 1.00 dz
Rosaries, Imported 1.95 dz
Cameo Sets, boxed 7.20 dz
Tie Slide Sets, Asst., boxed 4.00 dz
4 Pz. Rhinestone Sets, boed 18.00 dz
Summer Earrings, Asst. 7.00 dz
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Neck & Earrings, Asst., boxed... 9.00 dz
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

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1820 Westminister St. Providence, R. I.

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MAGAZINE SALESPEOPLE, EXPERIENCED, district crew managers, veterans, for better deal write Steele, P. O. Box 1760, Franklin, Tex. Lowest turn in, best sheets, work anywhere. ja19

MAKE EXTRA CASH — QUICKLY! Show newest, big value, \$1, \$1.25, \$1.50 assortments of Birthdays, Get Well, Valentine, Easter Greeting Cards, Gift Wrappings, Stationery, Gifts—in spare time. Big profits, bonus. Friends, others buy on sight. Write for samples on approval. Free gift offer, details. Hedenkamp, 361 Broadway, Dept. BD-8, New York.

PERFECT WHITE TITANIA GEMS—MORE beautiful and brilliant than diamonds. \$8.50 per carat wholesale. Make tremendous profits. Imperial Gem, Spotswood, N. J.

Want Record Rack Jobbers and Volume Record Stores, Outlets
Direct factory price.
189—14 Hit Parade Albums.
49¢—4 Hit Parade Records.
Only best quality Hi-Fi Recordings.
JANES DISTRIBUTING CO.
17315 Ivy Fontana, Calif.

VIM VITAMINS—BIG PROFITS, RETAILS for \$3 for month supply. Sample \$1 with selling kit. DeLuxe Sales, Blue Earth, Minn.

WHOLESALE DIRECTORY OF MANUFACTURERS, distributors of thousands of nationally known products: Jewelry, Clothing, Vitamins, Appliances, etc. Carter, Box 6011-BB, Chicago 80. np

ANIMALS, BIRDS, PETS

ANIMALS, BIRDS, REPTILES FOR SALE. Write, visit Ross Allen's Reptile Institute at Florida's Silver Springs. ja19

BEHAVIORAL CHANGES, POTTO, PR. TAME Chacmas, Baboons, adult red Okaris, Slow Lowries, tame Ocelot, two six-month African Leopards, Monkeys, Mynahs, Giant Galapagos Tortoise. Mowrer's, Box 2126, Springfield, Mo.

SPECIAL—ELEPHANTS

Immediately available Indian Assam female Babies, large choice. All about \$'.

We compete as usual on price and quantity.
Phone: Whitehall 3-4073

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.
50 Broad St. New York

CANADIAN BEAR CUBS — ORDER NOW from Canada's largest exporter for spring delivery. We ship everywhere. Write: Reliable Bird Co., Winnipeg, Canada. fe2

FOR YOUR DEPENDABLE SUPPLY ANIMALS, BIRDS, MONKEYS, REPTILES, AGOUTIS, \$20; Cinnamon Ringtail Monkeys, \$27.50. State wants. Warwick Game Farm, Inc., Warwick, N. Y.

JAGUAR, FEMALE, 4 MO. OLD, TAME. \$250; Tapir, 4 mo. old, 40 lbs., \$250. F.O.B. Miami. Jungle Life Export Co., Apartado 2454, San Jose, Costa Rica. Terms: Cashier's check.

LARGE HEALTHY CHAMELEONS SENT air prepaid. Live arrival guaranteed. \$15 hundred. C. C. McClung, Telephone 5411, Snake Farm, LaPlace, La.

Tell Your Selling Story to BETTER ADVANTAGE Use Display Type and White Space Rate: only \$14 per inch This 1 1/2-inch space costs only \$21

BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new greaseless doughnuts. Free recipes. Norcroft Ray, 3605 S. 15th, Minneapolis 7, Minn. np

FASTEST MOVING CAREFULLY CIGARETTE Lighters ever presented. Imported. \$7.75 per dozen, carded or boxed. Satisfaction guaranteed. Ready-Williams Distributing Co., Box 547, Ft. Walton Beach, Fla. fe2

FOUR AUTOMATIC POPCORN MACHINES (special make) valued \$2,200. New, slightly used, all in good working condition, only \$800. Write c/o Machine, P. O. Box 1402, Omaha 8, Neb. ja26

HOW TO MAKE MONEY WITH CARNIVAL Games 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite San Jose 26, Calif. fe4

MORE BUYERS Will Stop and Read YOUR AD if you use RATE ONLY \$14 per inch DISPLAY CLASSIFIED AD

MUST SELL 200,000 BRAND NEW RECORDS—Latin-American, 78 rpm.; different labels at \$5 each. All records in original sleeves, 25 to a box, 100 to a carton. Juan Martinez Vela, Inc., Box 2027, San Juan, Puerto Rico. ja26

PHONOGRAPH RECORD PRODUCTION MANAGER
Top Mechanic who is not afraid to work. Good opportunity. Brooklyn. Submit full details and salary desired.

BOX C-123
c/o Billboard Cincinnati 22, Ohio

PORTABLE AND PERMANENT, PORTABLE 56x120, same location, available free this season. Permanent 84x100, plus toilets, lounge, skate room, etc. Complete, shoe skates, etc. Only one in town of 150,000. Younger partner recalled to army. Older to foreclose on former business. \$10,500. Might sell separately. Russell White, 105 Terrace View Lane, Peoria, Ill. Ph. 5-4265. ja26

YOU FOR PRESIDENT OF COLLECTING agency. We have helped hundreds get their names on office doors. Franklin Credit, Roanoke, Va.

COSTUMES, UNIFORMS, WARDROBES

GIRL SHOW, STRIP, MINSTREL, PARADE Costumes, Wigs, Rhinestones, Plumes. Free list. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone: Union 3-9509.

LEOTARDS, BIKINIS, EXOTIC WEAR. Lowest prices on mesh hose, tights, gloves, leotards. List: Actual photos, \$1. Stan Stanton, Liberty 4, N. Y.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krieger Korn, 129 S. Halsted, Chicago, Ill. mh9

2 SIMPLEX 35MM. LAMP PROJECTION Machines with Bausch & Lomb lens. Altec 126 Amplifier and 15" coaxial speaker. Best offer. Hollywood 3-5106. Hollywood, Calif.

FOR SALE—SECOND-HAND SHOW PROPERTY

BRILL'S NEWEST PLANS—WATER BOAT Ride, \$8; 3 cute illusions, \$3; Burned Alive, \$5. Free 72-page catalog. Brill, Box 875, Peoria, Ill.

EVAN'S BIG SIX WHEEL, FAIR CONDI- tion, \$225 or will trade for Kiddie Ride. Kant, 323 Third, Pittsburgh 22, Pa.

FOR SALE

Dark Ride With Transportation **\$6,000 Cash**

MRS. B. H. BRITT

8511 N. Blvd. Tampa, Fla.

FOR SALE — EXCELLENT CONDITION, one 40' Herschell-Spillman 2-abrest Merry-Go-Round; one 48' Parker Ferris Wheel; one 24-seat Chairplane; one 12-seat Kiddie Chairplane; one 8-Car Kiddie Ride. All in good shape, \$12,000. Ike B. Tegeier, Dyersville, Iowa.

FOR SALE OR TRADE—PARK-TYPE CAT- erpillar, good running condition. Want good used Tilt, Kiddie Coaster, Airplanes, etc. W. W. Morrison, 2501 N. Lyon, Springfield, Mo.

FOR SALE

1950 Caterpillar, \$4,500
Little Dipper, \$3,500
Good Condition

Phone 3-4802
CHARLES GARVIN

Box 386 Bowling Green, Ky.

LIQUIDATING AMUSEMENT PARK—COM- plete or piecemeal. Six Rides, 72 Arcade Machines. Write or phone 3-4010. Percell's Park, So. Williamsport, Pa. ja19

OTTAWAY STEAM TRAIN WITH THREE Coaches. In perfect condition throughout; sacrifice for \$2,500. R. H. Chance, 1119 George Washington Ave., Wichita 16, Kan. fe2

TANGLEY CALLIOPE, BEAUTIFULLY restored, plays on rolls, also one that plays by hand. Seeburg Pianos, coin operated; Wurliizer 150 Organ, also 125; Artisan double Tracker Organ. B. L. Williams, 8400 Conn Ave., Chevy Chase, Md. ja26

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill refundable. Miniature Trains, 33B Winthrop, Rehoboth, Mass. ja19

TWO 28' WAREHOUSEMAN FURNITURE Semi Trailers, one low mileage 1948 Studebaker 18' Van. Buying new equipment for fleet and will sell these reasonable. Terminal Van Lines, 325 9th St. So., St. Petersburg, Fla.

USED RIDES—LARGE STOCK OF ADULT and kiddie rides that have been traded in on new equipment. Write today for listing. Amusement Co., Mt. Clemens, Mich. fe18

WESTERN MUSEUM FILLED WITH HIS- torical relics in 35 ft. trailer. '47 Dodge Tractor, a living quarters, 1557 Rialto Ave., San Bernardino, Calif.

1 KIDDIE AUTO CAR RIDE, BUILT ON trailer; 1 Tonnevillite Trolley. Both factory built, good condition. Midway of Mirth Shows, Jonesboro, Ark. ja19

10' POPCORN TRAILER, COMPLETE — Pitch-Tilt-U-Win, new Ray Oakes Blocks; Pan Game, complete; Penny Pitch and Frame; 2 Jewelry Spindles; Duck Pond, complete; 12' Center Concession. James Foster, 1533 N.W. Ninth St., Miami, Fla. Franklin 4-2107 after 6 p.m.

SAVE \$50 On Your Wholesale Cost

BULOVA BENRUS GRUEN ELGIN WALTHAM

6 Ass't Watches With yellow exp. bands for **\$49.00** only
Sample Watch, \$9.95; Sample Band, \$0.95

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. as is — **5 for \$10**

5-DAY MONEY-BACK GUARANTEE—WE WILL NOT BE UNDERSOLD

New Big 1957 Catalog (re-funded on your first order) **25¢**
Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

JOSEPH BROS. 33 Wabash Ave. Chicago 3, Ill.

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7 and 10 color specials 4-5-6 and 7 ups
Midgets, 3,000 series—7 colors
Paper and Plastic Markers
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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.

IF YOU ARE INTERESTED IN JOB LOTS CLOSEOUTS

BE SURE TO CONTACT US IMMEDIATELY.

WISCONSIN DELUXE COMPANY
1902 No. Third Street
Milwaukee 12, Wisconsin

1957 PRICES With No Gimmicks!

32" PLUSH BEAR \$20.00
Cotton stuffed, Ass. colors....

30" STANDING BEAR \$16.75 dz.

21" Plush 'n' Plaid Poodle \$21.75 dz.

25" Plush 'n' Plaid Bear \$12.00 dz.

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17" DANCING MONKEY \$ 8.40 dz.

22" BONNET DOLL \$ 8.40 dz.

28" STANDING PINOCCIO \$ 12.00 dz.

24" DUTCH CLOWN \$ 12.00 dz.

F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.

TEE JAY TOYS, INC.
48 West 20th St., NYC 11 WA 9-6865

Midget Bible
Only 1 1/4 in. Over 200 pages. Illustrated. Black overleaf cover, gold printed.

ENGLISH PROTESTANT OR SPANISH CATHOLIC EDITION

Send 25¢ for samples of both. Either style: 90¢ dozen, \$8.70 per 100, \$50.00 per 1000. F.O.B. Detroit. Johnson Smith Co. Detroit 7, Mich.

GIVE TO DAMON RUNYON CANCER FUND

SPECIAL!

NYLON & RAYON BLANKETS

Full 72"x84" Size. Satin Binding. Luscious Pastel Colors.

\$4.10 each

25% deposit, balance C.O.D., F.O.B. Chicago.

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1080 Milwaukee Ave., Chicago, Ill.

Valentine

\$7.80 VALENTINE ASSORTMENT

New assortment contains 2 gross of 2 for 1c Valentines; 1 gross of Comics; 2 gross of penny sellers; 1 gross of 3 for 5c sellers; 1 gross of 5c Mechanicals and 1 dozen 10c Cello-Paks. Your cost \$7.80 - BRINGS YOU \$14.36.

EXCHANGE VALENTINES

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|---------------------------|----------------|--------|
| 25c Deluxe Greeting Cards | Per 10 | \$1.50 |
| 10c Greeting Cards | Per 50 | 2.50 |
| 5c Greeting Cards | Per 100 | 2.50 |
| 5c Mechanical | Per 100 | 2.50 |
| Comic Valentines | Per Gr. | .80 |
| 5c Teacher's Valentines | Per 100 | 2.50 |
| 5c Giant Movable | Per 100 | 2.50 |
| 1 for 5c Mechanical | Per 100 | 1.20 |
| Penny Valentines | Per Gr. | .90 |
| 2 for 1c Valentines | Per Gr. | .40 |
| 10c Cello-Pak Assortments | Per 100 Pkgs. | 6.75 |
| 5c Cello-Pak Assortments | Per Doz. Pkgs. | 1.85 |
| 25c Cello-Pak Assortments | Per Doz. Trays | 3.00 |

VALENTINE'S DAY SUPPLIES

Valentine Balloons Per Gr. \$7.50
 Crepe Party Hats Per Gr. \$4.40
 Order from above and ask for a complete listing of all Valentines and Valentine's Day supplies.
 Include postage with order. 25% deposit required on all C.O.D. orders.

KIPP BROTHERS

Wholesale Distributors Since 1880
 740-82 SOUTH MERIDIAN ST., INDIANAPOLIS 25, IND.

P D Q - World's Greatest PHOTO BOOTH CAMERAS

Dependable - efficient - Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details.

P D Q CAMERA CO.

1546 W. Cortez Chicago 22, 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 • GEMS • ENGRAVING • MDSE. • CARNIVAL MDSE.

Sterling Jewelers

1775 EAST MAIN ST. COLUMBUS 5, OHIO

LAVENDER SACHET BASKETS

Made of tightly woven bleached rattan, holds dried lavender flowers without spilling. Each with colorful plastic stopper.

\$79.00 PER 1,000

\$45.00 per 500 Imported dried lavender flowers, 10 lbs., \$8.50.

SHERFY'S, LTD.

2126 Boyer Seattle, Washington

THE BEST SALES BOARDS and JAR GAMES

Write for information and prices

GALENTINE COMPANY

Dept. B
 819 E. Jefferson Blvd. South Bend 17, Ind.

SALESBOARDS LOWEST PRICES ALWAYS

| | | |
|--------------------------|---------------|--------|
| 1000 25c Charley Board | Prof. \$50.00 | \$1.10 |
| 1000 5c Double Fin | Prof. 24.00 | 1.15 |
| 1440 5c Barrel Board | Prof. 18.00 | 1.59 |
| 1440 10c Barrel Board | Prof. 36.00 | 1.69 |
| 1000 25c Charley Tk. | Prof. \$52.04 | \$1.79 |
| 1000 5c J.P. Boards | Prof. 24.00 | 1.98 |
| 1000 5c J.P. Gift Boards | Prof. 28.00 | 2.49 |

Ticket Displays, etc.

DELUXE SALES CO., BLUE EARTH, MINNESOTA

INSTRUCTIONS BOOKS & CARTOONS

"RULE OTHERS WITH THOUGHTS." (FOR adults.) Since telepathy controversial, no promises. But satisfaction guaranteed-or refund. \$2. Delmar, 846-E7 Sunnyside, Chicago 40. ja26

MAGICAL APPARATUS

NEW 152 PAGE ILLUSTRATED CATALOG. Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50c wholesale. Sub-miniature radiophone for mentalist easily concealed. Brochure prices on request. Nelson Enterprises, 338 South High, Columbus, O. fe2

MISCELLANEOUS

LIKE FULL MAIL BOXES? INTERESTING. "Offer-tunities" and money-making opportunities galore. 25c. Traylor Enterprises, 133BB Magnolia, La Feria, Tex. ja26

M. P. FILMS & ACCESSORIES

ARCADE OPERATORS-NEW 16MM. RE-leases, Art, Pinup and Burlesque Subjects; 400 ft. and 600 ft., \$20 and \$30. 10% discount on large orders. Send for free list. Box C-118, c/o Billboard, Cincinnati 22, O. ja19

16MM. SOUND FILMS, FEATURES AND Shorts. Hundreds of titles in all price ranges. Sale or exchange. Crawford Film Service, 412 Page St., Ft. Worth 10, Tex.

PERSONALS

FREE COPY OF THE GOSPEL OF JOHN to every showman. Send name and address to Leo Heller, Romeo, Mich.

NOVELTIES-LARGE ASST., \$5. NONE less sold. Free lists available. Discount Toy Shop, 5607 No. Kimball, Chicago 45, Ill.

\$150 CASH REWARD TO ANYONE KNOWING whereabouts of Richard Broderick. Call Cliff Frost, CH 46932, Des Moines, Iowa.

PHOTO SUPPLIES DEVELOPING-PRINTING

DIRECT POSITIVE STUDIO EQUIPMENT. Camera, Lens, Holders, Tanks, etc; complete outfit. George Hage, 18 West Liberty, Cincinnati 10, O.

PHOTO BOOTHS, CAMERAS, D.P. PAPER. Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-1fn

PRINTING

ALWAYS SPEEDIEST SERVICE, QUALITY Window Cards, three colors, 14x22 size, \$8 hundred; larger 17x26 size, \$12.50. Cards for all amusement occasions, many illustrated. Also Bumper Cards, Bumper Stickers. Tribune Press, Dept. W-57, Earl Park, Indiana.

TARGETS FOR SHORT RANGE GALLERY. \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md. ja19

200 8 1/2 x 11 HAMMERMILL BOND LETTER-heads and 200 6 1/2 Envelopes, \$3.75 postpaid. Hickman & Hickman, Box 2028, Coalgate, Okla.

200 8 1/2 x 11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. fe2

500 GUMMED LABELS PRINTED WITH your name and address, 65c postpaid. (1,000, \$1.25.) Artprint, P. O. Box 166, Sheboygan 5, Wis.

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS-10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-138, Chicago 32, Ill. ja26

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Necklaces and Bracelets
 Boy Alone - Girl Alone
 Or Combination

Made of Aluminum and Gold or Nickel Plated.

MILLER CREATIONS

With It Since 1907
 7739 So. Avalon Ave. Chicago 19, Ill. Phone: WAterfall 8-8853
 DAY AND NIGHT SERVICE

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of ELECTRICAL APPLIANCES-Household Goods-GLASSWARE-Clocks-LAMPS-Assorted Novelties-BABY DOLLS-Boudoir Dolls-PLUSH ANIMALS-Plastic Goods-CARNIVAL GOODS-Premium Goods-SPECIAL AUCTION GOODS-Small Novelties for Give-Aways.

84-PAGE CATALOG AVAILABLE FREE. SEND FOR Your Copy Today.

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill.
 L. D. Phone: MONroe 6-9520
 In Business in Chicago for 37 Years

FRANCHISE SALESMEN'S DREAM \$4,000 MONTHLY POSSIBLE

We are interested in men with the following qualifications:

- franchise selling experience
- able to travel freely
- able to finance self for 2 weeks while getting started

We are a 25-year-old manufacturer with a tremendously successful line now being sold in 15,000 retail stores around the country. We have the highest of references. Just a glance at our kit and you'll recognize this as the most salable franchise program you have ever seen. Each franchised dealer you sell receives an exclusive territory and works on a 66 2/3% markup on his initial merchandise and re-orders. Plenty of successful franchised dealers to call for reference. Product advertised in Life, etc. YOUR COMMISSION is 30% on initial sale and 5% on all re-orders. You must be able to pay for your own ads. For personal interview send photo and state experience to:

Box C-126
 c/o Billboard, Cincinnati 22, Ohio

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. fe23

WANTED TO BUY

WANTED-MERRY-GO-ROUND, 30 OR 32-footer, any condition; Chairplane Med., 16 place. Delbert Sharp, Nicollet, Minn.

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word-Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

CONTESTANTS, ROCK-ROLL CONTEST Derby. We pay hotel, eats. We have Hollywood contacts. Al Zuckerman, 2707 Franklin, St. Louis, Mo.

FEMALE IMPERSONATORS-NO DRUG, comedy preferred. Apply to Circus Bar, 401 Ocean Drive, Miami Beach, Fla. ja26

HAVE PLACE FOR MAN WITH OWN rides suitable for factory picnics, etc. for amusement park in city of 150,000. Permanent summer setup. Big potential. Arthur Hickey, 321 N. Michigan Ave., Saginaw, Mich.

SAX MEN-COMMERCIAL EXPERIENCE. Steady employment. Dave Brumitt Agency, 716 Bona Allen Bldg., Atlanta, Ga. ja19

TRUMPET-OTHERS, WRITE COMMERCIAL hotel combo, steady work, long locations. Bill Grassick, Van Cleve Hotel, Dayton, Ohio.

WANTED-GIRLS FOR SHOW WORK-Good treatment; best offer on salary. Write Leslie Kiester, Nuville Bldg., Suite 304, Rochester, Minn.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

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AGENTS & MANAGERS

PERSONAL AGENT FOR GOOD ROCK-and-Roll Unit. Have theater dates waiting. Will work percentage deal. Answer at once. Franklin, 2008 No. Prairie, Dallas, Texas.

CIRCUS & CARNIVAL

MAGIC, PUNCH, FIRE. CAN DRIVE. LAST engagement Hagen Bros. Prefer circus. Sober and reliable. Ray Brison, 131 Oley, Reading, Penna. ja26

DRAMATIC ARTISTS

DRAMATIC ACTRESS-WRITE SOME MATERIAL, dance some, age 34. Interested in TV. Have photos. Maurine Dillinger, General Delivery, Galveston, Tex.

