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Ice Skating Industry Sharpens Its Blades

Rinks Recover From Wartime Pratfall; Revamped Business Doing Spread-Eagle

By CHARLIE BYRNES

CHICAGO — Ice skating, a recreation that was relegated to the wings during the war and postwar years, is staging one of the strongest comebacks on the amusement scene, and the accompanying demand for facilities is being filled by amusement operators and would-be operators who have their ears to the ground.

There's a difference, however, from 25 years ago. Today's standards of play, as well as living, are higher. Today's skater demands comfort, ice not subject to temperature rises and other facilities that make for a pleasant outing. The answer is artificially frozen ice that's not at the mercy of the weather, adequate warming houses, refreshments and supervision of the youngsters. For these facilities the skaters are willing to dig into their pockets and are demonstrating this in ever-increasing numbers.

Artificial rinks in the United States and Canada have grown steadily. As the price of installations comes down—and experts claim they are—there'll be no stopping the expansion. Well over 600 are currently operating and this number is being expanded by an additional 25 to 30 each year.

Geographical location is no longer a factor. Successful skating establishments are operating in the Sunny South as well as in dozens of Canadian and Northern U. S. cities and towns where winters have moderated in recent years, making natural ice a hit-and-miss venture.

250C Rink Planned

Chicago is typical. Alto the park board operated over 100 natural rinks this winter, the vagaries of the weather have at times turned them into miniature lakes. As a result, more than a little thought is being given to the construction of a \$250,000 artificial rink in Soldier Field, the huge lake front open-air stadium, and the long-range planning is to replace a dozen or more of the present natural rinks with man-made ice sheets. Detroit already has close to a dozen of these

Good Skating In the Desert

PHOENIX, Ariz.—Even cold-weather dodgers who trek here each year are being exposed to ice skating. High on the list of attractions used to lure winter tourists to this city of sun are two modern ice skating rinks, the Coliseum and Iceland.

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

operating and expects to have an even 25 by 1960.

Chicago's Merchandise Mart, the world's largest commercial building, may also become a mecca for ice skaters. Altho still in the talking stage, plans have been aired for the establishment of a swimming pool, ice skating rink and other recreation facilities on the building's huge roof.

Three privately owned skating rinks in the Chicago area are already doing excellent business. Typical is the one owned by Michael Kirby, former skating partner of Sonja Henie. With two years of experience behind him, Kirby reports business this year is a cool 40 per cent ahead of last year. The ex-figure skater, in fact, operates three skating schools in addition to the rink. Future plans call for the sale of franchises thru-out the country, and Kirby could become the Arthur Murray of the rinks.

Atlanta Wins

William H. Barg, who operates a rink at the Atlanta fairgrounds, is already contemplating two more as a result of the big crowds he's attracted. Other successful operations have been launched in Green-

(Continued on page 55)

ASKS TO SEND SAUDI ARABIA JEWISH ACTS

NEW YORK — Michael Shean O'Shea, publicity director for the American Theater Wing, who has been organizing entertainment units to tour isolated U. S. Air Force bases, has petitioned President Eisenhower to influence King Saud to permit Jewish performers to entertain our troops in Saudi Arabia.

O'Shea feels such approval could be a major step in furthering good relations between both countries. The show unit, scheduled to tour North Africa soon, would play to thousands of G.I.'s, all Gentile, at Dhahran Air Base. In a telegram to the President, O'Shea said in part:

"The culture is so foreign to our airmen as to offer them very little in the way of entertainment. In your conferences with your distinguished guest, might I suggest that arrangements be made so that Dhahran can look forward to a series of unrestricted entertainments?"

If the request is granted, the first Jews in 11 years would enter Saudi Arabia, tho confined to the air base. Among those who have offered their services are Milton Berle and the writing-performing team of Betty Comden and Adolph Green.

Overseas G. I. Puts Out Millions to Hear Music From Home

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

By REN GREVATT

NEW YORK — A multi-million dollar annual sales volume in records is being chalked up at Army and Air Force overseas post exchanges. Military personnel at bases in more than 30 countries in every part of the world have also become a substantial market for high fidelity phono equipment and radios, according to spokesmen for the Procurement division, Army and Air Force Exchange Service, here.

Aggregate record sales in all overseas PX's show an overwhelming preference for long-playing records. Over 70 per cent of records sold in all bases are LP's, while in Japan, LP's account for more than 80 per cent of sales. This puts G.I.'s considerably ahead of the domestic consumer in the swing toward the LP. Stateside, latest estimates place albums ahead in the sales derby in a ratio of about 45 to 55 per cent.

Classicals 30%

In the album field, the eye-opener is that better than 30 per

cent of sales are in the classical category, and according to the AAFES spokesman, this represents a heavy increase over the previous year. Jazz buying runs to about 20 per cent of the total, a constant figure over the past several years, while pop LP's account for about half of all album sales.

With singles, the picture is less clear, owing to the fact that the same crossover of pop, rhythm and blues, and country material in effect here also exists across the water. This is due to the influence of the Armed Forces Radio Service, which receives and programs at all its overseas outlets the same records that are being played on Stateside radio stations. The new records are received at even the most remote bases within two weeks of their release here, and buying is a strong reflection of AFERS disk jockey programming.

Up-To-Date

An indication of how fresh and current are overseas G.I.'s tastes can be seen by the fact that Bill Doggett and Fats Domino are both sellers. Curiously enough, Elvis Presley, whom some believe has a stronger following among female teen-agers, is one of the top sellers among the military buyers.

Others who have proved very strong are Perry Como, Frank Sinatra, Joni James, and Bill Haley and the Comets. The singles account for the minority of total record dollar volume, a hit single, it was pointed out, may go as high as 50,000 in total sales to military forces.

Prices Lower

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

(Continued on page 20)

PX Juke Box Helps Sales

NEW YORK—Juke Boxes are a prime exposure medium for records in American overseas Army and Air Force bases. According to officials of the Army and Air Force Exchange Service, post exchanges, where records are sold, are almost always equipped with American-made juke machines. Selections are changed frequently, and new entries are the same records that get strong programming support on Armed Forces Radio Stations.

Records for the boxes are supplied thru AAFES channels from the United States, but local staff headquarters make their own arrangements for servicing of boxes.

NEWS OF THE WEEK

Consent Decree Winds Up Seeburg Anti-Trust Action . . .
Anti-trust action by the government against J. P. Seeburg Corporation, juke box manufacturers, and 31 distributor co-defendants was settled last week by issuance of a consent decree. Judgment prohibits Seeburg and distributors from entering into any agreements which would restrain trade in the juke box industry. . . . Page 78.

CNE Profits of 512C Sets All-Time Record for Expo . . .
The Canadian National Exhibition at Toronto—North America's biggest fair attendance-wise—topped all previous records during 1956, showing a profit of \$512,531. . . . Page 55

CBS, L.A. Turf Club Join In Wonderland Park Promotion . . .
CBS and the Los Angeles Turf Club have joined forces to develop a Wonderland Amusement Park at Ocean Beach, Calif. The plans for the broadcasting network to enter the amusement park field were seen as a parallel to ABC's participation in Disneyland, giant park at Anaheim, Calif. . . . Page 60

ABC Lines Up Yul Brynner, Western, RKO Pix for Fall . . .
ABC-TV's new fall schedule is the most ambitious in its history. It lists such impressive properties as a new Yul Brynner hour dramatic show, three new hour Western dramas and an hour and a half presentation of RKO features. . . . Page 2

CBS-TV Files Moore Rebuttal In Senate Syndication Probe . . .
What appeared to be the last skirmish in the Washington battle over the effect of network

practices on TV film syndication occurred last week when CBS-TV filed a rebuttal to supplementary comments filed last fall by KTTV President Dick Moore, who started the whole fight last March. . . . Page 9

Victor, Columbia Scheduling Strong Album Product Release . . .
Victor and Columbia the past week shipped extensive new album product. The Victor schedule, in addition to new recordings, includes tested items of connoisseur appeal now repackaged for mass market. Columbia program emphasizes quality above quantity, with strong promotion indicated. . . . Page 15

Jock Council Pro, Con Views Aired As Members Move to New Project . . .
National Council of Disk Jockeys for Public Service announced that no further contact would be made with music industry firms in connection with financial support for the Council's work. Following Hungarian relief campaign, members are set to move to second project. Key jockeys express pro and con views on Council methods and operations. . . . Page 18

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IN RACE IN EARNEST

ABC Aims for Fierce Fight With Big New Fall Line-Up

By BOB BERNSTEIN

NEW YORK—Next fall should see the fiercest network competition in television history, with ABC-TV preparing a varied line-up of big names, colorful properties and unusual running orders to consolidate its 1956 gains and close firmly and forever the network ranks.

Heading the fall schedule are 11 adult Westerns, four-star crooners, feature films (probably the RKO "Famous 52" package) to challenge Ed Sullivan and the return to the web of live drama via the Yul Brynner show. Subject to changes requested by new advertisers, the evening time periods shape up like this:

MONDAY: 7:30, "Bold Journey," a holdover; 8, "Wire Service" in half-hour form; 8:30, "Voice of Firestone," holdover; 9, the Pat Boone music stanza, already bought by Chevrolet dealers; 9:30, the Lawrence Welk "Top Tunes and New Talent" show, holdover.

TUESDAY: 7:30, "Cheyenne," holdover, alternating with "The Gambler," a new Warner Bros. hour Western formerly called "Colt .45"; 8:30, "Wyatt Earp," holdover; 9, "Broken Arrow," holdover; 9:30, the new live hour drama to be directed by Yul Brynner, who will also occasionally star. Before he became a hot star as an actor, Brynner served as director of "Danger" for several years over CBS-TV.

WEDNESDAY: 7:30, "Disneyland," holdover; 8:30, "Snowfire," the ABC Film Syndication series about a talking horse which CBS-TV almost bought last month; 9, "Navy Log," holdover; 9:30, "Ozzie and Harriet," holdover; 10, "Wednesday Night Fights," holdover.

THURSDAY: 7:30, "Zorro," the new Walt Disney adventure series based on "The Mark of Zorro"; 8, a pair of new Warner Bros. adult Westerns, "Trouble Smith" and "Oklahoma Kid," alternating in the successful manner of Tuesday's "Cheyenne." Both are described as partly humorous in the style of the satiric "Destry" stories and movies. At 8, the Danny Thomas show, holdover; 9:30, a variety stanza starring a big name (but as

yet unsigned) pop singer, possibly Julius La Rosa.

FRIDAY: 7:30, "Rin Tin Tin," holdover; 8, "Adventures of Jim Bowie," holdover; 8:30, "Amazon Trader," a Warner Bros. adventure series; 9, the Frank Sinatra potpourri of drama, comedy and musicals; 9:30, "Crossroads," holdover.

SATURDAY: 7:30, "Long Ranger," holdover; 8, "The Californians," a Lou Edelman production of a series based on Gold Rush tales of 1849. Both shows will be pre-empted at least twice during the season for the announced Frank Sinatra "specials"—hour-long musical stanzas. At 8:30, a variety show starring crooner Guy Mitchell; 9, the Lawrence Welk hour, holdover.

SUNDAY: 7:30, a series of first-run feature films, including post-1948 properties, probably from RKO (see other story this issue). At 9, Ted Mack's "Amateur Hour,"

holdover; 10, open, with a search on for a quiz; 10:30, "Profile," the new Mike Wallace interview show.

A full dress run down of the programming plans is on the agenda for ABC's big February 13 presentation at the Waldorf-Astoria and a similar February 15 affair in Chicago. Among other things, the current line-up plans demonstrate ABC's faith in its steadily expanding adult Western schedule, the drawing power of male recording stars (there was a web attempt to lure Elvis Presley but his draft board interfered) and the avowed desire of web chief Ollie Treyz to bring back live drama.

The three-hour Waldorf presentation, labeled "ABC-TV in Action," coincides with the fourth anniversary of the merger of ABC and Paramount Theaters and will contain a review of the past four years, an appraisal of today's web situation and summer plans.

ABC WEIGHS DAY RATE REALIGNM'T

May Take Up Sponsors' Idea of 1/3 of Nighttime; Some Outlets May Up Nights

NEW YORK—As its first move to project itself into the battle for daytime business, the ABC-TV network is reported to be considering the realignment of its daytime rates, from one-half of nighttime charges to one-third.

ABC is said to view such a realignment as the answer to advertiser demands for a more realistic evaluation of daytime time charges. The advertiser thinking is said to be that since daytime delivers only one-third of the nighttime audiences, its rate charges should be pegged to a similar figure.

ABC is understood to agree with such thinking. It furthermore also believes that the two-to-one nighttime-daytime cost relationship is a carry-over from radio, which does not apply to TV. In radio, however, as some trade sources pointed out, daytime audience levels were one-half of those at night.

A realignment of daytime rates by ABC might well presage the raising of evening rates for some stations on the network where they are justified and could become a blessing for affiliates, according to insiders. CBS-TV is expected to hike its nighttime rates shortly, feeling that its daytime rates are low enough but that the Class A charges have fallen behind the increased circulation the web delivers.

ABC is said to view its daytime rate alignment as the foundation on which it can build a sound basis of daytime programming and advertiser satisfaction, by creating a selling pattern which it is said to feel is keyed to the realities of the situation.

Such a realignment, of course, would give ABC a strong selling position in its bid for daytime advertiser billings. It has been pointed out that important network advertisers with heavy ABC nighttime billings may be able to pick up daytime periods for as little as 19 per cent of the Class A hour rates, if all the discounts are applied.

ABC is also going ahead with daytime programming activity. Properties it is considering for daytime slotting are: "What's the Name of That Song?" starring Dennis Day; "Glamour Girl," for which Liberace is being sought; "Time for Fun," and "Make Up Your Mind," a TV version of the radio show. The first two properties are local shows on KABC-TV, the network's outlet in Los Angeles.

SET ON ABC

RKO Net Deal Climaxes Nat'l Sponsor Try

NEW YORK—The imminence of a deal that will put top RKO pictures on ABC-TV, Sunday 7:30-9 p.m., is a reminder that RKO-TV has never given up in its effort to get national sponsorship for feature films. As recently as last month RKO tried to get the Warner-Lambert deal that finally went to the NTA Film Network.

ABC-TV was regarded as RKO's prime prospect when the latter began selling its "Finest 52" package last spring. But the former ABC command got the RKO-TV boys into a vicious circle. The network insisted that RKO bring in full sponsorship before it commit any time to the pictures. But RKO found it couldn't get the sponsors without being able to tell where the films would play.

Since then some of the best pictures in the "Finest 52" were released for local airing by RKO Teleradio's stations.

The new package that RKO has assembled is understood to include a number of post-1948 productions, for which RKO got a TV go-ahead when Matty Fox reached his cash settlement with the talent guilds. With such star-studded up-to-date, U. S. made films it is thought likely that ABC can make a bigger dent in the Ed Sullivan audience than it could with its British "Famous Film Festival" in that slot last season.

Jerry Lewis Show Up for Bids

NEW YORK — Jerry Lewis is being offered for his second hour solo show for NBC-TV Sunday, April 7 in the 7-8 slot. The network would move the show to another hour on Sundays in April or May if it should find a client interested in the property.

The cost of the program is \$200,000 net, and for time and program \$335,000 gross for a line-up of 100 stations.

Foote Quits McCann-E.

NEW YORK—Emerson Foote has resigned as executive vice-president of McCann-Erickson. Foote has not announced his future plans.

Edwards Sale Set On Cross-Plug Idea

NEW YORK — CBS-TV last week wrapped up a major sale when Brown & Williamson purchased two and a half quarter hours of its "Doug Edwards and the News" program, sponsorship to begin sometime in April. The buy will mean the curtailment of Brown & Williamson's one-third sponsorship of Steve Allen on NBC-TV at the end of March.

A major factor in making the sale was the creation of a cross plug pattern between Brown & Williamson and American Home Products which now sponsors the show thrice weekly. When the

new client moves into Mondays, Wednesdays and alternate Fridays, American Home will sponsor Tuesdays and Thursdays, a cutback of one-quarter hour.

The cross plug pattern on quarter hour evening shows is not new. It has been a major sales weapon used by NBC to move advertisers into its new strip. But CBS has never before allowed it. The trade sees the cross plug pattern as making highly efficient shows even more efficient. A year's sponsorship of the two and a half quarter hours Brown & Williamson will cost an estimated \$4,800,000.

Sponsors Bow With 'THT'

NEW YORK—Two important new advertisers dipped their toes into network TV on NBC-TV when Sears-Roebuck and the Wood Conversion Company, owned by the Weyerhaeuser Lumber interests, bought a small number of participations on "Today," "Home" and "Tonight."

Fifteen participations were bought in "THT" by Sears which will be used to sell various of its appliances. The Wood Conversion company will sell Balsam Wool Insulation and Newwood, acoustical tile. Last year NBC made a determined pitch for the Sears-Roebuck business via an impressive closed-circuit telecast. The payoff has been some time in coming, but it has come.

Speidel, Purex On Hunt Again

NEW YORK — Speidel and Purex have been unable to work out a deal with NBC-TV for an Ernie Kovacs half hour. The advertisers wanted the show to replace "The Big Surprise," which will exit sometime in March from the Tuesday 8-8:30 slot on the network.

Now being considered by the advertisers are nighttime versions of two NBC-TV daytime shows, both of which have already scored heavily. They are "Tic Tac Dough" and "The Price Is Right."

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Offices

Cincinnati 22, 2160 Patterson St.
E. W. Evans
Phone: DUmbar 1-6450
New York 36, 1564 Broadway
W. D. Littleford
Phone: PLaza 7-2800
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Phone: NAtional 6-4749

Advertising Managers

Outdoor-Mdse. C. J. Latscha, Cincinnati
Music-Radio Dan Collins, New York
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A. Sherman Produces Series on Accidents

NEW YORK—Twenty-six films of a dramatic series based on accidents are in production by Allan Sherman. The show, "621 and You," designed for syndication, is utilizing the records and endorsement of the National Safety Council.

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IMPACT

Kraft 'Idol' Sells to Fox For Movie

NEW YORK—The impact of TV is amply demonstrated by the story of "The Singing Idol," last week's Kraft Theater drama on NBC-TV, Wednesday 9-10. The Paul Monash property has already been bought for a feature by 20th Century-Fox.

And "Teen-Age Crush," the new tune to which Sands gyrated, is expected to sell 500,000 copies on the Capitol label, based on its send-off on the Kraft show. Sands himself has been signed for three appearances on future Kraft shows and is being considered as the lead for the feature picture.

Sponsor Shifts, Makes Buy to Get Contiguity

NEW YORK — Standard Brands has embraced the contiguity principle on NBC-TV daytime. The advertiser has just bought alternate Tuesdays, 4-4:15 of "Queen for a Day" to couple with its alternate sponsorship of the following quarter hour of the same show.

It already owns the Tuesday 2:45-3 segment of Tennessee Ernie but will switch its Friday quarter-hour sponsorship of the same property to Tuesday, 2:30-2:45 beginning April 2. By use of contiguity on Tuesdays, Standard will now be paying 27 per cent of the evening hour rate instead of 36.

TV'S BIGGER RANGE

More Cowhands on Horizon For Webs' Fall Schedules

NEW YORK—The common expectation in TV circles is that Westerns will be the next big programming trend. Talk is that by next season there will be about double the number of such programs available to viewers in nighttime slots, compared to the eight at present.

The most persuasive factor influencing agencies, clients and networks toward this trend is the showing of Westerns this season. The Nielsen Program Type Comparisons for December point out

that oaters lead all other program types.

Another factor spiking the interest of the buyers is the relative risk free ride that Westerns have given their sponsors up to the present. In a mediocre season "Zane Grey Theater," the Friday 8:30-9 CBS-TV stanza and the sole new such property to be televised, is one of the strong contenders for the title of most important new show, according to many of its ratings.

The casualty rate of other program types is exceptionally high,

according to trade sources. One network executive figures that, for example, sponsors of new situation comedies have one chance in 10 of coming up with a hit. And other program types, such as comedy and variety, can be equally risky, as witness the Walter Winchell show, "Stanley" and the Herb Shriner show, all three of which have already been given notice.

Cancellations among Westerns are usually few. Last season "Frontier" got the ax in the 7:30-8 Sunday night NBC-TV slot. It was, however, up against Jack Benny and "Private Secretary," a potent CBS-TV combination. This season Roy Rogers will probably be put out to pasture by General Foods. Rogers and his equine pal Trigger have been eating high up on the TV hog for many years. Their departure after so long a time is natural.

Indications

One indication of the burgeoning trend is the buy of "Wells Fargo," Monday 8:30-9 on NBC, by American Tobacco and General Foods. Another indication is that ABC-TV will probably drop "Conflict" which alternates with "Cheyenne" in the Tuesday 7:30-8 and replace it with "Colt .45."

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

What Western shows will crack the nighttime barrier next season is not known. Few are now on the market. At least 25 are in various stages of preparation and will be appearing on the market shortly.

Movies in TV Upset 'Lux'

NEW YORK—"Lux Video Theater," the Thursday night 10-11 p.m. drama on NBC-TV, is having property trouble. The program presents stories which are based on rewrites of old motion picture properties, and has made a huge investment in such material.

With the release to TV of large backlogs of motion pictures this season from the studios of M-G-M, Warner Bros. and Columbia Pictures, audiences can see a large number of full-length features to which Lux Video has already bought the rights. Consequently, Lux now finds itself competing with features to which it owns shortened versions.

Opinion of the trade is that Lux will have to find new dramatic material for the show if it wishes to stay with its long-time property which it carried over from radio.

Several Cut Back On NBC Daytime

NEW YORK—Procter & Gamble has relinquished its five opening quarter hours of the Tennessee Ernie daytime stanza on NBC-TV.

In addition, Dow Chemical has decided to drop its alternate Friday 4:15-4:30 segment of "Queen for a Day," and Borden will cut-back to alternate week sponsorship of the same show in the Wednesday 4-4:15 time slot.

PROGRAMMING—
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Billboard



BY PROGRAM TYPE FOR DECEMBER

The Top Network Programs in Class A Time Ranked by Cost Per Thousand Per Commercial Minute

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors. It is the only source for the comparative analysis of costs for reaching men, women and children viewers. Each week, comparisons are made of shows of the same program type and of shows airing for advertisers in the same sponsor category.

The figure shown for each program represents the sponsor's cost for reaching 1000 TV homes, men, women or children per minute of commercials. These figures were reached by dividing each show's total program and net time costs by the total number of homes, men women and children under 16 reached by the program, as determined by American Research Bureau. These results then were divided by the allocated commercial minutes in the program. Net time and program costs used are estimates made by The Billboard after extensive research.

Drama Programs

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. ALFRED HITCHCOCK (Bristol-Myers, CBS).....\$2.10
2. CLIMAX! (Chrysler, CBS)..... 2.17
3. THE MILLIONAIRE (Colgate, CBS)..... 2.53
4. G. E. THEATER (General Electric, CBS)..... 2.55
5. U. S. STEEL HOUR (U. S. Steel, CBS)..... 2.63
6. KRAFT TV THEATER (Kraft Foods, NBC)..... 2.69
7. STUDIO ONE (Westinghouse, CBS)..... 2.87
8. ROBERT MONTGOMERY (Schick, NBC)..... 3.14
9. PLAYHOUSE 90 (Singer, Ronson, CBS)..... 3.21
10. JANE WYMAN (Procter & Gamble, NBC)..... 3.27

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. ALFRED HITCHCOCK (Bristol-Myers, CBS).....\$2.37
2. CLIMAX! (Chrysler, CBS)..... 2.57
3. G. E. THEATER (General Electric, CBS)..... 2.88
4. KRAFT TV THEATER (Kraft, NBC)..... 3.36
5. THE MILLIONAIRE (Colgate, CBS)..... 3.42
6. U. S. STEEL HOUR (U. S. Steel, CBS)..... 3.45
7. STUDIO ONE (Westinghouse, CBS)..... 3.88
8. ALCOA HOUR (Alcoa, NBC)..... 4.04
9. PLAYHOUSE 90 (Singer, Ronson, CBS)..... 4.08
10. ROBERT MONTGOMERY (Schick, NBC)..... 4.10

COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. CLIMAX! (Chrysler, CBS).....\$1.98
2. THE MILLIONAIRE (Colgate, CBS)..... 2.28
3. U. S. STEEL HOUR (U. S. Steel, CBS)..... 2.43
4. ALFRED HITCHCOCK (Bristol-Myers, CBS)..... 2.43
5. KRAFT TV THEATER (Kraft, NBC)..... 2.63
6. STUDIO ONE (Westinghouse, CBS)..... 2.64
7. PLAYHOUSE 90 (Singer, Ronson, CBS)..... 2.77
8. ROBERT MONTGOMERY (Schick, NBC)..... 2.78
9. G. E. THEATER (General Electric, CBS)..... 2.81
10. ALCOA HOUR (Alcoa, NBC)..... 3.07

COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. CROSSROADS (Chevrolet, ABC).....\$4.48
2. CLIMAX! (Chrysler, CBS)..... 5.13
3. THE MILLIONAIRE (Colgate, CBS)..... 5.47
4. WEST POINT (General Foods, CBS)..... 5.96
5. G. E. THEATER (Kraft Foods, NBC)..... 6.07
6. KRAFT THEATER (Kraft Foods, NBC)..... 6.72
7. ALFRED HITCHCOCK (Bristol-Myers, CBS)..... 6.76
8. NOAH'S ARK (Max Factor, NBC)..... 6.77
9. PLAYHOUSE OF STARS (Schlitz, CBS)..... 6.91
10. ALCOA HOUR (Alcoa, NBC)..... 7.07

Situation Comedies

COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. I LOVE LUCY (Procter & Gamble, CBS).....\$1.94
2. DECEMBER BRIDE (General Foods, CBS)..... 2.37
3. BURNS AND ALLEN (General Mills, CBS)..... 2.85
4. PHIL SILVERS (Amana, CBS)..... 2.94
5. FATHER KNOWS BEST (Scott, NBC)..... 2.98
6. OZZIE AND HARRIET (Eastman-Kodak, ABC)..... 3.13
7. BOB CUMMINGS (R. J. Reynolds, CBS)..... 3.20
8. LIFE OF RILEY (Gulf, NBC)..... 3.40
9. OH! SUSANNA (Nestle, CBS)..... 3.65
10. PEOPLE'S CHOICE (Procter & Gamble, NBC)..... 3.82

COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. I LOVE LUCY (Procter & Gamble, CBS).....\$2.60
2. DECEMBER BRIDE (General Foods, CBS)..... 3.27
3. PHIL SILVERS (Amana, CBS)..... 3.81
4. BURNS AND ALLEN (General Mills, CBS)..... 4.08
5. BOB CUMMINGS (R. J. Reynolds, CBS)..... 4.33
6. OZZIE AND HARRIET (Eastman-Kodak, ABC)..... 4.57
7. OH! SUSANNA (Nestle, CBS)..... 4.63
8. PEOPLE'S CHOICE (Procter & Gamble, NBC)..... 4.84
9. LIFE OF RILEY (Gulf, NBC)..... 4.87
10. FATHER KNOWS BEST (Scott, NBC)..... 4.91

COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. I LOVE LUCY (Procter & Gamble, CBS).....\$1.76
2. DECEMBER BRIDE (General Foods, CBS)..... 2.11
3. BURNS AND ALLEN (General Mills, CBS)..... 2.72
4. FATHER KNOWS BEST (Scott, NBC)..... 2.74
5. LIFE OF RILEY (Gulf, NBC)..... 3.17
6. PHIL SILVERS (Amana, CBS)..... 3.21
7. OZZIE AND HARRIET (Eastman-Kodak, ABC)..... 3.28
8. OH! SUSANNA (Nestle, CBS)..... 3.50
9. BOB CUMMINGS (R. J. Reynolds, CBS)..... 3.57
10. PEOPLE'S CHOICE (Procter & Gamble, NBC)..... 3.97

COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. I LOVE LUCY (Procter & Gamble, CBS).....\$2.70
2. BOB CUMMINGS (R. J. Reynolds, CBS)..... 3.19
3. OH! SUSANNA (Nestle, CBS)..... 3.24
4. FATHER KNOWS BEST (Scott, NBC)..... 3.57
5. DECEMBER BRIDE (General Foods, CBS)..... 3.65
6. LIFE OF RILEY (Gulf, NBC)..... 3.73
7. OZZIE AND HARRIET (Eastman-Kodak, ABC)..... 3.87
8. PHIL SILVERS (Amana, CBS)..... 4.06
9. BURNS AND ALLEN (General Mills, CBS)..... 4.89
10. STANLEY (American Tobacco, NBC)..... 4.99

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Here Comes the Hiatus Rerun Pattern Again

NEW YORK—The summer rerun pattern is again being established in TV this year. American Tobacco has bought between 10 and 12 half hours of the vidfilm version of "My Favorite Husband" to replace Jack Benny and Marge and Gower Caplan in The Sunday 7:30-8 slot on CBS-TV beginning June 23. The same ad-

vertiser will use a similar number of shows of an MCA-TV rerun series titled "Adventure Theater" as a replacement for "Hit Parade," Saturdays 10:30-11 on NBC-TV. CBS-TV is also considering the purchase of reruns of the "Schlitz Theater" series for showing this summer. The price to the web is \$10,000 gross for one showing or between \$15,000 and \$16,000 gross for two showings. If purchased, 39 of these films would be used to replace three shows, and another programmed on Saturday afternoons during the summer.

A departure from the rerun, however, is the purchase of a new series, "Richard Diamond, Detec-

New Quizzer Up to \$1 Mil

NEW YORK—Another million-dollar quiz is being readied for network TV next season. Walt Framer is poised with his "Million-Dollar Family" giveaway for some interested client.

The format would have worthy families typifying the American way of life compete against each other for a \$100,000 jackpot each month and for a seasonal jackpot of \$1,000,000.

"I Love Lucy," Mondays at 9 on the same web. "Those Whiting Girls" to replace "I Love Lucy," Mondays at 9 on the same web.

WBC Huddle Lines Up Leaders in TV

BOSTON—A number of prominent figures in the TV industry will be leading participants at the Westinghouse Broadcasting Company's public service programming conference here February 27-March 1.

So far George McConaughy, James Aubrey, John Arthur, Prof. Frank C. Baxter, Louis G. Cowan, John Crosby, Dr. Bergen Evans, James Macandrew, John K. M. McCaffery, Merrill Panitt, Helen Parkhurst, Lynn Poole, Robert Saudek, Edward Stanley and Judith Waller have accepted invitations.

NBC Research Boosts

NEW YORK — Three promotions were made last week in the Research and Planning division of NBC. Dr. Thomas E. Coffin was

Crayola Tests TV On WMUR Show Before Expanding

MANCHESTER, N. H.—Crayola Products started a one-market TV test campaign on WMUR-TV here last week in an effort to find a suitable format to use in TV on an extensive basis.

The show Crayola is sponsoring here for six weeks is "Mother's Helper," Thursday, 4:30-4:45 p.m. It is designed to give mothers easy ideas to keep their kids occupied.

The James T. Chirurg Company of Boston and New York is the ad-factory of Binney & Smith, manufacturer of Crayola products.

named director of research, Allen R. Cooper, director, corporate planning, and James H. Cronell, staff assistant, program planning.

YEAR'S BEST

Sullivan and 'Lucy' Head '56 Nielsen

CHICAGO—The A. C. Nielsen Company's top rating honors for regularly scheduled TV programs during 1956 went to Ed Sullivan's show and "I Love Lucy." About 150 programs were clocked by Audimeters for the 48 weeks of the year that were measured.

Sullivan's Nielsen Total Audience on November 18 hit 21,753,000 homes, with a Nielsen Average Audience of 18,511,000. That was the night he had film clips of Elvis Presley's "Love Me Tender" movie. "I Love Lucy" on December 10 topped Sullivan on the average audience basis with 18,963,000 homes at the average minute.

Of the shows which hit first place the most times, "\$64,000 Question" led with 11, followed by "Lucy" with 10. In the one-time-only category, the Sunday World Series game drew 22,318,000 homes and a NAA of 16,588,000. The Rose Bowl game was second with 20,218,000 and a NAA of 14,421,000. Among the non-sports events the second televising of "Peter Pan" received a total audience of 18,077,000 and average audience of 13,654,000.

In all, 62 shows hit the top 10 one or more times during the year, of which 49 were regulars and 13 were specials. In a category by themselves the national political conventions each reached a cumulative total audience of 32,100,000 homes. That's almost nine out of every 10 TV homes in the U. S.

Closed-Circuit by TNT Launches 2d Electric Campaign

NEW YORK—The second annual closed circuit telecast to launch the Live Better Electrically campaign was beamed via Theater Network Television, Inc., to 52 locations throuout the country last week. Sponsored by 52 electric utilities, the hour show starred Betty Furness, Arlene Francis, Ronald Reagan and John Daly.

Last year's telecast was seen by an estimated 300,000 members of the industry and allied business associations.

TALES OF THE TEXAS RANGERS
ANOTHER TOP RATED SYNDICATION SERIES
FROM
SCREEN GEMS

Billboard



Based on U. S. TV audience research of the AMERICAN RESEARCH BUREAU

BY SPONSOR GROUPS FOR DECEMBER

The Top Network Programs in Class A Time Ranked by Cost Per Thousand Per Commercial Minute

This chart is the TV industry's only guide to the comparative monthly efficiency of Class A time network programs in delivering audiences to their sponsors. It is the only source for the comparative analysis of costs for reaching men, women and children viewers. Each week, comparisons are made of shows of the same program type and of shows airing for advertisers in the same sponsor category.

The figure shown for each program represents the sponsor's cost for reaching 1000 TV homes, men, women or children per minute of commercials. These figures were reached by dividing each show's total program and net time costs by the total number of homes, men women and children under 16 reached by the program, as determined by American Research Bureau. These results then were divided by the allocated commercial minutes in the program. Net time and program costs used are estimates made by The Billboard after extensive research.

Automotive & Petroleum Sponsors

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. DODGE (Lawrence Welk, ABC).....\$1.18
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.51
3. DODGE (Lawrence Welk's Top Tunes, ABC)..... 2.11
4. CHRYSLER (Climax! CBS)..... 2.17
5. DE SOTO (You Bet Your Life, NBC)..... 2.31
6. FORD (Ernie Ford, NBC)..... 2.59
7. GULF (Life of Riley, NBC)..... 3.40
8. STUDEBAKER-PACKARD (NBC News, NBC)..... 3.82
9. CHEVROLET (Crossroads, ABC)..... 3.83
10. PLYMOUTH (Ray Anthony, ABC)..... 5.24

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. DODGE (Lawrence Welk, ABC).....\$1.11
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.50
3. DODGE (Lawrence Welk's Top Tunes, ABC)..... 2.15
4. CHRYSLER (Climax! CBS)..... 2.57
5. DE SOTO (You Bet Your Life, NBC)..... 2.66
6. FORD (Ernie Ford, NBC)..... 2.91
7. STUDEBAKER-PACKARD (NBC News, NBC)..... 4.76
8. GULF (Life of Riley, NBC)..... 4.87
9. CHEVROLET (Crossroads, ABC)..... 5.12
10. UNION CARBIDE (Omnibus, ABC)..... 6.16

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. DODGE (Lawrence Welk, ABC).....\$.87
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 1.26
3. DODGE (Lawrence Welk's Top Tunes, ABC)..... 1.68
4. CHRYSLER (Climax! CBS)..... 1.98
5. DE SOTO (You Bet Your Life, NBC)..... 2.04
6. FORD (Ernie Ford, NBC)..... 2.40
7. GULF (Life of Riley, NBC)..... 3.17
8. CHEVROLET (Crossroads, ABC)..... 3.59
9. STUDEBAKER-PACKARD (NBC News, NBC)..... 3.64
10. CHEVROLET (Dinah Shore, NBC)..... 5.22

● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. DODGE (Lawrence Welk, ABC).....\$ 2.41
2. LINCOLN-MERCURY (Ed Sullivan, CBS)..... 2.46
3. GULF (Life of Riley, NBC)..... 3.73
4. CHEVROLET (Crossroads, ABC)..... 4.48
5. CHRYSLER (Climax! CBS)..... 5.13
6. DE SOTO (You Bet Your Life, NBC)..... 5.64
7. FORD (Ernie Ford, NBC)..... 5.99
8. DODGE (Lawrence Welk's Top Tunes, ABC)..... 8.38
9. CHEVROLET (Dinah Shore, NBC)..... 13.46
10. FORD (Ford Theater, ABC)..... 14.85

Home Appliance & Furnishings Sponsors

● COST PER THOUSAND HOMES PER COMMERCIAL MINUTE

1. RCA WHIRLPOOL (Perry Como, NBC).....\$2.50
2. GENERAL ELECTRIC (G. E. Theater, CBS)..... 2.55
3. U. S. STEEL (U. S. Steel Hour, CBS)..... 2.63
4. WESTINGHOUSE (Studio One, CBS)..... 2.87
5. AMANA (Phil Silvers, CBS)..... 2.94
6. SCOTT (Father Knows Best, NBC)..... 2.98
7. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.04
8. SINGER (Playhouse 90, CBS)..... 3.21
9. ALCOA (Alcoa Hour, NBC)..... 3.55
10. REYNOLDS METALS (Circus Boy, NBC)..... 4.00

● COST PER THOUSAND MEN VIEWERS PER COMMERCIAL MINUTE

1. RCA WHIRLPOOL (Perry Como, NBC).....\$2.72
2. GENERAL ELECTRIC (G. E. Theater, CBS)..... 2.88
3. U. S. STEEL (U. S. Steel Hour, CBS)..... 3.45
4. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.61
5. AMANA (Phil Silvers, CBS)..... 3.81
6. WESTINGHOUSE (Studio One, CBS)..... 3.88
7. ALCOA (Alcoa Hour, NBC)..... 4.04
8. SINGER (Playhouse 90, CBS)..... 4.08
9. SYLVANIA (Buccaneers, CBS)..... 4.80
10. SCOTT (Father Knows Best, NBC)..... 4.91

● COST PER THOUSAND WOMEN VIEWERS PER COMMERCIAL MINUTE

1. RCA WHIRLPOOL (Perry Como, NBC).....\$2.03
2. U. S. STEEL (U. S. Steel Hour, CBS)..... 2.43
3. WESTINGHOUSE (Studio One, CBS)..... 2.64
4. SCOTT (Father Knows Best, NBC)..... 2.74
5. SINGER (Playhouse 90, CBS)..... 2.77
6. GENERAL ELECTRIC (G. E. Theater, CBS)..... 2.81
7. ALCOA (Alcoa Hour, NBC)..... 3.07
8. AMANA (Phil Silvers, CBS)..... 3.21
9. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.40
10. KAISER (Kaiser Aluminum Hour, CBS)..... 3.83

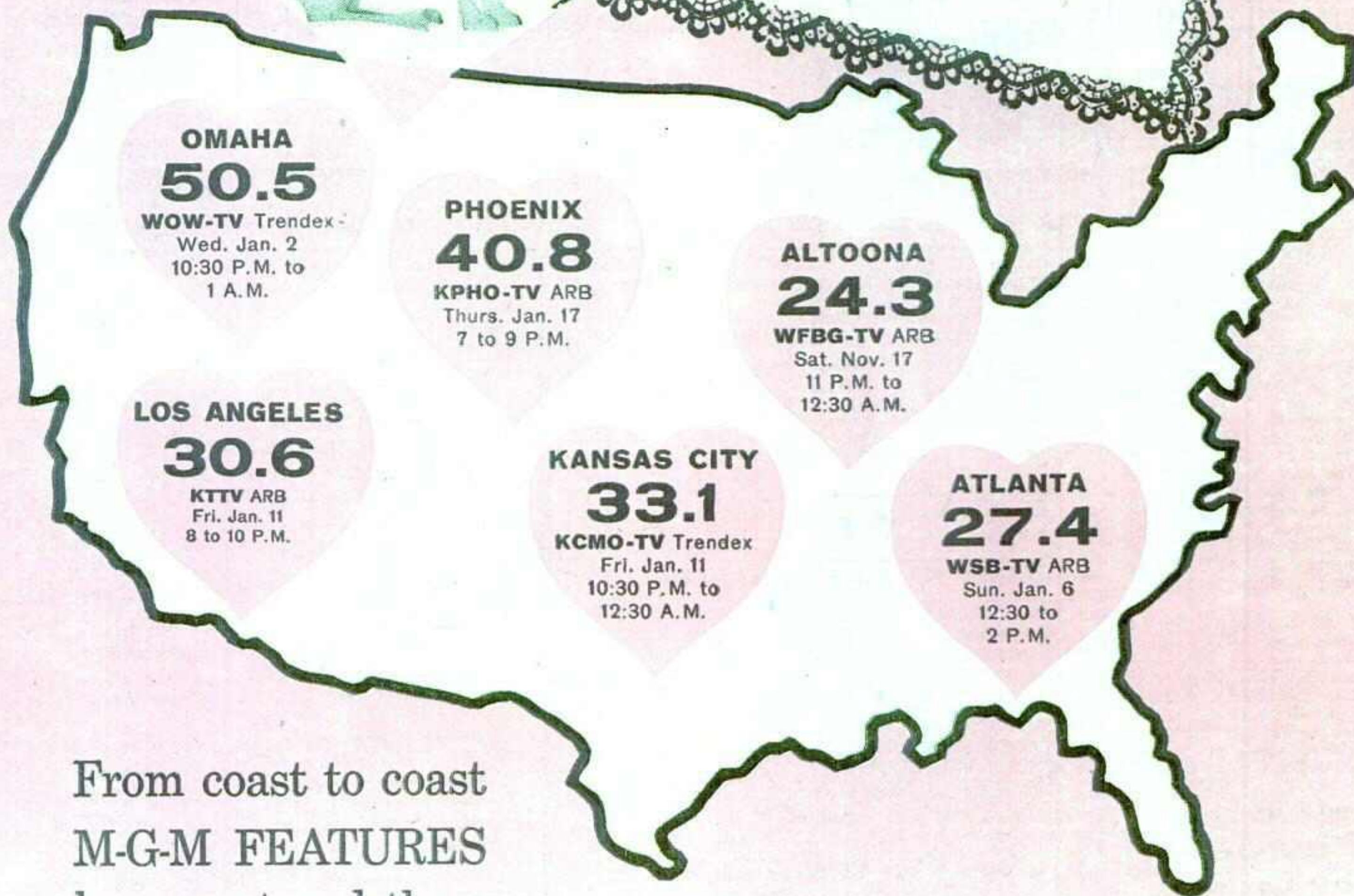
● COST PER THOUSAND CHILDREN VIEWERS PER COMMERCIAL MINUTE

1. REYNOLDS METALS (Circus Boy, NBC).....\$ 2.57
2. SYLVANIA (Buccaneers, CBS)..... 3.24
3. RCA WHIRLPOOL (Perry Como, NBC)..... 3.35
4. SCOTT (Father Knows Best, NBC)..... 3.57
5. GENERAL ELECTRIC (Broken Arrow, ABC)..... 3.72
6. AMANA (Phil Silvers, CBS)..... 4.06
7. GENERAL ELECTRIC (Cheyenne, ABC)..... 5.84
8. GENERAL ELECTRIC (G. E. Theater)..... 6.07
9. ALCOA (Alcoa Hour, NBC)..... 7.07
10. Westinghouse (Studio One, CBS)..... 11.63

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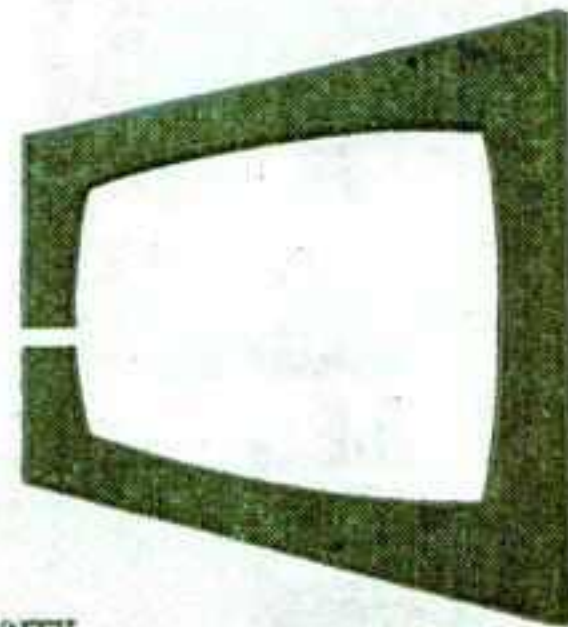
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From coast to coast
M-G-M FEATURES
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heart of America!

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

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Write, wire or phone Charles C. Barry,
Vice President, 1540 Broadway, New York



FINGERS CROSSED

New Programs Give NBC Bright Outlook

NEW YORK — NBC-TV is holding its breath and hoping that the second half of the current season will see a change in its programming fortunes.

Allen's Trendex topped Sullivan's for the first time last week as "Twenty-One" ran only four Trendex points behind "I Love Lucy" in the Monday night, 9-9:30 race.

LEVELERS

'Tonight!' to Map Changes During Run

NEW YORK—Off to a rocky start during the debut week, "Tonight!" has bigger and better plans for its future, according to Dick Linkroum, executive producer in charge of the show and its earlier cousins, "Today" and "Home."

Among the changes will be the presentation of its columnists as columnists not TV personalities. There will also be a greater striving for the presentation of important news stories to identify news with the show and the elimination of much of its choppiness by lengthening the time of its features.

He also expects to make more use of the RCA Exhibition Hall for the presentation of entertainment. Linkroum maintains that because of the sheer technical difficulty in presenting a show of this scope more time must be given for its shaking down before any definitive verdict as to its success or failure can be made.

strong initial ratings against CBS-TV's "West Point."

Big NBC questions now are "Wells Fargo," which goes Monday at 8:30 for American Tobacco and General Foods in late March, and "Panic," which takes off about the same time on Tuesdays 8:30 for Chesterfield and Max Factor.

Meanwhile, the NBC daytime programming picture continues to brighten. Between January, 1956, and January, 1957, NBC's 11 a.m. to 1 p.m. and 2:30-5:30 American Research Bureau ratings have increased 32 per cent, while the CBS ratings are down 14 per cent.

J. Rabinovitz, Accas Named ABC Officers

NEW YORK — Gene Accas, newly returned to ABC-TV, and Jason Rabinovitz have been named to twin posts of "administrative officers" for the web.

In another ABC executive change, Richard Freund has joined the web as director of labor relations, leaving the NBC-TV legal department this week.

RESTLESS PEOPLE

Donald O'Brien has been named accounting manager for California National Productions. . . . Raymond Fuld, Robert Lethbridge and William Flynn have joined the national sales department of Ziv-TV. . . . DeWard Jones has been appointed general manager of Dine & Kalmus public relations office. . . . Jay Merkle is the new director of operations and sales for the Closedcircuit Telecasting System. . . . Reg Twiggs has been elected veepee and Los Angeles manager of McCann-Erickson. . . . Ed Morrow received the Navy's highest civilian honor last week, the Distinguished Public Service

Post Asks Buy On 'Popeyes' Where It Can

NEW YORK—Post Cereals, a long time user of daytime kiddie shows, was reported last week to have notified a number of stations reps that it wants to buy participations on local "Popeye" shows wherever available.

If it materializes, the Post deal will be another in a series of broad spot programs using these local cartoons. The largest known current advertiser is Flav-R Straw, which has participations, usually three a week, on "Popeye" and "Bugs Bunny" cartoons in about 35 markets.

The "Popeye" and "Looney Tune" cartoons, which are distributed by Associated Artists Productions, are turning in impressive rating records.

Rating Scores

Their performance to date in the three major markets is as follows: In New York, the "Popeyes" play one indie (WPIX) at 6 p.m. and another indie (WABD) at 6:30 p.m. Between them they dominate the hour. Both their ratings have been building steadily since September. "Popeye" started at 6.0 then grew to 14.9 in December and 13.9 in January. "Looney" went from 8.1 in September to 12.9 in January.

In Chicago "Popeye" plays "Susie's Show," WBBM, 4-4:30 p.m. In January this show's ratings a range of 12.4 to 15.3. The highest opposition (NBC-TV's "Comedy Time" on Friday) was 6.6.

In Los Angeles, playing KTLA, 7-7:30 p.m., "Popeye" takes on such opposition as "\$64,000 Question," "Studio One," "Wednesday Night Fights" and "Cavalcade of Sports," all of which beat the cartoons. Nevertheless, their January ratings still ranged from 10.6 to 14.0, never lower than third in the time slot in that seven-station market.

Award. . . . Len Hammer joins A.A.P. as an account exec this week. . . . Heyward Ehrlich has been named publicity director for WABC-TV.

New TV Spot Campaign Chart

Contracts Set in Every Region In Two Weeks Ending January 19

This chart provides live sales leads for TV stations and their reps, and informs advertisers and agencies of TV spot activity by other companies. It summarizes new national spot business actually set during the period listed above, regardless of when the campaigns begin airing.

Where available, the ad agency placing the business is listed. Types of contracts are indicated, when known, by the following symbols: (Ann.)—Announcements; (ID)—Identifications; (Part.)—Participations; (Prog.)—Program Buy.

On Eastern Stations

- Anacin, Whitehall Pharmacal thru Ted Bates (Ann., Part.)
Analist thru Ted Bates (Part.)
Aunt Jemima Corn Mix, Quaker Oats thru John W. Shaw (Ann., Part.)
Band-Aids, Johnson & Johnson thru Young & Rubicam (Part.)
Beautyrest Mattress, Simmons thru Young & Rubicam (Ann.)
Beech-Nut Baby Food thru Kenyon & Eckhardt (Ann.)
Candy, Henry Heide thru Kelly, Nason (Part.)
Clorox thru Honig-Cooper (Ann., Part.)
Colonoids, Carter thru Kastor, Farrell, Chesley & Clifford (Ann., Part.)
Cracker Jacks thru Rogers-Smith (Part.)
Crest Toothpaste, Procter & Gamble thru Benton & Bowles (Ann.)
Decaf, Nestle thru Dancer, Fitzgerald & Sample (Ann., Part.)
F F V Cookies, Nabisco thru McCann-Erickson (Ann.)
Fanny Farmer Candy thru Charles L. Rumrill (ID)
Ford Cars thru J. Walter Thompson (Ann., Part., ID)
Hunt Club Dog Food, Standard Brands thru Ted Bates (Part.)
Ice Box Cookies, Pillsbury thru Campbell-Mithune (Ann.)
Instant Anacin, Whitehall Pharmacal thru Ted Bates (Part.)
Kleenex, Kimberly-Clark thru Foote, Cone & Belding (Part.)
L & M Cigarettes, Liggett & Myers thru Dancer-Fitzgerald-Sample (Ann.)

- Lestoll, Adell Chemical thru William B. Remington (Ann.)
Life Magazine, Time thru Young & Rubicam (Ann., Part., ID)
Lipton Tea thru Young & Rubicam (Ann.)
Men's Deodorant, Arrid thru Ted Bates (Part.)
Mentholum thru J. Walter Thompson (Part.)
Mounds Candy, Peter Paul thru Dancer-Fitzgerald-Sample (Part.)
Musterole, Plough thru Lake, Spiro & Shurman (Part., ID)
Post Cereals, General Foods thru M. L. Gregory (Part.)
Prel, Procter & Gamble thru Benton & Bowles (Ann.)
Pycopy, Block Drug thru Sullivan, Stauffer, Colwell & Bayles (Part.)
Reader's Digest thru Batten, Barton, Durstine & Osborn (Part., ID)
Reader's Digest thru Schwab & Beatty Red Ball Shoes, Mishawaka Rubber & Woolen thru Campbell-Mithune (Ann.)
Rise, Carter thru Sullivan, Stauffer, Colwell & Bayles (Ann., Part.)
Shredded Wheat Jrs., National Biscuit thru Kenyon & Eckhardt (Part.)
Snow Crop Frozen Foods thru Ted Bates (Part.)
Texaco Super Gas thru Cunningham & Walsh (Ann., Part.)
Wildroot Hair Tonic thru Batten, Barton, Durstine & Osborn (Part.)
Wildroot Toilet Preparation thru Batten, Barton, Durstine & Osborn (Part.)

On Southern Stations

- All Products, C. F. Sauer thru Gordon Manchester (ID)
Ammonium Nitrate, Commercial Solvents thru Fuller, Smith & Ross (Prog.)
Anacin, Whitehall Pharmacal thru Ted Bates (Ann., Part.)
Arrid Men's Spray, Carter thru Ted Bates (Part.)
Beech-Nut Baby Food thru Kenyon & Eckhardt
Bull of the Woods Chewing Tobacco, American Snuff thru Simon & Gwynn (Part.)
Colonaid, Carter thru Kastor, Farrell, Chesley & Clifford (Ann.)
Dr. Pepper Soft Drinks thru Grant (Ann., ID)
F F V Cookies, Southern Bakeries thru McCann-Erickson (Ann., Part.)
Fab, Colgate-Palmolive thru Ted Bates (Ann.)
Florida Citrus thru J. Walter Thompson (ID)
Ford Cars thru J. Walter Thompson (Ann., ID)
Frenchie, American Diet aids thru Harry B. Cohen (Part.)
Imperial Margarin, Lever thru Foote, Cone & Belding (Ann., Part.)
Kool Cigarettes, Brown & Williamson thru Ted Bates (ID)
L & M Cigarettes, Liggett & Myers thru Dancer-Fitzgerald-Sample (Ann.)
Livestock & Poultry Remedies, Chas. Pfizer thru Leo Burnett (Ann.)
Mounds Candy, Peter Paul thru Dancer-Fitzgerald-Sample (Ann.)

- Morton Frozen Foods thru Ted Bates (Part.)
Phillips Milk of Magnesia, Sterling Drug thru Dancer-Fitzgerald-Sample (Ann.)
Prel, Procter & Gamble thru Benton & Bowles (Ann., Part.)
Red Band Flour, General Mills thru Knox Reeves (Ann., Part.)
Red Cap Ale, Carling thru Liller, Neal & Battle (Ann.)
Riceland Rice, Arkansas Rice Growers thru M. R. Koppmeyer (Ann.)
Rise, Carter thru Sullivan, Stauffer, Colwell & Bayles (Ann., Part.)
Roby's Bar-B Q Sauce thru Walker Sausy (Part.)
Salad Cutter thru Arthur Meyerhoff (Prog.)
Salad Mixer, Grant thru Arthur Meyerhoff (Prog.)
Salad Mixer, Walter Ratner thru Arthur Meyerhoff (Prog.)
Sauer Vanilla thru Gordon Manchester (ID)
Sewing Machine, Monarch thru Forjore & Co.
Skin Beautifier, Dermogene thru Product Services (Prog.)
Sunshine Cookies & Crackers thru Cunningham & Walsh (Ann., Part.)
Texaco Super Gas thru Cunningham & Walsh (Ann.)
White Lily Flour, J. Allen Smith thru Charles Tombras (Ann.)
Whitman's Candy thru N. W. Ayer (ID)
Yellow Pages, Southern Bell thru Tucker Wayne (Ann., ID, Part.)

On Midwestern Stations

- Anacin, Whitehall Pharmacal thru Ted Bates (Ann.)
Arrid for Men, Carter thru Ted Bates (Ann., Part.)
Beer thru Busch Bavarian (Ann.)
Beer, Peter Hand Brewing thru Batten, Barton, Durstine & Osborn (Ann., ID)
Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)
Bliss Coffee, General Foods thru Benton & Bowles (ID)
Chas. Fizer Feeds thru Leo Burnett (Part.)
Citroid, Grove Labs thru Dowd, Redfield & Johnston (Part.)
Clorox thru Honig-Cooper (Ann., Part.)
Colgate Shave Cream thru John W. Shaw (Part.)
Colonaid, Carter thru Kastor, Farrell, Chesley & Clifford (Ann.)
Comet Cleaner, Procter & Gamble thru Compton (Ann.)
Copni Salad Oil, Anderson Clayton thru McCann-Erickson (Ann., Part.)
Dr. Pepper Soft Drinks thru Grant (Ann.)
Derby Oil thru McCormick-Armstrong (Ann.)
Dove Soap, Lever thru Ogilvy, Benson & Mather (Ann., Part.)
Duetto, Stern thru Carlos Francois (Prog.)
Fab, Colgate-Palmolive thru Ted Bates (Ann.)
Feeds, O. O. Cooper thru Allen & Reynolds (Ann., ID)
Ford Cars thru J. Walter Thompson (Ann., Part.)
Hi-Potency Vitamins, L. Perrigo thru W. B. Doner (Part.)
Ice Box Cookies, Pillsbury thru Campbell-Mithune (Ann.)
Ironized Yeast, Sterling Drug thru Thompson-Koch (Ann.)
Kool Cigarettes, Brown & Williamson thru Ted Bates (ID)

- Lipton Tea thru Young & Rubicam (Ann.)
Liquid Shina-Dish, Tidy House thru Buchanan & Thomas (Prog.)
Liquid Spray, Lever thru Kenyon & Eckhardt (Ann.)
Mrs. Tucker Shortening thru A. A. Crook
Merchandise thru J. C. Penney (Ann.)
Morton Pies, Continental Baking thru Ted Bates (Ann.)
Nestle's King Mallows thru McCann-Erickson
Nutrena Dog Food thru Bruce B. Brewer (Ann., Part.)
Pabst Beer thru Leo Burnett (Ann., ID)
Phillips Petroleum thru Lambert & Feasley (Prog.)
Plastic Bandages thru Bauer & Black (Part.)
Prel, Procter & Gamble thru Benton & Bowles (Part.)
Rayco Seat Covers thru Emil Mogul (Part.)
Reader's Digest thru Schwab & Beatty (Part., ID)
Remington Rand Typewriters thru Fiore & Fiore
Rise, Carter thru Ted Bates (Ann.)
Shredded Wheat & Rice Honeys, National Biscuit thru Kenyon & Eckhardt (Part.)
Standard Oil thru D'Arcy
Tedseed Products thru Allen & Reynolds (Ann.)
Tender Franks, Swift thru McCann-Erickson (Ann., Prog.)
Various Cereals, Nabisco thru Kenyon & Eckhardt (Ann., Part.)
Viceroy's Cigarettes, Brown & Williamson thru Ted Bates (Ann.)
Whitman's Candy thru A. W. Ayer (ID)
Wisk, Lever thru Batten, Barton, Durstine & Osborn (Part.)
Zest Soap, Procter & Gamble thru Benton & Bowles (Ann., Part.)

(Continued on page 11)

CISCO KID #1 SYNDICATED SHOW IN BUFFALO 31.4 PULSE, April, 1956



Beats network shows including: DISNEYLAND . . . JACK BENNY . . . GEORGE GOBEL . . . DRAGNET . . . LORETTA YOUNG . . . JACKIE GLEASON . . . AND MANY OTHERS.

NOTHING TURNS ON THE HEAT LIKE A ZIV PRODUCTION!



Leo Carrillo as "PANCHO"



“The LAWRENCE WELK Show was by far the outstanding buy. This is one that is a virtual give-away!...admittedly reaches a big audience ... (even) more conspicuous for its efficiency (direct sales returns!)”

Billboard's FIRST A.R.B. Cost Per Thousand Survey Covering Men, Women and Children (January 26, 1957, edition)

(GENERAL TELEVISION CATEGORY)

FIRST . . . LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand HOMES **\$1.10**

FIRST . . . LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand MEN VIEWERS **1.12**

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

(COMEDY, VARIETY & MUSIC SHOWS)

FIRST . . . LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand HOMES **\$1.10**

FIRST . . . LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand MEN VIEWERS **1.12**

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

(AUTOMOTIVE & PETROLEUM SPONSORS)

FIRST . . . LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand HOMES **\$1.10**

FIRST . . . LAWRENCE WELK SHOW (Dodge-ABC) Cost Per Thousand MEN VIEWERS **1.12**

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

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

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

Personal Managers	
GABBE, LUTZ & HELLER	
1626 N. Vine St., Hollywood 28, Calif. •	119 West 57th St., New York, N. Y. •
Phone: HOLLYWOOD 9-1993 •	Phone: CIRCLE 5-7998 •

Jones Accents Day TV in Minn. Speech

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

The success of daytime TV, he said, has refuted the arguments of the early days that women would be too busy to watch television. He noted that last fall 7,000,000

homes were turned on during the average minute between 10 a.m. and 5 p.m. to account for a daily viewing of 49,000,000 hours, a 25 per cent increase over the fall of 1955.

The day to day sales job makes daytime TV "an advertising medium of enormous power and proportion," he said, noting that the average CBS daytimer reaches 11,783,000 U.S. homes during a month, and, at an average of five and a half times a month, a show delivers a total of 64,000,000 impressions during that time. Frequency of advertising impression has been a cardinal principal of CBS-TV's broadcasting policy, he said, and further developed that

to bring up the point of "habit" viewing.

Habit Viewing
Daytime shows specialize in habit viewing, and that, coupled with the housewife's shopping habits, should bring "a glitter to the eyes of the skeptical advertiser." To be remembered also is that over 60 per cent of the daytime audience is women, the family buyer.

Jones further underscored the daytime as a sponsor's bargain and concluded his remarks on the subject with facts and figures of CBS' operation.

Altho most of the speech was devoted to daytime programming, Jones also noted the growth and advantages of TV in general. He pointed out that Minneapolis-St. Paul now has seven and a half times as many sets as were in the whole country 10 years ago, that viewing has reached 200,000,000 hours a day—about 3,500,000 per day here. He emphasized the im-

Working Press Group Issue New Directory

NEW YORK — The Radio-Newsreel-Television Working Press Association, a non-profit, professional group, has published its third edition of the Mike & Screen Press Directory. A reference guide supplying key contacts in the news, public relations and governmental fields, the book covers radio, TV and news nationally with emphasis on 22 key cities.

portance of the medium's making all Americans aware of national and international events, of the medium's impact on the general economy, its social force, etc.

In conclusion, Jones predicted further great increases in TV. The number of homes in 1957 would reach 41,800,000, he said, with the hours per day reaching 209,000,000 or 15,000,000 more than in 1956.

VIVACE

Taubman Jumps With Music Jobs

NEW YORK—These are busy days for Paul Taubman, musical director of five different network video shows. They are "Twenty One," "You're on Your Own," (slated to be axed) the daytime strip of "Tic Tac Dough," the daytime soap opera "Edge of Night" and "Winky Dink." In addition, Taubman, who is also the proprietor of the Penthouse Club, a restaurant overlooking Central Park, here, composed and conducted the music for films used on CBS-TV's "Captain Kangaroo."

Taubman sees the success of the human interest quiz shows as being responsible for the resurgence of interest in live music. Most dramatic shows, of course, use canned music. These programs use music, he points out, to arrest the attention of the audiences. Some quiz programs such as "The \$64,000 Question" use music to create drama and suspense, but Taubman seeks to use it more subtly, except on "You're on Your Own," a stunt show, which uses music to generate excitement.

The caliber of musicians employed by Taubman is evidenced by the 12 playing for him on "Twenty-One." They are all former members of Toscanini's NBC Symphony.

NBC Stations To Hook-Up on Hour of Color

NEW YORK—Beginning Monday (18) the seven NBC-TV o&o stations will scan a one-hour color show across the board on local station time. The show will originate at WNBQ, Chicago, and be fed over network lines to the other web-owned stations.

Tex and Jinx McCrary will lead into the program with an interview show from 1 to 1:30 daily from New York, followed by the hour from the Merchandise Mart in Chicago. Purchases by sponsors on both shows will be available on a participation or program basis, on the entire group of stations or any single station or combination. This new departure is the brain-storm of Thomas B. McFadden, veepee of NBC-owned stations and NBC Spot Sales.

The seven stations are WRCA-TV, New York; WRCV-TV, Philadelphia; WRC-TV, Washington; WNBC, Hartford - New Britain, Conn.; WBUF, Buffalo; WNBQ, Chicago, and KRCA, Los Angeles.

John Sheehan Joins Sales Force at TvB

NEW YORK—John Sheehan, former radio-TV director of Cunningham & Walsh, has joined the sales force of the Television Bureau of Advertising. He will report to Halsey Barrett, TvB's national sales director.

NOW IN SYNDICATION!

THE HUNTMASTER

starring **BARRY NELSON** and **KEITH LARSEN**

TENSE... adventure-intrigue
— the format that consistently rates high
— HIGH - HIGH in every rating service!

TIMELY... 26, thrill-packed stories of Europe's "trouble spots."
News that makes tomorrow's headlines, and captures today's audiences!

TERRIFIC... track record of success!
SOLD on network for Camel Cigarettes in National spot for Taton

Contact The Man From Official Today!

OFFICIAL FILMS, INC.
25 West 45th Street, New York 36, N. Y.
Plaza 7-0100

REPRESENTATIVES IN
New York • Beverly Hills • Chicago • Dallas • Atlanta • St. Louis
Boston • Minneapolis • Philadelphia • San Francisco • Miami

a top quality film show for **Every Product, Every Market, Every Budget**

Offices in principal cities throughout the United States

MCA-TV
Film Division

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.

The Pulse Audience Composition Studies

• Syndicated Films Comedy

NOVEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Life of Riley (NBC)	12.9	1.	The Goldbergs (Guild)	87
2.	Amos 'n' Andy (CBS)	8.9	1.	My Little Margie (Official)	87
3.	Laurel and Hardy (Governor)	8.1	3.	Life With Elizabeth (Guild)	86
4.	Susie (TPA)	6.8	3.	Life With Father (CBS)	86
5.	My Little Margie (Official)	6.6	3.	My Hero (Official)	86
6.	Great Gildersleeve (NBC)	6.3	6.	Beulah (Flamingo)	84
7.	Life With Elizabeth (Guild)	6.0	7.	Great Gildersleeve (NBC)	83
8.	The Goldbergs (Guild)	5.7	9.	Stu Erwin Show (Official)	83
9.	Stu Erwin Show (Official)	5.6	9.	Susie (TPA)	82
10.	Life With Father (CBS)	5.4	10.	Ray Milland Show (MCA)	81

AMONG MEN			AMONG KIDS		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Great Gildersleeve (NBC)	79	1.	Laurel and Hardy (Governor)	93
1.	Life of Riley (NBC)	79	2.	Meet Corliss Archer (Ziv)	50
3.	My Hero (Official)	75	3.	Life With Father (CBS)	39
3.	Ray Milland Show (MCA)	75	4.	Amos 'n' Andy (CBS)	36
5.	Amos 'n' Andy (CBS)	73	4.	The Goldbergs (Guild)	36
6.	My Little Margie (Official)	72	6.	The Ruggles (Corradine)	30
6.	Stu Erwin Show (Official)	72	7.	Life of Riley (NBC)	29
8.	The Goldbergs (Guild)	71	8.	Great Gildersleeve (NBC)	28
9.	Life With Father (CBS)	69	9.	Susie (TPA)	23
10.	Life With Elizabeth (Guild)	64	10.	My Little Margie (Official)	22
			10.	Beulah (Flamingo)	22

• Syndicated Films Mystery

NOVEMBER RATINGS			AMONG WOMEN		
Rank	Show & Distrib.	Avg. Rating	Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Highway Patrol (Ziv)	14.6	1.	Mr. District Attorney (Ziv)	90
2.	Badge 714 (NBC)	11.8	2.	Ellery Queen (TPA)	89
3.	Code 3 (ABC)	10.0	3.	Highway Patrol (Ziv)	86
4.	San Francisco Beat (CBS)	8.5	3.	Mr. & Mrs. North (Schubert)	86
4.	Lone Wolf (MCA)	8.5	5.	San Francisco Beat (CBS)	85
6.	Crosscurrent (Official)	8.3	6.	Public Defender (Interstate)	84
7.	City Detective (MCA)	8.2	6.	Crosscurrent (Official)	84
8.	Mr. District Attorney (Ziv)	7.9	8.	The Whistler (CBS)	82
9.	Ellery Queen (TPA)	7.5	8.	City Detective (MCA)	82
10.	Boston Blackie (Ziv)	7.2	8.	Inspector Mark Saber (Thompson)	82

AMONG MEN			AMONG KIDS		
Rank	Show & Distrib.	Men Per 100 Homes Tuned In	Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	The Whistler (CBS)	84	1.	Badge 714 (NBC)	58
1.	Lone Wolf (MCA)	84	2.	Highway Patrol (Ziv)	37
1.	Racket Squad (ABC)	84	3.	Boston Blackie (Ziv)	33
4.	Mr. & Mrs. North (Schubert)	83	4.	Sherlock Holmes (Guild)	25
5.	Boston Blackie (Ziv)	82	5.	Lone Wolf (MCA)	21
6.	San Francisco Beat (CBS)	81	5.	Mr. & Mrs. North (Schubert)	21
6.	Ellery Queen (TPA)	81	5.	San Francisco Beat (CBS)	21
6.	Highway Patrol (Ziv)	81	5.	City Detective (MCA)	21
6.	Inner Sanctum (NBC)	81	5.	Code 3 (ABC)	21
10.	Public Defender (Interstate)	80	5.	Crosscurrent (Official)	21

Schubert, Alpha TV to Film New 'Boy Pioneer' Pix

NEW YORK — Bernard L. Schubert, producer-packager of "TV Reader's Digest," "Topper,"

"Crossroads" and "Mr. and Mrs. North," will co-produce with Alpha TV Productions a new series entitled "Boy Pioneer."

The series will be based on the story of John Sager, a lad of 16, who raised his brothers and sisters in the days of America's push westward. Shooting on the pilot of this series will be done this week.

WHERE DO WE GO NOW?

Senate Probes Clarify Point: Syndicated Future Not Clear

WASHINGTON — The only thing made clear to Senate TV probes in an avalanche of conflicting comment on syndicated TV programming is that nothing about the future of syndicated film is clear. Plans of TV film producers for syndication are labeled healthy by CBS President Frank Stanton. Dick Moore, independent station owner, says they are as good as dead. A verdict of the film producers and syndicators themselves is "shaky but capable of being revived."

Each member of the industry triangle—net, station owner, film producer—interprets facts and builds prophecy from his own point of view, committee legalists point out. Nets refuse to admit that option time and must-buy practices shut out syndicated TV film. Independent station owners, battling net programming, take the opposite view. Filmmers themselves admit clearance problems and frankly look for a way to make money in whatever opening they can find: Syndication, national or net sale.