MISCELLANEOUS

AVAILABLE IN GULF STATES. FOR CLUB dates, special events, etc. Win Beaver, comedy magician and emcee; 10 to 40 minute acts for any type or size audience. Box 818, Aliceville, Ala., or phone 2364, Carrollton, Ala. fe9

HYPNOTIST - FOR STAGE. PRIVATE parties and lecture demonstrations. For information write Nelge E. Diehl, Post Office Box 2002, Seattle, Wash. mh30

GOLDMINE OF 600 MONEY MAKERS-Free copy. Specialty Salesman Magazine desk, 22-B, 307 North Michigan, Chicago 1. ch-1fn

HILLBILLY COMEDIAN EDDIE DYER Recently featured comedian with Bill Monroe and the Blue Grass Boys, a Grand Old Opry unit. Two seasons Edin Britts' New England Hay Left Jamboree. Contact Eddie Dyer, 29 Avon St., Revere, Mass. ja26

ELECTRICIAN-BUILDER - TRANSFORMERS or Diesels. Have concessions. Prefer 8-10 ride truck show. Go anywhere. Fred Shujett, 2655 So. Karlov Ave., Chicago 23, Illinois.

MAGICIAN ACT FOR FAIRS, CELEBRATIONS, etc. An 18-minute Novelty Act or 45-minute Evening Show. Write: Jack Vance, 2839 S. Dunmoor St., Memphis 14, Tenn. ja26

MAGICIAN FOR NITE CLUBS, THEATRES, hotels, supper clubs, lounges, parks, fairs, celebrations, etc. Contact Rollin, 2110 Seventh Ave., Altoona, Pa. fe2

MUSICIANS

AT LIBERTY - TOPFLIGHT DANCE Combo, some entertainment; 4 pieces, sax, drums, guitar, piano doubles trumpet. Consider all offers but prefer one-nighters. Write: Post Office Box 1122, Zanesville, O.

AVAILABLE IMMEDIATELY, TRUMPET, play a little valve trombone, bass, piano, vocal arranging, comedy, novelty. Young, reliable, experienced, good attitude. Prefer show combos; will travel. Don Kave, 2755 Club Drive, Los Angeles 64, Calif. Texas 0-1949.

"AVAILABLE" JONES-YOU'VE HEARD me. Clarinet on Ray McKinley's "Let's Dance" album. Also on Boyd Bennett's "Seventeen." Tenor on "My Boy, Flat Top." Bobby Jones, Decatur Lounge, Decatur, Ill.

BEST GUITAR-BASS VOCALS, PLAY anything, anyplace, anytime. Name experience, age 25, sober, dependable. Don Hund, Decatur Lounge, Decatur, Ill.

DRUMMER-WORKING LOCATIONS NOW. Desire to make new contacts-west. Require notice. "Sam" Arnold Salmon, P. O. Box 226, Winnemucca, Nev. ja26

EXPERIENCED DRUMMER - JOIN IMMEDIATELY, location only considered; dance or show; new equipment, plenty rhythm, reliable, voice. Tom Wrenn, 20 Chatham Rd., Asheville, N. C. ja19

GOOD CLARINET, TENOR VOCALS. Desire good paying job. Combo, name band, TV-radio experience. Bobby Jones, Decatur Lounge, Decatur, Ill.

JOHN EMERY - ORGANIST-PIANIST Vocalist. One of America's most entertaining musicians. Dinner dance, cocktail music, requests. Have electronic organ. Available Jan. 8. Write c/o Caron, 410 Church, No. Adams, Mass. ja19

MODERN INSTRUMENTAL SEXTET WISHING summer employment. Experienced, union, college students, music majors, sober. Will add vocalist if desired. Prefer location, but will travel. Gary Behm, 311 North Gilbert, Iowa City, Iowa. ja26

NITE CLUB ACT-COLORED MALE SONG stylist formerly with name orchestra. Have piano. Accompanist, appearance, personality, wardrobe. Available Florida east coast. Maurice, Suite 3, 705 N.W. 14 Terrace, Ft. Lauderdale, Fla. ja26

PIANO - READ, FAKE, SING. SMALL combo. On location preferred. Can work alone. No shows. Male, white, union. Musician, 2260 N.W. 27 Ave., Miami 37, Florida. fe16

STRING BASSIST AVAILABLE IMMEDIATELY. Name band, combo background. Good personality. Interested location work with good hotel band or combo. All offers acknowledged. Musician, Apt. 25, 101 W. 73rd St., New York City.

TRUMPET DOUBLING TROMBONE FOR combos in south. H. McKeehan, 505 E. Main, Corbin, Ky.

TRUMPET MAN, ALSO TROMBONE MAN-Prefer to work with same band. Do not drink. Reads and fake. Draft exempt. Will travel. Chuck Nolen, 1802 West Main St., Dothan, Ala. ja26

TRUMPET MAN-LOCALS #10 AND #802. Modern mambo and montunas. Authentic latin, lead or jazz, ballad, etc. Cut shows, no claims, no beefs. Desires location. No notice if not satisfactory. Phone Ca 7-8964. Danny Little, 2342 N.W. Hoyt St., Portland, Oregon.

I CAN OUTPLAY AND OUTSELL YOUR guitar man; try me. I want to make money. Don Hund, Decatur Lounge, Decatur, Ill.

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

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MAGIC, PUNCH, FIRE. CAN DRIVE. LAST engagement Hagen Bros. Prefer circus. Sober and reliable. Ray Brison, 131 Oley, Reading, Penna. ja26

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MAGIC, PUNCH, FIRE. CAN DRIVE. LAST engagement Hagen Bros. Prefer circus. Sober and reliable. Ray Brison, 131 Oley, Reading, Penna. ja26

DRAMATIC ARTISTS

DRAMATIC ACTRESS-WRITE SOME MATERIAL, dance some, age 34. Interested in TV. Have photos. Maurine Dillinger, General Delivery, Galveston, Tex.

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AVAILABLE IN GULF STATES. FOR CLUB dates, special events, etc. Win Beaver, comedy magician and emcee; 10 to 40 minute acts for any type or size audience. Box 818, Aliceville, Ala., or phone 2364, Carrollton, Ala. fe9

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Add 314 Ops To NAMA '56 Membership

CHICAGO — The National Automatic Merchandising Association membership committee wound up the year 1956 with a total of 314 new operator members, exceeding the quota set for the year of 300.

According to Ernest H. Fox, Austin Packing Company, Inc., Baltimore, who spearheaded the membership building campaign as general chairman, "the drive was one of the most successful in NAMA history."

Singled out for special praise, by Fox, were the four vice-chairmen of the campaign: H. J. (Pete) Foster, National Vendors, Inc., St. Louis; Dave Hampton, Tenco, Inc., Linden, N. J.; Jack Burlington, Vendo Company, Kansas City, Mo., and Jack Hopson, Rowe

(Continued on page 68)

Cigarette Tax Net Up 8%: Charleston

CHARLESTON, W. Va. — According to official figures compiled by the Tax Department, the State's 5 cents a pack cigarette tax netted \$4,276,088 during the last six months of 1956.

"Net receipts in the comparable period a year ago—when the tax was 4 cents—amounted to \$3,588,672," a department executive stated.

He added that net collections from the penny a bottle soft drink tax for July 1-December 30 totaled \$1,675,351, in 1956.

From July thru December of 1955, net collections were \$1,700,167.

New Warehouse For Blumenthal

PHILADELPHIA — Blumenthal Bros. Chocolate Company, announced they are opening their third West Coast warehouse, in San Francisco, to serve jobbers, vending operators, grocery and supermarket chains, and theater operators.

All Blumenthal's products, Goobers, Raisinets, Buddy Bars, Joeyes, Malties, Sno-Caps, Fruit and Nut, Stars and Popovers will be sold from the new site. Other Blumenthal West Coast warehouses are located in Los Angeles and Seattle.

Vendo Co. Denies FTC Illegal Merger Charge

WASHINGTON — The Vendo Company, Kansas City, Mo., last week (9) denied Federal Trade Commission charges that its acquisition of Vendorlator Manufacturing Company violated the Anti-Merger Law.

Vendo representatives told the FTC that the acquisition was by its wholly owned subsidiary, Fresno Vending Machine Company, which, at the time of the acquisition, changed its name to Vendorlator. The acquired company is now known as the Fresno Vending Company, Vendo declared.

The FTC allegation that the combined sales of Vendo and the acquired firm amount to over 50 per cent of all coin-operated bottled soft drink vending machines

Glezerman Forms Vending Distrib

CLEVELAND—A. M. Glezerman, formerly with Mainline Sales Corporation here, has resigned to form Amco, Inc., a vending machine and supply distributorship.

Glezerman said he is currently negotiating with a coffee vending machine firm for distribution in Ohio, Western Pennsylvania, Webster New York and West Virginia.

He added that he is currently seeking machine manufacturers and suppliers for representation in that area. He has three salesmen in his organization.

H. Kent Rejoins P. Lorillard as Board Member

NEW YORK—Herbert A. Kent last week was named to the board of directors of the P. Lorillard Company. Kent, who is a board member of Continental Industries, vending machine manufacturer, had previously been P. Lorillard board chairman.

Kent has been in the tobacco industry for 47 years. He joined Lorillard in 1909, was placed in charge of the firm's Turkish brands in 1926, and in 1939 was named Old Gold brand manager. That same year Kent was elected to the board.

In 1940 he was elected vice-president, and two years later became president. He held that post for 10 years, until he was elected board chairman. Kent resigned from the board in 1955.

His reappointment to the board fills the vacancy caused by the retirement of J. J. Blacknall, director of manufacturing. Blacknall had been in the industry since 1910 and with the firm since 1936.

S. C. Ag. Survey Scans Milk Vending in South

CLEMSON, S. C.—A recent study on milk vending machines, released by the South Carolina Agricultural Experiment Station, concluded that milk vending can be profitable in the South, but there are several factors the operator has to keep in mind.

In a test which included the

placing of 10 milk-vending machines in 22 different locations, the study concluded that the location chosen by the operator was of primary importance.

Sites which appeared to offer the best sales possibilities included industrial plants, elementary schools, high schools, colleges, office buildings, farmer's markets, downtown theaters, fairs and summer recreation areas.

E. Evan Brown, associate agricultural economist, who conducted the study, pointed out that profitable operations depend not only on the volume of sales, but also upon the ability of vending operators to minimize expenses.

The volume of the location must be studied, so the operator doesn't overstock his machine and lose milk to spoilage. On the other hand, he shouldn't lose sales because of understocking either.

Still another important fact reported by Brown was that consumption of vended milk apparently had little effect on the consumption of milk from other sources, indicating that the milk venders are creating a market of their own.

U. S. Drops Antitrust Charges Against Gotham Cigarette Ops

Consent Decree Ends CMA Case; Cig Association Officials Hail Move

NEW YORK — Nearly three years after it was instituted, the case of the Anti-Trust Division of the U. S. Justice Department against the Cigarette Merchandisers' Association, Inc., came to an end Wednesday (9).

Federal Judge Sylvester Ryan has entered a consent decree which, in effect, serves as a code of operation for CMA members, who operate most of the cigarette machines in the New York area.

Complete details of the consent

decree will appear in the next issue of The Billboard.

Original Indictment

The original indictment was handed down by a federal grand jury in April, 1954. The charges were that the organization had conspired to monopolize the cigarette vending machine business so as to exclude independent operators. In November, 1955, the defendants were found guilty on the criminal phase of the indictment and were given fines totaling \$104,000.

Look-See Viewers Win N. Y. Court Rule

NEW YORK—Legality of the look-see viewer ball gum and charm vender appears established here beyond reasonable doubt. Wednesday (9) in East New York Court Judge Paul Balsam ruled that Lena Gilbert, location owner, was not in violation of the law for maintaining on her premises a ball gum-charm vender with an attachment which permitted the purchaser to see what he was buying in advance.

The latest decision is the last of about 25 during the last 18 months. In every case the complaints were dismissed by the courts. The only ruling against the look-see viewer machine was the initial one. In that case, the viewer was chrome and there was a question as to whether the purchaser could see the item clearly. That case was not appealed.

However, in every subsequent case, all involving glass viewers, the eventual result was a dismissal.

Dismissals Cited

Wednesday's decision comes in the wake of another recent decision in the same court, with Leo Klarich, another location owner, as defendant. In ruling that ball gum-charm machines with viewers were not in violation of Section 982 of the Penal Law (the slot machine section), Judge Thomas J. Gray pointed out that the legal bureau of the police department has ruled that the machines are not in violation, and he cited dismissals on June 7, May 17 and April 24, all in 1956.

Assistant District Attorney Frank Morton also joined in the motion to dismiss the case. The arresting officer admitted he knew nothing of the legal bureau's opinion and added that had he known he probably would not have issued the summons.

Representing the defendants in all these actions was the New York law firm of Kreutzer, Heller & Selman, counsel for the New York Bulk Venders' Association, Inc.

Sam Eppy, local charm manufacturer, said he has sent letters to operators in Milwaukee, Birmingham, Cincinnati, Cleveland and Youngstown, O., informing them of the action in the New York courts. Look-see viewers have run across tough sledding in those cities.

Lowe New Head 1957 NAC Drive

CHICAGO—Philip L. Lowe, Theater Candy Company, Boston, has been named general chairman of the 1957 membership drive for the National Association of Concessionaires by NAC President Lee Koken, RKO Industries Corporation, New York City. Kick-off date for the campaign is January 15.

Serving under Lowe, who will also spearhead the membership appeal in the Northwestern area, will be seven regional vice-chairmen: Spiro J. Papas, Alliance Amusement Corporation, Chicago, Midwestern zone; Harold F. Chesler, Theater Candy Distributing Company, Salt Lake City, Western Zone.

Also James O. Hoover, Martin Theaters of Georgia, Columbus, Ga., Southeastern zone; A. J. Schmitt, Houston Popcorn & Supply Company, Houston, Southwestern zone; Syd Spiegel, Super Pufft

The action of Judge Ryan in handing down the consent decree dealt with the civil phase of the action. Charges in the civil phase were substantially the same as those in the criminal phase.

Sidney Bruck, CMA president, said that with the entry of this decree, the government and the association see eye to eye on a method of doing business in the cigarette vending industry and that this method complies fully with the requirements of the anti-trust laws.

Weiss Statement

Max Weiss, CMA vice-president, pointed out that while the decree insures the preservation of competitive opportunity for all cigarette vending machine operators, "it permits the association to continue the basic services it has traditionally rendered to its members."

Morris Weintraub, CMA managing director, commented, "We welcome the end of litigation which has disrupted this industry for several years. We now look forward to an era of growth and prosperity for our industry and our association."

Coffee Vending Service to Sign With Teamsters

NEW YORK—Contract negotiations between the Coffee Vending Service, one of the largest industrial vending operations in the East, and Local 804 of the Teamsters' Union, get under way Tuesday (15).

Ed Sahakian, CVS partner, disclosed that the firm had lost 10 stops bringing in a combined annual gross income of \$100,000 during the seven-week strike which ended last week. He added that one location lost as a result of the strike did an annual volume of \$25,000.

According to Sahakian, some 17 of the firm's 60 service and maintenance men failed to report to work during the strike. The contract will cover the service and maintenance men, but it will not include office workers.

Coffee Vending Service, a Rudd-Melikian dealer, had not been unionized prior to the strike.

N. Y. Bulk Ops Mull Insurance, Comm.

NEW YORK—Members of the New York Bulk Venders' Association met Wednesday (9) in the Central Plaza Hall Annex. They discussed the commission situation and group insurance.

Speaker at the next meeting, February 13, will be Aaron Sternfield, of The Billboard editorial staff. He will discuss the role of trade associations in the vending industry.

Popcorn, Ltd., Ontario, Canadian zone; Melville B. Rapp, APCO, Inc., New York, manufacturers of automatic vending equipment, and Theodore O. Meland, Albert Dickinson Company, Chicago, the popcorn processing industry.

COINMEN YOU KNOW

Chicago

By NICK BIRO

Distributors and operators in general report business picking up

considerably with the holidays over. However, tight credit and curtailed spending still is a cause of concern. Long alley target-bowlers continue to be talked about a great deal. Among juke box dis-

WE HAVE

OAK'S "PREMIERE"



T. T. VENDING SALES CO.
2659 N. Racine Ave.
Chicago 14, Illinois

tributors and operators, the big news is in the new Wurlitzer juke box, and announcements by Victor, Capitol, Columbia and Dot that they are joining RCA in lowering EP prices.

Chicago Coin's busy sales representative, Mort Secore, is out of the plan this week, making calls in Detroit, Cleveland, Pittsburgh, Baltimore, Philadelphia and New York. Sam Gensburg, Chicago Coin's co-head, is back from Florida and complaining bitterly about the welcome he received in the form of Chicago's first official blizzard this winter.

At United, Bill DeSelm reports the sales staff is busy traveling the country. John Casola making the circuit thru Dallas, Shreveport, La., and New Orleans. Al Thoeke, leaving Des Moines, going next to Central Music in Omaha; Mountain Distributing, Denver; Dan

Stewart Company, Salt Lake City, and Advance Music Company, San Francisco. At Genco, Vice-President Avron Gensburg forsook the Chicago slush and freeze for Florida, where he took his family for a vacation.

At First Coin Machine Exchange, Joe Kline reports the sales of both new and used games spurring. Joe, along with Wally Finke, Same Kolber and Fred Klein, is proud of the new coffee shop addition at the showrooms. Among the operators who came in for a look and a cup were Calvin Coy, Bob Street, Dave Brody and Eddie Mohill, all of Chicago.

Gil Kitt, at Empire, greeting Jack Burns, home from Western Illinois, also reporting Empire's success with the new United game, especially in Michigan, Wisconsin and parts of Illinois. . . . Welcomed back at Donan, Mac Brier, suntan and all, from the West Coast, playing host along with Moloney to visiting operators Tom Cassidy, Sy Kase and Ralph Kelley, all of Illinois.

Mort Levinson, at National Coin Machine Exchange, reporting Gottlieb's new Flagship going well, with a scarcity of used Gottlieb games. In at National's showrooms during the week were Courtney Husband, La Porte, Ind.; Sam Gray, East Chicago, Ill., and Paul Thompson, Rockford, Ill. Meanwhile, Ron Schwartz just getting his feet back on the ground after a week's trip to Indiana.

Rock-Ola's Kurt Kluever, Les Rieck and Ed Ristau happy with the move to the new offices. . . . At Automatic Phonograph, Mike Spagnola hosting Don Knott, in from Galesburg, Ill., and chatting about the new AMI news of a 50-cent single chute. Ben Coven, Coven Music Corporation head, hosting more than 200 operators at the first showings of the new Wurlitzer 200-selection and 104-selection machines.

Jack Emery, in from Saskatchewan, Canada, to buy a new car and looking over games and all at World Wide, with Joel Stern, Fred Skor and Len Micon. Emery reports tight credit in Canada hurting operators, with prospects that it may get worse. Atlas Distributors announce that they will resume the weekly Wednesday night operator schools for all Seeburg models, starting January 9. There is no tuition charge and all operators are welcome.

New York

By AARON STERNFIELD

Despite foul weather about 100 operators showed up at Young Distributing Company Monday thru Friday (7-13) to view the new Wurlitzer 200 and 104 juke boxes. On hand to greet operators were Joe Young, Irv Holzman, Abe Lipsky, Allie Goldberg and Hank Slavis. From the factory was Hank Petet, while Hank Barber, of the Wurlitzer advertising agency, was also on hand. Surprise of the open house was an offer of a free trip to

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Diamond Cut in Golden Setting. For Bulk and Capsule Vending. See Your Nearest VICTOR Distributor.

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The ANSWER to WINTER VENDING— MASS QUANTITY of LOW-PRICED CHARMS . .

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In 25,000 lots & up \$2.50 per 1,000
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In 100,000 lots & up \$2.40 per 1,000
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"Cecil" THE SEA HORSE
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TWO-TONE VACUUM PLATE 12.50 per M

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ACT NOW while choice locations are still available!

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ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Cols. We can also "King Size" your old Rowe machines.

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| N. W. Model 39 | 7.50 |
| N. W. Model 33, Ball Gum | 7.50 |
| Du Grenier 6-Col., 1c Tab | 14.50 |
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| N.W. #33 1c Porc. B.G. | 6.50 |
| Columbus 5c Bulk | 6.50 |
| Silver King 1c B.G. or Mds. | 7.45 |
| ABT Guns | 30.00 |
| Acorn, 1c or 5c | 8.50 |

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| Pistachio Nuts, Jumbo Queen | \$.77 |
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| Pistachio Nuts, Sheik | .64 |
| Cashew Whole | .61 |
| Cashew Bits | .59 |
| Peanuts, Jumbo | .45 |
| Spanish | .32 |
| Mixed Nuts | .57 |
| Tabby-Lets, 520 ct. | .30 |
| Rainbow Peanuts | .32 |
| Boston Baked Beans | .28 |
| Jelly Beans | .28 |
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 Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
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Bermuda for two for operators who met certain quotas.

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 Chicle Ball Gum, 120 ct. \$35 lb
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 6 designs
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100 or More

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He was accompanied by Mrs. Eppy and their two daughters.

Sid Rubenstein and Mrs. Rubenstein, Pioneer Vending, have returned from a 15-day cruise to Nassau, Haiti and other Caribbean points. . . . Mr. and Mrs. Domenico Greco; their son, Jack, and his wife, of Greco Bros., Glasco, N. Y., are vacationing in Miami. The parents will stay all winter, while the Jack Grescos will remain for a month.

New members of the Associated Amusement Machine Operators of New York are Leonard Tropido and Hy Levine. . . . Bob Luttmann, Bob's Music, expects to be a father soon.