Cross-Comment

Here are samples of some of the more recently revealed cross-comment lodged with the Senate Commerce Committee:

On Guild Films: The Moore statement claimed production of

seven series originally programmed for syndication before 1956 were dropped, with only one new offer scheduled for 1957. CBS' rebuttal said Guild is offering two new shows for syndication, "Captain David Grief" and "Kingdom of the Sea," with both already sold in some markets.

Guild Films' own letter to the committee, written in August, answered questions of Counsel Cox on problems of film syndication. "Affirmative," said Guild, as to whether option time keeps syndicated film off the air at best viewing hours. Guild Films told the committee it had determined to make an all-out effort to get a network telecast for their series. Upgrading their shows, they increased the "David Grief" series budget from \$25,000 to \$50,000 per stanza. Also, it plans to program for national sale and go in for station buys.

TPA Reply

On TV Programs of America: Moore claimed no new series for syndication under way in 1956 and only one planned for 1957. Both of two new series were released to network, he claimed. CBS said TPA plans reportedly include five new film series, "at least one for syndication." TPA's own statement set the committee straight on a re-

mark made during hearings that "four of its series were being offered for syndication." Emphatically not, said TPA. One, possibly, agrees that option time has reduced the safety element in syndicated film, which means giving preference to national and net sales.

On Official Films: Moore's statement said it had discontinued producing syndicated programs in 1956, released two new ones to nets. CBS said the firm had announced two new offerings without specifying that sale was to be for nets only. Official Films itself wrote TV probes it had "no plans" for first-run film series for syndication, "only re-runs would be syndicated." The firm said it was trying to sell to national sponsors and corrected an NBC statement made during hearings that the firm had brought 11 half-hour series into syndication "during the past year." Official Films said there were only four, and each was a network rerun—not a first.

Ziv-TV dropped production from three new syndicated programs per year to one in 1956, said Moore, with only one planned for syndication in 1957. CBS' reply: Ziv's own letter admitted problems of net clearance and also said that optimistic prophecies given the committee as to its production were based on "hopes" rather than actual plans.

All down the line of comment ran the old question of which came first—the chicken or the egg? Did diminishing quality of TV syndicated film series, plus influx of movies on TV, lose sales as the nets claim? Or did a shut-out by net practices force the TV film independents into lowered budgets, fewer and poorer series? It is doubtful whether even the brightest Senatorial minds on the Commerce Committee will reach an agreement on programming and network problems like these.

DUE FOR 1957

WCBS Pix Gross Figured at \$11 Mil

NEW YORK—What can a top TV station in the top market in America gross from its presentation of feature film in a year? The answer is \$11,022,800, without discounts, for that is the figure that WCBS-TV here will hit at the end of 1957, if its feature film stanzas continue selling at the same rate as at present.

The station presents six feature film shows. The "Early Show" is stripped five days a week. The seven day strips are "Late Show" and "Late Late Show." Saturday's "Breakfast Show" and "Late Matinee" and "Picture for a Sunday Afternoon" complete the schedule. The first three of the shows are currently sold out, and the last

three are half or more sold out. WCBS sells 10 participations each in both the "Early" and "Late" Shows, for which it receives \$1,000 per participation in the first and \$1,250 in the second. It sells four quarter hours daily in the "Late Late Show," for which it receives \$2,500 per week per seven quarter hours. Eight participations each are available in both the "Late Matinee" and "Picture for a Sunday Afternoon." And charge per participation is \$675.

The station now has about 1,400 pictures in its backlog. They include Warner Brothers, M-G-M and Columbia products. The pictures are rotated for maximum usage.

Reed Screens 'Alarm' in N. Y.

HOLLYWOOD—Roland Reed will leave for New York this week to screen two pilot reels of his "Alarm" series for execs of "a major oil company." Reed produced two separate pilots of the series, each taking a different approach to dramatizing the work of the nation's fire fighters.

The first pilot is based on fire department case histories, showing the various services firemen are called upon to perform. The series format as treated in the second pilot calls for dramatizing famous fires and deals with the Coconut Grove fire in Boston. The latter features Fred Waring as host-narrator.

Reed will remain in the East for three weeks in sales negotiations on his other TV series as well as concluding sales for his commercials division.

Latourette, Moser To Do 'Attorney'

NEW YORK—Jim Moser and Frank Latourette will produce the pilot of "Attorney" for CBS-TV Film Sales.

The Moser-Latourette team has to its credit "Medic," a top NBC-TV dramatic property of last season, which is expected to go back into production for use on that network next season.

ADVENTURE UNLIMITED! week nights at 11:15 in Boston

Monday... "FORD THEATRE"

Tuesday... "CHINA SMITH"

Wednesday... "FEDERAL MEN"

Thursday... "BROKEN ARROW"

Friday... "HEADLINE"

For spot availabilities call Herb Masse, WBZ-TV Sales Manager at ALgonquin 4-5670, or A. W. "Bink" Dannenbaum, WBC Vice-President-Sales, at MURray Hill 7-0808, New York.

WBZ-TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

RADIO
WBZ-TV-BOSTON
KYW-CLEVELAND
KDKA-PITTSBURGH
WOWO-FORT WAYNE
WIND-CHICAGO
KEX-PORTLAND

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

MORE BACKLOG

158 Post-'48 Pix Lie In Republic Vaults

The following list contains 158 feature films released by Republic Pictures between 1949 and 1954. When Republic places another package of features into TV, the major part of it will probably have to come from this list, since Republic's subsidiary, Hollywood TV Service, has already put almost all of Republic's pre-1949 backlog into TV. Hollywood TV's catalog now contains 314 features and 144 Westerns. There are still a few big pre-1949 productions in Republic's vaults, but of themselves they are probably not enough to make a balanced package for TV.

Just when Republic will break post-1948 pictures into TV is anybody's guess. About a month ago Hollywood TV salesmen were reported to be sounding out some stations on the marketability of a post-'48 package. but since then, informed sources have expressed doubt that the firm would get any such pictures into TV this season.

Republic seems to be waiting for an industry-wide settlement with the talent guilds on a re-payment formula.

REPUBLIC

- ADVENTURES OF CAPT. FABIAN—1951
ARIZONA COWBOY—1950
ARIZONA MANHUNT—1951
THE AVENGERS—1950
B.A.L. TABARIN—1952
BANDIT KING OF TEXAS—1949
BELLE LE GRANDE—1951
BELLE OF OLD MEXICO—1950
BELLS OF CORONADO—1950
BLACK HILLS AMBUSH—1952
THE BLONDE BANDIT—1949
BORDER SADDLEMATES—1952
BRIMSTONE—1949
BUCKEROO SHERIFF OF TEXAS—1951
THE BULLFIGHTER AND THE LADY—1951
CALIFORNIA PASSAGE—1950
CAPTIVE OF BILLY THE KID—1952
CHAMP FOR A DAY—1953
CITY THAT NEVER SLEEPS—1953
CODE OF THE SILVER STAGE—1950
COVERED WAGON RAID—1950
CRAZY LEGS—1954
CUBAN FIRE BALL—1951

- THE DAKOTA KID—1951
DAUGHTER OF THE JUNGLE—1949
DEATH VALLEY GUN FIGHTERS—1949
THE DESERT OF LOST MEN—1951
DESPERADOES OUTPOST—1952
DESTINATION BIG HOUSE—1950
DOWN DAKOTA WAY—1953
DOWN LAREDO WAY—1953
THE DUKE OF CHICAGO—1949
EL PASEO STAMPEDE—1953
THE FABULOUS SENORITA—1952
FAIR WIND TO JAVA—1953
THE FAR FRONTIER—1948
FEDERAL AGENT AT LARGE—1950
FIGHTING COAST GUARD—1951
THE FIGHTING KENTUCKIAN—1949
FLAME OF YOUTH—1949
FLAMING FURY—1949
FLIGHT NURSE—1954
FT. DODGE STAMPEDE—1951
FRISCO TORNADO—1950
FUGITIVE LADY—1951
GERALDINE—1954
GOBS & GALS—1952
THE GOLDEN STALLION—1949
GUNMEN OF ABILENE—1950
HARBOR OF MISSING MEN—1950
HAVANA ROSE—1951
HEART OF THE ROCKIES—1951
HELLFIRE—1949
THE HIDE OUT—1949
HILLS OF OKLAHOMA—1950
HIT PARADE OF 1951—1950
HOMICIDE FOR THREE—1949
HONEYCHILE—1951
HOODLUM EMPIRE—1952
HOUSE BY THE RIVER—1950
I DREAM OF JEANIE—1952
IN OLD AMARILLO—1951
INSURANCE INVESTIGATOR—1951
THE IRON MOUNTAIN TRAIL—1953
UNCLE STAMPEDE—1950
THE KID FROM CLEVELAND—1949
A LADY POSSESSED—1953
LADY WANTS MINK—1953

- THE LAST BANDIT—1949
THE LAST MUSKETEER—1952
LEADVILLE GUN SLINGER—1951
LONELY HEARTS BANDITS—1950
LOST PLANET AIRMEN—1951
MARSHAL OF CEDAR ROCK—1953
MILLION DOLLAR PURSUIT—1951
MISSING WOMEN—1951
THE MISSOURIANS—1950
MOONRISE—1948
NAVAJO TRAIL RAIDERS—1949
NIGHT RAIDERS OF MONTANA—1951
NORTH OF THE GREAT DIVIDE—1950
OH! SUSANNA—1951
OKLAHOMA ANNIE—1952
THE OLD FRONTIER—1950
OLD OKLAHOMA PLAINS—1952
OLD OVERLAND TRAILS—1953
OUTCAST OF THE TRAIL—1949
PALS OF THE GOLDEN WEST—1951
A PERILOUS JOURNEY—1953
PHANTOM STALLION—1954
PIONEER MARSHAL—1949
THE PLUNDERERS—1948
POST OFFICE INVESTIGATOR—1949
POWDER RIVER RUSTLERS—1949
PRIDE OF MARYLAND—1951
PRINCE OF THE PLAINS—1949
PRISONERS IN PETTICOATS—1950
THE QUIET MAN—1952
RANGER OF CHEROKEE STRIP—1949
THE RED MENACE—1949
THE RED PONY—1949
RED RIVER SHORE—1953
REDWOOD FOREST TRAIL—1950
RENEGADES OF SONORA—1948
RIDE THE MAN DOWN—1953
RIO GRANDE—1950
ROCK ISLAND TRAIL—1950
RODEO KING & THE SENORITA—1951
ROSE OF THE YUKON—1949
ROUGHRIDERS OF DURANGO—1951
RUSTLERS ON HORSEBACK—1950
SALT LAKE RAIDERS—1950
SAN ANTONIO—1953
SAN ANTONIO AMBUSH—1949
SANDS OF IWO JIMA—1950
SAVAGE FRONTIER—1953
THE SAVAGE HORDE—1950
SEA HORNET—1951
SEA OF LOST SHIPS—1954

(Continued on page 12)

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.

The Pulse Audience Composition Studies

Syndicated Film Misc. Shows NOVEMBER RATINGS

Table with columns: Rank, Show & Distrib., Avg. Rating, Women Per 100 Homes Tuned In, Men Per 100 Homes Tuned In, Kids Per 100 Homes Tuned In. Lists various syndicated film shows and their ratings.

Syndicated Film Western Shows NOVEMBER RATINGS

Table with columns: Rank, Show & Distrib., Avg. Rating, Women Per 100 Homes Tuned In, Men Per 100 Homes Tuned In, Kids Per 100 Homes Tuned In. Lists various syndicated film western shows and their ratings.

Big Movie Matinee

with San Francisco's Mr. TV Del Courtney

Monday-Friday, 4:30-6:00 p.m.



Here they are in prime afternoon time... the star-powered attractions that have made KPIX's 10:00 P.M. BIG MOVIE the most popular multi-weekly program in northern California!

KPIX CHANNEL 5

WESTINGHOUSE BROADCASTING COMPANY, INC.

Official Promotes Junkin to Veepee; Jaffee Off on Own

NEW YORK—Ray Junkin, assistant to the president of Official Films, was elected a vice-president of the firm last week, following the resignation of Herb Jaffe.

Filling Jaffe's seat on the board of directors is Leonard Fischer, partner in the brokerage firm of John H. Kaplan & Co.

H. Roach Readies New Series With Ben Blue

NEW YORK — Hal Roach is preparing a Ben Blue series, with a pilot to be filmed this month. Siri, 6-foot 3-inch blonde showgirl who aids Blue in his nightclub act, will be the other regular character in the situation comedy.

COMMERCIAL CUES

TURN ON THE LIGHT

Since National Electrical Week is February 10-16, McCann-Erickson has dreamed up a special commercial for Betty Furness to do for Westinghouse. The commercial will be shown on "Studio One," Monday (11), and will present a trip into electricity's future. There will be cars running automatically on their own electric beams, an electric weeder and lawn sprinkler, walls of light that can change color, telephone TV and cooking devices. Miss Furness will conduct the tour.

NAMES IN THE NEWS

Virgil E. Ellsworth, former prexy of Mercury-International Pictures, will head the Commercial and Industrial Film division of M-G-M's TV operation. Sales reps in New York and Chicago are being selected. . . . June Havoc has made a 20-second spot on behalf of the 119 Goodwill Industries of America. The plug was released last Friday (1) to 150 stations. . . . Al Halderson is the new business manager for Playhouse Pictures. . . . Maryellen Anderson has joined Pathscope. . . . Add the "voices" of a parrot and a male electric plug to Allen Swift's credits.

ID'S . . .

The current issue of American Cinematographer has a cover story on the techniques used by Transfilm to shoot Lionel train TV blurbs. . . . The Los Angeles Art Directors' Club has picked two Playhouse Pictures' animated commercials for its 12th show of Western Advertising and Editorial Art. The blurbs are "Ping, Ping, Ping," made for Richfield Oil, and "Borrowing a Tums" for Lewis-Howe. . . . MPO's busy. "The Petrified River," an industrial film on the history of uranium, has been made by MPO Productions for Union Carbide & Carbon, and MPO Television Films has wrapped up a commercial series for Cameo Cleanser.

• 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)	Commercials Producer
HOME BUILDING			
Household Furnishings			
Fingers Furniture, Gulf State Adv.	1 (20), 1 (60)	SA	Filmack
Appliances, Household Equipment, Supplies			
General Electric, Institutional, Batten, Barton, Durstine & Osborn (G.E. Theater)			
Lamp Division, Batten, Barton, Durstine & Osborn	1 (27)	M, FA	Academy
1 (60)	LA	Elliot, Unger & Elliot	
1 (60)	LA	Sound Masters	
Washington Machines, Young & Rubicam	2 (90)	LA, SE	Vidicam
Westinghouse Elec. Corp., Air Conditioners, Fuller, Smith & Ross	7 (60)	SA	James Love
Montgomery Ward, Do It Yourself Tools, Foote, Cone & Belding	2 (60), 2 (20)	LA	All-Scope
Magna Tool Corp., Shopsmith, Brooke, Smith, French & Dorrance	4 (60), 4 (20)	LA	All-Scope
Radlos, TV Sets, Phonographs			
RCA, Kenyon & Eckhardt (Producers' Showcase)	1 (40)	LA, M(C)	Vidicam
Columbia Record, Records, McCann-Erickson	1 (60), 1 (20)	FA	James Love
Admiral, Portable TV, Henry, Hurst & McDonald	4 (60), 3 (20)	LA	Fred Niles

(Continued next week)

• New TV Spot Campaign Chart

• Continued from page 6

On Southwestern Stations

Arrid, Carter thru Sullivan, Stauffer, Colwell & Bayles (Ann.)
 Engine Saver Magna Power, Custom Products thru Paul Venze (Prog.)
 Ford Cars thru J. Walter Thompson (Ann.)
 Grant Salad Mixer thru Arthur Meyerhoff (Prog.)
 Halo, Colgate-Palmolive thru Carl S. Brown (Ann.)
 Religious Oral Roberts, Healing Waters thru C. L. Miller (Prog.)
 Roloids, American Chiclet thru Ted Bates (Ann.)
 Yellow Page, General Telephone thru Humphrey, Alley & Richards (ID)
 Zest, Procter & Gamble thru Benton Bowles (Ann.)

On Rocky Mountain & West Coast

Arrid, Carter thru Ted Bates (Part.)
 Bardahl thru Miller MacKay, Joick & Hartung (Ann.)
 Beer, Regal Amber Brewing thru Guild, Bascom & Bonfigli (Ann., Part.)
 Comet Cleaner, Procter & Gamble thru Compton (Ann.)
 Eight Top Tunes, Whitehouse thru Victor & Richards (Ann.)
 Fab, Colgate-Palmolive thru Ted Bates (Ann.)
 Falstaff Beer thru Dancer-Fitzgerald-Sample (Prog.)
 Ford Cars thru J. Walter Thompson (Ann.)
 Imperial Margarine, Lever thru Foote, Cone & Belding (Ann.)
 Instant Maxwell House Coffee, General Foods thru Benton & Bowles (Ann.)
 Keds, U. S. Rubber thru Fletcher D. Richards (Part.)
 Nabisco Cereals, National Biscuit thru Kenyon & Eckhardt (Part.)
 Petri Wines thru Young & Rubicam (Ann.)
 Phillip Morris Cigarettes thru N. W. Ayer (Ann.)
 Phillips Milk of Magnesia, Sterling Drug thru Dancer-Fitzgerald-Sample (Ann.)
 Prell, Procter & Gamble thru Benton & Bowles (Part.)
 Quick Home Permanent, Warner Lambert thru Sullivan, Stauffer, Colwell & Bayles (Ann.)
 Rise Shave Cream, Carter thru Sullivan, Stauffer, Colwell & Bayles (Ann.)
 Serta Brand Mattresses, Simmons thru Ruthrauff & Ryan (Ann.)
 Shredded Wheat, National Biscuit thru Kenyon & Eckhardt (Part.)
 Tree Top Apple Juice, Charbonneau thru Miller, Mackay, Hoecck & Hartung (Ann., Part.)
 Trim Candy Bar, Master Brands thru Batten, Barton, Durstine & Osborn (ID)
 Van & Storage, Bekins thru Brooks (Prog.)
 Whitman's Chocolates thru N. W. Ayer (ID)
 Wildroot Creme Oil thru Batten, Barton, Durstine & Osborn (Part.)
 Zest, Procter & Gamble thru Benton & Bowles (Ann.)
 Zest, Procter & Gamble thru Compton (Ann.)

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

NEW YORK—The list of post-1948 United Artists releases published in last week's issue of The Billboard included 17 titles that have already been put into TV by independent distributors.

The UA pictures already in TV and the TV distributors that have them are as follows:

- THE ADMIRAL WAS A LADY—1950**
Quality Films
- ANOTHER MAN'S POISON—1952**
Major Television
- BABES IN BAGDAD—1952**
Associated Artists Productions
- THE BIG WHEEL—1949**
Quality Films
- THE CROOKED WAY—1949**
National Telefilm Associates
- THE GREAT JOHN L.—1949**
Atlantic Television
- I KILLED GERONIMO—1950**
Bagnall Associates
- IMPACT—1949**
National Telefilm Associates
- JIGSAW—1949**
Quality Films
- JOHNNY HOLIDAY—1950**
Atlantic Television
- JOHNNY ONE-EYE—1950**
Quality Films
- KANGAROO KID—1950**
Bagnall Associates
- A KISS FOR CORLISS—1950**
Quality Films
- MR. UNIVERSE—1951**
National Telefilm Associates
- MY OUTLAW BROTHER—1951**
Quality Films
- NEW MEXICO—1951**
National Telefilm Associates
- THE SECOND WOMAN—1951**
National Telefilm Associates
- THREE HUSBANDS—1950**
National Telefilm Associates

The elimination of these 17 titles leaves 63 pictures released by UA between 1949 and 1954 that still have not been put on the TV market.

Medallion to Synd. 'Road'

HOLLYWOOD—"High Road to Danger," new 30-minute adventure series featuring Steve Brodie, will be syndicated nationally by Medallion TV Enterprises. Medallion offers 39 shows, of which 26 episodes are available in color.

"High Road" has been on Los Angeles' KHJ-TV for the past six weeks, with an automotive sponsor picking up the tab while the distribution policy was being mapped. The series is produced by Jet TV and Film Productions (producers of KTTV's "The Open Road" series, and Medallion.

Brodie serves as the series' host-narrator, with the footage devoted to true adventure experiences filmed around the world.

KTLA Movies 2d On Pulse L. A. List

NEW YORK—The Pulse December listing for Los Angeles in last week's issue of The Billboard accidentally omitted the second ranking, once weekly feature film program. The second show actually was "Warner Bros. Premiere," KTLA, Sunday, 7:30 p.m., which had a December Pulse average of 17.7. The "20th Century-Fox Theater" with 14.4 thus moves down to third place in that listing.

The top movie program in Los Angeles was "Colgate Theater" with 26.2.

NBC Eyes Davis Show

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

CBS at Bat in Moore Film Syndicating Fuss

WASHINGTON—Syndicated TV film programming is not in any "sad state," a CBS statement informed the Senate Commerce Committee last week. Also: "Ample non-net programming is not only available, but gains access to the best viewing hours on net-affiliated stations." If the film syndicators are in trouble, the net says, it is not due to clearance problems as much as to inferior product unable to buck competition and the avalanche of feature films released on TV.

The statement, dated "January, 1957" was the final (so far) word on the CBS-Richard Moore feud launched at hearings before the Senate TV probers last spring. At that time, independent station

owner Moore (KTTV-TV, Los Angeles) accused nets of killing independent programming and shutting out small advertisers thru net option time and must-buy practices. The latest explosion was touched off when an October statement by Moore, refuting CBS President Stanton's hearing testimony, came to light recently during committee round-up of hearing documents.

CBS Pounces
 In a point-by-point rebuttal of the 67-page Moore statement, CBS pounced on instances where Moore had "softened" some of his earlier blasts. CBS said Moore had backed down on earlier claims that nets usurped "unreasonable amounts" of prime time, that affli-

(Continued on page 13)


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- 63 EDITING ROOMS
- SPECIAL TV SERVICES
- For Color it's *Rainbowlab, Inc.*

Utica Beer Buys 'Grief' For 10 Cities

NEW YORK—Utica Club Beer has bought "Captain David Grief" from Guild Films for 10 cities in upper New York State.

Utica Club has been sponsoring "Crunch and Des" in six markets, "Ellery Queen" in two and "Your Star Showcase" in two.

The cities in which it will sponsor "Grief" are Albany-Schenectady-Troy, Buffalo, Syracuse, Binghamton, Utica, Watertown and Plattsburgh, all in New York, and Al'oonaa, Pa.

Utica Club's agency is Harry B. Cohen. It's a 52-week deal.

The other regional sponsors of "Grief" are Standard Oil of California, D-X Sunray Oil, Stroh Brewery and Pearl Brewing. The last named has just added San Antonio to its "Grief" markets.

PULSE LOCAL RATINGS FOR DECEMBER

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

SAN FRANCISCO 5 TV STATIONS—791,400 TV HOMES
Population—2,613,100 (7th in U. S.)
Buying Income—\$55,696,326,000 (6th)

- TOP NETWORK SHOWS
1. Ed Sullivan, KPIX, Su. 40.5
2. Perry Como, KRON, S. 38.9
3. Groucho Marx, KRON, Th. 38.2

- TOP MULTI-WEEKLY SHOWS
1. Big Movie, KPIX, M-W. 15.2
2. Queen for a Day, KRON, M-F. 14.5
3. NBC News, KRON, M-F. 14.1

- TOP FEATURE FILMS
Once Weekly
1. Movietime, KRON, Su. 6:00-7:30 p.m. 16.6
2. Major Movie Premiere, KRON, F. 10:00-11:30 p.m. 15.1

- Multi-Weekly
1. Big Movie, KPIX, M-W, 10:00-12 mid. 15.4
2. Matinee Theater, KRON, M-F, 12:00-1:00 p.m. 8.3

- TOP SYNDICATED FILMS
1. Stage 7 (TPA), KRON, F. 8:00 21.5
2. Rosemary Clooney (MCA), KPIX, Su. 9:30 20.5

DETROIT 4 TV STATIONS—957,600 TV HOMES
Population—3,518,600 (5th in U. S.)
Buying Income—\$7,386,946,000 (5th)

- TOP NETWORK SHOWS
1. I Love Lucy, WJBK, M. 38.2
2. Ed Sullivan, WJBK, Su. 35.3
3. Lawrence Welk, WXYZ, S. 34.2

- TOP MULTI-WEEKLY SHOWS
1. Mickey Mouse Club, WXYZ, M-F. 26.5
2. Million 5 Movie, CKLW, M-F. 14.0

- TOP FEATURE FILMS
Once Weekly
1. Saturday Matinee, WWJ, S. 4:00-5:30 p.m. 9.6

- Multi-Weekly
1. Million 5 Movie, CKLW, M-F, Su. 4:00-9:00 p.m. 14.3

- TOP SYNDICATED FILMS
1. Mr. District Attorney (Ziv), WJBK, F. 10:30 20.5
2. Highway Patrol (Ziv), WJBK, T. 10:30 19.5

MILWAUKEE 4 TV STATIONS—278,900 TV HOMES
Population—965,700 (17th in U. S.)
Buying Income—\$1,913,081,000 (16th)

- TOP NETWORK SHOWS
1. Groucho Marx, WTMJ, Th. 26.5
2. Lawrence Welk, WISN, S. 26.3

- TOP MULTI-WEEKLY SHOWS
1. Mickey Mouse Club, WISN, M-F. 17.7
2. Big News (10:30 p.m.), WXIX, M-F. 11.6

- TOP FEATURE FILMS
Once Weekly
1. Saturday Night Theater, WTMJ, S. 9:30-11:00 p.m. 14.3

- Multi-Weekly
1. Late Show, WXIX, M-F, 10:45-12:00 m'd. 9.0

- TOP SYNDICATED FILMS
1. Dr. Hudson's Secret Journal (MCA), WTMJ, Th. 8:00 21.5
2. Stage 7 (TPA), WTMJ, F. 7:00 19.5

CHICAGO 4 TV STATIONS—1,782,000 TV HOMES
Population—6,150,900 (2d in U. S.)
Buying Income—\$13,380,431,000 (2d)

- TOP NETWORK SHOWS
1. I Love Lucy, WBBM, M. 45.4
2. Ed Sullivan, WBBM, Su. 38.1

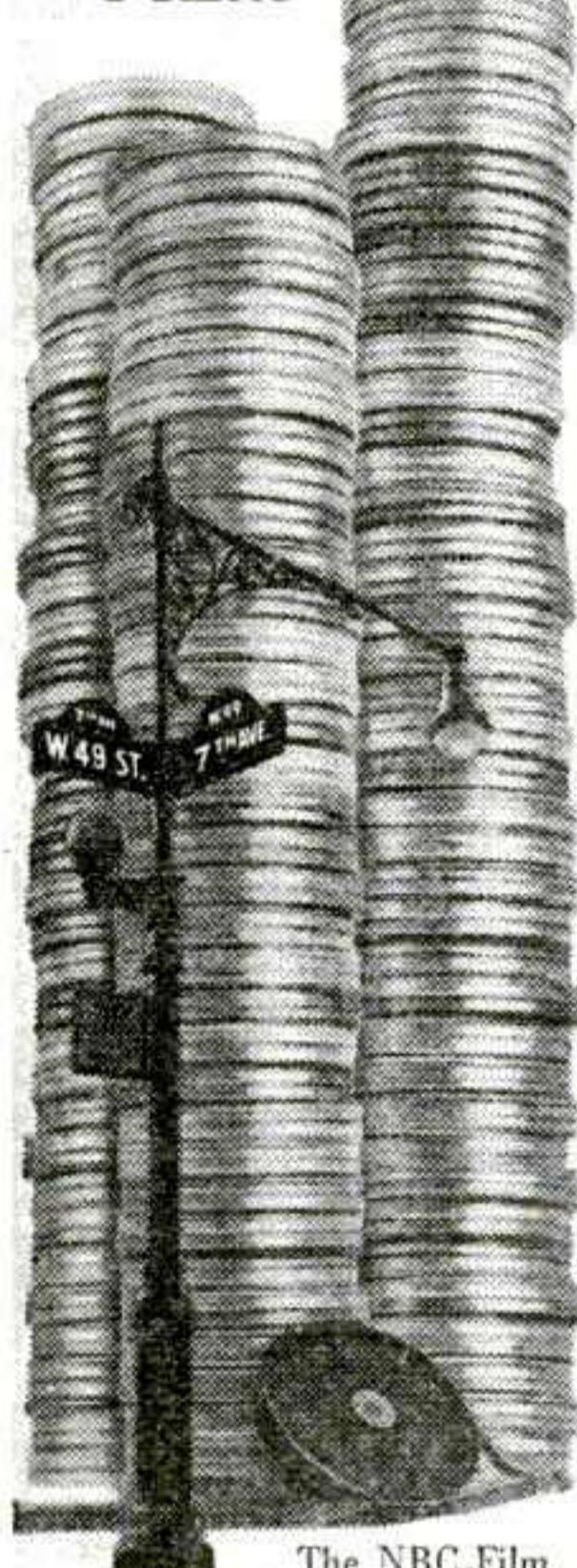
- TOP MULTI-WEEKLY SHOWS
1. Mickey Mouse Club, WBBM, M-F. 24.0
2. News Roundup (10 p.m.), WBBM, M-F. 16.0

- TOP FEATURE FILMS
Once Weekly
1. Courtesy Theater, WGN, Su. 10:00-12:00 mid. 29.4

- Multi-Weekly
1. Lunchtime Little Theater, WGN, M-F, 12:00-1:00 p.m. 9.4

- TOP SYNDICATED FILMS
1. Annie Oakley (CBS), WBBM, S. 5:30 22.5
2. Dr. Hudson's Secret Journal (MCA), WNBC, S. 10:00 20.2

NBC FILM LIBRARY MOVES ITS MOUNTAIN OF STOCK FILM



The NBC Film Library, with its mammoth store of more than 30,000,000 feet of stock film, has moved to a convenient new location at 7th Avenue and 49th Street, New York City.

Write for free catalog on your business letterhead. NBC FILM LIBRARY 729 Seventh Avenue

Post-48 Pix in Republic Vaults

- SECRET OF MONTE CARLO—1951 Warren Douglas, Lois Hall
SHADOWS OF TOMBSTONE—1953 Rex Allen
SHERIFF OF WICHITA—1949 Allan (Rocky) Lane

- THE UNTAMED HEIRESS—1954 Judy Canova, Don Barry
THE VANISHING WESTERNER—1950 Monte Hale
UTAH WAGON TRAIN—1951 Rex Allen, Penny Edwards

ARB Top 10 TV Web Shows

Table with columns: Rank, Program & Network, Rtg.
1. Ed Sullivan (CBS) 59.0
2. I Love Lucy (CBS) 51.0

NEW YORK — Six "Code 3" sales last week brought the ABC Film Syndication series into a total of 135 markets.

Col. Hand-Picks Top Feb. Releases

Policy to Cue Quality Over Quantity; Big Push in Works

NEW YORK—Columbia Records has shipped its February packaged product—a total of 18 albums containing many highlights and designed to emphasize the label's accent on quality rather than quantity. Included in the new product are the pop and Masterworks' March Buys-of-the-Month, the former being "Suddenly It's the Hi Lo's" and the latter Andre Kostelanetz Opera-for-Orchestra version of "Rigoletto." Both are expected to be smash sellers.

It is notable that the Hi Lo's package is the group's first for Columbia, and it constitutes the first time the label has used the B-O-M as a device for introducing a new talent. As for the Masterworks' B-O-M, Kostelanetz, it will be recalled, has scored tremendous sales on prior regular and B-O-M releases.

The pop product includes "A Drum Is a Woman," by Duke Ellington and orchestra, a fantasy tracing the history of jazz; "Adventures of

the Heart" by Frank Sinatra; "Top 12—Volume II," a package including 12 of the label's smash single hits, including Guy Mitchell's "Singing the Blues," Johnnie Ray's "You Don't Owe Me a Thing" etc.; "Hi-Fi Band Concert," with Morton Gould; "Listen the Chordettes"; Johnnie Ray's "The Big Beat," and packages by the Carl Smith Trio, Sammy Kaye and Boyd Raeburn.

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

The Masterworks product includes Copland's "Appalachian Spring," backed by "Billy the Kid." This is the first complete version of "Appalachian Spring" to be recorded. Other product includes Bruno Walter's Schubert's "Rosa-"
(Continued on page 48)

Feb. Campaign By Verve for 28 New LP's

HOLLYWOOD—Verve Records kicks off its first major promotion of the year this week with the release of a program of 28 new LP's tied to the theme, "A Hit Every Day in February."

New product is the first under the consolidated Verve banner (The Billboard, January 19) and will receive extensive promotion at the dealer and distributor levels, according to Sales Vice-President Bernie Silverman.

A total of 11 albums are in the firm's pop series, while 17 packages are in the Clef series. Pop releases are highlighted by the original-cast version of "Ruggles of"
(Continued on page 48)

Oberstein in Singles Field

NEW YORK—Eli Oberstein, colorful record exec, is entering the singles record field. The move—long expected—was confirmed by Obie late last week, on the eve of his departure on a trip, primary purpose of which will be the establishment of a distributor network.

Label will be Rondo. Obie, it will be recalled, acquired this label some years ago, and will now reactivate it as a vehicle for his singles operation.

The disk mahoff, who during the last several years has operated primarily in the promotional and chain store field with his Varsity and Royale labels, stated he would open a New York office within 10 days, and start building his personnel and talent set-up.

NOT SO QUIET ON A&R FRONT

NEW YORK—After a long period of quiet, things are beginning to stir on the artist and repertoire front, with key a.&r. personnel changes in the works at both Mercury and RCA Victor last week. (See separate stories elsewhere in this issue.) Changes are also expected on Norman Granz' a.&r. operation for Verve on the West Coast.

Decca Preems 14 Gold Label Feb. Packages

NEW YORK—Decca Records will continue its heavy flow of Gold label releases with 14 new classical packages for February.

Included are three sets of opera highlights, with excerpts from Wagner's "Der Meistersinger," "Tristan and Isolde," and Weber's "Der Freischutz," featuring Wolfgang Windgassen, Rita Streich and Astrid Varnay.

Richard Strauss works are carried on three other sides. These include "Sinfonia Domestica," "Le Bourgeois Gentilhomme," and "Burlesque for Piano and Orchestra." There are also two sets of Johann Strauss Waltzes and Polkas and a package of Liszt Piano concertos. Other highlights are three disks of Beethoven material, including "The Great Fugue," the "Piano Concerto," played by Wilhelm Kempff, and the String Quartets, Opus 74, 95 and 135.

Montilla to Launch New EP Groovings

NEW YORK—Montilla Records, up till now a producer exclusively of LP's, will launch its first 45 r.p.m. EP's in mid-February.

According to Harry Sultan, general manager for the company,
(Continued on page 51)

RCA's Feb. Albums Spot't Repackaging

Multiple Disk Sets Broken for Single LP Issue to Mass Market

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

Altogether there are nine packages in the Victor Red Seal release; 20 in the pop section and six in the low-priced Camden series.

Of special interest to dealers would be the coupling of the Rachmaninoff Concerto No. 2 and the Liszt Concerto No. 1, played by Artur Schnabel. Both of these were included in the two-disk package, "The Concerto," which has been the biggest seller of Victor's entire classical Best Buy release of 1956. Reportedly Victor dealers have requested the single-disk issue for plus sales. Similarly, the Boston Symphony coupling of two Tchaikovsky tone poems, from

the September three-disk "Tone Poem" volume, is a new single.

To tie in with Rubinstein's Chopin recital series this month, Victor has regrouped a series of "Mazurkas and Polonaises" on a single. This includes 10 Mazurkas from the three-disk complete set, plus two Polonaises which formerly were on a 10-inch disk. A Heifetz LP groups the Chausson "Poeme," Saint-Saens "Introduction and Rondo Capriccioso" and "Ziguen-erweisen" from a former 10-inch
(Continued on page 51)

Bethlehem LP's Upped to Sell At \$4.98

NEW YORK—Effective immediately Bethlehem Records LP's will carry a suggested retail price of \$4.98. The price rise, from \$3.98, rescinds the cut made about a year ago. The \$4.98 tag will apply to the bulk of the catalog, excluding several premium-priced packages and the low-priced samplers.

This week, Bethlehem will release its latest demonstrator "sampler," a set including 10 selections from as many different regular-line sets, retailing at \$1.98. Title is "Bethlehem's Grab Bag," and selections are by Duke Ellington, Sal
(Continued on page 51)

Mercury Pops With Foreign Disking News

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

Prexy Irv Green announced a pact with King Record Company of Tokyo for distribution of Mercury wax in Japan, Korea and Okinawa. Merc will supply tapes and masters to King, which owns its own pressing facilities for disks of all speeds. Simultaneously, Mercury will experiment here with distributing local pressings of King repertoire to Japanese-American markets as well as a flyer at introducing some Nippon instrumentals to our pop market.

The deal was negotiated for
(Continued on page 51)

Col. Distribs Test Sheet Folio Tie-In

NEW YORK—Cross-merchandising, as applied to children's records and music folios, will be tested this month by Columbia Records in conjunction with the Sam Fox Publishing Company. Subject of the test will be the Capt. Kangaroo disks and folios.

Columbia, for the first time, will encourage its distributors to carry a tie-in music folio along with the disks. Sam Fox, whose subsidiary Reynard Music firm owns the Kangaroo song material, will make the folios available to the disk distrib on a guaranteed-sales basis. The
(Continued on page 51)

R. O'Connor Producer of Cap Longhair

HOLLYWOOD—Capitol Records continued adding weight to its classical department last week, naming Ralph O'Connor as a producer of classical music in the firm's artist and repertoire department.

O'Connor's appointment is effective immediately, and he will report to Francis Scott, director of album repertoire for the label. He comes to Capitol after a 10-year association with the Standard Oil Company of California as music co-ordinator for the "Standard Hour" radio and television shows and the "Standard School Broadcast." Additional experience includes work with NBC, the Curran and Geary theaters in San Francisco, and the San Francisco Symphony and the S. F. Opera Company.

LP Price Cuts by Majors Can Be Rough on Indies

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

NEW YORK—Major diskeries are showing an ever-increasing tendency to shave their own profit on albums, with the result that the indie diskeries are finding themselves in rougher competitive situation with regard to the package business. The pressure on the indies is most direct when it stems from the various price reductions and deals offered by the majors at the consumer level—such as the Victor Save-On-Records program, Columbia's Buy of the Month, Epic's special Cleveland Orchestra promotion (see separate story), etc.

In all of these promotional de-

vices, the dealer's profit is not shaved, and admittedly a wider consumer market is being created; but it is no secret that part of the majors' over-all philosophy lies in the protection of their own share of the package business as against indie inroads.

One exec phrased the matter briefly and succinctly. "We don't want the indies to deal us a blow in the package field comparable to what they did in the singles business."

About one year ago it was noted in these columns that the adult record buyers who constitute the

package record market were being increasingly conditioned to expect a less-than-list price record. Major diskeries admitted it. Some execs went so far as to state it was a dangerous trend, but warranted on the assumption that it increased the market. Others passed it off as all in the area of "traffic stimulation."

The picture now, however, is in sharper focus. At the consumer level there are more special price breaks than ever before, and the question uppermost is what can the indies do as counter strategy.
(Continued on page 44)



PATSY CLINE
Big! Bigger! Biggest!



A POOR MAN'S ROSES
(Or a Rich Man's Gold)
b/w
WALKIN' AFTER MIDNIGHT

DECCA
9-30221 (45 RPM)
and
30221 (78 RPM)



Merc. A.&R. Slot for Shad Via Team Exit

NEW YORK—A long period of calm on the artists and repertoire front ended suddenly last week when Hugo Peretti and Luigi Creatore exited Mercury Records here to take over control and management of the newly established Roulette label.

Their dual role at Mercury immediately was assumed by Bob Shad, who was appointed Eastern a.&r. director for Mercury by the label's veepee-a.&r. chief, Art Talmadge, last Thursday (31). In his new post Shad will manage local pop disk recording along with his current assignments as head of the EmArcy jazz series of rhythm and blues activities for Mercury.

Imperial Gets Track Rights On UA's 'Men'

HOLLYWOOD—Greater diversification of its disk product in the future can be expected from coast indie Imperial Records, as the diskery last week completed negotiations for the acquisition of sound track rights to its first motion picture score, the United Artists release, "Men in War."

Film, currently in release, was scored by Elmer Bernstein, who previously gained fame for his "Man with the Golden Arm" package.

Low Chudd, president of Imperial, disclosed that the album will be a single 12-inch package to retail at a suggested list of \$4.98. As such, the set marks Imperial's entry in the big-ticket price field. Firm will make use of UA art and promotion, with an extensive exploitation campaign to be co-ordinated between the studio and the diskery.

A number of other motion picture sound tracks are currently being negotiated for, said Chudd.

RCA in Raid On HMV; Inks Melachrino to Ex

LONDON—Effective this November, George Melachrino will become an exclusive RCA Victor recording artist.

The conductor, whose recording have been available to Victor in the United States under that company's old arrangement with HMV, will remain under contract to the British firm until November. The Victor-HMV arrangement terminates in April.

Melachrino himself flew to the U. S. Saturday (2) to join in a
(Continued on page 20)

250G Era Suit Vs. Bregman, Jack Morton

HOLLYWOOD—Legal action asking damages in excess of \$250,000 was filed in Los Angeles Superior Court last week by Era Records, naming maestro Buddy Bregman and manager Jack Morton as defendants.

Suit charges both Bregman and
(Continued on page 20)

Harold Mooney, West Coast arranger, will act as Shad's full-time assistant, while David Carroll and Carl Stevens will move in from Chicago when Eastern activity calls for additional a.&r. staffers. Shad, currently cutting some sides with Patti Page in Hollywood, joined Mercury five years ago, later he switched to Decca for a brief span, then returned to launch the EmArcy jazz label as a Mercury subsidiary.

Peretti and Creatore, who joined Mercury three years ago, have purchased major stock interest in the new Roulette label, which teed off last week with two hot masters purchased from the Triple-D label in Texas: Jim Bowen's "I'm Stickin' With You," and Buddy Know's "Party Doll."

Other investors in the operation reportedly include the Tico-Rama
(Continued on page 20)

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

HOLLYWOOD—A revamp of the RCA Victor artist and repertoire department both here and in New York appeared likely last week, with the upcoming changes ostensibly to be firmed at a series of meetings beginning Monday (4) in the East.

A change of personnel on the coast is definitely in the works, with Joe Carlton, a.&r. chief of the pop singles department, reported to have already contacted maestro Buddy Bregman and independent producer Bud Freeman as possible successors to the coast repertoire spot now helmed by Henri Rene. Rene left the coast last weekend to attend the confabs in New York, with a return to Gotham to work under Ed Welker in the album department one of the changes under consideration.

Other changes likely for discussion at the New York meetings involve additional personnel to work under Steve Sholes, and reportedly the delegation of clear-cut lines of responsibilities for Hugo Winterhalter and Joe Reisman.

Carlton was due here last week for discussions with both Bregman and Freeman, but ostensibly changed his plans to take part in the upcoming meetings.

Bregman until recently was on the staff of both Era and Verve Records. Freeman has been an independent producer since leaving

Jones-Cassidy Team Inked to Long Col. Pact

NEW YORK—Columbia Records has signed Shirley Jones and Jack Cassidy, as a team, to a long-term pact. Miss Jones has starred in such top musical films as "Oklahoma" and "Carousel," whereas Cassidy, a strong name in the legit musical field, has cut a flock of original cast albums in the past for both Columbia and Victor.

The artists, who were married last August, will be given a strong promotional push. Their first album, to be produced by Irv Townsend, is expected to be released in May.

Acquisition of this team by the label is expected to give the diskery an inside track in the acquisition of top scores and original cast and sound track rights.

Big 3 Gets Score for New Musical

NEW YORK—Miller Music, of the Big 3, will handle the score of the forthcoming Marcel-Hellman-Allied Artists musical, "Jeannie," featuring Tony Martin. In England, the score will be handled by Francis, Day & Hunter. The Big 3 has also acquired territorial rights for several important foreign tunes, including "Musetto" from Italy, and "Die Bess'ren Alt-ren Herrn" and "Smoky."

Mickey Scopp, Big 3 chief, and Ed Slattery, professional department co-ordinator, are trekking to the Coast for huddles at the Metro and Fox studios concerning forthcoming musical scores, and to discuss policy relative to co-ordination of exploitation activity.

his post as director of Capitol's records press department some three years ago.

Hunter Exits Col. Post for Own Business

NEW YORK—James H. Hunter, vice-president of Columbia Records, resigned last week to enter private business, it was announced by Goddard Lieberman, Columbia president.

Lieberman stated that Hunter, in his 17 years with the company, had importantly contributed to its growth. "In 1939," Lieberman said, "he established manufacturing and engineering facilities which, in a short period, increased record-producing seven-fold."

Lieberman added that Hunter had introduced iron plating and other innovations and was responsible for the introduction of injection molding techniques. In 1952 he was appointed vice-president and general manager of Cryton Precision Products.

HI-FI PICK OF WEEK 'SPOTLIGHT ON SOUND'

NEW YORK—The Billboard inaugurates this week a new record "spotlight" feature—the "Spotlight on Sound." Here's a peg on which dealers can hang an in-store promotion to generate sales among the broad and still-growing high fidelity community.

Each week, The Billboard's reviewing staff will choose a particular recording that exemplifies the best in engineering and wide range sound reproduction. The record's special qualities will be discussed to provide dealers with a specific sales pitch for that particular disk.

Dealers can highlight this record in the store by creating a "Spotlight on Sound" display. From week-to-week, as hi-fi picks are made they could be put in a browser reserved for this purpose. This will give dealers a regularly expanding hi-fi record department.

This week's "Spotlight on Sound" pick follows. Display and promote it on its special hi-fi qualities. Future picks will appear in the Record Equipment Merchandising Section.

Beethoven: Symphony No. 5 in

Cleveland Deal Cues More Epic LP Specials

NEW YORK—Epic Records has set a special promotional deal on behalf of the Cleveland Orchestra, which is represented in the Epic catalog with six LP's. During the month of February, record purchasers will be able to buy any two of the Cleveland Orchestra packages for the price of \$5.96 (\$2.98 per disk). The special offer is being kicked off by the biggest ad campaign ever launched on behalf of an Epic artist.

Special offer was the decision of William S. Nielsen, national sales director. It is understood that Epic during the year will make similar price deals in order to broaden the market for various of its album artists. One Epic exec, with reference to the growing industry practice of offering consumers top product at a less than list price, stated: "We are definitely on that bandwagon."

Included in the Epic offer are the Cleveland Orchestra's two newest releases, "Highlights From Wagner's Ring Cycle" and "Highlights From the Slavonic Dances," and the following earlier packages: Beethoven's Fifth backed by Schubert's Unfinished Symphony; the Mozart 40th and 41st Symphonies, the complete Dvorak's Slavonic Dances and Smetana's "From My Life." Latter is a two-disk set and in line with the special price will sell for \$5.96 per package.

The dealer, Nielsen pointed out, will make his normal mark-up.

Abel Baer to West Coast For SPA Meet

NEW YORK—Songwriters' Protective Association will hold a West Coast membership meeting Tuesday (19). SPA prexy, Abel Baer, and attorney John Schulman will be on the Coast for the session.

On the agenda for discussion will be the angle of possible future relationships with the Composers and Lyricists Guild of America. In a recent NLRB decision, a bid by CLGA to become bargaining agent for composers employed by film companies, opposed by SPA, was rejected. Later meetings will be held in New York for discussion of the same topic.

The Cleveland Orchestra promotion, in addition to being plugged in black and white consumer media, will also get a considerable drive via an extensive spot announcement campaign over leading good music stations. An extensive point sale campaign is also being carried out, with streamers, counter cards, etc.

Am-Par Buys 3 Masters, 2 R&B, 1 R&R

NEW YORK—ABC-Paramount last week purchased three masters—one from the Kent Record Corporation, Washington, and two from Colonial, the label which waxed Am-Par's current best seller "A Rose and a Baby Ruth."

The Colonial masters are "Hospitality Blues," an EP talking blues disk written and performed by Doug Harrell, and "Sittin' in the Balcony," featuring Johnny Dee. The K.R.C. disk, "Just Because," featuring rock and roll warbler Lloyd Price, reportedly is stirring up some action in Boston.

The Price platter will be released under the ABC-Paramount label, but the two Colonial sides will be distributed by Am-Par under their original Colonial moniker, in accordance with Colonial chief Orville Campbell's wish to preserve his own label identity.

Am-Par prexy, Sam Clark, purchased still another master last week, waxing of two oldies, "It Looks Like Rain in Cherry Blossom Lane" and "Lovelight and Starlight," by the McKittrick Family. However, E. H. Morris is urging Am-Par to withdraw the disk from the market, so its status is up in the air at this time.

The platter was cut by the non-pro McKittricks and purchased by Am-Par after deejay Norm Tulin, WORL, Boston, introduced it on the air. Morris' general professional manager, Sidney Kornheiser, maintains the platter may damage Morris' copyright on "It Looks Like Rain in Cherry Blossom Lane."

Bell Really Tolls for 78's

NEW YORK—The long-predicted demise of 78 r.p.m. disks loomed much closer this week when RCA Victor's singles department announced that production of the old-type disks will be curtailed considerably from here on, an dispensing with altogether by the end of 1957.

Victor's Bill Bullock, manager of the singles division, stated that certain of its disks will be issued henceforth on 45 only. First instance of this is the 20-disk Belafonte release (see separate story). Such disks may eventually be issued on 78 if sufficient demand ensues, however.

Bullock indicated that 78 sales have been dipping sharply in the past two years, and that 78 turntables are being replaced rapidly by 45 players. He determined that 78 sales now total less than 10 per cent of the singles market.

By the end of the year, Bullock believes that there will be virtually none of the old 78 phonographs in operation. All of these will have been replaced by 45 r.p.m. or three-speed jobs.



EXTRA

EXTRA

**ROY HAMILTON
HAS JUST RECORDED
A TWO-SIDED SMASH!**

**A
MOTHER'S
LOVE**

**A
SIMPLE
PRAYER**

EPIC 9203 & 5-9203



NCDJ to Quit Fund \$\$ Solicitations

Jocks Air Pro and Con Opinions On National Council's Method

NEW YORK — The National Council of Disk Jockeys for Public Service will make no further contact with record companies or music publishers with regard to financial support for its future activities. This was decided in a two-hour telephone conference call Thursday (31) between Council President Murray Kaufman and board members Howard Miller, Bob Clayton, Don McLeod, Dick Clark, Buddy Deane and Phil McLean.

The action came in the wake of a statement made last week by Howard Miller, deploring the Council's solicitation of support from record companies and publishers. According to Kaufman, contributions offered now will be accepted gratefully, but no further effort will be made to enlist diskery or pubbery support. Another decision made on the telephone was that the Council would "proceed immediately to Project 2." Kaufman said he could not reveal what this project would be at this time.

In response to what he described as an unfavorable trade press reaction, Kaufman went on to describe the lofty purposes of the organization. He said that what started as a skeleton of an organization in a program to pay for teen-agers' tickets to the picture "The Ten Commandments," developed quickly following a trip made by 10 member jocks to Austria in connection with the CARE Hungarian relief program.

Kaufman said that since the trip, participating jockeys have given much time to addressing youth groups and in enlisting their support in raising funds for Hungarian relief and in soliciting contributions over the air for this project. He stressed that much of the Council's work, however, would involve "off the air" activities with youth groups.

Some Have Contributed

In connection with the Council's efforts to raise operating funds, Kaufman said that six music publishers have already sent checks and five record companies have made pledges. He declined to identify any of the firms. Kaufman added that organizations entirely outside the music field, including several "charitable foundations" have offered financial help, but these, too, could not be identified.

Jockeys Buddy Deane, of WITH, Baltimore, and Bob Clayton, of WHDH, Boston, both of whom took part in the Austrian trek, said they had been very busy since then enlisting youth in Hungarian relief.

Deane said he has hired several programs seeking "one red cent for victims of red aggression," and that he has been invited to speak before six different high school bodies. He added that "The Council hopes to show by its deeds that it is a responsible group." Deane is engaged in organizing Baltimore jocks from other stations into a local Council chapter.

Clayton said that he, too, has been active addressing high school and Rotary Club groups on the Hungarian situation and has shown the film made in Austrian refugee camps before these groups. On the subject of the record company pitch, Clayton said: "We turned first to those whom we thought were our friends and made a pitch in an effort to achieve a high-minded objective." Clayton added that "If contributions were given reluctantly, they should not be given at all."

Clayton stated that Thursday

(31) a preliminary meeting was held to form a local chapter of the Council. Jocks were present from WVDA, WORL, WBOS and WHDH. WBZ, however, was not represented at the session.

On the subject of the Miller statement last week, Murray Kaufman declared that the Chicago jockey had spoken "out of turn and without knowing all the facts, because he missed two important meetings of the Board." Kaufman added he felt a complete understanding had now been reached with Miller and that the latter "was with them 100 per cent."

Still Opposed

Meanwhile, Howard Miller repeated the stand he took in last week's statement. "I am still violently opposed to the solicitation of money from any record company or publisher," he declared. Miller said that he was sorry he had not been able to attend all the Council's meetings, adding, "I don't see how those fellows can handle their regular jobs and still have so many meetings and out-

(Continued on page 20)

Stores to Get Belafonte by The Bushel

NEW YORK — Next week, RCA Victor will put a saturation drive on Harry Belafonte singles. All told, the company will offer dealers 20 Belafonte singles, all newly packaged in special four-color sleeves.

Nine of the disks were previously released as singles, while the remaining 11 are couplings of selections formerly available only in albums.

The promotion sets a precedent in that the disks will be released only on 45 r.p.m. pressings. There will be no 78's. Otherwise, it's similar to the push of last September, in which Victor offered seven Elvis Presley disks on a single release. That push, Victor reports, sold 2,000,000 Presley singles.

Dealers will be offered a kit containing five each of the 20 releases, or a total of 100 singles. The back of each jacket will list the complete Belafonte discography. In a special stocking plan, dealers will be able to get a four-color bonus merchandiser for the disks.

The four-color sleeve gimmick for singles was introduced just a couple of weeks ago by Victor in connection with the latest Elvis Presley platter.

Congress to Hear ASCAP Dissidents

By MILDRED HALL

WASHINGTON — It now appears definite that the protests of dissident members of the American Society of Composers, Authors and Publishers against the Society's logging and distribution setup will get a Congressional hearing. Rep. James Roosevelt (D., Calif.) says he expects to present the grievances outlined by the rebellious members of the House Small Business Committee, of which he is a member. The committee expects to hold its first organization meeting sometime this week, possibly by February 5 or 6.

Some 20 letters, pro and con, have come into the Roosevelt office, it was learned. The Congress has assured contestants on both sides that all will have full opportunity to present their side of the case.

The distribution battlers owe their chance at Congressional airing to the refusal of the courts to review their grievances. Roosevelt had suggested that they try the courts before making formal com-

plaint to Congress. Under the ASCAP consent decree such matters are supposedly eligible for court review, but the battling ASCAP members say they have made several tries without success. The closing of the court doors led Rep. Roosevelt to feel that "the only recourse left to these people was reopening of the question by Congress."

Jurisdiction for the ASCAP distribution fight was put into the hands of the Small Business group after some consideration by members of House Judiciary, and Education and Labor committees (The Billboard, January 19). Roosevelt is a member of both, and was on the House Subcommittee that held hearings last year on West Coast AFM membership protests against the union's handling of its welfare fund.

Cadence Aims At R&B, C&W

NEW YORK — Cadence Records is branching out into the rhythm and blues and country and western fields for the first time.

Cadence prexy, Archie Bleyer, to date has signed two rock and roll acts — the Metronomes, a vocal group, and warbler Willie Treat. At the same time, he inked a non-r.&r. vocal duo, the Fraternity Brothers.

Bleyer, heretofore strictly a pop man, is currently looking for c.&w. artists and material, and expects to sign his first rock-a-billy talent shortly. Meanwhile, practically the label's entire artist roster is out on the jockey circuit, with the Chordettes, Andy Williams, the Harvey Boys and Tommy Furtado all busy plugging their latest disks with jocks across the country.

ROCK-ACHA, BABY

R&R and Big Beat Enchant Tropics

By GARY KRAMER

HAVANA — The islands of the Caribbean and the United States are currently enjoying an unusual "hands across the sea" musical policy. While Calypso is the rage Stateside, Cuba, Puerto Rico and the West Indies are going thru an uninhibited love affair with rock and roll. It was almost exactly a year ago that Bill Haley's disk, "Rock Around the Clock," was released here and Cuba has never been the same since. This record not only laid the groundwork for acceptance of many other popular American rock and roll platters, but has inspired Latin tunesmiths to synthesize the mambo, the cha cha cha, and merengue with the rock and roll into an entirely new idiom that has been dubbed the "rock-cha."

With Miami so nearby, radio programs originating from there play an important part in moulding teen-age tastes in music. As rock and roll and rhythm and blues have gotten increasingly heavy representation on the more powerful Miami stations, Cuban young people have gained a familiarity with leading American purveyors of this kind of music. Not many of the American artists have actually appeared in Cuba, but their records are becoming available and films like "Rock Around the Clock" and "Rock, Rock, Rock" have played to packed houses.

The influence of rock and roll is so pervasive that all the big popular bands of Cuba have had to introduce hefty chunks of it into their books. A leading figure, like Chico O'Farrill, has had unusual success with two "rock-cha" numbers that he has played everywhere recently, "Chico's Cha Cha Cha" and "Rock Roll and Cha Cha Cha." Cuba has also seen a legit singer like Celia Cruz come out with a "Rock and Roll Guaracha" that has enjoyed great popular favor.

Havana has also seen the successful introduction of the Alan Freed-type rock and roll revue. Freed's local alter ego is Rafael Zonavilla, who recently held his second "Rock and Roll Festival" to a packed house in Tropical Stadium (which is to Havana what Yankee Stadium is to New York). This festival, like the first, has a dance contest. A Stateside observer

commented, "Elvis Presley could learn a thing or two here when it comes to body-twisting." All in all, it appears that rock and roll has the same psychological and sociological implications in Cuba that it does in the States.

At present, Bill Haley's is the big name in Cuba. More recently, Elvis Presley has attracted a big following and cut into Haley's territory somewhat. Lavern Baker is better known than most rhythm and blues artists, due to a recent tour of the West Indies. Since it is considered chic amongst teen-agers to follow American tastes in such things as dress, movies, cars, etc., it follows that most of the rock and roll and rhythm and blues patterns and personalities that have succeeded in the States, are likely to find fertile ground in the alert Caribbean market. Even more than among Europeans, teen-agers here seem to have an instinctive feeling for the "big beat," and the commercial possibilities that lie here have not begun to be thoroly exploited.

It is also well to bear in mind the key position of Havana in relationship to the rest of the Latin

(Continued on page 20)

Merc to Bow Spring Plans At 2 Meetings

CHICAGO — Mercury Records will disclose its spring merchandising plans at two meetings of its branch managers and indie distributors. This Friday (8), Eastern and Midwest distribs will congregate in Chicago before the Mercury high command moves to San Francisco to repeat the performance for Western outlets.

Merchandising blueprints for albums and singles will share attention at the sessions, Art Talmadge, veepee, said. Also, the label's campaign to spread its influence in the c.&w. field will be unfolded by Don Pierce, who recently tied his Starday label to the Mercury kite in a five-year pact. Pierce heads promotion and sales for the reorganized Mercury-Starday setup, sharing leadership with Harold (Pappy) Dailey, who heads a.&r.

Fraternity Inks Jimmy Dorsey To Year's Pact

CINCINNATI — Harry Carlson, head of Fraternity Records, with headquarters here, announced Wednesday (30) the signing of Jimmy Dorsey and his orchestra to a recording pact for one year, with an option of two more years.

Spirited bidding for Dorsey's services is reported to have been made by both Carlson and Randy Wood, Dot Records topper, with Dorsey electing to go with Fraternity when Carlson matched Wood's final offer.

Fraternity's initial output under the deal will be an album, "A Tribute to Tommy Dorsey," by Jimmy Dorsey and orchestra, embracing 12 old standards popularized by Tommy Dorsey.

Last week Fraternity released a single by Jimmy Dorsey and orchestra coupling two old Dorsey standards, "So Rare" and "Sophisticated Swing," which have kicked off well in this area.

SAM REVEALS \$1½ MIL EQUIP. SALES SECRET

NEW YORK — Sam Goody, Archduke of New York Diskdom, broke into the news on several fronts this week. Action points centered in the rear of Goody's 49th Street haven for audiophiles and in New York Supreme Court here.

Goody revealed that "we proved something to a lot of people," in announcing a \$1,500,000 volume in audio equipment in 1956. "A lot of manufacturers of components acted like they were big mahoffs around here for years," he said. "We showed them last year," how you can sell up a good line of smaller manufacturers like Fisher, Scott, Harmon Kardon, etc. Goody added that out of the total sales figures, less than \$40,000 was of "those big guys like Jansen, Bogen, Morantz, MacIntosh, Bozak and Ampex." Reminded of the Ampex suit against him, Goody stated it hadn't been settled yet.

In further moves, Goody indicated that all arrangements but the final signing have been set for a

new store in the huge Garden State shopping center, now being built in nearby Paramus, N. J. Other locations are also being mulled in Southern Florida, Connecticut, Philadelphia and the West Coast.

Meanwhile, at the earthier level of the court of law, it was learned that Sam Goody, Inc., and the Record Hunter, Inc., have been sued in an action brought by a Czech firm known as Artia Foreign Trade Corporation for the Import and Export of Cultured Commodities. The suit alleges that the two stores engaged in fraud, deceit and unfair trade practices in selling certain disks on the Colosseum label of material cut in Czechoslovakia. Artia claims that the Czech recording firm, Gramophon, assigned all the questioned material on Colosseum to itself. An action against Colosseum asks \$250,000 while damage claims of \$50,000 are asked in the suit against Goody and the Record Hunter.

ride the **COMO** comet

PERRY

**AT HIS
ALL TIME
BEST**

**“MI CASA,
SU CASA”**

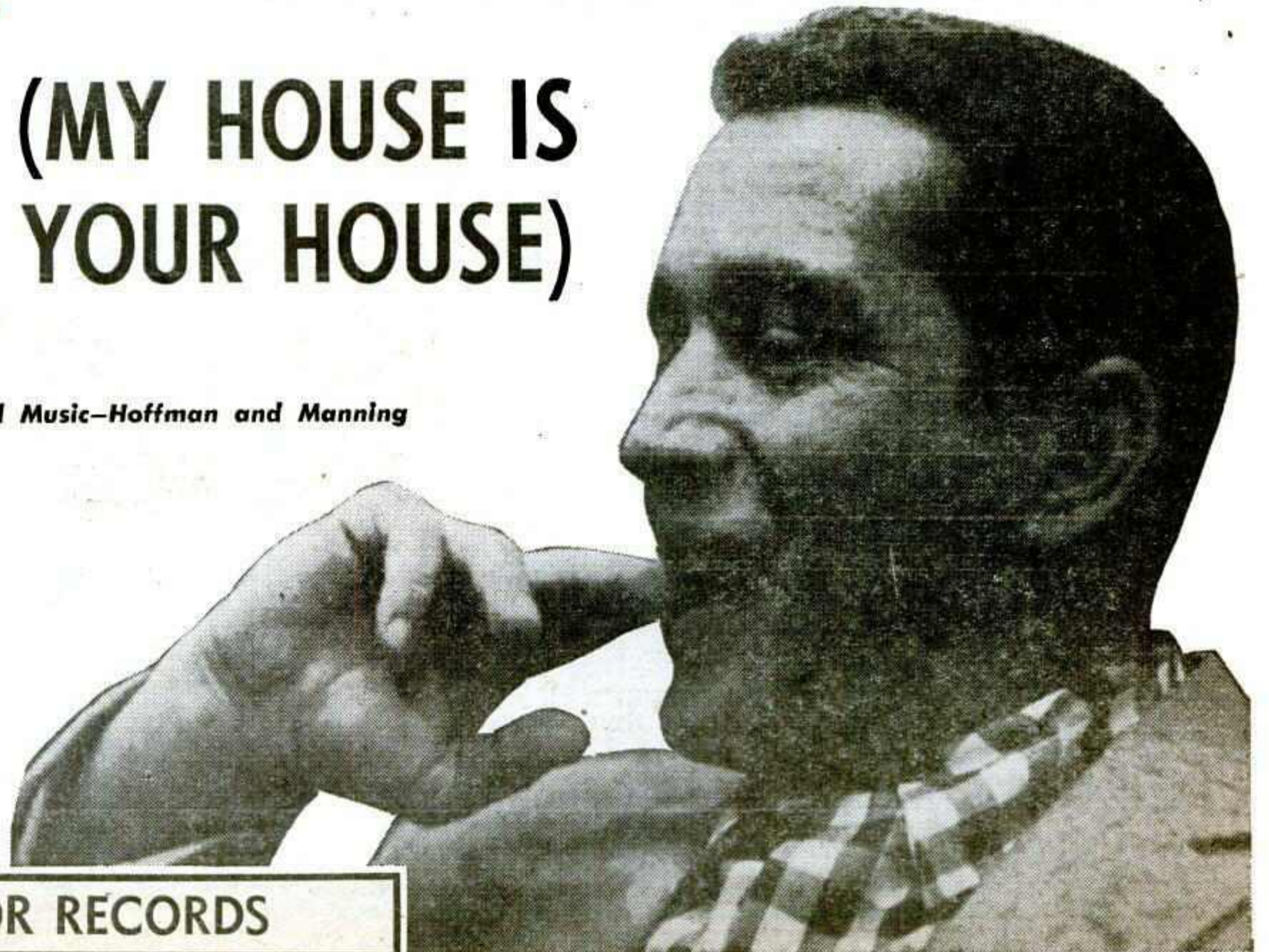
**(MY HOUSE IS
YOUR HOUSE)**

Words and Music—Hoffman and Manning

RCA VICTOR 47-6815

b/w *Around and
Around*

RCA VICTOR RECORDS



G. I. WALLETS

Millions for U. S. Disks; LP's 70%

• Continued from page 1

the total annual volume, described as between \$5,500,000 and \$6,000,000, accounts for considerably more records sold than the same amount would buy in the States. In addition to these amounts, the spokesmen said that the area purchasing centers overseas buy material from local labels, altho no sales figures are available on these.

The emphasis on album buying can be partly explained by the fact that LP's take up less total space in the G.I.'s gear. The buyer is aware that someday he'll have to cart all his possessions back home, and he can get more playing time per space occupied with LP's.

Pop albums best sellers include Frank Sinatra, Harry Belafonte and the sound track for "The King and I." The spokesmen said that wherever the "My Fair Lady" original cast set is available, it has sold well, but that the producers of the show have refused to allow it to be sold in some locations because they believe it might kill the chances of possible future touring versions of the production.

Favorites

Classical favorites include what was described as "any version of the 'Scheherazade,'" the Mercury "1812 Overture" and anything turned out by Mantovani. Jazz leaders include the Dukes of Dixieland and Ella Fitzgerald's "Cole Porter" album.

As for equipment, packaged hi-fi in table model form has proved to be the big favorite. Upwards of a dozen prominent American makes are available in most PX locations. Little component hi-fi business is done, principally because of transportation problems. Military buyers are also constantly faced with alternating current of different frequencies and voltages than standard American values, which means adaptors must be employed for proper operation. In spite of these headaches, equipment sales remain brisk.

Growing Mkt.

Indications of continuing strong overseas sales of records and equipment are seen by AAFES officials as building a growing market for manufacturers at home. With leisure off-duty hours to kill, many of the overseas forces have turned to record entertainment for the first time. Once converted, the feeling is they'll be even bigger buyers when the tour of duty is over.

Merc. A&R Slot

• Continued from page 16

Gee disk interests. Management of Roulette, however, will be entirely in the hands of Peretti and Creatore. The firm will occupy space in the new Tico building on 10th Avenue and distribution will be via the same outlets that now service Tico.

The boys will work first on building a line of pop singles for Roulette, but eventually will go into albums, jazz and childrens material. An album line will be launched in about two months. Prior to joining Mercury, Peretti and Creatore produced pop and children's sessions for the company as a free-lance production outfit, Scripts and Scores, Inc. They wrote and also produced disks for such kidisk labels as Peter Pan, Record Guild of America and their own Mayfair label. Cathy Favaro, girl-Friday to the a.&r. team, also leaves Mercury for Roulette.

Rock-Acha, Baby

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countries—and the old saying, "As Havana goes, so goes the rest of Central and South America." Buenos Aires and Mexico City, of course, have already had their first heady taste of the idiom, and conditions look favorable for heavier saturation of the entire market South of the Border.

KIMO to 100% C.&W. Music

INDEPENDENCE, Mo.—Station KIMO here, affiliated with the local Daily News and Pictorial Shopper and owned by Craig Siegfried, has just inaugurated a policy of using country and western music on a full-time basis. For the last 10 years the station has been devoting about 75 per cent of its broadcast day to c.&w. music, with the remaining time given over to pop records.

KIMO also broadcasts 18 news and weather casts daily, along with a number of feature shows, including a safety program conducted by Mike Westwood, of the Independence Police Department, and a teen-age seg produced by Fred Kellerman, a Rockhurst College senior. Don Sullivan, cowboy singer, and Tiny Tillman also are heard daily.

On the station's announcing staff are: Balin-Wire Bob Strack, Jimmy Dallas, Dave Dean and Ted Cramer. L. W. Hardt Jr. is manager and program director of the station, which airs daily from sunup to sundown with 1,000 watts.

Music as Written

Victor Inks Teen-age Country Chick . . .

RCA Victor has signed Myrna Lorrie, a 16-year-old country thrush from Ontario. Young lady is a protege of Hank Snow and has been touring with his troupe. Miss Lorrie's first single was cut under the aegis of Victor's Steve Sholes.

Hi Miranda Signs Chi All-State as Distrib . . .

Hi Miranda, of Miranda Records, Lexington, Ky., was in Chicago last weekend on a combined deejay and distributor-signing trek that will see him in Cleveland, St. Louis and Memphis this week. Miranda is plugging his firm's newest release by Arthur Lee Simpkins, "I Resolve" b/w "I Long for You." While in Chi he signed with Dan Hosto, of All-State Distributing, to handle his firm's line in the Windy City area.

Blunda Heads Merc's St. Louis Branch . . .

Pat Blunda was named manager of Mercury's branch in St. Louis last week by Morris S. Price, firm's general sales manager. Blunda formerly held the post, until his health about a year ago forced him to step into the lighter duties of assistant manager.

Mrs. Ann Wolsky Takes Over Today Operation . . .

Today's Records, the label created by the late Maurier (Wally) Wolsky, is back in normal business operation under the direction of Mrs. Anne Wolsky, his wife. The company has scheduled three new LP's for release this month, and three more for March. New releases include a new Top Hits album, a set of Viennese waltzes, and a barbershop quartet package. Wolsky, a top sound engineer and inventor of many devices used in recording and film industries, died suddenly last November.

Warbler Reed Activates Personal Appearances . . .

Decca's country and western warbler Chuck Reed guested on Ted Steele's WOR-TV show here last Wednesday (30) and played the Ritz Ballroom, Bridgeport, Conn., Sunday (3). Following an audition for a CBS-TV show here this Tuesday (5), Reed is scheduled to return to Nashville, where he will appear at a March of Dimes benefit show February 9 with Eddy Arnold and Ray Price.

Thrush Dolores Hawkins has wound up her contracts with Epic Records. Manager Don Seat is considering other tie-ups presently.

NCDJ to Quit Hustling \$\$

• Continued from page 18

side activities." He made it clear that tho he supported the group's basic aims, he felt it should have "started smaller" and proved itself for a year before going after contributions.

Norm Prescott, of WBZ, Boston, said he agreed completely with Miller. In connection with seeking music business support, Prescott said: "I believe it's beyond the realm of good taste and good business ethics to go to the record companies this way. In spite of all the statements, it still leaves the suggestion of reprisal." Prescott added that he felt all public service projects should be handled on a station level.

Barry Kaye, of WJAS, Pittsburgh, offered the comment that "It's beyond the ken and authority of deejays to engage in outside activities of the type envisioned by

the Council." Kaye stated he agreed with Howard Miller's viewpoint. On the subject of teenagers, he added: "I work with thousands of them at record hops and rock and roll shows. I know how to take care of my kids without such an organization." Kaye stated that much of the proposed activity of the Council was more properly in the province of stations, and under the regulations of the Federal Communication Commission.

Meanwhile, it is recalled that prior to the formulation of the Jockey Council last year, singer Sammy Davis proposed a "Music Industry Council to Combat Juvenile Delinquency." This suggestion brought a reply from Columbia Records president, Goddard Lieberson, to the effect that, "There are already very well established agencies treating the problem of juvenile delinquency." Lieberson raised the point that these agencies "would like nothing better than assistance from various members of the music industry. Such a procedure would take away the possibility of considering an interest of this sort by the music industry as being a publicity gimmick."

RCA in Raid

• Continued from page 16

big national promotion campaign launched by Victor on his behalf. Victor has titled the push "Melachrino Is Mood Music." The campaign will include an ad barrage, a full-page Melachrino album ad in the February 11 issue of Life, a special Save-on-Records bulletin featuring his albums, and special window displays for dealers.

Melachrino himself will tour principal American cities for three weeks, visiting disk jockeys, press, distributors and dealers. He will be accompanied by Carl Bosler, manager of popular album promotion, and Herb Hellman, administrator of album publicity. Itinerary will include Boston (3), Philadelphia (5), Baltimore (6), Washington (7), Indianapolis (9), Chicago (11-12), Milwaukee (13), Detroit (15), Cleveland (18), Cincinnati (19), St. Louis (20), Kansas City, Mo. (21), and then the New York area.

Melachrino reportedly has accounted for upwards of 2,000,000 albums sold for the American company. Last spring, when he visited the States, it was a well-circulated secret that Victor meant to hold onto the artist rather than let him slip into the hands of Capitol, which is expected to be the releasing outlet for HMV popular material from April on.

MDS Mulls Racks

• Continued from page 15

of pop hit singles. However, MDS didn't follow thru then because the tests showed the public preferred to buy the original versions of hits, and the 45 vs. 78 platters battle was still unresolved.

In review of recent expansion in record racks and their growing acceptance by manufacturers, MDS decided to make a new appraisal of the field and, if its findings are satisfactory, the firm will set up its own disk rack jobbing operation.

250G Era Suit


• Continued from page 16

Morton with interference in the contractual obligation between singer Gogi Grant and Era. Bregman worked as an arranger-conductor for Era, directing Miss Grant's recording dates, while Morton is the singer's personal manager.

Complaint, filed by attorney Lew Warren, charges the defendants with having wrongfully induced Miss Grant to breach her contract and, as a result, the diskery lost a valuable property.

Miss Grant recently filed a similar action in the Los Angeles courts, seeking to rescind her contract and asking for an accounting and damages. Latter action comes before the court February 26.

ANOTHER BMI "PIN-UP" HIT



JIM DANDY
Recorded by LAVERN BAKER . . . Atlantic
Published by PROGRESSIVE MUSIC PUBLISHING COMPANY RALEIGH MUSIC PUBLISHING COMPANY

BILL HALEY "DON'T KNOCK THE ROCK"
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SWEET STUFF
Somethin' Smith and The Redheads on Epic
AMERICAN MUSIC, INC.
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"I THOUGHT IT WAS OVER"
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R.C.A. Victor 20/47-6798
REMICK MUSIC CORP.

Better than tranquilizers . . .

EDDY ARNOLD'S 'A GOOD LOOKING BLONDE'
(RCA-Victor 47-6773)

Eddy Arnold's fast-breaking release on the panacea for a lot of this old world's woes.

Thanks for your spins and listings!
HILL AND RANGE SONGS, INC.

A Solid Hit!

THE STAR YOU WISHED UPON LAST NIGHT
ROBBINS MUSIC CORPORATION

DEALERS, DEEJAYS, ONE STOPS
DAVID SEVILLE
The HIT Version
ARMEN'S THEME
LIBERTY-F-55041

A GROWING NATIONAL STORM!

DREAMY EYES
TAURUS MUSIC PUBLISHERS —ASCAP—

TERESA BREWER'S new hit
I'M DROWNING MY SORROWS
MILLS MUSIC, INC.

THE HOTTEST COMPANY IN THE BUSINESS



with
the
biggest
half
dozen
in
the
business

HIT



**TERRY GILKYSON
MARIANNE**

b/w
GOODBYE CHIQUITA
40817 • 4-40817

HIT



**FRANKIE LAINE
MOONLIGHT
GAMBLER**

b/w
LOTUS LAND
30780 • 4-30780

HIT



**JOHNNIE RAY
YOU DON'T OWE
ME A THING**

b/w
LOOK HOMEWARD ANGEL
40803 • 4-40803

HIT



**GUY MITCHELL
TAKE ME BACK
BABY b/w
KNEE DEEP IN THE
BLUES**

40820 • 4-40820

HIT



**THE FOUR LADS
WHO NEEDS
YOU?**

b/w
IT'S SO EASY TO FORGET
40811 • 4-40811

HIT



**JILL COREY
I LOVE MY BABY**

(MY BABY LOVES ME)
b/w
EGGHEAD
40794 • 4-40794

COLUMBIA



RECORDS

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips



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

ANOTHER LOOK

How EP 'Dream' Deals Progress

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

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

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

"I believe," Irv points out, "that the strongest effects of the price drop are not going to be felt immediately. Time alone will tell. It may not have any effect on the public's buying habits until next fall. Then, maybe they'll be convinced of what a good buy the EP is at \$1.29."

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

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

well, you might expect to see some activity."

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

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

Since last week's report on the program in the north Jersey store, Graymat has used Columbia's ad mat in the Morristown Record, the local daily newspaper. The ad contained a check list of all the Weston, Faith and Kosty disks included in the program. About 15 per cent of the customers who responded to the ad brought in the checklist. In some cases, they had checked off selections they wanted. In other cases, the check lists were consulted as the customers flipped through disks in the browser boxes.

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

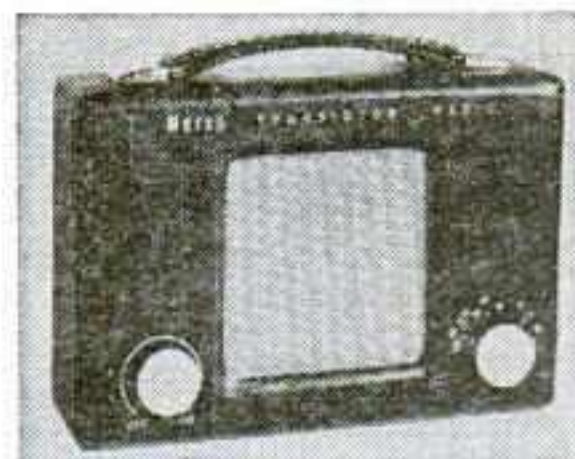
Altho Columbia makes "self-mailers" available to dealers, the Graymat store doesn't intend to use them. Direct mail is too expensive, they figure. In the first place, they have no mailing list. By the time they paid postage and addressing and the cost of a list, it should run as much as five or six cents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

Sales have been plenty good

NEW PRODUCTS

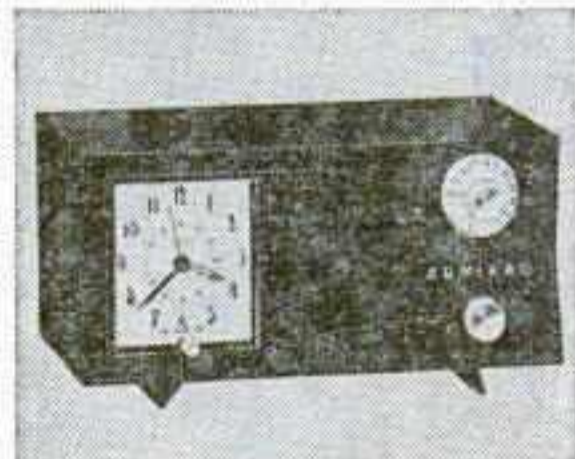
MERCO ALL-TRANSISTOR RADIO IS UNDER \$30 . . .

The Merco Recording Company has developed an all-transistor radio priced to the consumer for under \$30. The unit weighs less than two pounds and is available in four different colors, all trimmed with gold.



sumer for under \$30. The unit weighs less than two pounds and is available in four different colors, all trimmed with gold.

One 9-volt battery will power the set for more than 700 hours. A heavy-duty 4-inch speaker permits full room volume.



ADMIRAL CLOCK-RADIO LISTS AT \$17.95 . . .

Admiral is offering a new

clock-radio (model 251) at a suggested list price of \$17.95. The receiver is available in ebony only. It features a precision Westclox electric clock, a "wake to music" alarm and timer and a built-in antenna for pulling in distant stations.

FISHER COMPLETE AM-FM RADIO IN ONE CHASSIS . . .

The customers need only a record changer and loudspeaker to have a complete high fidelity

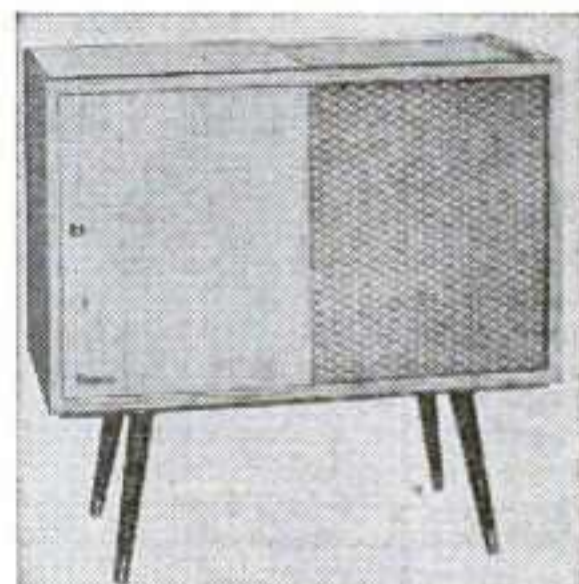


unit when they purchase Fisher Radio's new "Fisher 500." The "500" is a complete AM-FM radio receiver, audio control center and 30-watt amplifier in one complete chassis. The 30-watt amplifier has a uniform response from 16 to 32,000 cycles and can handle up to 60-watt peaks. User's net price is \$239.50.

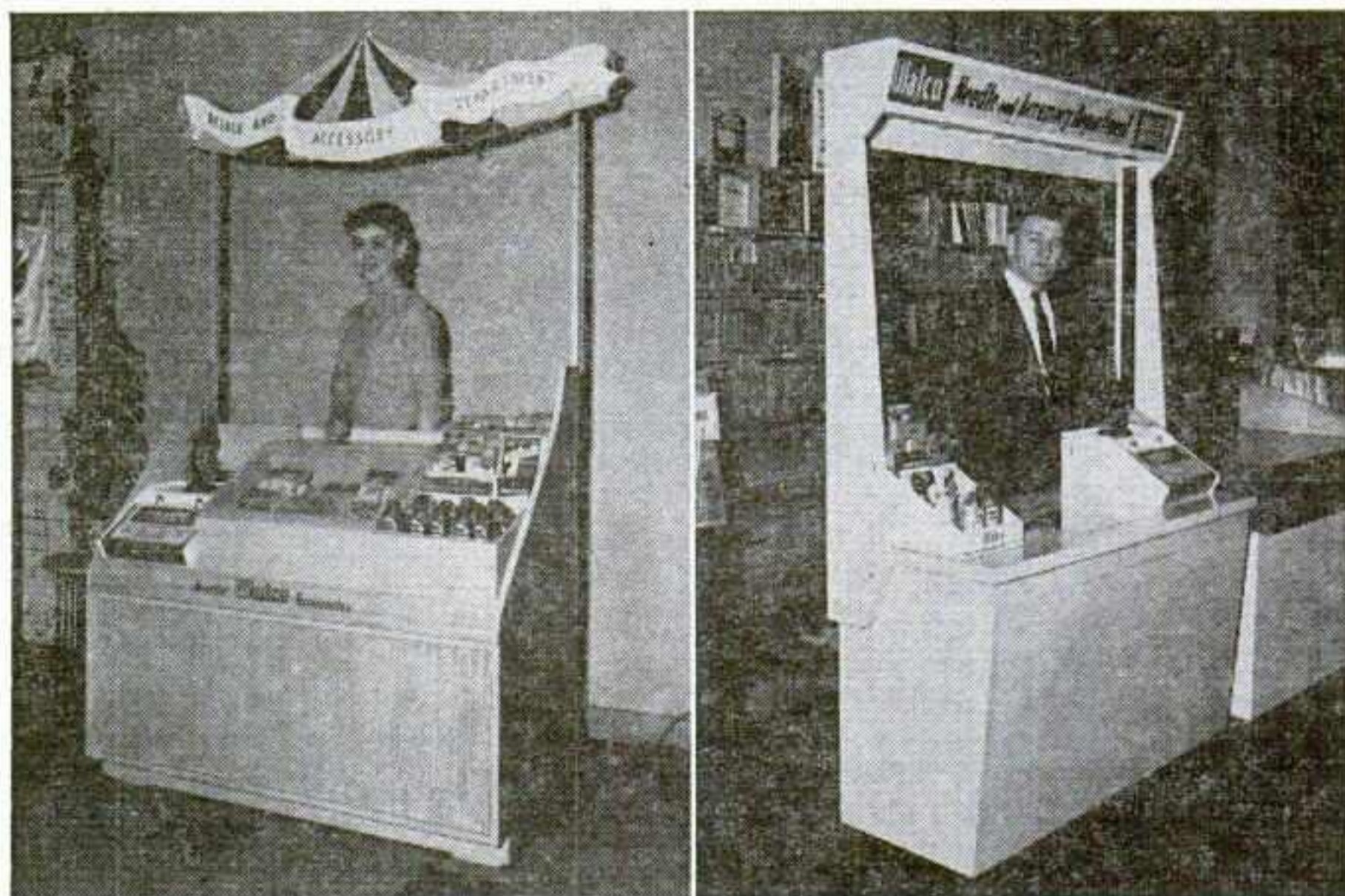


MAGNAVOX PHONO PRICED AT \$159.50 . . .

Magnavox's "New Horizon" (Model 239C) has a 6-watt amplifier, two 6x9 inch speakers plus a 5-inch high frequency speaker. Four-speed changer is located under a top sliding panel. Ample record storage space is also provided. The unit is priced at \$159.50. It is also available



with AM radio as Model 240C. The price of the radio phono model has not been announced.



Two Versions of New Walco Clinic

Whether you have Freedman Artcraft fixtures in your store or display fixtures from the Stensgaard group, you can have a Walco Needle and Accessory Department that blends into your existing decor. Walco asked both

fixture manufacturers to create special record care fixtures. They are shown above.

without helping them along by direct mail. Many customers have been stocking up heavily on mood music disks while the promotion is in effect. And Graymat feels that it is also creating new customers for this type of disk. Interestingly, in 95 per cent of cases they have had sales of two disks, in line with the way the program was designed. In 5 per cent of the sales, they have sold only one disk, specially priced at \$2.98.

(Next week: Another look at the "Buy of Your Dreams" in another marketing area.)

The unit on the left is the creation of Stensgaard Associates. It can be used as shown with a salesgirl behind it. It can be used flat against the wall since underneath storage space is accessible from the front by means of sliding panels. Two units can be used back-to-back as an island display. The overhead panel is removable and a sheet of pegboard can be erected to rise above the unit and afford additional display area. The unit is modular, i.e. the top display counter can be removed from the supporting base and both units can be used in a variety of ways to suit your special needs.

The right-hand unit is produced by Freedman Artcraft. The Walco Record Care Accessory Bar is used on the left hand side.

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

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

Both units cost in the neighborhood of \$150. But Walco points out that the units are really "self-amortizing" under the Walco "spiff" plan. In other words, they cost the dealer nothing in the long run. The 10 cent "spiffs" that apply on the sale of all Walco accessories and their sapphire needle line can be used to pay off the \$150 purchase price of the Accessory Department. Contact your local Walco distributor for details.

MORRIS STOLOFF

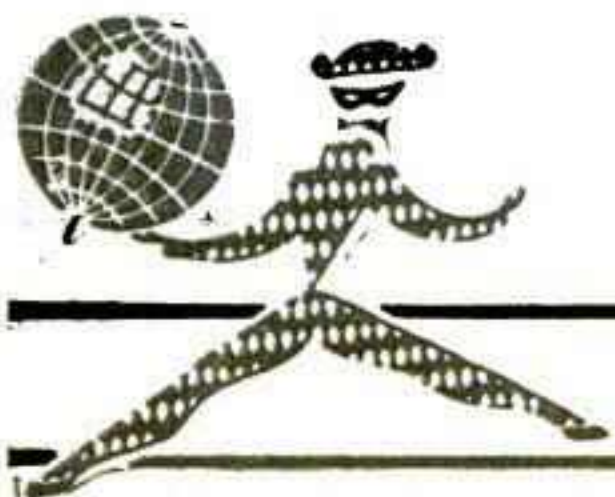
Winner of 9th Annual Disk Jockey Poll; The Billboard Award for Outstanding Achievement in Recorded Music; "Favorite Disk Jockey Record of '56" ("Moonglow and Theme From 'Picnic'")

HIS NEWEST DECCA ALBUM!

Inspired by the success of
"Moonglow and Theme from 'Picnic'"



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



A NEW WORLD OF SOUND



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. OKLAHOMA!—Sound Track.....Capitol SAO 595
6. THE EDDY DUCHIN STORY—Sound Track...Decca DL 8289
7. BELAFONTE—Harry Belafonte.....RCA Victor LPM 1150
8. JERRY LEWIS JUST SINGS.....Decca DL 8410
9. HIGH SOCIETY—Sound Track.....Capitol W 750
10. HYMNS—Tennessee Ernie Ford.....Capitol T 756
11. THIS IS SINATRA—Frank Sinatra.....Capitol T 768
12. THE PLATTERS, VOL. 2.....Mercury MG 20216
13. SAY IT WITH MUSIC—Lawrence Welk.....Coral CRL 57041
14. EVLIS PRESLEY.....RCA Victor LPM 1254
15. DAY BY DAY—Doris Day.....Columbia CL 942

• 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. Midnight for Two.....The Three Suns
RCA Victor LPM 1333
2. 'S Wonderful.....Ray Conniff
Columbia CL 925
3. Giant.....Sound Track
Capitol W 733
4. After Midnight.....Nat (King) Cole
Capitol W 782
5. Bells Are Ringing.....Original Cast
Columbia OL 5170

• Most Played by Jockeys

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

1. CALYPSO—Harry BelafonteRCA Victor LPM 1248
2. ELVIS—Elvis PresleyRCA Victor LPM 1382
3. DAY BY DAY—Doris DayColumbia CL 942
4. FOUR FRESHMEN AND FIVE TROMBONES—
Four FreshmenCapitol T 683
5. SONGS FOR SWINGIN' LOVERS—Frank Sinatra—Capitol W 653
6. 'S WONDERFUL—Ray ConniffColumbia CL 925
7. SKI TRAILS—Jo StaffordColumbia CL 910
8. THE ELGART TOUCH—Les ElgartColumbia CL 875
9. JERRY LEWIS JUST SINGS—Jerry LewisDecca DL 8410
10. THIS IS SINATRA—Frank Sinatra.....Capitol T 768

• Review Spotlight on . . .

Popular Albums

DAY BY DAY (1-12)—Doris Day, Columbia DL 942

Thrush gives these 12 standards her usual delightful, slightly breathless projection. It's Columbia's \$2.98 Pop Buy-of-the-Month for February. Selections are gaited to give her fine showcasing and jocks can find ample bands here for spindle use. "Autumn Leaves" would make a good candidate. Dealers can stock this in depth.

GREAT SONGS FROM GREAT SHOWS[®] (2-12") —Sarah Vaughan, Mercury MGP 2-100

Miss Vaughan's most recent entry, "Sassy," has had substantial success and the current de luxe, two LP album, an elaborate double-fold package of 24 top show standards, bids fair to do even better. Some of the smartest of the smart show tunes are here including "Little Girl Blue," "A Ship Without a Sail," "Lost in the Stars," and "My Ship," with the gal at her creamiest, most expressive best in the framework of the beautifully done Harold Mooney arrangements. Leonard Feather has done a fine set of notes on the artist and ditto John Wilson of the New York Times on the songs and the shows that gave them birth. A sharp packaging job, highly displayable and with content that lives up to the billing. Plenty of action here.

BONJOUR PARIS (1-12")—Michel LeGrand Ork. Columbia CL 947

This newest LeGrand set calls for special attention. It has all the earmarks—sensuous, tricky arrangements, unusual switches in lead instruments and over-all sound quality—to send it off counter-wise with a bang. The 14 selections include some standards ("Poor People of Paris," "Two Loves Have I," "My Man," etc.), but all are projected to live up to the theme—the essence of Paris. There's great deejay material here, too, and it shouldn't be missed.

MELACHRINO ON BROADWAY (1-12")—George Melachrino Ork. RCA Victor LPM 1307

Maestro puts his best foot forward in these arrangements of a dozen show tunes. Treatments are original and the sound is lush. One side is given over to seven items from "My Fair Lady." The other includes a number apiece from "Guys and Dolls," "King and I," "Damn Yankees," "Can-Can," "South Pacific," "Pajama Game" and "Carousel." Taste thruout is impeccable for sustained, fine listening. This set looks bound to click, especially with the big up-coming Melachrino promotion.

Classical

ESPANA! (1-12") — The Hollywood Bowl Symphony Orchestra; Felix Slatkin, Cond. Capitol P 8357

This is another top-notch package in the Hollywood Bowl series, calculated to stir lots of retail action. The name of the group itself has become a strong store attention-getter and with such extremely popular works as Ravel's "Bolero," and Rimsky-Korsakov's "Capriccio Espagnol," it's bound to score heavily. The readings are handled handsomely under Slatkin's baton and the colorful senorita on the cover can bring plenty of extra sales. A power-packed entry here.

MOZART: THE ABDUCTION FROM THE SERALGIO (2-12") — Lois Marshall, Soprano; Ilse Hollweg, Soprano; Leopold Simoneau, Tenor; Gehard Unger, Tenor; Gottlob Frick, Bass; Royal Philharmonic Orchestra, Sir Thomas Beecham, Cond. Angel 35433-4

The label has come thru with another top-flight package of operatic fare. There is probably no conductor today closer en rapport to "Seralgio" than Beecham. Given a most satisfying cast and the Royal Philharmonic, it is obvious that the work receives brilliant treatment. As recent competition on the complete version is limited, it is equally obvious that this recording will

receive ace attention from opera lovers. It deserves a choice niche in any collector's library. A must for stores catering to that class of trade.

Semi-Classical Albums

AN ALBUM OF BALLET MELODIES (1-12")—Mantovani and His Orchestra. London LL 1525

Assorted ballet highlights are presented in Mantovani's lush style and results are all that anyone could want. There's popular ear appeal thruout in the lovely pas de deux from "Giselle," a bit from "The Sleeping Beauty," "Swan Lake," "Nutcracker," "Spectre de la Rose," etc. Any or all are delightful listening, given the original Mantovani touch. Contents, plus his name on the package, should easily spark quite a sales conflagration.

Jazz Albums

THE MOST HAPPY PIANO (1-12")—Erroll Garner, Columbia CL 939

Erroll Garner, one of the staples of the jazz piano, is still growing as an artist. Jazzophiles and pop piano customers listening to these versions of "Alexander's Ragtime Band," "Time on My Hands," "Girl of My Dreams," etc., will again conclude that for individuality, freshness and what might be called musical wit—Garner is a tremendous talent. This package is must inventory for good jazz shops.

Jazz at Cal-Tech Albums

BUD SHANK QUARTET IN CONCERT (1-12") —Pacific Jazz 1219

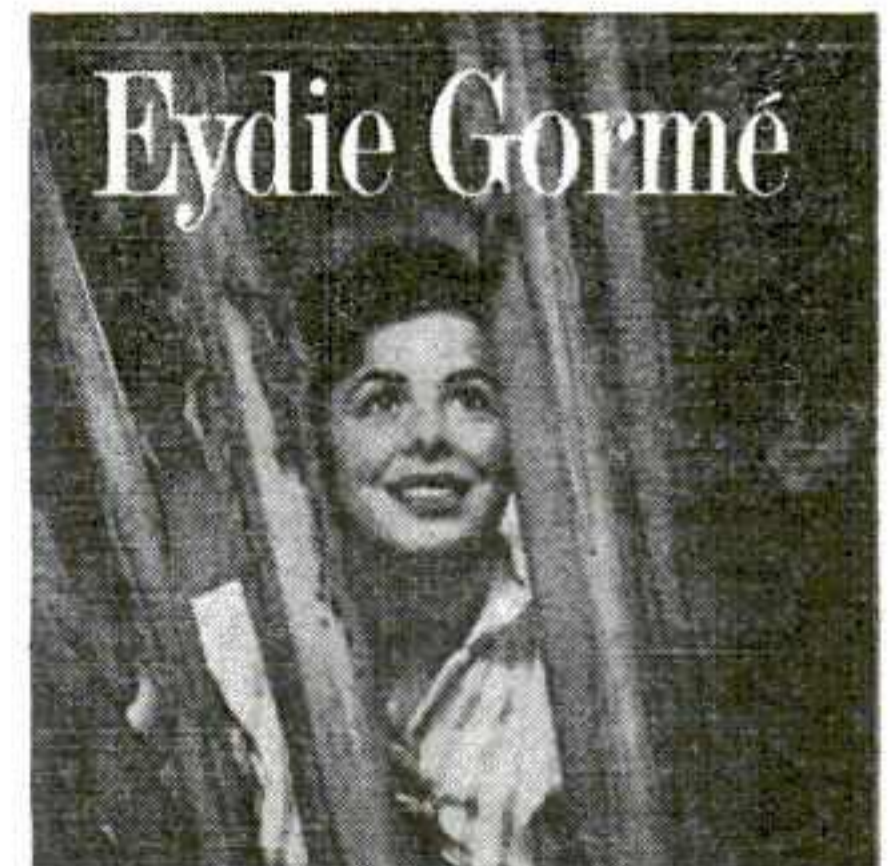
This first "concert" package by Bud Shank, with Bob Cooper spotlighted on tenor and oboe, should have wide appeal to all schools of jazz, with particular attention to the wide and ever-growing campus set. The contrasts in such selections as "Lullaby of Birdland," and "Moonlight in Vermont" are startling and provocative, and show an amazing degree of ingenuity in arrangement. Shank and Cooper are ably aided by Claude Williamson, piano, Don Press, bass and the popular Chuck Flores on drums. Cover art is an eye-catcher and makes for excellent window display material.

Rhythm & Blues Albums

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

All the selections in this package have been released as singles before, there's lure bountiful in this latest Fats Domino package. The tunes are the well known recent Domino hits, among them "Blueberry Hill," "Blue Monday," "Poor, Poor Me," etc., and are must material for dealers and disk jockeys. Package will sell on sight.

— Album Cover of the Week —



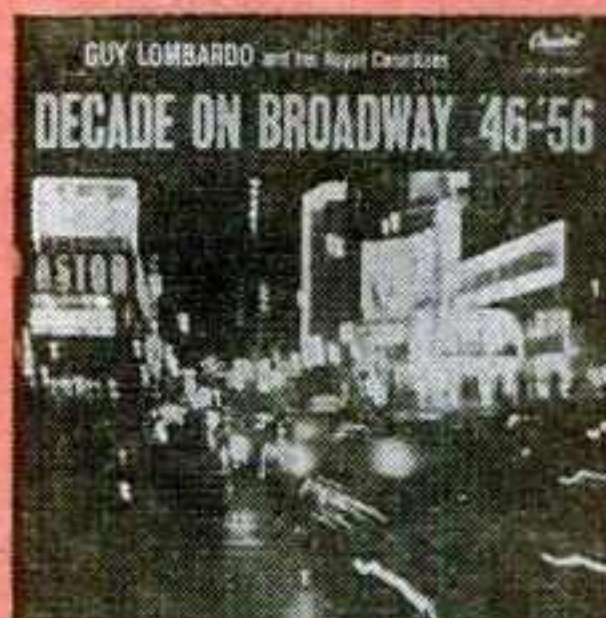
EYDIE GORME, ABC-Paramount ABC 150. The fresh spring-like colors and charming composition of this radiant cover photo of Eydie Gorme makes the LP a sock display item for dealers. Colors feature a harmonious blend of delicate greens and bamboo-beige.

Capitol Buyboard

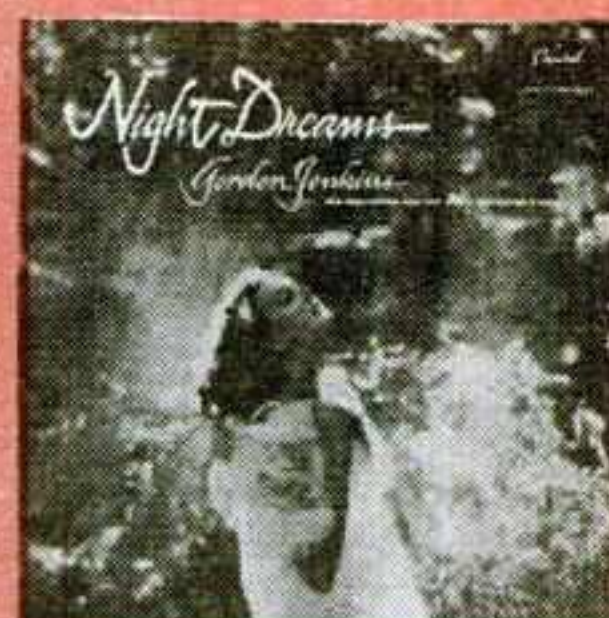
FIVE
NEW POP
ALBUMS FOR
FEBRUARY



BILLY MAY PLAYS FOR FANCY DANCING
T-771



DECADE ON BROADWAY (1946-56)
GUY LOMBARDO AND HIS ROYAL CANADIANS • T-788



NIGHT DREAMS
GORDON JENKINS AND HIS ORCHESTRA and the RALPH BREWSTER SINGERS • T-781

SIX
NEW JAZZ
ALBUMS FOR
FEBRUARY



SKINS!
Les Baxter's Drums
T-774



THE ANDREWS SISTERS IN HI-FI
Orch. under direction of Vic Schoen • W-790



CLOSE TO YOU • FRANK SINATRA
Orch. cond. by Nelson Riddle
W-789



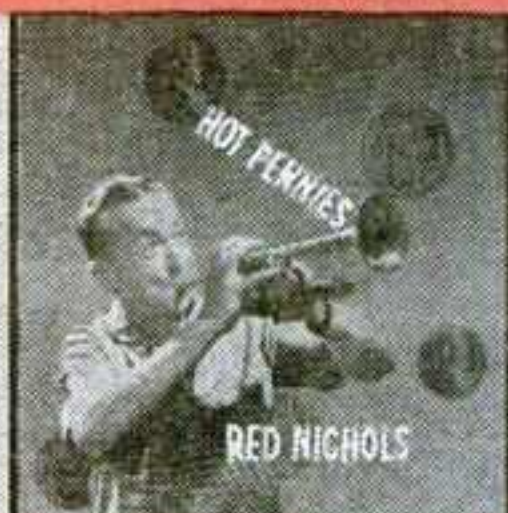
BIRTH OF THE COOL
MILES DAVIS
T-782



BLUES GROOVE
WOODY HERMAN AND THE SWINGIN' HERD • T-784



BLUE SERGE
SERGE CHALOFF
T-742



HOT PENNIES
RED NICHOLS and His Famous Pennies • T-779



LATIN ESCAPADE
THE GEORGE SHEARING QUINTET
T-737



SESSION AT RIVERSIDE
T-781

NEW
SINGLE
HITS

THE JODIMARS
CLOUD 99
LATER
#3633

BARBARA LYON
LETTER TO A SOLDIER
WHISPER
#3644

GORDON MacRAE
TILL WE MEET AGAIN
LONELY
#3641

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

TOMMY SANDS
HEP DEE HOOTIE
(Cutie Wootie)
TEEN-AGE CRUSH
#3639

CLIMBING
FAST

AFTER MIDNIGHT
NAT "KING" COLE and His Trio
W-782
DEAN MARTIN in Songs From the Hal Wallis Production "HOLLYWOOD OR BUST"
EAP 1-806

CASA LOMA IN HI-FI
GLEN GRAY AND THE CASA LOMA ORCHESTRA
W-747
"PEE WEE" & "FINGERS"
featuring JOE "FINGERS" CARR and PEE WEE HUNT
T-783

ESPAÑA
THE HOLLYWOOD BOWL SYMPHONY ORCHESTRA
conducted by FELIX SLATKIN
P-8357
RAY ANTHONY PLAYS FOR DANCERS IN LOVE
T-786

FOUR FRESHMEN AND FIVE TRUMPETS
T-763
SKYLIGHT RHAPSODY
JOE BUSHKIN, His Piano and Orchestra
T-759

YOUR GUY LOMBARDO MEDLEY
GUY LOMBARDO AND HIS ROYAL CANADIANS
T-739
YOUNG LOVE
SONNY JAMES
EAP 1-827

SMASH HIT
SINGLES

NAT "KING" COLE with The Music of Nelson Riddle
BALLERINA
YOU ARE MY FIRST LOVE
#3619
THE JORDANAIRE'S
BABY, WON'T YOU PLEASE COME HOME SUGAREE
#3610

THE FIVE KEYS
WISDOM OR A FOOL
NOW DON'T THAT PROVE I LOVE YOU
#3597
LES PAUL and MARY FORD
CINCO ROBLES (Five Oaks)
Ro-Ro-Robinson
#3612

THE FOUR PREPS
MOONSTRUCK IN MADRID
I CRIED A MILLION TEARS
#3621
FRANK SINATRA with Nelson Riddle's Orchestra
CAN I STEAL A LITTLE LOVE Your Love For Me
#3608

SONNY JAMES
"The Southern Gentleman"
YOUNG LOVE
You're The Reason I'm In Love
#3602

GENE VINCENT and His Blue Caps
CRAZY LEGS
IMPORTANT WORDS
#3617



The Billboard - 12/1/56

FREE

ART BUCHWALD'S DELIGHTFUL BOOK (189 pages)

"Paris"

with each purchase of

URANIA'S

"dreams of Paris"

Orchestre de Paris Moulin Rouge



... the record that captures all the wonderful sounds that are romantic Paris.

URANIA UR 9001

THIS album cover with the highly publicized Sportsman's Girl (appearing full-page in all major magazines in the country) and Art Buchwald's great book are each traffic-builders — but PUT TOGETHER, they're a sales-winning combination.

\$3.98 suggested list

Call your local Urania distributor (in Canada: MUSIMART, Montreal) or write:

URANIA RECORD DISTRIBUTING CO.
HIGH FIDELITY UR-7040
633 Main Street, Belleville 9, New Jersey

Reviews and Ratings of New Popular Albums

TRIBUTE TO TOMMY DORSEY VOL. I AND II85
Tommy Dorsey Ork (1-12")
RCA Victor LPM 1432, 1433

These two separately packaged LP's have been brought out promptly following the bandsman's recent death. Some of this stuff goes back two decades and the older Dorseyphiles will like that because it includes the voices of Jack Leonard and Edythe Wright as well as the earliest slings of the Clambake Seven. The sound is remarkably good, considering the vintage, and jockeys will find a lot of spinnable stuff. They will also like the complete personnel line-up given for each selection. Both sets can be good cumulative sellers and right now particularly, they make for a good display.

WHEN IRISH EYES ARE SMILING82
Bing Crosby (1-12")
Decca DL 8262

A package to gladden any Celtic ear—and many other ears as well—a fine sounding recapitulation of a dozen selections of Bing's Irish minstrelsy. Ork backings are by John Scott Trotter and the late Victor Young and bands include, along with title tune, such items as "Rose of Tralee," "Galway Bay," "I'll Take You Home Again Kathleen" and "Danny Boy." Cover featuring roguish eyes of a colleen is a natural for attention. With March 17 just around the corner, this could get a fast play.

EYDIE GORME81
(1-12")
ABC-Paramount ABC 150

Eydie Gorme is a gal who rates high with jockeys, and her first ABC-Paramount LP should chalk up plenty of play along the deejay circuit. Don Costa provides tasteful, swiny backing, while the thrush sings with sock showmanship and feeling on a group of rhythm tunes and poignant ballads—mostly standards—including "I'll Take Romance," and her old much-played single "Too Close for Comfort." Standout color photo of gal on cover is display-plus.

A VISIT WITH THE FONTANE SISTERS80
(1-12")
DOT DLP 3042

The Fontane Sisters have a sock deejay package in this collection of listenable standards. The girls already have one Dot LP on the market—a group of their old hit singles—but this is their first waxing of tunes specially for an album, and as such it should rate strong jockey attention. The Fontanes, backed on some sides by a male vocal group, contribute their usual superior blend in a variety of tempos ranging from the dreamy "Vaya Con Dios" to the swiny "Piano Roll Blues."

TWIN PIANO MAGIC79
Guy Lombardo and his Royal Canadians (1-12")
Decca DL 8251

As title indicates, latest Lombardo package is devoted to ork's selections featuring the combined pianistics of Fred Kreitzer and Buddy Brennan transferred to 12-inch. Sound thrust-out is as sweet as of yore and these cuttings from the Lombardo tune pool should spark equal interest to all previous groovings. Duo adds sparkle to band's arrangements of "Canadian Capers," "Stumbling," "Wonderbar," etc.

A LITTLE ON THE LONELY SIDE78
Eddy Arnold (1-12")
RCA Victor LPM 1377

In recent years c.&w. singer Eddy Arnold has been broadening his material and style in order to include the pop market. This development reaches a peak in this package, which contains such tunes as "I Cried for You," "That Old Feeling," "I Only Have Eyes for You," "September Song" and other tender love songs. The orchestral direction is by Charles Grean. It is distinctly pop-oriented, altho the arrangements retain the emotional and tender quality of c.&w. Jocks will find this a very interesting album, illustrative of the overlapping of categories in today's music business.

THE RADIO CITY MUSIC HALL ORGAN78
Ashley Miller, Organist (1-12")
Columbia CL 945

Dealers may chalk up some extra sales if they push this package as a souvenir album, since Manhattan's Radio City Music Hall is a must-item on every tourist's itinerary. Miller, organist at the Music Hall since 1950, plays a mixture of light classics—"Flight of the Bumble Bee," etc., plus pop standards. Performances are solid, rather than flashy, and utilize an orchestral method. Cover spotlights color photo of Music Hall exterior.

MANHATTAN BANDSTAND77
Richard Maltby Ork (1-12")
Vik LX 1068

Teen-agers, terp fans and hip jockeys should go for Maltby's latest album. It spotlights swiny, bright instrumental wax with some standout solo

work and a strong, danceable tempo. Selections include "I See Your Face Before Me," "Blue Moon," and a couple of Maltby originals. Attractive cover art lends display potential.

DREAMLAND U.S.A.76
Hal Mooney Ork (1-12")
Mercury MG 20180

Mooney serves up a lush, tastefully arranged instrumental package of mood music, featuring an effective travelog-format—e.g. "Manhattan," "When It's Sleepy Time Down South," "California Here I Come," etc. Excellent programming material for jockeys. Handsome cover.

MEMORY LANE74
Kate Smith (1-12")
M-G-M E 3487

Kate Smith is active on TV again—(e.g. a series of guest shots on Ed Sullivan show and due to start own show on ABC this spring)—and M-G-M apparently hopes to cash in on the appearances via this LP compilation or her old disks. The veteran canary sings richly and warmly on such nostalgic selections as "Memory Lane," "Beautiful Dreamer," and "Dancing With Tears in My Eyes."

NIGHT LIFE73
Lurlean Hunter (1-12")
Vik LX 1061

Miss Hunter brings to her second LP, the rich, mellow vocal texture that won her a substantial following along the Chicago supper club circuit. She's an accomplished exponent of the low lights type of material and this selection is designed to bring the art to the fore. Numbers include "That Old Feeling," "Georgia On My Mind," "Gentlemen Friend," and "Sunday," and the thrush sings them all with a smart, tasty style. In spite of strong competition with the kind of material and the type of vocalizing on the current market, this gal could draw chips with a little push at the jock level. Cover is strong on display value.

REQUESTS FROM THE MAIL BAG73
Frank Parker (1-12")
Coral CRL 57101

Coral utilized an interesting gimmick to program Frank Parker's new album. Tunes represent those he's received most requests for over the years, thereby making effective appeal to tenor's fan following from his recent broadcasting days with Arthur Godfrey. Parker warbles with warm sincerity and surprising versatility on romantic ballads, a tongue-in-cheek Calypso and nostalgic medleys of old-time hits—"Heart of My Heart," etc.

ONE FOR MY BABY70
Georgie Shaw (1-12")
Decca DL 8379

Like many another package released in recent months, this might be labelled, "mood music, with vocals." That's the size of it, and Shaw has the talent to make the package entirely listenable. The romantic standards get the usual strong representation with "Love Letters," "One for My Baby," "Like Someone in Love." Shaw has a fresh and light approach to the material which has a lot of charm. Package can pull air time. Order carefully, however, till a test period can determine response.

Bewitching Hour70
Bill Snyder Ork (1-12")
Decca DL 8405

Pianist Snyder is featured on 12 romantic instrumentals, including "Bewitched," "Soft Lights and Sweet Music" and other equally poignant standards. LP is sequel to Snyder's "The Lover's Touch," and is highlighted by the pianist's solid keyboard solo stints plus excellent string section work and a light, feathery dance beat. If you could move the earlier set, this one is for you. Midwest sales should be okay.

Buddy Weed69
(1-12")
Coral CRL 57087

Here's another teevee personality that coral hopes will rack up solid sales. Piano stylist Buddy Weed is an ABC network regular, which can mean something for sales of this album. Musically, the album comprises a group of pleasant tunes in interesting pop-jazz arrangements. Even too familiar items, such as "Dinah," offer an element of surprise as a result of Weed's keyboard ministrations.

MUSIC FOR LOVERS68
Roy Harrison Ork (1-12")

MUSIC IN A TENDER MOOD68
Roy Harrison Ork (1-12")
Imperial 9017, 9018

Both packages are similar in nature, and are good mood music sets for dealers to reckon with. British maestro Roy Harrison is of the sweet school, somewhat a la Percy Faith, with the selections offered all in the standard category. Cover art on both is stimulating and will perk up any window display.

DANCING AT THE EMBASSY CLUB68
Chauncey Gray Ork (1-12")
Riverside RLP 12-804

This constitutes one of the most

danceable packages the reviewer has listened to in a long time. There's no denying its excellence in its own sophisticated field. The tunes are standard Hart-Rodgers, Gershwin, Cole Porter and several more modern show tunes such as "The Street Where You Live" and "I've Grown Accustomed to Her Face." "Smart" shops will sell the bulk of these.

UNDER WESTERN SKIES67
Rex Allen; Victor Young and his Singing Strings (1-12")
Decca DL 8402

A lush presentation of popular Western ballads in strictly pop settings. Rex Allen has a mellow, pleasant baritone and he gets hefty support from the late Victor Young and his Singing Strings. You can give your customers the general idea by placing the needle anywhere. Good sound. "Last Roundup" and such material included. Kids may go for it, too.

THE DISTINCTIVE STYLE OF BOBBY TROUP66
(1-12")
Bethlehem BCP 35

Altho vocal stylizing places this disk in a "special" category, keep in mind that Troup has a following among hip intine-club-type patrons. In addition, it could be sold on the basis of repertoire to people who like Broadway show tunes. Included are such now-familiar items as "They Can't Take That Away From Me," "Little Girl Blue" and "Manhattan."

NOT-SO-CRAZY OTTO65
(1-12")
Decca DL 8370

This package varies from Otto's previous albums. The others were chiefly honky-tonk piano stylings. This album contains piano solos with rhythm accompaniment, and they are all in fox trot dance tempo. The style is tasteful and precise, with no vestige of honky tonk flavor. Tunes include "The Glory of Love," "Wrap Your Troubles in Dreams," "Exactly Like You,"—most of them standards plus an original or two.

PIANO DYNAMICS65
The Conley Graves Trio (1-12")
Decca DL 8412

As pleasant background music, this disk is a solid entry. There's also a little extra in the groove for the hi-fiminded. With the right equipment, the listener will get special kicks from Graves' piano against the bass of John Mosher. Most of the tunes are standards. An interesting exception is Graves' arrangement of a Bach "Prelude and Fugue." It has, in this framework, a remarkably jazzy quality.

MUSIC FOR MY LADY64
Frank Perkins Ork (1-12")
Decca DL 8395

A sequel to Perkins album titled "Premiere," this is a package of romantic instrumentals. The arrangements are lush and sonorous, and the recordings have a bright sound. Tunes include the title piece and "Embraceable You," "They Didn't Believe Me," "Sleepy Time Gal," etc. In view of heavy production of mood packages, a moderate sales indicated.

WALTER (FATS) PICHON AT THE OLD ABSINTHE HOUSE64
(1-12")
Decca DL 8380

A dozen tunes, most of them great standards, make up the material Pichon plays and sings here. His piano style is lacy and deft, with a definite touch of classical training apparent; and his vocals are quite individualistic. In general, a package of relaxed performances of considerable flavor, unobtrusive yet with a compelling quality. Tunes are "The Man I Love," "Dark Eyes," "I Get a Kick Out of You," etc. Moderate sales indicated.

IN A DIM CAFE59
Kritichmar (1-12")
Dot DLP 3025

Sweet, schmaltzy instrumental mood music is provided by violinist Kritichmar in a showmanly Continental style. Lush tune line-up includes "La Vie en Rose," "Yours," "La Mer," and "My Heart Is a Violin." Unimaginative cover doesn't take advantage of interesting visual potential of album title.

WILL SUCCESS SPOIL ROCK-MANINOFF? 58
Rosa Linda (1-12")
Era 20010

In attempting to kid the classics, pianist Rosa Linda will most assuredly be the butt of her own humor. There's little to recommend this album other than the title, and even this will be repugnant to many. Music is of the background family, and best be appreciated with the volume down low—very low.

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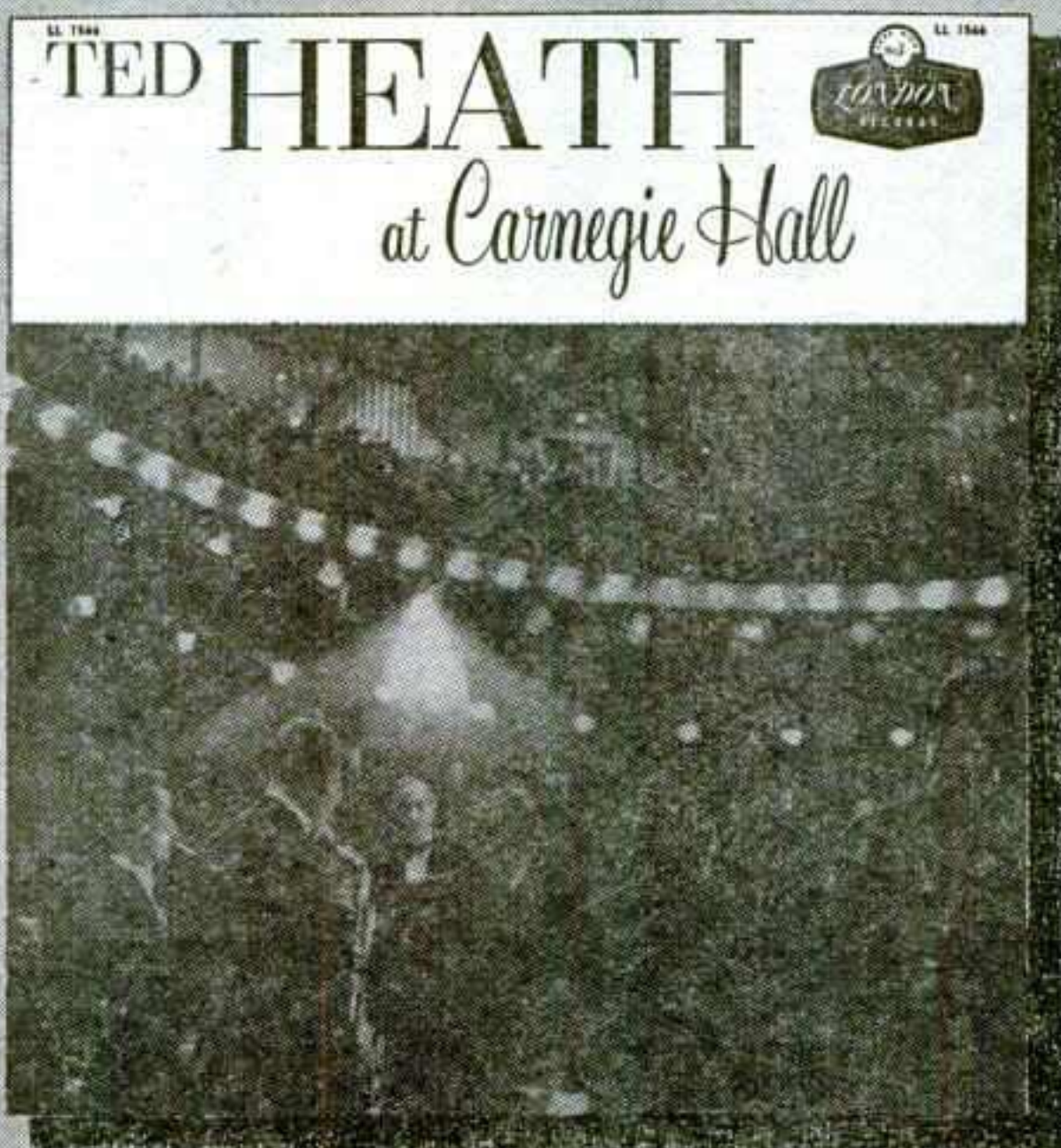
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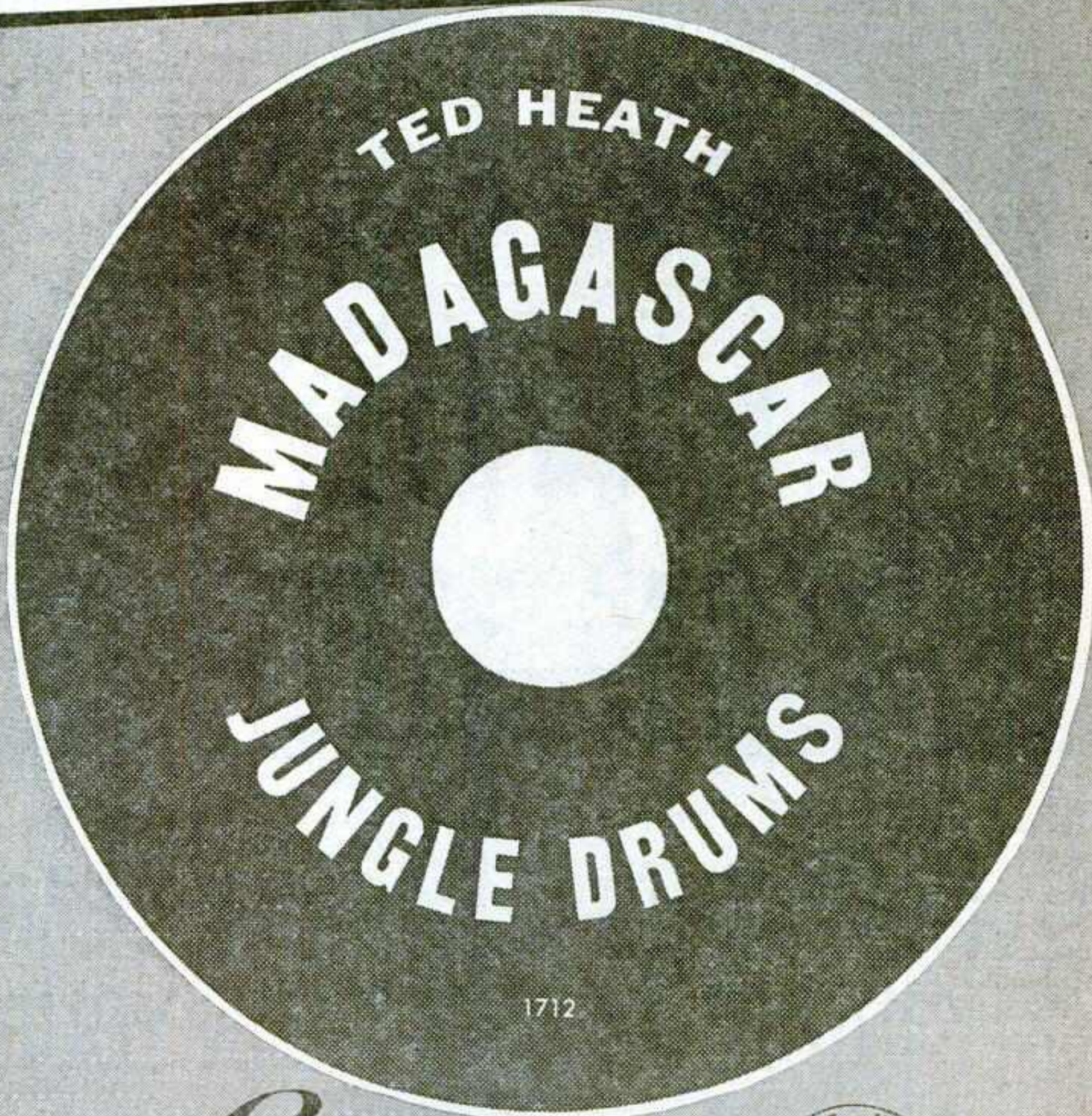


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• Reviews and Ratings of New Jazz Albums

IMPROVISATION BY THE DON SHIRLEY DUO80 (1-12")

Cadence 1015 Shirley at the piano, Richard Davis on bass, turn in another strong pseudo-jazz item for the shops. True jazz fans may take exception to these conservatory-influenced, highly-organized conceptions, but the savants of the cocktail circuit and many keyboard tyros will consider them elegant and enlightening. Jocks also will find material here in such interpretations as "Sometimes I'm Happy," "Over the Rainbow," "Let's Fall in Love," etc. Good standard stock item.

BARITONE SAX: LARS GULLIN77 (1-12")

Atlantic 1246 Let's face it, the Swedish groups on this recording turn in an album which, musically and jazz-wise, is better than about 90 per cent of the jazz disks cut in the U.S.A. Gullin could be the best active baritonist in any country. The arrangements, for big band or small groups, are top grade swingers in the modern manner, and the rhythm sections are anything but stiff. Pianist Rune Ofverman is the great surprise, while trombonist Ake Persson's prowess, like that of altoist Arne Domnerus, is known here. It's the cream of the Swedish crop, of course, and a worthwhile addition to any collector's library. Great material here for a quiz game with your customers, if you're so inclined.

A STRING OF SWINGIN' PEARLS ..76

RCA Victor All-Stars, Eddie Condon and others (1-12") RCA Victor LPM 1373 A well-chosen selection by Nat Hentoff of 16 collectors' items from the Victor vaults, none of which has been available before on LP. Most date from the 1930's, the terminal sides being two 1929 Eddie Condon selections and a 1945 item featuring Jess Stacy and a vocal by Lee Wiley. Others that figure in the various personnels: Bud Freeman, Fats Waller, Bunny Berigan, Chu Berry, George Wettling, Pee Wee Russell, Jack Teagarden, Wingy Manone, Tommy Dorsey, etc. An expert job of refurbishing sound has been done,

JOE BURTON SESSION73 (1-12")

Coral CRL 57098 Pianist Burton, virtually unknown to the jazz public at this time, could develop into a salable entity with more fine albums like this. His style is that of a simplified, well-organized Bud Powell. His fingering is strong and clean, and he swings. Backing is by drums and bass. "Rosetta" would make a good demo, and the disk will have to be demonstrated if you're going to sell it.

A RUBY BRAFF OMNIBUS72 (1-12")

Bethlehem BCP 5 Some re-issues here from 10-inch, plus some performances gleaned from a jam session held at a New Year's Eve party. Some, from a set of Billie Holiday tunes, have full sax and rhythm sections backing Braff's rich-sounding swing trumpet. Some have a quartet with Johnny Guarneri contributing surprisingly good piano. The New Year's numbers have atrocious sound and just a few good trumpet spots that barely warrant their release. Cover is perhaps the strongest asset. Braff's Eastern following should account for fair sales, tho there's nothing unusual happening.

THE COMPLETE CHARLIE SHAVERS WITH MAXINE SULLIVAN72 (1-12")

Bethlehem BCP 67 Re-issues of two 10-inchers in combination. That with Miss Sullivan was on Period label and is a recreation of the old John Kirby crew. "The Story of the Jazz Trumpet," with narration by Al Collins, has Shavers demonstrating several important trumpet styles, and well. Shavers' is not the most popular jazz trumpet extant, and Miss Sullivan falls to charm as of yore, so sales won't be spectacular.

JAZZ ABROAD72

Roy Haines Sextet and Quincy Jones Ork (1-12") EmArcy MG 36083 EmArcy has acquired four items featuring Quincy Jones previously issued by Prestige on their 10-inch LP No. 172—and coupled it with some Roy Haines' sides that were

out before on EmArcy 10-inch LP 26048. The pitch here is that all were made in Stockholm, and on these dates, American jazzmen were united with top-name Swedish stars, like Lars Gullin, Ake Persson, Arne Domnerus, Bengt Halberg and Bjarne Nerem. Main interest lies in the solos of the Swedes, some of whom, like Gullin, are extremely good.

WHEN LIGHTS ARE LOW70

Pete Jolly Trio (1-12") RCA Victor LPM 1367 The title of this LP suggests that it is a "background listening" package, but it isn't. A number of the selections, it is true, are moody nocturnal evocations, and these are the most enjoyable bands. Others are extrovert romps over the '88 in the manner of the modern one-note school. It is in them that Jolly's technique and ideation tend to the flashy, with an erratic result. There are soundly worked-out passages alternating with long arid stretches. Jolly has a small, devoted following that will be the principal market for this set.

THE MANHATTAN JAZZ SEPTETTE ..69 (1-12")

Coral CRL 57090 A generally uninspired date that isn't too heavy on top-drawing names, altho the participants are all competent jazzmen. This one would require selling, and the product doesn't justify more than middlin' exertion. Main attraction is the brilliant young piano-vibes artist, Eddie Costa, who should develop into one of the real jazz giants, tho at present he's virtually unknown. Also present are Urbie Green, Hal McKusick, Oscar Pettiford and Herbie Mann.

MADMOISELLE FROM PAREE68

Bill McGuffie (1-12") Imperial 9029 An import from England, this package is another in the fine series of jazz works currently being released by Imperial. Pianist McGuffie definitely has a flair for the humorous style of jazz, with sketches of Shearing and Brubeck evident. Selections are all well-known French tunes, with McGuffie going soft on such as "La Mer," and slightly more sparkling on "C'est Si Bon." A worthy acquisition for any collector of Parisian works.

THE SONGS OF WILL HUDSON AND EDDIE DE LANGE66

Johnny Guarneri (1-12") Coral CRL 57085 Even the Guarneri fans could be disappointed by this set. Few of the tunes by this writer team can claim to be "immortal," and Hudson's several swing band novelties such as

• Reviews and Ratings of New Classical Albums

STRAUSS: GRADUATION BALL; MEYERBEER: LES PATINEURS (1-12")—The Ballet Theater Orchestra; Joseph Levine, Cond. Capitol P 8360 82

Levine and the orchestra offer knowing interpretations of two highly popular items of the Ballet Theater's rep. The music is vibrant and light on its feet from beginning to end. The label has supplied superior hi-fi reproduction, and in every way, this is a well-conceived commercial entry. However, with the Boston Pops' excellent versions in competition on both sides, the average dealer should check current stock before ordering.

RUSSIAN BALLET (1-12") — Philharmonia Orchestra; Igor Markevitch, Cond. Angel 3515180

This album is one of the three LP's that made up the "Homage to Diaghilev" package, issued by Angel several years ago. Presented here are: "Parade" by Satie, "Spectre de la Rose" by Weber-Berlioz, "Afternoon of a Faun" by Debussy and "Daphnis et Chloe Suite No. 2" by Ravel. Markevitch has long been regarded as one of the first-rank ballet

"White Heat," "Jazzocracy," etc. were not meant for such intimate groups, and at any rate are way out of date in this current jazz scene. "Moonglow" probably is the only one to spark wide recognition. The feeling of a lost cause pervades the performances, even by such stalwarts as Mundell Lowe, E. Safranski and other ace studio jazzmen. Proceed with caution.

MUSIC FOR THIS SWINGIN' AGE..65

Bill Hitz Ork (1-12") Decca DL 8392 The strongest element here is the cover. The title and the featured name mean little. Hitz plays clarinet with good tone and no swing, and altho he runs thru some tricky changes written by himself and his teacher Lyle (Spud) Murphy, this doesn't make him a modernist. The writing aims at modern jazz but misses the feeling of same, and often is more a hindrance than a springboard for jazz. The charts are performed very well by a group of West Coast stars, and Buddy Collette manages to turn in some good tenor sax solos. Buyers of instrumental novelties, rather than jazzies, may be intrigued by the over-all.

conductors, and with an orchestra like the Philharmonia this music is heard at its best. This set contains some of the photos and Cyril Beaumont notes of the de luxe package. A real bargain buy for balletomanes.

BEETHOVEN: SYMPHONY NO. 5; OVERTURE, "THE CONSECRATION OF THE HOUSE" (1-12") — Philharmonia Orchestra; Otto Klemperer, Cond. Angel 3532979

Some time ago, with another orchestra, Klemperer recorded the Fifth for Vox. Fine as it was, that recording cannot match this one. Both the orchestra and the sound conditions under which he is operating here are superior—and he offers what many will consider one of the best versions of the Fifth in the LP catalog. Klemperer's reading has unusual nobility and spiritual penetration. It must be regarded as a serious competitor to the long-standing LP favorites: Toscanini, Kleiber, and Furtwangler.

BEETHOVEN: SYMPHONY NO. 6 (PASTORALE) (1-12")—Berlin Philharmonic Orchestra; Eugen Jochum, Cond. Decca DL 989277

This is the second "Pastorale" now available by the Berlin Philharmonic. The other, conducted by Cluytens, is on Angel. The new version, however, conducted by Jochum, with its unusually sensitive, refined realization of the work, is bound to get its own share of significant customer reaction. Fidelity of the recording is tops and the handsome reproduction of Rousseau's "Oak Trees" painting on the cover will add much to its display value. The "Peasants' Merrymaking" section would be a fine demo band.

MARIA STADER SINGS MOZART (ARIAS FROM OPERA AND CONCERT) (1-12")—Decca DL 987278

This soprano has appeared frequently before American audiences in the past few years in Mozart arias and songs, and been well received. She has a clear, limpid voice ideal for Mozart; here she sings "Vol che sapete," "Marterner aller Arten" and other arias from "Marriage of Figaro," "Abduction From the Seraglio" and "Magic Flute." Four of Mozart's concert arias ("Misera, dove son" etc) are also included. Miss Stader cannot offer what a Schwarzkopf can, but she has many admirers who will want this well-chosen collection of popular Mozart

(Continued on page 30)

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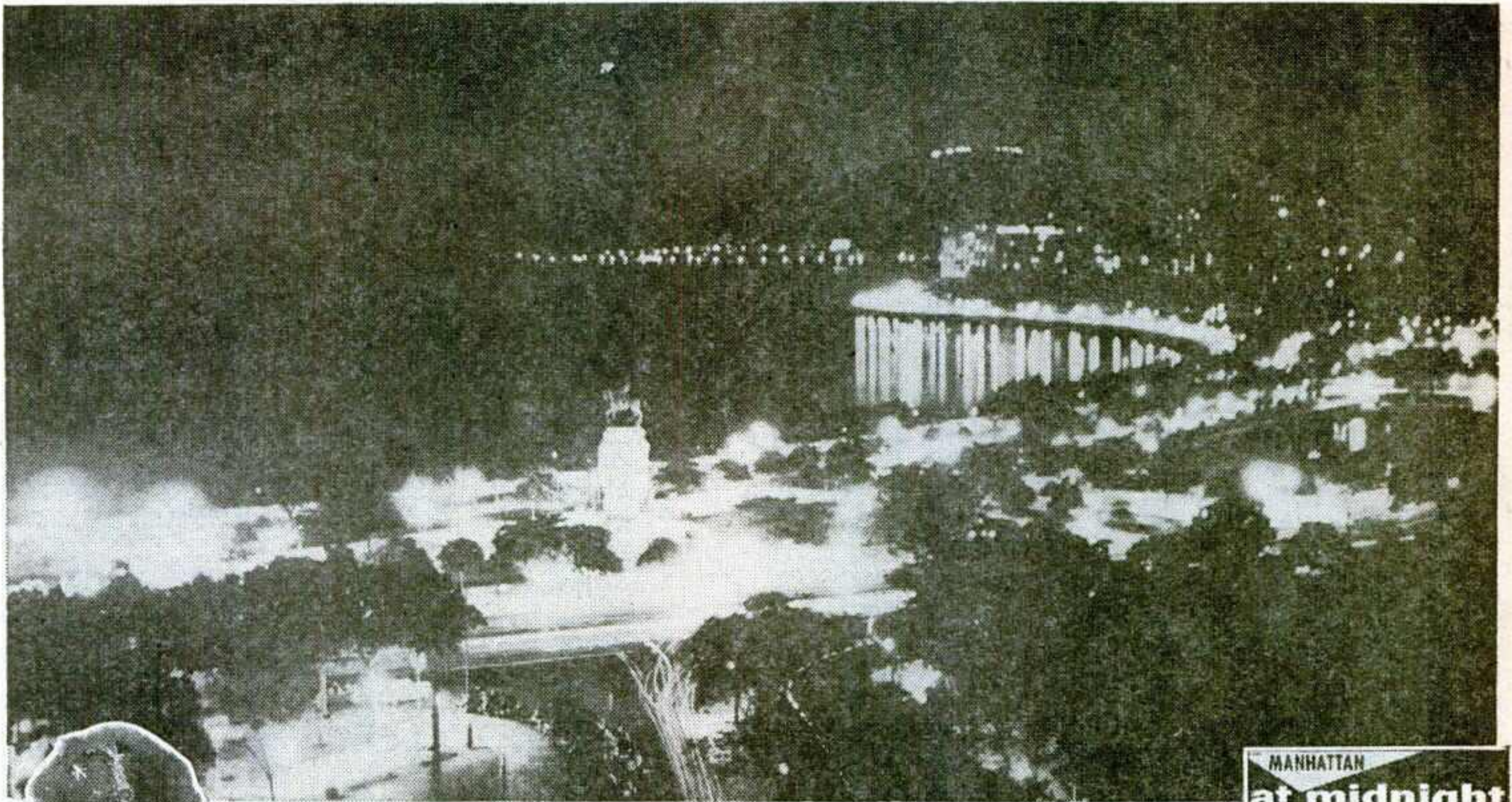
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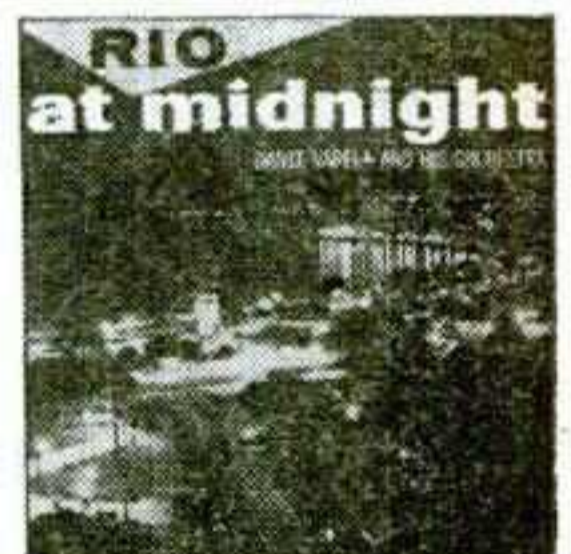


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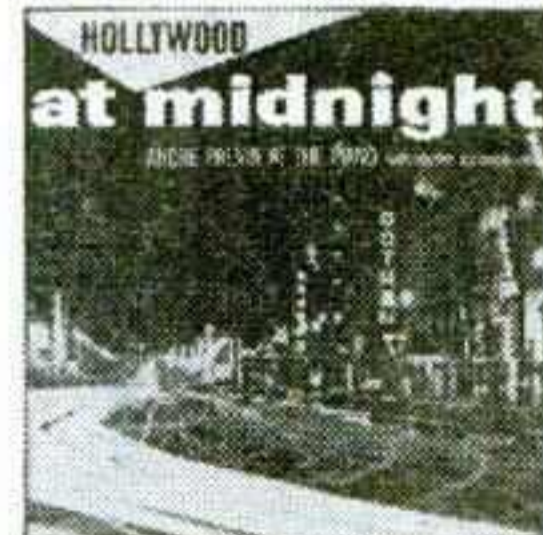
Paris At Midnight: Skitch Henderson & Orch.; 'Parlez Moi D'Amour,' 'Pigalle,' 'Domino,' etc. DL 8339 • ED-432



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Hollywood At Midnight: André Previn, Piano; 'Let's Fall In Love,' 'But Beautiful,' etc. DL 8341 • ED-433

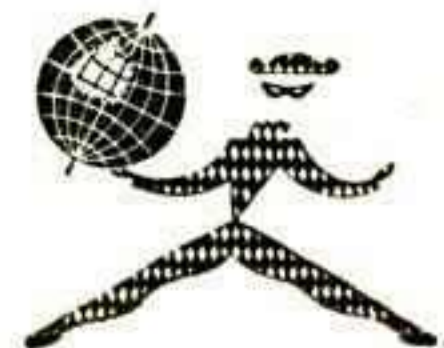


London At Midnight: Skitch Henderson & Orch.; 'A Foggy Day,' 'Greensleeves,' etc. DL 8302 • ED-419

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Reviews and Ratings of New Albums

Continued from page 28

Classical

songs. Accompaniment is by the RIAS and Bavarian Radio Symphonies.