Delores Brown, secretary at the Music Operators of New York, spends her spare time visiting boy friend Al Tripo, who is a patient at the Veterans' Administration Hospital, Brooklyn.

Senator Al Bodkin was recently named to the board of directors of the Music Operators of New York. . . . Christine Oderson, C. O. Vending, is recuperating from recent illness.

Barney Sugerman, Runyon Sales, has received his first shipment of Bally ABC Bowling Lanes. Lou Wolberg, Runyon, celebrated his birthday with a party in Philadelphia.

Russ Carpenter, Chester, N. Y., dropped in to visit friends on 10th Avenue. He was en route to Maryland. . . . Murray Kaye, Atlantic-New York, has moved to a new apartment in Brooklyn.

Detroit

By HAL REVES

Lew Nemish, head of Music Systems, Inc., Seeburg distributors, is continuing his tradition of sending his business friends, handsome desk calendar memo pads with their names individually imprinted for the new year. . . . George B. Thompson, head of Kwik-Kafe of Detroit, is back from business trips to Philadelphia and New York that kept him so busy he missed his own birthday. . . . Lou Fisher, of Fisher Music Company, took a week's trip out of town over the holidays.

NEMISH

Samuel J. Rose, formerly with Edelco Manufacturing Company and lately in the hardware business, is mulling over plans to return to the amusement games operating field. . . . Dossin Food Products Company, with an active beverage vending division in addition to their other activities, donated \$125,000 to the City of Detroit for the construction of a Marine Historical Museum at Belle Isle Park.

Los Angeles

By SAM ABBOTT

D. J. Donohue, Seeburg factory representative for the West Coast, back from a business trip that took him to Seattle and the Northwest. . . . The many friends of Charles Hipp, bulk merchandise operator, will be glad to hear that he has been discharged from the UCLA Medical Center where he underwent surgery. . . . Acme Vending Machine Company now in new quarters, also on West Washington Boulevard. Lew Feldman, head of

(Continued on page 76)

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NEW Snappers
 (slightly smaller)
WITH JEWELLED STONES available
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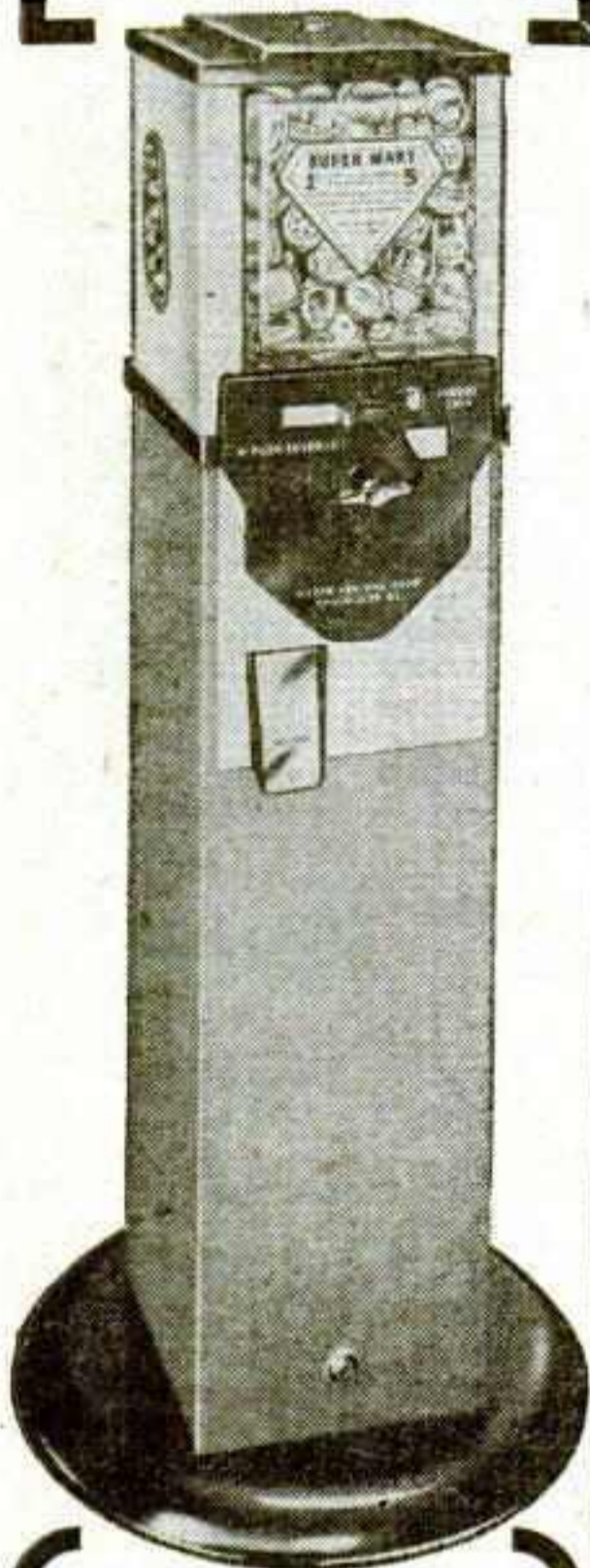
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All machines fully reconditioned, refinished in baked enamel finishes, all bases cut.

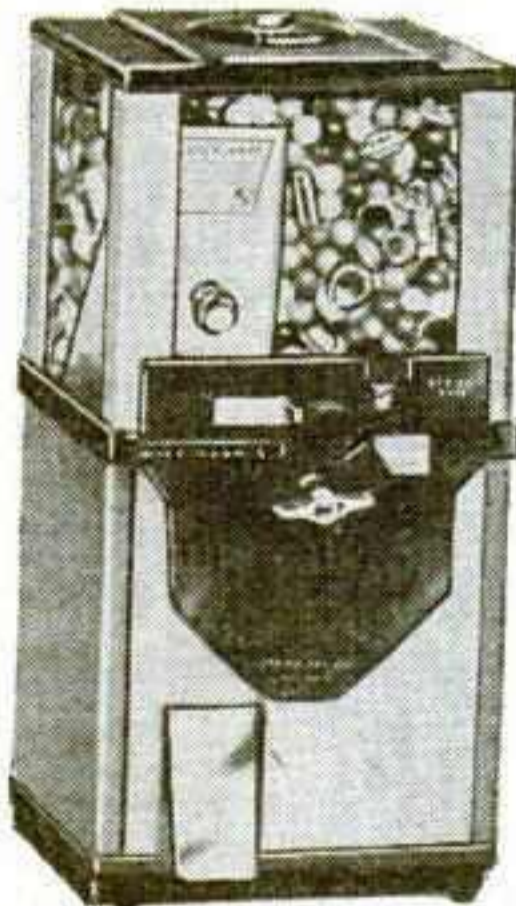
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SUPPLIES IN BRIEF

Confectionery Sales

Sales of confectionery and competitive chocolate products by manufacturers were estimated at \$118,243,000 in November, 1956, 2 per cent below October of that year and 1 per cent above the total of November, 1955, according to Commerce Department. Sales of manufacturer-wholesalers at \$91,750,000 were 4 per cent below October, 1956, and 1 per cent above November, 1955. Manufacturer-retailers' sales were 50 per cent above October, 1956, and 12 per cent above November, 1955. Reports from a selected group of large manufacturer-wholesalers and chocolate manufacturers indicated that for the first 11 months of 1956, poundage sales were 7 per cent and dollar sales 5 per cent above last year's level. Poundage sales of bar goods were up 11 per cent, and poundage sales of package goods retailing above 50 cents were up 16 per cent compared with 1955.

Sugar Deliveries Up

Deliveries of sugar for U. S. consumption during November, 1956, totaled 664,000 tons (preliminary), up 9.7 per cent from November, 1955, according to Agriculture Department. Spot price average for 1956 will be about the same as the 1954 average price of 6.09 cents. During 1955, raw sugar prices averaged 5.95 cents per pound. Total quotas for 1956 reached nine million tons. Quota for 1957 has been set at 8,800,000 tons. During the third quarter of 1956, confectionery and related products industry used 8.9 per cent more sugar than in the same period of 1955. Ice cream and dairy products industry in-

Pepsi Hikes Cost Per Case by 10%

CHICAGO—Pepsi-Cola General Bottlers, Inc., has announced plans to increase the case price of Pepsi-Cola about 10 per cent, effective January 21. Announcement was made by E. E. Beisel, president, who added that the need for an increase was brought about by rising costs in the industry.

The price of a 24-bottle case of 12-ounce bottles will go from \$1.26 to \$1.40, and for eight-ounce bottles from \$1 to \$1.12.

Campbell to Build 2d Canadian Plant

CAMDEN, N. J. — Campbell Soup Company's Canadian subsidiary will start construction this spring on a new food processing plant in Manitoba, estimated to cost between \$8 and \$10 million.

It will be the second Canadian plant for Campbell. The first is now operating in Toronto. W. H. Stanton, general manager of Campbell Soup Company, Ltd., said the new unit indicates "our recognition of the increasing importance of the Western Canadian market."

Add 314 Ops

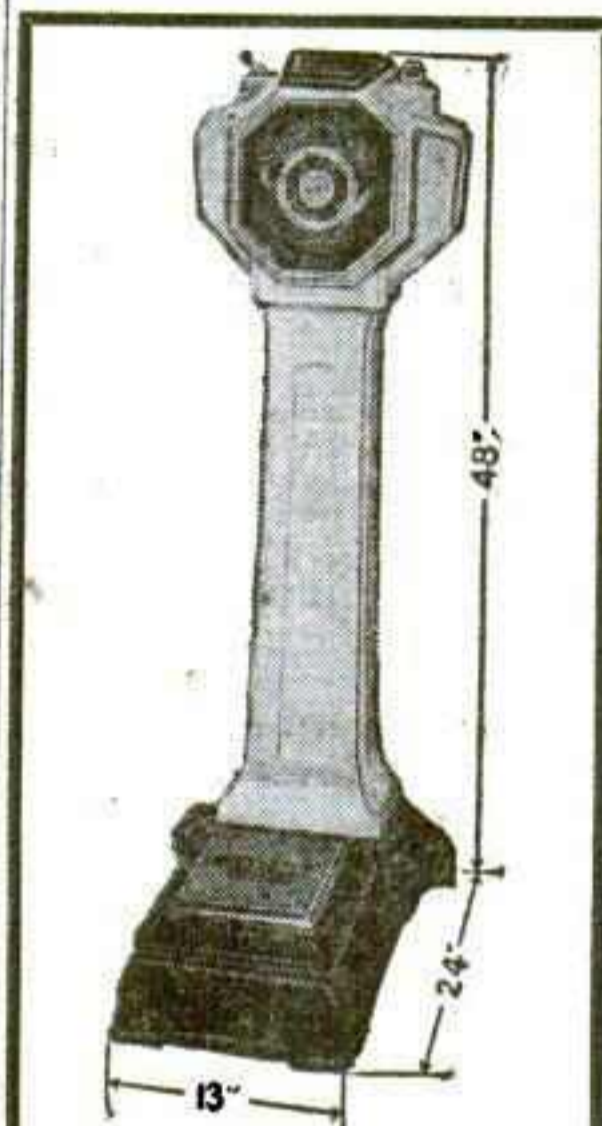
Continued from page 65

Manufacturing Company, Inc., New York.

The membership campaign was concentrated in the heavily populated areas of the United States and utilized the efforts of State chairmen and almost 130 local chairmen to carry on the effort.

The Bernard W. Scheuer Award, presented annually to the chairman of the NAMA region which showed the greatest percentage increase in members, went to Richard Estey, of Automatic Cigarette Service, Portland, Ore.

creased use by 0.9 per cent in the same period. The beverage industry, however, received 6.3 per cent less sugar in the third quarter of 1956 than in the comparable period of 1955.



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Ash Takes Ops To Nitery for Wurl. Showings

PHILADELPHIA—Joe Ash, of Active Amusement Machines, has engineered a new twist in showings. Instead of holding open house in his showroom for the local debut of the new Wurlitzer 200 and 104-selection juke boxes, Ash is displaying the equipment in a Philadelphia night club.

Tuesday (8), Thursday (10) and Friday (11) operators were guests of Ash at the Celebrity Room. Wednesday (16) Ash plays host to another group of operators. All told, 100 operators are expected to attend the night club showings.

The schedule calls for a 7:30 to 8:30 session in a private room, where the operators are shown the machines. Drinks and hors d'oeuvres are served at the showing.

The operators then retire to the main room for dinner. After dinner they watch the floor show headlined by Norman Brooks, Vik artist, and Al Marks and Fischer, comics.

Twin City Ops See New Wurlitzer at Sandler Showing

MINNEAPOLIS — About a score of out-of-town operators attended the showing of the new Wurlitzer 2100 and 2104 models at Sandler Distributing Company headquarters here Sunday (6).

Solly Rose, in charge of the showing in the absence of Irving Sandler, firm head, who was handling a similar Wurlitzer introduction at the company's Des Moines headquarters, said that operator reaction to the new models was very good.

Bert Davidson, regional manager
(Continued on page 73)

Fort Pitt Profit \$292,749 for '56

CHICAGO—Fort Pitt Industries, Inc., the Pittsburgh firm that recently purchased the J. P. Seeburg Corporation, reports for the year ended October 31, 1956, a net profit from operations of \$292,749 after taxes and charges, equal to 29 cents a share on 1,000,000 shares of capital stock.

In addition to Seeburg, Fort Pitt also owns the Jacob Siegel Company Division, and the Windsor Overcoat Company. Since Fort Pitt did not acquire Seeburg assets until after October 31, the above figures do not reflect any of the Seeburg operating picture for the year.

N. Y. State Ops Attend Newark Wurl. Showing

NEWARK, N. Y. — Operators from all sections of New York State turned out for the open house at Bilotta Distributing Company here Sunday (8) for the showings of the new Wurlitzer 200 and 104-selection juke boxes.

Greeting the operators were John Bilotta, Leonard La Baron, Harry Reiners, Neil Berard, Max Goldstein, W. S. Wurtenberg, Mary Zappia and Jack Shawcross.

From the Rudolph Wurlitzer factory in North Tonawanda, N. Y., were Mr. and Mrs. Robert Baer and

POLICE PRAISE UMO DETROIT TEEN PROGRAM

DETROIT — The Detroit Police Department gave the United Music Operators of Michigan a pat on the back for its teen-ager program.

In a letter to Roy Small, UMO conciliator, Edward S. Piggins, Detroit commissioner of police, had this to say.

"Thank you for your holiday greetings. I want you to know that I am personally appreciative of the splendid efforts that you are rendering in behalf of the youth of Detroit. Keep up the good work. Together we should help the young people grow into the finest of our future citizens."

MOA Names Committees to Lead Program

CHICAGO — Music Operators of America announced the appointment of special committees to handle preparations for the 1957 MOA convention, as well as permanent committees to serve for the coming year.

For the coming MOA convention committees were named for: Exhibit, general convention, entertainment, registration, banquet tickets, membership and reception.

Named to serve permanently thru 1957, were committees on: Permanent legislation, advisory, by-laws, finance, publicity, and nominating.

The following members were named to serve on each of the convention committees:

Convention committee — George
(Continued on page 80)

200's, 10c Highlight 1956 Juke Box Scene

CHICAGO — Juke box highlights for 1956 centered around the new 200-selection machines, with emphasis on dime play, location loans, and operators' diversification. For a more detailed analysis of developments see The Billboard, January 5.

Following are some of the highlights of 1956, in capsule form:

JANUARY. Operators move to greater selectivity, dime play to boost 1956 receipts. . . . Twelve Illinois cities report conversion gains thru dime play. . . . Wurlitzer

distributors unveil 1956 line—Centennial Model 1900. . . . Three music operator associations give support to polio drive by loaning juke boxes. . . . MOA executive board sets copyright legislation, new disk firm, and operator convention as agenda for meet. . . . First New York dime play forum attended by 200 operators and distributors. . . . Wurlitzer bows one-year phonograph insurance for operators buying new models. . . . Twenty Minneapolis operators begin shift to dime.

FEBRUARY. Juke box exports hit \$12 million, with signs pointing that it's just the beginning. . . . Young Distributor Corporation opens Long Island outlet, with 100 attending new Wurlitzer unveiling. . . . Distributor showings of Wurlitzer 1900 across country. . . . MOA executive meet features discussion of copyright laws, operator owned recording company, plans for convention. . . . Newark operators experiment with dime play conversion in metropolitan areas. . . . The Billboard survey shows EP's help dime play conversion but still in future for most operators. . . . Illinois Grand Jury investigates placing of juke boxes by alleged hoodlums.

MARCH. Atlas Music Company (Seeburg distributor) in cooperation with several one-stops
(Continued on page 73)

Juke Box Operators Split On Effect of EP Price Cuts

• Continued from page 1

for EP selections. He said that a reduction of 4 cents per EP might cause him to buy EPs for machines in locations on the borderline as far as investing money in EPs. Pollack feels that a 10-cent reduction would have a substantial effect on operator buying habits.

Dick Steinberg, executive director of the Music Guild of New Jersey, pointed out that altho dime play is making strides, 53 per cent of the machines in North Jersey still operate at a nickel. He added that until it is firmly established, only a few operators will be able to get 15 cents for EPs.

In Chicago, Fred Sipiora of Singer One-Stop, reports that his

EP price to operators will be cut to 88 cents. He said that altho it's too early to tell what affect the price cut will have on operator EP purchases, he doesn't feel it will have much effect.

Chicago operators say EPs don't pay off on juke boxes except in isolated jazz spots or some select dining rooms. EPs still fall into the "specialty item" class so far as operators are concerned, said Sipiora.

Sipiora said EP sales to operators were down 25 to 35 per cent in 1956 compared to 1955.

Just the reverse was noted in Los Angeles. Gabe Orland, of California Music, reported that opera-

tor EP purchases had "about doubled" in 1956 compared to 1955. Mary Solle, of William Leuenhagen's, set the increase at "more than 50 per cent, perhaps 100 per cent."

And in Los Angeles, EP price cuts are expected to boost operator purchases. Ray Powers, general manager of M.A.C. Vendors, one of the largest juke box operations in the area, said he intended to buy more EPs as result of the price cut passed on by local one-
(Continued on page 73)

2,000 JUKE BOXES

D. C. Trade Solid Despite Red Tape

WASHINGTON—An operator in the nation's capital usually finds himself solidly set in a profitable business, but he may also find himself "wishing he had a Harvard-style education to figure out the complex regulations imposed on the operating business," according to one operator. Trouble stems not from Washington regulations alone but from the fact that the District's location, bounded by Maryland and Virginia, makes it necessary for an operator to know and obey the restrictions placed by those States on music and amusement machines.

For example, juke boxes are not licensed by the District. The only

fee required is the \$10 federal levy. However, if an operator places a music machine in a restaurant in nearby Alexandria, Va., he must pay an additional \$5.75 fee to the State of Virginia, \$10 to the City of Alexandria and \$5 to the county. Under Maryland law, the State gets one-half of 1 per cent of the gross on all machines.

Some operators feel that Washington's "sit down law" is not fair. Law requires a tavern patron to remain seated while drinking. Patron is not allowed to stand at the bar, must not walk to a juke box with a drink in his hand, and must ask a waitress to move his drink if he wants to move to another table. Other operators don't believe the law is unfair. As one put it, "If the customer can walk around while drinking, he'd probably get lost in a conversation and pay less attention to the juke."

Game Levy Cut

Amusement machines are licensed by the District, but a happy note was sounded recently when the levy was lowered from \$12 to \$8. License Superintendent Thomas Helan said the cut was possible because it "doesn't cost as much to supervise amusement machines as it previously did." Helan says there are "very few complaints" against amusement machine businesses. He believes the operators have done a good job of keeping their establishments free of trouble with authorities.

The Washington Music Guild, an association of area music operators, has played an important role in gaining the good will of church, civic and youth groups here. President Evan Griffith says that 165 music machines have been donated by the Guild to various groups over a five-year period. About 90 per cent of local operators are members of the Guild, and most consider it their "good will office."

Operators have taken the likes and dislikes of area youth into consideration in their switch to dime play, too. While most operators believe dime play is best, and that it was a "shot in the arm" to collections, most of their machines in malt shops and other places where teens congregate are still on 5-cent play. Machines on location in taverns and restaurants are about 98 per cent dime play. A tally of operators shows that approximately 2,000 music machines are on loca-
(Continued on page 75)

Angott Shows New Wurlitzer To Mich. Ops

DETROIT — Motor City and up-State operators were introduced to the new Model 2100 and 2104 Wurlitzers officially on Sunday (6) at a well-attended reception and showing at the salesroom of the Angott Distributing Company, who are the local distributors.

Favorable weather helped to make possible a good turnout, and the Angott organization served refreshments to all guests, including operators and their wives and families. A number of operators brought their children to the event. A very distinctive touch was given by the use of candle light to add decor to the well-supplied buffet table. Operators and others spent considerable time in the record department discussing music interests
(Continued on page 79)

Coven Show Of Wurlitzer

CHICAGO—Coven Music Corporation, Wurlitzer distributor in Chicago, held its showing of the new Model 2100, and 2104 Wurlitzer juke boxes Sunday (6), Monday (7) and Tuesday (8). Ben Coven, CMC head, reported that over 200 operators attended the unveiling of the new 200-selection and 104-selection models.

Coven also introduced at the showing, a new hi-fi wall speaker (see separate story) as an addition to their line of Comco phonograph accessories.

The models were attractively staged in the show room, with colored lights spotlighting the new features. Guests were served refreshments.