SCHUMANN: "RHENISH" SYMPHONY NO. 3 "MANFRED" OVER-TURE (1-12") — Israel Philharmonic; Paul Kletzki, Cond. Angel 35374

This is the final disk in a three-record project by Angel involving the major orchestral works of Schumann. Alert dealers will offer all three disks as a set. Or, in cases where one disk has already been sold, contact the customer for the possibility of an additional sale. Furthermore, this is an excellent entry in a field that is not overcrowded. Included with the disk is a handsome 16-page booklet on Schumann and his works.

HANDEL: ISRAEL IN EGYPT (2-12")—Elsie Morrison, Soprano; Monica Sinclair, Contralto; Richard Lewis, Tenor; Huddersfield Choral Society; Liverpool Philharmonic Orchestra; Sir Malcolm Sargent, Cond. Angel 35386

Here's a title that should command plenty of attention these days. Actually, this is the first acceptable recording of this magnificent choral work. The principal soloists, Elsie Morrison and Lewis, also were in the earlier Handel Society set, and are satisfactory here. The chorus and orchestra get excellent sound, tho the words in the big choruses can always be distinguished. The future may bring a better version, but it could be a long way off, and some copies can be sold now to choral collectors. The opening instrumental statement, played on good equipment, will be an inducement.

FOSS: PIANO CONCERTO NO. 2; WAXMAN: SINFONIETTA (1-12") —Lukas Foss, Piano; Los Angeles Festival Orchestra; Franz Waxman, Cond. Decca DL 9889

Major piece here is the Foss Concerto, which has been performed more than most contemporary concertos, and deservedly. It's a solid work, with considerable variety and interest, and it makes an excellent vehicle for the virtuoso pianist. Foss himself fills the bill, and is aided by good, well-balanced sound. Customers interested in contemporary music can be easily persuaded to take this home. The Waxman, which fills out about half of Side 2, is a sonorous piece for strings and tympni, in a modern romantic idiom.

BACH: TOCCATAS AND FOUR FANTASIAS (2-12")—Agi Jambor, Piano. Capitol PBR 8354

As far as piano readings of these works are concerned, Agi Jambor has this field practically to herself, tho several of the Toccatas are available as played on harpsichord. Since most of the material is new to LP disks, and the playing is conscientious and generally illuminating Bach fanciers and piano students should constitute a fair sized market for the set. If you have that trade, it's an item to carry.

CHARPENTIER: IMPRESSIONS D'ITALIE (1-12")—L'Orchestre de la Societe des Concerts du Conservatoire de Paris; Albert Wolff, Cond. London LL 1511

A youthful composition by the composer of the opera "Louise." Its sweet melodic nature made it a turn-of-the-century favorite, tho today it often seems on the banal side. Wolff and the Paris Conservatory Orchestra give it a vigorous and wholly sympathetic reading, and there will be a few ready takers. The best demo band would be the third movement ("On Muleback," in which a saxophone and castanets are added to picturesque effect). Sound is very good, with the large orchestra and battery of percussion instruments in unusually clear definition.

FOUR SYMPHONIES BY THREE SONS OF BACH (1-12") — Orchestre de Chambre; Louis de Froment, Cond. Angel 35338

The works in question are Wilhelm Friedmann Bach's Symphony in D minor, J. C. Bach's Symphony in B Flat Major ("Lucio Silla") and K. P. E. Bach's Symphony No. 1 in D Major and the Symphony No. 3 in F Major. The major novelty is the first-mentioned work, which has not been previously recorded. Its date is circa 1733 and is an interesting study in the transition between the so-called "contrapuntal" and "classical" styles. The other works here, all previously recorded, date from 1770-1776 and are fine examples of orchestral music contemporary to Mozart. The Froment orchestra, which includes the distinguished flautist Jean-Paul Rampal, plays with finesse and appropriate spirit.

Semi Classical

FAVORITE BALLADS — Thomas L. Thomas With Ivor Newton, Piano (1-12") London LL 1522

Baritone Thomas offers a recital of songs of the heart, working with only the piano accompaniment of Ivor Newton. Thomas has been long familiar on the American concert scene and particularly in radio work,

and these are the tunes for which he is best known. The fine, clear, high baritone quality is handsomely recorded in a program including "Smilin' Through," "Forgotten," "Pale Moon," and "In My Garden."

RHYTHM AND BLUES R&B ALBUMS: JIVIN' AROUND — Ernie Freeman (1-12") Imperial 9030

A collection of originals penned and played by Ernie Freeman with rhythm backing. Sides are good instrumental rhythm and blues, with a number of them, i.e., "Jivin' Around," having previously been released as singles. With Freeman gaining in popularity, this package is a worthy bet. Cover is a gasser.

DOCUMENTARY DOCUMENTARY: SOUNDS OF MY CITY — Recorded and Narrated by Tony Schwartz (2-10") Folkways FC 741

An off-beat waxing of the sounds of New York City and its people. Tony Schwartz who made the recording and also narrates has turned out a remarkable documentary. It's difficult to gauge the potential audience for this recording. It would certainly be interesting to tape recorder hobbyists who might be stimulated to make a documentary of their own town. It's also certain to evoke nostalgia in New Yorkers away from home. There are sections, such as a jazzy rendering of an old Christmas carol, that stand on their own merit and could result in hefty sales.

Folk

JOSH WHITE BLUES — EmArcy MG 20230

Folk customers need no introduction to Josh White. Point out that his treatment of songs in this album is relaxed as far as time is concerned. Josh, and the group that backs his voice and guitar, are unhurried and obviously enjoy their work. Their treatment of "Careless Love," for instance, takes more than five and a half minutes. A handsome album cover insures a high percentage of "impulse" sales.

PUTTIN' ON THE STYLE — The Gateway Singers (1-12") Decca DL 8413

Grouping of three men and a girl sing their way thru a lusty collection of songs, some spiritual but mostly folk, that's likely to bring about singing impulses on the part of listeners. Arrangements are the happy conceptions of Jud Conlon and he has done a fine job of up-dating without overstylizing this bright collection. "Sally Don't You Grieve," "Bury Me in My Overalls," and "Ezekiel Saw the Wheel" are samples. Cover is slightly less than exciting but the singers inside do a pleasing job.

FOLK BALLADS OF THE ENGLISH SPEAKING WORLD — Paul Clayton (2-12") Folkways FA 2310

This collection of ballads has special interest since each of the 15 songs comes from a different chapter of The Viking Book of Folk Ballads. Students of folk material have added incentive, therefore, to purchase this disk. Like other Folkways recordings, this can also be recommended for its authenticity. Balladeer Paul Clayton has style and a pleasant voice.

AN ENGLISHMAN SINGS AMERICAN FOLK SONGS — Lonnie Donnegan (1-12") Mercury MG 20229

Here's a hard-driving interpretation of a group of standard American folk songs. The fact that Donnegan had a hit record in "Rock Island Line" should create immediate interest. But the important thing is the zest with which he handles these lyrics. Demonstrate it for anyone who's looking for a change from the comparatively colorless pop tunes of the day.

Latin American

CHA-MAMBO-GUAGUANCO — Tito Rodriguez Ork (1-12") RCA Victor LPM 1389

Here's a lively package of Latin-American rhythms—a dozen assorted Cha Cha Chas, Mambos and Guaguancos—arranged and projected by an expert maestro of the idiom. Selections, while not too familiar, are presented colorfully and add up to a fine 40 minutes of stepping pleasure for aficionados of the rhythms. Can also make a highly useful package for dance studios. An outstanding buy in its field.

CHA CHA CHAS — Tito Puente Ork.; Pete Terrace Ork.; Tito Rodriguez Ork (1-12") Tico LP 1032

A package for dance parties. Dealers whose clients are looking for authentic Latin dance music have a bargain package here. It contains a dozen

cha cha chas by various leading exponents if this musical form. Many of the sides have vocals, insuring top acceptance in Latin neighborhoods.

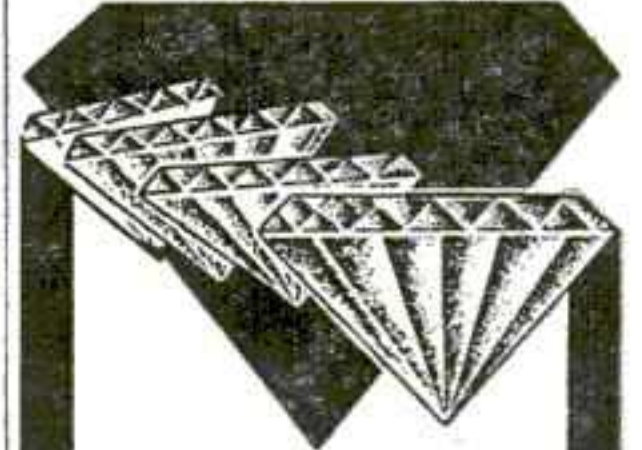
LET'S CHA CHA CHA — Hector Rivera Ork (1-12") Mercury MG 20137

This is a very impressive Latin group. Rivera, relatively new on the Latin band scene, is pianist and arranger. The performances have a driving pace and that precise technique which the best of the Latin bands display. All the material in the package was written or adapted by Rivera—one of the adaptations being the "Chopsticks Cha Cha Cha." Fine wax in its category.

BOLEROS (THE BALLADS OF ROMANCE) — Trio Los Panchos (1-12") Tico LP 1031

Cut By Mexico-Columbia, this album showcases another sock vocal job by the Trio Los Panchos, top-flight South-of-the-Border outfit. The group features an excellent blend of colorfully authentic native charm and superior sound on 12 melodic boleros. Should move briskly in Spanish-speak-

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YOU
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GEORGE CATES

**IT
HAPPENED
IN
MONTEREY
RAMONA**



**FRECKLED-
FACED
SARA JANE**

CORAL 9-61769 & 61769

**THE
POODLE
WALK**



**LAST
NIGHT**

CORAL 9-61774 & 61774

ALAN DALE

ALAN COPELAND

**THE GIRL
CAN'T
HELP IT**



**LONESOME
ROAD**

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HAPPY**



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DON'T
KNOW**

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b/w THE BIG BEAT



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CRL 57073
DESMO SINGS
DESMOND
Johnny Desmond



CRL 57100
THE DIXIELAND
BALL
The Lancers



CRL 57106
SONGS BY
DOROTHY COLLINS



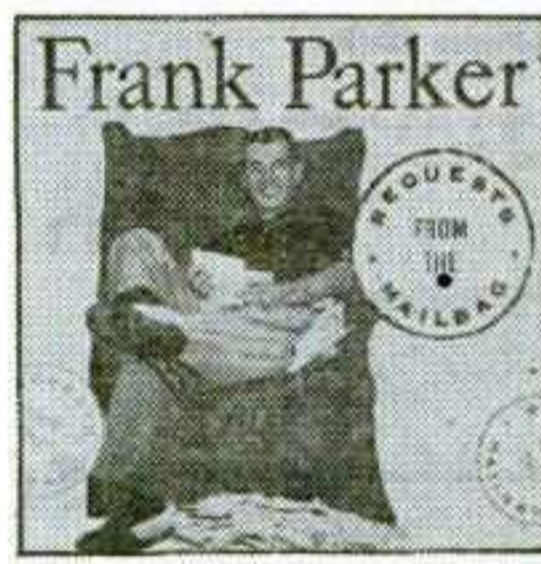
CRL 57111 SHOWTIME
Song Hits from the Broadway Musicals
HAPPY HUNTING, LI'L ABNER,
BELLS ARE RINGING
EC 81151 HAPPY HUNTING
EC 81152 LI'L ABNER
EC 81153 BELLS ARE RINGING
Lawrence Welk & His
Champagne Music



CRL 57088
DICK MARX and
JOHNNY FRIGO
Piano With Rhythm
Accompaniment



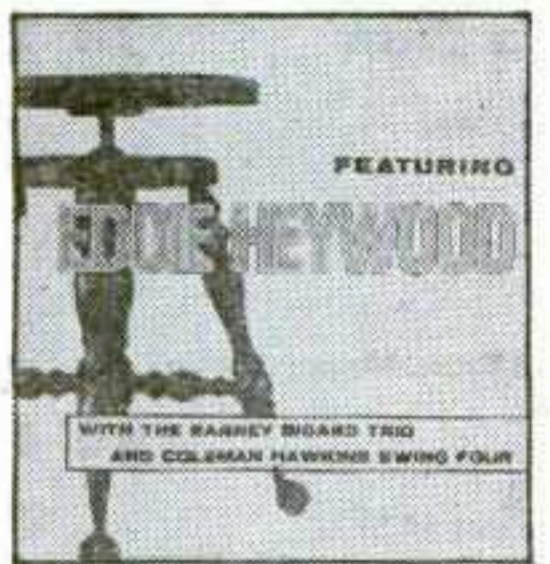
CRL 57089
BOB CROSBY and
HIS ORCHESTRA
1936—1956



CRL 57101
REQUESTS FROM
THE MAIL BAG
Frank Parker



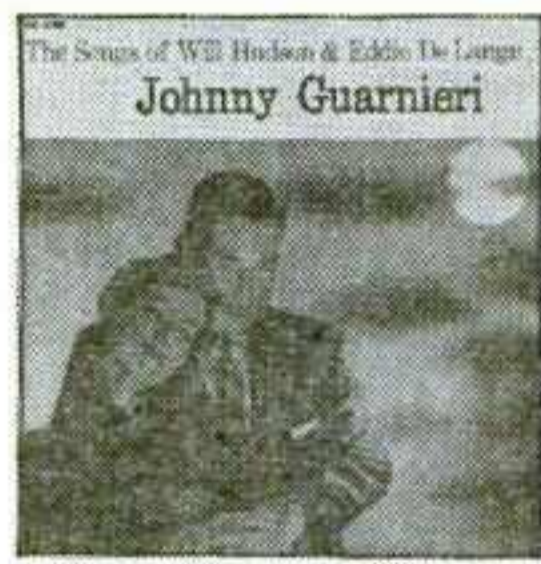
CRL 57091
KANSAS CITY MEMORIES
NAT PIERCE & his Orchestra
Nat Pierce, Piano; Bill Harris, Trom-
bone; Joe Newman, Trumpet; Hal
McKusick, Alto Sax; Jo Jones, Drums;
Freddie Greene, Guitar; Oscar Pettiford, Bass.



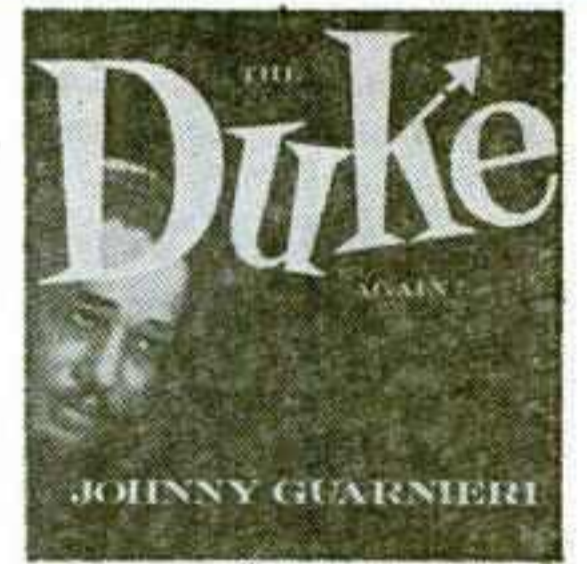
CRL 57095
FEATURING
EDDIE HEYWOOD
With the Barney Bigard
Trio and Coleman
Hawkins Swing Four



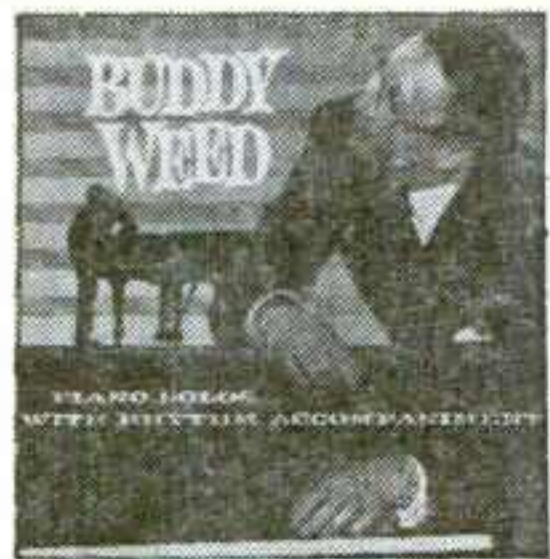
CRL 57098
JOE BURTON
SESSION
Piano With Rhythm
Accompaniment



CRL 57085
THE SONGS OF
WILL HUDSON &
EDDIE DE LANGE
Johnny Guarneri



CRL 57086
THE DUKE
AGAIN
Johnny Guarneri



CRL 57087
BUDDY WEED
Piano Solos



CRL 57090
THE MANHATTAN
JAZZ SEPTETTE featuring
Eddie Costa, Piano; Barry Gailbraith,
Guitar; Oscar Pettiford, Bass; Osie
Johnson, Drums; Hal McKusick, Alto
Sax; Urbie Green, Trombone; Herbie
Mann, Flute & Tenor Sax.



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HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending January 30

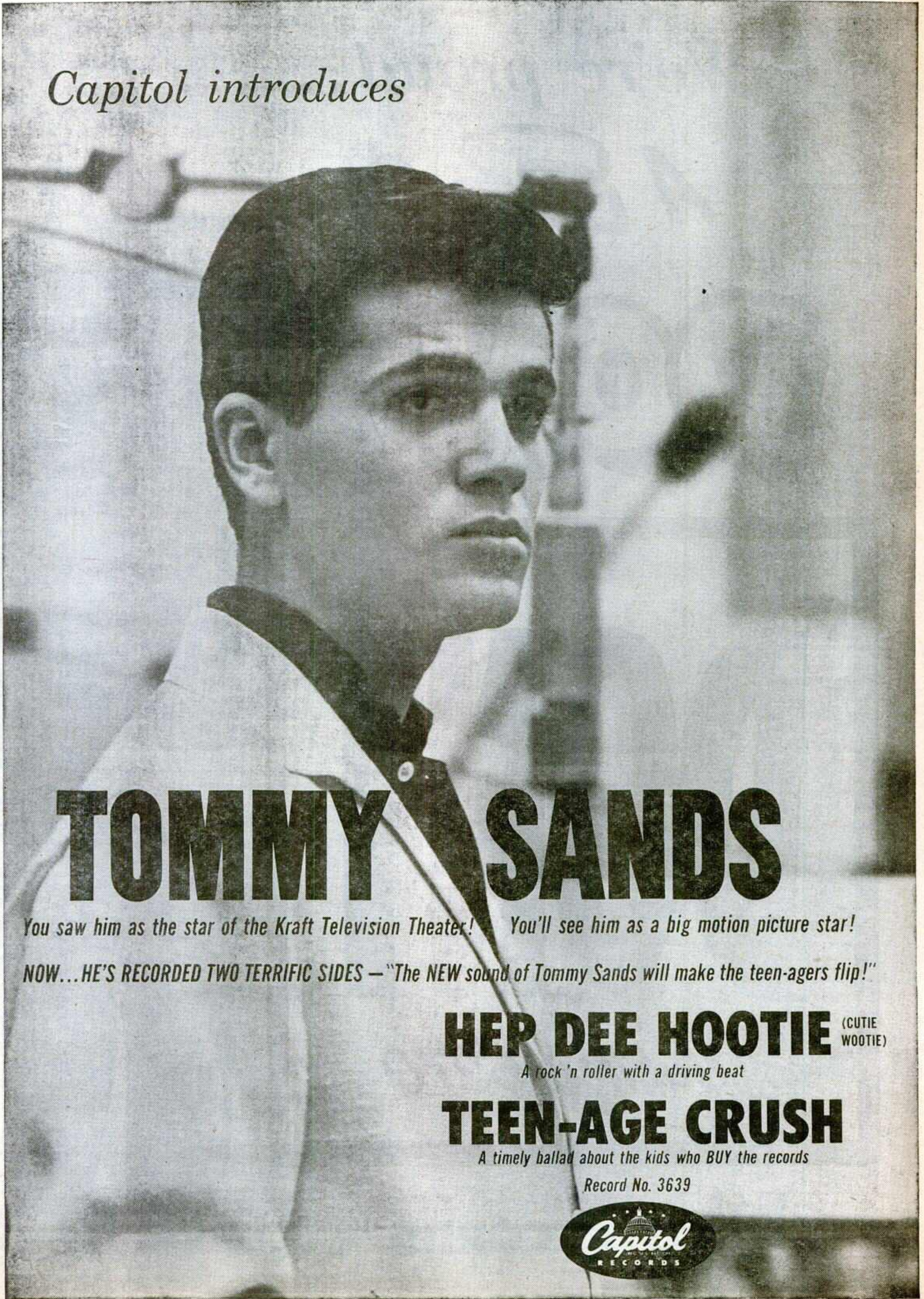
This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Young Love	1	6	6. Moonlight Gambler	6	9
By Carole Joyner-Ric Cartey—Published by Lowrey Music (BMI) BEST SELLING RECORD: S. James, Cap 3602; T. Hunter, Dot 15533; Crew Cuts, Mercury 71022. RECORDS AVAILABLE: R. Cartey-Jiva Tones, Vic 20-6751.			By Hilliard-Springer—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: F. Laine, Col 40780. RECORDS AVAILABLE: W. Atwell, London 1724.		
2. Don't Forbid Me	3	7	7. Banana Boat (Day-O)	10	4
By Singleton—Published by Roosevelt (BMI) BEST SELLING RECORD: P. Boone, Dot 15521.			By Belafonte-Burgess-Attaway—Published by Shari (ASCAP) BEST SELLING RECORD: H. Belafonte, Victor 20-6771.		
3. Singing the Blues	2	15	8. Love Me Tender	5	17
By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40769; M. Robbins, Col 21545.			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.		
4. Banana Boat Song	4	7	8. True Love	9	20
By Arkin, Carey, Darling—Published by E. B. Marks-Bryden (BMI) BEST SELLING RECORD: Tarrriers, Glory 249. 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.		
5. Too Much	12	3	10. Blueberry Hill	6	18
By Lee Rosenberg & Bernard Weinman—Published by Southern Belle-Elvis Presley (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6800.			By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.		
Second Ten					
11. Green Door	8	20	16. Just Walking in the Rain	13	22
By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.			By Bragg & Riley—Published by Golden West Melodies (BMI) BEST SELLING RECORD: J. Ray, Col 40729. RECORDS AVAILABLE: J. Kileen, Abbott 3024; Prisonaires, Sun 186; D. Richards-E. Zack, Col 21532; J. Wallace, Mercury 70758.		
12. *Love Me	11	12	17. Cindy, Oh Cindy	15	17
By Terry Leiber-Mike Stoller—Published by Hill & Range (BMI) BEST SELLING RECORD: E. Presley, Vic.*			By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORD: E. Fisher, Vic 20-6677. RECORD AVAILABLE: V. Martin, Glory 247.		
13. Blue Monday	14	5	18. Gonna Get Along Without Ya Now	18	10
By D. Bartholomew-A. Domino—Published by Commodore (BMI) BEST SELLING RECORD: F. Domino, Imperial 5417.			By Milton Kellum—Published by Kellum (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55040. RECORD AVAILABLE: T. Brewer, Coral 60676.		
14. Since I Met You Baby	20	10	18. You Don't Owe Me a Thing	25	4
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.			By Robbins—Published by Acuff-Rose (BMI) BEST SELLING RECORD: J. Ray, Col 40803. RECORDS AVAILABLE: M. Robbins, Col 40706; La Dell Sisters, Mercury 70888.		
15. Rock-a-Bye Your Baby	18	11	20. Rose and a Baby Ruth	16	13
By Jean Schwartz, Joe Young, Sam Lewis—Published by Warock-Mills (ASCAP) BEST SELLING RECORD: J. Lewis, Dec 30124.			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. Flanagan, Vic 20-6719; E. Fontaine, Dec 30108.		
Third Ten					
21. Cinco Robles	23	3	26. Hey! Jealous Lover	17	15
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.			By Cahn-Walker-Twomey—Published by Barton Music (ASCAP) RECORDS AVAILABLE: F. Sinatra, Cap 3552.		
21. I Dreamed	22	6	27. Knee Deep in the Blues	-	1
By C. Grean-M. Moore—Published by Trinity (BMI) RECORD AVAILABLE: B. Johnson, Bally 1020.			By Endsley—Published by Acuff-Rose (BMI) RECORDS AVAILABLE: G. Mitchell, Col 40820; M. Robbins, Col 40815.		
23. Jamaica Farewell	21	8	28. Anastasia	27	2
By Lord Burgess—Published by Shari Music (ASCAP) RECORD AVAILABLE: H. Belafonte, Vic 20-6663.			By Webster-Newman—Published by Leo Feist (ASCAP) RECORDS AVAILABLE: P. Boone, Dot 15521; L. Holmes, M-G-M 12392; Jones Boys, Liberty 55046; G. Lombardo, Cap 3601; R. Williams, Kapp 169; V. Young-A. Newman, Dec 30164.		
23. Marianne	-	1	28. Wringle Wrangle	-	1
By Gilkyson-Dehr-Miller—Published by Montclare (BMI) RECORDS AVAILABLE: T. Gilkyson, Col 40817; Hilltoppers, Dot 15537; Lane Brothers, Vic 20-6810.			By Jones—Published by Disney (ASCAP) RECORDS AVAILABLE: L. Dreslar, Mercury 71010; M. Griffin, Dec 30131; B. Hayes, ABC-Paramount 9785; F. Parker, Disneyland 39.		
25. Love Is Strange	24	4	30. Jim Dandy	26	2
By Ethel Smith—Published by Ben Ghaze (BMI) RECORD AVAILABLE: Mickey & Sylvia, Groove 0175; Luther & Little Eva, King 5010.			By Chase—Published by Raleigh (BMI) RECORD AVAILABLE: L. Baker, Atlantic 1116.		

*Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in the RCA Victor 33 1/4 "Elvis" LPM 1382.

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The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

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A timely ballad about the kids who BUY the records

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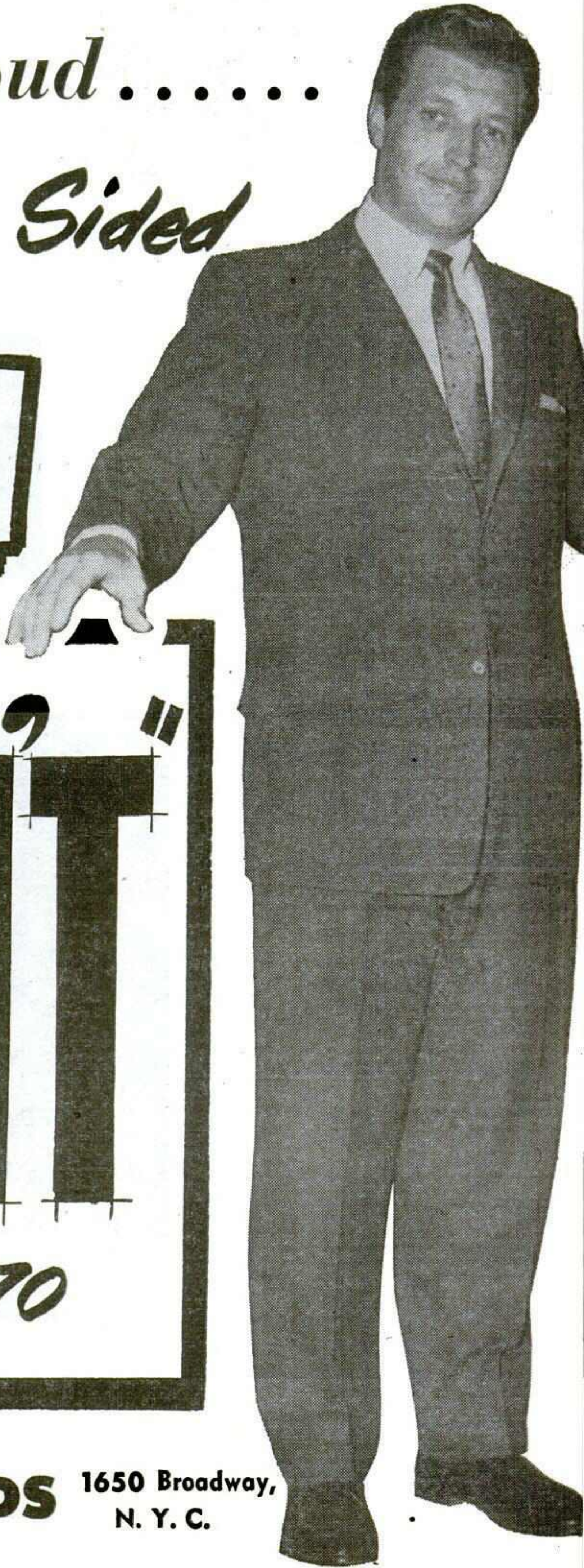
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Jubilee-5270



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SMASH!

RONDO'S

"THE LOVE
I NEVER
HAD"

Jubilee - 5270

jubilee RECORDS 1650 Broadway, N. Y. C.

• Best Sellers in Stores

For survey week ending January 30

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
1. TOO MUCH (BMI)—E. Presley	5	3
PLAYING FOR KEEPS (BMI) Vic 20-6800		
2. YOUNG LOVE (BMI)—S. James	2	6
You're the Reason (I'm in Love) (BMI)—Cap 3602		
3. DON'T FORBID ME (BMI)—P. Boone	4	8
ANASTASIA (ASCAP)—Dot 15521		
4. YOUNG LOVE (BMI)—T. Hunter	3	4
RED SAILS IN THE SUNSET (ASCAP)—Dot 15533		
5. SINGING THE BLUES (BMI)—G. Mitchell	1	15
Crazy With Love (ASCAP)—Col 40769		
6. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte	6	5
Star-O (ASCAP)—Vic 20-6771		
7. MOONLIGHT GAMBLER (ASCAP)—F. Laine	8	9
Lotus Land (ASCAP)—Col 40780		
8. BANANA BOAT SONG (BMI)—Tarriers	7	8
No Hidin' Place (BMI)—Glory 249		
9. BLUE MONDAY (BMI)—F. Domino ...	9	5
What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417		
10. GREEN DOOR (BMI)—J. Lowe	11	20
(Story of) The Little Man in Chinatown (BMI)—Dot 15486		
11. BLUEBERRY HILL (ASCAP)—F. Domino	10	18
Honey Chile (BMI)—Imperial 5407		
12. LOVE ME TENDER (BMI)—E. Presley	12	17
Any Way You Want Me (ASCAP)—Vic 20-6643		
13. ★LOVE ME (BMI)—E. Presley	13	12
Vic EPA-992		
14. ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis	19	12
Come Rain or Come Shine (ASCAP)—Dec 30124		
15. YOU DON'T OWE ME A THING (BMI)—J. Ray	21	3
LOOK HOMEWARD, ANGEL (BMI)—Col 40803		
16. ROSE AND A BABY RUTH (BMI)—G. Hamilton IV	14	13
If You Don't Know (BMI)—ABC-Paramount 9765		
17. JAMAICA FAREWELL (ASCAP)—H. Belafonte	17	8
Once Was (ASCAP)—Vic 20-6663		
18. TRUE LOVE (ASCAP)—B. Crosby-G. Kelly	15	19
Well, Did You Evah? (ASCAP)—Cap 3507		
18. LOVE IS STRANGE (BMI)—Mickey & Sylvia	18	5
I'm Going Home (BMI)—Groove 0175		
20. ONE IN A MILLION (BMI)—Platters ...	—	2
ON MY WORD OF HONOR (BMI)—Mercury 71011		
21. WRINGLE WRANGLE (ASCAP)—F. Parker	—	1
Wringling/Wrangle/Camarata (ASCAP)—Disneyland F 39		
22. JUST WALKING IN THE RAIN (BMI)—J. Ray	16	23
In the Candlelight (ASCAP)—Col 40729		
23. JIM DANDY (BMI)—L. Baker	20	2
Tra La La (BMI)—Atlantic 1116		
24. SINCE I MET YOU BABY (BMI)—I. J. Hunter	22	10
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
25. HEY! JEALOUS LOVER (ASCAP)—F. Sinatra	23	14
You Forgot All the Words (BMI)—Cap 3552		

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

• Most Played in Juke Boxes

For survey week ending January 30

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
1. SINGING THE BLUES (BMI)—G. Mitchell	1	14
Crazy With Love (ASCAP)—Col 40769		
2. DON'T FORBID ME (BMI)—P. Boone	3	5
Anastasia (ASCAP)—Dot 15521		
3. MOONLIGHT GAMBLER (ASCAP)—F. Laine	6	6
Lotus Land (ASCAP)—Col 40780		
4. BANANA BOAT SONG (BMI)—Tarriers	7	5
No Hidin' Place (BMI)—Glory 249		
5. BLUEBERRY HILL (ASCAP)—F. Domino	2	17
Honey Chile (BMI)—Imperial 5407		
6. YOUNG LOVE (BMI)—S. James	9	3
You're the Reason (I'm in Love) (BMI)—Cap 3602		
7. YOUNG LOVE (BMI)—T. Hunter	12	3
Red Sails in the Sunset (ASCAP)—Dot 15533		
8. GREEN DOOR (BMI)—J. Lowe	4	18
(The Story of) The Little Man in Chinatown (BMI)—Dot 15486		
9. LOVE ME TENDER (BMI)—E. Presley	5	16
Any Way You Want Me (ASCAP)—Vic 20-6643		
10. BLUE MONDAY (BMI)—F. Domino ...	13	3
WHAT'S THE REASON (I'M NOT PLEASING YOU)? (ASCAP)—Imperial 5417		
11. ★LOVE ME—E. Presley	11	9
Vic EPA-992—BMI		
12. TRUE LOVE (ASCAP)—B. Crosby-G. Kelly	10	15
Well, Did You Evah? (ASCAP)—Cap 3507		
13. ROSE AND A BABY RUTH (BMI)—G. Hamilton IV	15	11
If You Don't Know (BMI)—ABC-Paramount 9765		
14. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte	18	2
Star-O (ASCAP)—Vic 20-6771		
15. ROCK-A-BYE YOUR BABY (ASCAP)—J. Lewis	14	6
Come Rain or Come Shine (ASCAP)—Dec 30124		
16. TOO MUCH (BMI)—E. Presley	—	1
Playing for Keeps (BMI)—Vic 20-6800		
17. JUST WALKING IN THE RAIN (ASCAP)—F. Sinatra	8	21
In the Candlelight (ASCAP)—Col 40729		
18. HEY! JEALOUS LOVER (ASCAP)—F. Sinatra	16	12
You Forgot All the Words (BMI)—Cap 3552		
18. YOUNG LOVE (BMI)—Crew Cuts	—	1
Little by Little (BMI)—Mercury 71022		
20. YOU DON'T OWE ME A THING (BMI)—J. Ray	—	1
Look Homeward, Angel (BMI)—Col 40803		

★ (Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and on RCA Victor 33 1/2 "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
1. Singing the Blues (Acuff-Rose)	1	12
2. Young Love (Lowery)	7	3
3. True Love (Buxton Hill)	3	26
4. Love Me Tender (Presley)	2	17
5. Banana Boat Song (E. B. Marks-Bryden)	4	4
6. Don't Forbid Me (Roosevelt)	10	3
7. Green Door (Trinity)	6	16
8. Blueberry Hill (Chappell)	5	13
9. Moonlight Gambler (E. H. Morris)	10	3
10. Cindy, Oh Cindy (E. B. Marks-Bryden)	8	14
11. Gonna Get Along Without Ya Now (Kellum)	12	4
12. Since I Met You Baby (Progressive)	—	1
13. Anastasia (Felst)	13	3
14. Just Walking in the Rain (Golden West)	9	18
15. Love Me (Hill & Range)	14	9

• Most Played by Jockeys

For survey week ending January 30

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
1. YOUNG LOVE (BMI)—S. James	2	6
You're the Reason (I'm in Love) (BMI)—Cap 3602		
2. DON'T FORBID ME (BMI)—P. Boone	3	7
Anastasia (ASCAP)—Dot 15521		
3. SINGING THE BLUES (BMI)—G. Mitchell	1	15
Crazy With Love (ASCAP)—Col 40769		
4. YOUNG LOVE (BMI)—T. Hunter	4	4
Red Sails in the Sunset (ASCAP)—Dot 15533		
5. BANANA BOAT (DAY-O) (ASCAP)—H. Belafonte	5	5
Star-O (ASCAP)—Vic 20-6771		
6. TOO MUCH (BMI)—E. Presley	9	2
Playing for Keeps (BMI)—Vic 20-6800		
7. BANANA BOAT SONG (BMI)—Tarriers	7	7
No Hidin' Place (BMI)—Glory 249		
8. MOONLIGHT GAMBLER (ASCAP)—F. Laine	6	9
Lotus Land (ASCAP)—Col 40780		
9. I DREAMED (BMI)—B. Johnson	10	9
If It's Wrong to Love You (BMI)—Bally 1020		
10. ★LOVE ME (BMI)—E. Presley	8	11
Vic EPA-992		
11. YOU DON'T OWE ME A THING (BMI)—J. Ray	13	4
Look Homeward, Angel (BMI)—Col 40803		
12. BLUE MONDAY (BMI)—F. Domino ...	12	3
What's the Reason (I'm Not Pleasing You)? (ASCAP)—Imperial 5417		
13. BANANA BOAT SONG (BMI)—Fontane Sisters	18	5
Honolulu Moon (ASCAP)—Dot 15527		
14. GREEN DOOR (BMI)—J. Lowe	11	20
(The Story of) The Little Man in Chinatown (BMI)—Dot 15486		
15. TRUE LOVE (ASCAP)—B. Crosby-G. Kelly	16	19
Well, Did You Evah? (ASCAP)—Cap 3507		
16. MARIANNE (BMI)—T. Gilkyson	—	1
Goodbye, Chiquita (BMI)—Col 40817		
17. YOUNG LOVE (BMI)—Crew Cuts	—	2
Little by Little (BMI)—Mercury 71022		
18. SINCE I MET YOU BABY (BMI)—I. J. Hunter	24	10
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
19. KNEE DEEP IN THE BLUES (BMI)—G. Mitchell	—	1
Take Me Back (ASCAP)—Col 40820		
20. JAMAICA FAREWELL (ASCAP)—H. Belafonte	15	9
Once Was (ASCAP)—Vic 20-6663		
21. LOVE IS STRANGE (BMI)—Mickey & Sylvia	—	1
I'm Going Home (BMI)—Groove 0175		
22. BLUEBERRY HILL (ASCAP)—F. Domino	19	17
Honey Chile (BMI)—Imperial 5407		
23. LOVE ME TENDER (BMI)—E. Presley	20	17
Any Way You Want Me (ASCAP)—Vic 20-6643		
24. CINCO ROBLES (BMI)—R. Arms	—	1
World Is Made of Lisa (BMI)—Era 1026		
24. MARIANNE (BMI)—Hilltoppers	—	1
You're Wasting Your Time (ASCAP)—Dot 15537		

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

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"LET'S GO CALYPSO"



RUSTY DRAPER

LATEST HIT!

AND

"SHOULD I EVER LOVE AGAIN"

MERCURY 71039

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CALYPSO HIT!

2 BIG DAVID ROSE RECORDS

HOLIDAY FOR TROMBONES

and
MIDNIGHT ON THE CLIFFS
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THEME FROM THE WINGS OF EAGLES

K12430 • MGM 12430

CALYPSO MELODY

ROBERT MAXWELL
His Harp & Orch.

SONG OF THE NAIROBI TRIO
(SALFEGGIO)

K12410 • MGM 12410

ROBBIN HOOD

A NATURAL FOR MUSIC OPERATORS

DON'T PROMISE ME

(THE CAN-CAN SONG)

and
KISSES

K12424 • MGM 12424

HEAR IT! PLAY IT! SELL IT!

RON HARGRAVE

ONLY A DAYDREAM

and
LATCH ON

K12422
MGM 12422

TONI CARROLL

IT WAS SO THRILLING

and
I WANTCHA TO KNOW

K12425
MGM 12425

JONI JAMES



JONI SINGS
Songs by
VICTOR YOUNG and FRANK LOESSER
E3449

X1343 • X1344 • X1345



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WINTER WONDERLAND
RAY CHARLES SINGERS
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• Territorial Best Sellers

For survey week ending January 30

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

Atlanta

1. Young Love, S. James, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Don't Forbid Me, P. Boone, Dot
4. Banana Boat (Day-O), H. Belafonte, Vic
5. Moonlight Gambler, F. Laine, Col.
6. Jamaica Farewell, H. Belafonte, Vic.
7. Too Much, E. Presley, Vic.
8. Gonna Get Along Without Ya Now Patience & Prudence, Lbt.

Baltimore

1. Too Much, E. Presley, Vic.
2. Young Love, S. James, Cap.
3. Don't Forbid Me, P. Boone, Dot
4. Love Is Strange, Mickey & Sylvia, Grv.
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Love Me, E. Presley, Vic.
7. Young Love, T. Hunter, Dot
8. Jim Dandy, L. Baker, Atl.
9. Little By Little, N. Brown, Sav.
10. Blue Monday, F. Domino, Imp.

Boston

1. Young Love, S. James, Cap.
2. Wonderful Wonderful, J. Mathis, Col.
3. Marianne, T. Gilkyson, Col.
4. Who Needs You? Four Lads, Col.
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Young Love, T. Hunter, Dot
7. Too Much, E. Presley, Vic.
8. Don't Forbid Me, P. Boone, Dot
9. Singing the Blues, G. Mitchell, Col.
10. Blue Monday, F. Domino, Imp.

Buffalo

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, T. Hunter, Dot
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Too Much, E. Presley, Vic.
5. Green Door, J. Lowe, Dot
6. Blue Monday, F. Domino, Imp.

Chicago

1. Young Love, T. Hunter, Dot
2. Banana Boat Song, Tarriers, Gly.
3. Don't Forbid Me, P. Boone, Dot
4. Too Much, E. Presley, Vic.
5. Moonlight Gambler, F. Laine, Col.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. I Love My Baby, J. Corey, Col.
8. Wringle Wrangle, B. Hayes, Pmt.
9. Singing the Blues, G. Mitchell, Col.
10. Rock-a-Bye Your Baby, J. Lewis, Dec.

Cincinnati

1. Young Love, S. James, Cap.
2. Too Much, E. Presley, Vic.
3. Don't Forbid Me, P. Boone, Dot
4. Moonlight Gambler, F. Laine, Col.
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Singing the Blues, G. Mitchell, Col.
7. Rose and a Baby Ruth G. Hamilton IV, Pmt.
8. Banana Boat Song, Tarriers, Gly.
9. Rock-a-Bye Your Baby, J. Lewis, Dec.
10. Jim Dandy, L. Baker, Atl.

Cleveland

1. Young Love, S. James, Cap.
2. Too Much, E. Presley, Vic.
3. Singing the Blues, G. Mitchell, Col.
4. Don't Forbid Me, P. Boone, Dot
5. I Miss You So, C. Connor, Atl.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Love Is Strange, Mickey & Sylvia, Grv.
8. Jim Dandy, L. Baker, Atl.
9. Love Me Tender, E. Presley, Vic.
10. Blue Monday, F. Domino, Imp.

Dallas-Fort Worth

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, S. James, Cap.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Too Much, E. Presley, Vic.
5. Blue Monday, F. Domino, Imp.
6. Don't Forbid Me, P. Boone, Dot
7. Jamaica Farewell, H. Belafonte, Vic.

Denver

1. Young Love, T. Hunter, Dot
2. Banana Boat (Day-O), H. Belafonte, Vic.
3. Don't Forbid Me, P. Boone, Dot
4. Too Much, E. Presley, Vic.
5. Singing the Blues, G. Mitchell, Col.
6. Blue Monday, F. Domino, Imp.
7. Love Me, E. Presley, Vic.
8. Blueberry Hill, F. Domino, Imp.

Detroit

1. Too Much, E. Presley, Vic.
2. Young Love, S. James, Cap.
3. Wringle Wrangle, F. Parker, Dsl.
4. Banana Boat Song, Tarriers, Gly.
5. Don't Forbid Me, P. Boone, Dot
6. Love Is Strange, Mickey & Sylvia, Grv.
7. Who Needs You, Four Lads, Col.
8. Jim Dandy, L. Baker, Atl.
9. You Don't Owe Me a Thing J. Ray, Col.
10. Blue Monday, F. Domino, Imp.

Kansas City

1. Too Much, E. Presley, Vic.
2. Don't Forbid Me, P. Boone, Dot
3. Young Love, T. Hunter, Dot
4. Jamaica Farewell, H. Belafonte, Vic.
5. Blue Monday, F. Domino, Imp.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Since I Met You Baby, I. J. Hunter, Atl.
8. Moonlight Gambler, F. Laine, Col.
9. Singing the Blues, G. Mitchell, Col.
10. Marianne, T. Gilkyson, Col.

Los Angeles

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, T. Hunter, Dot

3. Too Much, E. Presley, Vic.
4. Love Me Tender, E. Presley, Vic.
5. Banana Boat (Day-O), H. Belafonte, Vic.
6. Blue Monday, F. Domino, Imp.
7. Blueberry Hill, F. Domino, Imp.
8. Green Door, J. Lowe, Dot
9. Jamaica Farewell, H. Belafonte, Vic.
10. Banana Boat Song, Tarriers, Gly.

Milwaukee

1. Young Love, S. James, Cap.
2. Don't Forbid Me, P. Boone, Dot
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Wringle Wrangle, F. Parker, Dsl.
5. Moonlight Gambler, F. Laine, Col.
6. Rock-a-Bye Your Baby, J. Lewis, Dec
7. Too Much, E. Presley, Vic.
8. Playing for Keeps, E. Presley, Vic.
9. Banana Boat Song, Tarriers, Gly.
10. You Don't Owe Me a Thing J. Ray, Col.

Minneapolis-St. Paul

1. Don't Forbid Me, P. Boone, Dot
2. Young Love, S. James, Cap.
3. Too Much, E. Presley, Vic.
4. Banana Boat (Day-O), H. Belafonte, Vic.
5. Young Love, T. Hunter, Dot
6. Tiger Lily, R. Draper, Mer.
7. Moonlight Gambler, F. Laine, Col.
8. Young Love, Crew Cuts, Mer.
9. Ain't Got No Home, C. Henry, Ago.
10. Jamaica Farewell, H. Belafonte, Vic.

New Orleans

1. Young Love, S. James, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Too Much, E. Presley, Vic.
4. Blue Monday, F. Domino, Imp.
5. Don't Forbid Me, P. Boone, Dot
6. Moonlight Gambler, F. Laine, Col.
7. Rose and a Baby Ruth G. Hamilton IV, Pmt.
8. Green Door, J. Lowe, Dot
9. Rock-a-Bye Your Baby, J. Lewis, Dec.
10. Blueberry Hill, F. Domino, Imp.

New York

1. Singing the Blues, G. Mitchell, Col.
2. Banana Boat (Day-O), H. Belafonte, Vic.
3. Young Love, S. James, Cap.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Green Door, J. Lowe, Dot
6. Love Me Tender, E. Presley, Vic.
7. Blueberry Hill, F. Domino, Imp.
8. I Dreamed, B. Johnson, Bly.
9. Rock-a-Bye Your Baby, J. Lewis, Dec.
10. Too Much, E. Presley, Vic.

Philadelphia

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, S. James, Cap.
3. Banana Boat Song, Tarriers, Gly.
4. Rock-a-Bye Your Baby, J. Lewis, Dec.
5. Wringle Wrangle, F. Parker, Dsl.
6. Banana Boat (Day-O), H. Belafonte, Vic.
7. Too Much, E. Presley, Vic.
8. Love Me Tender, E. Presley, Vic.

Pittsburgh

1. Young Love, S. James, Cap.
2. Too Much, E. Presley, Vic.
3. Moonlight Gambler, F. Laine, Col.
4. Banana Boat Song, Tarriers, Gly.
5. Singing the Blues, G. Mitchell, Col.
6. Young Love, T. Hunter, Dot
7. Bad Boy, Jive Bombers, Sav.
8. Love Is Strange, Mickey & Sylvia, Grv.
9. Rock-a-Bye Your Baby, J. Lewis, Dec.
10. You Don't Owe Me a Thing J. Ray, Col.

St. Louis

1. Young Love, T. Hunter, Dot
2. Banana Boat Song, Tarriers, Gly.
3. Singing the Blues, G. Mitchell, Col.
4. Don't Forbid Me, P. Boone, Dot
5. Young Love, S. James, Cap.
6. I Dreamed, B. Johnson, Bly.
7. Banana Boat (Day-O), H. Belafonte, Vic.
8. Greensleeves, Beverly Sisters, Lon.
9. Wringle Wrangle, B. Hayes, Pmt.
10. Too Much, E. Presley, Vic.

San Francisco

1. Singing the Blues, G. Mitchell, Col.
2. Young Love, T. Hunter, Dot
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Green Door, J. Lowe, Dot
5. Love Me, E. Presley, Vic.
6. Just Walking in the Rain, J. Ray, Col.
7. Too Much, E. Presley, Vic.
8. Blueberry Hill, F. Domino, Imp.
9. Jamaica Farewell, H. Belafonte, Vic.
10. Rock-a-Bye Your Baby, J. Lewis, Dec.

Seattle

1. Too Much, E. Presley, Vic.
2. Young Love, S. James, Cap.
3. Banana Boat (Day-O), H. Belafonte, Vic.
4. Red Sails in the Sunset, T. Hunter, Dot
5. Singing the Blues, G. Mitchell, Col.
6. Blue Monday, F. Domino, Imp.
7. Don't Forbid Me, P. Boone, Dot
8. Cinco Robles, R. Arms, Era
9. Dreamy Eyes, Four Preps, Cap.
10. Thousand Miles Away, Heartbeats, Rma.

Toronto

1. Young Love, S. James, Cap.
2. Singing the Blues, G. Mitchell, Col.
3. Banana Boat Song, Tarriers, Gly.
4. Don't Forbid Me, P. Boone, Dot
5. Love Me Tender, E. Presley, Vic.
6. Moonlight Gambler, F. Laine, Col.
7. Rose and a Baby Ruth G. Hamilton IV, Pmt.
8. Blue Monday, F. Domino, Imp.

GEE! 2 Smash Hits!



FRANKIE LYMON
and
THE TEENAGERS

**"TEENAGE
LOVE"**

c/w

**"PAPER
CASTLES"**

GEE 1032



**THE
CLEFTONES**

**"WHY YOU DO
ME LIKE
YOU DO"**

c/w

**"I LIKE YOUR
STYLE OF
MAKING LOVE"**

GEE 1031



RECORDS

220 W. 42nd St.
New York 36, N. Y.

THE TOP 100

For survey week ending January 30

A list of the Top 100 RECORD SIDES in the nation according to a COMBINED TABULATION of Dealer, 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.	DON'T FORBID ME	P. Boone	Dot	2
2.	SINGING THE BLUES	G. Mitchell	Columbia	1
3.	YOUNG LOVE	S. James	Capitol	3
4.	YOUNG LOVE	T. Hunter	Dot	4
5.	MOONLIGHT GAMBLER	F. Laine	Columbia	5
6.	BANANA BOAT SONG	Tarriers	Glory	6
7.	TOO MUCH	E. Presley	Victor	17
8.	BANANA BOAT (DAY-O)	H. Belafonte	Victor	8
9.	BLUE MONDAY	F. Domino	Imperial	12
10.	GREEN DOOR	J. Lowe	Dot	7
11.	LOVE ME	E. Presley	Victor	10
12.	BLUEBERRY HILL	F. Domino	Imperial	9
13.	LOVE ME TENDER	E. Presley	Victor	11
13.	TRUE LOVE	Bing Crosby & G. Kelly	Capitol	13
15.	YOU DON'T OWE ME A THING	J. Ray	Columbia	22
16.	ROCK-A-BYE YOUR BABY	J. Lewis	Decca	16
17.	JAMAICA FAREWELL	H. Belafonte	Victor	18
18.	I DREAMED	B. Johnson	Bally	23
18.	SINCE I MET YOU BABY	I. J. Hunter	Atlantic	21
20.	LOVE IS STRANGE	Mickey & Sylvia	Groove	24
21.	HEY! JEALOUS LOVER	F. Sinatra	Capitol	14
21.	ROSE AND A BABY RUTH	G. Hamilton IV	ABC-Paramount	14
23.	KNEE DEEP IN THE BLUES	G. Mitchell	Columbia	36
24.	JUST WALKING IN THE RAIN	J. Ray	Columbia	19
25.	BANANA BOAT SONG	Fontane Sisters	Dot	26
25.	CINCO ROBLES	R. Arms	Era	28
27.	WHO NEEDS YOU	Four Lads	Columbia	31
28.	GONNA GET ALONG WITHOUT YA NOW	Patience & Prudence	Liberty	20
29.	JIM DANDY	L. Baker	Atlantic	24
29.	ON MY WORD OF HONOR	Platters	Mercury	27
31.	YOUNG LOVE	Crew Cuts	Mercury	33
32.	CAN I STEAL A LITTLE LOVE?	F. Sinatra	Capitol	42
32.	I LOVE MY BABY	J. Corey	Columbia	38
34.	BANANA BOAT SONG	S. Lawrence	Coral	30
35.	AIN'T GOT NO HOME	C. Henry	Argo	34
36.	LOOK HOMEWARD, ANGEL	J. Ray	Columbia	37
37.	BANANA BOAT SONG	S. Vaughan	Mercury	52
38.	CINDY, OH CINDY	E. Fisher	Victor	28
38.	ONE IN A MILLION	Platters	Mercury	45
40.	PLAYING FOR KEEPS	E. Presley	Victor	41
41.	MARIANNE	T. Gilkyson	Columbia	92
42.	GARDEN OF EDEN	J. Valino	Vik	32
43.	MARIANNE	Hilltoppers	Dot	—
44.	WHEN MY BLUE MOON TURNS TO GOLD AGAIN	E. Presley	Victor	38
45.	WRINGLE WRANGLE	F. Parker	Disneyland	47
46.	WRINGLE WRANGLE	B. Hayes	ABC-Paramount	64
47.	AUCTIONEER	L. Van Dyke	Dot	43
48.	POOR BOY	E. Presley	Victor	35
49.	ANASTASIA	P. Boone	Dot	40
50.	MAMA FROM THE TRAIN	P. Page	Mercury	61
51.	FRIENDLY PERSUASION	P. Boone	Dot	54
52.	I MISS YOU SO	C. Connor	Atlantic	70
53.	CINCO ROBLES	L. Paul & Mary Ford	Capitol	44
53.	REPEAT AFTER ME	P. Page	Mercury	72
55.	MONEY TREE	M. Whiting	Capitol	66
55.	TAKE ME BACK BABY	G. Mitchell	Columbia	53
57.	GIRL CAN'T HELP IT	Little Richard	Specialty	—
57.	RED SAILS IN THE SUNSET	T. Hunter	Dot	75
57.	WHAT'S THE REASON (I'M NOT PLEASING YOU)?	F. Domino	Imperial	58
60.	WHAT IS A TEEN-AGE GIRL?	T. Edwards	Coral	87
61.	HONKY TONK	B. Doggett	King	51
62.	GREENSLEEVES	Beverly Sisters	London	48
63.	LITTLE BY LITTLE	N. Brown	Savoy	79
63.	SLOW WALK	S. Austin	Mercury	59
65.	BABY DOLL	A. Williams	Cadence	64
66.	SINGING THE BLUES	M. Robbins	Columbia	48
66.	SINCE I MET YOU BABY	M. Carson	Columbia	55
68.	BY YOU, BY YOU	J. Lowe	Dot	46
68.	WITHOUT LOVE	C. McPhatter	Atlantic	86
70.	BALLERINA	Nat (King) Cole	Capitol	—
71.	WONDERFUL WONDERFUL	J. Mathis	Columbia	—
72.	WISDOM OF A FOOL	Five Keys	Capitol	61
73.	WRITTEN ON THE WIND	Four Aces	Decca	61
74.	CHANTEZ CHANTEZ	D. Shore	Victor	—
75.	CINDY, OH CINDY	V. Martin	Glory	57
76.	YOUR LOVE FOR ME	F. Sinatra	Capitol	82
76.	BAD BOY	Jive Bombers	Savoy	69
76.	DREAMY EYES	Four Preps	Capitol	56
79.	SLOW WALK	B. Doggett	King	71
80.	THOUSAND MILES AWAY	Heartbeats	Rama	77
81.	TWO DIFFERENT WORLDS	D. Rondo	Jubilee	59
82.	CRAZY WITH LOVE	G. Mitchell	Columbia	81
83.	DON'T BE CRUEL	E. Presley	Victor	58
83.	RUDY'S ROCK	B. Haley	Decca	—
85.	NIGHT LIGHTS	Nat (King) Cole	Capitol	67
86.	GIVE ME	E. Rodgers	Columbia	—
86.	MUTUAL ADMIRATION SOCIETY	J. P. Morgan & E. Arnold	Victor	—
88.	MONEY TREE	Patience & Prudence	Liberty	73
89.	DANCING CHANDELIER	S. Syms	Decca	73
90.	YOU ARE MY FIRST LOVE	Nat (King) Cole	Capitol	—
91.	TRUE LOVE	J. Powell	Verve	94
92.	PARALYZED	E. Presley	Victor	78
92.	MUTUAL ADMIRATION SOCIETY	T. Brewer	Coral	87
92.	ARMEN'S THEME	J. Reisman	Victor	90
92.	ON LONDON BRIDGE	J. Stafford	Columbia	99
96.	WHAT IS A TEEN-AGE BOY?	T. Edwards	Coral	—
97.	CONFIDENTIAL	S. Knight	Dot	67
97.	PARTY'S OVER	Doris Day	Columbia	79
99.	FRIENDLY PERSUASION	Four Aces	Decca	97
99.	I WALK THE LINE	J. Cash	Sun	91
99.	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.

2 wonderful sides MOONSTRUCK IN MADRID and MY WILD AND RECKLESS HEART



JOE LEAHY

RKO UNIQUE #383



DEALERS!

Increase Profits . . .
Increase Sales . . .



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

TODAY'S TOP TUNES

AVAILABLE EVERY OTHER WEEK
TO HELP YOU BOOST SALES

It's a colorful 4-page folder (6 1/2 x 8 1/2" per page) that carries The Billboard's HONOR ROLL OF HITS with the best selling records of each tune.



It also shows best selling Popular, Jazz and Classical Long Play albums. It also lists best selling Country & Western and Rhythm & Blues records. Your store name, address and telephone number will be imprinted free on each copy of Today's Top Tunes.

They are ready to be mailed to your customer list to bring them into your store. They can be placed in each customer's purchase to bring him back for more sales. They can be used as counter give-aways and in your listening booths to stimulate sales.

MERCHANDISING DIVISION The Billboard 855
2160 Patterson Street, Cincinnati 22, Ohio

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

- Trial order
- 50 copies, \$1.00
- 100 copies, 2.00
- 250 copies, 3.50
- 500 copies, 5.50

Send me: Every issue until further notice

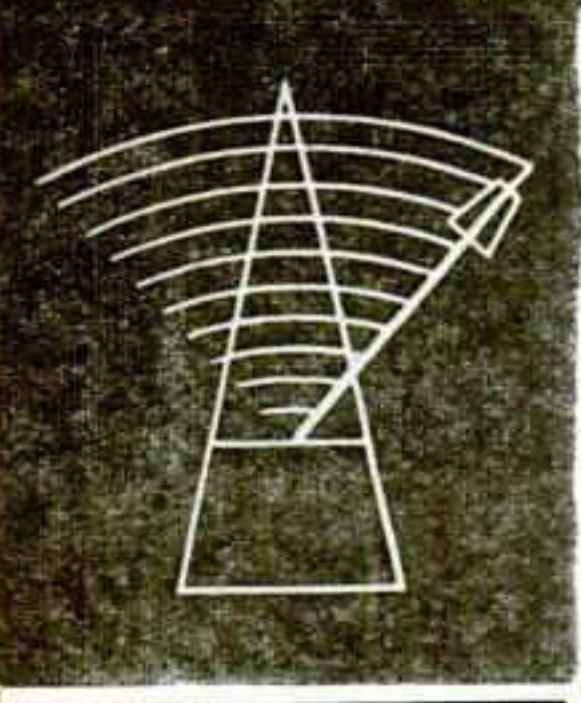
My store name, address and phone number will be printed free on each copy as shown below:

Store Name: _____

Address: _____

City & State: _____

Phone: _____ Ordered by _____



NEW ALBUMS From CADENCE

CLP 1015
DON SHIRLEY'S
LATEST & GREATEST
DON SHIRLEY DUO

CLP 1017
12 YIDDISH FAVORITES
THE
BARRY SISTERS
SING

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

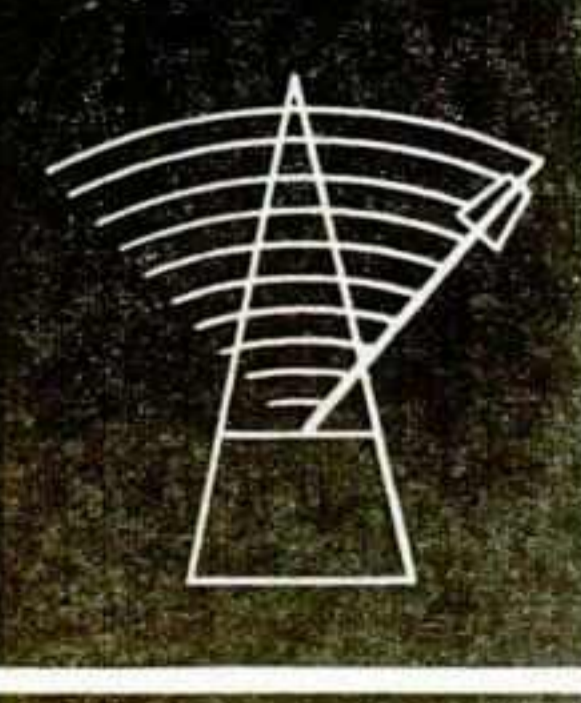
NEW From CADENCE

1308
ANDY WILLIAMS
BUTTERFLY

1307
THE CHORDETTES
COME HOME TO MY ARMS
(FIFI'S)
WALKIN' THE POODLE

1306
THE HARVEY BOYS
MARINA GIRL
NOTHING IS TOO GOOD FOR YOU

1305
TOMMY FURTADO
ISABELLA
SUN TAN SAM



cadence RECORDS

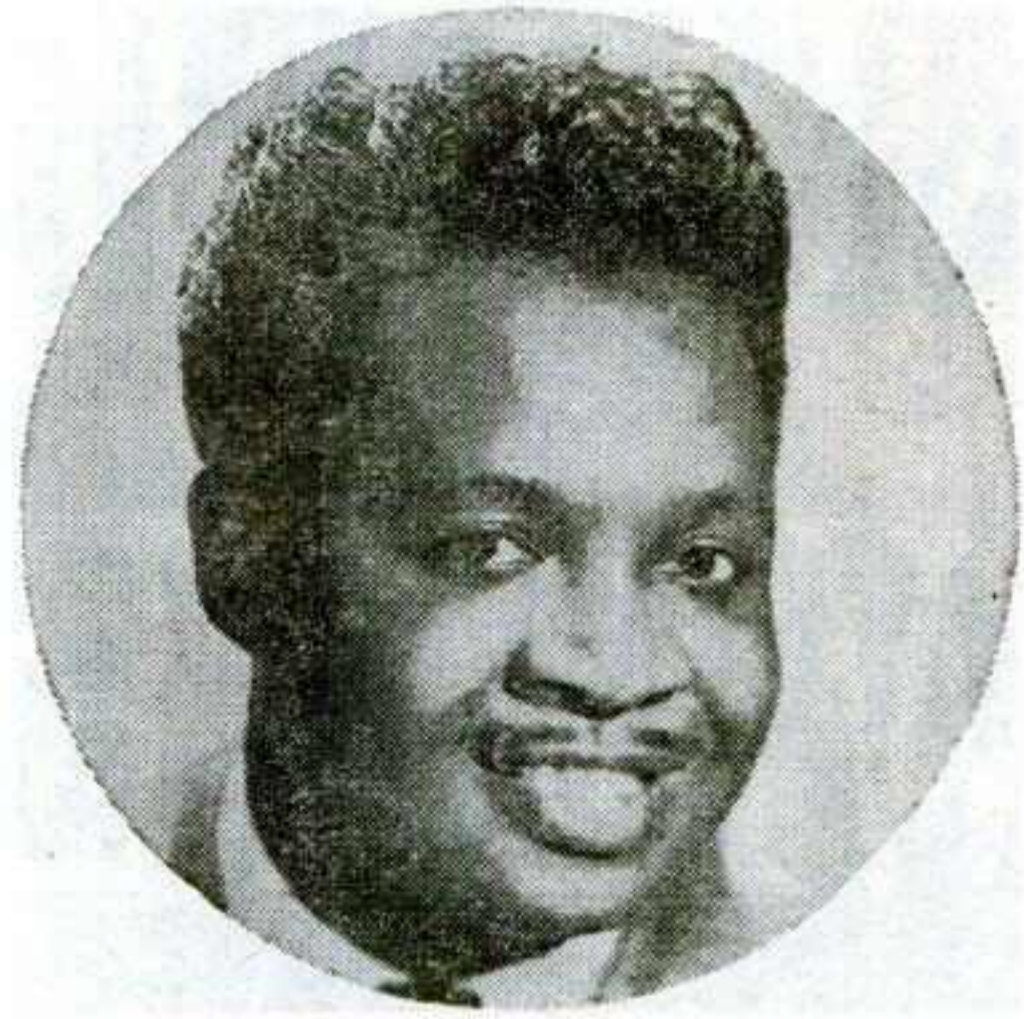
A BIG SMASH!

RUTH and AL

“REAL GONE PARTY”

“HELLO BABY”
#5414

Over 20,000 Sold by Records, Inc.—Boston in 10 DAYS!



ROY BROWN

“PARTY DOLL”

b/w

“I’M STICKIN’ WITH YOU”

#5427

Over 150,000 Shipped in 4 DAYS!



IMPERIAL RECORDS
6423 Hollywood Blvd., Hollywood, Calif.

NO ONE SWEETER THAN YOU

A BIG HIT FOR
**NICK
NOBLE**



MERCURY
71031



• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
Almost Paradise (R)—Peer International—BMI	All This Is Home (R)—Sequence—ASCAP
Anastasia (R) (F)—Feist—ASCAP	Banana Boat Song (R)—E. B. Marks-Bryden—BMI
Ballerina (R)—Jefferson—ASCAP	Brass Ring (R)—Dayton—ASCAP
Banana Boat Song (R)—E. B. Marks-Bryden—BMI	Cindy, Oh Cindy (R)—E. B. Marks-Bryden—BMI
Cinco Robles (R)—Warman—BMI	Don't Be Cruel (R)—Presley-Shalimar—BMI
Cindy, Oh Cindy (R)—E. B. Marks-Bryden—BMI	Don't Forbid Me (R)—Roosevelt—BMI
Gonna Get Along Without Ya Now (R)—Kellem—ASCAP	Get Rhythm (R)—Hi-Lo—BMI
Green Door (R)—Trinity—BMI	Gonna Get Along Without Ya Now (R)—Kellem—ASCAP
Hey! Jealous Lover (R)—Barton—ASCAP	Hip-Dee Hootie (R)—Roosevelt—BMI
I Could Have Danced All Night (R) (M)—Chappell—ASCAP	Hound Dog (R)—Presley-Lion—BMI
I Thought It Was Over (R) — Remick — ASCAP	I Dreamed (R)—Trinity—BMI
It Looks Like Love (R) — Paramount—ASCAP	I Walk the Line (R)—Hi-Lo—BMI
I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP	Jamaica Farewell (R)—Shari—ASCAP
Just in Time (R) (M)—Stratford—ASCAP	Just Walking in the Rain (R)—Golden West—BMI
Long Before I Knew (R) (M)—Stratford—ASCAP	Kid Stuff (R)—Gil—BMI
Love Me Tender (R) (F)—Presley—BMI	Love Me Tender (R) (F)—Presley—BMI
Marianne (R)—Monticlaro—BMI	Money Tree (R)—Frank—ASCAP
Money Tree (R)—Frank—ASCAP	Mutual Admiration Society (R) (M) — Chappell—ASCAP
Mutual Admiration Society (R) (M)—Chappell—ASCAP	Namely You (R) (M) — Commander—ASCAP
The Party's Over (R) (M) — Stratford—ASCAP	On the Street Where You Live (R) (M)—Chappell—ASCAP
Rock-a-Bye Your Baby With a Dixie Melody (R)—Mills-Warock—ASCAP	Pioneer's Prayer (R) (F)—Disney—ASCAP
Singing the Blues (R)—Acuff-Rose—BMI	Singing the Blues (R)—Acuff-Rose—BMI
Stashu Pandowski (R)—Pincus—ASCAP	Teen-Age Crush (R)—Central Songs—BMI
This Much I Know (R) (M)—Chappell—ASCAP	True Love (R) (F)—Buxton Hill—ASCAP
True Love (R) (F)—Buxton Hill—ASCAP	Walking After Midnight (R) — Sage and Sand—BMI
Two Different Worlds (R) — Princess—ASCAP	Westward Ho the Wagons! (R) (F)—Wonderland—ASCAP
Uno Momento (R)—Famous—ASCAP	Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
Who Needs You? (R)—Corwin—BMI	With a Little Bit of Luck (R) (M)—Chappell—ASCAP
Wingie Wrangle (R) (F)—Disney—ASCAP	Wingie Wrangle (R) (F)—Disney—ASCAP
Young Love (R)—Lowery—BMI	Young Love (R)—Lowery—BMI
Your Love Is My Love (R)—Peer International—BMI	

• Best Selling Sheet Music in Britain

(For week ending January 26)

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.

Singing the Blues—Frank (Acuff-Rose)	I Dreamed—Duchess (Trinity)
True Love—Chappell (Buxton Hill)	A House With Love in It—Lawrence Wright (Evans)
The Garden of Eden—Duchess (Republic)	You, Me and Us—John-Fields (Roncom)
Friendly Persuasion—Robbins (Feist)	A Woman in Love—Morris (Frank)
Just Walking in the Rain—Frank (Golden West)	My Prayer—World Tide (Skidmore)
St. Therese of the Roses—Dash (Dennis)	Whatever Will Be, Will Be—Melcher-Toff (Artists)
Cindy, Oh Cindy—Dash (E. B. Marks-Bryden)	Come Home to My Arms—Sterling (Chappell)
Two Different Worlds—Speir (Princess)	Adoration Waltz—Bron (Sovereign)
Autumn Concerto—Macmelodies (Symphony)	A Letter to a Soldier—David Toff (Daywin)
More—Berry (Shapiro-Bernstein)	

• Best Selling Pop Records in Britain

(For week ending January 26)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. GARDEN OF EDEN—Frankie Vaughan (Philips)	1
2. SINGING THE BLUES—Guy Mitchell (Philips)	2
3. FRIENDLY PERSUASION—Pat Boone (London)	4
4. ST. THERESE OF THE ROSES—Malcolm Vaughan (HMV)	5
5. SINGING THE BLUES—Tommy Steele (Decca)	3
6. TRUE LOVE—Bing Crosby & Grace Kelly (Capitol)	10
7. CINDY, OH CINDY—Eddie Fisher (HMV)	9
7. GREEN DOOR—Frankie Vaughan (Philips)	8
9. BLUEBERRY HILL—Fats Domino (London)	13
10. HOUND DOG—Elvis Presley (HMV)	10
10. DON'T YOU ROCK ME DADDY-O—Lonnie Donegan (Pye-Nixa)	12
12. JUST WALKING IN THE RAIN—Johnnie Ray (Philips)	7
13. ADORATION WALTZ—David Whitfield (Decca)	18
14. MOONLIGHT GAMBLER—Frankie Laine (Philips)	14
15. YOU DON'T OWE ME A THING—Johnnie Ray (Philips)	20
16. DON'T YOU ROCK ME DADDY-O—The Vipers (Parlophone)	—
17. YOU, ME AND US—Alma Cogan (HMV)	20
17. LOVE ME TENDER—Elvis Presley (HMV)	11
19. RIP IT UP—Bill Haley Comets (Brunswick)	14
20. GARDEN OF EDEN—Dick James (Parlophone)	—

LP Price Cuts Can Prove Rough

• Continued from page 15

In addition to the Victor Save on Records expansion and the Columbia Buy of the Month, and the Epic deal, there are the Victor Hi Fi Buy of the Month, the reduction in the price of EP's, the various samplers at \$1.49 and \$1.98, etc.

Tug of War

The future of this tug of war between majors and indies in the package field is full of interest and uncertainties. Many of the latter it is believed, may not be able to stand the gaff of such rough competition, and many of them admittedly have not the financial assets to slug it out on a long-range basis. Too, the promotional media in the package field would seem more made to order for the majors, inasmuch as the stress still is on black and white class media as against deejay promotion—al-

though the latter has definitely become more important.

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

Let the picture presented herewith be considered too grim from the indie point of view, and too optimistic from the majors' point of view, let us add this sobering reflection taken from Temyson: "Men my brothers, men the workers, ever reaping something new; that which they have done but earnest (promise) of the things that they shall do."

In other words, they did it in singles business—to the extent of draining away 40 to 45 per cent of the business. On this past record, they are likely to continue a vital factor in the package field.

Dear Friends and Enemies!

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

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

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

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

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

Thanks.

Hugo + Luigi



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. **Marianne** **Terry Gilkyson**
(BMI) Columbia 40817
2. **Wringle Wrangle** **Bill Hayes**
(ASCAP) ABC-Paramount 9785
3. **Knee Deep in the Blues**
Take Me Back **Guy Mitchell**
(BMI); (ASCAP) Columbia 40820
4. **Can I Steal a Little Love?**
Your Love for Me **Frank Sinatra**
(ASCAP); (BMI) Capitol 3608
5. **Who Needs You?**
It's So Easy to Forget **Four Lads**
(ASCAP); (BMI) Columbia 40811
6. **Cinco Robles** **Russell Arms**
(BMI) Era 1026
7. **Hold 'Em, Joe**
I'm Just a Country Boy **Harry Belafonte**
(BMI); (BMI) RCA Victor 0322
8. **You Are My First Love**
Ballerina **Nat (King) Cole**
(BMI); (ASCAP) Capitol 3619
9. **Butterfly** **Charlie Gracie**
(BMI) Cameo 105
10. **Marianne** **The Hilltoppers**
(BMI) Dot 15537

This Week's Best Buys

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

BUTTERFLY (Mayland-Presley, BMI)—**Charlie Gracie**—Cameo 105—This the original version of "Butterfly," a tune which has been recorded by five or six other artists recently. Despite all the competition, Gracie has maintained a good lead and has been raking in the lion's share of the loot so far. Philadelphia, Baltimore, Buffalo, Milwaukee, St. Louis, Chicago and Cleveland are some of the cities where Gracie is taking off in a big way. Tho it looks as if some of the other versions may also hit the charts, the Cameo platter should get there first. Flip is "Ninety-Nine Ways." A previous Billboard "Spotlight" pick.

MARIANNE (Montclare, BMI) — **The Hilltoppers** — Dot 15537 — Terry Gilkyson's "Marianne" was picked previously as a "Best Buy" and is now very near a place on the national retail chart. The Hilltoppers have forged ahead of the rest of the competition for second place honors on this tune. In fact, it is doing well enough in most sections of the country to indicate that it also has strong chart potential now. Flip is "You're Wasting Your Time" (Randy, Smith, ASCAP)

Review Spotlight on . . .

POP RECORDS

PERRY COMO RCA Victor 6815 **MI CASA, SU CASA**
(Sequence, ASCAP)

ROUND AND ROUND (Rush, BMI)
Como wraps his relaxed tonsils around two appealing sides, which should chalk up plenty of jockey play, as well as counter action. "Mi Casa, Su Casa" spotlights a creamy Como vocal on a lyrical ballad with a lazy folksy flavor. Flip is a standout novelty production, with Como and vocal group contributing some impressive vocal-in-the-round tricks on an attractive tune.

THE CHORDETTES Cadence 1307 **COME HOME TO MY ARMS**
(Chappell, ASCAP)

Bright, show-wise thrushing stint by the girls, and a worthy successor to their best selling waxing "Lay Down Your Arms." The Chordettes register sock sales-savvy on the bouncy item. Flip is a charming novelty with a swiny Continental beat, "Walkin' the Poodle" (Sequence, ASCAP).

THE DE JOHN SISTERS Columbia 40843 **HE'S GOT TIME**
(Korwin, ASCAP)

DON'T PROMISE ME (Sheldon, BMI)
The De Johns haven't had a hit for some time, but this platter may very well turn the sales trick. The gals sing out with brash exuberance on a strong religioso rhythm tune, "He's Got Time," with great, novel Ray Ellis arrangement. Flip, a sock pop version of the can-can theme from "Gaité Parisienne," is handed a vivacious vocal treatment with plenty of showmanship.

ROY HAMILTON Epic 9203 **A MOTHER'S LOVE**
(Dreyer, ASCAP)

A SIMPLE PRAYER (Arc, BMI)
Hamilton comes out of retirement with a two-sided disk that has strong potential to crack the winner's circle. Both these strong, emotional ballads are handled in a big production style, with Hamilton giving each one every ounce of juice and feeling he's got. Ork back-up for both builds and builds to a crashing climax. These both have the power to break.

PATSY CLINE Decca 30221 **WALKIN' AFTER MIDNIGHT**
(Four Star Sales, BMI)

POOR MAN'S RICHES (Shapiro-Bernstein, ASCAP)
Miss Cline, heretofore identified mainly with the country field, makes a strong bid to break pop-wise. Both readings have had strong exposure via thrush's performance of them on Arthur Godfrey TV airings. The "Walkin'" side has a fine bluesy flavor and the flip is loaded with reflective sentiment set to a rock and roll pace.

POP DISK JOCKEY PROGRAMMING

SID FELLER ABC-Paramount 9788 **A LITTLE TANGO**
(Criterion, ASCAP)

Here's a delightful rhythm-novelty side, which could fit smoothly into most programming pictures, particularly in the morning. A personable vocal group chants clever tongue-in-cheek lyrics with a perky ptango beat. Flip is a pleasant instrumental with a lilting Latin tempo—"The Puerto Rican Pedlar" (Wemar, BMI).

Reviews and Ratings * *

JOE VALINO

In the Arms of My Love 86

VIK 0257—Another quality song. This one has a stately quality about it, permitting Valino to belt out the lyric in legit "Garden of Eden" style to a sonorous accompaniment. (Iris-Trojan, BMI)

The Wind in the Riggins 78

Valino has a pretty song here, with a quality lyric. He chants it with a folk flavor, to a sensitive backing. (Gil, BMI)

EDDIE COOLEY AND THE DIMPLES

Driftwood 85

ROYAL ROOST 626 — Unusual blues material by the originator of "Priscilla." Lyric is chanted in relaxed manner to a swiny instrumental accompaniment. Jocks looking for a fresh blues lyric will like it. (Forshay, BMI)

A Spark Met a Flame 73

This side is a rhythmic ballad. Done okay; and a nice idea in the song, but not as strong as flip. (Forshay, BMI)

ROGER WILLIAMS

Almost Paradise 84

KAPP 175—A fancily styled reading of the Norman Petty tune, which the latter has also just recorded. Williams offers

the usual lush string backing and concerto-like handling of the piano. Other strong versions are en route. (Peer, BMI)

For the First Time 75

Some fast and intricate keyboard fingerwork a la "Kitten on the Keys." Here again are big ork backing and well-calculated melodramatic effects. Right in the groove for the Williams following. Dave Kapp himself penned the tune some years back. (Shapiro-Bernstein, ASCAP)

TEX RITTER

Children and Fools 83

CAPITOL 3640 — In this three-beater with its unusual combination of pop and Western elements, Ritter has his strongest contender for both markets in years. The theme and lyrics of this material have a way of sticking in the memory. Could be a very big one. (Vidor-Red River Songs, BMI)

I Leaned on a Man 77

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

(Continued on page 49)

REALLY MOVING!



JAYE P. MORGAN

I THOUGHT IT WAS OVER c/w

I PLEDGE ALLEGIANCE TO YOUR HEART

20 47-6798



JULIUS LA ROSA

STASHU PANDOWSKI c/w **JEANETTE**

(SHE'S NOT VERY MUCH GOOD FOR PRETTY)

20 47-6802



EDDY ARNOLD

A GOOD LOOKIN' BLONDE c/w

A DOZEN HEARTS 20 47-6773

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

America's favorite speed...  45 RPM

RCA VICTOR



KING WINNERS

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!

NEW RELEASES

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

BEST SELLERS

- LITTLE WILLIE JOHN**-KING 5003
- A LITTLE BIT OF LOVING** b/w **WILL THE SUN SHINE TOMORROW**
- LUTHER AND LITTLE EVA**-KING 5010
- LOVE IS STRANGE** b/w **AIN'T GOT NO HOME**
- ANNIE LAURIE**-DELUXE 6107
- IT HURTS TO BE IN LOVE**
- OTIS WILLIAMS AND HIS CHARMS**-DELUXE 6105
- BLUES, STAY AWAY FROM ME** b/w **PARDON ME**
- THE MIDNIGHTERS**-FEDERAL 12288
- LET ME HOLD YOUR HAND** b/w **OOH BAH BABY**
- JAMES BROWN AND THE FAMOUS FLAMES**-FEDERAL 12289
- JUST WON'T DO RIGHT** b/w **LET'S MAKE IT**
- THE TEAR DROPS**
- I PRAYED FOR LOVE** b/w **MY INSPIRATION**
KING 5004
- KENNY AND MOE** (The Blues Boys)
- CAN'T HELP MYSELF** b/w **YOU'RE GONNA MISS ME WHEN I'M GONE**
DE LUXE 6101

HARLEM NOCTURNE EARL BOSTIC KING 4978

BONNIE LOU-KING 5009

I WANT YOU b/w **EASY LOVE, EASY KISSES**

MAC CURTIS-KING 4995

THAT AIN'T NOTHIN' BUT RIGHT b/w **DON'T YOU LOVE ME**

CONFIDENTIAL BUBBER JOHNSON KING 4988

BILLY GAYLES

I'M TORE UP FEDERAL 12265

CHRIS COLUMBO

OH YEAH! Parts 1 & 2 KING 5012

KEN McDONALD

ONLY ME b/w **GOOD, GOOD, GOOD** DELUXE 6109

BILLY GAYLES

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

DON RENO - RED SMILEY

COUNTRY BOY ROCK 'N ROLL KING 5002

KING - FEDERAL - DELUXE RECORDS

VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Two "Yesterday's Hits" boxes appear on this page this week, since the column did not appear the week of January 19, and many jocks use the listings for programming. . . . Barry Kaye, WJAS, Pittsburgh, started off 1957 with three "firsts"—a new baby, a new house and the first white Chrysler Imperial off the line this year. . . . Tom Edwards who pioneered the deejay newsletter gimmick some years ago, now has in his possession "21 different sheets from individual jocks and radio stations around the U. S."

Kent Burkhardt, program director of KXOL, Fort Worth, Tex. reports that recent Hooper survey figures make KXOL the city's No. 1 rated station with an all-time high for the station itself. . . . Ken Grant, program director, KNUZ, Houston, recently conducted a contest to select "Houston's handsomest brown-eyed man." A local clothing outfit sponsored the contest, and contestants submitted photos to that store. . . . Brockton, Mass., is doing record hops at the Holbrook Town Hall.

CHANGE OF THEME: Paul F. Miller appointed program director of WCKY, Fleming, Ohio. . . . Tracy Carneau, formerly with WSKI, Montpelier, Vt., has joined WMMW, Meriden, Conn. . . . Jack Lacy, WINS, New York, celebrated his 10th year at the station January 25. The date also marked his 20th year in radio. A host of record artists and recording directors guested on a special anniversary broadcast for Lacy that day. . . . Leñ Libman, formerly with WORL, Boston, and Palmer Payne, program director of WFEA, Manchester, N. H., have formed a new early a.m. deejay team on the latter station.

Len Ross has left KTOO, Las Vegas, to join KDB, Santa Barbara, Calif. His new frau is the former Esther Korn. . . . Don DeGraf has taken over George Westcott's show over KWG, Stockton, Calif. DeGraf also operates a record store with ex-KWG jock Ken Wing, and he "uses the show as a sounding board for new releases and for special promotions for the store."

Milwaukee deejay, Larry Fischer, WRIT, took his microphone and a stack of records with him when he checked into the Veterans Administration Hospital, Wood, Wis., on January 14. Hospital authorities granted him special permission

YESTERYEAR'S TOPS—
The nation's top tunes on records as reported in The Billboard

- FEBRUARY 8, 1947
- (I Love You) For Sentimental Reasons
 - The Old Lamplighter
 - A Gal in Calico
 - Managua Nicaragua
 - Huggin' and Chalkin'
 - Ole Buttermilk Sky
 - Zip-A-Dee Doo-Dah
 - Open the Door, Richard
 - Oh, But I Do
 - Anniversary Song

- FEBRUARY 9, 1952
- Cry
 - Tell Me Why
 - Slow Poke
 - Little White Cloud That Cried
 - Any Time
 - Shrimp Boats
 - (It's No) Sin
 - Charmaine
 - Down Yonder
 - Tiger Rag

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

- JANUARY 18, 1947
- The Old Lamplighter
 - (I Love You) For Sentimental Reasons
 - Ole Buttermilk Sky
 - A Gal in Calico
 - Zip-A-Dee Doo-Dah
 - The Whole World Is Singing My Song
 - Huggin' and Chalkin'
 - For You, For Me, Forevermore
 - Oh, But I Do
 - The Things We Did Last Summer

- JANUARY 19, 1952
- Slow Poke
 - Cry
 - (It's No) Sin
 - Tell Me Why
 - Shrimp Boats
 - Little White Cloud That Cried
 - Down Yonder
 - Undecided
 - Because of You
 - Charmaine

to air his regular four-hour morning platter show from the hospital during a two-week period while the medicos put him through a complete physical checkup.

Verve Promotion

Continued from page 15

Red Gap," NBC-TV spectacular aired last weekend. Other pop packages are Charlie Fuqua's Ink Spots, Anita O'Day, Charlie Barnet, Rex Middleton's Hi-Fi's, Rudy Vanelli, the Fabulous McClevertys, Buddy DeFranco, Tal Farlow, Benny Carter and a set titled "Here Come the Girls" with Ella Fitzgerald, Anita O'Day, Toni Harper, Pearl Bailey and Jane Powell.

Jazz packages are topped by "Jazz From Paris," featuring Dizzy Gillespie and Django Reinhart; "April in Paris," by Count Basie, and "Travelin' Band," by Lionel Hampton. Other jazz works are by Stan Getz, Flip Phillips, Lester Young, Ray Brown, Bud Powell, Illinois Jacquet and others. Silverman returned from an Eastern tour last week where he appointed the Ed Barsky Company, Philadelphia; Benart Distributing Company, Cleveland, and World Wide Distributing Company, New Orleans, to handle the Verve line.

Columbia Products

Continued from page 15

munde" and "Symphony No. 5"; "The Romantic Music of Chopin," backed with Respighi's "Rossini-ana," by the St. Louis Symphony, conducted by Vladimir Golschmann; "Noel Coward in New York"; "Vocal Music of Claudio Monteverdi," by the New York Pro Musica Antiqua, directed by Noah Greenberg; "Ere's 'Olloway," by Stanley Holloway, and the original cast version of "Candide."

Stan Kavan, national sales manager of packaged products, stated that the label is kicking off strong sales promotion on the consumer, deejay and point-of-sale levels. Kavan added that Columbia, during the year, would produce more albums than it did in 1956, but not as many as some companies. Columbia, he pointed out, had already completed its schedule of conversions, was already strong in catalog, and was under no urgency to produce merely for the sake of quantity. A more moderate schedule of packages, he indicated, would make possible greater emphasis on recording excellence, and individual sales drives on behalf of each album.

WATCH THIS ONE

"THE BIG WHEEL"

Clifton Cheinier
Argo #5256

Chess-Checker-Argo Record Company
4750 S. Cottage Grove Avenue
Chicago 15, Illinois
All Phones: Kenwood 8-4342

#27 in Nat'l POP Lists
Climbing higher every week!

"LITTLE BY LITTLE"

SAVOY 1506

NAPPY BROWN

Started POP—Went R&B!

SAVOY RECORD CO.
58 MARKET ST.
NEWARK, N. J.

JANE MORGAN

"FROM THE FIRST HELLO TO THE LAST GOODBYE"

c/w **"COME HOME, COME HOME, COME HOME"**
Kapp 172

KAPP

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Horoscopes! No! Record Labels! Yes!

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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 disk jockeys . . .

For window display ideas for dealers . . .

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Yes, I want () copies of The Music-Record Programming and Buying Guide at \$1.00 each. My remittance is enclosed. Please rush to: 856

My Name.....

Name of Store or Station.....

Street Address.....

City..... State.....

• **Reviews of New Pop Records**

• *Continued from page 46*

DON RONDO
Don't 81
 JUBILEE 5270—This may take off. Don Rondo gives a full-voiced, schmaltzy treatment to a three-beat tune. He's backed by a chorus and a violin for that "Santa Lucia," or rather "Blue Danube," effect. One to watch. (Massey, ASCAP)
The Love I Never Had....81
 Dramatic fiddles and a touch of Hungarian schmaltz pervade this side, Don Rondo belts out the melody with all his heart. Like the flip, one to watch. (Spler, ASCAP)

TOMMY SANDS
Teen-Age Crush 80
 CAPITOL 3639 — Sands presents a moving story of teen-agers in love. His style is relaxed and effective. Strong arrangement has a chorus and smart rhythm section. (Central, BMI)
Cutie Wootie....72
 A rock and roller with a set of novelty lyrics, Tommy Sands sings it smoothly, backed by a smartly arranged rhythm section which provides a relaxed beat. (Roosevelt, BMI)

GEORGE CATES ORK
The Poodle Walk 78
 CORAL 61774—Again Cates and his crewmen get some fine effects on a lively number. Sound is excellent, and side could be meat for jock spins as well as a prime candidate juke-wise. (Raphael, ASCAP)
Last Night....73
 Additional possibilities sparked here with ork on a modified rumba. Fine, easy listening combined with toe-tapping stimulant. (Hill & Range, BMI)

THE FOUR COINS
My Love Is a Little Kitten 77
 EPIC 9200—Here's a bouncy, effervescent tune with a cute lyric idea. Side moves nicely and could get spins. (Shapiro-Bernstein, ASCAP)
Falling Star....75
 The Coins offer a full decibel treatment of a ballad that sets the stage for romance. Could be some air play. Stacks up well with other versions. (Weiss & Barry, ASCAP)

SAMMY DAVIS JR.
The Golden Key 77
 Decca 30189—Singer puts fine quality into projection of an ear-easy ballad. Davis fans will like this one. Jack Pleis gives it exceptional backing trimmings. Could rack up considerable sales score. (Mellin, BMI)
Long Before I Knew You....74
 This is the Davis cover of the fine tune from the musical, "The Bells Are Ringing." For some reason, it doesn't come off as well as some previous versions. However, it's a pleasant complement for the flip. (Stratford-Chappell, ASCAP)

ALAN COPELAND
You Don't Know 76
 CORAL 61791—A smartly done blues. Alan Copeland chants it in slow tempo and staccato style. The arrangement by Dick Jacobs is really full of kicks. For jocks (Roosevelt, BMI)
Feeling Happy....76
 Another blues. This one is Joe Turner's fast and rollicking, and it's smartly done with a bright and brassy accompaniment behind Copeland. (Progressive, BMI)

BOB SHARPLES ORK
Afrika 76
 LONDON 1721—A calypso instrumental, with a wealth of color and mood. Arrangement and instrumentation have that typical, bright British sound. For deejays looking for something different in calypsos. (Roncom, ASCAP)
Oo-La-La, Out-Out! 76
 Continental-flavored ditty with a happy sound and a gang-sing effect. A chorus and a vocal soloist with a French accent give the side a quality of Gallic charm. Nice side for deejays. (Olman, ASCAP)

BURL IVES
Pretty Girl 76
 DECCA 30217—The fine folk artist has a strong calypso here. Typical rhythm and construction, plus a lyric that tells a story. A well-rounded side, and merits strong exposure. (Ludlow, BMI)
Marianne....74
 Ives' version of ditty that's getting so much action is splendid. He brings a wealth of individuality to the pretty calypso. (Montclare, BMI)

BONNIE LOU
Easy Love, Easy Kisses 76
 KING 5009—Gal sings in harmony via dual tracking. Nice vocal delivery in a triplet rhythm which can stir action among the fans. Some jocks may like it too. (Arnel, ASCAP)
I Want You....75
 The chick has a bright pop-styled entry here with a few yodeling kicks. Has a "peanut vendor" rhythm that's definitely catchy. Could stir up some spins. (Acorn, BMI)

GEORGIE SHAW
My Heart Isn't in It 75
 DECCA 30192—Good, warm vocalizing on the soft romantic standard.

Quality production here, and jocks will like it. (Leeds, ASCAP)
One More Sunrise....74
 Singer gets fine under-played drama into a well-clefed plaint of a condemned prisoner. There's quality and style to warm up sales thermometer. Jack Pleis, chorus an ork hype projection. Jocks could expose it profitably. (Acorn, BMI)

RALPH MARGERIE ORK
Tricky 75
 MERCURY 71050—A cover of an instrumental that has been selling well in the r.&b. field in a version by Gus Jinkins, Margerie's has a solid, easy-going beat that is fine for dancing. He keeps a lot of the original's "down" sound, and that's an asset. (Shag, BMI)
Travel at Your Own Risk....73
 Another danceable medium-tempo swinger that has juke box aptitude. It features a handsomely executed alto sax solo and some smart brass choir blowing. Nice listening. (Judy, ASCAP)

NELSON RIDDLE ORK
Holiday in Naples 75
 CAPITOL 3631—Instrumental with a Continental feeling. Nelson's arrangement is a bright one, capturing a mood. (Beechwood, BMI)
Accordion Willy....73
 Instrumental novelty. Melody is a pretty one, easily remembered. For jocks. (Gale & Gayles, BMI)

ROBERTO ORK
Flaherty's Beguine 75
 CORAL 61777—This colorfully Hugo Winterhalter orchestrated tune has a pleasant sound. Will get air play, and box action can follow along. (Gregory-Chappell, ASCAP)
Need I Say....72
 A moderate-paced, danceable side with plenty of lush orking to make the box players tap their feet. Very attractive wax. (Mellin, BMI)

BERNADINE READ
Kid Stuff 75
 ABC-PARAMOUNT 9764 — Adolescent love gets fine treatment on all counts: cleffing, lyrics and delivery are all superior. Well worth jock attention, altho the McGuire Sisters have a big head start. (George, BMI)
I'm Through....71
 Thrush gives more mature romance similar treatment, but results are not up to flip's appeal. Younger-set emotions carry banner here. (Pop Enterprises, BMI)

THE NORMAN PETTY TRIO
Almost Paradise 75
 ABC-PARAMOUNT 9787—Alternating between piano and organ as solo instrument, a bold, dramatic effect is achieved in the styling of this lovely romantic theme. A pretty original that has strong commercial points. (Peer, BMI)
It's Been a Long, Long Time....71
 A bouncy, bubbly version of the oldie with a smart and original vocal added to the trio's stylish playing. Good deejay bait. (E. H. Morris, ASCAP)

ETHEL ENNIS
A Pair of Fools 75
 ATCO 6086—Miss Ennis, in her first Atco release, is competing with several other singers on this tune. Her double-track harmony job is very tasty and, if quality counts, should be strong competitively. (Chappell, ASCAP)
Got It in My Blood (To Love You)....69
 An intimate, throaty projection of a sultry love ballad. Miss Ennis shows good sense of style and has an Ella-ish sound that is easy on the ears. The side is a little "far out" for strong commercial consideration. (Walden, ASCAP)

THE FOUR LOVERS
The Stranger 74
 VICTOR 6812—The Lovers have a good tune here, with a strong touch of country sentiment. It's chanted with a persuasive beat and lots of heart. (Sheldon, BMI)
Shake a Hand....73
 The group knocks off this old blues novelty with a strong beat and considerable feeling. Makes a fair rock and roller. (Broadcast, BMI)

ELLA MAE MORSE
A Long Time Ago 74
 CAPITOL 3638 — A well-produced disk. It's a bright, rhythm piece, with Ella Mae Morse's vocal backed by sharply-accented instrumentation and a chorus. Deejays will like. (Bourne, ASCAP)
Put Your Arms Around Me....74
 The great oldie in a version much different than the Jill Corey disk. Tempo here is slow and relaxed, with rock and roll type instrumentation. (Broadway, ASCAP)

TEDDI KING
Should I Ever Love Again 74
 VICTOR 6809—Thrush chants this Wynona Carr rhythm tune with a lot of feeling. Backing and vocal combine for a professional job. (Venice, BMI)

(Continued on page 50)

WITHOUT HIM

MERCURY 71040

A BIG HIT FOR

Nino

Anthony



This One Will Be Bigger Than His Sensational Record of "Honky Tonk"
RAM-BUNK-SHUSH
 BILL DOGGETT KING 5020

Reviews of New Pop Records

Continued from page 49

A Ride on a Rainbow...72
Pleasant, if not too distinguished, ballad cleffing from forthcoming NBC Spectacular, "Ruggles of Red Gap." Singer brings nice quality to it. (Robin-Styne, ASCAP)

FRANK CHACKSFIELD ORK
Breath of Spring...74
LONDON 1722—A pretty instrumental, with an 18th century French quality. A chorus and bird sounds, together with the soaring melody, give the effect of spring. A class item for deejays with adult audiences.
Your Love Is My Love...72
Instrumental with a lush sound. Chacksfield's arrangement includes a chorus which, together with the violin, gives a rich effect. (Peer Intl., BMI)

LONNIE SATTIN
I Think I Go, I Think I Stay...74
CAPITOL 3632 — Here's a cute, humorous entry that deserves good air exposure. To a fast Latin beat, Sattin keeps changing his mind as to whether he should return to his South American sweetheart a swinging novelty. (Trinity, BMI)
Walk Along With Kings...69
A fancy-schmancy religioso tune that calls for open-stop piping all the way. Sattin throws his all into it and sounds sincere. The material is a bit garish in its exaggerated emotionalism, however. (Valyr, ASCAP)

ROBBIN HOOD
Don't Promise Me (The Can Can Song)...73
M-G-M 12424—Thrush gives Offenbach souvenir with new lyrics in a lively send-off. This sounds like a natural juke candidate and jocks could well afford to give it exposure. Marty Gold's backing is a big assist. (Sheldon, BMI)

Kisses...72
Here's another that is likely for juke and jock plays. Ballad with a provocative beat, and more good chorus and ork backing by Marty Gold. Lot of quality and spirit here. (Audubon, ASCAP)

JANE POWELL
What Gives? What Goes?...73
VERVE 10030 — The thrush who made it with "True Love" gets off an airy tune that has an appealing bounce. Has a movie flavor and Miss Powell does a sincere job. No follow-up to the hit, however. (Kahn, ASCAP)
Till the Next Time...70
A nice, easy-going ballad with the pretty pipes projecting agreeably. Fans will like. (Saunders, ASCAP)

DAVID ROSE ORK
Calypto Melody...73
M-G-M 12430—Rose and the ork embellish a "Banana Boat" — like theme here with art and charm. The arrangement makes the most of the ork's rich sound texture. Considering the taste for calypso right now, this has fair to good possibilities. (Cromwell, ASCAP)
Theme From "The Wings of Eagles"...69
An elegant string instrumental job on the theme of a forthcoming movie. Beautifully handled as usual by Rose. Deejays looking for a "quality" side can use this profitably. (Feist, ASCAP)

LEW QUADLING ORK
Pull Down De Shade...72
CORAL 61775—Something could still happen with this gay little job, already waxed on another label with only moderate results. This is a nice tinkling arrangement with vocal by a male chorus. Jocks may spin it for kicks. (Pincus, ASCAP)
The Town Where the Rainbow Fell...71
A romantic little story with a happy ending is chanted by a unison male chorus to Quadling's attractive orking. Good bet for jocks. (Planetary, ASCAP)

DANNY ANDREW
Lonesome Lips...72
CORAL 61778—Andrews uses lots of whole octave slides down to a deep bass register in selling this okay tune. Has a slight touch of Crosby and band arrangements in the Dixie groove strengthen the feeling. (Chatham, ASCAP)
My Bonnie Love...65
Andrews, a talented chanter, is not at his best here. Too much hiccuppy style detracts. Band backs strongly in a Dixie groove, however. (Vernon, ASCAP)

RON HARGRAVE
Latch On...71
M-G-M 12422—Singer belts out a hefty r.&r. beat with Harry Geller supplying equally hefty backing. There's both stepping and listening stuff here for the teeners, and side could stir some interest. (American, BMI)

Only a Daydream...70
Soft, romantic quality here in ballad delivery and highly professional backing. Side obviously predates singer's versatility. (American, BMI)

LORRY RAINE
My Secret Love Affair...71
ADVANCED 3015—Sweet-voiced canary does effective job on nice ballad. (Gayles, ASCAP)
My Love Left Town...70
Thrush puts solid emotional impact into reading of moody ballad. (Gayle, ASCAP)

WINIFRED ATWELL
Moonlight Gambler...71
LONDON 1724—A simple but artful piano styling of the recent hit. An unusual effect is given by female chorus humming in the background. Guitar and rhythm supply effective light back-beat. (E. H. Morris, ASCAP)
Garden of Eden...69
Miss Atwell shows considerable originality here, too. The piano and rhythm guitar duo passages gives an interesting "sound" to this styling. Both sides are good off-the-beat-track programming. (Republic, BMI)

REX ALLEN
Little White Horse...70
DECCA 30204—Cowboy ballad with clop-clop ork background gives singer material for Western-flavored appeal. Not enough feeling or projection ingenuity to indicate more than moderate sales appeal. (Anvil, ASCAP)
Drango...68
Singer chants title number from forthcoming pic. Opportunity for human vocalizing, but over-all effect is muddled with over-orchestration. Moderate counter-pull likewise indicated. (Chandler, ASCAP)

THE BEEBEE TWINS
Haunted...70
ERA 1028 — The gals display an interesting blend quality on a swiny rhythm tune. (Thunderbird, ASCAP)
Send Back My Broken Heart...67
Fair duo work by the sisters on an old-fashioned, folksy melody. (ASCAP)

SY MANN ORK
That's All...68
DOT 15531—The standard in what might be called "Cinemascope" instrumental treatment. The big orchestra comes nigh to making a little symphonic suite out of it. Mighty pretty; deejays note. (Pic Enterprises, BMI)
Sea Waltz...66
Another agreeable instrumental side. Also given the big symphonic treatment, it is a pleasant wash of sound. Deejays will undoubtedly give this a whirl. (Jimskip, BMI)

TONI CARROLL
I Wantcha to Know...68
M-G-M 12425—Thrush tees-off her second recording with a swingsy, up-tempo offering for pleasant results. Backing is lively, and side might provoke some interest for the squarer-minded youngsters. (Hampshire House, ASCAP)
It Was So Thrilling...67
Not much sparkle in this run-of-the-mill rhythm romance. Some nice quality in spots, but over-all a slow-starter at the sales post. (Arthur, BMI)

MYRNIIE LORRIE
That's What Sweethearts Do...67
VICTOR 6807—Gal warbles a lively little tune pleasantly enough, but little imagination has gone into over-all projection. This is pretty much run-of-the-mill production. (Dandelion, BMI)
Die, I Thought I Would...66
Not much here to spark much counter interest. Singer offers a waltz tempo for low temperature appeal. (Tannen, BMI)

THE TOPPERS
Stashu Pandowski...67
DECCA 30209—A cover of the current Russ Carlyle novelty. The group does a smooth job of styling this—accent and all, and gets a bright polka-band backing. They are handicapped by late timing, however. (Pincus, ASCAP)
The Purple Hills...66
From the pic "Run of the Arrow" comes this sweet, lilting tune. Prettily harmonized, and with a nice take-off by the tenor lead, it is easy to listen to, but is not especially memorable. (Young, ASCAP)

STANTON AND PEDDIE
Oskaloosa...67
RESERVE 115 — Bright, fast-moving rhythm side with infectious tempo and okay warbling. (Windy City, ASCAP)
Nothin'...65
A fairly amusing novelty is handed an okay vocal wrap-up with stand-out electric guitar backing. (Windy City, ASCAP)

DANNY KNIGHT
Falling Star...66
M-G-M 12423—Singer registers moderately on this ballad with LeRoy Holmes providing similar backing. Nothing unusual here to promote more than passing sales interest.
I Still Believe...65
There's real schmalz in this one and plenty of effort, both vocal and instrumental. Same sales comment.

RAY LANG
Last Train...64
DECCA 30210—This singer is showcased in a fast calypso side here that is brightened by a few humorous touches in the lyrics. Lang doesn't seem very much at home in the calypso idiom, however. Total effect is weak. (Pinebrook, BMI)
Keetch...61
Another calypso vocal that is lacking in strong feeling for the style of this idiom. Arrangement offers little in the way of color or ideas. (Pinebrook, BMI)

Sacred

THE CHUCK WAGON GANG
When I Looked Up...77
and **He Looked Down...77**
COLUMBIA 40834—Impressive vocal treatment of a pleasant sacred item with good lyrics. Should be an excellent seller in Bible Belt stores. (Stamps Baxter, SESAC)
I'll Walk and Talk With My Lord...77
Fervent blend work on a moving sacred theme. Also in commercial groove. (Stamps Baxter, SESAC)

Polka

RAY HENRY ORK
Stashu Pandowski...85
DANA 2119—The oft-disked pop tune gets the legitimate treatment by maestro Henry. Has the best authentic flavor of all the versions and should sell well in polka circles. (Pincus, ASCAP)
Ding-Dong...80
Henry and company beat out a bright, loud, swingin' polka. Nice vocalizing by Eddie Skinger. (Dana, BMI)

Latin American

THE MIGHTY ZEBRA
The Bedbug...78
VICTOR 6814 — Singer chants a novelty samba with aid of La Motta Brothers and Virgin Isle Hotel ork for solid effect. Projection should intrigue buyers of Latin American sound. Excellent, danceable rhythm. (Charles Harris, Unpublished)
La Empaliza...77
Same combination on a hefty mambo beat. Similar sales outlook indicated. (Peer, BMI)

Other Records Released This Week

Popular

Speak to Me Loved One; You Are Far Away—Frank Lauria, Vita 150
Now Hear This; Soft Touch — Annie Maloney, Whippet 250
All My Love Belongs to You; Sweet Sweetheart—The Page Sisters, Zephyr 012

Polka

Medley of Waltzes; Jolly Boy Polka—Frank Wojnarowski, Dana 3241

Latin American

Jack, Jack, Jack; Mary Ann—Arman do Ork, Verne 1068

Rhythm & Blues

We're Rockin' to the Blues; I Believe You—Louise Rogers, Ace 104
Leaving You Baby; Sha-Wa-Wa—Al Smith Irma 105

Key Expands In Cleveland

HOLLYWOOD — Further expanding its disk operation, indie Key Records has opened warehouse facilities in Cleveland in an effort to insure quicker delivery of its product to the Eastern market. Vic Knight, president of the company, also disclosed the promotion of Elma Greer, presently in charge of station relations here, to handle promotion in the Pacific Northwest with headquarters in San Francisco. Betty Buck, previously with Western Recorders, will replace Miss Greer here. Firm also inked the Continentals, name nitery vocal group, with their first release set for January 15.

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**MONITOR MUSICAL
 SURVEY**
 According to a survey made
 by the NBC radio network
 show, "Monitor," here are the
 records which received the
 most local air play over NBC
 affiliate stations last week in
 the following areas.
Daytona Beach, Fla.
 "Too Much," Elvis Presley, RCA
 Victor.
San Francisco
 "Young Love," Tab Hunter, Dot.
Hartford, Conn.
 "Don't," Don Rondo Jubilee
Boise, Idaho
 "Singing the Blues," Guy
 Mitchell, Columbia
Natchez, Miss.
 "Can I Steal a Little Love,"
 Frank Sinatra, Capitol
Harrisonburg, Va.
 "I Dreamed," Betty Johnson,
 Bally
El Paso, Tex.
 "Marianne," Terry Gilkyson,
 Columbia.
Seattle
 "Cinco Robles," Russell Arms,
 Era.
Bismark, N. D.
 "Moonlight Gambler," Frankie
 Laine, Columbia.

**• Number of Releases
 This Week**

Label	Pop	R&B	C&W
ABC-PARAMOUNT	2	—	—
ACE	1	—	—
ADVANCE	1	—	—
ATCO	1	—	—
B-FLAT	—	2	—
BO-KAY	—	—	1
CADENCE	2	—	—
CAMEO	—	1	—
CAPITOL	4	1	2
CHECKER	—	2	—
CHESS	—	1	—
CHUCK WAGON	—	—	1
COLONIAL	—	—	1
COLUMBIA	—	—	1
CORAL	6	—	—
DAFFAN	—	—	1
DECCA	7	1	1
DAWN	—	1	—
DOT	2	—	—
DOUBLE DEE	—	—	1
EMBER	—	2	—
EPIC	1	—	—
GEE	—	1	—
JUBILEE	1	—	—
KAPP	1	—	—
KING	—	2	—
LIBERTY	1	—	—
LONDON	3	—	—
MERCURY	1	—	1
M-G-M	5	—	3
PEACOCK	—	1	—
RCA VICTOR	3	—	—
RESERVE	1	—	—
ROYAL ROOST	—	1	—
RUBY	—	—	2
RUSTIC	—	—	1
SPECIALTY	—	2	—
STARDAY	—	—	1
VERVE	1	—	—
VIK	1	—	—
VITA	1	—	—
WHIPPET	1	—	—
ZEPHYR	1	—	—
TOTAL	47	19	17

Columbia Distribs
 • Continued from page 15
 books, which carry the same titles
 as the disks, are "Dance Along"
 and "Riddle-a-Diddle." They list
 at \$1 each.
 Meanwhile, Reynard, which special-
 ized in children's and educa-
 tional music, will promote the
 disks, along with the folios, in the
 educational market, including set-
 ting up demonstrations at various
 educator meets and clinics.
 Capt. Kangaroo is a television
 property of the Columbia Broad-
 casting Corporation.

Mercury Pops
 • Continued from page 15
 Mercury by James Baecker, who
 represents the company for PX
 sales in the Far East. The King
 company formerly had a distribut-
 ing pact with Capitol.
 Meanwhile, Mercury's affiliate
 in Milan, Italy, Walter Guerther,
 toured important sales points in
 the United States to observe Amer-
 ican sales techniques and met with

RCA Feb. Albums
 • Continued from page 15
 disk, with the newly issued Conus
 Concerto.
 The Horowitz-Reiner reading of
 the Beethoven "Emperor" Con-
 certo, which in its original LP ver-
 sion sold over 50,000 sets, has
 been sound-enhanced and repack-
 aged, and is re-released this month.
 The Morton Gould set of "The
 World's Best Loved Waltzes,"
 which was the Save-On-Records
 bonus in July, and of which over
 200,000 free sets were distributed,
 is listed as a regular-line release in
 February.
 Of special collector interest are
 the complete opera, "Mefistofele"
 by Boito, with Boris Cristoff, on
 two disks, and the complete set of
 Mendelssohn's "Songs Without
 Words" on three disks, played by
 pianist Ania Dorfmann. This is the
 only complete edition of the latter
 work currently available. From
 Victor's HMV affiliate comes the
 long-awaited Kempe-Berlin Phil-
 harmonic version of the Brahms
 Requiem. It covers three sides,
 with the fourth devoted to Fischer-
 Dieskau's version of the Mahler
 "Kindertotenlieder."
 Camden has mustard more
 name-talent disks from the Victor
 archives, headed this time by
 Dorothy Maynor and Lucrezia
 Bori. Also the ancient but es-
 teemed Strauss "Heldenleben"
 conducted by Mengelberg.
 Among the pop releases are the
 first Victor issues by the newly
 signed jazz pianists Phineas New-
 born Jr. and Bud Powell. Also in-
 cluded is the film score from the
 "Rainmaker," and a novel story
 with music, entitled "Magoo in
 Hi-Fi," based on the UPA cartoon
 character. Other sets feature Mel-
 achrino, Shorty Rogers, Pablo Gel-
 tran, Porter Wagoner, Eddy
 Arnold, Andy Kirk ork, Tony
 Travis, Pete Jolly, Chet Atkins,
 Tito Rodriguez and the late
 Tommy Dorsey.

Bethlehem LP's
 • Continued from page 15
 Salvador, the Porgy and Bess cast,
 etc.
 Last week, Bethlehem completed
 its first album with the newly
 pacted veteran warbler, Herb
 Jeffries. Label also signed the ex-
 Charlie Barnet thrush, Marilyn
 Moore.
 Meanwhile, the much-traveled
 disk mahoff, Joe Delaney, has
 joined Bethlehem in "an advisory
 capacity," on a "non-exclusive"
 basis. According to a company
 spokesman, Delaney will serve as
 liaison between Bethlehem and its
 distributors in the field. He also
 will advise on ad and promotional
 policies.

Montilla Launches
 • Continued from page 15
 Montilla will start off with 10 EP
 single packs, consisting mainly of
 mood music instrumentals cut in
 Spain. EP's will list at \$1.29.
 Montilla also is releasing a
 Spanish-to-English language set,
 designed to teach English to Span-
 ish-speaking people. The package,
 which will retail at around \$20,
 consists of four 12-inch LP's, an
 instruction book and dictionary. It
 is the "Fono Metodo de Ingles
 Marin," prepared by Dr. Juan
 Aguilo.
 Fernando Montilla, head of the
 diskery, currently is touring Spain,
 Italy and Germany looking for new
 disk talent in all categories, and
 also recording en route.

Mercury brass on scheduling and
 production problems.
 From the Hague, Netherlands,
 came news that the company's
 affiliate, C. N. Rood, had pressed
 its 100,000th copy of the Platters'
 "The Great Pretender," to make
 it an overwhelming smash there,

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This Weeks C&W Best Buys

I'M GOING HOME (Golden West, BMI)—Johnny Horton—Columbia 40813—The market for "down home" country blues is terrific now, and this has been a big factor in pushing this record forward so quickly.

I WAS THE FIRST ONE (Texoma, BMI) ROCKIN' IN THE CONGO Brazos Valley, BMI)—Hank Thompson—Capitol 3632—Thompson, as usual, is moving out rapidly with his most recent release.

Review Spotlight on . . . C&W DISK JOCKEY PROGRAMMING

JODIE AND ODIE Money (Acuff-Rose, BMI) Unpuckered (Acuff-Rose, BMI)—Chick 1006—Out of Thomasville, Ga., comes an unusually well-made record that merits careful scrutiny by deejays.

Reviews of New C&W Records

SID KING AND THE FIVE STRINGS It's True, I'm Blue . . . 80 COLUMBIA 40833—King sings the blues—a la Presley—with plenty of feeling and sales-savvy and a swingly rock-a-billy beat.

AL TERRY Money . . . 80 HICKORY 1061—Terry, with Rusty and Doug, turns in a strong rendition of this unusually attractive material.

THE OSBORNE BROTHERS AND RED ALLEN Ho, Honey, Ho . . . 77 M-G-M 12420—Fancy fiddlin', pickin' and high, nasal singing at a very fast clip here.

DON OWENS A Thief . . . 76 STARDAY 607—Standout reading on a poignant ballad with fine lyrics about a cad who taught a sweet gal his bad ways.

BUD DECKELMAN I Gotta Find a Way . . . 75 M-G-M 12419—Up-tempo side, with Deckelman doing a vocal with authentic country sound.

IT'S COUNTRY! IT'S GREAT! LOVING YOU Wilma Lee & Stony Cooper HICKORY-105B

chants the material with emotional impact, backed by a driving beat. A strong one with the "back shack" sound. (Hill & Range, BMI)

JIMMY BRYANT AND SPEEDY WEST The Night Rider . . . 73 CAPITOL 3635—These two guitarists have quite a reputation—and a solid following—for their outstanding work on their instrument.

BILL WIMBERLY I'll Have to Die to Forget You . . . 73 MERCURY 71025—This has a Western fiddle and guitar scoring with Wimberly warbling a good old-fashioned country ballad.

JACKIE LEE COCHRAN Ruby Pearl . . . 69 DECCA 30206—Cochran makes with the stops and stutter effects of the "Be Bop a Lula" school of chanters in this debut essay of his.

LONNIE BARRON AND THE FARM BOYS A Memory or Two . . . 68 CHUCK-WAGON 104—The late Barron registers plaintive pathos on a sad lament with good weeper-lyrics.

RAY PENNINGTON Fancy Free . . . 67 RUBY 290—Breezy vocal job on a brightly paced rhythm item with a bouncy beat. (L & R, BMI)

JOHNNY DEE A-Plus in Love . . . 66 COLONIAL 430—This is a student, obviously, and you can guess his best course. Disking makes use of standard echo techniques but voice doesn't seem to go with it.

C&W Territorial Best Sellers

For survey week ending January 30

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. Young Love, S. James, Cap. 2. Knee Deep in the Blues M. Robbins, Col. 3. Singing the Blues, M. Robbins, Col.

Charlotte

- 1. Singing the Blues, M. Robbins, Col. 2. I Walk the Line, J. Cash, Sun 3. There You Go, J. Cash, Sun

Dallas-Fort Worth

- 1. Young Love, S. James, Cap. 2. Singing the Blues, M. Robbins, Col. 3. Knee Deep in the Blues M. Robbins, Col.

Houston

- 1. Young Love, S. James, Cap. 2. Singing the Blues, M. Robbins, Col. 3. Am I Losing You? J. Reeves, Vic.

Memphis

- 1. There You Go, J. Cash, Sun 2. Young Love, S. James, Cap. 3. Yearning, G. Jones-J. Hicks, Stdy.

Nashville

- 1. Young Love, S. James, Cap. 2. Singing the Blues, M. Robbins, Col. 3. I've Got a New Heartache R. Price, Col.

Richmond, Va.

- 1. Young Love, S. James, Cap. 2. Singing the Blues, M. Robbins, Col. 3. Love Me Tender, E. Presley, Vic.

St. Louis

- 1. Singing the Blues, M. Robbins, Col. 2. Young Love, S. James, Cap. 3. Poor Man's Riches, B. Barnes, Stdy.

LAURA LEE I Want My Man . . . 65 DAFFAN 107—Miss Lee has a strictly poppish flavor and she handles this plea in okay style.

JIMMIE DAWSON It Took an Older Woman . . . 64 RUSTIC 1926—Dawson lauds middle-aged ferns in a fast-moving novelty side with funny lyrics. (Grange, BMI)

CORN HUSKERS Katey Bar the Door . . . 63 RUBY 200—Personable reading by Glenn Scott on a catchy rhythm-novelty with appealing lyrics. (L & R, BMI)

ELROY DIETZEL Teen-Age Ball . . . 62 BO-KAY 101—Subject matter is very routine but the cat shows an interesting rockabilly style on this rhythm job.

C&W Best Sellers in Stores

For survey week ending January 30

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.

- 1. SINGING THE BLUES (BMI)—M. Robbins . . . 1 21 I Can't Quit (BMD)—Col 21545 2. YOUNG LOVE (BMI)—S. James . . . 2 7 You're the Reason (I'm in Love) (BMI)—Cap 3602

Most Played C&W in Juke Boxes

For survey week ending January 30

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.

- 1. SINGING THE BLUES (BMI)—M. Robbins . . . 1 19 I Can't Quit (BMD)—Col 21545 2. THERE YOU GO (BMI)—J. Cash . . . 6 5 TRAIN OF LOVE (BMI)—Sun 258

Most Played C&W by Jockeys

For survey week ending January 30

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.

- 1. YOUNG LOVE—S. James . . . 1 8 Cap 3602—BMI 2. SINGING THE BLUES—M. Robbins . . . 2 21 Col 21545—BMI

R&B Best Sellers in Stores

For survey week ending January 30

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.

Table with columns: Rank, Record Title, Artist, Weeks on Chart. Lists top 14 R&B best sellers in stores.

R&B Territorial Best Sellers

For survey week ending January 30

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.

Regional R&B charts for Atlanta, Charlotte, Chicago, Cincinnati, and Detroit, showing top 10 records.

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . . R&B RECORDS

SHIRLEY AND LEE - That's What I Wanna Do (Aladdin, BMI). When I Saw You (Aladdin, BMI) - Aladdin 3362 - The sweethearts of the rhythm and blues world have a strong follow-up here to their last two hit records. "That's What I Wanna Do" has the usual lively response pattern by the duo in jaunty rhythm context. The lyrics are cute and delivered with the pair's fabulous light touch. The flip is in a similar vein, with a ballad-type text but also set to a saucy beat.

FLOYD DIXON - I'm Ashamed of Myself (Arc, BMI). Alarm Clock Blues (Arc, BMI) - Checker 857 - A strong Southern-style pair of blues, but of such quality that it can do well in the national market, tho with special emphasis on Southern outlets. There is a fine Kansas City style to the backing that gives special appeal. It is the masterful vocal of Dixon, however, that clinches the sale. He wails as never before and ought to click far beyond THE DEL-VIKINGS

Come Go With Me (Gil-Fee Bee, BMI) - Dot 15538 - On the Fee Bee label, this waxing started taking off two weeks ago. Now Dot has the master and will undoubtedly break it out in numerous new areas. This is a relaxed, well sold rhythm-ballad that has most of the commercial elements necessary for a big teen-age click. Flip is "How Can I Find True Love?" (Fee Bee, BMI), a more traditionally styled ballad. Tho it, too, has moments of appeal, it is a little too pretentious to make much impact.

SOUTHERN TERRITORIAL PICK

HOWLIN' WOLF - My Life (Arc, BMI). Going Back Home (Arc, BMI) - Chess 1648 - Here are two wonderful, soulful, sorrowful blues right out of the backwoods. Both have that crazy, swampy guitar-harmonica instrumentation in a slow, churning rhythm that always goes over terrifically well in Southern territories. Could do nicely in some big Northern cities, too.

Most Played R&B in Juke Boxes

For survey week ending January 30

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.

Table with columns: Rank, Record Title, Artist, Weeks on Chart. Lists most played R&B records in juke boxes.

Most Played R&B by Jockeys

For survey week ending January 30

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.

Table with columns: Rank, Record Title, Artist, Weeks on Chart. Lists most played R&B records by jockeys.

Reviews of New R&B Records

Someday We'll Meet Again . . . 80 DAWN 224 - This boys' group has a high-voiced lead who really wails on this tearful ballad. His voice has a cutting edge that can't fail to perk up listeners' ears. Material also impresses as commercially potent. (Lively Arts, BMI) Really . . . 78 An up-tempo rhythm side with a real kick. The rhythm section pumps a powerful beat, while a light-timbral soprano lead pipes like sixty. Cute, and could be a successful novelty. (Coliseum, BMI)

MILT BUCKNER . . . 78 Second Section CAPITOL 3634 - After guitar throws out a tasty chorus or two, Buckner sails into a screamin' wailin' pitch on his Hammond organ that could energize a cadaver. Top-notch juke box record. (Zodiac, BMI) Dinner Date . . . 76 A very pretty side, introed by a beautifully turned alto sax solo with Buckner giving quiet backing. The organist also takes a few choruses in slow ballad style, and makes it mighty decorative. Good deejay programmer. (HiFi & Range, BMI)

SONNY KNIGHT . . . 77 Keep A-Walkin' SPECIALTY 594 - Up-tempo blues. This relaxed side, with Sonny ("Con-

fidential") Knight chanting the vocal, has a rolling beat and an arrangement that should find both r.&b. and pop favor. (Venice, BMI) Baby Don't Want Me . . . 74 This side is a ballad, bluesy in quality and with good melody. Knight's vocal gets classy support from the chorus. (Venice, BMI)

CHRIS COLUMBO COMBO Oh Yeah! (Parts I & II) . . . 76 KING 5012 - The organ-tenor combination of this combo achieves a (Continued on page 54)

Advertisement for Duke Records featuring Paul Perryman's "Yes I Do" and "Just for Your Call".

Advertisement for Atlantic Recording Corp. featuring The Drifters' "Fools Fall in Love" and "It Was a Tear".

Advertisement for VEE-JAY Records featuring Billy "The Kid" Emerson's "Tomorrow Never Comes".

Advertisement for Flash Record Co. featuring Gus Jenkins' "Trickey".

Reviews of New R&B Records

Continued from page 53

sound obviously modeled on that of Bill Doggett's group. This is a swinging instrumental in the "Honky Tonk" tradition, laying down a pile driver beat. Jimmy Tyler, on tenor, walks. Here's a very good juke box entry, accurately aimed at the current market. (Jay & Cee, BMD)

THE MONITORS
Our School Days75
SPECIALTY 595—Lyric is in the teen-age groove, and is impressively showcased by the high-pitched vocal of the lead singer. (Venice, BMD)

I've Got a Dream...73
A lyric in the ultra refined groove, chanted with dramatic intensity, plus some gimmicked vocal effects. (Venice, BMD)

J. B. LENIOR
I've Been Down So Long74
CHECKER 856—A slow "goin' down the river" type of blues and Lenior gives it a meaningful job all the way. (Arc, BMD)

Don't Touch My Head!!!...70
Here's a swinger with a boogie beat and a solid band. Lenior sings the repetitive blues in okay fashion. Great for the jitterbuggin' kids. (Arc, BMD)

THE STARLARKS
Send Me a Picture, Baby?72
EMBER 1013—A blues, adequately chanted. Side has an underlying Latin rhythm, and a beat that grows on the listener. (Angel-Franwil, BMD)

Fountain of Love...69
Routine r.&b. ballad, chanted adequately, but with no distinction in the arrangement. (Angel, Franwil, BMD)

RUDY GREENE
You're the One for Me71
EMBER 1012—Up-tempo side with a lively beat. Rudy Greene's vocal is adequate, as is the instrumentation. (Angel, BMD)

Juicy Fruit...71
Fast blues, with considerable novelty element in the lyrics, Greene's chanting, backed with honking horns, makes a fair side. (Angel, BMD)

LARRY BIRDSONG
Let's Try It Again70
DECCA 30186—Birdsong, who had a big record in "Pleadin' for Love" turns in a pleasantly styled ballad for his first Decca slicing. It has a bit of gospel flavor that is very attractive. Could do fairly well, if exposed. (Babb, BMD)

On Wee Honey...69
A rhythm side, which besides Birdsong's competent reading has the beat

and tenor sax flights to merit juke box consideration. Not overly strong material-wise, but nice. (Babb, BMD)

SONNY PARKER
Worried Life Blues67
PEACOCK 1595—A slow blues, full of old-time flavor both in the vocal and the arrangement. Very interesting deejay fare

Money Ain't Everything...66
Sonny Parker chants a blues, low-down in flavor. Disk will prove attractive to many jocks because of its old Kansas City styled backing.

JOHNNY FULLER
Weeping and Mourning66
IRMA 106—There's a good steady beat to this. Fuller chants in okay style but material isn't the strongest. (B-Flat, BMD)

Strange Land...65
Slow, slow mournful blues that could do something in the territories. (B-Flat, BMD)

TITANS
Rhythm and Blues65
VITA 148—This has a good swinging rhythm and okay band and vocal group performance. Repetitive pattern of lyric gets tiresome but the terpers can use it. (Sparks, BMD)

So Hard to Laugh
So Easy to Cry...63
A slow r.&b. ballad that doesn't go too far. (Vanguard, BMD)

BIG DADDY AND HIS BOYS
Bacon Fat64
KING 5013—Big Daddy's "Satchmo"-ish voice is well cast in this cover of Andre Williams hit. There is little to criticize about his styling, but it comes too late to cut any swath in Williams' pile. (Trianon, BMD)

Bad Boy...62
A rather obvious copy of the Jive Bombers' current release. Again, the time handicap will make it hard to collect much of the loot going to the original. (Leeds, ASCAP)

Around the Horn

Rex Allen wrapped up the first 39 of his "Frontier Doctor" telefilms in Hollywood January 31 and hopped into Chicago on business. He returns to Hollywood late this week to begin preparations for touring with the Cristensen Bros.-Rex Allen World Championship Rodeo. Allan recently formed a partnership with the Christensen Brothers, well-known rodeo figures, for the operation of the show.

Jim Wilson and his aggregation will be regular weekly show and dance features at Tantilla Gardens, Richmond, Va., beginning Wednesday, February 6. This marks the first time the dansant has housed country-music-type entertainment. . . . The Maddox Brothers and Retta (Columbia) were guestars with c.&w. deejays Jolly Joe Nixon, Tom Brennan and Uncle Joe Allison, the Big Three of KRKD, Los Angeles, January 30. . . . Roy Acuff does the guestar stint on "Circle Theater Jam-lee," Cleveland, Saturday (9), with Done Reno and Red Smiley occupying that slot February 16.

Gene Durnal, formerly manager of Doc Snyder's Texans and who later had his own c.&w. group, the Rio Grande Rangers, died of a heart attack recently at New Buffalo,

Mich. For the last 12 years he had resided in Peoria, Ill., where he was associated with Harry Short's Trailer Sales. Surviving are his widow, Clara (Midge), and an adopted son, Smiley Wilson, of WSM's "Grand Ole Opry," Nashville. . . . It's Pee Wee King, not Pee Wee Hunt, as mentioned in last issue, who's going to be in LaCrosse, Wis., February 10; Guttenberg, Ia., February 16, and the Armory, Milwaukee, February 17, along with Andy Doll and the Iowans.

Lefty Frizzell, working a string of Northern California dates this week for Steve Stebbins, of Americana Corporation, moves into Jubilee Ballroom, Baldwin Park, Calif., Friday (8) for a return stand. He then hops into Illinois, with stops at Champaign, Decatur, Springfield and Peoria. . . . Freddie Hart plays Imperial and San Diego, Calif., for America starting February 14, and follows with a series of dates in Northern California. He then joins Lefty Frizzell in Illinois for five dates. . . . Mac Wiseman (Dot) started a series of dates for America on "Town Hall Party," Compton, Calif., February 1. . . . Americana also has Terry Fell (Victor and Sid King and the Five Strings tentatively set for dates in Illinois.

Andy Jackson and the Tuxedoed Texans will guest on the "Teddy Phillips Show" over WBKB-TV, Chicago, Saturday (9), 10-11 p.m. This will mark the first time c.&w. entertainment has been used on the Phillips show. . . . Milt Dickey, whose latest release on the Westport label is "Easy-Payment Heart" b.w. "Six of One," is now doing the country dishing at KCMO, Kansas City, Mo., with Dal Stallard moving to another station in town.

Kenny Roberts, now presenting his daily kiddie show on WWTV, Cadillac, Mich., has been asked by the station management to frame a country music band for TV shows. Kenny, who has been commuting weekends between his home in Dayton, O., and Cadillac, is moving his family to the Michigan city this week. Roberts' newest on the Decca label is "Broken Teen-Age Heart." . . . A "Louisiana Hayride" show, with Johnny Horton, Werly Fairburn, the Ceezinslaw Brothers, Gary Bryant, Buddy Thompson, James O'Gwynn, Martha Lynn, Jimmy and Johnny and the Four Diamonds, played to a full house at City Coliseum, Austin, Tex., January 18. It was designated as deejay night, with Charlie Walker, of KMAC, San Antonio; Jerry Green, KVET, Austin; Neal Merritt, KONO, San Antonio, and Harry Gaines, KTAE, Taylor, Tex., on deck for the occasion. Horace Logan, "Hayride" producer, accompanied the unit.

Charles (Chuck) Brinkman left Los Angeles January 22 for the Orient is Hammond organist for Western Swing Entertainment, Inc., managed by Harry Golub, of North Hollywood, Calif. The 10-week trek began in Manila February 1, and follows with Hongkong, Singapore, Bangkok, Thailand and Japan, winding up in Honolulu. . . . Itinerary of the Blackwood Brothers' Quartet, gospel singers, has them in Daytona Beach, Fla., February 8; Tampa, 9; Charleston, W. Va.,

15; Knoxville, 16, and Atmore, Ala., 21.

The live c.&w. entertainment brigade at WTCW, Whitesburg, Ky., comprises Bill Gregory, Lesley Pack, Johnny and Margaret Hall, Orville Lewis, the Jones Creek Quartet, with Lon Fleenor at the piano, and Virgil Mullins and His Country Playboys, with James Elkins. Gregory and Pack also hold down jockey-announcer roles on the station. . . . The name of the jamboree show slated to make its bow at Gus Kallio's Arena, Monroe, La., February 7, has been changed from "Ouachita Hoedown" to "Kallio's Hoedown." Kallio and Charles Wright, of Dallas, are collaborating on the venture and hope to frame a circuit of locations in the South to house the attractions. Lineup of the first show will include Joe Bill (Imperial), emcee; Jimmy Fields and Jerry (Cornbread) Plumb, comedians; Ava Lavon and Frances Lanier, artists on the new country Picnic label; Barbara Geer, Hiram Griffen and Jimmy Meredith. Dub Dickerson (Capitol), who played Oklahoma personals thru January, will guestar on the first show.

Carl Perkins does the guesting with "Big D Jamboree." Dallas, February 9, with Texas Bill Strength filling that spot February 16, and Ray Price coming in in March. . . . Ronald G. Biberthaler, of New Martinsville, W. Va., is handling the managerial reins on a new c.&w. turn, billed as the Bobby Cecil Trio, which is catching on in the Ohio Valley. . . . The Duke of Paducah headed up the "Grand Ole Opry" unit which appeared at Memorial Auditorium, Canton, O., Saturday (26). Other features were George Morgan and the Candy Kids, Lew Childre, Danny Dill, Annie Lou and Anita Carter.

Thurston Moore last week issued his new scrapbook which is being distributed at the performances of the touring Philip Morris Country Music Show. . . . Sonny DeFrest and band, new on Event Records, have just cut their first session for the firm, "Little Boy Blue" b.w. "I've Been Hurt by Love Before," with release slated for February 15. Set for release on the same day is the Lilly Brothers' "Tragic Romance" b.w. "Are You Tired of Me, My Darlin'?" "Tragic Romance" features five-string banjo work by Don Stover.

"Ozark Jubilee's pint-sized package of rhythm, Brenda Lee, has been signed to guest on NBC-TV's "Steve Allen Show" February 24. . . . ABC-TV producer Eddie Nugent has returned to New York after two weeks supervising a new "Crossroads" TV package in the making in Springfield, Mo. . . . Smiley Burnette and George Morgan guested February 2 on Dow Chemical's "Red Foley Show" over ABC radio. . . . Bobby Lord is enjoying a visit with his parents in Tampa while playing Florida dates. . . . Si Siman and Les Kennon are back at their desks after a week in New York. . . . Jim Edward, Maxine and Bonnie Brown have returned home following their March-of-Dimes tour sponsored by RCA Victor. . . . Announcer Joe Slattery, of the "Ozark Jubilee" crew is operating his ham radio station, KCCL, visiting by shortwave with country music fans all around the world.

RHYTHM-BLUES NOTES

By GARY KRAMER

This is "Negro History Week." Its purpose is to spotlight contributions of the Negro to our common American heritage. Anyone who reflects a minute or two must be especially conscious of what this means in the musical fields: jazz, pop, rhythm and blues, classical music and spiritual. The creative genius of the Negro has found expression in almost every nook and cranny of the musical kingdom, and it must give every American a sense of pride that all this has come to be, not "Negro music" but "our music."

Hunter College is honoring "Negro History Week" with a special program on Saturday (9) that features gospel singer Mahalia Jackson. Station WLIB, New York, now has under way a series of programs (175 in all) that explores almost every facet of Negro participation in our history and culture. Three free public concerts touch on musical areas in which the Negro has been prominent. On January 27 a four-hour "gospel concert" presented 25 of the best known spiritual groups. On February 2, a jam session for teen-agers will be held under Police Athletic League auspices at the Savoy Ballroom. Entertainment will be by the Cootie Williams band, Willie "The Lion" Smith, the Bop Chords, the Chips, the Hearts, the Channels, the Fi Tones, Johnny and Joe and others. At a later date, a program of classical music will be presented by Negro artists in Carnegie Hall.

February 3, incidentally, has been dubbed "Mahalia Jackson Day" by Jersey City, N. J., in honor of her concert there on that date. . . . Len Chess is in Michael Reese Hospital, Chicago. He suffered a heart attack and will be forced to take it easy for at least another six weeks. . . . From Chicago comes word that one of its

most popular disk jockeys, the Montague, is exiting Station WAAF for a similar post on a San Francisco station. . . . Joe Kolsky planed to London January 27 to arrange for foreign handling of the Tico catalog. Gee and Rama are presently distributed in other parts of the world by E.M.I. Kolsky will be gone about two weeks.

A new V-J release, "Hootie Blues," with vocal by Priscilla Bowman, is a composition of the jazz immortal, Charlie Parker, who once played in the Jay McShann band which then, and still does, operate out of Kansas City. It was recorded, as a matter of fact, in 1940 when Parker was still with McShann. Walter Brown was the vocalist on that occasion, and it was waxed by Decca. . . . After Fats Domino makes his appearance on the Perry Como show, he goes on a short one-nighter tour. He will be in Raleigh, N. C., February 5, Forestville, N. C. (6), Newport News, Va. (7), Blacksburg, Va. (8), Wilmington, Del. (9), Lynn, Mass. (10), Springfield, Mass (11), Allentown, Pa. (12). Then Fats has two days' vacation before joining the Feld package show, "The Greatest Show of 1957."

"The Greatest Show," incidentally, will have one group that the producers had despaired of getting. Feld wanted to take along the Schoolboys, but the five youngsters are all in high school and could not get permission from the Board of Education to let them skip out. After a lot of intricate, diplomatic work, in which jazz mahoff, John Hammond, played a big role, the whole group was enrolled in the so-called "Professional Children's School." When they are on the road, the Schoolboys will be accompanied by a tutor from this school, who will try to get his charges to crack a few books between shows.