Wurlitzer in Sierra Show

LOS ANGELES—Between 300 and 400 music operators turned out for the showing of the new Wurlitzer Models 2100 and 2104 phonographs at Sierra Distributors. The showing was originally set for Monday (7) but was extended to Tuesday to accommodate the large number of operators, some of whom came from outlying sections.

Operators and their friends were the guests at a buffet luncheon and supper, with Wayne Copeland serving as the host. Also acting as hosts were Ed Wisler, Frank Davis, Pete Ley, Don Peters, and Ward
(Continued on page 70)

200's, 10c Highlight 1956 Juke Box Scene

• Continued from page 69

introduces EP disk packages for operators. . . Ferris label record company bowed—to furnish tax free music to operators via 99-year MOA contract. . . Springfield, Ill., approaches 70 per cent dime play conversion. . . Detroit automobile factory slowdown cuts music receipts by 10 per cent. . . U. S. Grand Jury charges Seeburg

with restraint of trade for distributor agreements not to compete with each other and refusal to sell juke boxes to location owners. . . MOA president George Miller tours seven States to air copyright legislation grievances. . . Foreign import restrictions only deterrence as countries clamor for U. S. juke boxes. . . Singer (Chicago one-stop) establishes super-market style record vending, with open shelved stock and push-carts to hold records. . . Twin-Cities dime conversion hits 75 per cent. . . The Billboard poll shows juke box production to rise 10-15 per cent. . . East Coast blizzard hurts juke box collections. . . California operator association pools efforts to obtain reduction in juke box tax.

APRIL. Seeburg outlines background music plans, operators' position, following ASCAP licensing agreement. . . Alabama segregationists attempt ban on rock 'n' roll hits—operators label proposal "ridiculous." . . Government investigates AFM demand juke boxes be removed from exempt list for payment of copyright fees to musicians. . . Operators to be issued Ferris Record Company stock upon purchase of records. . . Distributors launch national push to help operators convert to dime. . . Demise of 78's signaled by Columbia continuing production, turning to 33's and 45's. . . AMI ships test models of new 200-selection unit to distributors. . . Ratajack appointed AMI sales director. . . Guests from five States attend Hurvich vending company 25-year fete. . . Senator Langer (R., N. D.) introduces measure to repeal excise taxes on juke boxes. . . UMO to operate juke box routes—proceeds to go to teen shows. . . Jersey operators host 400 at 19th annual dinner dance.

MAY. AMI names Fitzgerald new-products sales director. . . Detroit operators adopt short wave radio system for transmission of service calls. . . The Billboard poll shows 440,000 juke boxes in U. S. today. . . First display of AMI 200-selection unit at MOA convention. . . Michigan UMO obtains repeal of annual \$300 city tax in Melvindale. . . MOA holds largest convention in history, attracting 45 exhibitors in juke box and record industry. . . Depreciation of juke boxes for tax purposes, programming, copyright fight highlight MOA business sessions. . . Germany increases European exports 11 per cent, giving U. S. competition. . . Rock-Ola announces new "1454" 120-selection juke box ready for national showing. . . Wurlitzer announces 200-selection model featuring 50-cent chute.

JUNE. The Billboard tax survey

shows music operators have a machine tax, 38 per cent above 1946. . . Nationwide showing of AMI, Wurlitzer 200's pull record crowds. . . Rock-Ola announces 200-selection model. . . Dollar shortage eases in Europe, exports step up. . . Used juke-box market stays firm, despite introduction of new 200-selection models.

JULY. Music Guild of New Jersey sets up committee to help establish dime play by State-wide promotion program. . . Memphis Music Association sets up promotion agreement with theaters. . . W. Va., MOA host 200 at meet, elect new officers. . . The Billboard poll shows natural growth, mergers, firm buying and diversification are enlarging the size of average music operation. . . AMI hosts distributors from 17 nations at first Pan-American meet in Mexico City—discuss trade rules. . . Baltimore one-stop establishes competitive price policy on level with record company distributors. . . U. S. Census Bureau re-establishes juke box export study.

AUGUST. Congress postpones study of juke box royalty issue. . . Detroit MOA meets to fight wave of increased local taxation—prepares suit in Circuit Court. . . Rock-Ola hosts 100 at Chicago unveiling of new 200-selection model to distributors. . . M. A. C. Venders (Los Angeles operating firm) forms own finance subsidiary to grant operator loans.

SEPTEMBER. First public showing of Rock-Ola 200. . . Wurlitzer hosts 1,000 at centennial celebration in Buffalo, N. Y. . . Michigan UMO wins amendment on one suburb tax ordinance, petitions for Court action on second. . . New York music-game operating firm establishes finance and brokerage house for the coin machine industry — Gabe Forman-Sandy Moore, Inc. . . Magnetrone's Inc., Pa., develops automatic tape reproducing and music programming system for wired music systems and background installations. . . Germany and Russia lift import restrictions on U. S. juke boxes. . . Boston MOA incorporates as Music Operators of Massachusetts, Inc., fights city proposed tax.

OCTOBER. Harry Snodgrass named MOA business manager. . . Minnesota business climbs with mines in full production and steel strike settled. . . Boston distributors report 20 to 50 per cent less credit paper held than in 1955. . . New York banks report tight money, higher interest charges, curtail operator credit. . . MOA sets 1957 meet for May 19-21, with records getting key role. . . UMO conciliator Roy Small attacks high commissions to location owners. . . Turnpike open new market for operators, with lucrative collections reported. . . The Billboard survey shows operators plan to buy more 200-selection units than any other models during 1957, with programming becoming prime factor. . . New York Operators host 1,000 at annual fete. . . Rock-Ola starts nationwide distributor schools.

NOVEMBER. Plans started in New York to set up a National Disk Jockey Council for Public Service to help teen-agers in various constructive projects. . . Memphis dime play ups collections 30 per cent. . . Seeburg sold to Fort-Pitt for \$10 million, organization to remain same. . . Michigan UMO adopts youths aid program to furnish scholarships thru juke box dues. . . Juke box exports show 51 per cent increase for third quarter over last year. . . Massachusetts MOA hosts 600 at annual 'anquet. . . New York State Operators' Guild hosts 200 at annual dinner-dance.

DECEMBER. Rock-Ola starts quantity shipments of 200-play juke box in two models. . . Birmingham survey shows 95 per cent of late equipment converted to dime play with income up 25-30 per

cent. . . U. S. Senate Committee issues report on juke box royalty question, calling for a compromise between ASCAP and operator groups. . . Boston hikes juke box tax. . . MOA refuses ASCAP compromise. . . Massachusetts MOA fight Boston tax. . . Michigan UMO adopts reciprocal agreement with radio station—the station to plug juke boxes, and the juke boxes to feature records played by the station. . . MOA directors meet and shape program for spring convention. . . French lift restrictions on U. S. juke box imports.

FIRST IMPRESSIONS

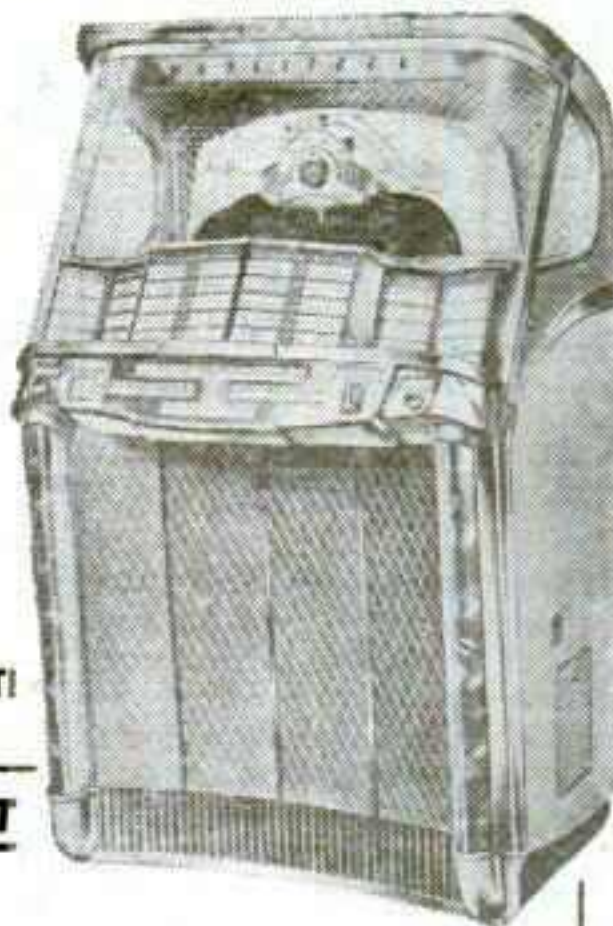
. . . during our showing of the Model 2100 and Model 2104 were very gratifying. We believe this new Wurlitzer will be the most widely accepted phonograph in the industry . . . and rightly so.

FRANKLIN SALES CORP.
265 FRANKLIN ST. BUFFALO, N. Y.

THUNDEROUS APPROVAL!

AT ALL **3** SHOWINGS!

WURLITZER
MODEL 2100
MODEL 2104



THE OPERATORS SAY
IT'S THE GREATEST
PHONOGRAPH EVER BUILT!

VISIT OUR NEWEST
SHOWROOM!

130 BOULEVARD, N. E., ATLANTA, GA.
FEATURING THE LARGEST PARTS DEPT. IN THE U. S. A. I
Ask for Bill Ray, Mgr.

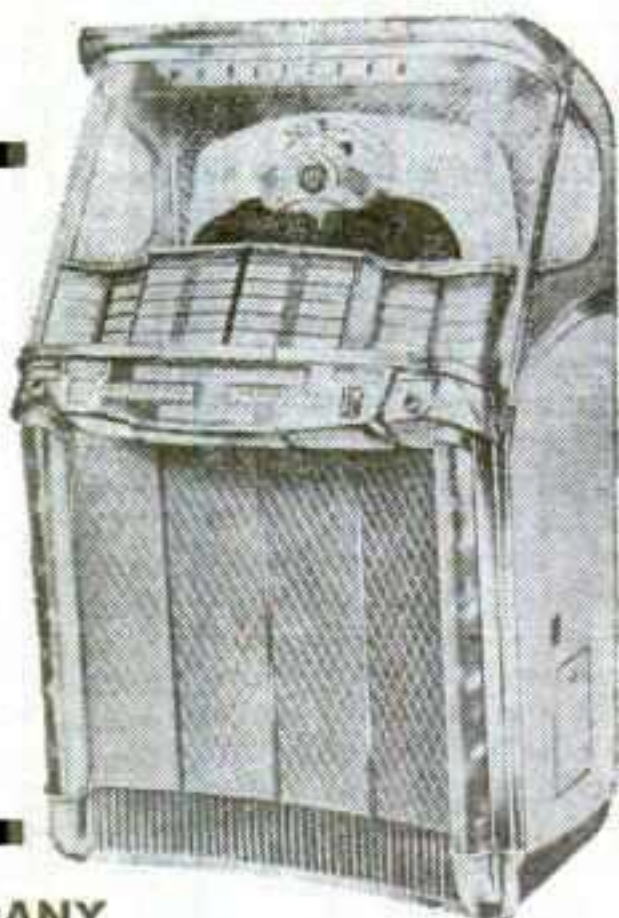
See the NEW Wurlitzer at Each of Our
3 Showrooms

PEACH STATE MUSIC CO.

130 BOULEVARD, N.E., ATLANTA, GA. (Murray 8-4350)
549 PINE STREET, MACON, GA. (3-1588)
911 GERVAIS STREET, COLUMBIA, S. C. (4-2452)

THANKS, OPERATORS...

for the overwhelming response and tremendous approval of the New Wurlitzer Model 2100 during the first week of National Wurlitzer Days.



ANGOTT

DISTRIBUTING COMPANY
2616 PURITAN AVENUE, DETROIT, MICHIGAN. Phone: UNiversity 4-0773

Wurlitzer Show

• Continued from page 69

Bartholomew of the staff. Gary Sinclair, district sales manager of the phonograph department, attended from his headquarters near San Francisco, as did Walter Petite, factory engineer.

A number of recording artists took advantage of the showing to meet the operators. Among the artists attending were Roberta Lynn and the Five Keys.

"Thanks, Fellas!"



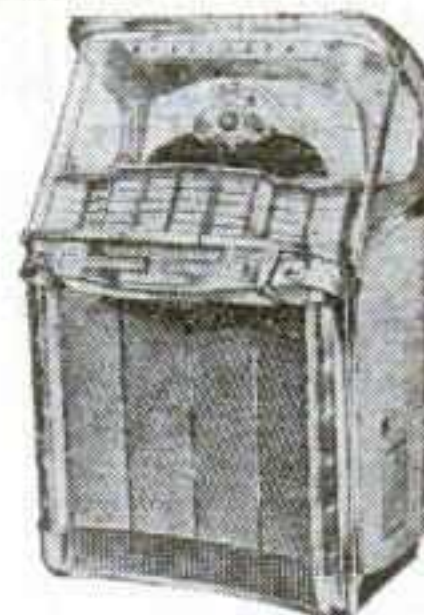
Your response to our showing of the new
WURLITZER

Model 2100 and Model 2104, featuring HALF-DOLLAR PLAY, has been gratifying.

Bilotta
Distributing Company

224 N. Main St., Newark, N. Y.
1120 Broadway, Albany, N. Y.

THIS IS THE MACHINE THAT OPENED THE EYES OF THE OPERATORS THIS PAST WEEK. IF YOU MISSED IT, COME IN TODAY AND LEARN HOW BEAUTIFUL STYLING AND SIMPLE MECHANISM CAN BE COMBINED TO IMPROVE COLLECTIONS ON YOUR LOCATIONS.

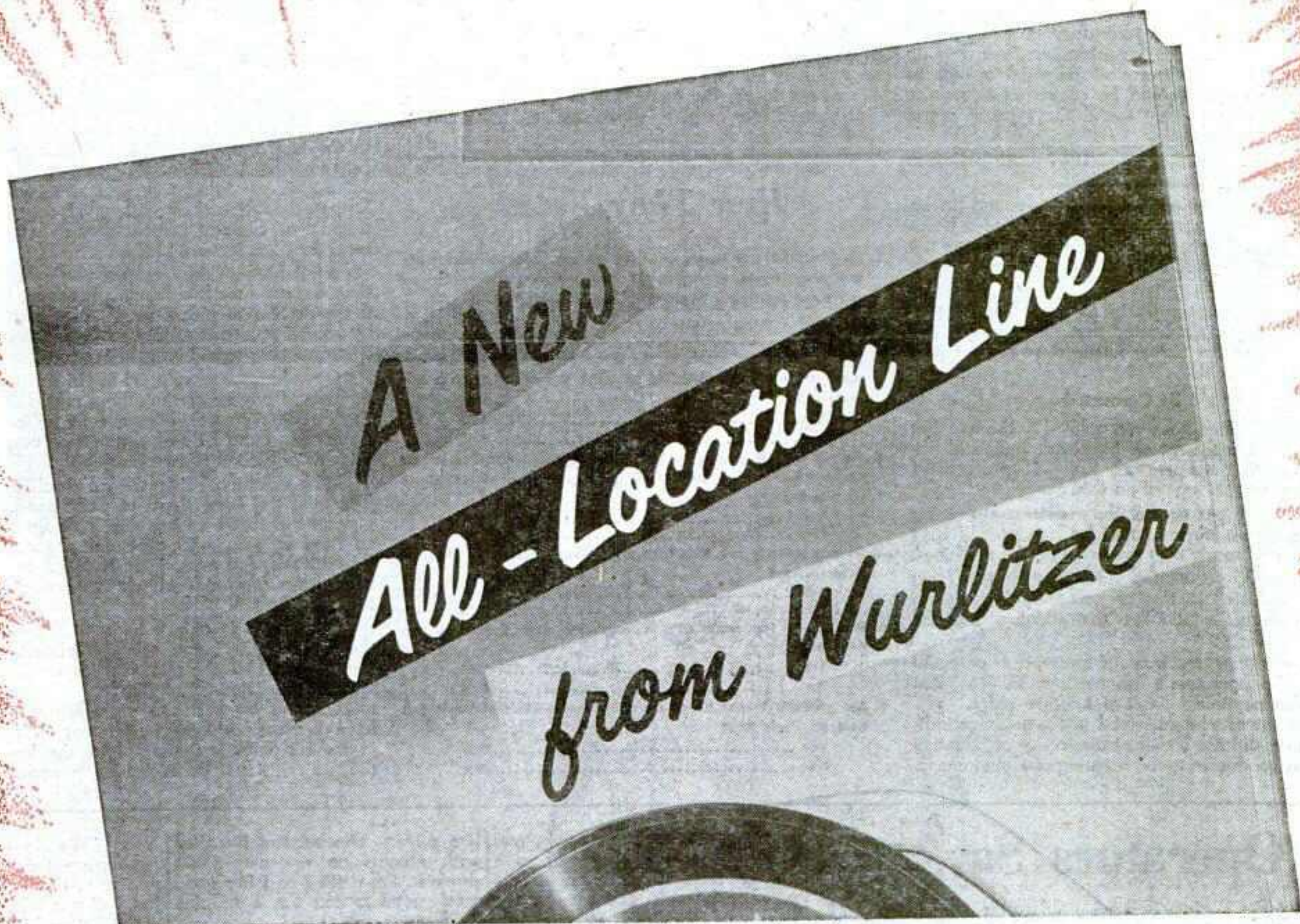


TRULY, A FEATHER IN THE HAT OF ANY OPERATOR WHO OWNS ONE. Model 2100 Model 2104

O'CONNOR DISTRIBUTORS, INC.

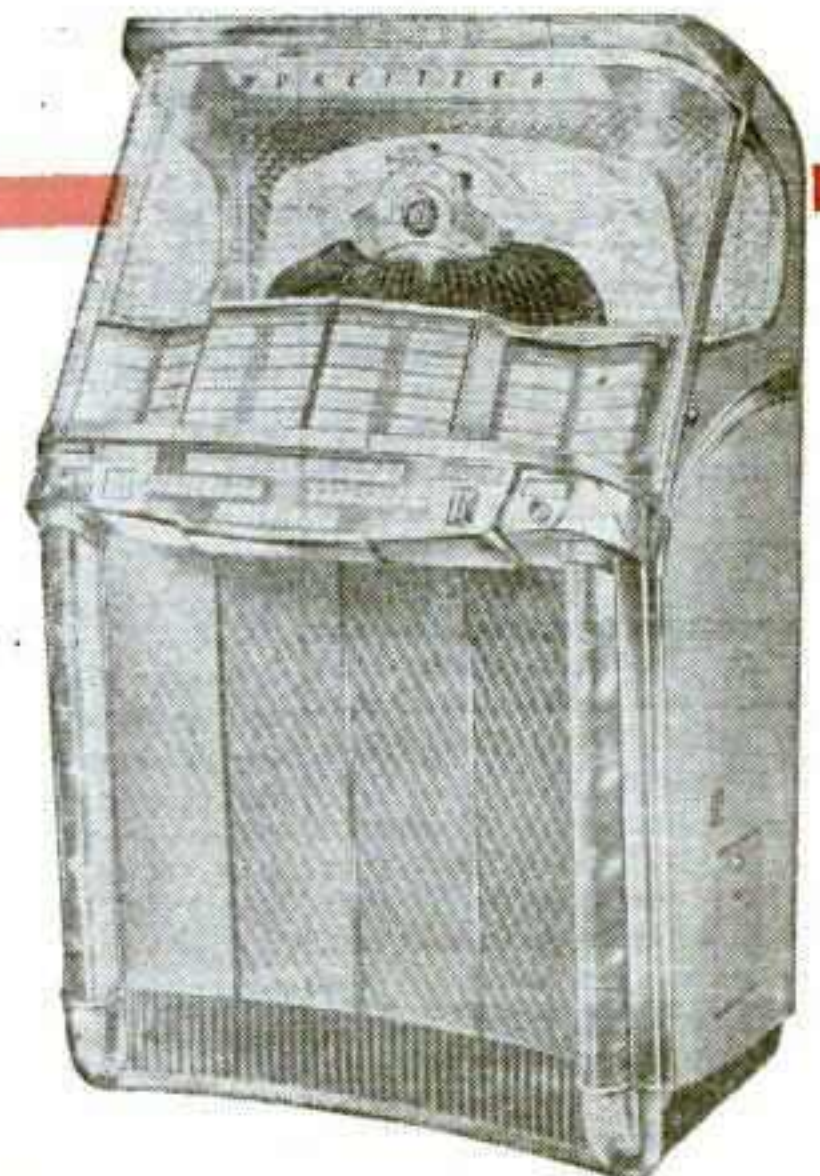
2320 W. MAIN ST. RICHMOND, VA.

Thunderous Approval Greeted WURLITZER DAY SHOWINGS



**AN AVALANCHE OF ACCLAIM FOR
THE 104 SELECTION WURLITZER
MODEL 2104**

**A LANDSLIDE OF
APPROVAL FOR THE
200 SELECTION WURLITZER
MODEL 2100**



BOTH FEATURE 50¢ PLAY

**FOR FULL COLOR BROCHURE
SEE YOUR WURLITZER DISTRIBUTOR
or write WURLITZER - NORTH TONAWANDA, N. Y.**

MUSIC OPERATOR FORUM

Can Album Buyers Become New Audience for Jukes?

- While retail album sales have peak year, ops agree buyers not regular juke box customers.
- Programming, EP's, location promotion material, key to ops winning new audience for jukes.

This is Part 2 of a two-part Forum on operators' programming habits. Part 1 appeared in The Billboard last week.

Buyers of record albums, who have in the past year accounted for the greatest percentage of retail record sales, are not regular juke box customers, but they do represent an important source of potential income to the operator. And they could be converted to regular juke box customers if they found the type of music they liked on the machines.