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Tampa Fair Prances To New \$ Records

75-Cent Gate Jumps Receipts 34.8%; Royal American Aims at Another Mark

TAMPA — Given the kind of weather Florida boasts about, Florida State Fair pranced away to a five-day start that augurs well for other U. S. and Canadian fairs.

At the end of its first five days and nights, the Florida annual, an 11-day event long regarded as an indicator of business to come for other fairs, served up results which further brighten the already bright prospects for the 1957 season.

Operating behind a 75-cent gate, up 25 cents from last year, the fair raced far ahead of any previous edition, dollar-wise, in the first five-day segment of its run.

Record Race Crowd

Figures for the period were lacking as the fair headed into the wind-up of its fifth day, but official totals for the first four days showed that gate receipts were up 34.8 per cent over those for the corresponding period in 1956, with thanks going to the hike in front-gate admission from 50 to 75 cents.

Midway grosses for the Royal American Shows topped those for last year, the previous record year, even tho total admissions, both free and paid, were off 8.8 per cent from 1956.

Moreover, Saturday (2), traditionally the biggest of the fair, produced a crowd that assaulted past records for the day. Final tabulation of the day's gate was still awaited, but there were indications that new highs for midway receipts and attendance would be written into the books when totals for the day were finalized.

Hours before the auditing department began to tabulate the gate count it turned in a report of an all-time record gross for an auto race program here. The speed events, staged in the afternoon by

NASCAR Dates February 3-17

DAYTONA BEACH, Fla.—The two-week run of NASCAR's (National Association for Stock Car Auto Racing) International Safety and Performances Trials will take place February 3-17 on the beach here.

The events will be climaxed February 17 with the Grand National Championship 160-mile race.

Gov. Budgets \$1 Mil Work For Syracuse

SYRACUSE — Improvements totaling \$1,000,000 are in store for the State Fairgrounds here, according to Governor Harriman, who said the amount is included in his budget.

The governor told State fairmen in Albany last week that the annual would get a new youth building, a number of pole barns and overhauling of the electrical system. The youth building will contain eating and heat facilities for all-year use. The barns will house youth cattle exhibits and the electrical work will account for a \$350,000 expenditure, Harriman added.

Hiked Demand For Ice Rinks Spurs Builders

Continued from page 1

ville, S. C. and Savannah, and plans are in the making for similar establishments in Macon and Columbus, Ga. A rink, opened last fall at the Tulsa (Okla.) Fair, is doing land-office business, as are countless others thruout the country.

One of the most elaborate spots that is slated to open next fall is one in Pittsburgh. The 100 by 200-foot rink will accommodate 1,500 skaters. The entire layout will run close to \$500,000, with \$300,000 to be spent on the rink, the balance on a lodge.

The Pittsburgh rink, typical of many, will be in a park near a swimming pool and adequate parking. Similar to this are plans of a Monroeville, Pa., motel owner, who is seeking an okay to build a recreation center adjacent to his hostelry. The center would include an ice skating rink, swimming pool, bowling alleys and boxing arena. He's prepared to invest close to \$1 million in the venture.

The upsurge in skating is also being felt in another direction—by skate manufacturers. Ed Planert, Inc., reports sales are up a full 25 per cent this winter and believes the growth of artificial rinks is one reason. Nester Johnson, one of the oldest names in the business, also notes a healthy growth. Mathews Manufacturing and J. C. Wood, both New England manufacturers, report similar upturns.

The demand is there. Rink designers, engineers and builders have delveloped new methods. Even the price—at one time prohibitive—is getting in line. Now it's up to the amusement business to take the ball.

Homestead Off To Good Start; Draws 22,647

HOMESTEAD, Fla.—Good attendance of 22,647 marked the Friday (1) opening of the first South Florida State Fair here, reported Harry E. Wilson, publicity director of the Vivona's Amusements of America, and by noon Saturday, the fair's first Children's Day, the count was about 12,000 kids on the grounds. Directors of the fair are Milton M. Warsaw and Joe Behoff, working in conjunction with the sponsoring Redland District Chamber of Commerce.

Tuesday (5) a queen crowned on Jack Bailey's January 21 "Queen for a Day" TV program will co-reign with Miss South Florida State Fair and will be there thruout the week.

In the Vivona midway line-up are 34 rides, 16 shows and 91 concessions, and Wilson reported that General Manager John Vivona and fair officials are preparing contracts for the show to replay the fair next year. Following the close here, the show will play lots in Miami until February 25, then move to Hialeah to play a home show sponsored by the Chamber of Commerce. This event will close with a Mardi Gras parade.

CNE NETS 512G FOR NEW HIGH

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

TORONTO — A surplus of \$512,531 scored by the 1956 Canadian National Exhibition which far exceeds the surpluses of any preceding years, the annual report shows.

This was in spite of the fact that this was the year the "rains came" as the report describes it. On the Thursday night before the opening a heavy downpour softened the ground. Never again during the run of the show did the ground dry out.

The rains had its effect on the grandstand show. One afternoon performance was canceled with loss of some \$15,000, while rain slowed up the purchase of tickets. Three of the evening performances were abbreviated by the damp weather.

Rain or no, attendance records were broken. The record now stands at 2,832,500.

Midway Scores

The report showed a gross of \$589,874 for the midway shows and rides, less amusement taxes of \$15,490. The Conklin Bros.' share of these receipts amounted to \$390,884.

The report revealed that a new main office will be established in the Women's Building to be completed early this year. The present

Administrative Building will be converted to a Canadian Sports Hall of Fame and display by the Provinces of Canada. The present Women's Building will be used as an amphitheater for music contests and musical displays.

By an agreement with the City of Toronto, the CNE turned over \$254,251 which is the remainder of the surplus after certain fixed charges, including \$10,000 for a survey and plans for a new stadium, provision of \$40,000 for the setting up of the new office and \$95,979 for apply against the capital cost of cattlemen's dormitory.

A total revenue of \$2,626,969 was shown against expenditures of \$2,264,156. But added to that revenue is the surplus from building rental and events of \$45,000 and capital grants.

Admissions provided \$797,227, with costs of \$60,639. Bulk of the admission revenue was \$752,838 from the entrance gates, while exhibitors tickets provided \$12,664, and car and truck stickers totaled \$31,725.

Space and sales rights to exhibitors brought the CNE \$549,801, altho this section cost \$102,699 for preparation, maintenance and dismantling of exhibit building as well as another \$22,000 for miscellaneous.

Space Sales Big

Total concession revenue gave the operation \$183,499. This included the revenue from the midway, less what was paid the operators, Conklin Bros. General concessions brought \$234,000, while restaurants paid \$39,000; auto trains, \$14,000, and outside parking \$15,500.

A total of \$515,184 came thru the box office for the grandstand show. Afternoon admissions accounted for \$118,000, while evening admissions were \$396,537. Against this figure were total costs of \$505,087. Stage scenery, props, construction, rentals and dismantling cost \$153,900; production costs for the afternoon, \$73,000; production, evening, \$160,800, while general costs were \$113,000 and special work came to \$3,621.

The program of Bert Powell, in charge of the press and publicity, cost \$286,416. His costs went for film, radio and TV, as well as billboards, posters, streetcar advertising, window cards, newspaper and magazine advertising, pictures, etc. The sale catalogs brought \$35,375, while advertising in same brought \$15,372.

Calif. State Seeks \$125,000 Aid Increase

SACRAMENTO — Increase from \$125,000 to \$250,000 in basic allocation for California State Fair and Los Angeles County Fair is asked in a bill introduced in the Legislature by Assemblyman H. W. (Pat) Kelly of Kern County.

The boosts are proposed, Kelly said, because of the growth of the fair programs. He added that the increases should eliminate the necessity for some of the capital outlay requests.

Victor Vicks, Fernandez Set Hawaiian Rodeo

CHICAGO—Plans for the Continental Rodeo to play in Honolulu and possibly elsewhere have been made by Victor Vicks, head of the rodeo, and E. K. Fernandez, Hawaiian impresario. They conferred last week in California, Vicks said.

The rodeo would be the first from the mainland to play the Islands, altho the Hawaiians have had local rodeos. Date would be at the 25,000-seat ball park and would be under auspices.

Tentative dates would have the rodeo following the Shrine circus by more than two weeks. The Shrine show closes March 9. Vicks said he is negotiating with airlines and shipping lines about transporting the personnel and about 40 head of stock. He plans to include appearances of Indians in the show, but the rodeo phases would be contest events. Col. Tom Auman is arena director with the Continental rodeo.

In July, Vicks starts fair and promotion dates in Minnesota. The route then moves thru Iowa, Illinois, Indiana, Ohio and New York.

D'Carlo Agency Opens Fair Dept.

PITTSBURGH, Pa. — The D'Carlo Entertainment Service has entered the fair grandstand field and is preparing units that will include circus, TV and other attractions, George Marquis, manager of the new department, announced.

So Chan, former violinist, heads up the booking of acts, and Frederick David, formerly with the Harmonica Rascals, will handle the field work.

11 Round-Ups Being Made By Hrubetz

SALEM, Ore.—A total of 11 Round-Up rides will be delivered in the near future, six to amusement parks and five to carnivals, Frank Hrubetz, of the ride manufacturer bearing his name, announced last week.

Park installations this year include Glen Echo Park, Md.; Carl & Ramagosa for Wildwood, N. J.; Rockaways Playland, N. Y.; Seaview Amusement Company, for Seaside Park, N. J.; Kennywood Park, Pittsburgh, Pa., and William H. McMurtrey, Riverside Park, Agawam, Mass.

Carnivals that have purchased Round-Ups include West Coast Shows, Racine Shows, Gooding Amusement Company, O. C. Buck and Ben Hirsch. The latter is scheduled to operate his ride on the Gooding Shows, making a total of three units that will be carried in the operation.

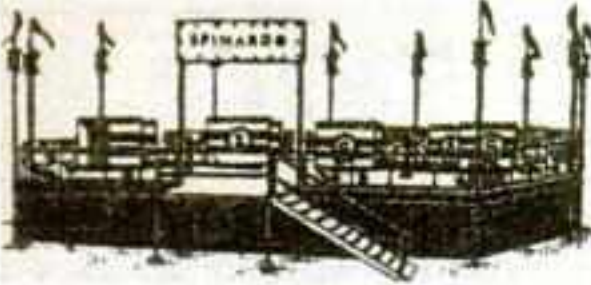
Rutland Sets Beam Unit, GAC-H Revue

RUTLAND, Vt.—The Rutland Fair, to be held September 2-7, will go in more heavily this year for entertainment as well as its usual display of livestock exhibits, according to Secretary-Manager Arthur B. Porter.

The fair will feature GAC-Hamid's No. 1 show, "Havana Holiday," as well as seven acts. For the Saturday finale, they will add Ward Beam's thrill show.

Last year the fair reportedly drew some 118,000 patrons and Porter believes that they can top 120,000 this year. The fair emphasizes cattle and other farm animals. Four days of harness racing are also a feature.

NEW MIDWAY ATTRACTIONS! CRAZY HOUSE



This new, modern Fun House has a complete set of tricks and a beautiful neon-trimmed front. Requires a space 50 ft. long and 11 ft. deep, over-all height 20 ft. This device is a big money maker and will gross as much as the average major ride. Write today for full details and photo.



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Iowa State Seeks 525G For New Women's Bldg.

DES MOINES — Iowa State Fair will ask the Legislature to appropriate \$525,900 to finance construction and equipping of a new women's building at the fairgrounds.

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

The present women's building is 50 years old and, according to Cunningham, inadequate to fill the needs of the fair. He said the proposed structure would consolidate all women's activities at the fair, including 4-H girls.

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

towing cars from one event to another in Iowa.

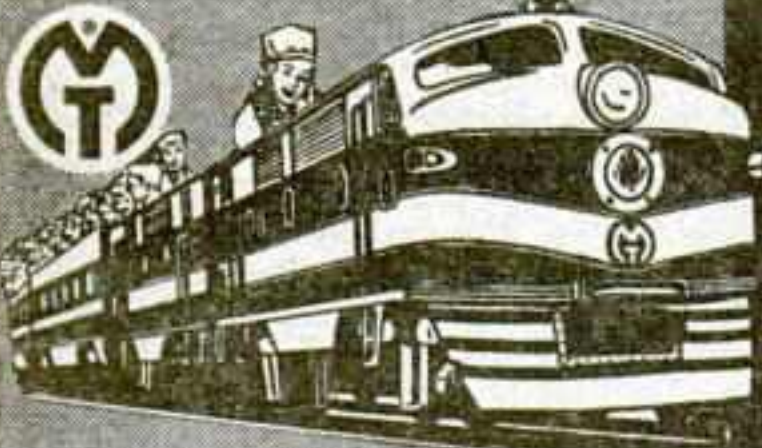
Donaldsonville Plans Grandstand, New Office Bldg.

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

J. W. Bryant was named president; F. A. Graunard Jr., vice-president; Sidney L. Harp, executive vice-president; Joseph Mistretta, treasurer, and Adolph Netter, secretary-manager. Dates will be October 3-6 and Buff Hottle Shows will provide the midway.

WINTER FAIRS

- Arizona**
Mesa—Maricopa Co. Fair & Horse Show (Civic Center), March 27-31.
- California**
Imperial—Mid-Winter Fair, March 2-10. D. V. Stewart.
Indio—Riverside Co. Fair & National Date Festival, Feb. 15-24.
San Bernardino—National Orange Show, March 14-24.
- Connecticut**
Hartford—Hartford Fair, March 13-17. County Amusement Co.
- Florida**
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.
Fort Myers—Southwest Fla. Fair Assn., Feb. 4-9. Robert Hippelheuser.
Largo—Pinellas Co. Fair Assn., Feb. 28-March 2. J. H. Logan.
Orlando—Central Fla. Fair Assn., Feb. 18-23. C. T. Bickford.
Sarasota—Sarasota Co. Fair, March 11-16.
Sebring—Highlands Co. Fair Assn., Feb. 23-March 2. B. J. Harris Jr.
Tampa—Fla. State Fair, Jan. 29-Feb. 9. J. C. Huskisson.



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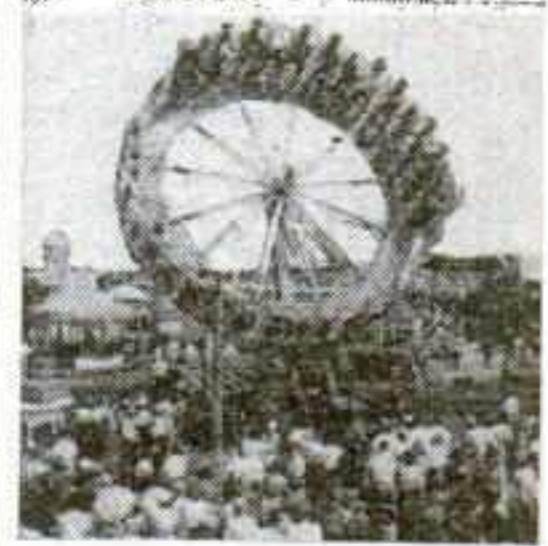
- A big array of editorial articles directly concerning the buyers in this field plus all the latest news and developments.
- 10,000 EXTRA Reprints including all advertising and editorial appearing in the OARC Section of this issue that will be sent to a special list of prime prospects.
- During the months of February thru July, EVERY new subscriber interested in Outdoor Showbusiness will automatically receive a copy of the OARC Reprint.
- Thru house ads, this OARC Reprint will be offered FREE OF CHARGE to any reader requesting it.
- A "new subscriber" campaign in early February that will surely produce many additional customers and bring readership up to greatest possible strength.
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No other medium or form of advertising or promotion can possibly give you the same, extensive coverage of this hard-to-reach market of active, eager-to-buy customers.

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48 ft. overall, 4 rooms, sleeps 7, ready to roll. \$1,200 or trade for new or used trailer, 18-25 ft.; Truck, Bus or 1 to 1 1/2-ton Vanette Truck. Reason for sale: Expanding business and standardizing rolling equipment.

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- CHICAGO 1, ILL.: 188 W. Randolph St. Central 6-8761
- NEW YORK 36, N. Y.: 1564 Broadway Plaza 7-2809
- ST. LOUIS 1, MO.: 390 Arcade Bldg. Chestnut 1-0443
- HOLLYWOOD 28, CALIF.: 6000 Sunset Blvd. Hollywood 9-5831

EASTERN NOTES

Agents Numerous But Quiet Marks Booking Activities

ALBANY, N. Y.—Grandstand booking activity at the Eastern meetings was relatively quiet despite the presence of more representatives than in the past. Several important dates remain to be signed, and until they are, an accurate assessment of gains and losses among the fraternity will be difficult to tote up.

Ben Weiss Hospitalized

Ben Weiss, who had made the entire Eastern circuit with his wife, Martha, was hospitalized in Reading, Pa., with pneumonia. His friends in the York-Reading-Allentown area loaded his room with flowers and other remembrances. His son, Jackie, came on from Cuba, and his brother, Harry, from New York, to visit. On Friday (1) it appeared that Ben would be hospitalized for about another week. Mindful that nothing associated with him should be tagged as ordinary, the big-hearted skillo operator proudly noted that this was his fifth bout with pneumonia.

Syracuse Mulls Ice

An ice plant for the Coliseum is reported included in the million-dollar refurbishing plan of the New York State Fair. It follows that ice shows will be part of the fair entertainment program.

Dollar Gate, Free Show

Several fairs, including Fonda, Altamont and Ballston Spa, have adopted the \$1-gate-free-grandstand policy to combat TV. Give-aways are usually used to bolster the professional entertainment. Other fairs are interested by this activity, but not Elmira, for one, which labeled television a boon and reported two shows necessary on several nights.

Boat Ride for Danbury

John Leahy, of the Danbury (Conn.) Fair, reported that a Little Showboat, purchased from Allan Hawes, had been delivered. He plans to connect three existing ponds which border the New England Village and to extend the waterway thru swamp area in the rear of the exhibit town.

Martin Contracts

Al Martin, Boston booker, reported signing contracts with Fonda, Altamont, Chatham, Schaghticoke, Ballston Spa, Boonville, Afton, Canandaigua, Ithaca, Brookfield, Dundee and Owego, N. Y.

Bookings reported by Harry Cooke, of Cooke & Rose, included South Boston, Harrisonburg, Petersburg and Luray, Va.; Salisbury, New Bern and Concord, N. C., and Lehighon, Holidaysburg, Selinsgrove, Kimberton and Abbottstown, Pa.

Pepsi Selling Aids

John Woom, Pepsi-Cola representative, offered fair men a promotional lift. He offered free paper carrying a Pepsi insignia which the fair could imprint and then have carried at no cost by the bottler's trucks. In some areas it may be possible for fairs to get a free ride on Pepsi radio and TV time. Turnstiles and ticket booths are among the implements that can be secured thru some bottlers.

Group Effort

Executive Secretary Jim Carey fashioned a fine meeting for the New Yorkers while his associate, Foster Potter, in the Department of Agriculture and Markets, publicized it.

MAKING SEATS

Mills Deals Liberty Act To Hunt Show

BURLINGTON, N. J.—New personnel appointments have been reported by Hunt Bros.' Circus, plus acquisition of a six-horse Liberty act from Mills Bros.' Circus. Horse deal was consummated last week with Jake Mills in quarters here, when he stopped off to work out details for the seat wagons the Hunts are building for him.

Joe Gilligan is to be first assistant to Manager Marvin Case, in charge of equipment. Working with Gilligan will be Milton Yale and John Wasowski, Col. Hoot Black will be in charge of the Side Show, aided by John Stiles.

Other personnel includes Lucky Rogers, in charge of the cookhouse; Edward Schuster, general agent; John Bullock, electrician; Bob Dickman, advertising, and Eddie Mellon, canvas, assisted by Al Lenox.

George Barton is supervising the Wild West show phase of the performance, and Mickey Sullivan is lining up a seven-piece band. Case and wife, Hazel, have returned from Florida, where the Hunts have 14 guests at their home. Harry T. Hunt and family are headed that way after completion of early booking work which produced 57 sellout dates in addition to the opener at Palisades Park.

Morris in Cuba

HAVANA—Bill Morris, owner of the Benson Bros.' Circus, was in Cuba recently and visited several circuses. His own show is in quarters at New Smyrna Beach, Fla.

ROLLER COASTERS

AND THE "WILDMOUSE"

B. A. SCHIFF & ASSOCIATES, INC.
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NEW! KIDDIE RIDES

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- ★ Choo Choo Ride
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1937 Jumping Carousels in 3 standard sizes—kiddie, 20 ft.; teen-age, 30 ft.; adult, 32 ft.; larger sizes on special order. Also KIDDIE RIDES, Ferris Wheels, Airplane Ride, Water Boat Ride.

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Leavenworth, Kansas

MORTGAGEE'S SALE at PUBLIC AUCTION
on the premises
Sammy's Amusement Center

133 Nantasket Ave., Hull, Massachusetts (25 miles from Boston), Friday, Feb. 8, 1957, at 11 A.M.

AMUSEMENT EQUIPMENT — KIDDIE RIDES
Allan Herschell Merry-Go-Round, Allan Herschell Sky Fighter w/8 Sky Rockets, Roto Whip w/8 Cars and Motors, Boat Ride w/5 Boats and Motors, Jeep Ride w/8 Cars and Motors, Twin Head Mills Freezer w/1 1/2 h.p. Motor, Schaeffer Deep Freeze Cabinet, Ticket Booths, Benches, other amusement devices, etc.

Terms: Cash or certified check, sale by order Att'y for Mortgagee.

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VERY POPULAR 48 PASSENGER, KIDDIE-ADULT RIDE
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41,432 RIDERS IN 11 DAYS

THAT'S WHAT E. M. HAWORTH, KIDDIELAND AMUSEMENT, INC., PORTLAND, OREGON, REPORTS:
"Yes, sir," he says, "we had 41,432 riders in 11 days at the P. N. E. in Vancouver. The Kiddie Boat Ride is just fine."

SUMNER RITTENBERG, BOSTON, MASS., SAYS:
"Of all the Kiddie Rides we have, the Allan Herschell Boat Ride is outstanding. Boats gliding over actual water create a wonderful illusion for children. The allurements and appeal of this ride are fantastic and thus our grosses are high. We also like the ride because it is fast loading and safe."

LLOYD D. SERFASS, STROUDSBURG, PA., REPORTS:
"The portable Boat Ride which I purchased from Allan Herschell more than paid for itself in less than a season."

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"NATIONAL" RIDES ACCLAIMED FOR REPEAT BUSINESS
Rides built by National over 40 years ago are still in operation and considered too good to replace.

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- ★ Complete Kiddielands
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- ★ Trackless Train (No Rails Needed)
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- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
- ★ Funhouses (Designed for Big Profits)
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SPEED BOAT RIDE
for sure-fire Profits!

Send for complete information on these rides, now! Also Adult Ferris Wheels, and Chairplanes, Trailer-Mounted Kiddie Auto Rides, Atomic Jet Fighters and Kiddie Chairplanes.

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CASH WITH ORDER PRICES --- 10M \$15.80 - ADDITIONAL 10M'S SAME ORDER, \$2.80

Above prices for any wording. Each change of wording and color add \$6.00. For change of color only, add \$2.00. Must be even multiples of 10,000 tickets of a kind and color.

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BIG PROFITS
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1348 STADIUM DRIVE - INDIANAPOLIS, IND.

New Auditorium At Lincoln Gets Equipment, Staff

LINCOLN, Neb. — Formal dedication of the new Pershing Municipal Auditorium is scheduled for March 10, and Manager Don Jewell said last week that general construction is completed. However, decorating and equipping will continue thru the remaining weeks.

The 4,500 permanent seats are being installed. City council has okayed purchase of extensive concessions equipment. The ice rink is nearly completed.

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

Events booked for early weeks at the new building include Roger Wagner Chorale, Lincoln Auto Show, "Ice Capades," Lincoln Home Show, Louis Armstrong, State dental convention and funeral supply salesmen's convention. Appearance of the Passion Play is one of things being negotiated now for fall dates.

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

At Calif. Town . . .
BISHOP, Calif.—Dedication of the Charles Brown Auditorium and Exhibit Hall at the Eastern Sierra Tri-County Fair here was held recently. O. F. (Tad) Davis, fair manager, says the building seats 2,500. The first event was an automobile show.

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COTTON CANDY
Buying a new Cotton Candy Machine this year? Then be sure you buy a WHIRLWIND—the machine that does everything easier, quicker and better.
At a recent State Fair eleven of the fourteen machines on the lot were WHIRLWINDS—it has to be good to have that kind of acceptance. Before you buy any machine ask for our circular on the WHIRLWIND, the machine you will eventually buy.

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318 E. THIRD STREET CINCINNATI 2, OHIO

ARENAS & AUDITORIUMS

Milwaukee Date Scores; Big One Is Even Bigger

By TOM PARKINSON

THE months-long question of what would happen in Milwaukee at ice show time has been answered. "Holiday on Ice" played the Milwaukee Arena January 17-27. At the close of the run, Elmer Krahn, manager of the Arena, announced that ice show records for the building had been broken.

The 11-day stand grossed \$239,953 in 15 performances. That is between \$5,000 and \$6,000 greater than the previous high. The earlier record was set by the first ice show in the Arena, the "Hollywood Ice Revue" with Sonja Henie, in 1950. The Henie show had 10 performances.

Attendance for this year's "Holiday" appearance was 106,551 persons. Krahn pointed out that this was about 10,000 more people than saw the 1950 icer, thus setting another record. On the final Saturday night of the 1957 show, the building set a new high for a single ice performance attendance. The new total was 10,400, compared with 9,672, a figure set in 1950 by the same Henie production.

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

"Holiday's" advertising campaign stressed that it would be the only ice production at the Arena this year. Krahn said he believes that had much to do with the increase in business, but he also points out that "Holiday" originated in Milwaukee so this was something of a homecoming.

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

HE TELLS OF AN active policy over past months to book trade shows and convention business. This business has been forthcoming and has helped to swell the Milwaukee totals. Even while the ice show has been in progress at the Arena, the adjoining Auditorium has been host to a pops concert, Ford Motors meeting, wrestling program, March of Dime affairs and other events. On Saturday (19), crowds at the two major buildings totaled 28,000 persons.

So, while the ice outlook changed this year, Milwaukee still has its gross business assured. Auditorium-arena people thruout the nation recognized Milwaukee as the biggest profit maker in the field. Now the big one is even bigger.

Krahn tells that final figures on the fiscal year ending October 1 confirmed his advance estimates as made at the IAAM convention. At that time he anticipated the \$650,000 gross that developed. The net was \$245,000, highest in the nation.

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

Walsh Resigns; Strong Heads N. Y. Coliseum

NEW YORK — The newly appointed exhibition director for the New York Coliseum is Charles W. Strong, well known in the field from his years of activity with the Campbell - Fairbanks organization in their sports shows and other events.

Strong, who also becomes a member of the board of directors of the Coliseum Exhibition Corporation, operator of the building, reports to managing director

Howard G. Sloane. He succeeds James F. Walsh. Strong joined the firm in December as sales promotion director.

Walsh, it is announced, has resigned to become a consultant in the exposition and exhibition field. He had been exhibition director since the Coliseum's premiere in April of last year. Prior to then he was with the Smadbeck organization for nine years, including service as exhibition director of the Grand Central Palace.

Announcement of the changes was made by Arthur Smadbeck, president of the Coliseum Exhibition Corporation.

COMING EVENTS

- Alabama**
Birmingham—Better Homes Expo, April 30-May 3. Patrick J. O'Toole.
- Arizona**
Chandler—Sheriff's Posse Rodeo, Feb. 16-17.
Phoenix—Arizona Sports, Vacation, Boat & Trailer Show (Coliseum), Feb. 12-17. Ken Baker.
Phoenix—Western Saddle Club Stampede (Saddle Club Arena), Feb. 9-10.
Phoenix—World's Champion Rodeo (State Fairgrounds), March 14-17. Jaycees.
Phoenix—Parade of Homes and Home Show, April 5-14. Assn. of Home Builders.
Phoenix—Spring Horse Show, April 13-14.
Yuma—Yuma Rodeo, Feb. 9-10. Auburn Hightower.
- California**
Los Angeles—Los Angeles Sportsmen's Vacation, Boat & Trailer Show (Pan-Pacific Aud.), April 4-14. H. Werner Buck.
Richmond—Richmond Automobile Show, Feb. 15-17.
San Diego—National Doll Show, Feb. 4-9.
San Francisco—China, Glass and Gift Show, Feb. 3-6. Kay Leber, 1355 Market Street.
San Francisco—National Sports & Boat Show (Cow Palace), March 1-10. Thomas Rooney.
San Jose—Better Homes Exposition, March 5-10. Patrick J. O'Toole.
- (Continued on page 72)

AUD. ASSN. SETS MEET FOR JULY 10-14

MEMPHIS—Dates for the 1957 convention of the International Association of Auditorium Managers are July 10-14, it was announced here last week by Secretary Charles McElravy.

The session will be in New York and the official location will be the Henry Hudson Hotel, which is near the New York Coliseum.

The convention city was selected at the convention in 1955 and confirmed last summer. Dates were approved by a vote of members.

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THE FINAL CURTAIN

ACTON—Mildred Mulhall, 61, youngest daughter of the late Col. Zack Mulhall, Wild West showman, and a sister of the late Lucille Mulhall, Wild West performer, at Guthrie, Okla., January 22. In recent years she handled quarter horses and palominos at her ranch near Guthrie. In earlier years deceased was active on the Mulhall ranch and with the Mulhall Wild West Show. Survivors include a brother, Charles, and two daughters, Mrs. Pete Swanson, of Guthrie, and Mrs. Howard Pennington, Ocala, Fla.

BRANDT—John, 80, former director of the Regina (Sask.) Exhibition Association, January 25 in a Regina, Sask., hospital. For many years he was a prominent exhibitor at exhibitions in Western Canada. Survived by a daughter and two sons.

BRUCE—Howard, 54, booking agent with Peter J. Iodice, Detroit, the past 10 years, January 28 in Receiving Hospital, Detroit. He was a member of the Michigan Showmen's Association. Survived by his widow, Virginia. Services January 31 and burial in Showmen's

Plot, Forest Lawn Cemetery, Detroit.

IN MEMORY
of Our Dear Brother
Andrew Carson
Who went away
February 2, 1956.
We loved you dearly and miss you
more and more each day.
DAVE & EMILY FRIEDENHEIM

DAVIS—Charles H., 87, business executive and former circus man, in a Lansing, Mich., hospital January 24. As a young man he joined Gentry Bros.' Circus and was a Ringling Bros. staff man at the turn of the century. In the transaction by which the Ringlings bought Barnum & Bailey, Ltd., Davis served as an intermediary. He operated booking agencies in St. Louis and Denver, a theater in Lansing, became Lansing Chamber of Commerce secretary, and

40 years ago managed the old Prudden Auditorium in Lansing. He helped organize the Michigan State Police, represented President Harding at an international Chamber of Commerce meeting in Rome, helped establish the first Lansing airport and became its manager, acted as vice-president of the Durant Motor Car Company, and filled other civic roles. The Lansing tent of the CFA is named in part for him. Burial in Lansing. Surviving are his widow, a daughter and a sister.

DURNAL—Gene, well known in the country and western music field, of a heart attack recently in New Buffalo, Mich. He formerly managed Doc Snyder's Texans and later had out his own group, the Rio Grande Rangers. For the last 12 years he had resided in Peoria, Ill., where he was associated with Harry Short's Trailer Sales. Surviving are his widow, Clara (Midge) Durnal, and an adopted son, Smiley Wilson, of WSM's "Grand Ole Opry," Nashville.

FICTUM—Otto, 54, former ride operator and

more recently concessionaire with the West Coast Shows, January 26 in Los Angeles following a heart attack. Survived by his widow, Betty. Burial Thursday (31) in Showmen's Rest of the Pacific Coast Showmen's Association, that city.

FULLER—William F., 76, a director of the Regina (Sask.) Exhibition Association for 35 years, January 19 in Regina. He was vice-president of the fair in 1939 and president in 1940. Thruout his years as a director he was chairman of the farm machinery and industrial equipment committee. Survived by two sons and five brothers. Burial in Regina.

HARRIS—Harry D., 51, advance agent for "Ice Capades," at Edmonton, Alta., Jan. (Continued on page 68)

IN LOVING MEMORY
Of My Dear Husband
JOSIAH PARSONS
Who passed away
February 6, 1956.
Sadly missed.
MAMIE C. PARSONS

FOLLOW THE LEADER!

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Stephens, C. A.: Daytona Beach, Fla.
Starlite: Thomasville, Ga.

Circus Routes

Davenport, Orrin: Detroit, Mich., 5-17; Cleveland, O., 18-24; Rochester, N. Y., 25-March 3.
Polack Bros. Western: Fort Wayne, Ind., 8-10; Madison, Wis., 15-16; Louisville, Ky., 18-24; Chicago 27-March 16.

Ice Shows

Holiday on Ice of 1957: Louisville, Ky., 5-6; Evansville, Ind., 7-11; Atlanta, Ga., 12-24; Cincinnati, O., 26-March 5.
Ice Capades, 16th Edition: Vancouver, B. C., 5-9; Edmonton, Alta., 11-16; Calgary 18-23; Winnipeg, Man., 25-March 2.
Ice Capades, 17th Edition: Washington, D. C., 5-13; Hershey, Pa., 14-27; Detroit, Mich., March 1-10.
Ice Vogues of 1957: Macon, Ga., 5-7; Augusta 8-11; Columbia, S. C., 12-17; Orlando, Fla., 18-23; Havana, Cuba., 27-March 10.
Shipstads & Johnson's Ice Follies of 1957: Montreal, Que., 5-10; Boston, Mass., 12-24; Cleveland, O., 26-March 10.

Miscellaneous

Burke's Wild Cargo: (Fair) Tampa, Fla., 5-9; (Fair) Winter Haven, 11-16.
Hitler's Personal Auto: San Antonio, Tex., 8-17.

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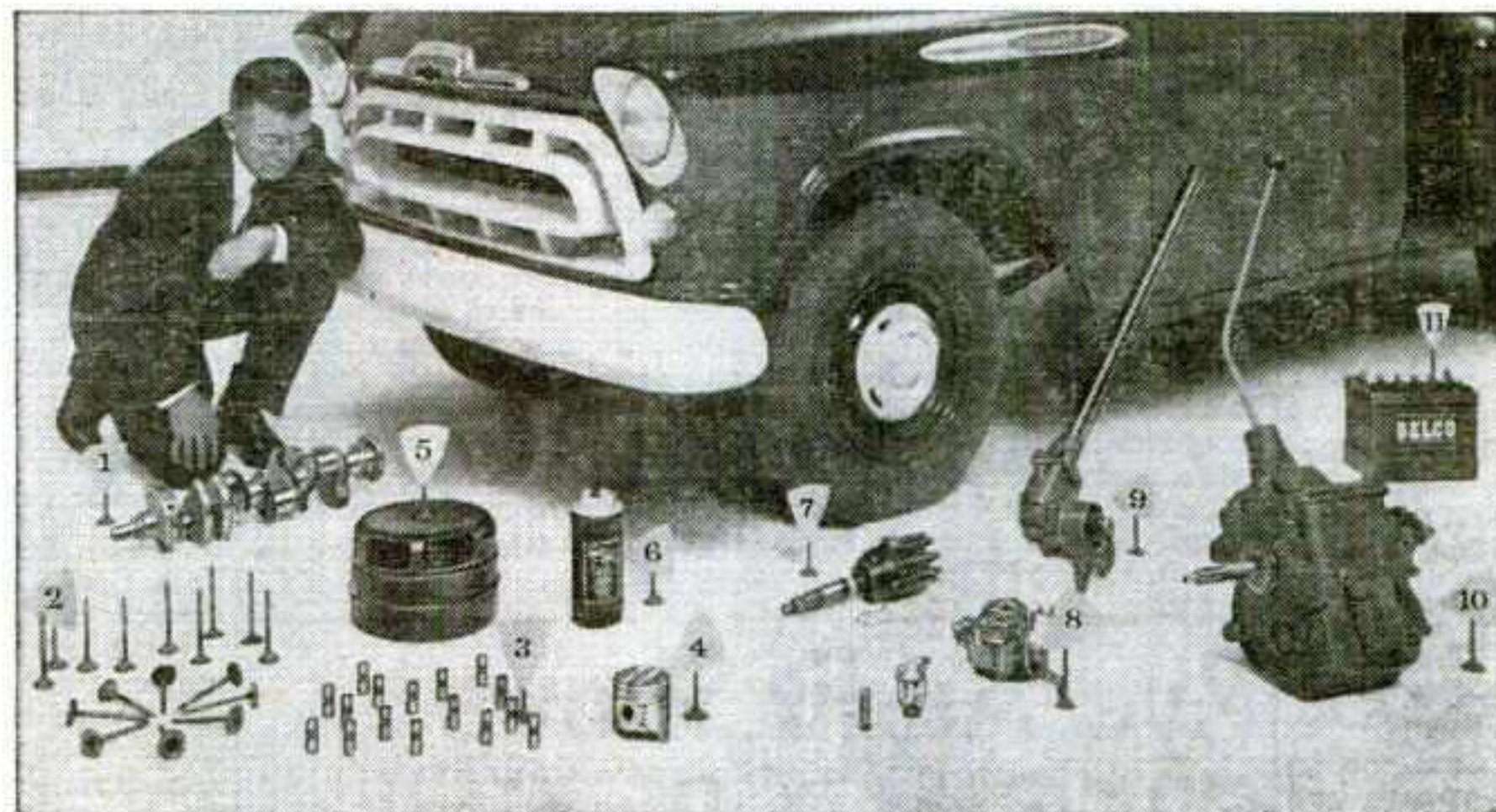
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- 7. Easy-adjust distributor points**—You can adjust

- this new Chevy V8 distributor with the engine running; it's added insurance against costly down time.
- 8. Multiple fuel filters**—For clean fuel, all Chevy engines have fuel filters in the carburetor and fuel tank; in addition, V8's provide an extra filter at the carburetor.
- 9. Ball-Gear steering mechanism**—Inside this steering gear scores of polished steel balls virtually eliminate friction. Less friction means less wear, less maintenance!
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- 11. 12-volt battery**—provides sure starting, good ignition, long battery life in all Chevrolet trucks.

And there are many more! See your Chevrolet dealer for all the dollar-saving facts. . . Chevrolet Division of General Motors, Detroit 2, Michigan.

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PROVED ON THE ALCAN HIGHWAY . . . CHAMPS OF EVERY WEIGHT CLASS!



CBS PLANS ENTRY INTO PARK FIELD

Action at Ocean Beach Likened to ABC's at Disneyland

OCEAN PARK, Calif.—Columbia Broadcasting System has joined with the Los Angeles Turf Club in a multi-million dollar project to develop an oceanic wonderland in the Ocean Park Pier area.

The project is expected to be opened early in the summer of 1958. A representative for CBS said that the area will be designed as a year-round recreation center for all members of the family as well as a tourist attraction. The spokesman added that a policy of high standards of entertainment at popular prices is planned.

A parallel between Columbia's plans at Ocean Beach and the part American Broadcasting Company plays in the operation and promotion of Disneyland park at Anaheim, was pointed up by independent observers.

Prexy Tells Plans

Dr. Frank Stanton, president of CBS, announced the participation of the network in the project with the L.A.T.C. He conferred here with Dr. Charles H. Strub, L.A.T.C. executive vice-president.

A year's option to buy the Ocean Park Pier Amusement Company was obtained in February, 1956, by L.A.T.C. At the time the sale depended largely upon the co-operation of the city of Santa Monica, which is understood to have been given unanimously by city council there. The council also granted a 25-year lease on the tidelands for the development. The project has also been approved by Leo Carrillo, a Santa Monica resident and member of the California State Beaches and Parks Commission.

The main attraction of the park will be Neptunes Kingdom, an oceanarium to be built in "a setting of underwater fantasy."

The South Sea Island will be stocked with baby animals and colorful birds. Also there will be a Japanese home and a garden show. The rides will be in keeping with the project's theme with such devices as Mr. Octopus, Sea Turtle, Sea Horse Carousel, the Sea Shell, the Sea Serpent and others.

Snack bars and public conveniences are planned around a central plaza. A row of shops will be located along the ocean front promenade.

Spangler Maps RG's 50th Yr.

SUNBURY, Pa.—R. M. Spangler, of Rolling Green Park near here, is recuperating from spinal surgery which he underwent at University Hospital, Baltimore, in November and plans a trip that will take him to the Florida State Fair and then a month in tourist spots of Mexico. He will return about March 1 to get ready for the new season at Rolling Green.

This will be the funspot's 50th anniversary season, and Spangler is preparing a 36-page booklet giving a history of the park. The volume will be published about March 15, he said, and will be widely distributed.

Sunday-only operation at Rolling Green will start April 14. Park switches to weekend operation May 12, and full-time business starts May 30. Special features for the 50th anniversary are on tap, Spangler said.

A. C. Expects 124G Drop By Auditorium

ATLANTIC CITY—A budget anticipating a decrease of \$125,000 in revenues from the Municipal Auditorium during 1957 was introduced at a meeting of the city commission last week. While last year's auditorium budget anticipated an income of \$722,000, the amount is reduced to \$598,000 for 1957.

The 16-item budget, required under a State law, is separate from the city budget, which was to have been introduced at the January 31 meeting of the city commission. A public hearing on the auditorium budget was also to have been held January 31.

Expenses for the auditorium are placed at \$983,000 for the current year, and in order to make up the deficit, the auditorium expects to allot \$260,000 "from previous city appropriations" and receive an additional \$125,000 out of the city treasury.

The auditorium management took \$180,000 from previous appropriations for the 1956 budget, but \$185,000 was required from the city to finance extensive improvements, including a new roof. In previous years only \$60,000 was required from the city.

Another major budget item is Boardwalk maintenance. City Commissioner William F. Casey, director of the Department of Public Works, is in charge of maintaining and rebuilding the four and a quarter miles of concrete, steel and wood lining the resort's ocean front. It cost \$5,000 to build the first Boardwalk in 1870, but a routine \$300,000 appropriation is now required annually to maintain the structure.

NEW YORK—Two new miniature golf courses are in the works by the Holmes Cook organization, one in New Jersey and another in Pennsylvania. The existing 18-hole layout at Palisades Park, Palisade, N. Y., is being torn out. It will be replaced with a modern course. Another course has been contracted for Ben Sterling's Rocky Glen Park, Moosic, Pa.

Rye Audit Shows 526G Net Profit

RYE, N. Y.—A rise in total income of \$464,223 was enjoyed in 1956 by Playland, Westchester County-operated amusement park. The figure of \$1,506,322 does not give a true picture of grosses at the spot, for it excludes income gained by flat rate and percentage concessionaires. Total gross would exceed \$2,250,000, it has been estimated.

A record net profit was also realized, the figure of \$526,322 being more than \$36,000 over the prior best year, 1955.

In all, it pointed up a good season under the first full year of directorship by Edward Kilcullen.

The report to the Park Commission pointed to unfavorable early-season weather, altho the economic condition of the county and neighboring Connecticut was good. In July, Kilcullen reported, the park lost all or part of 18 operating days.

Credited with overcoming much of the threat to revenue were ticket deals both for the park and the ice rink. A Westchester special, which was also advertised in some sections outside the county, was tried during closing weeks of the season. This consisted of a 25-ride book for \$1 and the newspaper coupon. Also profitable was a new sliding price scale for groups using the Playland Rink, and a deal for children.

The customary rink fee of 55 cents for kids (65 cents on Saturdays, Sundays and holidays) was

supplemented by an offer of a 10-admission book, good any time, for \$4.

On the statistical end, it was noted that there were 4,500,000 riders in 1956, an increase of 215,000 over the previous year. The park's refreshment department enjoyed a \$250,500 record gross. The gross from ride tickets went over \$1,000,000 for the first time. Operating costs were up also, but remained within budget limitations.

Kilcullen praised the outing department, headed by Jack Wheatley, for procuring a large number of groups, particularly churches and schools, which held to their commitments in the face of poor weather.

Improvements included the completion of the last section of boardwalk replacement, including firewalls, seawall and decking. An existing building was converted into a new comfort station at the park's entrance for \$35,000. New blacktopping on many promenade areas cost \$20,000. Some \$8,000 went into a new brine tank and valves for the rink control room. Reroofing was done over 10,000 square feet.

Five of the 20 new boats for the park lake have been received from Mulray Products, New Rochelle. They are of mahogany, plywood and fiberglass construction. An order will likely be placed for a Rock-o-Plane, it is understood.

ROLLER RUMBLINGS

RSROA Awards State, Regional Competitions

DETROIT — Regional and State championships for most of the United States were scheduled and approved by the Board of Control of the Roller Skating Rink Operators' Association of America during its recent semi-annual meeting in Detroit. Culmination of the meets will be the American Championships at Oakland (Calif.) Auditorium, July 22-28. Some dates were not finalized and are omitted.

Regional championships: North eastern, Hillside Roller-drome, Richmond Hill, N. Y., June 27-30; Eastern, London (Ont.) Arena; Great Lakes, Roller Skating Arena Club, Detroit; Southern (open), Coliseum, Coral Gables, Fla.; Mid-western, Holiday Rink, Fort Worth; California and Southwest Pacific Coast (open), Skate Ranch, Santa Ana, Calif.; Northwestern Pacific Coast (open), Oaks Park Rink, Portland, Ore., June 17-19.

State championship meets approved are: Connecticut, Melody Rink, Groton, May 12; Rhode Island, Portsmouth Rink, May 29-30; Massachusetts-New Hampshire, Roll-Land, Norwood, Mass.; New York, Empire Roller-drome, Brooklyn; New Jersey, Ventnor Athletic Center; Pennsylvania, West Lake Rollercade, Erie; Tidewater States, Printz Rollerway Rink, Wilmington, Del.; Illinois, Spotlight 66 Rink, LaGrange; Ohio, Rollercade, Akron, May 29-June 2; Michigan Skateland, Bay City, May 31-June 3; Indiana, Rollerland, Indianapolis; Texas, Eastway Rink, Amarillo; Rocky Mountain, Warnoco Rink, Greeley, Colo.; Tri-State, Doling Park Rink, Springfield, Mo., and Arkansas-Louisiana, Troy's Roller-drome, Little Rock.

Texas Operators Call for Promotional Idea Exchange . . .

DALLAS — The Texas Roller Skating Association closed its semi-annual two-day convention here recently with a call for operators to swap ideas to advance the sport. Among speakers at the meeting, held in the Hotel Adolphus, was John K. Matejic, Detroit, world's roller champion for 1956.

The get-together was attended by some 35 operators.

Mid-Week Mineola Matinees Become Mothers-Kids Day . . .

MINEOLA, N. Y. — A plan under which regular Wednesday matinees are offered at Mineola Roller Rink as an accommodation for children who are unable to get to the rink on weekends or evening sessions has produced satisfactory results for operator Earl Van Horn and has also resulted in satisfaction on the part of children's mothers, it was reported last week.

The session has produced extra business for Van Horn, with bonus mothers who attend the three-hour session and don skates for a workout, too. "The session has developed into something of a mother-daughter-son day," said Van Horn. Priced at only 50 cents, including use of shoe skates, it's a bargain attraction which mothers

quickly recognized. Added appeal is that the session often substitutes as a baby sitter. Mothers finding it necessary to shop are "farming" out their kids at the rink at a price far less than they would have to pay a baby sitter.

3 Midway Skaters Pass Silver Bar Dance Test . . .

EUGENE, Ore.—Three skaters of Midway Roller Rink here, Ronny Williams, Janis Potampa and Gail Laemmle, recently passed their silver bar dance test at Oaks Rink, Portland, Ore., reports Edwin and Marie Laemmle, operators of Midway. Coached by professional Chet Naro, the trio was lauded highly by the Laemmls because of the difficulties encountered in practicing on the rink's 80 by 90-foot floor which is marred by support posts. The skaters are this area's first to pass the test. They started from scratch, attending all of the rink's classes from beginner sessions to advanced dance and figures. Midway Dance and Figure Club held a dance contest December 30 in the Densh Blues, Leroy and Sally Vandehey winning a gold cup for finishing first. Winners of a bronze cup for second place were Ronny Williams and Gail Laemmle. Midway officials called the contest a stimulant for contest skating.

3 More Spots Entered On RSROA Membership Roll . . .

DETROIT—Three rinks have been added to the member roster of the Roller Skating Rink Operators' Association of America, it was announced by Secretary-Treasurer Robert D. Martin at association headquarters here.

The rinks and their operators are Stadium Arena, Hillsdale, Mich., Mr. and Mrs. Ernest C. Ingles; Patterson Lake Rink, Olympia, Wash., Herman A. and Elizabeth B. Suess, and Johnson Roller Rink, Granite City, Ill., F. Johnson and Mrs. Ella Flaxbear.

SKATING RINK TENTS
42 X 102 IN STOCK
53 X 122 AT ALL TIMES
NEW SHOW TENTS MADE TO ORDER
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PORTABLES ARE THE ANSWER
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TENT COVERED SKATING RINKS
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CURVECREST RINK-COTE
The skating surface for wood and masonite floors. The ultimate in clean lines and traction.
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We invite you to bring your skates to Curvecrest and see for yourself!

THE USERS OF "CHICAGO" SKATES
Are Successful
There is a reason. Service and PROMPT DELIVERIES.
Durite Wheels
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4427 W. Lake St., Chicago, Ill.
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Manufacturers of all kinds of Roller Skates



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Queens million dollar amusement park now has unlimited business potential due to new rapid transit extension. Space still available for Bing-O-Reno game & souvenirs & novelties. Great opportunity for the person who acts quickly. These concessions will go fast! Inquiries are also invited concerning other skill games not conflicting with existing concessions. Phone for appointment or write immediately, Rockaways Playland, Rockaway Beach, New York. GR 4-2600.

CAROUSEL FOR SALE

Perfect condition, 45-ft. machine, all hand-carved animals. Will be dismantled by present owner. Can be seen in operation by appointment only. Phone: Pershing 1-4090 or write

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KIDDIE RIDES FOR SALE

Mangel Roto Whip and Miniature Train Ride. Both rides in very good condition. Contact Lou Lercari, Pershing 1-4090, or write

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PRESTIGE AND PROFITS

A HOLMES MINIATURE GOLF COURSE
Adds prestige to your location and makes more money for you. Each Holmes Cook Custom Built Course can handle up to 200 persons per hour.

HOLMES COOK MINIATURE GOLF CO.
899 10th Avenue New York, N. Y.

FOR SALE Collins Kiddieland

Largest in Los Angeles County. Same location 14 years. 14 Rides, including Ell 12, new Allan Herschell Merry-Go-Round and Shaft Roll-Coaster, plus Hot Dog Stand. Reasonable, or equipment separately. 12249 Ventura Blvd., Studio City, Calif. Phone: POplar 32098

ADD 2-KITCHEN SHED

100,000-Ticket Splash Aids Rocky Glen Preem

MOOSIC, Pa.—The 100,000-ticket opening day promotion is being used this year to awaken local residents to the inauguration of another park season. With a bakery (Williams) figuring in the tie-in, owner Ben Sterling is providing that number of ride ducats for distribution thru routemen and groceries. Second week uses a dairy.

Park operates only on Sundays during May, with a different commercial firm tied into a free ticket set-up every week.

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

Nickel Days Best

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

A 200-foot shelter containing two kitchens has been constructed to take care of expanded picnic activity. The park employs a man who works from Labor Day thru season's opening, visiting schools, churches and industrial firms, to sign picnics. Development of the area into an industrial valley has created a bigger potential in this direction.

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

being erected adjacent to the miniature Roller Coaster.

In addition to rides, boating, picnicking and swimming, there are a number of hanky-pank games to round out the park operation. Area embraces 280 acres, all but 60 of which is water and natural scenery.

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

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

U. S. Man's Aussie Beach Pact Reversed

SYDNEY—Decision to lease facilities at Bondi Surf Beach to an American operator, Harry Deverich, has been changed. Deverich had bid \$22,500 plus 15 per cent of the profits over a 20-year period.

The December elections resulted in a team of labor party supporters getting control of council. Council has now moved that the decision on the lease be rescinded.

Bondi is a popular beach near Sydney, drawing some 50,000 people on busy days. Aldermen supporting the original decision had said the beach was losing some \$40,000 annually, and the lease would have provided a means to get some return on capital outlay on facilities.

ARCADE MACHINES FOR SALE

Fifty Arcade Machines. Good deal on complete purchase, but also willing to sell separately. Contact Lou Lercari, Pershing 1-4090, or write Nunley's Happyland, P. O. Box 17, Bethpage, N. Y.

Lake George, N. Y., Amusement Park

Open Decoration Day, May 30

Have openings for a few Hanky Panks and a wonderful opportunity for Custard, Floss, Popcorn and Apples. Don't make a mistake, this is truly the Vacation Land of the North—tens of thousands of new faces daily, the only place like it in the world today. This is every showman's dream come true. This park had 14 rides last year and many more this year. Very good spot for any exhibit worth while since all our faces change daily. These opportunities will not stay on ice till spring.

All replies

ARTHUR E. GILLETTE

Winter address: 60 Sheffield St., Pittsfield, Mass., Tel. 29471

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10 NEW BUILDINGS with PermaStone fronts and fluorescent fixtures.

FLASHER • CAT GAME • MILK BOTTLES • BUCKETS • ADD 'EM UP DART • BALLOON DART • ROLY POLY • PITCH-TILL-U-WIN.

Mostly all equipped. Also available, two more Stock Concessions. Drawing from Worcester, Mass., and surrounding area of Illinois. Wonderful opportunity for responsible people in a fast-growing Amusement Park. Big name policy as free attraction every week. Wire or write

WHITE CITY AMUSEMENT PARK, Worcester, Mass.
or call GEneral 2-1349, Long Beach, N. Y.

High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS—GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

WANTED TO BOOK

Scooter, Tilt, Double Loop, Rock-O-Plane and Whip or any other Ride not conflicting. This is a city-owned park, close in, with plenty of bus service, parking space for several thousand cars. Also an Industrial Center with a population of 300,000 in a radius of thirty miles. Get on the spot and save tearing down. Write and I will give you full details.

Commissioner George McInturff
ROOM #226, CITY HALL, CHATTANOOGA, TENNESSEE.

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Say You Saw It in The Billboard

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Opening May 1, 1957, for the First Time

GALVESTON PLEASURE PIER

Galveston's \$2,000,000.00 Pleasure Pier is 225 feet wide and extends 1300 feet into the Gulf of Mexico. It provides year-round facilities for young and old; including dancing, fishing, aquatic sports, concessions and games, exhibit spaces, restaurants, air-conditioned ballroom, major and kiddie rides and 2,800 seat outdoor stadium. It is located in the heart of Galveston's famous Beach Boulevard which attracts five million people yearly.

—RIDES—

Opening only for Ferris Wheel, Merry-Go-Round (park type preferred) and four modern Kiddie Rides not conflicting.

—CONCESSIONS—

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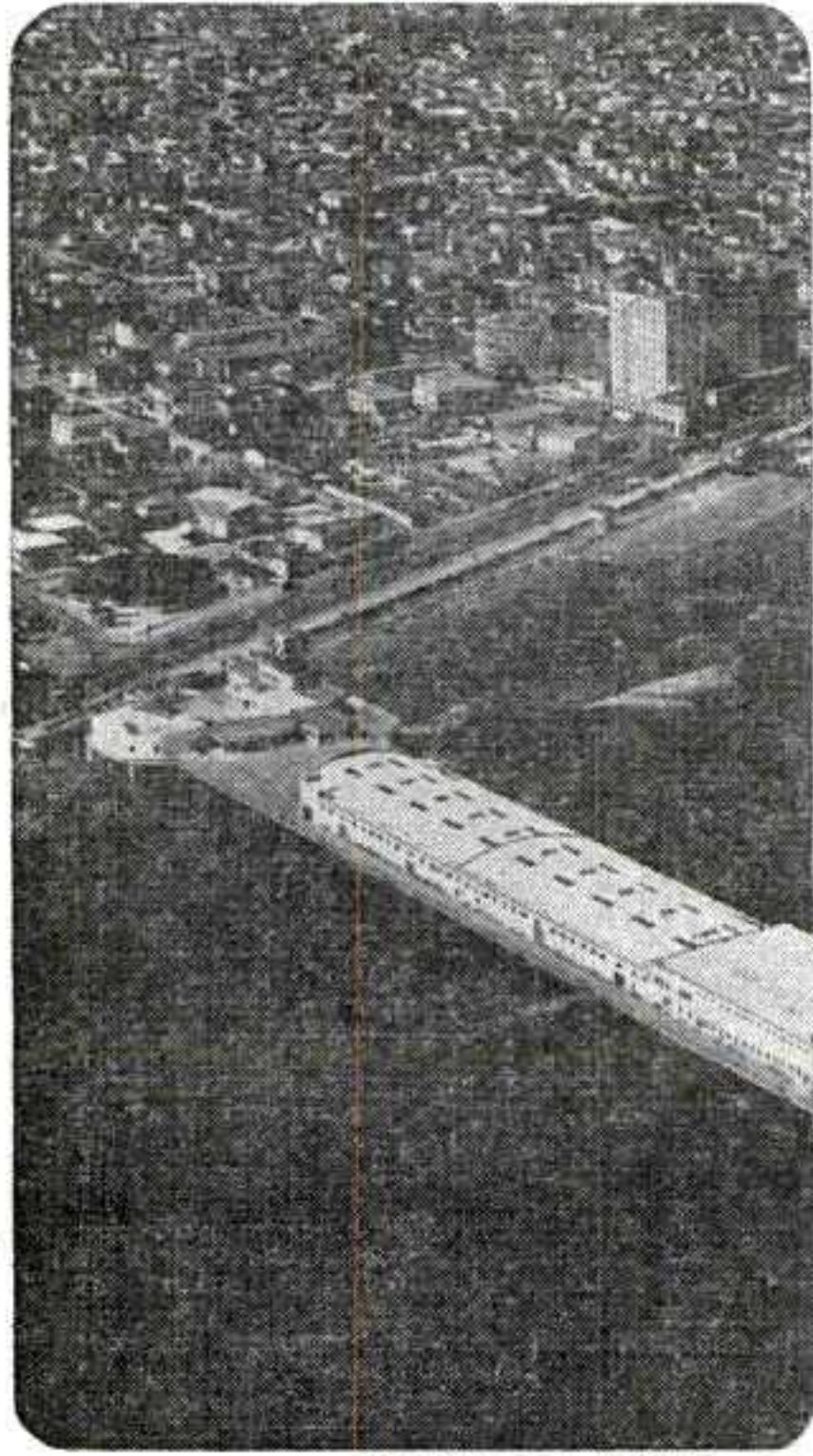
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North Bid to Buy Out 49'ers; Mrs. Sanford Gets Court Order

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

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

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

The writ was granted by a Sarasota court Thursday (31). It names North, Arthur M. Concello, N. J. Schiavone and John Reddy, and orders that the books be produced within 10 days or cause be shown why they shouldn't be. Schiavone and Reddy are employees of the company.

By Friday the court order had been served on Concello and Schiavone. North had not been located.

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

Stock to Concello?

North's written offer was to pay \$1,750,000 for the 490 shares of Ringling Bros. and Barnum & Bailey Combined Shows, Inc., that are owned by the so-called 49'ers, or minority group.

He indicated earlier in the winter that he planned to make such an offer. At that time there was information that, if successful in buying the stock, he would turn it over to Concello.

The offer was made thru Dan Gordon Judge, trustee of the estate of Mrs. Charles Ringling. Judge called a meeting of the minority stockholders and these members of the Ringling family conferred Saturday (26) at Sarasota.

49'ers Undecided

No agreement was reached by the family at this meeting. It was not decided to accept or reject the offer. The only point of agreement, it was understood, was that Judge

should contact North again with a view to renegotiate.

The petition for court action was filed by Mrs. Sanford subsequently.

It developed that on October 26 the Probate Court of Sarasota allowed Judge to take control of the 49 per cent interest held by the estate. This step was taken to give him power to act in such a matter, altho the estate has not yet been settled.

This means that the family meeting was called primarily for guidance and to learn their positions, because Judge will be required to obtain approval of the Probate Court before any action is taken on North's offer.

Concello Unavailable

An effort to contact Concello at winter quarters Friday (1) for comment was unsuccessful. He has stated on several occasions this

winter, however, that he owned or expected to own stock in the Ringling corporation.

Mrs. Sanford is a daughter of the late Mrs. Charles Ringling and an heir in the estate. Stuart Lancaster, who acted for her in requesting a special session of the board of directors late last year, is a son. That meeting was called but later canceled at the request of John North.

North's initial mention of a forthcoming offer to buy the stock was made last November, but until recently it was not actually made.

The fact that no agreement was reached at the family meeting and that it was followed by Mrs. Sanford's court action was interpreted as meaning that the 49'ers were of different minds about whether to take the offer.

(Continued on page 63)

NO SIGN NOW THAT RINGLING SELLS TRAIN

SARASOTA, Fla.—Widespread reports that Ringling Bros. and Barnum & Bailey has been peddling railroad cars and other equipment apparently are unfounded.

Altho various rumors and several columnists have spoken of efforts to sell the cars to South American countries, there now is nothing done in that direction and any contrary idea has been dropped.

This is believed to have stemmed largely from a move by minority stockholders, some of whom pointed out that sale of any equipment must have their okay and that they would decline to approve.

Some feelers and offers by circuses and outsiders have been reported. Altho Arthur M. Concello, executive director, was unavailable for comment, it was understood that such deals for equipment have been turned down.

BIG BLANK

Philadelphia Money Stand Going Idle

PHILADELPHIA—One of the biggest outdoor circus dates in the country is going begging for lack of a show in position to take it. This is the stand heretofore played by Ringling Bros.-Barnum & Bailey Circus at the Front and Erie lot for the Lighthouse organization.

Samuel Moonblatt, Philadelphia attorney who acts for the local sponsors of the date, said Friday (1) that he is looking for a show or combination that could fill the bill.

He points out that the Ringling show has grossed \$250,000 on the date and that the record Side Show gross of \$10,000 a day was racked up there.

The Clyde Beatty Circus was in position to inherit the date. During the early winter, Moonblatt came to the conclusion that he would bring in the Beatty show for 10 days, and the show was anticipating a contract.

However, in recent days they have concluded it's no deal. Moonblatt said that they could not get together on promotional plans or terms of the proposed contract.

Big for Carnivals

The Front and Erie circus stand serves as focal point for a large number of carnival attractions that are booked into the same location and adjacent sites. It adds up to a big thing not only for the circus but also for the carnivals that make it and for the Lighthouse organization.

Moonblatt said that the location (Continued on page 63)

BEATTY BRASS UNDECIDED, MIGHT CHANGE TO TRUCKS

Owners Split Over Rail Question; Observers See Loss if Change Comes

SARASOTA, Fla.—Whether the Clyde Beatty Circus continues as a railroad show hangs in a delicate balance. Top brass is split over the question of whether to convert to trucks.

In the same balance is whether there would be any railroad circus next season, because the Beatty show is the only one in operation since Ringling decided to switch to trucks and baggage cars.

Rumors of the Beatty situation have circulated in some circus groups. But contrary to some of these reports over the past several weeks, there was still no indication that a final decision had been reached by Friday (1).

Efforts to reach Frank McClosky, general manager; Walter Kernan, manager, or Jerry Collins, of the holding company, were unsuccessful Friday and earlier.

Independent reports, however, were that Collins favored staying with the railroad moves while the feelings of the two managers was

not definitely known. Best guess was that the tentative vote stood at two-to-one in favor of rails, but that didn't reflect full strength of the possibility that the show would change over to trucks.

General feeling by informed observers was that the show stood to lose more than it could gain by the switch. As a truck show it would have less to distinguish it from all other shows.

Advocates of railroad moves point out that size of the train could be changed or some equipment could be driven overland without losing the prestige and advantage of a railroad show. They also point out that purchase of trucks and trailers plus cost of other switch-over would be great,

that truck maintenance, license and toll costs together with losses to accidents and driver difficulties would equal or exceed rail expenses.

Blame Rail Rates

Reason for considering abandonment of the Beatty train is said to be the high cost of rail moves. One report is that personnel of competing truck shows have been instrumental in leading some thought on the Beatty staff show toward mud show moves and away from their rail status.

It's understood that a representative of the show has asked for bids on truck equipment in case the change is to be made. Present show wagons, it is said, could not be converted into semi-trailers, so both trailers and tractors would be required. It is estimated that about 40 trucks would be needed.

If the show stays on rails, most observers expect it to step into a raft of key dates in the East which formerly were played by the Ringling show. Loss of this opportunity is anticipated for a truck show.

The 15-car Beatty train plus the specially built equipment it acquired from the Sparks Circus a few years ago give that show a consist which several other circus owners have described as ideal. Only weak spot would seem to be the passenger cars, which could be replaced easily from surplus railroad supplies if desired.

NEW TITLE

Cole Circus Drops George To Be Famous

CONROE, Tex.—Title of the George W. Cole Circus will be changed this year to Famous Cole Circus. Make-up of the advance will stay the same as last year on most counts.

Agent again will be Floyd Hill, and Bill and Jackie Wilcox will head up the advertising department. A promotional director has been hired to work with auspices where an advance ticket sale is used.

Budget for local and country newspapers has been increased. The 24-hour man will use a highly decorated panel truck with a loud-speaker. Dates will be supplied by the Neal Walters Poster Corporation, and banners and pictorial paper will come from Central Show Print. Some of last year's paper also used the Famous Cole Circus title.

Hildebrand for Minneapolis

MINNEAPOLIS—Hildebrand's Fun-O-Rama Circus showed the Armory here recently under National Guard auspices and was well attended.

Acts included Gordon's Dogs; Hazel Staffan's Dogs; Bob Parry, trampoline; Floyd Harrison and Yehta Irwin, bikes; Lawton Hart, wire; Hart Family, acrobatics; Smiley Daley and Lowell Kriel. (Continued on page 63)

Antalek Books Clyde Bros. For Syracuse

SYRACUSE—Joe Antalek has booked Howard Suesz's Clyde Bros. Circus in connection with producing the Shrine Circus at Syracuse. He will use some acts from Clyde Bros. along with others in the Shrine show's performance.

Coming as part of Clyde Bros. will be the Great Wallendas, high wire and other acts; the St. Leons, teeterboard; Rieta, sway pole; the Hoffmans, Clyde Bros.' elephants, and the show's Liberty horses and pony drills.

Antalek also has booked Dieter Tasso, the Kimris, Takeo Usui and Jorgen Christiansen's Storybook Animals.

Joe Basile, of "Big Top" and Hamid-Morton, will have the band. Tex Maynard will be equestrian director, and Whitey Wilbur will be boss of props.

Show will be at the War Memorial Auditorium here, April 28-May 5, with Antalek as producer.

Polack Scores Top Attendance At Flint Stand

HAMMOND, Ind.—Western unit of Polack Bros. Circus played a five-day date here ended Sunday (3) after having set a new local attendance record at its first stand of the 1957 season.

The new mark was set at Flint, Mich., with a seven-day stand. Business there began with a day of turnaways and culminated with another turnaway Friday and three packed houses Saturday, the final day. The turnout of record crowds was given added significance by the fact that adverse weather prevailed part of the time.

At Hammond the show got under way with an increase in the advance sale.

Hunt Bros.' Circus

WANTS

BIG SHOW—Feature Acts, more Wild West People and Clowns.

MUSICIANS — Cornets, Trombones, Drummers and Hammond Organist. (Write Mickey Sullivan, 33 Wellington St., Worcester 10, Mass.)

SIDE SHOW — Colored Minstrel, also Boss Canvasman and Ticket Sellers.

OTHERS—Banner Men, Candy Butchers, Property Men, Canvas Men and General Help. Truck drivers preferred.

Apply by mail:

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Burlington, New Jersey

PHONEMEN MILLS BROS.' CIRCUS

Pay every day, no collects.
GEORGE LAWRENCE
Avalon Grotto Club
715 Washington South Bend, Ind.
Phone: Central 35419

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For permanent Radio Promotion Department. Network station. No drifters or drinkers. Call days. (No collect calls.)
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1041 N. Park, Rm. #3 Tucson, Ariz.

PHONEMEN

Top Auspices, year-round work.
CLYDE BEATTY CIRCUS
Contact
LEE TAYLOR
George Mason Hotel, Alexandria, Va.
Pay your own.

AERIALISTS WANTED

Will consider one male and one female, or couple, for new type Aerial Act. State all qualifications first letter. Can also place one man, sober, experience not necessary, but must be willing to work.
DARRELL HORNBECK
P. O. Box 183 Springfield, Mo.

PHONEMEN—25%

Savannah, Ga., office opens Feb. 4, 1957.
Terrill & Terrill's famous penny deal.
Starlite Shows, Inc.
Tom Terrill, General Agent
Richmond Hotel, Augusta, Ga., Hill Jan. 30; then Savannah Hotel, Savannah, Ga.
No collects. No advances until arrival.

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Labor Deals, year 'round. Plenty of leads and co-operation. Ticket Deal starts soon. When in Los Angeles see
ART HESS or ROY BELL
2847 W. 8th St., Los Angeles
DUckirk 8-0120. No collect calls.

3-PHONEMEN-3

Need three producers who can work clean and keep sober. Good sponsors. U.P.C.'s and Books. Pay daily. Fast pick-ups. No lay-offs. Call
A. J. WIESNER, Turner 5-0752, 9 to 5, Room 10, 550 Broadway, Gary, Indiana. Two police deals to follow. John Andrews, contact me. Bill and Margaret, if available call me.

PHONEMEN WANTED

Year-round work with top auspices and top shows. Books and tickets. Pay daily. Town carded. Phones in. Contact
J. A. RACKLEY
Ivanhoe 2-9612
or Olds Hotel, Lansing, Mich.

6 PHONEMEN 6

Can place at once six top-flight Phone Solicitors, Book and UPC Tickets. Good Sponsors. Phone or wire. No collect calls, please. No drunks.
R. A. WALTON
12 South New Jersey, Indianapolis, Ind.
Phone: Melrose 64367.