Such is the indication by operators participating in the Music Operators' Forum this week.

Record album sales of motion picture sound tracks, Broadway shows and mood music experienced a boom year during 1956. For the first time in the history of the record industry, album sales exceeded the sales of single records.

However, MOF operators, by an overwhelming percentage (80 per cent) indicated that they did not feel that the buyers of the album music were regular juke box customers.

Could Be Converted

Subsequent replies, however, pointed to the fact that these people did represent an important source of potential income to the operators. Fully 41 per cent of the operators queried agreed on this.

Even more, 48 per cent of the operators answering felt that the album buyers could be converted if they found the type of music they preferred on the machines.

As many as 55 per cent of the operators answering the Forum indicated that at present they do program EP's from albums containing the above mentioned music.

That the album music does present a potential market for the operator is unquestionable. To what extent he can capitalize on it is another point.

Many operators who answered in the negative indicated that they did not feel the atmosphere of juke box locations was conducive to the listening of album music.

One operator went so far as to say, "that even if the album patrons could be converted to the juke boxes, they still wouldn't play the album music, but would stay with the popular hits."

Other operators, however, were equally vehement in pointing out that if the customer "likes the music, he will play it." What's more, even if he doesn't play the album tunes, the mere fact that he "likes music" will compel him to play "something" on the machine.

How They Voted

1. Do you think that buyers of record albums, featuring motion picture sound tracks, original-cast Broadway shows, and background and mood music, are regular juke box customers?

| | |
|-----------|-----|
| Yes | 20% |
| No | 80% |
2. Do you think the buyers of the album music named above represent an important source of potential income to the juke box operators?

| | |
|-----------|-----|
| Yes | 41% |
| No | 59% |
3. Do you think these album customers could be converted to regular juke box customers if they found the kind of music named above on juke boxes?

| | |
|-----------|-----|
| Yes | 48% |
| No | 52% |
4. Do you program any EP's from albums containing types of music named above?

| | |
|-----------|-----|
| Yes | 55% |
| No | 45% |
5. Would you buy more EP's if each side were limited to two tunes only?

| | |
|-----------|-----|
| Yes | 55% |
| No | 45% |
6. Are you able to buy all of the above-named kinds of music you want on single 45's?

| | |
|-----------|-----|
| Yes | 50% |
| No | 50% |

The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of a representative number of music operators throught the country on current operating problems in the industry. Next week the Forum will begin a series on commission problems of the operator. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letters to Forum Editor, Coin Machine Division, The Billboard, 188 West Randolph, Chicago 1.



At least one operator stressed the role of the new 200-selection juke boxes in broadening the operators' potential market. With the increased quantity that an operator is able to put on the 200's, he can program more and more variety and still keep his usual number of hit records.

Promotion Literature

Another factor mentioned by operators was the use of promotion literature to call the customers' attention to the fact that the juke box does have album music programmed. A substantial percentage of operators indicated that they do at present use such literature in "appropriate" locations with good results. Even more stated that while at present they didn't use the literature, they felt it would help.

Availability of the literature was mentioned by more than one operator as a handicap for use. Many felt that if the promotion pieces were made available to them, by record companies, juke box manufacturers or distributors, they would be glad to use them.

Operators were split 50-50 in answering whether they could buy all of the album music they desired on singles. What's more, 55 per cent indicated that they would buy more EP's of album-type music if only the sides were limited to two tunes only.

With selection being the main selling feature of a juke box, this is not hard to understand. Operators in general feel that a customer will gladly pay a price for an item he wants—10 cents for a tune—in this case. Beyond this, however, if he is asked to pay more for three tunes, only one of which he might really want, they feel he will balk.

"A bargain is only a bargain if the person wants the merchandise," one operator stated. Operators in general feel that the play of EP's would be improved if they were limited to two tunes, not depriving the customer of his privilege of selection. But that EP's have become an important factor in operators' programming plans is evidenced by the large percentage (55 per cent) that do at present program them.

What Operators Say . . .

The Question:

Some operators say that people who like mood and background music, Broadway show music, etc., on EP's and/or singles would play it on juke boxes if they knew it was programmed. Many suggest location promotion material (album covers mounted above machine, menu cards, etc.) to call their attention to it. What do you think?

The Answers:

Yes . . .

Arthur Westin, Detroit: "I believe it is a splendid idea to let customers know there is good music on the juke boxes. If a satisfactory arrangement could be made with the restaurant to advertise on the menu, I believe it would improve the take on the machine. Lovers of good music will always pay to hear good music."

Duane Knutson, Fertile, Minn.: "In certain locations album-type music might work on jukes if it is properly called to a potential customer's attention."

Haller Amusement Company, Miami: "It is possible customers would play these tunes if they knew they were programmed and location promotion material was furnished. However, I don't believe these tunes will receive a substantial percentage of the total play."

H. E. Daniels, Jackson, Miss.: "We do this in 'appropriate' type locations. Good results."

S. C. Sznmigales, Toledo: "Yes, I think it would help."

Frank Erickson, Astoria, Ore.:

"The above described customers require appropriate surroundings to go with the music, which are somewhat limited with regard to juke boxes. However, the promotion suggested would be advantageous in a few select spots."

No . . .
Allen H. Ward, Winnetka, Ill.: "I don't think location promotion, menu cards, etc., have increased my collections. To increase collections watch play meter and tailor the popular music to the location to keep up the take."

Eli Greenfield, Albans, Vt.: "I do not believe that operators should furnish location promotion material mounted above machine or menu cards, etc. Operators should not plug songs."

A Texas operator who asked that his name be withheld: "May pick up play some, but not enough to pay the expense."

The Question:

Boom album sales—or records with motion picture sound tracks, original cast Broadway shows, and background and mood music—made record industry news this year. Do you think that most buyers of this music are regular juke box customers? Do you think they present a good source of new income to operators who program such music on their machines?

The Answers:

Yes . . .

Meletone Music, Detroit: "While we do not think these customers Milburn Music, Scottsbluff,

are regular juke box patrons, one or two records from albums have played more than many single popular releases because of the quality of sound, etc. Many people see the pictures, like them and play the records because of this."

A Louisville operator who asked that his name be withheld: "In the past year I bought more albums than in the past 10 years. At home I play these albums all the time, and when I go out I listen to this type of music on radio or play it on juke boxes when I can. In my opinion, people want to hear music that they like anytime, anywhere."

William Blatt, Miami Beach, Fla.: "Yes. Album buyers are a good potential source. Most naturally the more records that are sold in one way or another, the more publicity any record gets, especially thru d.j.'s, and the more people that are exposed to a particular record the more the public will play it on juke boxes."

A California operator who asked that his name be withheld: "No. They are not regular customers, but they may play occasionally if such music is programmed. Singles of sound tracks have done well, the original cast show music has done only fair."

Robert L. Holt, Salt Lake City: "I think that most buyers are regular juke box customers because of increased meter play showing up on machines and location requests from regular customers to have this music placed on machines."

Alfred LaCamera, Sharon, Pa.: "Yes. As the music becomes popular, the record is played more."

Art Andros, Tulsa, Okla.: "Most album buyers are not juke box customers, but they could be. They

like music. The success I've had with albums on my new 200's prove it. I'm getting so I like good music myself, and I'm a hillbilly fan."

O. R. Smail, Salem, O.: "There have been a few show tunes and sound track tunes which have had good play on juke boxes on my route, but these are in the minority so far. I believe as more 200-selection boxes are put on location, this type of music will be more widely used for better coverage of all fields of music."

G. U. Shriner, Bedford, Pa.: "We have been programming at least 10 records of this kind for several years and find it to be worthwhile. However, we do not feel it is profitable to take up valuable space in the machine for more than 10 of these records."

No . . .

An Ohio operator who asked that his name be withheld: "No. I have used singles from shows and the majority of them got very little play. The people who enjoy that kind of music do not patronize the taverns too much and when they do they seem to go for the more popular tunes."

Tom Sheldon, Sheldon Amusement Company, Payette, Idaho: "No. Very small percentage of our good juke box players pay any attention to shows, etc. Disk jockeys help sell juke music 10-1 over anything else."

Moore Amusement Company, Huntington, W. Va.: "No, I don't believe juke box customers go for this kind of music. I base this on talks I have had with music stores. I don't believe this kind of music will pay off on juke boxes. I have tried it and it did not."

Neb.: "We do not believe these buyers are the ones that put the money in the juke boxes. The majority of our locations play popular and Western hits. A few of our locations ask for this kind of music, but we find the owners put their own money in to keep the juke box playing."

Adams Bros., New Kensington, Pa.: "Buyers of this music are not juke box players."

Bert G. Liesch, Milwaukee: "I do not think album buyers are a new potential for juke boxes. I believe the primary benefit of mood music and instrumental selections is to the location owners, especially in the better eating locations, to counteract the playing of rock and roll during their dinner hours."

Oglethorpe Vending, Savannah, Ga.: "I do not believe such music will have any income producing value on coin machines. Most of such albums sold have been 33½ r.p.m. records for home use where the music may be enjoyed in context; that is, along with the other numbers included in the album and on the same record. I do not see such music an important factor to the juke box operator in the foreseeable future."

O. Rodgers, Salinas, Calif.: "We buy very few records of this type as the big majority of our locations are on a rock and roll craze this season. We only use a few of these—as special requests or at a very nice location—as dinner music."

Herschel Taylor, Belleville, Ill.: "We have found that the type of person who likes mood and background music will never make a juke box customer unless it is played free. They are always complaining about selections and don't spend too much on juke boxes."

Twin City Ops

Continued from page 69

for Wurlitzer, came in from his Chicago offices to attend the showing.

Among the out-of-town operators who viewed the new models, many of whom signed orders, were Leonard Anderson and wife, of Hudson, Wis.; Andrew Markfelder, of Staples, Minn.; Gordon Stout, Pierre, S. D.; J. C. Weber and sons, of Blue Earth, Minn.; Harry Nold, Cambridge, Minn.; Jack Karter and Bill Meltzer, St. Paul; John Cyzeriak, his wife and a party of friends from Duluth; Hank Krueger, Fairfax, Minn.; Frank Mager and wife and son, Grand Rapids, Minn.; Gabby Clusieu, Grand Rapids, and Bernard Misch, LaCrosse, Wis.

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SELECTION MODELS

A
ROCK-OLA
FOR
EVERY LOCATION

FOR SALE!

AMI E-80, late model ... \$425.00

Seeburg 3 W-1 Wall-O-Matic
100 Sel.—Chrome,
extra clean 65.00

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Seeburg V-200 Write

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Horoscopes? Not Record Labels! Yes!

Did you ever wonder who makes that record that your locations inquire about? Where's the company located? Who distributes their records in your area?

The answers are all in the latest issue—just off the press—of **The Billboard's MUSIC-RECORD PROGRAMMING and BUYING GUIDE**

There are 1,467 different record labels listed in this Guide. Labels are listed alphabetically for easy reference, with complete addresses. In addition, this 100-page booklet also contains a directory of record distributors, arranged by state and city, and tells you what labels they handle, plus . . .

For record programming ideas for your machines . . .

The top song hits by year for every year since 1900. The top record hits, by artist and label, for the past five years. Order your copy now!

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2160 Patterson St., Cincinnati 22, Ohio

Yes, I want () copies of The Music-Record Programming and Buying Guide at \$1.00 each. My remittance is enclosed. Please rush to: 825

My Name.....
Company Name.....
Street Address.....
City..... State.....

Ops Split on EP Price Effect

Continued from page 69

stops. One firm, charging \$1.05 for EPs, believes the new cost set-up will permit them to sell to operators in the future for roughly 98 cents.

Jess Herman, who operates juke boxes in the outlying Montrose, Calif., area, plans to use more EPs. According to Herman, his experimentation with EPs has made him more EP-conscious. He explained that once he removed EPs from a machine and cut his gross \$12 a week.

Despite all this, however, neither Los Angeles operators nor distributors were expected to turn handsprings over the price cut. Reason for this: A "hot" record is "cheap at any price." Case in point mentioned by nearly all operators reporting: Elvis Presley's ditties on EPs, not available on singles.

In Detroit, trade reaction was mixed, altho the general feeling was that the price cuts would not bring much change in operator EP purchases.

Very few EPs are currently sold operators in the Motor City. Frank Alluvot, owner of Frank's Music Company, one of the largest music operations in the city, feels that the cut in price (in Detroit one-stops are cutting it from \$1 to 90 cents) will make little difference in the number he buys. Of his total record purchases EPs currently account for only about 2 per cent—and these only for numbers he can't buy as singles.

In New Orleans again, trade reaction to the price cuts was mixed. Two of the top one-stops felt that the price reduction would have little effect on operator buying. One one-stop owner—Frank Mancuso of Frank's Record Shop—said he gives operators a 20 per cent discount, which on EPs will be off \$1.29 as opposed to \$1.47 formerly.

Many operators in New Orleans operate at nickel play, among whom the general feeling is this: If the public wants it and it's only

on EP, operators will pay top prices for it, but by the same token one-stops can't give the ditty away free if the EP is not in public favor.

The one exception to this feeling in New Orleans was Nick Caruso, of TAC Amusement Company. Caruso said his firm bought three times more EPs in 1956 than in 1955. He feels the EP trend is growing. He said that for each of the 40 out of 350 machines they use EPs on, they buy about two new EPs per week.

In Memphis, one-stops say they will sell more EP records to operators because of the price cut, but operators themselves don't feel they will buy more. Leading Memphis operators said they currently program less than 1 per cent of their machines with EPs.

Editor's Note: Reaction to the EP price cuts and the current status of EPs in several of the major markets will be presented more fully in next week's Billboard).

Cruze Shows New Wurlitzer Models To Charleston Ops

CHARLESTON, W. Va.—Operators in and around the Charleston area were treated to a viewing of the new Wurlitzer Model 2100, and 2104 juke box at Cruze Distributors, last week.

Commented Dave Hicks, of Cruze: "Over 75 per cent of the operators in the Charleston area attended." A buffet with refreshments was served to all operators.

Among those in attendance were Donnie Harbin and Fred Moore, of Moore Amusement Company, Johnson City, Tenn.; Ernest Sorvos, Clarke S. Blair and Wirt Ferrell, of Ferrell Music Company, Huntington, W. Va.

Lige W. Smith, Smith Music Company, Huntington, W. Va.; Shelton Price and Kenton Price, Price Music Company, Barboursville, W. Va.; Charles A. Logan and W.W. Michael, Tri State Music Company, Huntington, W. Va. Mac Carpenter, C & R Music Company, Beckley, W. Va.; Bill Anderson, Alford Broom, and Wallace Dial, Broom & Anderson Amusement Company, Logan, W. Va.; Thomas Hunt, Charles Cunningham and Frank Quillen, Ace Hi Amusement Company, Point Pleasant, W. Va.

Roy C. Pollack, Gallipolis, O.; Teddy Lofis, Bill Perry, Freddie Sanders and Louis Vande Linde, Broom and Anderson Amusement Company, Madison, W. Va.; Raymond Tabor and Hilda White, Tabor Music Company, Charleston, W. Va.

Mr. and Mrs. Dana Hicks, Charleston, W. Va.; Red Wallace, Wallace & Wallace, Oak Hill, W. Va.; J. H. Kiser Sr., J. H. Kiser Jr., and Tony Mollish, K & K Music Company, Beckley, W. Va.; Mitch Oliver, Mammouth Amusement Company, Montgomery, W. Va.

Chris Ballard and Leoma Ballard, Belle Amusement Company, Belle, W. Va.; Junior New, Louisa, Ky.; Clifford Collins, Fort Gay, W. Va.; Doyle Dean, Gassaway, W. Va.; Red Flannery, White Amusement Company, Logan, W. Va.

Thaddeus Miller, Louisa, Ky.; Mr. and Mrs. Marvin Rhodes, Valley Music Company, Charleston, W. Va.; Hobart Booth, Oak Hill, W. Va.; Albert Wheby, Beckley, W. Va.; Everett Akers, Martin, Ky.; Raymond McClung, Charleston, W. Va.

Darris Derrick, Charleston, W. Va.; Bill Shingle, Whitesville, W. Va.; Dewey Pearson, Belle, W. Va., and Paul Vermillion, Charleston, W. Va.

Memphis Ops to Elect Officers

MEMPHIS—The Memphis Music Association will elect new officers for 1957 at a meeting January 15.

Present officers are Allen Dixon, general manager of S. & M. Sales Company, president; Robert Harbin, Harbin Amusement Company, vice-president; Edward H. Newell, general manager of Or-Matt Amusement Company, treasurer, and Jack Canipe, Canipe Amusement Company, treasurer.

N. Y. State Ops

Continued from page 69

A-1 Amusement, and Frank Di Pilato, all of Rochester.

From Geneva were Allen Grant, Lloyd Hilimire, Richard Hilimire and Robert Reid, all of the Ace Amusement Company. The Canandaigua contingent included Charles Wheeler, Gordon Wilcox, Ralph Denby, Glenn Manger and Don Trumbull.

Also attending were Joe Shortino, Southern Tier Amusement, Oswego; Bud Maxwell, East Rochester; Ed Stanton, Auburn; Chester Dlugzima, Veterans Amusement, Fulton; Henry Genter and Charles Brenon, Jr., both of Genter & Brenon, Brownsville; Robert Bufton, Syracuse; Robert Bolmer, Caledonia; Henry Clemens and Cleon Boothe, both of Ke Roy; Anthony Comella and Kenneth Filippello, both of Lake Shore Amusement, Newark; Ralph Scribner, Binghamton Coin Machine, Binghamton; Pat Tarantelli, Ithaca Mutual Music, Ithaca; Fred Stott, American Amusement, Syracuse and Al Shackett, Brighton.

QUALITY • VALUE

OUR LEADING PRODUCTS

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Model 2100 • Model 2104

FOR SALE
75 Keeney
BIG TENTS!
WRITE OR CALL NOW!
Large Stock of
LATE BINGOS
USED PHONOGRAPHS



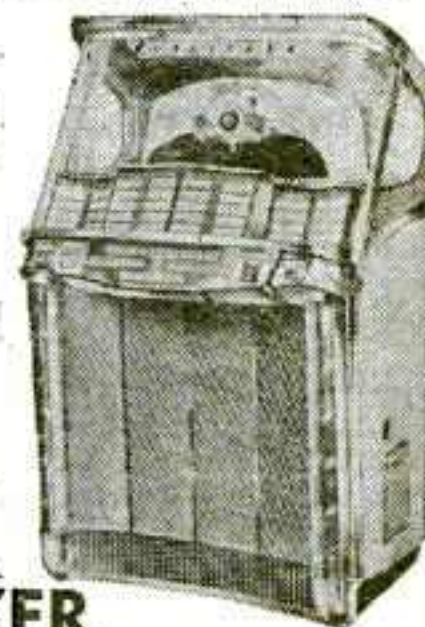
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MONEY-BACK GUARANTEE!

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1500's **USED** **1900's**
\$185 **Write**

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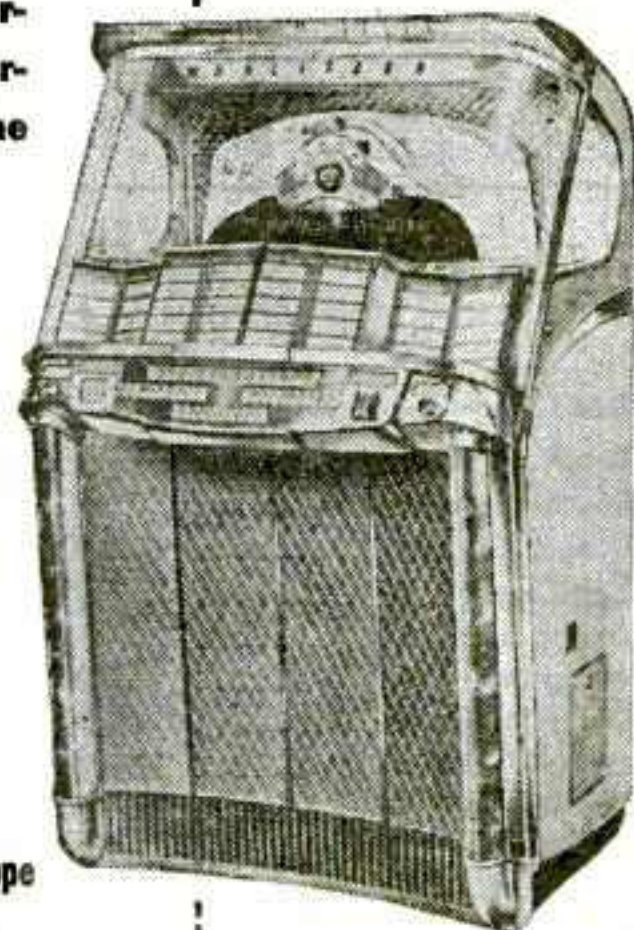
OPERATORS...

Thanks for the overwhelming response during our showing of the

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Model 2100

Call us for good buys on completely reconditioned Wurlitzer 1700's and 1800's.

SPECIAL: 4 Post-War Mutoscope Photomatics... \$200.00 ea.



ROCK CITY AMUSEMENT CO.

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ONLY THE BILLBOARD—
among over-all entertainment weeklies—is a member of the
AUDIT BUREAU OF CIRCULATIONS.

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.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisements in The Billboard for the period shown.

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.

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.

MOST ACTIVE EQUIPMENT

(For four-week period ending with issue January 19, 1957)

Table with columns: HIGH, LOW, MEAN AVG. Categories include ARCADE EQUIPMENT, MUSIC MACHINES, SHUFFLE GAMES, VENDING MACHINES, and PINBALL GAMES.

PINBALL GAMES

Table with columns: High, Low, Mean Avg. Lists various pinball games like Beach Beauty, Beauty, Big Time, etc.

CHICAGO COIN section listing Basket Ball Champ (10/49) with price details.

GOTTLIB section listing Derby Day (4/56) and Dragonette (6/54) with price details.

Table with columns: High, Low, Mean Avg. Lists various arcade games like Flying High, Four Belles, Gypsy Queen, etc.

UNITED section listing ABC (2/52), Cabana (3/53), Caravan (1/56), Hawaii (6/54), Pixie (9/55), Triple Play (8/55).

WILLIAMS section listing Colors (11/54), Deluxe Baseball, Hayburner (6/51), Quarterback (10/49), Race the Clock (1/55), Screamo (4/54), Sky Way (9/54), Wonderland (5/55).

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mufoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecois; U—United; W—Williams, Wa—Walting.

Table with columns: High, Low, Mean Avg. Lists various arcade machines like All Star Baseball (W), Bat-A-Score, Sr. (Ev), Big Inning (B), etc.

MUSIC MACHINES

AMI section listing Model A (46) 40 sel., Model C-40, Model D-80 (51) 40 sel., 78 RPM.

Table with columns: High, Low, Mean Avg. Lists Model E-120 (53) 120 sel., Model F-120 (54) 120 sel., 1436 A- (53) 120 sel., 1438 (54) 120 sel.

SEEBURG

Table with columns: High, Low, Mean Avg. Lists HM-100-A (40) 100 sel., M-100-B (51) 100 sel., M-100-C (53) 100 sel., M100G (54) 100 sel., M-100-W.

WURLITZER

Table with columns: High, Low, Mean Avg. Lists 1250 (50) 48 sel., 1650 (53) 48 sel., 1700 (54) 104 sel., 1800 (2/55) (W).

SHUFFLE GAMES

Table with columns: High, Low, Mean Avg. Lists Ace Bowler (CC), Advance Bowler (CC), Bonus Score Bowler (CC), Carnival (K), Clipper (U), Criss-Cross (CC), Criss-Cross Targette Regular (CC), Domino (K), Feature (CC), Fireball (CC), Holiday Match Bowler (CC), Hollywood (CC), Imperial (U), League (K), Lightning (U), Magic (B), Olympic (U), Pacemaker (K), Royal (U), Speedlane Bowler (K), Speedy (U), Super Frame (CC), Tenth Frame (K), Tenth Frame Bowler (CC), Thunderbolt (CC), Triple Score Bowler (CC), Triple Strike Bowler (CC).

VENDING MACHINES

Table with columns: High, Low, Mean Avg. Lists Du Grenier (7 Col.), Northwestern 39, 1c., Northwestern 33 Ball Gum, Northwestern Deluxe 1c & 5c., P X (8 Col.), Rowe Diplomat Electric (8 Col.), Stoner Candy (6 Col.), Stoner Candy (8 Col.).

Gottlieb Bows Flag-Ship, Two-Player Pin Unit

CHICAGO—Flag-Ship, a new two-player five-ball pin game, was shipped to distributors last week by D. Gottlieb & Company.

The backglass registers automatic four-digit scores for either one or two contestants.

The game is equipped with a National Rejector coin chute, is available with twin chutes and is adjustable for 3, 4 or 5-ball play.

Two button-operated flippers shoot balls at six bull's-eye targets on playfield. Another main target is a center hole which scores 300 points. Red and blue rollovers light up four pop bumpers for high scores.

Pin Seizure Backfires at Miami Beach

MIAMI BEACH, Fla.—Because enforcement officers tampered with pinball machines they seized here, eight "gambling" cases were dismissed in court and the question was raised as to whether owners of the games might collect damages.

In what was termed "a comedy of errors," the county solicitor's office called off prosecution in the Court of Crimes cases "to avoid further embarrassment" of the State Beverage Department and Dade sheriff's office.

The decision opened the way for owners of the pinballs to reclaim their damaged games and an undetermined amount of dimes removed from the machines. Irving M. Wolf, attorney for the eight owners, expected to confer with them about making a claim for damages.

Officials ordered dropping of the cases because investigation showed that raiders failed to make immediate arrests, had no positive identification of the machines they claimed were illegal and then opened the machines and mixed the money without counting it.

With the comment that the arrests and seizures were "highly improper," formal recommendation for dismissal was filed by Jack H. Eakle, assistant solicitor. Eakle said that prying and pounding at the machines caused damage and resulted in mixture of coins, barring use of such evidence in any court trial.

Trial on a "test" case had been set for January 29 before Judge Gene Williams.

Games on Comeback At Memphis Locations

MEMPHIS—Pinballs and other games made a comeback in Memphis toward the end of the year from what some operators thought might be practically the end of them in this area because of restrictions.

This was disclosed in a year-end report of Sloan O. Craig, collector of licenses and privileges.

The comeback, however, does not yet compare with the era when pins and other games were in their hey-day five years and more ago.

Pins and other games licensed at December 31, 1956, numbered 673. At the end of 1955 it was 631. But in early 1956, they be-

United Alley Available in 11-Foot Size

CHICAGO—United Manufacturing Company's Bowling Alley game, introduced last November in 14-foot models, is now available in 11-foot size as well.

Said Bill DeSelm, sales manager, "The original game was designed in the 14-foot length to simulate a regulation size bowling alley as closely as possible. Initial demand was such that we could deliver only the 14-foot models. Now, however, with extra shifts, increased personnel and other production step-ups, we are enabled to ship the 11-foot size to help operators fill those smaller spots which cannot handle the 14-foot size."

W. Va. City Code Would Sock Ops With \$250 Fees

MORGANTOWN, W. Va.—An amendment to a new ordinance was approved here which would require \$250 annual licenses of operators of one or more mechanical amusement devices.

The original ordinance called for a fee of \$100 annually for operators of more than three machines.

Another amendment, also approved, calls for the paying of an annual fee of \$2 on juke boxes with a 1-cent chute, \$5 on juke boxes with a 5-cent chute, \$10 on juke boxes with a 10-cent chute, and \$15 on juke boxes equipped with larger-than-dime chutes. These fees still apply to food and drink vending machines.

The final amendment called for a hike from \$15 to \$30 on quarterly license fees on games taking a single dime coin, and a boost from

(Continued on page 81)

WIZARD OF MEMPHIS

Ace Mechanic Keeps Route Rolling Via 'One Stop' Plan

By ELTON WHISENHUNT

MEMPHIS—"Why make more than one service call when the machine can be fixed correctly the first time?"

That's the philosophy of Jack Canipe Jr., mechanical wizard of Canipe Amusement Company, which has phonograph and game routes in Memphis and Eastern Arkansas.

Jack, who weighs in at a hefty 325, and is thus sometimes called "the biggest man in the business," has been active in the coin ma-

chine trade for 21 of his 34 years.

To Jack, good service on machines means good relations with location owners, with the public, and with his own pocket book. Says Canipe, "All our workers here are conscientious. When a machine breaks down, they try to find out what is wrong and fix it. Some service men in the trade simply try to get the machine running and then leave the location."

"I impress on our employees that it costs money to make return calls. Fixing what is wrong on the first stop not only saves money—it results in all-around goodwill."

"If a man had to call a TV repairman three or four times to fix his TV set, he wouldn't like it. Even tho he wasn't paying for the return calls he still wouldn't appreciate the bungling of the repairman in coming back three or four times."

Here's the Canipe system: Jack and his men make periodic checks of all machines in the shop, where they get an overhauling, any needed new parts, lubrication, paint, polish, a new cloth over the old one on the speaker that has become yellow and dingy.

The firm gets calls into the territory to West Memphis, Ark.; Hughes, Ark.; Crawfordville, Ark., as well as in Memphis, and does an expert mechanical job on-the-spot to correct what is wrong, no matter how long the job takes.

The most common thing that

What's Ahead in New Equipment For 1957 Spring Arcade Season?

CHICAGO—Most of the nation's Arcade operators must begin to line up equipment for their spring season long in advance, yet manufacturers seldom begin production on new Arcade games until the season is under way.

One of the previews afforded Arcade operators is the annual exhibit of new equipment at the National Association of Amusement Parks, Pools and Beaches show. The 1956 show was held here November 25-28.

Manufacturers often make use of this show to get reactions on test models they have developed for the approaching season. Many of these models never show up on

production lines, and others are remodeled to better suit the tastes of operators. Few are shifted directly from the exhibit hall to the market.

Still, these models give operators an indication of what they can expect in the way of new attractions in the coming season.

List of Equipment

Here are some of the equipment pieces which appeared at the NAAPPB show and which may be in demand when the Arcade season rolls around:

Commando, a gun game that is hopper-fed, shooting steel BB's (Chicago Coin). Soft Ball League, a throw ball game; Peep Barrels,

a view machine (Exhibit Supply). Bang-O-Rama, a 15-shots-for-a-nickel kiddie gun with light-up screen; St. Christopher engraving machine (International Mutoscope).

Junior Auto Test, a kiddie-sized model of the driver-test machine with movie screen; Drive-In Movie, a kiddie film show built into a car kiddie ride piece; Pan-O-Rama 800, a movie theater with individual viewing which holds up to 800 feet of film in a self-powered magazine (Capitol Projector).

Other Arcade units, already on the market and expected to increase in demand with the Arcade season, are International Mutoscope's Lord's Prayer machine, which prints the prayer on a copper token; Williams' Peppy Clown, musical marionette piece; Twin Hockey, two-player hockey game produced by Chicago Coin, and the later model rifle game utilizing .22 caliber rifles.

40 New Models

During the 1956 year more than 40 models of Arcade-type machines were introduced. This compares to an approximate total of 34 models the previous year. However, many of these models were not put into regular production to date.

Among the 1956 crop were 9 kiddie rides, 7 gun games, 4 baseball games, 6 target-bowlers, a fortune teller, 2 large bowling alleys and 6 other novelty-type games adaptable to Arcade use.

In comparison, the 1955 Arcade crop consisted of 6 baseballs, 7 rides, 3 fortune tellers and 18 other novelty types.

In the 1956 novelty game field were included a large number of viewer and movie units, a compact golf putting game, a musical marionette piece, a test-driver machine and an auto racing game.

Boston Cuts Pin Licenses, Plans Check

BOSTON—Only 345 pinball machine licenses have been granted this year so far by the Boston Licensing Board for 1957. This figure is 165 less than 1956. Thirteen other applications were turned down.

Mary E. Driscoll, retiring chairman, but acting in an advisory capacity at the same salary, revealed that the board plans an intensive investigation of pinball machines operating in the city as a result of reports that "women and children have been losing money playing them."

Miss Driscoll also expressed the opinion that the devices should be licensed thru the mayor's office rather than thru the board on the basis that pinball games have no connection with liquor licenses.

Chi Coin Preps Target-Bowler

CHICAGO—A new model target-bowling game is in the works at Chicago Coin Machine Company.

Details on the new model, Deluxe Skee Roll, are not yet available, but it is expected to be a target-bowler designed in a modern vein than its predecessors.

Tournament Ski Bowl, initial Chicago Coin target-bowler, a six-player game, was shipped late in November (The Billboard, December 1).

D. C. Trade Solid Despite Red Tape

Continued from page 69

tion and about 60 per cent operate on dime play. Total collections here are higher than in other cities across the country, some operators say.

Games on Nickel

Amusement machines, on the other hand, operate primarily on nickel play. Most operators claim that Washington traditionally is not "an amusement machine town." Reasons for this are "uncertain" they say, but stem partly from the fact that the Capitol is "prim and proper" and some people object to the machines. Operators have done a great deal to break down resistance to amusement machines, however, by seeing that they are

properly serviced and in good condition. Coinmen say that business "gets a little better each year." Pinball and gun machines are most popular here. Best guess is that approximately 1,000 machines are in operation.

Arcades in the area are doing well, too. Most of them are spacious, brilliantly lighted and clean, and customers are willing to spend their nickels and dimes in the machines. Pinballs are most popular in Arcades, with movie and gun machines following closely.

There are no music or amusement machine distributors in the Capitol—they're based in Baltimore, some 40 miles away. Phonograph distributors there say their sales have picked up substantially, and add that Washington operators really like the 200's. Several of the distributors believe that 1957 will be the best year in their history. Nearly all branches of the coin machine industry in Baltimore donate music machines to church and youth groups as a good will gesture thru the Amusement Machine Operators' Association of Greater Baltimore.

Cafes Top Spots

Washington's many restaurants, necessary to feed the thousands of government workers living in the city, are good sources of revenue for music operators. Many drug-stores, catering to the lunch trade, also have pinballs on location, and most are well pleased with their share of the profits.

Trend to suburban living has not been a matter of great concern to local operators. "Washington has been a no-man's land since its creation," one operator says, "and it's easy to cross the District line to service customers in Maryland and Virginia." Most variety stores in the suburbs, as well as downtown Washington, are going in for kiddie rides. Even tho a store may have only one ride on location, the ride is usually kept busy all day. Specialized kiddie parks in Maryland and Virginia are able to cash in on their nearness to military installations. It's not unusual to see a serviceman taking his three or four kids to one of the parks for a day of fun.

Opinion here is that 1957 will be a good year if coinmen continue to keep equipment up to date and give the customer personal attention. Most operators agree that despite quirks in its laws, and its on-the-border location, Washington is a good locale for coin machine enterprises.

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USED VENDING MACHINES WANTED— 49's, Acorns Toppers Silver Kings, Counter Games Send us your list. Rake, 609C Spring Garden St., Philadelphia 23, Pennsylvania. ch-14

COINMEN YOU KNOW

Continued from page 67

the firm, spent the weekend at the Springs, including Gilman, Soboba and Palm.

Carl Cline, who represents G. F. Cooper Music of Riverside in Indio, and Jack Neel, of the Riverside headquarters, in town to shop for parts and supplies for the music routes. . . . Freddy Williams, South Gate operator, in town to shop. . . . Tom Workman, veteran music and games operator, visited Coin Row from West Covina, where he just moved from Arcadia. . . . Johnny Lantz and wife spent a few holidays in Las Vegas. . . . Sheridan Thompson, of Long Beach, back to flying jets as a reserve flier.

George Phillips is reported to have returned from Hong Kong. . . Mr. and Mrs. Nick Beaver and two daughters in town from Lancaster. . . . Jess Herman, of Montrose, in the city for the showing of

(Continued on page 77)

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**COINMEN
YOU KNOW**

Continued from page 76

the Wurlitzer 2100 and 2104 by
Sierra Distributors.

Roy Provencher, salesman
at Minthorne Music, back on
the road after being grounded
in the office because of the
holidays. His stops during the
week included Banning,
Needles and intermediate
points. . . Ed Wisler, of Sierra
Distributors, also taking to the
road now that the holidays
and the Wurlitzer showing are
over.

Denver

By BOB LATIMER

Dick Ulrich, veteran mountain-
territory music operator, has an-
nounced purchase of the phono-
graph routes formerly run by Jim
Schaefer, who died recently. Ulrich
does not plan major changes in the
route except for the addition of
new machines.

Herschel Berger, Canon
City operator, has purchased
(Continued on page 80)

**WURLITZER BLUE
RIBBON VALUES**

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Model 1800 \$825.00
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| 20 Selection | \$ 50.00 |
| Model 1436 (120 selection, 45 RPM) | 295.00 |
| Model 1438 (120 selection, 45 RPM) | 450.00 |
| Model 1446 Hi-Fi (120 selection, 45 RPM) | 550.00 |
| Model 1448 (120 selection, 45 RPM) | 650.00 |

**FINEST 3/4"
SLATE TOP
REPLACEMENTS**

Can be changed
in 5 minutes **\$59.50**

ROTATION DELUXE BALLS

1-5 Red and 1-5 White. 5 oz. with
instruction card, \$22.50 per set.

**WANTED
POOL TABLES**

Any Type—Write Prices.
We Have Pin Balls and Other
Equipment. Write for Prices.
20% Deposit With Order, Balance C.O.D.
25 YEARS OF SERVICE
SEACOAST
DISTRIBUTORS, INC.
1200 North Avenue Elizabeth, N. J.

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

| | | | |
|-------------|-------|--------------|------|
| NITE CLUB | \$435 | YACHT CLUB | \$60 |
| BROADWAY | 375 | PALM SPRINGS | 60 |
| MIAMI BEACH | 225 | DUDE RANCH | 60 |
| GAYTIME | 195 | BEACH CLUB | 60 |
| VARIETY | 135 | BEACH BEAUTY | 60 |

Immediate Delivery. 1/3 Deposit

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

Rosen Sale

We ONLY Advertise
What We Have In Stock

ALL MACHINES 100% CLEAN AND CHECKED

Refund in 10 Days If Not Satisfied

MUSIC

AMI

All converted to 45 RPM

- | | |
|-----------------------------|----------|
| Model A | \$ 95.00 |
| Model B | 145.00 |
| Model C | 175.00 |
| Model D-40 | 245.00 |
| Model D-80 (Regular 45 RPM) | 295.00 |
| Model E-80 | 425.00 |
| Model E-120 | 495.00 |
| Model F-120 | 695.00 |

SEEBURG

- | | |
|---------------------|----------|
| Model R | \$695.00 |
| Model 148 | 50.00 |
| Model 147 | 35.00 |
| Model 146 | 25.00 |
| Seeburg Cellar Jobs | 25.00 |

WURLITZER

- | | |
|-----------------------------|----------|
| Model 1015 | \$ 25.00 |
| Model 1100 | 65.00 |
| Model 1250 | 100.00 |
| Model 1450 | 150.00 |
| Wurlitzer Cellar Jobs, 1017 | 25.00 |

ROCK-OLA

- | | |
|------------|---------|
| Model 1422 | \$25.00 |
|------------|---------|

FILBEN

- | | |
|------------|---------|
| Model 1422 | \$25.00 |
|------------|---------|

PIN GAMES

- | | |
|-------------------------|----------|
| Piccadilly | \$225.00 |
| Sluggin' Champ | 160.00 |
| Blondie, new | 300.00 |
| Surf Rider, new | 295.00 |
| Race the Clock | 125.00 |
| Regatta | 145.00 |
| Snafu | 145.00 |
| Smoke Signal | 135.00 |
| Super Score | 195.00 |
| Harbor Lights | 175.00 |
| Daisy Mae | 175.00 |
| Easy Aces | 175.00 |
| Rockettes | 45.00 |
| Cross Roads | 45.00 |
| Guys & Dolls | 45.00 |
| Hay Burner | 25.00 |
| Wonderland | 125.00 |
| Star Pool | 85.00 |
| Add A Line | 145.00 |
| Queen of Hearts | 65.00 |
| Shindig | 75.00 |
| Derby Day | 195.00 |
| Gun Club | 45.00 |
| Lulu | 125.00 |
| Mystic Marvel | 110.00 |
| Hawaiian Beauty | 100.00 |
| Virginia | 35.00 |
| Jack & Jill | 25.00 |
| Lazy Q | 45.00 |
| Cue Tee | 75.00 |
| Poker Face | 65.00 |
| Skill Pool | 50.00 |
| Dealer | 45.00 |
| Scream | 75.00 |
| Grand Champion | 45.00 |
| Quintette | 65.00 |
| China Town | 50.00 |
| Four Star | 50.00 |
| Nine Sisters | 50.00 |
| Super Home Run | 145.00 |
| Home Run | 125.00 |
| Bull's-Eye, Deluxe | 145.00 |
| Twenty Grand | 45.00 |
| Big Ben | 75.00 |
| Sky Way | 70.00 |
| Peter Pan | 125.00 |
| Paratrooper | 25.00 |
| Deluxe Baseball | 95.00 |
| Super World Series | 50.00 |
| Star Series | 25.00 |
| Army & Navy | 45.00 |
| Rose Bowl | 25.00 |
| Genco Champion Baseball | 245.00 |
| Genco Hi Fly | 275.00 |
| Four Bagger | 345.00 |
| King of Swat | 265.00 |
| Capri | 245.00 |

SHUFFLE ALLEYS

- | | |
|--------------------|----------|
| Hollywood Bowler | \$175.00 |
| Bowling Team | 350.00 |
| Crisp Cross Bowler | 95.00 |
| Mainliner | 75.00 |
| Jet Bowler | 100.00 |
| Fire Ball | 100.00 |
| Star Lite | 100.00 |
| Advance Bowler | 75.00 |
| Diamond | 75.00 |
| Super Frame | 125.00 |
| Chief | 75.00 |
| Royal | 75.00 |
| Mercury | 125.00 |
| Crisp Cross Target | 75.00 |
| Targette | 125.00 |
| Fireball | 125.00 |
| Flash Bowler | 100.00 |
| Shuffle Pool | 50.00 |
| Clipper | 175.00 |
| Bonus Score | 175.00 |
| Mystic Bowler | 150.00 |
| League | 100.00 |
| Miami Shuffle | 100.00 |
| Star Bowler | 45.00 |
| Super-United | 25.00 |
| Deluxe | 25.00 |
| Delight | 25.00 |
| Triple Score | 50.00 |
| Crown Bowler | 75.00 |
| Double Score | 25.00 |
| 6-Player Keeney | 25.00 |

POOL TABLES

- | | |
|---------------------------|----------|
| Bally Booster Pool, new | \$ 75.00 |
| Star Pool | 100.00 |
| Chicago Coin Advance Pool | 100.00 |
| Champion Senior | 100.00 |
| Genco 3-Hole Star Pool | 75.00 |
| Genco 3-Hole Life Up | 75.00 |
| Olympic Pool, new | 100.00 |
| Williams 2-Way Deluxe | 75.00 |
| Diamond Pool | 100.00 |
| Klick, new | 100.00 |
| Diamond Senior | 125.00 |
| Champion 3-Hole Regular | 100.00 |
| Clover Pool | 100.00 |
| Hooligans | 75.00 |
| Williams Score Pool | 75.00 |
| Automatic Pool | 75.00 |
| Exhibit Skill Score | 75.00 |
| United Hi Score | 75.00 |
| Genco Marklite | 145.00 |
| Que Ball | 45.00 |
| Williams Recreation Pool | 90.00 |

SLATE TOPS

The finest of them all. Price can't be
beat at \$49.50.