I. L. A.

Union Deal, just started. R. L. "Bob" Taylor and J. P. "Jerry" Costigan, you can make more money here than you made in Dallas. Call me collect or come on. Everything is clear.
BILL ARMAND
6731 Harrisburg Houston, Texas
Phone: Walnut 4-3991

UNDER THE MARQUEE

Clown Len Keeler turns up some familiar names and some old-timers when he recalls being with the Ringling Bros.' Circus of 1905 and Al Ringling, Rhoda Royal, Clarkonians, Art DeComa Family, Aerial Smiths, Three Alvos, Tom Nelson, DeMarlo and Dracula, Three Rios, DeMarcos, Four Bedinis, the Hobsons, the Eldrichs, Orrin, May and Lulu Davenport, Reno McCree, John Agee, Al Crandall, Jackson Family, the Kaufmans, Geraldas Duo, John Miller, Floyd Bernard, Jules Tournour, Doc Keally, Tom Roberts, Felix Ortani, Charles Smith, George Hartzell and son, Fred Leslie, Dan Ducrow, Carl and Peanut Milvo, Frank Morris, Frank Shadel, Horace Webb, Robbs and Powell, Al White, John Tripp, Len and Phil Keeler, Bauty Brown, John Slater, Jim Rutherford, Homer Hobson, John Slater and Jack Foley.

From San Antonio, Tom Scaperlanda reports that the Howard Kings, Justus Edwards, and Bessie Polack were recent visitors in the city, Mrs. Polack visiting the Bee Carseys at their home before their season started. . . . San Antonio Light recently carried a picture and story about the Flying Marilees.

From Sullivan's Circus Hall of Fame, Mary Jane Miller sends word that the Rev. Ed Sullivan is vacationing at Sarasota. . . . CFA Ray Moreau and family are daily visitors. . . . Visitors included

Edna Antes and her mother, Ray Cassel, Mickey Sullivan and Madeline Parks, along with her husband, daughter and son-in-law. . . . Jere Stevens, formerly with Ringling, is a guide at the Hall of Fame and substituter in aerial work. . . . Shirley Rutland heads the Hall's gift shop.

Al Porter, contracting agent, is headed for Miami after making Washington for the inaugural and the Virginia fair meeting. He visited Slim Wolfe, who is promoting indoor circus dates in New Jersey. Porter has been under treatment for a throat ailment.

Miss Lona and Her Pets, currently at the Tampa fair, has been booked for the Cincinnati Shrine Circus, April 1-6. Sam Levy, of Barnes Carruthers Theatrical Enterprises, Chicago, made the booking thru the Kurt Oranto agency.

Ben Davenport has returned to the United States from South America and was to stop off in Hugo, Okla., before returning to his Gonzales, Texas, base. . . . George and Joan King have the bulls on the Don Franklin Shows. . . . Bad weather around Tacoma, Wash., has forced cancellation of some super market dates by Dolly Jacobs.

Big Blank

• Continued from page 62

lacks permanent seating and therefore an organized show with that equipment is needed. He said that some talk has revolved around the possibility that George A. Hamid might offer him a tented circus for the date.

Mention by the Ringling show that it might play Philadelphia would not involve Moonblatt's set-up, he said, and he does not know whether the circus has contracted another location. The proposed Ringling indoor or grandstand date there would come later than the possible spring stand with Moonblatt.

No discussion with Ringling about using that show's seat wagons has transpired, he said. However, he indicated that such an arrangement might work well enough for him if a performance were available.

North 49'er Bid

• Continued from page 62

There also was speculation that further action probably would await the outcome of Mrs. Sanforth's court move. She has retained a firm of investigative auditors. Once before an attempt to study the company books was made. This was last fall when accountants, acting on her behalf, went to the office at winter quarters, but were withdrawn upon request after a couple of days.

It also has been confirmed that George D. Woods, who resigned from the Ringling board of directors last fall, did so because of disagreement with actions and policies of the management.

Hildebrand

• Continued from page 62

comedy bikes; Corrine Dearo, cloud swing; Charles and Beverly Allen, bears; Triska Troupe, high wire; the Jefferys, novelty trapeze; Joe Franklin, chair balancing; Billy Irwin, table rock and producing clown, and the Great Wilno, cannon.

Leo (Pancho) Carrillo was featured and made the announcements. A local radio cowboy filled in as equestrian director. Auspices was pressured into using extra musicians with the show's organ, and a dance orchestra was used.

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Evenings call **Warwick**, Va., 8-6386

Freddie Myers, Gordon Spencer, Barney Spears, John Higgins, call me, urgent.

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Can use a crew of four or five clean-selling Men on UPC Deal now ready. Powerful Sponsor. Other Deals to follow immediately. No layovers; short trips only. All mail-outs. No collects. Weekly checks with partial holdup until deal is completed. If you are legitimate, sincere and can stay sober, phone JACKSON 5900 or wire or write
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WANT 15 PHONEMEN—CONTRACTING AGENTS WANT 2

For State-wide Optimist Club Deal; followed by National Safety Council Deal. In action now! Plenty towns. Want to hear from Merle Johnson, Bob Spencer, Dutch Shafer, Bob Teese, Charley Paterno, Ajay Gray.

Day Phone: Saratoga 7-5394
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REPLY TO: **BOB HALLMAN**
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PHONE MEN (4)

If you can stay sober and sell clean according to instructions, have work for four men with positively no lay-off until December 15; three towns going. Kiwanis and Optimist Club. All replies call: Daytime, Ferndale, Mich., Lincoln 7-3183; evenings, Lincoln 8-4630. No advance, no collect.

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Pay daily—phones in—cards—taps—top vet. deal.
Call UN 7-1722, Bethlehem, Pa.
prepaid. Frank Smythe, call.

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Steady, year-round work; salary plus commission. Write
NEW YORK ENQUIRER
47 West 63rd St., N. Y. C. or call TRafalgar 3-0500

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Duke of Paducah Show. Optimist sponsor. Phones and cards ready. 25% adv. 20% tickets. Opening Feb. 4. Pay every day. A good deal for good men. Phone 2-3700, Knoxville, Tenn. Ask for Manager. Write Room 206, Cherokee Bldg. NO COLLECT CALLS ACCEPTED.

(4) PHONEMEN (4)

Shrine date opening April 6. UPC's and CIRCUS BANNERS. No room for limb or drunks.
J. F. SHAFER
20240 Center Ridge Road
Phone: Edison 3-0900
Cleveland 16, Ohio
No collect or advances.

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For Labor Year Book in Nebraska. Plenty of renewals and all the cut-offs. Started one week ago and business wonderful. Men all making big money. This is our sixth year here.

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LAWTON, OKLAHOMA
P.S.: Red Curran, Slim Gamble, Pat Baker and Dave Glass, call.

103 Illinois Events Split \$2,242,554

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

SPRINGFIELD, Ill.—A record 103 county fairs operated in Illinois during 1956 shared in a total of \$1,758,918 in State-aid premium payments and 73 of them drew \$483,636.79 from State funds for permanent plant improvements. These statistics were reported by Cliff Hunter, administrative assistant to the State director of agriculture and secretary of the Illinois Association of Agricultural Fairs at the latter org's 47th annual meeting here Sunday thru Tuesday (27-29).

Hunter said that without exception the fairs operated successfully during the year. Two fairs which did not operate in 1955, Shawneetown and Franklin Grove, were revived last year, and three new ones, Macomb, Winchester and Wyoming, operated for the first time. Total value of county fairgrounds was estimated at \$7,083,000 and estimated attendance last year was put at 2,189,080.

Attendance at the sessions was big despite snow and ice that made highway travel difficult. President Wilbur E. Layman, who was re-elected for 1957, presided at the business sessions. Secretary Hunter reported on the proceedings at the annual meeting of the International Association of Fairs and Expositions, and Duane Crist, Milford, discussed promotions. A. J. Yates, Geneva, spoke on "Building a Fair for the Future," while free grandstands was discussed by R. Y.

Bartholomew, Peoria. Paul Miller, Metropolis, talked on rehabilitation.

J. W. Hayton, Marion, and Dean Bartle, Pinckneyville, teamed up to speak on a timely subject, "Centennial Celebration," which was followed by movies of the Sandwich Fair, with C. H. Hugh as narrator. The subject of county tax levies for fairs was brought up by Carl Lenz, Petersburg. A panel, headed by Layman, discussed a number of timely subjects, and Stillman J. Stanard, director of agriculture for Illinois, delivered his annual address.

Meetings and banquets of various harness-race associations got under way Saturday and ran thru Sunday. Among the various organizations that met were the Egyptian Colt Stakes, Midwest Colt Stakes, Illinois Big Ten Colt Stakes, Illinois Breeder's Futurity Association, Review Futurity Association, Illinois Trotting and Pacing Colt Association, Illinois Top Line Race Circuit, Northern Illinois Colt Stakes and the U. S. Trotting Association. Feature of Sunday night banquet were movies of the 1956 Hambletonian and the Little Brown Jug.

In addition to Layman, all other officers were re-elected. Mrs. Fay Stumpe, Pinckneyville, was re-named first vice-president; Henry J. White, Somonauk, second vice-president, and Hunter as secretary-treasurer. All directors were re-named, including Paul Powell, Clyde Lee, Dewey Wheeler, John Hubly, Percy F. Loiselle and C. H. Hough.

The social high point of the meeting was the banquet held Tuesday night at the State Armory. Lieut. Gov. John W. Chapman was the key speaker, along with Director of Agriculture Standard. Earl Layman, of Station WPRC, Lincoln, emceed the floorshow, which included the following acts: The Prophets, Barareks' Kennelcade of Stars, Jimmie Burns and Kaddy, Gold Dust Twins, Johnny Matson, Hay Smith band, Russ Stone, the Flattoppers, Minnie Pearl, Judy Lynn, Pat Kelly, Larry Keith and the Prairie Pioneers.

SHORT ORDER SHOW BOOKING

SIoux CITY, Ia. — Aut Swenson, owner-operator of the Auto Thrill Show bearing his name, scored some kind of a first here Thursday night (31). En route by air from Huron, S. D., to his Springfield, Mo., home base, Swenson's plane stopped here for eight minutes, just time enough for him to sign to play two dates at the Woodbury County Fair, Merville, Ia.

The fair's six-man board, headed by D. V. Kuhn, president, and Bill McElrath, secretary, were waiting at the airport, signed the pact and bid Swenson bon voyage.

N. J. Fairs Given Hope Of Aid Hike

Official Vows Help; 75 Hear Insurance Talk

TRENTON, N. J. — Some 75 fairmen, and only two representatives of firms which cater to them, attended the annual meeting of the New Jersey Association of Agricultural Fairs held Monday (21) in Hotel Hildebrecht here. Those who turned out were treated to a luncheon and an interesting talk on fair insurance problems.

Among the participants in the dinner were Al Howard, of the I. T. Shows, and John Howard-Woorm, of the Pepsi-Cola Company.

Brief talks were made by Phillip Alampi, State secretary of agriculture, and Franchin Nixon, Grange master. Nixon presented an award to Donald F. Bain, association president, on behalf of the American Cancer Society in recognition of the work of agricultural fairs in the fight against the disease.

Bain presided over the meeting, in the absence of William C. Lynn, State official who is association secretary. It was reported that Lynn is hospitalized for observation.

Alampi said the current budgetary appropriation for State aid is \$30,000, but that he has determined the figure is insufficient and due for revision. Alampi said he is suggesting across-the-board increases in the appropriations and recommended that fairmen work on key people in their counties to agitate for the increase and thereby help it along.

FAIR MEETINGS

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.

Association of Colorado Fairs, Albany Hotel, Denver, February 10. Forrest F. Hammes, Littleton, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 11-12. Leonard T. Barnes, P.O. Box 907, Little Rock, secretary.

Midwest Circuit, Continental Hotel, Kansas City, Mo., February 22. Virgil C. Miller, Kansas State Fair, Hutchinson, president.

Association of Connecticut Fairs, Berlin High School, Berlin, March 9. Joseph C. Bartlett, North Haven, Conn., secretary.

Prod N. Y. Assn. To Merge Fairs

ALBANY, N. Y. — A gentle prodding on the need for the development of regional fairs serving larger areas, thru amalgamation of existing annuals, was given members attending the 13th annual meeting of the New York Association of Agricultural Fair Societies here, Monday and Tuesday (28-29).

Daniel J. Carey, commissioner of agriculture, who last year strongly urged smaller events adjacent to each other to explore the possibility of combining, this year urged that they not give up efforts in this direction. The thinking within his department, which controls the expenditure of more than \$400,000 annually in State aid to county fairs, is that bigger and better events could be built thru the joint effort of two or more societies.

As an added inducement, Commissioner Carey expressed the opinion that State aid now received by each could be retained and pooled in a joint effort. Each fair now can receive a maximum of \$10,000 annually.

Harriman Approves

In a talk to the overflow crowd of more than 400 attending the annual banquet, Governor Harriman let it be known that he was aware of the department's thinking and in favor of it.

Split-week operation, already adopted by some events and eyed by others, brought on considerable discussion from the floor. Show favor of dates that would include full weekend operation. Those in opposition noted that many problems could result unless all of the fairs adopted a similar policy, because of route difficulties.

Whether or not weeks are split, fairs within the State are showing more and more interest in Sunday operation. Eighteen of the first 42 fairs to announce dates included a Sunday showing. All who spoke with experience labeled the day the best of the week.

A promising scheduled session on Monday evening fizzled when

Edmonton Ex Changes Name

EDMONTON, Alta.—Edmonton Exhibition Association's board of directors has decided to change the name of the annual Edmonton Exhibition to the Alberta Provincial Exhibition, provided the Alberta government approves the action.

The exhibition had a deficit of \$30,000 at the end of December, compared with a deficit of \$70,000 at the end of November. The building and grounds committee has recommended the sale, demolition or moving to a different site of three exhibition buildings and a privately owned building on the grounds.

Angels Camp, Calif. Elects Wells Prez

ANGELS CAMP, Calif.—William Wells was named president of the Calaveras County Fair and Jumping Frog Jubilee here, succeeding Amon Tanner, at the meeting of the board last week.

Other officers named to serve with Wells, a county supervisor, include Hugh Kennedy, renamed vice-president; James Valente, renamed treasurer, and Carl T. Mills renamed secretary-manager.

Directors are John Guttinger, Alvin Pecchenino, Robert Hathaway and Thomas McSorley. The fair will be held May 16-19.

bookers and fairmen alike failed to take advantage of the opportunity to discuss grandstand operations. Fair managers refused to stimulate the session, and it remained for George A. Hamid Sr. and his son, George Jr., and Harry Cooke to urge sober thought and increased effort to maintain, rebuild or revive their grandstand operations.

George Sipprell, Hamburg, was named president. He succeeds Edward L. Hardeman, Elmira, who was named treasurer. Also elected were Langeley V. Collyer, Cobleskill, first vice-president; M. F. Finnegan, Malone, secretary, and James A. Carey, Albany, executive secretary.

4 Show Units To Perform at Spencer, Mass.

SPENCER, Mass.—The Spencer Agricultural Association has elected Richard S. Sagendorph president and will hold its annual fair August 31-September 2. Sagendorph also was elected first vice-president of the Massachusetts Agricultural Fairs Association last week at the annual meeting in Salem.

This year the fair will run three shows. The Saturday show will feature the Buddy Wagner auto thrill show. Sunday, Barnes & Carruthers has booked in "Grand Ole Opry," with Hawkshaw Hawkins, and Monday, Labor Day, will have the Ward Beam thrill show as well as Gene Holter's Wild Animal Show. Gillette Bros., Pittsfield, will have charge of the midway.

A one-day harness meet will be held Monday. There will be 150 head of cattle on display as well as poultry, sheep and the biggest 4-H Club exhibit in the fair's history. Horse and oxen pulling contests will be featured. This year the directors seek a total of at least 25,000 persons for the three-day event.

Lancaster, N. H. Roofs New Stage

LANCASTER N. H. — Learning a lesson from 1956 when rain washed out its act program, the Lancaster Fair is planning to roof its new stage. Dressing rooms under the platform will be rebuilt.

While the net loss on last year's run was \$2,836, this was considered a good record in view of the bad weather. It was pointed out that an extra expenditure of \$1,500 was made to bring in gravel and filler for the muddy ground.



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As a concessionaire are you in a quandary looking for that rare situation — a good fair that isn't overcrowded? Exhibits and events at this revitalized fair dictate limitation of concession space. Inquiries for available space on our independent midway and Commercial Exhibit Building for legitimate concessions should be made NOW.

Fair Board will entertain proposals for exclusive Novelties, including one Scale and one Guess Age.

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Have District F.F.A. Show and large attendance from Ft. Leonard Wood.
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IKE LENOX, Pres., Rolla, Mo.

BOOKING SCENE SLOW

Eastern Routes Practically Set

ALBANY, N. Y. — With the New York routes of the Coleman Bros., O. C. Buck, James E. Strates and Reithoffer shows set in advance, the annual meeting of the New York State Association of Agricultural Fair Societies could offer little exciting in midway-booking activity.

Because so many dates were set earlier, the carnival contingent was less than in former years. The around-the-clock lobby sessions also suffered, and the general tone of this phase of the meeting probably equaled in decorum the gathering of Kiwanis representatives

Mass.-Based Shows See Banner Year

BOSTON—Carnival men quartered in this area have by now mostly finished with their bookings and predict prosperous season ahead. Despite being hit by some mean weather last year, things worked out so that most managed to stay ahead of the game.

E. W. Burr, Playtime Amusement Company, Quincy, plans to open at Manchester, N. H., April 18. This will allow operation on Easter Sunday.

Burr, who has lined up six spots for multiple sclerosis auspices, left last week for Tampa to look over a Scrambler and a Rambler.

Roland Champagne, Continental Amusement Company, Lowell, was to finish his bookings at the Albany, N. Y., fair meeting. Staff includes Frank Forest and Fred Fritz. Paul LaCross, general agent and publicity man, reports that Champagne has finished a new office trailer.

Continental is adding a major unit and a kiddie ride, and has all new canvas. Chatham and Westport, N. Y., have been signed this year. Opening is April 25 in up-State New York. The outfit plays about 75 per cent of its dates in New York State and the rest in New England, mostly Massachusetts.

Frank McTeague, Greenwood Amusement Company, Swampscott, will again have units at Eastern States Exposition, West Springfield, and is looking forward to a banner year with bazaars and church events.

Cook Elected By O. Showmen

COLUMBUS, O. — After a three-year term on the board of trustees, F. C. Cook was elevated to the presidency of the Greater Ohio Showmen's Association at that organization's annual meeting held January 15 in the Deshler Hilton Hotel here.

Along with Cook, William Search was elected vice-president, while the large number of members attending the meeting re-elected William Alspach, chaplain, and N. H. Cohen, secretary-treasurer. Mrs. Cook and E. W. Hutchinson were named to fill two vacancies on the board of trustees.

which preceded the fair meeting at the Ten Eyck Hotel, Monday and Tuesday (28-29).

Show Dates Given

With Coleman holding contracts for six New York events, Buck for four and Strates for two, the cream of midway dates was pretty well accounted for.

Coleman will play Boonville, Norwich, Afton, Altamont, Ballston Spa and Fonda. His other fairs are Greenfield, Mass.; Rochester, N. H.; Farmington, Me.; Stafford Springs, Conn., and Belchertown, Mass.

Buck will play Gouverneur, Elmira, Malone, Plattsburgh and Bath in New York. His other fairs are Hickory, Rocky Mount, Albemarle, Greenville and Monroe, N. C.

Strates will play the State Fair in Syracuse and Erie County Fair, Hamburg. Other fall fairs will include Clearfield, Bedford and York, Pa.; Shelby, N. C.; Greenville, S. C.; Charlotte, N. C.; Danville, Va.; Raleigh, N. C., and Florence, S. C.

The Ross Manning Shows' route, also reported here, includes Lynchburg, Woodstock and Covington, Va.; Rutherfordton, Lenoir, Lumberton, Wilmington, Clinton and Carthage, N. C., and Athens, Ga.

10 for Vivonas

Amusements of America will play Rochester and Batavia, N. Y.; Leighton, Pa.; Leaksville, Sanford and Henderson, N. C.; Petersburg, Va.; Sumter (white and colored), Lancaster and Charleston, S. C., colored.

Prell's Broadway Shows will play Carlisle, Pa.; Cumberland, Md.; Goldsboro, N. C.; Alexandria, Va.; Frederick, Md.; Wilson, N. C.; South Boston, Va.; Laurens, S. C., and the Columbia, S. C., Colored Fair.

The Gold Medal Shows' route reported by F. E. Spain includes Tazewell, Va.; Ronceverte, W. Va.; Fairfax, Va.; Madison, Tarboro, Dunn and Jacksonville, N. C., and Rock Hill, Camden and Loris, S. C.

Lajoie Sets Mass. Unit

NEW BEDFORD, Mass.—A four-ride unit will be put out by Normond Lajoie under the Lajoie Amusements title this season, opening May 3. Show will carry a dozen concessions and will play 13 weeks of still dates for church and civic auspices in Massachusetts.

Lajoie will join one of the other shows later in the year for the fair season. It is intended to employ a free act at four or five spots.

Panacek Inks Final Stand

MILWAUKEE — Belle City Amusements has wrapped up its '57 route and will play 28 stands in 23 weeks, Charles Panacek, owner-manager, announced. Show is scheduled to open April 19 and stay out thru September 22.

Newest addition to the route is the Wauwatosa (Wis.) Lions' Club celebration to be held in the football stadium there. Winter quarters at Jefferson, Wis., will open April 1, Panacek announced.

Harris Signs Reithoffer at Barrington

GREAT BARRINGTON, Mass.—All rides and shows except one at the Great Barrington Fair will be provided this year by the Reithoffer Shows, it was reported last week by Jeff Harris, who manages the midway. The midway will include a Scrambler. A Roundup will be booked in by Charley Cooper's son-in-law.

The contract was signed for the fair by Harris and Edward Carroll, fair president. Harris will also bring in 30 to 40 concessions. It will be the first time in four years that a show will have played the date, the last one having been O. C. Buck Shows.

Reithoffer is committed to a minimum of six kiddie rides, a dozen major units and shows of merit. Negotiations started at the Chicago convention in November.

Tenn. Valley, Griggs Combo Set for 1957

JACKSON, Miss.—Theodore R. Meadows, manager of Tennessee Valley Amusements, and Charles Griggs, of Griggs Bros.' Shows, announced a January 17 conclusion of negotiations under which they will combine their shows for the 1957 season, starting in early March.

As a result of the merger, the combo will field a line-up of 12 rides, 5 shows and about 50 concessions. The combination of 1956 routes is expected to give the new entry a longer and stronger season in a tour of Indiana, Kentucky, Tennessee, Alabama, Mississippi and Louisiana. Plans call for the addition of a new marquee, a 60-kw. power plant in addition to the present Diesel plant, and a 50-kw. transformer for trailer service. In addition, a sound truck and free acts have been contracted.

Meadows will continue as general manager, while Mrs. Meadows, secretary-treasurer, will be assisted by her daughters, Sylvia and Wanda. Griggs will serve as business manager; Charles (Sailor) Moran, agent and general representative, and Raymond Austin, chief mechanic and Diesel engineer. Moran, who attended Nashville and Louisville fair meetings, also plans to make Alabama and Arkansas meetings. A season of 16 fairs, 7 celebrations and 12 still dates is anticipated by the management. Some promoted matinees are also planned for the season.

Dobson Pacts 9 Wis. Fairs

WILLERNIE, Minn.—W. C. (Bill) Dobson, owner of the show bearing his name, and Dorothy Pickering, assistant manager, recently signed nine fairs in Wisconsin and one in Minnesota.

The Wisconsin annuals are at Augusta, Colfax, Glenwood City, St. Croix Falls, Hayward, Spooner, Ellsworth, Luxemburg and Black River Falls. The one Gopher event is at Bayport, which will go along with a number of celebrations in that State. Six new light towers were recently purchased from Ross Sinderson.

Outlook Brighter as Royal American Tops All Past Tampa Biz

Midway Receipts Hit Record Pace In Face of Fair's Higher Gate Fee

TAMPA — The season ahead will be a whopping one for carnivals at fairs. That is the conclusion of those in the trade who were on hand during the first five days of the 11-day Florida State Fair here.

Thru that period the Royal American Shows out-grossed last year, biggest for the show in the many years it has played the fair. This, to the old hands in the business is significant, for to them the fair is a gauge of things to come at other fairs.

The whopping business was all the more significant because it was registered in the face of higher gate prices. The fair is operating with a 75-cent gate, 25 cents higher than last year.

Gain Dips

It had been the general expectation that the midway would suffer a drop-off in business because of the higher gate fee. A dip of at least 15 per cent in attendance had been anticipated, too.

Thru the first four days the fair's attendance showed a drop of 8.8 per cent, a drop attributed solely to the higher gate price, but even with that the Royal raced ahead of last year in all segments of its operations. Concessions showed a sharp gain, thus reversing the trend of recent years. Rides generally continued to show increases, in line with the trend of recent years. Show receipts held close to last year's levels.

The fair was given ideal weather thru Saturday (2), fifth day of its run, and this in some degree accounted for the upped receipts. Higher per capita spending, however, accounted largely for the higher grosses.

New Rides

Several new rides are in the Royal American line-up here. Of these, the Helicopter, manufactured by Allan Herschell Company, North Tonawanda, N. Y., commanded the most attention. It was given a strong play by patrons and impressed ride operators. Essentially a kiddie ride, tho it also carries adults, the Helicopter turned in a one-day gross estimated at \$7,000 Saturday (2).

The Helicopter was recently purchased by the Royal and will

Siebrand Inks Canadian Fair

LETHBRIDGE, Alta. — Siebrand Bros.' Circus and Carnival, of Phoenix, Ariz., has been signed as the midway attraction at this year's Lethbridge and District Exhibition.

Altho the fair dates are July 25-27, efforts are being made to have the midway and the grandstand revue play July 24 as well, according to C. E. Parry, secretary-manager. The Siebrand show will come from Missoula, Mont., to Lethbridge. It will be its first appearance in Canada. Lethbridge cut loose from the Western Canadian Class B Circuit in the fall of 1955 for bookings and had Royal Canadian Shows on the midway last season.

be carried on its regular tour, starting in May at the Memphis Cotton Carnival. The Royal will go out with two other factory-fresh rides, a Sky Fighter, which will be a replacement of the one the show has had, and a new Roller Coaster, now under construction.

Besides the Helicopter, a Gyro ride, also made by the Allan Herschell organization, is in operation here. The Gyro, unlike the Helicopter, is not being sold, but is being tested here, Lyndon Wilson, Illaz Herschell president, pointed out.

Sam Gordon, for many years in charge of the Royal American's concession department, shared such responsibilities here with O. J. (Whitey) Weiss, who will assume full charge when the Royal begins its regular tour. Gordon, who has been in ill health, will remain in Tampa.

J. C. (Tommy) Thomas, the No. 2 man in the concession department, is recovering from a recent operation. On the lot here he limited his activities pending complete recovery.

Winrod Inks 11 Ill. Fairs

SPRINGFIELD, Ill. — E. L. Winrod, owner of Monarch Exposition Shows, was a busy man at the fair convention here Sunday thru Tuesday (27-29), signing with 11 Illinois fairs for the upcoming season.

Those signed were at Belleville, Princeton, Jerseyville, Carrollton, Madison, Belmont, Milledgeville, Warren, East Moline, Rock Falls, Carlinville and Highland. Winrod also disclosed that he has booked four centennials, one at Polo, Ill., the other three in Missouri at Monroe City, Florissant and Centralia.

Also at the meeting with Winrod were Mrs. Winrod, Bob Alsobrook and Mr. and Mrs. E. L. Smith.

Strong Still Date Route for Bogle

ARMA, Kan.—Six Army and Air Force payday dates and a July 4 engagement at Red Oak, Ia., constitute the strongest still date route for the F. C. Bogle Shows since it was organized nine years ago, Manager F. C. Bogle said last week at winter quarters here. This year's opening, March 28 at an Army post in a nearby State, precedes by two weeks the show's usual debut date.

Among personnel booked for 1957 are Al Hamid, returning for a third year with his Girl Show; John Scott, back with three concessions for the third season; John Ryan, cookhouse, Girl Show and big snake, and Lee Moss, diggers.

Recent visitors at quarters, where three men plus a painter have been working since early December, were Mr. and Mrs. Bob Heth; L. I. Thomas, Thomas Joyland Shows; Glen McCormack, concessionaire; Robert Harrison, Side Show operator, and Ora Maddox, Maddox Bros. Shows.

Strates Bow Set With March Fair

Regular Season Begins With Sarasota Fair, Includes 34 Consecutive Weeks

ALBANY, N. Y.—According to present plans, the James E. Strates Shows will begin a regular season of uninterrupted showings with the Sarasota County Fair, March 11-16.

The tour will continue for a total of 34 weeks thru the Charleston (S. C.) Fair, October 28-November 2, and give Strates the longest route among the larger shows.

Two additional weeks of Florida fairs, Winter Haven, February 9-16, and Orlando, February 18-23, will precede the regular route.

D. C. Beckons

The route as planned calls for the show to work its way north after the Sarasota showing. Strates has long held first-in contract for Washington, but this privilege mandates an early opening in that city. If the Washington opening is timed for the first week in April, as it has been in the past, then the show would have only two weeks

to fill after leaving Sarasota. In prior years the move was made from the show's Orlando, Fla., quarters with a month intervening, thereby permitting the unpromising Dixie territory to be by-passed.

If patterns set in recent years continue, Strates will be on the move more than two months ahead of other Eastern railroad shows.

A total of 15 fairs will be played by the Strates show between now and its fall closing. Reported previously, but not listed in the revised route, is the Hughesville (Pa.) Fair. Altho considered too small for the railroad show, it was reported signed at the Pennsylvania meeting.

Fall fairs set, in addition to the closing date, Charleston, are Clearfield and Bedford, Pa.; Hamburg and Syracuse, N. Y.; York, Pa.; Shelby, N. C.; Greenville, S. C.; Charlotte, N. C.; Danville, Va.; Raleigh, N. C., and Florence, S. C.

Vera Cox Installed by Tampa Ladies

TAMPA — Vera Cox was installed as president of the Ladies' Auxiliary of the Greater Tampa Showmen's Association at the annual dinner and dance held Sunday night (27) in the clubhouse here. She succeeds Esther Young.

Also taking office were Olive Sprague, Mary Wenzik and Egle Sedlmayr, vice-presidents; Grace Fillingham, secretary, and Elsie Owens, treasurer. New board members inducted were Monica Baress, Sally Beldock, Mary Cain, Evelyn Clain, Maxine Cyr, Ann Detweiler, Esther Groscurth, Vera Harrison, Myrtle Jeter, Elsie Johnson, Kattie Burkhardt, Bonnie Norman, Bertie Perrot, Frances Piercy, Joy Purvis, Nora Reinhardt, Laura Sedlmayr, Nella Mae Stokes, Ella Stophel, Flo Venner, Neva Warbritton, Jane Warren, Gertrude Wiss and Blanche Zeiman.

Vaughn Pease was femsec; Marie Caughey installing officer; Betty Birous, flower girl; Toni Wilson and Gloria Lauther, pages; Clover Fogle, chairman; Grace Fillingham and Elsie Johnson, program books; Mary Cain, Dorothy Crawford, Flo Venner, Ann Beasley and Mary Ruth Tillery, decorations; Nora Reinhardt and Neva Warbritton, food; Zelta Mercha and Edna Adams, cake; Ruth Grimsell and Gloria Pierson, door; Marie Waver, Sue Walters, Kitty Farino, Nina Groscurth, Evaline Belew and Marguerite Anderson, hostesses.

Escorts for the officers were Candice Young, Monica Baress, Maxine Cyr, Kitty Farino, Mavis Osborne, Lolita Kemp and Jean Bishop. Bonnie Norman was in charge of the dinner entertainment and Olive Sprague directed the dance entertainment which followed the dinner and ceremonies.

Rose Bloodgood, mother of the outgoing president, was guest of honor. Other guests included Mrs. Nick Muccio, wife of Tampa's mayor; Mrs. Bob Johnson, wife of Judge Johnson; Mrs. Horace Locke, wife of Police Captain Locke, and Mrs. Al Sweeney, wife of the president of the Showmen's League of America.

Downie Names PCSA Aides

LOS ANGELES—R. C. (Bob) Downie, Pacific Coast Showmen's Association president, announced his committees for the year at a recent meeting in the clubrooms here.

Elected to serve with Downie are Matthew (Jimmy) Lantz, vice-president; Al Weber, treasurer, and H. D. (Bob) Matthews, secretary. Arthur E. Andersen was named to the cemetery board for five years and S. L. Cronin to the board of trustees for five years.

Members of the board of directors are John Backman, M. M. Buckley, Robert Banard, Louis Bacigalupi Jr., Joe Blash, John Cardwell, L. G. Chapman, Tom Condron, Al Cohn, Dan Dix, Joe (Red) Dauer, Sam Dolman, M. H. Ellison, Alex Freedman, Charles Goss, Matt Herman, Arthur Hockwald, Ed Hellwig, Harry A. Illions, Rudy Jacobi, G. C. Loomis, Sam Landesman, Louis Leos, Joe Mead, Tom MacDow, Fred Mortensen, C. E. (Candy) Moore, Harry Myers, L. E. Roth, Dick Scarce, Lee Smith, Jack Shaffer, James D. Smith, John Snobar, Sam Steffin, Joe Steinberg, George Surtees,

Plaque Drive Starts Big for NSA's Home

NEW YORK—Sure indication that new President Morris Batalsky of the National Showmen's Association is out for the money this year, came last week with announcement of committee appointments. No less than 141 names are listed, plus the huge jamboree committee headed by George A. Hamid Sr. and including all past presidents and officers.

Batalsky's regime will have to come up with more money than any in memory, to make as smooth as possible the move into the new club building, scheduled for August 1. It is a \$115,000 proposition.

There are two 22-member committees and another which has three co-chairmen. This one is for the \$100-per-name plaque, which will probably be limited to 100 names, altho 36 have been pledged within two weeks' time.

Women Encouraged

Much of Wednesday's (23) meeting was taken up with a discussion of the plaque, which would be limited to names of current and departed members, altho non-members may contribute in sponsorship of a deceased member. The Ladies' Auxiliary is being encouraged to undertake a plaque project of its own.

Altho the NSA will have another year to run on its lease beginning August 1, an offer has been received from a fraternal order to take over the remainder of the lease at 317 West 56th Street, the current home.

Batalsky presided and was joined

Charles Walpert, Steve Vaughn and Elmer Velare.

Downie named Scarce chairman of the membership committee with the following to serve with him: Vaughn, Lantz, Blash, F. M. (Pete) Sutton, E. J. Harris, Condron, Moore, Dauer, William Davis, Snobar, Martin E. Arthur, Dolman, Steinberg and the entire membership.

Other committees appointed included ways and means: Dauer, chairman; Vaughn, Myers, Joe Glacy, Al Rodin, Snobar, Maurice Schiller, Freedman, M. J. (Mike) Doolan, Hellwig, Cardwell, Mike Herman, Newton Stone, Al Cohn, Sam Silver, Moe Levine, and Hilton Hodges. House committee: Sam Landerman, chairman; Vaughn, Dauer, Mortensen, Condron, Moore, Earl V. Stolze, Charles Austin and Sam Harvey.

Welfare: Al Weber, chairman; Al Flint, Ed Butler, Fred Donnelly, Condron, Matthews and Harry Lewis. Finance: Edwin Tait, chairman; Glacy, E. W. (George) Coe, Harris, H. G. Farmer, O. N. Crafts and Hockwald. Legislative: Glacy, chairman; Harry Fink, C. F. (Doc) Zeiger, Doolan, Coe, Mike Krokos and Frank Warren. Public relations: Coe, chairman; Lee Brandon, J. Ed Brown, Al Cohn, Doolan, Cal Lipes, Freedman, Glacy, Matt Herman, Al Blake, James Lynch and Harry G. Seber. Year book: Flint, chairman; Blake, Al (Moxie) Miller, Ben Beno, Landesman, Condron, E. S. Fitzgerald, Harris, Lantz, Steinberg, Snobar, Stone, Al Cohn, Farmer, Sam Steffin, Scarce, Lee Smith, Andersen, Jacobi, Vaughn, Weber and James Rose.

Publicity: Flint, chairman; Glacy, J. Ed Brown and Weber. Good will ambassadors: Dan Dix, chairman; Brandon, Booby Cohn, Seber, Fitzgerald, Steffin and Lantz. Sergeant at arms: Bacigalupi, chairman; W. P. Stephenson. Physician, Dr. Ralph E. Smith; counselors, Kenneth Beatson and William A. Sherwin; custodian, Ben; tylers, Eddie Kennedy and Ernest McCarthy; greeters, Harry LaMack, and James C. Wolff, and chaplain, Seber.

on the dais by Al McKee, second vice-president; Max Tubis, secretary, and Henry Kaufman, who acted as chaplain in the absence of Louis D. King. King's appointment was announced, as was that of Ike Weinberg as sergeant at arms.

Names Listed

Committees for 1957 are as follows, with chairman's name coming first except where otherwise indicated:

Banquet—Sam Peterson and John S. Weisman, co-chairmen, and Sam Rothstein.

Bingo—Michael M. Wynn, Harry Agne, Joseph Cenname, Al Dorso and Harry Weiss.

Plaque—John S. Weisman, Oscar C. Buck and William B. Moore, co-chairmen; Bernard Allen, Frank Bergen, Frank Capell, Patty Conklin, Dave Endy, Jack Greenspoon, George A. Hamid Sr., Jeff Harris, Phil Isser, Art Lewis, Joe McKee, Al McKee, Bernie Mendelson, Jack Perry, Sam Prell, Jack Rosenthal, Gerald Snellens, James E. Strates, Max Tubis and John W. Wilson.

Linderman Fund—Joe McKee, Morris Batalsky, Jeff Harris, Dan Thaler, Harry Rosen and John S. Weisman.

Membership—Abe Rapps and Sam Wertheimer, co-chairmen; Shep Blumberg, Issy Cetlin, Patty Conklin, Moe Elk, Phil Isser, Sam Levy, Herman Malek, William B. Moore, Irving Pearlstone, Sam Prell, Louis Reiben, Mark Rosen, Joe Rinaldi, Charles Rubenstein, Irving Shapiro, Irving Sherman, Moe S. Silberman, D. D. Simmons, Gerald Snellens and Morris Vivona.

House—John S. Weisman and Shrimpy Rappaport, co-chairmen; Charles Davenport, Pete Dambour, Max Gruberg, Jack Stern and Ike Weinberg.

Entertainment—Charles Davenport and Joe Gilbert, co-chairmen; David Brown, Henry Kaufman, Doc Marcus, Charles Rosenthal and Jack Stern.

Ways and Means—Oscar C. Buck and Sydney Goodwalt, co-chairmen; John Christopher, Max Gruberg, Phil Isser, Sam Prell, Moe S. Silberman, Is Trebish, Max Tubis, Morris Vivona, Charles Wertheimer, Joseph Weisman, Fred Sindell and James Dallec.

Yearbook—Harry Rosen, Gerald Snellens, Henry Kaufman, Dan Thaler, Is Trebish and Charles Wertheimer.

Eligibility—David Brown, Moe Elk, Al McKee, Max Tubis and John Christopher.

Finance—Sam Prell and Eli Guralsky, co-chairmen; Harry Rosen and Shrimpy Rappaport.

Grievance—Joe McKee, Herman Cohen, Al Howard, Henry Kaufman and Louis Reiben.

Cemetery—Ike Weinberg, Al Howard, Louis D. King and Jack Stern.

New Home—Vincent Anderson and John Christopher, co-chairmen; John J. Fitzgerald Jr., Joe McKee and David Rosen.

Bylaws—Sidney H. Levine, Herman Cohen, Mack Kassow, Joe McKee and Dan Thaler.

Publicity—Irwin Kirby, Richard Geist, James McHugh, Gerald Snellens and Jack Eichholz.

Tickets—David Brown, Henry Kaufman and Jack Alfred.

Hospitalization, Sick and Shut-In—Dr. Jacob Cohen and Dan Thaler, co-chairmen; Charles Davenport, Ed Elkins, Ben Herman, Reuben Lippman, Doc Marcus, George Rector, Sam Rothstein, Jack Stern and Ike Weinberg.

S. T. CARSON BILL HOLT
BUS. MGR. ROSS MANNING SHOWS ASST. MGR.

OPENING APRIL 1, FORT GORDON, AUGUSTA, GA.
AUSPICES—CENTRAL POST FUND

On Army grounds. Permission granted to start setting up on March 26.

NOTICE: NO HOUSE TRAILERS PERMITTED ON GROUNDS

CAR & BOAT & TRAILER GIVEN AWAY ON OPENING NITE
55,000 MEN ON GROUNDS

CONCESSIONS: Long and Short Range, Basketball, Derby Racer, Custard, String Game, Penny Arcade, Eats, Drinks, Photo, Age and Scales, Hankies, Bird and Bear Pitches, Hats, Novelties.

SHOWS: Wildlife, Monkey, Want Operator for Life Show, La-Ola can place for Side Show, Working Acts, Contact La-Ola at 315 Second St., Portsmouth, Ohio. Girls for Girl Show. Office paid, top salaries.

RIDES: Cat, Scrambler, Looper, Flying Scooter, Dark Ride.

RIDE HELP: Winter Quarters opens Feb. 25, Kingstree, S. C. (New Warehouse.) Can place Men for Dipper, Scooter, Merry-Go-Round, Octopus, Wheels. Must have driver license. Leaving quarters March 25. Walter McBroom, contact. All replies:

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J. A. GENTSCH SHOWS
now booking for the 1957 Season

Open Natches, Miss., March 11, with State Stock Shows to follow.

Want Bingo, Custard and all kind Hanky Panks. We positively are not carrying any flat outfits. Want Foremen for Ferris Wheel, Merry-Go-Round and Spitfire; Second Man all departments. Want to book Octopus and Roll-o-Planes. Mrs. Gentsch wants Agents for Glass Pitch, Penny Pitch and Ball Game. Ralph Cox, Harold Thomson and Larry, contact me immediately.

All answers to J. A. GENTSCH, Natchez, Miss. Phone 4693.

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OPENING THURSDAY, APRIL 25, EXCELSIOR SPRINGS, MISSOURI.

EXCLUSIVE CONCESSIONS OPEN Photos, Age and Weight, Long Range, Foot Longs, Custard, Parakeet, Glass and Lamp Pitches. CONCESSIONS OPEN Hanky Panks, Basketball, Coke, Milk and Whiskey Bottles, Pitch Win, Dart and String Game, Fish Pond, Cork and Short Range Gallery, Bowling Alley, Punk Rack. Hutchens Modern Museum wants Side Show Acts, Useful People and Inside Lecturer.

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Used Rides—Cash waiting for good, cheap Rides, Junction Boxes, Wire or any useful Carnival Equipment. Interested in Merry-Go-Round, Wheels, Tilt, Octopus, Chairplane and Kid Rides. All mail will be answered.

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"AMERICA'S NEWEST MOTORIZED SHOW"
OPENING EARLY IN APRIL

TEN RIDES—SIX SHOWS—PLAYING ARKANSAS, OKLAHOMA AND KANSAS.
Now booking Concessions and Shows of all kinds. Want Ride Help for all Rides.

WRITE: H. M. "BOOTS" BOOTH, MGR.
Rt. 7, Box 37, Hot Springs, Ark. (Phone: National 2-3896), or Box 143, Judsonia, Ark.

WANT TO BUY SCRAMBLER

Will pay premium for Scrambler or premium for order near top of list.

R.F.D. 4, BOX 48
Hot Springs, Ark.

MIDWAY CONFAB

John Gallagan, prominent concessionaire, is still confined to Room 504, East Tennessee Baptist Hospital, Knoxville, following surgery in an Eastern hospital. Blood for transfusions was supplied him by Bobby Wilkinson, James Miller and Johnny Denton. Visitors have included Morris Lipsky, Andy Kasson, Norman Anderson, Mr. and Mrs. George Iley, Mr. and Mrs. O. E. Bradle, Jr. and Mrs. Harry Andre, Mr. and Mrs. Steve Lako, Dee Wyrick, Cas Walker, Pat Kerr, Pat Nicky, Judge Charles Kelly, Attorney General Hal Clements and Dexter Christenberry.

Homer Sharar, who was with the cookhouse on 20th Century and William T. Collins shows last season, plans to remain in Dubuque, Ia., this season, where he's working for a restaurant chain. . . . Norman Anderson, bingo op on Olson Shows, is expanding. He'll have a 300-seat layout on Olson, 200-seat game on Heth, and a 100-seater on Capitol City shows. . . . Mr. and Mrs. L. M. Stout and daughter, Betty, recently headed for a month-long vacation in Los Angeles.

W. B. Doberman, All Valley Shows, is in Army Brooke General Hospital, San Antonio, with serious burns received when the stove in his house trailer exploded at San Juan, Tex. . . . Bud and Ev Humphrey and family spent part of the holidays as guests of Jack Barnes in McAllen, Tex. . . . Doris and Blackie McLemore made a quickie trip to Pharr, Tex., recently where Mrs. McLemore's mother was ill.

Mr. and Mrs. Bobbie Briggs are back in the Rio Grande Valley after spending the holidays in Ardmore, Okla. . . . Mr. and Mrs. Ollie Bryer were holiday guests of Specs and Bobby Holbrook in McAllen, Tex. . . . Mrs. Don Brashear is up and around again after being in the hospital on several occasions. . . . Al and Marion Petka are in Aransas Pass, Tex., making preparations for the coming season in Michigan.

Jack Barnes, manager of Empire State Shows, and his wife, Virginia, were recently called to Waco, Tex., on the death of Jack's mother. . . . Mr. and Mrs. Bob Moore, owners of Empire State Shows, recently visited the midway folk in the Rio Grande Valley. The Moores were driving a new Cadillac.

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

E. D. McCrary, co-owner of 20th Century Shows, recently took delivery of a new Twister from the Allan Herschell Company. . . . Bill and Dot Shoemaker, owners of the shows bearing their name, purchased a new 42-foot Schult house trailer and have moved to New Oxford, Pa. They're scheduled to take out their gal and grind units this season.

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

Clothing Burns Fatal To Dorothy Richardson

MOBILE, Ala.—Mrs. Dorothy Richardson, wife of Rudy Richardson, died here recently of burns suffered when her clothing caught fire at an open heater. Besides her husband she is survived by two children; her mother, Mrs. Fred Johnson, and her stepfather, who were ride personnel last season with the Mighty Interstate and Buff Hottle shows. Burial took place in Indian Springs Cemetery, Mobile.



JAMES E.

STRATES SHOWS

AMERICA'S BEST MIDWAY

WANT WANT WANT NEW ATTRACTIONS, SHOWS, RIDES AND WHAT HAVE YOU? WILL PLACE LEGITIMATE CONCESSIONS OUR STILL DATE ROUTE IS THE BEST IN THE EAST

15-BIG FAIRS FOR 1957-58

Table listing 15 fairs from February to November 1957 with locations such as Winter Haven, Fla., Central Florida Fair, Orlando, and Cleveland Co. Fair, Shelby, N. C.

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GIRLS

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Good pay

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1957 SCHIFF-COASTER

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\$75.00 CASH REWARD

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Preferably June 23 thru 30. No gambling or obscene shows.

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WRITE: A. J. ALEXANDER 3411 No. 16th St. Omaha 10, Nebr. Phone: WE 0353

WANTED

CARNIVAL FOR JULY 1st to 6th. Contact

J. PHILIP KESECKER

c/o Berkeley Springs Lions' Club Berkeley Springs, W. Va.

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"The Big Show on the West Coast" NOW BOOKING CONCESSIONS AND OUTSTANDING SHOWS

With Own Equipment for THE FIRST BIG FAIR OF THE YEAR—ON THE WEST COAST RIVERSIDE COUNTY FAIR & NATIONAL DATE FESTIVAL INDIO, CALIFORNIA—FEB. 16-24, Inclusive.

ALL CONCESSIONS OPEN—NO EXCLUSIVES HAVE BEEN SOLD. CONTACT US NOW FOR TOP LOCATIONS. CONCESSION SPACE, \$10 PER FOOT.

RIDE HELP WANTED — Can place Ride Men on all rides. Also can use Men in winter quarters at the fairgrounds in Indio any time after Feb. 5.

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Greatest Motorized Show on Earth

WE ARE BOOKED SOLID. 15 FAIRS STARTING IN JULY. NONE PENDING. SHOW WILL OPEN END OF APRIL

CONCESSIONS

Place large Cookhouse, Grab, Custard, Age, Scales, Novelties, Jewelry, 6-Cats, Buckets, Short Range and all types of Hanky Panks. Same P.C. if you have Hankies.

SHOWS

Can place good, reliable Men to manage Snake, Unborn, Circus Side Show, Monkey Drama, Motordrome and Fun House. Will book Monkey Circus, Wildlife or Animal Show. We have the best routes in the East.

RIDES

Sorry, we need none.

HELP

Can place Foremen on all Rides who drive. All help who worked for me in the past contact me. DO NOT REPORT AT WINTERQUARTERS. Address all mail and wires to

LLOYD D. SERFASS, Owner & Gen. Mgr., PENN PREMIER SHOWS c/o Greater Tampa Showmen's Assn., Corman & Willow Sts., Tampa, Fla., or meet me at the Tampa State Fair. WINTERQUARTERS ADDRESS, HENDERSON, N. C.

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Rides Shows and Concessions for the FIFTH ANNUAL CIVIL DEFENSE EXPOSITION

One of the largest spring dates in the country, opening April 10, Indianapolis, Ind.

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FOR CASH ROCK-O-PLANE 18-TUB CATERPILLAR RIDES IN GOOD CONDITION WITH OR WITHOUT TRANSPORTATION ALSO MOTORDROME, COMPLETE Write: BOX 209, e/o Billboard Pub. Co. 390 Arcade Bldg. St. Louis 1, Mo.

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Spitfire, all-steel Mix-Up, 19-ft. Kiddie Merry-Go-Round, 12-car Kiddie Auto Ride; all ready to go.

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GIVE TO DAMON RUNYON CANCER FUND

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GLOBE OF DEATH

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Good, solid route for clean, legitimate operators with own equipment.

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WANT SHOWS AND ARCADE

STARLITE SHOWS, INC.

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

Thomasville, Ga., all this week. R. C. McCARTER, Mgr.

SCOTT HOTEL THOMASVILLE, GA.

MERCHANDISE TOPICS

Sherfy's, 2126 Boyer Street, Seattle, is now bagging Hawaiian TI plant logs in polyethylene bags. The firm claims they keep longer, sell faster and actually sprout in the bag. Sherfy says that the bags eliminate spoilage, thereby increasing total profits. In addition, fast delivery service keeps you in stock, as they ship the same day order is received. You get a choice of red or green and the firm has excellent growing flash available. Also sent along are free promotional aids with complete details. Prices are the lowest, says Sherfy's. If you haven't worked TI logs and would like to try them, a good deal is offered, says the firm.

G & S Manufacturing Company, 514 Deadrick, Nashville, claims to have the world's smallest pistol. Calling it "Little Atom," it comes with ramrod and choice of leather holster and caps which shoot with a loud report. The pistol is one and a half inches long and is packed 12 on an attractive display card to help sales. Jobbers and distributors are urged to write, wire or phone for quantity prices. The firm's 1957 catalog will also be sent.

If you can use low-priced 45 r.p.m. rock 'n' roll records you are urged to contact Jalen Amusement Company, Inc., 14 East 21st Street, Baltimore. The group contains new and used records, all good and unbreakable, of assorted labels. The titles and artists are well known. Minimum amount you can order is 100 at 15 cents each. All orders are c.o.d. or cash in advance, f.o.b., Baltimore.

For its 26th anniversary sale National Distributing Company, P. O. Box 261, Ocean Drive Beach,

S. C., has on hand 5,000 factory-guaranteed new Benrus rhinestone wrist watches. These are attractively boxed to better show the flashing stones and are factory tagged at \$49.50. The firm is closing out the stock at \$14.40 each in lots of six or more. A sample is \$15.50 and cash with order or 25 per cent deposit is requested.

Specials which Harris Novelty Company, 1102 Arch Street, Philadelphia, calls real money makers, are offered at unusual prices. The first is a seven-piece man's set which includes cuff links, tie slide, pen and pencil, watch and expansion band to match. There is a choice of either key chain or pencil set and a two-year service guarantee. A sample is \$6.50, but the price drops to \$5.50 if you order in quantity. Another special is a new retractable ball point pen with bankers' approved ink which is guaranteed as being leakproof. These are \$1.75 per dozen or \$16 per gross. Four-inch metal refills may be had at \$7.50 per gross. Write for complete listing and additional specials.

Calling it the bargain of the month, Cel-Max, Inc., 582 South Main Street, Memphis, is offering what it calls its most sensational boxed jewelry set. This is a money-making assortment of bargain-priced sets which are high styled for every taste. They consist of three and four-piece pearl sets, sparkling pendants and earrings, hand-set brilliant stones in bracelets, necklace and earrings in assorted styles and colors. Priced at \$10.80 per dozen, Cel-Max says the items will move out for you at strong profit.

PIPES FOR PITCHMEN

By BILL BAKER

10 Years Ago In Pitchdom

Mrs. White Eagle, of med show note, was living in retirement in Piqua, Ohio. . . . The Haneys' George and Jean, left Cincinnati for a Southern vacation. . . . H. F. Moody, former pitcher who operated with Shorty Treadway and Clarence Heckendorn, was in the wholesale janitor supply business in Waco, Tex. . . . Arthur L. Peterson, former pitcher, was doing a piano specialty at a North Chicago nitery. . . . Jack Scharding and the Nellors were back in Long Beach, Calif. . . . Jack David, vitamin worker, was mulling plans to establish a wholesale grocery business in Chicago.

Charlie Casher was headed toward the West Coast. . . . George Thurman was working oil at Newberry's, Cincinnati. . . . Red McCool was reported doing well with the Terramin bulk accessory package in a Neisner store in Detroit. . . . Frank Butler, vet pitcher, was back in Richmond, Me., hosting such well-knowns as Mugsy Martin, Paul Demers, Charles Levine and Chet Greeley. . . . Jack Cleary, of Nashua, N. H., joined the police department there. . . . James (Kid) Carrigan reported from Burbank, Calif., that no one was working the town because of high licenses.

Eddie Sherica announced his retirement from the business. . . . Ben Garber was barking foot save for Al Hassman in Murphy stores in Pennsylvania and West Virginia. . . . Jimmy Hendricks was reported doing well in the South. . . . Richmond Hoffarth, wintering in Pollockville, N. C., was planning to hit the road with a new demon-

stration layout. . . . George H. Brooks was doing well with razor blades, shoestrings and notions at a New Orleans shipyard.

Merry Reynolds was vacationing at her home in Bluefield, W. Va., and mapping plans for a spring opening with a cleaner demonstration. . . . Following a click stand in an Indianapolis store, Mary Coon left for a Florida vacation. . . . James F. Siegel was preparing for the beckoning finger of Uncle Sam. . . . Al Beard left Indianapolis for a try in Denver. . . . Bill Lonk was working sharpeners in Terre Haute, Ind., after corraling a good batch of geedus with the item in Indianapolis.

Noted working downtown Los Angeles with Pasadena folders on the Tournament of Roses were Harry Trotter, Al Vinick, Janet Cornblum and Betty Woods. Phil Kaillail won the bonus award for chalking up the best sales during the festivities. . . . Tom Kennedy closed a successful run in Montgomery, Ala., followed by an equally good fortnight in the H. L. Green store in Birmingham. In the latter city Tom met Doc Charlie Nye. . . . Benny Stone was doing well with candy in Los Angeles. . . . The Smiths, Fred and Martha, erstwhile pitch workers, were operating a gift shop in Flint, Mich.

Joe Beckett, kitchen gadget worker, was another member of the fraternity doing well in Milwaukee stores. . . . Wrangler Rambo was mapping plans for the new season at his home in St. Louis. . . . George May was holding his own with a novelty layout in Tulsa, Okla. . . . Mr. and Mrs. Nick Benny and son, Ralph, were keeping the coffee hot for the jackpot department in Harrisonburg, Va.

FIRST TIME OFFERED AT LOW PRICE
4-Piece WOOD CANNISTER SET.
Hand Painted • Colorful Design • Seasoned Natural Varnished and Lacquered Hardwood.
\$2.00 per set
Minimum order 6 sets.
Sample \$3.00 prepaid.
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SHAMROCK SPECIALS

Emerald Green Vinyl Carnations.	Per 100	5.50
Per 1,000		50.00
St. Pat's Button With Green Silk Ribbon.	Gr.	5.40
Silk Shamrocks.	Gr.	1.00
Silk Shamrocks With Pipe or Hat.	Gr.	1.75
Large Chenille Shamrocks, carded.	Gr.	4.50
St. Pat's Flat Crepe Hat.	Gr.	8.00
St. Pat's Bonnet.	Gr.	5.40
Complete St. Pat's Decorating Kit.	Gr.	24.00
St. Pat's Cellophane Derby.	Gr.	4.90
St. Pat's Cellophane Derby.	Gr.	21.60

25% deposit on all C.O.D. orders. Include postage with order.

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We've sold MILLIONS of Towels Our Agents, Salesmen and Saleswomen are cleaning up! Now you can, too! Our prices are lowest in the country. Look at them:
100 Towels \$ 4.50
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Sample pkg. 20 Towels, only \$1.00 plus 10¢ postage.
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Badges w/ribbon.	\$2.25 per 100.
Badges w/shamrock, pipe or hat.	\$2.50 per 100.
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THIS WEEK'S SPECIAL MIRACLE PRAYER CROSS. Finest quality rhinestones. New, individual transparent cover boxes. \$4.25 per doz.

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LAVENDER SACHET BASKETS
Made of tightly woven bleached rattan, holds dried lavender flowers without spilling. Each with colorful plastic wrapper.
\$79.00 PER 1,000
\$45.00 per 500
Imported dried lavender flowers, 10 lbs., \$8.50.
SHERFY'S, LTD.
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45 RPM RECORDS
Rock 'N' Roll only. New and used, but all wood and unbreakable. Assorted labels, titles and artists—well known. Minimum order—100. All orders C.O.D. or cash in advance—F.O.B. Baltimore.
Jalen Amusement Co., Inc.
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Send \$15 for sample package of 10 items

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You may re-order any of the individual numbers you desire.
Sample package of our 10 Latest Promotions. Each item tested and proven to be "hot" sellers. Our repeat orders prove each number is a winner.
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\$2.00 EACH

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Big, colorful Catalog shows thousands of wholesale bargains in housewares, jewelry, electrical goods, leather goods, watches, and toys. Gem's low prices and same-day shipping policy mean bigger, faster profits for you! Write today for your 1957 Gem Catalog. State your business.

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THE JOHN ROBBINS CO. PITTSBURGH
Announces New, Modern and Larger Quarters
60,000 Square Feet
● TO SERVE YOU BETTER ●
Visit Our New Showroom and Warehouse
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Carnival • Bingo Supplies
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Buy now at this low price.
#AA SIZE—10 x 7 1/4 x 2 1/2, \$11.00 EA.
Adjustable Shoulder Straps. 2 inside compartments beautifully lined. For resale only. F.O.B.
MAJESTIC SALES
432 Diane Drive Longview, Texas



Tells How to Meet Unfair City Tax

LOS ANGELES—“Go after gross receipt taxes instead of lower per machine ones to cut paper work and the use of tabs on machines,” Hugh McManus, attorney for the California Automatic Vendors' Association, advised a well-attended Western Vending Machine Operators Association meeting here Tuesday night (29).

McManus, guest speaker at the monthly session, suggested approaches to the per-machine tax after hearing Daniel Lally, WVMOA treasurer, tell the group

that the tax in Gardena, one of approximately 60 incorporated municipalities in the county, had been reduced from \$5 for 5-cent machines to \$3.00 and from \$3 to \$1.50 for penny machines.

Lally also displayed a form letter from Torrance in which he was advised that businesses grossing less than \$1,500 per year paid \$8. The tax, he added, was \$4 for 5-cent venders and \$2 for penny units.

McManus pointed out to the group that the advantages of incorporating were local control, zoning, rebate of funds from the State, portion of motor vehicle fees, and the opportunity to spend money within the new incorporated boundaries.

“Incorporation will go ahead in Southern California,” McManus added. “I suggest that you have an established committee with a chairman to meet with the city attorneys to obtain favorable fee schedules. That committee, however, should have all the necessary information relative to costs of operation and earnings available.

“The main letter should come from the association and should ask for a time to be heard so that an appointment may be made. The California Automatic Vendors Association, California Vendors Institute, and the National Automatic Merchandising Association will cooperate with you, I am sure, for the problem is mutual.

“Cities believe that you take out thousands of dollars and pay a small tax. You have to educate the councils that this is a business with the usual hazards. You must approach the problem in an intelligent manner.”

McManus declared that taxes in Northern California generally seemed fair. With the rush to California, the attorney urged each operator to watch for moves in this direction.

Harry McKinney, Newport Beach operator, pointed out that Huntington Beach charges \$12 per year “for deliveries” in that city. No stickers are required on machines and there is no limit as to the number of units. McManus emphasized that this was the type of
(Continued on page 74)

Hoffman Sales Hit \$90 Million

NEW YORK—Last year's sales and earnings for the U. S. Hoffman Machinery Corporation are expected to set all-time records, according to Hyman Marcus, Hoffman president.

Hoffman is the parent company of Apco, full-line vending machine manufacturer. It also makes drink machines for the European market in a German plant and owns the Shutter Candy Company, manufacturer of bars used in the vending trade.

Sales for 1956 were about \$90 million, compared with \$50.3 million the previous year. Earnings for the first nine months of 1956 were \$3,172,000, compared with \$2,302,134 for 12 months in 1955, a record at that time.

Meanwhile, Marcus disclosed that the company has negotiated for the sale of Schutter, which it acquired in 1955. Terms have not been made public. Schutter makes Bit-O-Honey, Old Nick and Candy Time.

CONT. VENDING NAMES MALOY ILLINOIS REP

WESTBURY, L. I., N. Y.—H. F. (Pete) Maloy has been named Illinois sales representative for Continental Vending Machine Corporation, Dan Carr, general sales manager, announced last week.

A veteran of the vending industry, Maloy formerly was with the National Automatic Merchandising Association, Bert Mills Industries and the Stoner Manufacturer Company.

Carr added that four field service engineers have been added to the force, thereby enabling the service organization to cover the entire nation.

Carr said that current Corsair cigarette machine production is at the rate of 400 a week, with three-week delivery on orders. He added that production on the self-brew coffee machine will get under way in March when the addition to the present building is completed.

ABC Sales Up 6%; \$53 Mil Earnings

Only 22% of Revenue From Vending, But Major Effort in Factory Stops Seen in 1957

NEW YORK—Sales for 1956 for the ABC Vending Corporation have increased an estimated 6 per cent over the previous year's figures, according to C. L. O'Reilly, chairman of the board.

During 1955, the firm's sales amounted to \$50,000,000. Last year, the figure was about \$53,000,000. Earnings last year were about \$1.55 a common share, with 50,000 shares of additional common stock issued during the year. In 1955, the earnings were \$1.63 a common share.

Currently, only 22 per cent of ABC's revenue comes from vending machines, but plans call for much greater emphasis on automatic merchandising.

Industrial Locations

Until now, ABC's primary vending effort has been in theaters and other public locations as a supplement to its stand operations. How-

ever, ABC has entered some industrial locations as a full-line operator, and plans major expansion in this field.

Heading the new industrial vending division is Morris H. Auerbach, assistant to the president. Auerbach had been with Rowe six years.

ABC has vending machines in 2,700 theaters in 79 cities and 33 States. Other ABC locations include the Los Angeles Coliseum, Cleveland Municipal Stadium and Franklin Field, Philadelphia. Equipment on location includes 2,500 drink machines and between 3,000 and 4,000 candy units.

Candy Sales Top

A breakdown of 1956 sales shows \$15,000,000 in candy, \$11,000,000 in popcorn and \$10,000,000 in soft drinks. The remainder was in cigarettes, food products and newspapers and magazines.

Motion picture and legitimate theater locations accounted for 45 per cent of the revenue, while drive-ins accounted for 17 per cent. Athletic stadiums, airports and turnpikes brought in 13 per cent, with another 12 per cent from subway and ferry operations.

SF Ups Mfr. Credit Available \$2.5 Mil

CHICAGO—Increased credit in the amount of \$2.5 million is being made available to vending machine manufacturers by Standard Factors Corporation.

Edwin B. Meredith, executive vice-president in charge of vending

financing, stated the money was being made available to alleviate the credit pinch that many manufacturers find themselves in.

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

The result is that vending manufacturers have had to finance much of their sales to operators, that would ordinarily be done by the operator dealing directly with the bank.

Manufacturers haven't even been able to discount the papers with the banks they normally do. Vending manufacturers now find themselves holding large quantities of credit paper, with their working
(Continued on page 74)

Eastern Begins Production on 22-Col. Cig Unit

NEW BEDFORD, Mass.—Production on Eastern Electric's new Mark II, exhibited at the National Automatic Merchandising Association convention last December, is under way.

While the production model is substantially the same as the one exhibited at the convention, the cabinet has been modified. The 22-column machine comes in two combinations of two-tone cabinets, with a sloping front and rounded edges. The metalized finish has a chrome trim, and the illuminated panel may be used for cigarette pack display or for the operator's own advertising.

Legs are part of the design and are the sanitary legs specified by many public health officials. The back is flush and enclosed, allowing the machine to be placed flat against a wall. A transparent panel in front makes the tax stamp on all packs visible to the buyer, thus meeting the federal requirement.

561 Packs

Capacity is 561 packs, with each of the 22 columns individually adjustable for prices up to 50 cents. The coin mechanism takes any nickel, dime or quarter combination and the unit can vend at three different prices simultaneously. Columns are gravity fed.

The machine has low-voltage operation and plug-in wiring. The cabinet is designed so that pivoted parts swing out for servicing.

G. Herald Joins Hampton House As Sales Head

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

Herald comes to Sol Cafe from the Cantrell & Cochrane Corporation, where he was in charge of the vending and fountain sirup departments.

While at C.&C., Herald set up a national program to sell the firm's line of canned carbonated beverages thru vending machines and to distribute sirup to cup drink operators and soda fountains. He also set up a long-range finance program for operators to buy equipment dispensing C.&C. products.

Prior to joining C.&C., Herald was general sales manager at Liberty Brand Syrups for eight years. Liberty Brand specialized in selling sirups to cup drink operators.

Herald will organize a finance plan for coffee machine operators who will use Hampton House soluble coffee.

L&M Earnings Drop Slightly, But Sales Rise

NEW YORK—Despite an \$18,001,192 increase in sales, earnings for the Liggett & Myers Tobacco Company for last year were slightly below 1955, according to a company report issued last week.

Sales last year were \$564,965,808, compared with \$546,964,616 the previous year. Net income for 1956 was \$26,450,750, equal to \$6.39 a common share. For 1955, it was \$26,720,972, equal to \$6.46 a common share.

According to Benjamin F. Few, L&M president, both dollar and unit sales showed a steady increase thruout the year, with the largest increase occurring in the fourth quarter.

Filter Sales

He added that filter-tip sales continued to increase at the expense of regulars and king-size brands. Few estimated that the filter share of market is currently more than 30 per cent.

According to Few, the trend toward filter-tips meant an investment of \$5,000,000 in new manufacturing facilities during the course of the year.

Green Named V-P Of Arden Candies

NEW YORK—Jack Green has been named vice-president in charge of sales for Arden Candies, Inc., it was announced last week by Herbert D. Feinberg, who was recently named president of the firm.

Arden sells 5-cent hard candy packages to operators with theater locations. Arden plans a new packaging and sales campaign.

Vend Dist. Co. To New Hdqs.; Preps Vender

DETROIT—Vend Distributing Company was host to some 200 guests at a reception at their new quarters Saturday (26).

The new building provides over 4,000 square feet of space, all on one floor.

The firm handles coffee vending equipment and supplies for the operating trade, and is a sister firm to A. & K. Vending Company, which operates an extensive route of diversified vending equipment.

Operators were shown a sample of Vend Distributing Company's own baby, Koffee Klub. This is a new four-selection instant coffee vender which they are readying for national distribution.

The unit offers a four-way choice of coffee, with or without cream and sugar, together with a choice of hot chocolate and two kinds of soup. It is designed to operate at a dime.

Host and Guests

Hosts for the housewarming were the three owners, Howard B. Kirk, president; Charles F. Anspach and Jerrold R. Bilger.

Among guests attending the event were Dave Hampton, general sales manager for Tenco, Inc., Linden, N. J., who took pictures of the housewarming and guests; Don Port, central regional sales manager for Tenco; Jack Pero, Sweetheart Cups, New York; Lee Baker and Dave Dudley, of M. & R. Dietetic Laboratories, Columbus, O.; Bob Irwin, Irwin's Ice Cream, Port Huron, Mich., and Mr. and Mrs. Leo Fournier, Wiedman National Sales, Detroit and Vero Beach, Fla.