BINGOS

- | | |
|---------------|----------|
| ABC Club | \$ 25.00 |
| Yacht Club | 65.00 |
| Nevada | 65.00 |
| Beach Club | 75.00 |
| Frolics | 60.00 |
| Dude Ranch | 75.00 |
| Ice Frolics | 90.00 |
| Hi Fi | 90.00 |
| Bally Beauty | 65.00 |
| Palm Springs | 65.00 |
| Gaiety | 125.00 |
| Rio | 45.00 |
| Spot Lite | 35.00 |
| Lite A Line | 35.00 |
| Cabana | 65.00 |
| Tahiti | 75.00 |
| Havana | 75.00 |
| Beach Beauty | 275.00 |
| Double Header | 425.00 |

ARCADES

- | | |
|-----------------------------|----------|
| Peppy | \$425.00 |
| Crane | 275.00 |
| Steam Showels | 275.00 |
| Sidewalk Engineer | 175.00 |
| Lancer Horse, new | 595.00 |
| Pokerino Tables | 50.00 |
| Chicago Coin Hockey | 50.00 |
| Silver Gloves | 75.00 |
| Pitch 'Em and Bat 'Em | 75.00 |
| Chicago Coin Super Jet Ride | 145.00 |
| Genco 400 | 45.00 |
| Jumpin' Jack | 45.00 |
| Golden Nuggett | 45.00 |
| Horoscope | 125.00 |
| Astelequiz | 75.00 |
| Astroscope | 125.00 |
| Hit A Homer | 15.00 |
| Pikes Peak | 15.00 |
| Anti Aircraft | 25.00 |
| Bert Lane Fire Engine | 495.00 |
| Auto-Photo, Used Model #9 | \$180.00 |

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2905

**NOW! . . . The Billboard INTERNATIONAL
OPENS THE DOOR TO WORLD TRADE ORIGINS . . .**



For
JUKE BOXES ★
PHONOGRAPH RECORDS ★
AMUSEMENT GAMES ★
and VENDING MACHINES ★

IN A \$40,000,000 ANNUAL MARKET

**Coin Machine and Record Manufacturers and Distributors serving the World
Export-Import Trade now have a mass-circulation communication medium.**

Beginning February, 1957, The Billboard International will circulate exclusively to this growing market . . . not as a part of a general publication . . . but, rather, in a separate publication devoted to International buying and selling.

More important, your messages will not only reach, they will be read and acted upon by the buying influences in more than 5,000 quality buyers and sellers of coin-operated equipment and phonograph records . . . because The Billboard International will be published in four major languages:

- | | |
|---------|---------|
| English | Spanish |
| French | German |

Have your advertising message printed in one, or all of these languages, and let this direct contact to 5,000 "live" world trade buyers build your International sales volume . . . with the effectiveness that can only be realized when a trade publication is de-

voted to the direct needs of an established market of recognized identity.

This is the purpose of the new Billboard International . . . your entree to volume sales in a world "growth" market.

Advertising Deadline for First Issue: February 5

Get full details about this direct International sales "agent." Send coupon for descriptive folder or call your nearest Billboard office.

This means that every advertising campaign is channeled to your prospects and customers in over 100 countries. A few are listed below.

- | | | | |
|---------------------|--------------------|-------------|-----------------------|
| Algeria | Cuba | Honduras | Nicaragua |
| Argentina | Denmark | India | Norway |
| Australia | Dominican Republic | Iran | Panama |
| Austria | Ecuador | Ireland | Peru |
| Belgium | Egypt | Italy | Philippines |
| Bermuda | Eire | Japan | Portugal |
| Brazil | El Salvador | Lebanon | Scotland |
| British Honduras | England | Malaya | Spain |
| British West Indies | Finland | Mexico | Sweden |
| Canada | France | Morocco | Switzerland |
| Chile | Germany | Netherlands | Turkey |
| China | Greece | Netherlands | Union of South Africa |
| Colombia | Guatemala | West Indies | Venezuela |
| Costa Rica | Haiti | New Zealand | |



CHICAGO
188 W. Randolph St.
Central 6-8761

NEW YORK
1564 Broadway
Plaza 7-2800

HOLLYWOOD
6000 Sunset Blvd.
Hollywood 9-5931

THE BILLBOARD INTERNATIONAL
 188 West Randolph Street
 Chicago 1, Illinois

I am interested in knowing more about the new Billboard International. Send literature without obligation.

Name _____ Title _____

Company _____

Address _____

City _____ State _____

"PERK" UP YOUR POOL TABLES!

REPLACEMENT TOPS
SLATE TOPS—FINEST QUALITY
 for regulation size (32"x48") games ... \$65.00
4-HOLE BUMPERLESS RACK
 POOL TOPS, 1 hole in each corner, regular size w/rack, oversize cue ball ... \$29.50
RACK POOL TOPS
 all new with rack and oversize cue ball.
 Regular size ... \$25.00
 Jumbo size ... \$35.00

SUPPLIES

Set of 10 2 1/4" Pool Balls ... \$12.00
 Playfield Cloth ... 9.50
 Cue Sticks, Ea. ... \$2.50
 Chalk, Cr. 3.50
 Cement20
 Cue Clamps, Ea. . .25

PURVEYOR DISTRIBUTING COMPANY
 4322-24 N. WESTERN AVENUE CHICAGO, ILLINOIS

Pool Tables Booming Again!

SMART OPERATORS ALL OVER THE COUNTRY ARE REVIVING THEIR TIRED-LOOKING POOL TABLES WITH OUR FOLLOWING FACE-LIFTING ITEMS AND AS A RESULT ARE ENJOYING A BIG INCREASE IN INCOME AT MINIMUM COST.

SLATE TOPS

1/4 in. HIGHEST QUALITY BLACK SLATE Regular \$45.00
 Jumbo Bumpers, Best rubber-backed cloth. Jumbo \$65.00

ARAMITH ROTATION BALLS

(Regular Fits All Small Tables—Jumbo Fits All Jumbo Tables Except Bally—Specify for Bally) \$22.50 Set

(10 Balls Numbered 1 to 5 with Instructions)

1/2 Down—Balance C.O.D. or Sight Draft
 Quantity Price on Request

EASTERN NOVELTY DISTRIBUTORS, INC.

1706 Manhattan Avenue Union City, N. J. Union 3-8574

No. 1 Grade Bumper Pool Cues, 48", \$36 val., Special Price, \$28.50 dx. Solid mahogany butts; white points with tips. You can't buy better cues.
 No. 2 Grade Bumper Pool Cues, 48", \$27 val., Special Price, \$24.50 dx. 4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't fool yourself up with cheap cues. . . ours will last twice as long.

For a small investment you can have new pool tables. You'll increase your take tremendously, too.

BUMPERLESS RACK POOL PLAYFIELDS—Immediate Delivery

NO. 1—REGULAR SIZE—32"x48", 2-hole. Holes away from rails for rebound play ... \$24.85
 Holes away from cushion for rebound play. Includes ball rack ... 24.75
 NO. 2—Holes close to rails. Bumperless playfields furnished with triangle and deluxe 2 1/2" cue balls ... 24.75
 NO. 1 or No. 2 Style in king-size 32"x66", includes triangle and deluxe 2 1/2" cue ball ... 37.50
 SPECIFY SIZE OF HOLES. Regular Bumper Pool Playfields available in 2 or 3-hole style. We make all types. Prices on request.

GENUINE ROTATION POOL BALL SETS

REGULAR ROTATION POOL BALL SETS, Nos. 1-10, incl., 2 1/2" ... Per set \$18.50
 ARAMITH ROTATION POOL BALL SET, Nos. 1-10, incl., 2 1/2" ... Per set \$19.75
 Rule cards and instruction sheets packed with each set.
 DELUXE CUE BALLS, 2 1/2" ... Each \$2.50
 REGULAR CUE BALLS, 2 1/4" ... Each \$1.95
 2 1/2" 10-BALL RACKS ... Each \$1.50
 KELLY POOL BOTTLES ... Each \$1.50
 TALLY BALL SETS (Peas), Nos. 1-10, incl. ... Per set .65
 For Top Quality Bumper Pool Supplies—Every Item You Need. Write for Our Special Price List for Bumper Pool Supplies. We are as near to you as your telephone or mail box.
 TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

MARVEL Billiard Supply Company

1604-06 W. LAKE ST. CHICAGO 12, ILL. Phone: MOnroe 6-8855

WESHIP
 all over the world

Demandez Notre Nouveau Gros Catalogue D'Export
 SEND FOR BIG NEW EXPORT CATALOG!
 Peda nuestro nuevo catalogo completo!

WURLITZER
 1015 - 1100
 1250 - 1400
 1500 - 1500A
 1600 - 1650
 1700 - 1800

SEEBURG
 V-200
 100 A - B
 BL - C - G
 W - R - I
ROCK-OLA
 1434 - 1436
 1438 - 1446

AMI
 200 RECORD G
 B - C - D40
 E40 - D80
 E80 - E120
 F80 - F120

Redd DISTRIBUTING CO.
 All Machines 100% Guaranteed!
 298 Lincoln St., Allston 34, Mass.
 ALgonquin 4-4040
 Exclusive distributors for
 WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

Angott Shows

Continued from page 69

and problems, as well as in inspecting the new machines.

Hosts for the event on behalf of the Angott Distributing Company included: Mr. and Mrs. Carl Angott, Mr. and Mrs. Charles Andrews, John Bailey, Frances Rouen, Frank Alluvot and Phil Jones.

The showing was given a hometown touch by the number of local people in attendance, with no home office factory people present. The record trade was represented by Mr. and Mrs. Harry Levin and Iz Levin, Cadet Music; Mr. and Mrs. Jim Wilson, Jay-Kay Record Distributing Company, and Charles Gray and Joe Galeski, Cosnat Distributing.

Up-State Visitors

Operators coming from up-State Michigan included: Mr. and Mrs. Alfred Vollmer and Mr. and Mrs. Ray Vollmer, Vollmer Music, Pigeon; Otto Wissner, Ottomat Music, Mount Clemens; Mr. and Mrs. Jim Heiss, Atomic Music, Muskegon; Mr. and Mrs. Russ Hosmer and Mr. and Mrs. Roy Chisnell, Oakland Coin, Pontiac; Mr. and Mrs. Kenneth Roe, Clare; Mr. and Mrs. H. C. Englehart, Flint; Mr. and Mrs. Bud Cocking and George Grennon, Century Coin, Flint; Mr. and Mrs. Dan Cochrane, Lapeer Music, Almont; Mr. and Mrs. Clifford Irwin and Louis E. Murray, Irwin and Murray Music, Port Huron; Mr. and Mrs. Clarence Wickware, Flint; Lon Kowalik, Richmond; Bill Bryan, Bryan Brothers, Cadillac; Mr. and Mrs. Bud Leonard, Manitou Beach.

Among Detroit area operators noted at the gathering were: Marty Rice, Rice Music; Mr. and Mrs. Jack Gunn, Gunn Music; Mr. and Mrs. Jim Risi, Joy Amusements; Morris Goldman and Sidney Ketchum, Goldman Music; Mr. and Mrs. William Campbell, Campbell Music; Eddie Herndon, Eddie's Music; Harvey Gilbert, Gilbert Music; Mr. and Mrs. C. S. Stavros, Stavros Music; Mr. and Mrs. Joseph Carta, Carta Music; Leo Weinberger, Leo's Amusement, and Leo Angott.

WANT

Experienced Mechanic for Bingo Games and Seeburg Phonographs. Cincinnati area. Must have car. Salary open.

CADCO

Phone: PL 1-2414 Cincinnati, O. (No collect calls.)

Wanted SIZEABLE MUSIC ROUTES

In E. Penna., Delaware & N. Jersey
 Write Details in First Letter to
BOX 84, BILLBOARD
 1564 Broadway N. Y. C.

LIKE NEW—BIG EARNERS

Wurlitzer Model 1800 .. \$830.00

Wurlitzer Model 1700 .. 680.00

STEELE DISTRIBUTING COMPANY, INC.

3300 Louisiana Street
 Houston, Texas
 Phone: Jackson 6-1737

GIVE TO DAMON RUNYON CANCER FUND

ATLAS . . . MAXIMUM in MUSIC VALUES!

A.M.I. D-40 . . . \$195
 A.M.I. Model C . . . 150
 A.M.I. B 125
 Wurlitzer 1500 . . . 275
 Wurlitzer 1250 . . . 165
 Rock-Ola Fireball . 275

A.M.I. D-80

Top Condition—Ready for Location,

\$325

RECONDITIONED—REFINISHED LIKE NEW!



Terms: 1/2 Dep., Bal. C.O.D.

ATLAS MUSIC COMPANY

Quarter Century of Service.

2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A.

ARmitage 6-5005

WORLD WIDE—Key to Top Earnings!

Exclusive Distributors for the

NEW "SIX-POCKET" POOL TABLE by FISCHER

Play as Many as 6 Different Games! Dimensions: 41"x72"x32"
 Illinois, Indiana, Eastern Iowa Operators . . .

CALL NOW!

PRICED RIGHT!

WORLD WIDE

NOW DELIVERING

2 BIG WINNERS!

BALLY A.B.C. BOWLING LANES

UNITED BOWLING ALLEY

11' and 14' Games Available for Immediate Delivery!

WANT TO BUY . . .

- BIG SHOW
- PARADE
- GAYTIME
- BIG TIME
- HUNTER—BIG HORN—GUNSMOKE

WILL PAY TOP DOLLAR OR TRADE FOR LATE 5-BALLS and BOWLERS

ALL TYPE POOL TABLES

with Hole-in-the-Middle and Life-Up Bumpers— Only \$50 EA.

BEST BUYS!

5-BALL GAMES

AUTO RACES Write
 CLASSY BOWLER \$255
 DERBY DAY 230
 HARBOR LITES 210
 EASY ACES 195
 FRONTIERSMAN 185
 WISHING WELL 165
 2-PL. SEA BELLES 345
 2-PL. TOREADOR 310
 2-PL. GLADIATOR 295
 2-PL. MARATHON 265
 2-PL. TOURNAMENT 245
 2-PL. DUETTE 210
 4-PL. JUBILEE 325

"HARD TO GET" BINGOS

DOUBLE HEADER 6510
 NITE CLUB 425
 BROADWAY 375
 BEACH BEAUTY 335
 MIAMI BEACH 300
 BRAZIL 475
 SOUTH SEAS 295
 PIXIES 195



Phone: Everglade 4-2300

Chicago 47 2330 N. Western Ave.

MONEY-SAVING SUBSCRIPTION ORDER

Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Payment enclosed

Bill me

813

Name _____
 Occupation or Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

BINGO SPECIALS

| | |
|--------------|-----|
| HL-71 | 440 |
| Palm Springs | 40 |
| Beach Clubs | 40 |
| Palma Beach | 35 |
| Yacht Clubs | 35 |
| 1/2 Deposit | |

WEST SIDE NOVELTY CO.
547 Swallow St.
Edwardsville, Kingston, Pa.
Phone: BU 73041

COINMEN YOU KNOW

Continued from page 77

routes formerly operated by Otto Emerich. The reports

that most new phonographs going on location in his area have been converted to 10-cent play, altho several older machines are being phased out on 5-cent play. These are primarily 20-record machines, according to Berger. Incidentally, in his vending division, Berger has one of the West's most unusual locations—the canteen and inmates store of the Colorado State Penitentiary of Canon City. Berger operates several cigarette venders in this location.

Ray E. Enright, owner of Independent Amusement Company, phonograph operator in Denver, made a trip to Chicago recently to look over forthcoming phonograph and amusement machine developments. . . . Probably the fastest growing phonograph routes in the nation are those of Jack N. Harkey, operator of Southwestern Music Company, Alamogordo, N. M. With the successful employment of atomic energy for civil use, Alamogordo has mushroomed to triple its original size, according to Harkey.

Production of the reactor-powered submarine, battleship, and now the inter-continental Air Force bomber, have shifts operating around the clock in the nuclear energy laboratories. All this goes a long way in making juke box play a 24-hour proposition in more than 100 locations currently operated by Hawkey.

Twin Cities

By JACK WEINBERG

Harold Lieberman, of Lieberman Music Company, Minneapolis, has given a pool table and a bowling machine to the new Hennepin County Juvenile Detention Center being constructed in Minneapolis. The Center is being built to house juveniles who run afoul of the law. Lieberman offered the equipment (Continued on page 81)

MOA Names

Continued from page 69

A. Miller, general chairman; Clinton S. Pierce; Albert S. Denver; J. Harry Snodgrass; Martin Britz; Les Montooth and William Hullinger.

Exhibit committee — Larry Marvin, chairman; George A. Miller; Howard N. Ellis; Norman Gefke; and Dave Baker.

Entertainment committee—Hirsh de la Viez, chairman; George A. Miller; Buddy Basch; Sidney H. Levine and Dick Steinberg.

Registration committee — James Tolisano, chairman; Tom Withrow and Victor Ostergren.

Banquet ticket committee — J. Harry Snodgrass, chairman; Martin Britz; John Wallace; Lewis Ptacek; and Gordon Stout.

Membership committee — Lou Casola, chairman; Harlan Wingrave; William Blatt; Ralph Ridge-way; Pete Weyh; Louis Taube; Ted Nichols and Frank Fabiano.

Reception committee — Stan Bremer, chairman; Lloyd Cramer; Joseph Silverman; James Hutzler; Ben Korte; Frank Fabiano; and Max Hurvich.

Members named to the permanent committees are:

Permanent legislative committee for 1957—George A. Miller and Sidney H. Levine, co-chairmen; Gordon Stout, Hirsh de la Viez and J. Harry Snodgrass.

Advisory committee for 1957—George A. Miller, chairman; J. Harry Snodgrass; Martin Britz; Les Montooth; Al Denver; Clint Pierce and Sidney H. Levine.

Bylaws committee for 1957—Sidney H. Levine, chairman;

George A. Miller; Martin Britz; J. Harry Snodgrass and John Wallace.

Finance committee for 1957—J. Harry Snodgrass, chairman; Martin Britz; Al Denver; George A. Miller and Howard Ellis.

Publicity committee for 1957—George A. Miller, chairman; J. Harry Snodgrass and Sidney H. Levine.

Nominating committee for 1957—Martin Britz, chairman; Larry Marvin; Howard Ellis; William Hullinger; James Tolisano; Harlan Wingrave and Victor Ostergren.

SHAFFER'S JANUARY CLEARANCE SALE



SEEBURG
3W1-100 Selection
Wall Boxes
\$49.50

- Chrome Covers
- New Instruction Plates
- New Buffons
- Completely Reconditioned

WURLITZER

1900..... Write
1650.....\$275.00
1500A..... 245.00
1400..... 174.50
1250..... 124.50

AMI

G-120 or G-80.. Write
E-120.....\$395.00
D-80..... 295.00
D-40..... 149.50
Model "C".... 109.50

SEEBURG

M100-C.....\$545.00
M100-B..... 425.00

ROCK-OLA

1436 Fireball..\$179.50
1546 Wall Boxes.. Write

WRITE FOR ILLUSTRATED CATALOG

Shaffer MUSIC COMPANY

In the Coin Machine Business Over 25 Years

Columbus, Ohio 849 N. High St. AXminster 4-4614
Cincinnati, Ohio 1200 Walnut St. MAIN 1-6310
Indianapolis, Ind. 1327 N. Capitol Ave. MEiross 4-3571

INTRODUCING

The "Trotter"
\$395.00

Genuine leather saddle and harness. All mechanism in body of horse. Compact. Easily moved and handled. On casters. National Slug reflector. 60" long. 1/2 dep., bal. C.O.D. Write today.



Best Buy on the Market Today

MIKE MUNYER
377 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6577

RECONDITIONED EQUIPMENT

Don't let the size of our reconditioned machine list below alarm you. At the time this ad was written these were the machines we actually had on hand. However, we've already made some trades on Broadway, Gayety, Big Time and other late and not-so-late games, and these are now on the way in, to be refinished in our usual manner: rails scraped and lacquered, new cards installed, cleaned inside and out and completely overhauled and ready for location. So if you don't see exactly what you want, by all means contact us by phone, wire or letter and we'll make every effort to get it for you promptly. And both the machine and price will be RIGHT!

DOUBLE HEADER.....\$450.00 MIAMI BEACH.....\$200.00
NIGHT CLUB..... 425.00 GAY TIME..... 190.00

H.M. BRANSON DISTRIBUTING COMPANY

811 E. BROADWAY Phone: JUNiper 7-1343 LOUISVILLE 4, KENTUCKY

EXCLUSIVE DISTRIBUTORS OF ROCK-OLA PHONOGRAPHS AND BALLY GAMES

JOE ASH says:



For Sale

We Will Exchange EXHIBIT RINGER BALLS For BINGOS!!

Large Quantity of Write SEEBURG V-200's... for Price WURLITZER 1700's.... \$675 WURLITZER 1800's.... \$825

Exclusive Distributors For Wurlitzer & D. Gottlieb & Co. In S. Jersey, Del. & E. Penna.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Phla. 30
FRemont 7-4495
Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

INCREASE YOUR

SEEBURG

EARNINGS!!!

ROYAL 50c PLAY UNIT NOW AVAILABLE FOR ALL SEEBURG MODELS

—Including—

A, B, C, G, W, R, J, V-200 and VL-200

\$99.50

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Games Comeback in Memphis

• Continued from page 75

The restrictions which hurt pins was a city ordinance passed last summer which made it a violation of the law for teen-agers under 18 to play pins in drugstores or other such locations. The law also makes it a violation for anyone under 21 to play the pins or other such games in places where beer is served. Another restriction which hurt the game operator was passed early last year when Police Chief Macdonald banned pool games in places where beer was served. This, in effect, killed the game in Memphis.

The game operators here did not appeal the ruling or buck it, saying they were trying in every way to co-operate with authorities and felt it best not to contest it. The pool game, meanwhile, swept the country as a popular pastime and is used here in private clubs.

It got quite a boost in mid-year when Elvis Presley played it at the

Variety Club one night and liked it so much he went out next day and bought one for his game room at home.

Multi-Play Trend

Even the games made some comeback, Drev Canale, owner of Canale Amusement Company and spokesman for the operators, said the single play pins are no longer popular. He said double-play pins and four-play pins are doing well. He said most popular of all games is still the shuffle game, and almost all games on location here are the shuffles. He said he is looking into a new game, the target-bowling game, which may prove popular here. Parker Henderson, general manager of Southern Amusement Company, has one on location as an experiment and it is doing well.

Yet, a few years ago the pins were the biggest things in games. Operators say if it were not for the new city ordinance restricting play on them, they still would do all right.

Decline of the pins can be seen by figures supplied by Craig for 1950, 1955 and 1956. At the end of 1950, there were 838 games licensed, most of them pins. By December 31, 1955, they had declined to 744. And, at present, they are down to 673.

But the operators, as always, are looking for a "new, dramatic game that will capture the fancy and imagination" of the public as the shuffle game did when it first hit. They hope the target-bowling game will do it, and if not, they hope that a game inventor will come up with something in 1957 that will put games back on the upsurge.

COINMEN YOU KNOW

• Continued from page 80

to give the youths something to do in the recreation room. He also contributed an AMI phonograph, converted to 45 r.p.m., to the Unity Settlement House in Minneapolis.

Kenny Glenn, of Mayflower Novelty Company, St. Paul, reports that his firm shares distribution rights in this area with Sandler Distributing Company for the new United Bowler. Since its introduction, Glenn said, business has perked up considerably, with a number of repeat orders for the long games being received from various areas thruout the territory.

Solly Rose, at Sandler Distributing Company, Minneapolis, continues with glowing reports of how operators have taken to the new United game. He said several have shown him collection slips which indicate the bowler is drawing extremely heavy play in certain type locations. Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, spent several days this week traveling thru northern Wisconsin in behalf of Rock-Ola's new 200 unit.

The new phonograph is getting attention from operators and the volume of business being written in its behalf is showing a steady increase, according to Harvey Thompson, of the LaBeau staff. The Acme Novelty Company, one-stop, will remodel and double its space, according to Vera Foster, in order to install a new LP department.

Purpose is to serve the smaller stores who are unable to deal with distributors because of the little volume of business they do. The (Continued on page 82)

W. Va. City Code

• Continued from page 75

\$60 to \$100 on quarterly license fees on games taking more than one dime.

Appearing before the city council to protest the amendments was Louis Colasanti, a location owner, and John Papandreas and David Caplan, operator spokesmen.

Colasanti said he owned the machines in his establishment and it was unfair to charge him the same fees as a large operator. Caplan and Papandreas replied that "a person operating one machine was just as much an operator as one who operates a dozen."

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- *NAME... 65

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- SUPER BONUS...\$355
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All new! Rack, oversize Cue Ball, reg. size... **\$25**

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- 4-PL. SCOREBOARD...\$305
- D. L. SLUGGIN' CHAMP 185
- 4 BELLES... 165
- MYSTIC MARVEL... 155
- PINWHEEL... 120
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- CYCLONE... 65
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- CAPRI... 265

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- SEA JOCKEY... 75
- HAYBURNER... 75

ARCADE

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- Genco CHAMPION BASEBALL... 285
- C.C. TWIN HOCKEY... 288
- C.C. STEAM SHOVEL Write Wms. ALL STAR
- 4-PL. BASEBALL... 175
- SIDEWALK ENGINEER... 165
- C.C. BASKET CHAMP... 145
- C.C. 4-PLAYER DERBY... 145
- Wms. STAR BASEBALL... 135
- Wms. DEL. BASEBALL... 135
- Cap. MIDGET MOVIES... 135
- Auto. ROCK 'N' ROLL... 115
- Evans BAT-A-SCORE... 105
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COINMEN YOU KNOW

Continued from page 81

Acme management believes that this is an untapped field which could bring in a steady demand for LP's. B. L. McRoberts has shifted his operations from Carrolton, Ky., to Black River Falls, Wis., where he bought out an existing coin machine route and is in business there.

McRoberts was a recent visitor to Twin Cities distributors, buying used music, guns and other machines to beef up his new operation there. Forest Dahl, of Fergus Falls, Minn., stopped in the Twin Cities to see distributors en route to St. Peter, Minn., where he was taking his daughter back to Gustavus Adolphus College after the mid-winter holiday vacation.

Fred Gross, St. Paul operator, is due back home after spending the Christmas-New Year holiday period visiting in Los Angeles. Also home from a West Coast vacation is Francis Ray, service man for La-Beau Novelty Sales Company, St. Paul, who visited in Seattle. Solly Rose reports that on his visit to Minot, N. D., recently he visited Jim Stearns, of the North Dakota Sales Company, to find a United Bowling game set up there and being played by Neil Van Berkom, George Mellum and Izzy LaFleur Jr., as well as Stearns, all Minot operators.

"It looked like we at Sandler Distributing were having a private showing at Stearns' place for the bowler," Rose said. "All were extremely enthused about its prospects." Ethel Goldman, a high school senior, is working part-time at Sandler's as an office girl. Mr. and Mrs. Cecil Terveer, of Winona, Minn., were in the Twin Cities this week buying records.

Harold Scott, of Moberge, S. D., bought a 200 Rock-Ola on his trip in. So did Larry Hellen, of St. Cloud, Minn. August Quade, of Rochester, Minn., came in to buy a new AMI phono. Records were the principal interest of Andrew Benna, Iron Mountain, Mich., on his trip to the cities. Andy Markfelder, of Staples, Minn., bought bowlers on his visit. So did Bun

Mraz, of Northfield Music Company, Brainerd, Minn. A shopper was John Morton, of Bismarck, N. D. Gordon Dunn, of Moose Lake, Minn., journeyed in for records.

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- FIREBALL... 180 (flash lights)

BALLY

- ABC BOWLER...\$345
- IMPERIAL... 70
- PLAYTIME... 70 (flash lights)

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| Silver Bullets | \$125.00 |
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Rites Held for Mark Boasberg

NEW ORLEANS—Private funeral services were held December 31 for Mark Boasberg, widely known amusement game figure and father of Louis Boasberg, head of New Orleans Novelty Company, Bally distributor, who died here recently.

Known as Jack Sheehan in the sporting world, Boasberg was 82 years old. A native of Chicago, Boasberg lived there for 36 years, moving to New Orleans in 1917. He had operated several night clubs here, including the Suburban Gardens. He was widely known for his charitable contributions, one of the more famous being his annual donation of food and toys to the needy of Jefferson Parish at Christmas time.

He is survived by his widow, the former Sadye Mayer; his son, Louis, and two brothers, Herman, Venice, Calif., and Israel, Oakland, Calif.

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Memphis Wizard

Continued from page 79

causes breakdown of a machine, Canipe said, is dirty coins, bent coins and new coins, all of which tend to clog up the coin mechanisms. New coins, he said, cause more trouble than any other. "When a coin first comes from the mint it has sharp edges on it. With wear these edges are worn off. At first it tends to hang in the coin detector and slug ejector.

Jack started work for his father during the summers when he was just 13 years old. He learned the business from the ground up and liked the mechanical end of it the best.

His father, Jack Canipe Sr., was one of the pioneers in the coin machine business. He died several years ago, and his widow, his brother, Guy Canipe, and his son, Jack Jr., have carried thru the successful business he built up.

1957

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A BIG YEAR

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| A.B.C. Bowler | 365.00 | Mainliner | 175.00 |
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| Clipper, High Score | 265.00 | Banner, Mch. Score | 150.00 |
| Bonus Score | 245.00 | Mythic | 150.00 |
| Thunderbolt | 245.00 | Speedy, High Score | 150.00 |
| Hollywood | 245.00 | Crisis Cross Target | 135.00 |
| Miami Shuffle | 195.00 | Imperial | 95.00 |

5 BALLS

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| Gladiator | \$295.00 | Happy Days | \$ 95.00 |
| Scoreboard | 275.00 | Flying High | 85.00 |
| Tournament | 275.00 | 4 Stars | 75.00 |
| Duetta | 225.00 | Chinatown | 75.00 |
| Southern Belle | 175.00 | Skill Pool | 75.00 |
| Wishing Well | 185.00 | | |
| Sluggin' Champ | 195.00 | WILLIAMS | |
| Twin Bill | 175.00 | PERKY | Write |
| Cypsy Queen | 175.00 | FUN HOUSE | Write |
| Stage Coach | 175.00 | Can Can | \$245.00 |
| Mystic Marvel | 135.00 | Super Score | 250.00 |
| Daisy Mae | 150.00 | Race the Clock | 225.00 |
| Hawaiian Beauty | 135.00 | Wonderland | 180.00 |
| Arabian Nights | 125.00 | Skyway | 140.00 |
| Green Pastures | 125.00 | Big Ben | 135.00 |
| Shindig | 115.00 | 9 Sisters | 110.00 |
| Queen of Hearts | 110.00 | Lazy Queen | 110.00 |
| Pinwheel | 110.00 | Scream | 110.00 |
| Marble Queen | 100.00 | Grand Champ | 95.00 |
| Poker Face | 100.00 | Jalopy | 90.00 |
| Grand Slam | 95.00 | 4 Corners | 90.00 |
| | | Times Square | 85.00 |
| | | Army-Navy | 75.00 |
| | | Disk Jockey | 75.00 |

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| PEPPY THE CLOWN | Write |
| AUTO PHOTO | Write |
| WMS. CRANE, NEW | Write |
| Grandma Horoscope | \$495.00 |
| Champion Horse | 395.00 |
| Hi-Fly Baseball (New) | 389.50 |
| Star Slugger | 350.00 |
| Star Super Slugger | 350.00 |
| Twin Hockey | 310.00 |
| Muto, Photomatic (Prewar) | 295.00 |
| Space Ranger | 295.00 |
| Champion Baseball | 295.00 |
| Genco Quarterback | 275.00 |
| Set Shot Basketball | 275.00 |
| Muto, Football | 275.00 |
| Bally Moonrider | 250.00 |
| 2-Player Basketball | 195.00 |
| Thunderbolt Horse | 275.00 |
| Coin Recordio | 175.00 |
| Sidewalk Engineer | 165.00 |
| Silver Gloves | 165.00 |
| Major League Baseball | 150.00 |
| De Luxe Baseball | 135.00 |
| Undersea Raider | 125.00 |
| 4-Player Derby | 99.50 |
| Flash Hockey | 99.50 |
| Flying Saucer | 99.50 |
| Telequiz | 95.00 |

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|----------------------|----------|-----------------|----------|
| PIRATE GUN | Write | Coon Hunt | \$175.00 |
| DAVY CROCKETT | Write | Sky Gunner | 145.00 |
| State Fair | \$395.00 | Nite Fighter | 145.00 |
| Wild West | 295.00 | Bear Gun | 145.00 |
| Deluxe BONUS | 275.00 | Invader | 145.00 |
| 800 Shooting Gallery | 250.00 | Silver Bullet | 125.00 |
| Jet Fighter | 225.00 | Shoot's Gallery | 110.00 |
| Carnival | 195.00 | Anti-Aircraft | 99.50 |
| Rifle Gallery | 175.00 | Space Gun | 95.00 |
| | | Mausier Pistol | 89.50 |
| | | Dale Gun | 55.00 |

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| MF 100 G | 695.00 | E 120 | 450.00 |
| M 100 C | 375.00 | D 80 | 350.00 |
| M 100 B | 495.00 | | |
| M 100 E | 475.00 | | |

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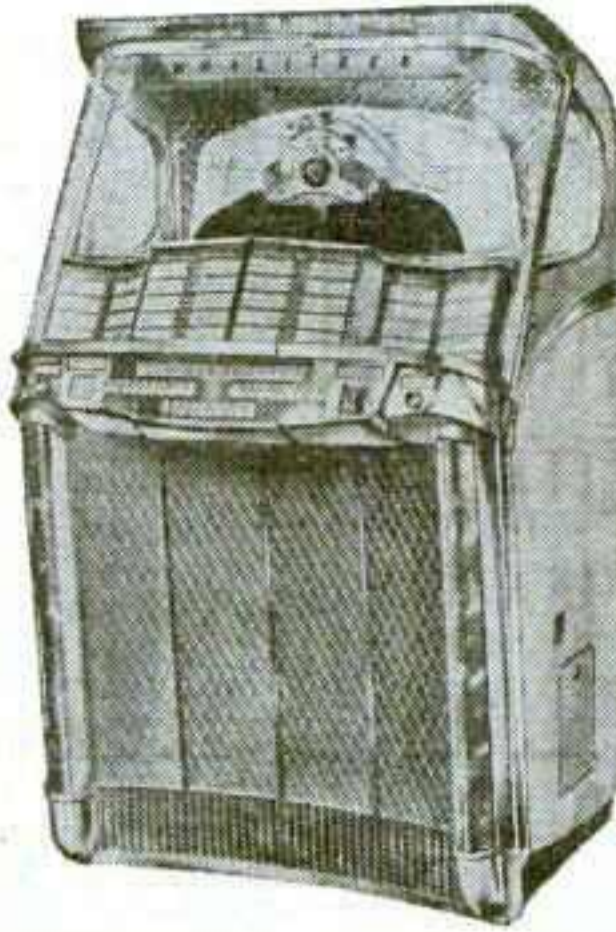
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- Seeburg 100 R..... 695.00
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Staffe carries a small phone unit in his pocket, which receives signals over the air at scheduled times every half hour. The phone company operator records a message which gives Staffe information on all his service or other calls received in the interval, and he then goes to an available telephone to make connection with his party. Thus anyone can reach him anywhere on the route at regular intervals within a maximum of 30 minutes.

Staffe now operates juke boxes, pin games, shuffleboards and has added other types of games. He has recently disposed of his coffee and soft drink machines, concentrating now in the juke box and game field.

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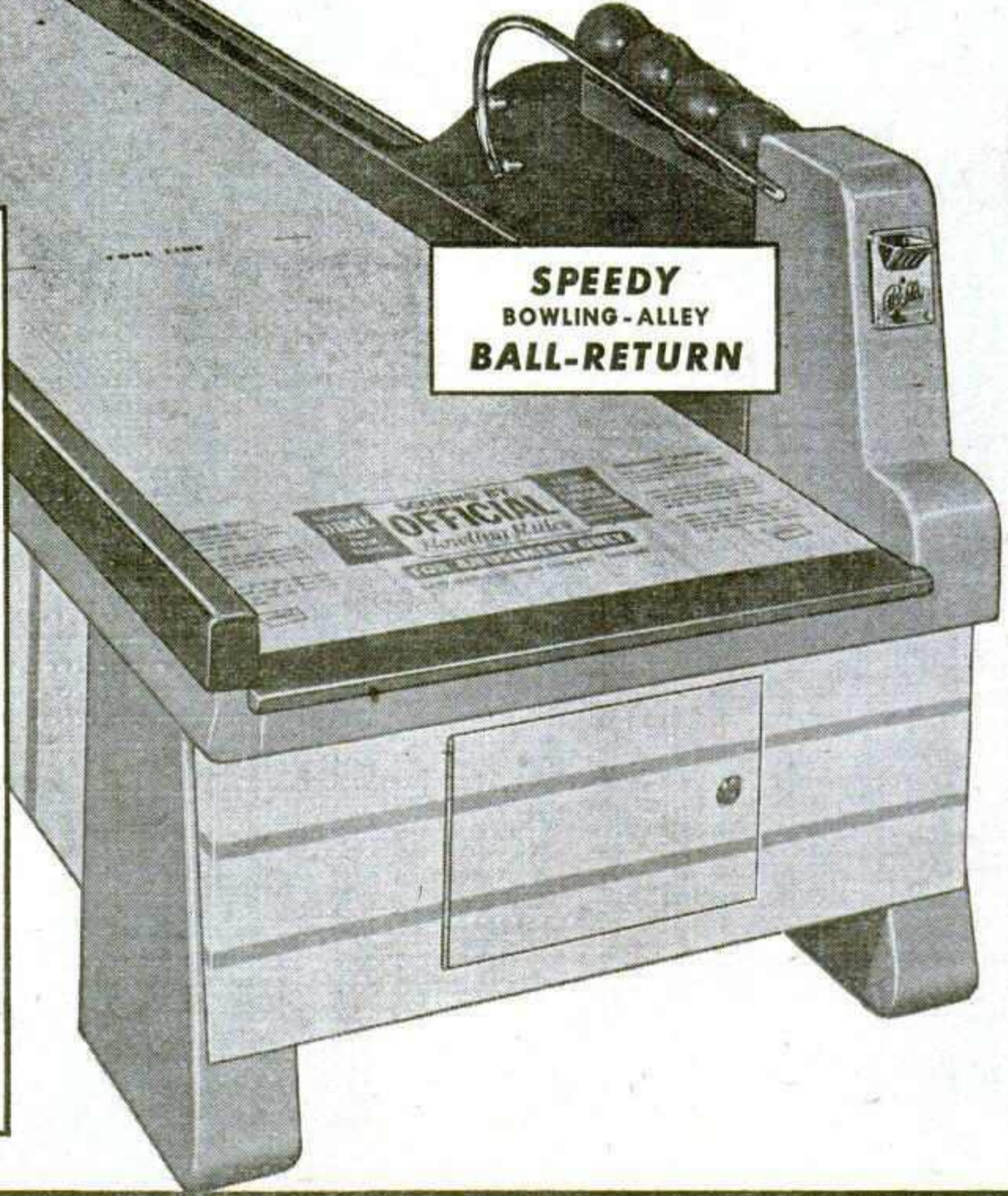


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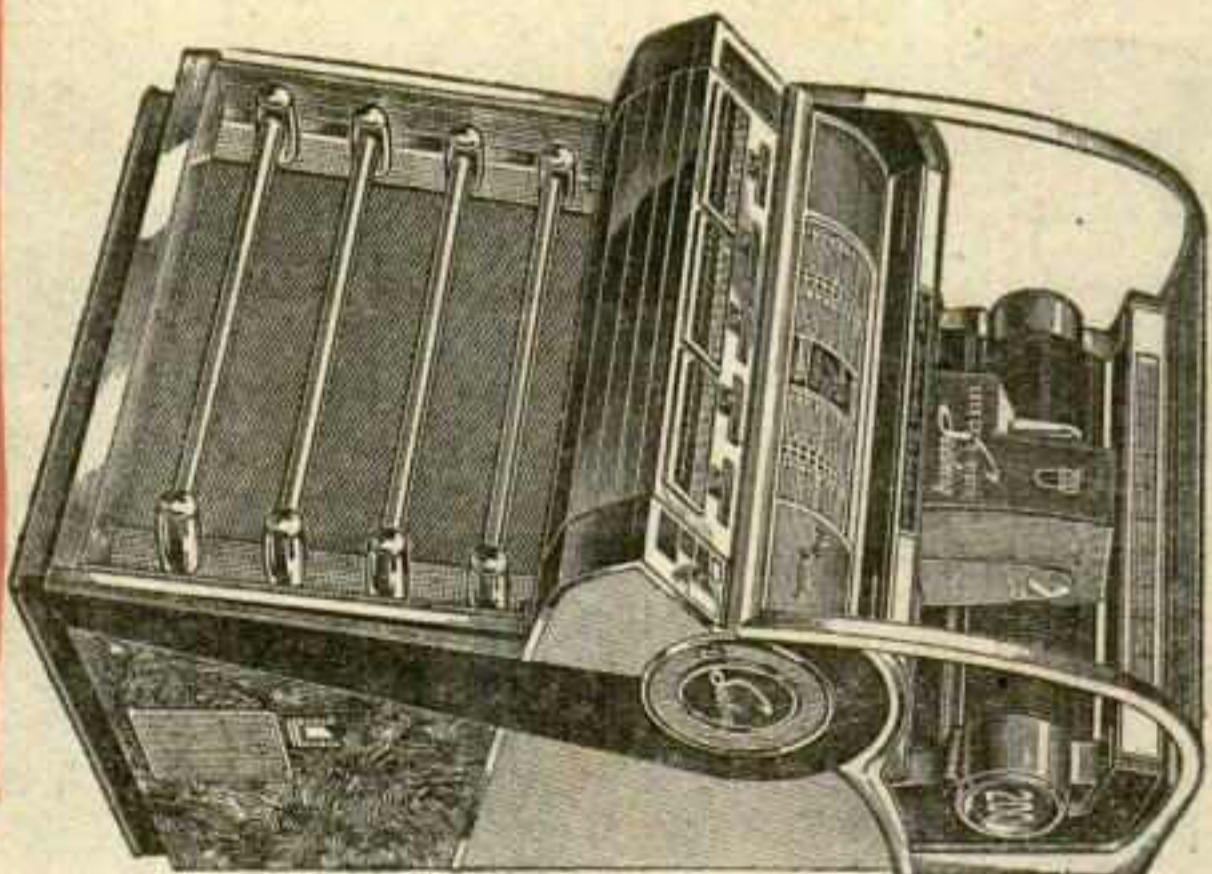
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