Oppose Maryland Cigarette Tax Hike

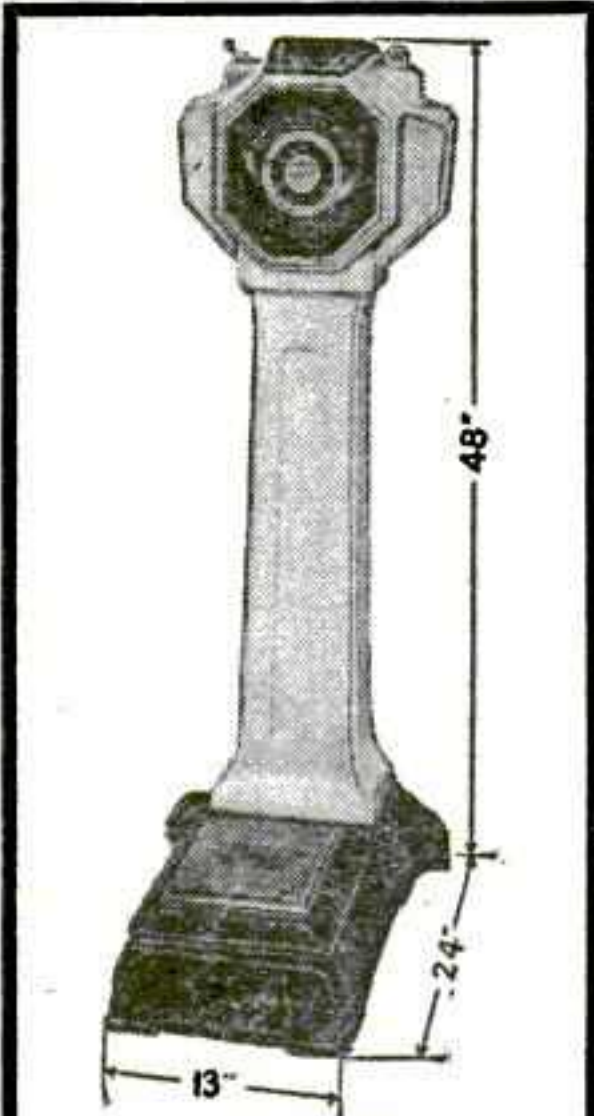
WASHINGTON—Opposition to a proposed state-wide tax on cigarettes was voiced last week by the nearby Montgomery County (Md.) Council. It urged the county delegation to the State's General Assembly to turn thumbs down on a tax rate increase.

Governor McKeldin asked for a tax of 5 cents a pack, but the Council voted against the measure despite a provision that would give the county 3 cents of the 5-cent tax proposed. Montgomery County already levies a 2-cent tax.

Members of the Council feel that the difference between the proposed Maryland tax and the tax in surrounding areas would force cigarette purchasers out of the State. A 2-cent tax rate is in effect in most nearby areas.

"ROCK 'n' ROLL" BUTTONS

10.25 per thousand
with "No Stick" safety catches.
AT YOUR DISTRIBUTOR OR
Guggenheim
33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393



\$25 DOWN

Balance \$10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by

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MAKE MORE MONEY**
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COINMEN YOU KNOW

Miami

By **RAOUL SHAPIRO**

Bill Perry, of Perry Music Company, Fort Pierce, Fla., died recently of a heart attack. . . . H. C. (Mac) McLarty, of Key West Music Company, is in Miami for a brief rest. . . . Marvin Novak, branch manager of King Records, is back on the job after honeymooning in Nassau.

In town recently looking over equipment and buying records was Cecil Kenny, Nassau, Bahamas. Cecil reported business holding up well on the island. . . . Also in town for bi-monthly record buying was Bill Rogers and E. C. Rogers, of Fort Meyers. . . . With the season in full swing, Ed Mercer, Orange Blossom Amusement Company, is kept on the jump running his route and visiting his Arcade in Homestead, Fla.

Larry Finn, routeman for Mellow Music Company, off to New York to attend his uncle's funeral. . . . Ozzie Truppan, Bush Distributing Company, back from a short visit to Havana, reports that the rock 'n' roll craze has hit the

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

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

Larry Finn, routeman for Mellow Music Company, back from Philadelphia where he attended his uncle's funeral. With Larry back, Willie Levy, head of Mellow Music, left for New York on business. . . . Ronny Shapiro, routeman for Continental Music Company, is laid up following a minor operation. Ruth Michaelson, Continental head, called her future son-in-law, Charlie Cook, to fly down from New York to run the route while Ronny recuperates.

Roy Gulla, Marino Music Company routeman, okay again following a bad cold. Charlie Pianterie, Charles Music Company, Winter Park, says his record costs are run-

ning way over 10 per cent of route receipts. He says that front money and a better percentage break is needed.

Harry Goldberg, H. & G. Novelty Company, is working into the late hours getting equipment ready for shipment. . . . Bush Distributing Company's Burt Kahn isn't watching the clock either, as he's spotted nightly going over the bookkeeping. . . . Moris Marder, M. & M. Service, suggests new equipment and better programming for increased receipts. Marder tried both in a new location and came away with one of his best collections.

Denver

By **BOB LATIMER**

Betty Ferguson, formerly secretary for Draco Sales Company, Denver, Wurlitzer distributors, has announced her resignation. . . . Members of the Colorado Music Merchants' Association met recently and mapped a code which will be submitted at a subsequent meeting for adoption by the group. Included will be standardized regulations for location splits, dime play and servicing agreements.

Mike Savio, Apollo Music Company, expects the 50-cent chute to be a major factor in his profits for 1957. With an expansion of all routes planned for the coming year, Apollo will put exclusively 200-play

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each
\$12.75 Each 100 or more
30 day money-back guarantee if not satisfied
1/2 deposit on all orders
Write for lowest prices on filled capsules. Immediate delivery.

SPECIAL TRADE-IN OFFER As High as \$6.00 Per Machine on VICTOR TOPPERS
Send Us Your List.

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

SF Credit Up

Continued from page 73

capital being badly squeezed by the burden.
Expansion
To top things off, the Federal Reserve Board's current tightening of bank credit has made unsecured bank loans harder for the manufacturer to get, which means that much of the industry is facing a difficult period.

Meredith said the new capital was being made available in line with Standard Factors' plans to expand its financing in the vending industry.
The company revealed that over a 10-year span, during which they had done vending financing, delinquency rate for this type of paper was under 1.5 per cent in its worst year (1949) and it has steadily averaged under 1 per cent ever since.

Since this is as good as the experience in the automobile field, Standard Factors will purchase operators' deferred payment paper of any standard machines, and of any new machines involved in the sale of hot and cold beverage or food.

Nehi Sales & Net Up for 1956, Plan New Bottle Design

WILMINGTON, Del.—Net income of Nehi Corporation for 1956 was up a little better than 5 per cent over last year, W. H. Glenn, president, announced at a special stockholders' meeting here last week. Glenn predicts another 10 per cent increase for 1957.

Sales of Nehi products were also up about 7 1/2 per cent in 1956 over 1955. Glenn said that Nehi plans to introduce soon a completely redesigned bottle with a painted-on label. While final results are not yet available, Nehi's earnings for the year were estimated to be between \$1.33 to \$1.35 a share, or about \$1,320,000 total. Earnings during 1955 came to \$1.27 a share.

Stockholders also approved an increase in the firm's authorized capital stock from 1,078,000 shares to 2,000,000 shares, paying the way for a 5 per cent stock dividend payment.

Unfair City Tax

Continued from page 73
license that he urged the association seek.
Leo Weiner, president, distributed supplies of new application blanks to the attending members. Seymour Elias reported that an order for decals had been placed but delivery had been delayed.

The association will hold its next meeting at this same location on February 26, Robert Biro, secretary, announced.

J. SCHOENBACH
Distributor For
oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
P. Resident 2-2900
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SHIPMAN STAMP VENDORS
IT IS ESTIMATED 90% OF ALL OPERATORS USE SHIPMAN POSTAGE MACHINES
Don't you wish you did?
The reason is obvious. Simply because they are recognized as the very finest available by those who know!
Write for prices. This is our 25th year!

SHIPMAN MFG. CO.
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J. SCHOENBACH
For Victor Vending Corp.
Machines, Parts, Globes
Charms, Merchandise Supplies
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
P. Resident 2-2900
PHONE or WRITE FOR PRICES

CHARMS MINIATURE CIGARETTE LIGHTERS—THEY WORK!!
For vending with 210 Ball Gum. Many designs available. 12 to the box assorted. Lighters are \$2.16 a dozen for 10 dozen or more prepaid. Write for quantity prices.
STANDARD SPECIALTY CO.
5115 E. 14th Street
Oakland, Calif.

phonographs on location, all on dime play, three for 25 cents, with 50-cent chutes, Savio stated.
(Continued on page 75)

Rock 'n' Roll with the Elvis Guitars

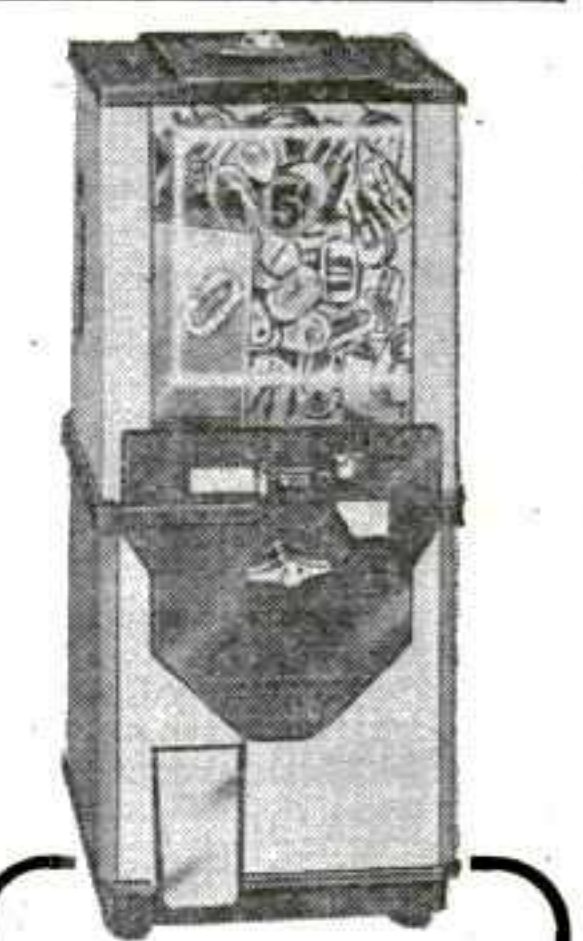
Great new charm. Finely detailed—two-tone combinations. Versatility assured with loop for attaching charm.

Two-tone plastic	\$6.50 per M
Vacuum plated & plastic	\$8.50 per M

Jewelled Heart

WITH handsome rhinestone inset. An all-time favorite—especially for Valentine's Day!
\$12.50 per M
Stickers available at your dist. or

paul a. PRICE co. inc.
55 Leonard St., N. Y. 13, N. Y. Cortlandt 7-5142-8



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VICTOR'S SUPERMART VENDORAMA®
All-Capsule Vendor . . .
5¢ or 10¢ play . . . with that sensational LOOK-SEE VIEWER that really gets the BIG REPEAT PLAY.
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VICTOR VENDING CORP.
5701-13 W. Grand Ave.
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the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 10
Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

oak's "GOLD MINE" tab gum selector
Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.

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CIGARETTE AND CANDY MACHINES

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

- STONER 8-COLUMN CANDY, 160 capacity, prewar model...\$110.00
 - STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
 - STONER 8-COLUMN CANDY, 160 capacity, postwar model... 165.00
 - ROWE 8-COLUMN CANDY, 120 capacity... 60.00
 - DUGRENIER "W" CIGARETTE, 9-column, king-size... 65.00
 - DUGRENIER MODEL S, 7-column, king-size... 45.00
 - UNEEDA 6-COLUMN CIGARETTE, king-size... 45.00
- All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. All 30c conversions available at \$20.00 extra.

NATIONAL VENDING SERVICE CO.
308 Furman St. Brooklyn, N. Y.
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ELVIS PRESLEY BUTTONS
3 colors
6 designs
\$62.50
per carton of 5,000, F.O.B. factory. Cash with order.



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Make HUTCHINSON the ONE and ONLY Stop for ALL your Supplies. Save TIME and MONEY with a GUARANTEE on all orders!

COMPLETE LINE OF NEW MACHINES:
Victor Northwestern
Acorn Stamp Machines
Wattling Scales You Name It!
"H. B." GUARANTEES EVERYTHING!
Used Equipment
Filled or Empty Capsules
Complete Line of Charms, Ball Gum, Stands, Parts and Merchandise
WRITE FOR SPECIAL GUM AND CHARM PRICES!

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860 North Ave., N.E., Atlanta, Ga.
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ALL Machines and Refills for Men's and Women's Restrooms.

Authorized Factory Distributors of **ADVANCE MACHINES**

A complete supply of merchandise for ALL TYPES of machines . . .

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COINMEN YOU KNOW

Continued from page 74

Albert Richardson, phonograph operator of Rawlins, Wyo., visited Denver to purchase half a dozen 200-play Wurlitzers, which will be his first entry into 10-cent play. Despite the long distances in servicing routes in Wyoming, where cities average 50 miles apart, most locations are still on nickel play, Richardson states. He hopes to use the 200-play machines as an opening wedge in converting his routes to 10-cent play.

Our mistake in reporting the purchase of Best Music Company recently by Harold Schaeffer. The routes were bought from Pete Geritz by Harold Frazer. . . A visitor to Denver distributors' showrooms last week was Bryan Edwards, Douglas, Wyo., whose routes cover one of the State's most sparsely settled areas.

Sam Keyes, head of Apollo Music Company, one of Denver's largest phonograph-route operators, has announced relocation of the headquarters office from West Alameda Street to Keyes' home. . . Leo Negri and Mike Savio have assumed management of Draco Sales Company, Wurlitzer distributor here. Harold Hold and Doyle Harrington, former executives, have dropped out of the picture. New personnel will be added in the sales and service departments, according to the partners.

Milwaukee
By BENN OLLMAN

Sam Cooper, Paster Distributing Company, reports equipment purchases stepping up. Slack period following the New Year's celebrations saw few up-State operators in search of equipment and supplies. "They're making up for it now," says Cooper. "Music and games are moving fast."

Stopping in at Paster Distributing Company were out-of-town operators Bill Tillman, Fox River Valley Coin Machine Company, Appleton; Walter Tetting, Oconomowoc; Al Janisch, Beaver Dam, and Bill Lucassen and C. Schmidt, partners in L. & S. Novelty Company, Portage.

George Schroeder reports fair success at a few spots where he is using EP's. "It is catching on slowly," he says. . . Jerome (Red) Jacomet has gone on a price-boosting campaign on his cigarette routes. On a large share of Red's Novelty Company's cigarette machines the price has been boosted to 30 cents per pack for filter brands.

Dime play is getting a serious try, reports Walter Har-

loff. "We put a new 200-play machine on a straight dime, three-for-a-quarter basis, and the first month it doubled the take. Guess we'll have to try dime play in a few more spots."

Nick Novasic, County Venders, says that his new warehouse on 77th and Hicks Streets, West Allis, is in full operation. . . Sales of EP's to operators continue to build, reports one-stopper Stu Glassman, Radio Doctors. Coinmen buying new wax included Neil Nate, Lake Delton; Tony Hirt, Sheboygan; Chuck Hartman, Watertown; Roy Subrod, Burlington, and Harry Koskoski, Niagara.

Rik Froyo, area sales rep for M. S. Distributors, Chicago, says that operators are showing strong interest in the new Kathy Carr recording on the Fraternity label, "Una Momento."

Harry Jacobs Jr. and Woody Johnson, United, Inc., entertained in their Mead Motel suite at the Wisconsin Rapids meeting of the Wisconsin Music Merchants' Association January 15. Operators stopped in to view the new 1957 Wurlitzer on display. Reid Whipple, factory service engineer, and

Supplies in Brief

Orange Concentrate

Output of frozen orange concentrate from the 1956-'57 orange crop in Florida was about 9.2 million gallons by January 5, about 17 per cent less than a year previously, according to Agriculture Department. Stocks on November 1, 1956, were about 31 per cent larger than a year earlier. The pack of frozen orange concentrate in calendar 1956 was slightly larger than the pack of about 700 million pounds in 1955, and set a new production high. The increase was in Florida, which accounted for about 95 per cent of the total pack.

Peanut Supply Heavy

Supply of peanuts on December 31 totaled 1,180 million pounds of equivalent uncleaned, unshelled peanuts—17 million pounds more than held in the same position a year ago—according to Agriculture Department. Quantity excludes peanuts on farms and shelled oil stock. Shelled raw peanuts reported used in making candy, salted peanuts, peanut butter and miscellaneous products totaled 218 million pounds thru December 31, about 5 per cent greater than in the same period a year earlier. Shelled peanuts used in making candy were up 14 per cent, while the quantity used in salted peanuts was up 2 per cent.

Bert Davidson, Wurlitzer district sales manager, also were on hand. . . Woody Johnson is scheduling a trip to Chicago next week to attend a Midwest sales confab sponsored by Wurlitzer.

According to Alice Antczak, of Banaco Music, receipts have taken a substantial jump in recent weeks. Showing considerable action have been records by the Tarriers' "Young Love" and James' "Young Love," she says.

Operators continue to make heavy use of his one-stop facilities, notes Barney Kuehn, of Music Mart. Stopping in last week were Bud Hansen, routeman for Casper Reda Music, and Dick Dewjski, Coin Machine Distributing Company. What were they buying? "Marianne," by The Hilltoppers,

and "Wriggle Wriggle," by Bill Hayes. Sales of games have been showing encouraging improvement, stated Sam Cooper, of Paster Distributing Company.

"Top moving games are the new six-pocket pool game manufactured by Fischer, with a 25-cent coin slot. Operators from all over the State are going for that one," says Sam Cooper. Also accounting for action have been the 11 and 14-foot bowling games made by both United and Bally.

Eric Dyer, of the Grand Rapids, Mich., headquarters of AMI, stopped by at Paster Distributing Company for a few days. He was en route from Minneapolis. . . Shim Weiner, Chicago, assistant Midwest sales manager for Decca (Continued on page 76)

RECENT RELEASES	5,000 & UP	1,000-4,000
ELVIS PRESLEY RECORDS	\$10.50	\$13.00
METAL JACK KNIFE	10.50	13.00
METAL PLIERS	10.50	13.00
METAL SCISSORS	10.50	13.00
VARSITY LETTERS, Plastic	2.00	2.75
BOY-on-SLED	12.50	15.50
LOOP-A-LINKS, 100,000 Lots and Up	\$2.60 per M	

All prices per 1,000, f.o.b. Jamaica, N. Y.

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FACTORY RECONDITIONED and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.
Don't be misled. Buy rebuilt, as only a Mills mechanic can rebuild them . . . using original factory parts.

MILLS Famous 107 TAB GUM VENDOR

We carry a complete stock of bulk merchandise, charms, ball gum, parts, globes, brackets and stands for all machines. Anything an operator needs, including a complete line of vending machines (package, ball gum, bulk), etc. Write for prices. American Chiclet candy coated or tab type gum. Also Beech-Nut, Peppermint or Spearmint 3-C slab gum, 45¢ a box of 100 ct.

Order Today—Prompt Deliveries.

J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



POPPERETTE

Fully Automatic Popcorn Machine

10¢ Hi Profit %

\$159.00

TERMS: 1/3 Deposit With Order, Balance C.O.D.
WRITE, WIRE OR PHONE


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2227 University Ave. St. Paul 4, Minn. Midway 6-7901

Ball and VENDING GUMS
LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb.
Chicle Ball Gum, 130 ct. 35¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
E-Stick Gum, 100 packs \$1.90

F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.



Cigarette Machine Conversions

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

ROWE Imperials, Royals **NATIONAL** 930, 950 Presidents, Crusaders **UNEEDA** 750, 9A **All Models**

ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers) for all DuGrenier and National Machines. Will vend King Size & Reg. in all Coils. We can also "King Size" your old Rowe machines.

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"The Nation's Leading Distributor of Vending Machines"
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ROWE PRESIDENT 8 Coils, 840 cap., 25¢ and 30¢ Vend. King and Regular. Fully Modernized—Cut Base.

SPECIAL LOW PRICE—Only \$89.95

All Equipment Unconditionally Guaranteed
COMPLETELY RECONDITIONED AND REFINISHED
We Carry in Stock Every Make and Model of Name Brand Cigarette and Candy Vendors.
TRADE PRICES
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OPERATORS!
Enjoy Big Profits!
Place on consignment in retail stores.
Make up to \$100.00 a month per location.
Complete forms & information, sales & marketing plans, etc.
Write, Wire or Phone Now!!
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MANDELL GUARANTEED USED MACHINES

N.W. Model 49, 1c or 5c	\$12.00
N.W. Deluxe 1c & 5c Comb.	12.00
N.W. #39 1c Porc.	7.95
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

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.75
Pistachio Nuts, Large Tulip	.72
Pistachio Nuts, Vendor's Mix	.65
Pistachio Nuts, Shell	.53
Cashew Whole	.66
Cashew Butts	.61
Peanuts, Jumbo	.45
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gems	.38
Leaflets, 550 ct.	.40
M & M, 550 ct.	.50
Harshy-ets	.43

Merchandise & Supplies

Rain Bio Ball Gum, 60 ct.	\$.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct. 200 lb. minimum, prepaid on all Rain Bio Ball Gum.	.32
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40

Minimum Order, 25 Boxes Assorted.

STAMP FOLDERS, Lowest Prices. Write

There Are Big Profits in

GUM

Get Your Share With

Northwestern

TAB

You'll hit the jackpot with this selective tab vander. Ten columns for wide selection and bigger capacity have doubled and even tripled sales. "Quick Change" merchandise drum cuts servicing time in half.



NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
445 W. 36th St., New York 18, N. Y.
Longacre 4-6467

GIVE TO DAMON RUNYON CANCER FUND

COINMEN YOU KNOW

Continued from page 73

Records, due to spend a week working here with branch manager Bob Blie. . . The pleasing voice answering the office phone for P. & P. Distributing Company belongs to Joe Pelligrino's sister, Mary.

Big news on record row last week was the change at Mercury. Veteran Johnny O'Brien has left due to a long spell of illness. Taking the reins of the office, which will now become a factory-owned branch, is Ken Wendel, who has been representing M-G-M and London labels for the James H. Martin firm. Marty Schwartz, Chicago, will replace Wendel for James H. Martin.

Salt Lake City

By STAN BOWMAN

The new bowling machines are causing a stir in Utah. Operators say they are catching on fast. . . Bob Bever and Ray Baker, of Dan Stewart Company, are on a selling trip to Idaho. . . Dan says the new United Bowler is getting a lot of action, and that the Rock-Ola 200-play machine is being well received. Dan just returned from the West Coast, where he spent several weeks combining business and pleasure.

Roy Holt, of Rainbow Music, took a few days off to look over some uranium property that looks promising. . . Bud Chambers, of Ogden, and Johnny Mabrido, of Helper, music and game operators, were in town to look over new equipment. Al Nowels, owner-manager of Western States Distributors (AMI), returned from a trip to Montana. He plans to fly back in a few days. Al has expanded his business to include a one-stop managed by Mrs. Alice Hale.

FINEST RECONDITIONED VENDORS

Silver King, 5c	\$ 8.50
Acorn, 1c or 5c	10.00
N. W. Model 49, 1c or 5c	12.50
Master, 1c & 5c Comb	8.50
3 Col. Hot Nut	19.50
Asco Hot Nut	7.50
N. W. Model 39	7.50
N. W. Model 33, Ball Gum	7.50
Du Granier 6-Col., 1c Tab	14.50
Du Granier 4-Col., 1c Tab	10.95
Mills, 6-Col., 1c Tab	17.50
N. W. 1c 10-Col., Tab Gum	19.50
Perfume Machine	19.50
8-Col. Stoner, Post War	185.00
Ball Point Pen, New	Write
2-Col. Stamp, New	Write

OAK'S PREMIERE CARD VENDOR . . . Write for Price

All machines completely checked and ready for location—Order with complete confidence.
1/3 deposit, balance C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St., Philadelphia 23, Pa. Lombard 3-2676

Heber Rutter, of H. J. Rutter, Inc., Wurlitzer dealer, has a new man, Frank Shobert, on the road selling. Irwin Monsey, Atlas Specialty, has sold his music route to Ray Oberhansley and Norman Stead, of Valley Music Company. They will operate out of the old Atlas office. . . Walt Royer made a trip to Idaho for Heber Rutter to deliver some new Wurlitzer machines and contact operators.

Memphis

By ELTON WHISENHUNT

A big yearly outlay is the annual purchase of licenses. In the midst of getting new stamps on their machines were Doug Highfill, Rainbow Amusement Company; Allen Y. Keller, Allen Keller Company; Johnny Novarese, Popular Tunes Record Shop; Jake Kahn, Tri-State Amusement Company; Rose Werner, Dixie Music Service; Guy Canipe, Canipe Amusement Company; Bill Forsythe, Forsythe & Baily Music Company; Drew Canale, Canale Amusement Company, and Edward H. Newell, Ormatt Music Company.

License costs came in for discussion following a recent monthly meeting of the Memphis Music Association. Most top operators, including Drew Canale, Edward H. Newell and Parker Henderson, agree license fees on games are beyond reason. Newell says the lawmakers have legislated game operators out of business. . . Game licenses are \$56.25, phonographs \$41.25, and cigarette vending machines \$10.25.

Allen Dixon, general manager of S. & M. Sales Company, received congratulations from his fellow operators at the Memphis Music Association meeting recently. Dixon was bowing out after serving four years as their president. Other outgoing officers also got their fellow operators' thanks for a job well done. They were Robert Harbin, Harbin Amusement Company, vice-president, and Jack Canipe, secretary. . . Edward H. Newell was re-elected for his fifth term as treasurer.

The wife of Robert Harbin is seriously ill. Harbin's fellow operators are praying for her speedy recovery. . . George Sammons, president of Sammons - Pennington Company, stayed in town for the recent MMA meeting, but hit the road next day calling on operators in Arkansas.

Sammons is one of the remarkable success stories in the phonograph business here. He started out as a youth answering the telephone in the Seeburg distributor's office. . . Food vendors report coffee, hot chocolate and hot food sales are hitting new highs in Memphis industrial locations. Recent cold weather sent practically all employees to the machines for warm refreshments. Operators are William G. Wesche, vice-president and manager of Memphis Canteen Company; H. L. Todd, manager of Commodities, Inc.; John D. H. Meyer, owner of Meyer Sales Company, and Charles E. Pugh, manager of Quality Vending Service.

Mid-South operators in Memphis recently shopping at local distributing and supply houses included Harold Young, Broadway Music Company, Carruthersville, Mo.; Guy Jones, Pine Bluff Music Company, Pine Bluff, Ark.; Roy B. Morris, Morris Music Company, Somerville, Tenn.; D. C. Johnson, Johnson Brothers Music Company, Corinth, Miss.

Also Raymond Bailey, Forsythe & Bailey Music Company, Millington, Tenn.; Elgie Foster, Foster Amusement Company, Bolivar, Tenn.; M. L. Armstrong, Armstrong Amusement Company, Brinkley, Ark.; Charles Wilcox, Baker Music Company, Pine Bluff, Ark.; Carlton Collins, Crystal Amusement Company, Grenada, Miss.; H. H. Hays, Jefferson Music Company, Pine Bluff, Ark.; Cy Puckett, the Music Man, Lambert, Miss., and Bill Hayden, Hayden Amusement Company, Carruthersville, Mo.

Los Angeles

By SAM ABBOTT

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

Marshall Ames, Badger Sales Company coin machine sales manager, is a father again. A son, Douglas Allen, was born January 26 at Temple Hospital here. This makes

J. SCHOENBACH
Distributor For
Harmon Machine Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES

MARBLES

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

AGATE-GLASS ASSORTED COLORS

Barrel of 50,000, size 9/16	\$45.00
Barrel of 40,000, size 5/8	35.00
Keg of 21,000, size 9/16	21.00
Keg of 17,000, size 5/8	19.00

Shipments made at once F.O.B. factory. Freight or truck.

FULL CASH WITH ORDER.

5% discount on marble orders received in February.

ELVIS PRESLEY BUTTONS
3 Colors
6 designs
\$62.50



per carton of 5,000, F.O.B. factory. Cash with order.

ROY TORR
Lansdowne, Pa.

Giving friendly service & liberal financing since 1910

THE WOODPECKER THAT PECKS!

An action packed toy. Also see the vacuum plated POOL TABLE and new SHOE SHINE BOX.

Send 35c for Regular Sample Kit of Charms



SURE-LOCK Patent #2762411—the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.

World's Largest Selection of Miniature Charms


PENNY KING COMPANY

2538 MISSION STREET PITTSBURGH 3, PA.

three sons for the Ames. . . Robert Rhoner, San Diego music operator, is also a recent father of a daughter, giving the Rhoners a score of seven girls and six boys.

Morrie Sarver, of Arcade Music, San Diego, is shopping around for
(Continued on page 89)

NOW . . . A Ball Point Vendor
THAT WILL VEND REGULAR SIZE BALL POINT PENS WITHOUT TUBES



This will effect a savings to you when you purchase pens. Also equipped with a metal display holder that fits on the top of the vendor displaying the type of pens that vendor sells.

PRICED AT **\$15.95 EA.**

FINE QUALITY ball point pens, colors without tubes.
\$11.50 per 100. 500 min.
With tubes—Slim or Regular Size, asst. colors.
\$12.50 per 100. 500 min.
All prices F.O.B. Chicago, Ill.

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SINCE 1900

SANITARY NAPKIN VENDOR

Gray finish presents hygienically neat appearance.
Easily filled hopper holds up to 28 napkin packages.
This large-capacity machine is ideal for factories, schools, public buildings, restaurants, et al.



HARMON MACHINE CO. INC.
BOX 147 WICHITA, KANSAS
DESIGNERS MANUFACTURERS QUALITY VENDING MACHINES

WRITE FOR CIRCULAR AND NAME OF NEAREST DISTRIBUTOR

Experienced Operators Say:
"YOU MAKE MORE MONEY WITH.."

Northwestern

VENDING EQUIPMENT

PROVE IT TO YOURSELF!

Just try a Model 49 all-product vander on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play. Write for complete details of this and other Northwestern money makers today.



THE NORTHWESTERN CORP.
2272 ARMSTRONG STREET MORRIS, ILLINOIS

Seeburg Settles Antitrust Action With Consent Decree

CHICAGO — Anti-trust action by the government against Seeburg and 31 distributor co-defendants was settled last week by the issuance of a consent decree.

It was learned Friday (1) that

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

NEW YORK — More than 40 operators and routemen gathered at the Atlantic-New York Corporation headquarters here Monday night (28) to hear Jack Gordon, regional Seeburg representative, speak on "Music Trends in Industry."

Using charts and visual aids, Gordon traced the history of consumer and phonograph record trends, citing in particular the growing trend toward the buying of albums.

An open forum was conducted on how to convert teen-age stops to 15-cent play for EP's. Gordon told the operators that they could, upon request, get a film showing why the location benefits from, and the operator needs 10-cent play on singles. The film would be shown to location owners.

Sinatra Week

Merchandising and promotion plans were also discussed. A representative of Union Automatic said that he tried a Frank Sinatra Week on one of his locations, offering a complete section of Sinatra EP's, normally 15 cents a play, for 10 cents during the promotion.

Sal Trella, of Elkay Music, pointed out the need for point-of-purchase material. He suggested, for example, that the record companies could provide table tents to coincide with new releases of unusual interest.

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

Gotham Ops Hit by Late Bar Openings

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

NEW YORK — A few local game and music operators are beginning to feel the results of late opening policies recently put into effect by some neighborhood taverns.

The tavern business is getting rougher and some bistros in strictly residential areas have instituted policies of not opening until 4 or 5 p.m. in an effort to cut down overhead.

As a result, whatever daytime play these stops got on games and music is now lost. True, most of the neighborhood stops did at least 80 per cent of their business in the late afternoon and evening, but the coin operators are missing the 10 to 20 per cent of total play they could count on between noon and 5 p.m.

For the tavern, the move makes

Seeburg this week will prepare a statement on what it believes the consequences of the decree will be for the industry.

Attorney General Herbert Brownell, Jr., announced the judgment, which was entered in the Federal District Court in Chicago, prohibits Seeburg and the distributors from entering into any agreements which would restrain trade in the juke box industry.

Specifically the decree prohibits Seeburg from entering into any contracts with its distributors, limiting or restricting the territory in which each distributor may sell juke boxes. (See complete text of consent decree elsewhere in this section.)

It forbids Seeburg from "keeping records or engaging in other tactics that would enable it to enforce such restraint of trade."

The judgment also restrains the defendants individually from "any

of several practices that might perpetuate the effects of the conspiracy, such as refusing to sell to a person because he resells to someone outside a particular territory, or to a location owner.

Complaint

The complaint, filed by the Justice Department, March 2, 1956, charged Seeburg and the distributors with engaging in an unlawful conspiracy since 1946 to divide territories and customers (The Billboard, January 26).

Justice Department further alleged that Seeburg "prevented location owners from buying Seeburg products from any distributor and effecting a boycotting of persons who might sell to location owners."

The charge stated that Seeburg was producing 40 per cent of the juke boxes in the United States, and that in 1955 the retail value of Seeburg products in interstate commerce hit \$2 million.

Expect West Coast Ops to Buy More EPs in '57 as Result of Price Cuts

This is one of several reports in this issue on juke box operator reaction to price cuts of extended-play records. See other articles elsewhere for reports on other major cities.

LOS ANGELES — Music machine operators in this area are expected to buy and use more EP's than ever before because of the price cuts announced recently by recording companies.

The new prices, about which the local one-stops have little information, will range downward for EP's from \$1.12 and 98 cents to bona fide operators. One firm charging \$1.05 for EP's believes the new cost setup will permit them to sell in the future for approximately 98 cents.

The demand for EP's by operators increased tremendously in 1956 over 1955. Gabe Orland, at California Music, the city's largest one-stop, said that it had "about doubled." Mary Solle, at William Leuenhagen's, set the increase at

"more than 50 per cent, perhaps 100 per cent."

Buy More

Ray Powers, general manager of M.A.C. Vendors, one of the largest juke box operators in the area, said that he expected to use more EP's on machines. He explained that he intended to buy more as well as offer additional EP's to locations. He explained the company tried to supply requests. In the past when a tune was available only on EP's, the location was advised, rightfully so, that it was not available on singles. To have supplied the EP would have cost a minimum of 29 cents more and given six minutes for a dime rather than 15 cents. The new price structure will enable this company to fill the request without too much price increase.

Jess Herman, who operates for Glenn (Red) Catlin in the outlying Montrose area, also plans to use more EP's. Up to now the defense against EP's has been price. Herman has experimented and found that removing EP's from a box cut his gross \$12 in a week. He immediately restocked with the extended plays.

Some of the operators in this area have not been taking full advantage of the dual pricing juke box system that makes EP's profitable, Hank Tronick, Minthorne

ENTERTAINMENT NO PROBLEM AT MOA BANQUET

CHICAGO — There won't be a shortage of good entertainment at the convention of the Music Operators of America to be held here May 19, 20 and 21, according to Hirsch de La Viez, chairman of the entertainment committee.

De La Viez just returned from New York where he succeeded in signing such stars as Tony Bennett, Roger Williams, The Happy Jesters, and The Platters, along with other top recording artists for the convention banquet and floor show. The fete will climax the three-day business sessions and will be held the last night of the convention in the Casino Room of the Morrison Hotel, Chicago.

Assisting in the preparations is Buddy Brasch, who worked with de La Viez in presenting the last MOA convention floor-show.

EP Cut Won't Affect Miami Ops' Buying

Playing Time Main Objection, Price Not Factor: Ops

MIAMI — While the recent price cut by record companies has enabled one-stops in the area to cut EP prices by as much as 10 cents per disk, operators are not expected to react too dramatically, a recent survey by The Billboard disclosed.

Many of the operators queried stated that the objection to EP's was not in the extra cost, but the added time element involved in their play.

Most operators feel they are giving two plays for the price of one, and have also found many patrons don't particularly care for the additional music they get, inasmuch as they had no choice in selecting it.

Budisco Record Service, a Miami one-stop, stated that they were cutting their EP prices to 90-cents per disk. However, they did not

(Continued on page 83)

Roth Displays Wurlitzer Line At Harrisburg

HARRISBURG, Pa.—Operators from Central Pennsylvania turned out last week to see the new Wurlitzer line at the Penn-Harris Hotel here.

The showing was sponsored by the Roth Novelty Company, Wilkes-Barre, with Marvin Roth, Hans Lindeman and Roger Samuels, of the firm, on hand to greet the guests. Also present was Ted Parker, of the Wurlitzer factory.

Prior to the Harrisburg showing, Roth Novelty displayed the Wurlitzer line at its Wilkes-Barre headquarters, with 200 operators, servicemen and their wives attending the showing.

EP Cuts Won't Hike Op Buys: Detroit

Majority See No Change, Tho Some Feel Extended Plays as Dime Help

DETROIT—Both of Detroit's one-stop operations, Music Systems and Angott Distributing Company, dropped prices of EP's from \$1 to 90 cents when record companies cut their prices recently. Reactions were mixed, but it was evident that the typical trade view was that this should not bring too great a change in record distribution.

The small volume of EP's in use at present on juke boxes means that the base of comparison is likely to be misleading in the first place. At Music Systems, EP sales are small, running 200 to 300 a month.

Presley Sells

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

As for the cut itself, Thomas Mutter, record manager at Music Systems, believes it will have little effect upon juke box sales except

for giving the operator a lower price, noting that the price cut was designed primarily to stimulate retail sales of disks.

An important result, Mutter pointed out, is that the price cut may stimulate retail sales enough to make it worthwhile for manufacturers to go into volume pressing. Thus it will be possible to order a certain number for the operators in plain sleeves, instead of the special sleeves designed for the retail trade.

Sales of such disks to juke box operators have been at 70 cents and will continue to be. It's attractive price that is almost the same as that of a single record, and an excellent booster for numbers that are made available this way in plain sleeves.

1956 Volume Up

An increase in EP sales to operators of about 200 per cent occurred

(Continued on page 83)

Pan-American New Rock-Ola Distributor

CHICAGO — Pan-American Sales Company, Inc., San Antonio, has been named new Rock-Ola distributor for South-Central and West-Central Texas. The firm is headed by Gene Bybee, a veteran of 24 years in the coin machine industry, the last 10 of which have been spent as a distributor.

Bybee has recently appointed Lou Sebastian sales manager of Pan-American. The firm will carry a complete line of Rock-Ola equipment, with a separate parts and service department headed by F. L. Youngblood.

Rock-Ola also has distributor organizations in Houston and Dallas to service the Texas area.

You Can Cash In On

WURLITZER LEADERSHIP

FIRST

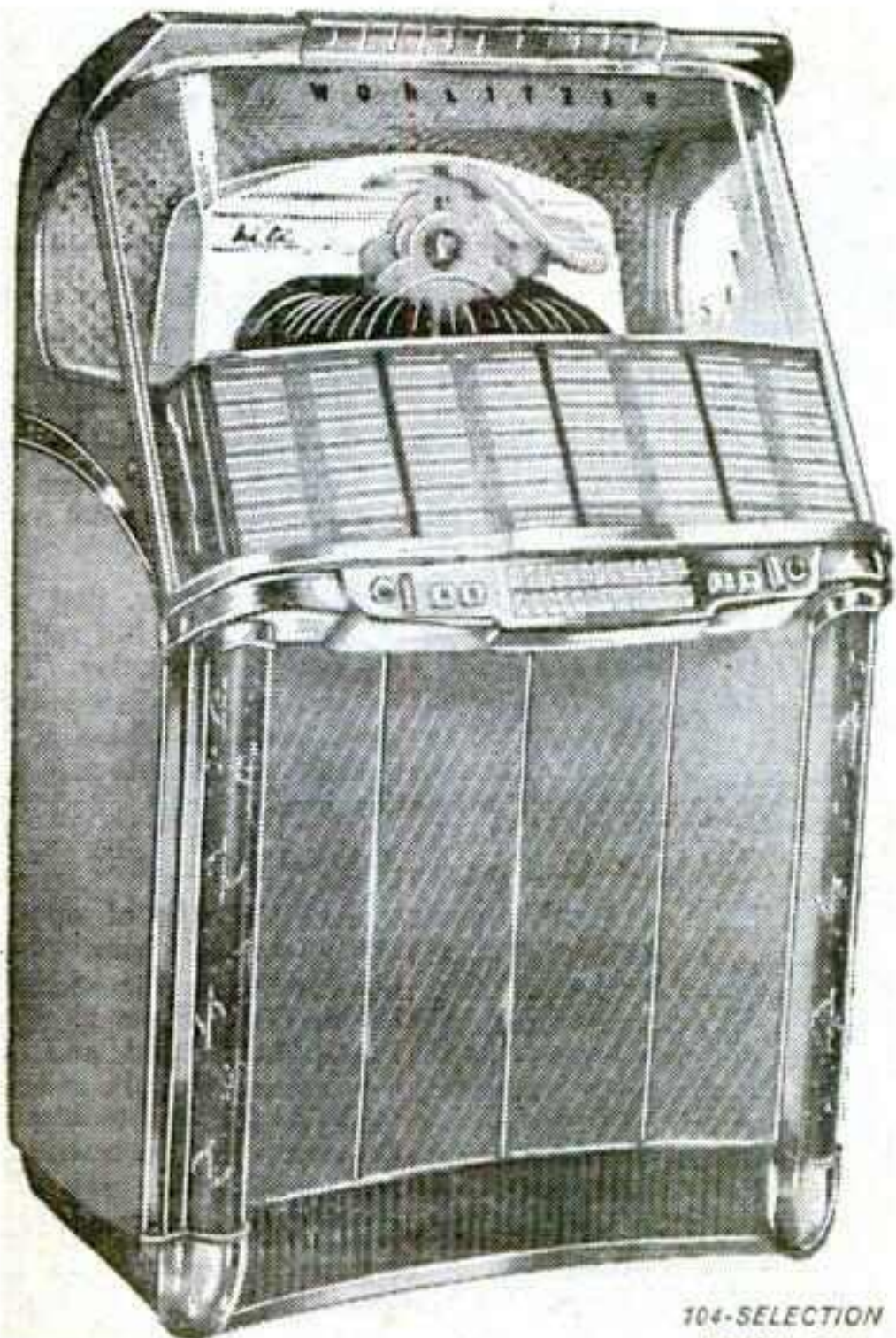
WITH 50-CENT PLAY

FIRST

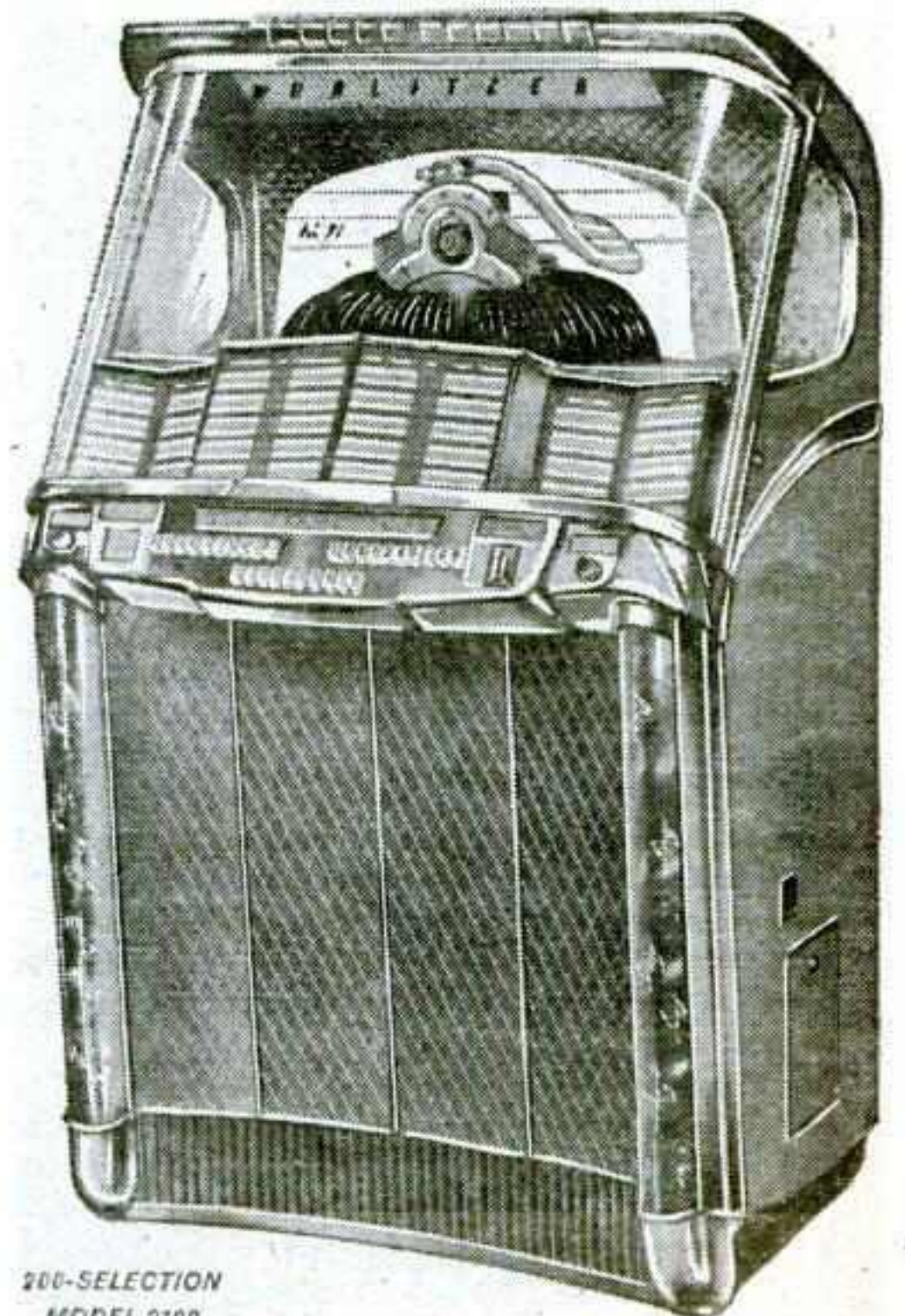
**IN EARNING
POWER**

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

**SEE YOUR WURLITZER
DISTRIBUTOR**



104-SELECTION
MODEL 2104



200-SELECTION
MODEL 2100

WURLITZER, NORTH TONAWANDA, NEW YORK - ESTABLISHED 1856

MUSIC OPERATOR FORUM



The Music Operator Forum is a weekly Billboard feature devoted to presenting the views of music operators throughout the country on current operating problems. If you have a question to put to the Forum, or any suggestions for topics which you may want surveyed, address your letter to: Forum Editor, Coin Machine Division, The Billboard, 133 West Randolph, Chicago 1.

What Operators Say

The Question:

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

The Answers:

George Woblers, Stillwater, Minn.: "I use a fluctuating scale. If the take is under \$10 per week, the location receives 25 per cent; between \$10-\$20 per week, location gets 33 1/3 per cent; between \$20-\$50 per week, location gets 40 per cent; anything over \$50 per week is split 50-50. I find this is fair to everyone concerned."

Alfred LaCamera, Sharon, Pa.: "Eighty-five per cent of my equipment is still on five-cent play, due to bad competition. Fifteen per cent of equipment is on dime play, five for a quarter. Straight 75 per cent commission would be best arrangement. Location always receives a return on percentage instead of front money."

Art Skram, Mason City, Ia.: "I use a 50-50 split after front money of \$10 a week on new machines and \$5 a week on old machines." Robert Bryan, Boyne City, Mich.: "In locations where take is under \$20 a week we use a 60-40 split. Anything over \$20 is split 50-50."

The Question:

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

The Answers:

Max Klein, Modern Amusement Company, Yonkers, N. Y.: "The biggest problem is the failure of other operators to co-operate on front money. This could be solved by the education of operators by manufacturers and jobbers." Lloyd L. Kiester, Frontenac, Minn.: "More favorable commissions could be arranged by close contact with the location in explaining the costs of operation, records and phonographs."

A. E. Franklin, Stewart Amusement Company, Pikesville, Ky.: "Competition is the biggest problem in obtaining better commissions. Associations could go a long way in solving this." An Ohio operator who asked that his name be withheld: "There is poor customer co-operation here. You have to get the merchant to like music and encourage same."

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

Sam Orenstein, Triangle Distributing, Providence: "Better commission arrangements could be made by educating the inexperienced, untrained operators to mutually agree on a better percentage service charge. Business-like operators should insist and get a \$10 weekly minimum and split over \$20."

HISTORY BACKFIRES

Front Money Tough to Get, Operators Say

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

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

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

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

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

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

Front Money

Concepts of 60-40 split and front money were introduced by operators in an effort to make ends meet under today's economy of spiraling costs and rising prices. Both con-

The significance here is important. Every operator has marginal spots, where he more or less breaks even. Then there are the so-called average locations, where the operator makes his work-a-day expenses. The cream, what every operator looks to for his real profit, are the so-called top locations. These are the spots that keep him going when times are not so good and the other locations aren't making enough to even pay expenses.

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

Reasons for this are many. The better the spot, the more careful an operator is in dealing with the location owner, the more afraid he is in losing the location to a competitor.

Many operators feel that a top location is worth keeping at literally any cost. "Why propose a better commission arrangement when someone else will gladly come in and operate under a 50-50 split," one operator stated.

Another operator added: "If a location is really good, a 50-50 take is sufficient."

Start in Lesser Stops

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

How They Voted

1. Do you get front money on all your best locations?
Yes 0% No 100%
2. What per cent of your best (A) stops are on front money and per cent?
Under 3% 60%
25-50% 0%
50-75% 20%
Over 75% 20%
3. Do you always change machines (brand-new or newer) before getting a better split or front money or both?
Yes 61% No 39%

cepts, while desperately needed by the operator to continue on an economically sound basis, have been agonizingly slow in arriving.

The January 26 Forum showed that only 20 per cent of today's operators were obtaining a 60-40 split, and better than one-half of the 20 per cent received this split on only about one-half of their machines.

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

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

When asked if they received front money on all of their best locations, not one operator was able to answer yes. This in itself may not be too startling. The word "all" is inclusive in itself. Presumably if an operator has but one of his best locations on other than front money, he would say no. He might also use a 60-40 split, rather than the 50-50 cut, and still say no.

Best Stops

A breakdown of the percentages in the next question is cause for some notice. When asked specifically what per cent of their best stops were on front money, 60 per cent of all operators answering the Forum replied that less than one-fourth of their stops were on this arrangement.

This theory receives added impetus by the fact that 39 per cent of the operators answering this week's Forum felt it wasn't necessary to change machines before getting better splits.

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

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

Associations

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

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

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

What's in it for you...?

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

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

AMI ...music that makes more money for you
1500 Union Ave., S.E./Grand Rapids 2, Michigan

Originator of the automatic selective juke box in 1927
...ahead then, ahead now.

Model "G" - 200, 120 and 80
selections for more plays
in less time.



Text of Seeburg Consent Decree

UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF ILLINOIS
EASTERN DIVISION

UNITED STATES OF AMERICA,

Plaintiff,
J. P. SEEBURG CORPORATION, ET AL.,
Defendants.

CIVIL ACTION
NO. 56 C 419

FINAL JUDGMENT

The plaintiff, United States of America, having filed its complaint herein on March 2, 1956, the defendants having filed their several answers denying the substantive allegations thereof, and the United States of America, the defendant J. P. Seeburg Corporation, and the distributor defendants signatory hereto, by their respective attorneys, having consented to the entry of his Final Judgment without trial or adjudication of any issue of fact or law herein, and without this Final Judgment constituting evidence or an admission by any party signatory hereto with respect to any such issue;

NOW, THEREFORE, before the taking of any testimony, and without trial or adjudication of any issue of fact or law herein, and upon consent of the parties signatory hereto, IT IS HEREBY ORDERED, ADJUDGED AND DECREED AS FOLLOWS:

I.

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

II.

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

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

(C) "Distributor" shall mean any person (other than Seeburg and its subsidiaries) engaged in the purchase from Seeburg, for resale, of coin-operated phonographs manufactured by it;

(D) "Operator" shall mean any person who owns coin-operated phonographs and leases said machines to location owners;

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

(F) "Coin-operated phonographs" shall mean new and used coin-operated phonographs manufactured originally by Seeburg.

III.

The provisions of this Final Judgment shall apply to Seeburg and to the distributor defendants signatory hereto and to each of their subsidiaries, successors, assigns, officers, directors, servants, employees and agents, and to all persons in active concert or participation with any of them who receive actual notice of this Final Judgment by personal service or otherwise.

This Final Judgment is not to be construed as relating to commerce outside the United States.

IV.

Defendant Seeburg is enjoined and restrained from:

(A)(1) Limiting or restricting, directly or indirectly, the persons to whom or the territory within which any distributor or operator may choose to sell coin-operated phonographs;

(2) Requiring any distributor to advise Seeburg of the name or address of any purchaser from such distributor of any coin-operated phonographs or the serial number or numbers of such phonographs, except where such name, address and serial number or numbers are necessary to fill an order for repair or maintenance parts, or for services, for maintenance or replacement of parts or components, or to resolve a complaint or inquiry involving loss or theft or the fulfillment or breach of a conditional sales agreement or other credit or collateral agreement;

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

(B) Entering into, adhering to or enforcing any contract, agreement, or understanding with any distributor:

(1) Limiting or restricting, directly or indirectly, the persons to whom or the territory within which any distributor or operator may choose to sell a coin-operated phonograph or phonographs;

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

(C) Refusing to enter into or canceling any contract with a distributor for the distribution of coin-operated phonographs because of such distributor's refusal to do any of the following acts:

(1) Limit or restrict, directly or indirectly, the persons to whom or the territory within which he sells coin-operated phonographs;

(2) Advise Seeburg of the name or address of any purchaser from such distributor of any coin-operated phonographs or the serial number or numbers of such phonographs, except where such name, address and serial number or numbers are necessary to fill an order for repair or maintenance parts, or for services, for maintenance or replacement of parts or components, or to resolve a complaint or inquiry involving loss or theft or the fulfillment or breach of a conditional sales agreement or other credit or collateral agreement;

(3) Limit or restrict, directly or indirectly, the right of any purchaser of coin-operated phonographs to resell such phonographs after they have been paid for in full.

(D)(1) Maintaining any index, catalog or record of the names or addresses of any purchasers from distributors of coin-operated phonographs or the serial numbers of such phonographs; provided, however, that any distributor may advise Seeburg and Seeburg may keep an alphabetical record of the names or addresses of any such purchasers of such phonographs and the serial numbers thereof in connection with an order for repair or maintenance parts, or for services, or in connection with a complaint or inquiry involving loss or theft or fulfillment or breach of a conditional sales agreement or other credit or collateral agreement involving such phonographs;

(2) Using any Seeburg file or record for any purpose contrary to any of the provisions of this Final Judgment.

(E) Subject to subsections (A), (B), (C) and (D) of this Section IV, Seeburg may exercise its right to choose and select its distributors and customers, to designate geographical areas in which such distributors shall respectively be primarily responsible for distributing coin-operated phonographs, to terminate the franchises of such distributors who do not adequately represent Seeburg and promote the sale of all coin-operated phonographs manufactured by Seeburg in areas so designated as their primary responsibility, and such designation of suggested geographical areas, standing alone, shall not be considered a violation of this Section IV.

V.

Defendant distributors signatory hereto are enjoined, individually and collectively, from:

(A)(1) Limiting or restricting, directly or indirectly, the person or persons to whom or the territory within which any operator or other purchaser may choose to resell coin-operated phonographs after they have been paid for in full;

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

(3) Refusing to sell to a person because such person may have resold a coin-operated phonograph, after it had been paid for in full, to a person outside a particular territory or to a location owner.

(B) Entering into, adhering to or enforcing any contract, agreement or understanding with Seeburg, any distributor or distributors, or any operator or operators:

(1) Limiting or restricting, directly or indirectly, the persons to whom or the territory within which any distributor or operator may choose to sell coin-operated phonographs;

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

(C) Refusing to enter into or canceling any contract of sale of coin-operated phonographs because of the purchaser's refusal to agree or adhere to any contract, agreement or understanding contrary to the provisions of subsection (B) of this Section V.

(D) Subject to subsections (A), (B) (C) of this Section V, the distributor defendants signatory hereto may each, individually, exercise its right to choose and select its customers and to fix the terms and conditions upon which it will make sales of coin-operated phonographs.

VI.

Defendant Seeburg is directed, within sixty (60) days after the entry of this Final Judgment, to serve by mail upon each Seeburg distributor a conformed copy thereof.

Defendant distributors signatory hereto, other than American Steel Export Company, Inc., are directed, within sixty (60) days after the entry of this Final Judgment, to furnish a conformed copy of this Final Judgment to each of the customers regularly called upon or circularized by mail by such distributor, and to advise such customers that such distributor:

(1) Is required not to impose any restrictions on the right of purchasers from such distributor to resell coin-operated phonographs after they have been paid for in full;

(2) Is free to sell coin-operated phonographs to any person;

(3) Is required not to discriminate against a prospective customer because he may reside or do business outside of a particular territory, subject, however, to the right of any distributor to discriminate between purchasers on the basis of their location as to terms and conditions with respect to service, maintenance, guarantees, warranties, credit, payment and delivery reasonably related to the territory or location in which a customer proposes to use or operate coin-operated phonographs if acquired by such customer.

VII.

For the purpose of securing compliance with this Final Judgment, and for no other purpose, duly authorized representatives of the Department of Justice shall, on written request of the Attorney General or the Assistant Attorney General in charge of the Antitrust Division, and on reasonable notice to the signatories hereto, made to the principal office of such signatories, be permitted, subject to any legally recognized privilege:

(A) Access, during regular office hours, to those parts of the books, ledgers, accounts, correspondence, memoranda, and other records and documents in the possession or under the control of such signatories which relate to any matters contained in this Final Judgment;

(B) Subject to the reasonable convenience of the signatories hereto, and without restraint or interference from them, to interview their officers or employees, who may have counsel present, regarding any such matters.

Upon written request of the Attorney General, or the Assistant Attorney General in charge of the Antitrust Division, the signatories hereto shall submit such reports in writing with respect to the matters contained in this Final Judgment as may from time to time be necessary to the enforcement of this Final Judgment.

No information obtained by the means permitted in this Section VII shall be divulged by any representative of the Department of Justice to any person other than a duly authorized representative of the Department of Justice except in the course of legal proceedings in which the United States

(Continued on page 83)

COINMEN YOU KNOW

New York

By AARON STERNFIELD

Leo Willens and Al Blendow will man the new office and showroom of Capitol Projectors at 580 10th Avenue, which opened last week. The firm will still maintain its main office and factory at 556 West 52d Street.

Jack Gordon, Seeburg regional representative, discussed "Music Trends in Industry" Monday night (28) at a music operator forum at the Atlantic-New York showrooms.

Jack Schoenbach is vacationing in the Virgin Islands. . . . Lou Hirsch, Silvertone Music, is on a Caribbean cruise. . . . Sylvia Goldberg, secretary at Local 433, has returned from a Nassau cruise.

Sam Galley, Herman Distributing Company, is vacationing in Florida. Harry Vigoda has been shifted from Herman's Brooklyn office to the New York showroom. . . . Leo Willens, Capitol Projectors, is on a Florida vacation.

Steve Lake, Excel Automatic, New Hyde Park, was a 10th Avenue visitor. . . . Tom Greco, Greco Bros., Glasco, N. Y., reports that flood conditions in Greene County have been hurting music and game operators in the area.

Enid Michaelson, daughter of Ruth Michaelson, local music operator, will be married February 23 to Charles H. Cook. . . . De Witt (Doc) Eaton, former AMI sales manager who is now living in Florida, was in New York for the Motor Boat Show. He visited his friends on 10th Avenue while he was here.

Norm Nishimura, photographer for Glamour magazine, was in Runyon Sales to take a photo of a pair of women's shoes inside a
(Continued on page 83)

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Text of Seeburg Decree

Continued from page 82

is a party for the purpose of securing compliance with this Final Judgment or as otherwise required by law.

VIII.

Jurisdiction is retained by this Court for the purpose of enabling any of the parties to this Final Judgment to apply to this Court at any time for such further orders and directions as may be necessary or appropriate for the construction or carrying out of this Final Judgment, for the amendment or modification of any of the provisions thereof, for the enforcement of compliance therewith, and for the punishment of violations thereof.

IX.

This Final Judgment shall become effective ninety (90) days after entry herein.

Editors note: In addition to Seeburg, the following distributor co-defendants also signed the decree as parties to the suit.

Ajax Michigan Corporation; American Steel Export Company, Inc.; Atlantic Connecticut Corporation; Atlantic New Jersey Corporation; Atlantic New York Corporation; S. L. London Music Co., Inc.; S. H. Lynch & Co., Inc.; Minthorne Music Company, Inc.; The Musical Sales Co.; Music Systems, Inc., an Ohio corporation; Music Systems, Inc., Michigan, an Ohio corporation; Sparks Specialty Company; S. L. Stibel Co.; W. B. Distributors, Inc.; W. B. Music Company, Inc., and John H. Lynch and Adrian H. Zander, co-partners Lynch & Zander Co.;

Shafer Music Co.; Dickson Distributing Company; Atlas Music Corporation, an Illinois corporation; Atlas Music Corporation, an Iowa corporation; Atlas Music Corporation, a corporation of the Commonwealth of Pennsylvania; Davis Distributing Corporation; Wolfe Distributing Company, Inc., an Alabama corporation; Simon Wolfe and Gordon F. Williams, co-partners, Wolfe Distributing Company; Sammons-Pennington Co.; Trimount Automatic Sales Corp.; Atlantic Pennsylvania Corp.; R. F. Jones Co., a Utah corporation; R. F. Jones Co., a California corporation; R. F. Jones Co., a Delaware corporation; and Music Distributors, Inc.

EP Situation in Detroit

Continued from page 78

currred in 1956, compared to 1955, but total volume is still very small.

At Angott, Manager Phil Jones, of the record department, stated: "I doubt if we'll sell more records because of the lower price. It is not that much of a change, and the EP's are not enough in demand."

Jones suggested that a cut in price on 12-inch EP's would produce a stimulus to juke box play. He said: "We think that this will be next."

Ops Divide

Among operators the reaction is mixed, but not enthusiastic. Frank Alluvot, owner of Frank's Music, one of the largest music operations in the city, feels that the cut in price will make little difference in use. His firm now uses EP's for only about 2 per cent of their disks, and only for hit numbers that cannot be obtained on singles.

There is a considerable demand from locations for progressive jazz and other specialty type records that can only be found in the EP's, Alluvot noted. This leads directly to the key problem alluded to by nearly every person interviewed.

"If a location wants EP's, we tell them we will put them on, but the machine will go on dime play," Alluvot said. "I think this will be the biggest weapon for everyone to change to dime play." He pointed out that it is impossible to put EP's on nickel play profitably.

Nickel Must Go

Marty Rice, head of Rice Music Company, with about 100 machines, welcomes the change. "It sounds good, but only for dime play." He explained that at nickel play the customer gets two plays for that price on EP's, and at two and a half minutes a number, "that amounts to five minutes of music for a nickel, which is too much."

His firm now uses about four to five EP's on each of the 20 machines on the route which are on dime play. He would use more at the lower price, since "EP is the coming trend in records," but feels this must be coupled with dime play.

Rice uses a few EP's even on nickel play because of demand, like Presley's "Love Me," remarking, "It's pretty rough, but kids ask for it and you have to give it to them."

The cut was welcomed by Ed-

ward Grodzicki, an industry veteran who operates E. & A. Music. "Naturally we can always appreciate a change in price. The overhead is always too high. I think it will encourage the use of extended play. Of course, there is already a trend toward it on these 200-play machines, and the cut will encourage operators to put on a few more."

E. & A. now uses EP's for about 20 per cent of their disks, a fairly high percentage, reports from other firms indicate. They are enjoying good play. Grodzicki said that his firm would probably use 10 to 15 per cent more EP's across the route as a result of the price cut.

As an interesting example, he said that he was planning to cut down his order for "Love Me," but found the cut was in effect and decided to order the quantity originally intended instead.

Harry White, of White Music and Meltone Music, another veteran, also welcomed the cut, noting that it gave some respite from high costs. His firm uses about 30 EP's currently on a 200-selection machine, but may increase this to 50 per cent following the cut. Like most operator reactions, this projected increase was given tentatively.

Significantly, White stressed again that the increase must be coupled with a switch to dime play, and noted that in Northern Michigan where he has made his home for several years, the operation is almost entirely on dimes, with ready public acceptance.

EP's on Coast

Continued from page 78

operators put on the EP and took the single price. They contend the move was better than being without it on the juke box.

The distributors of the phonographs with EP sections are happy over the cut.

The results of the price reduction for EP's will not, in any case, be earth shaking. But indications are that more and more operators will buy them and in larger quantities. It may even stimulate use of the dual price system. In any event, operators feel they have a good chance of winning what they often call a "rough battle for revenue."

COINMEN YOU KNOW

Continued from page 82

G-200. The fashion shot with the unusual angle will appear in the next issue of Glamour. . . . Jim De Maire, Highland (N. Y.) Amusement Company, was a 10th Avenue visitor.

Tom Greco, Greco Bros., Glasco, N. Y., has bought a 23-machine route from Ed Kanan, of Middletown, N. Y. The route consists of 19 pool tables and four juke boxes. . . . Jack Wilson, Newburgh, N. Y., operator, is in Liberia, Africa, on business other than coin machines.

Bob Krause has joined Standard Factors, the financial house specializing in the coin machine industry, as credit manager. . . . Barney Sugerman is on a Florida vacation. . . . Bernie Boorstein swears he will never again help his daughter build a snowman. He is still nursing a sore back as a result of his most recent effort of sculpting in the snow.

Claire Morano, of Associated Amusement Machine Operators of New York, reports that license renewal forms for game locations are available at AAMONY headquarters. Renewals must be in by March 15. The association will have officer nominations Thursday (7), with elections scheduled for February 27. . . . Sid Silverman and Sol Kanfer, S&K Amusement, recently bought part of the Philmac game route from Phil and Mac Greitzer and have joined the association.

Jack Semel is back from his Florida vacation. . . . Elmer Rowe, Rowe Music Service, visited friends on 10th Avenue last week. . . . Marty Dumoff, Runyon Sales, expects to be a father for a second time any day now. . . . Hank Peete, Wurlitzer field engineer, has recovered from a recent attack of flu and was in town last week to visit Joe Young, Irv Holzman and Abe Lipsky at Young Distributing. Young reports brisk sales on 11-foot and 14-foot bowling alleys.

Miami and EP

Continued from page 78

feel that the cut would seriously influence too many operators.

"Previous to this, we had special EP deals for operators only," a Budisco spokesman stated. "These came in plain sleeves, and we sold them from 70 to 80-cents per record. Yet the reduced prices were no special inducement to operators."

Today, Budisco reports, their sale of EP's accounts for but 1/10 of 1 per cent of their business. "If it weren't for the sales to retail stores, we would discontinue them altogether," a spokesman added.

One notable exception occurred in early 1956. Miami operators were concentrating on introducing dime play to most of their locations. Some operators stated they had as many as 50 per cent of their machines filled with EP's to help in the conversion.

However, as the public became accustomed to dime play, the EP's were removed one by one. Today, most operators report that no more than 10 per cent of their machines are devoted to the extended play disks.

While a few popular records of this type are still used, namely Presley and Bellafonte, to cite but two, operators are reluctant to use them unless demand is so strong they feel they have to. Reason for this is again time. The operator feels that six minutes of music cuts into the potential take of the machine.

COIN CALENDAR

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

February 5—Washington Music Merchants' Association, monthly meeting, Seattle.

February 5—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

February 6—Summit County Music Operators' Association, monthly meeting, Akron.

February 6—Music Operators of St. Jos. Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

February 7—California Music Merchants' Association, Sacramento division, monthly meeting, headquarters, Sacramento.

February 7—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Room 278, Cleveland.

February 12—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

February 12—California Music Merchants' Association, Los Angeles Div., monthly meeting, Headquarters, Los Angeles.

February 12—Automatic Phonograph Owners' Association, Hotel Sheraton-Gibson, Cincinnati.

February 13—Retail Amusement Association of Canton, O., monthly meeting, offices of Elum Music Company, Massillon, O.

February 14—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

February 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

February 20—Automatic Equipment & Owners' Association of Indiana, monthly meeting, association headquarters, Gary, Ind.

February 25—Central States Phonograph Operators' Association, monthly meeting, 805 Main St., Peoria, Ill.

February 26—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

March 1—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

March 4—United Music Operators of Michigan monthly meeting, Fort Wayne Hotel, Ballroom floor, Detroit.

March 17—Iowa Music Operators' Association, State-wide meet, Des Moines.

March 26—Music Operators of New York, quarterly meeting, 258 West 57th St., New York, N. Y.

April 1—West Virginia Music Operators, quarterly meeting, State offices, Charleston, W. Va.

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Mfrs. Bow 133. Game Models In 1956; \$ Value Below 1955

Pool Ups Unit Total to New Mark, But Dollar Sales Lag Well Behind

CHICAGO—Amusement game manufacturers introduced a record total of 133 new models thru 1956. But while this number ran slightly ahead of 1955's mark of 130 models, dollar sales totals on the 1956 models was estimated at well behind the previous year.

The reason for the drop in dollar volume in the face of record model production is the large number of low-priced coin pool games produced—52 in all. Most of these were introduced early in the year while the pool game boom was still in full bloom.

In contrast, 1955, the year the boom game first "arrived," saw just 30 new pool models on the market. The 1956 pool game mark sets a new record in the number of new models of any one type introduced in one year's time.

Filling out the 1956 production year were 10 in-line pinballs, 21 five-ball pinballs, just 4 shuffle bowlers, 6 gun games, 7 kiddie rides, 3 baseball games, 6 of the new target-bowlers, which first appeared on the market late in the fall, and 24 other novelty type games.

Five-Balls Increase

In 1955 five-ball pins also were runners-up to pool models, with 19 five-balls hitting the 1955 market. The steady interest in five-balls is reflected by the rise in 1956 from 19 to 21 models.

In-line pinballs also stood at about an even level with 1955's

output. Ten models were bowed in 1955, 11 in 1956. In-line pin production would have risen higher than it did but for a period when legal restrictions seriously hurt the business. All in all, pinballs remained steady with 1955, 30 models to 31 models in total.

Taking the biggest drop in popularity in 1956 were the shuffle bowlers, previously ranked high on production lists year after year. Only four new shuffle bowlers went out on the lines in 1956. In comparison, 23 shuffles were bowed in 1955, and 30 were introduced in 1954, when shuffle output reached its peak.

Shuffles remained on locations as steady earners, however, especially after the pool models lost their attraction as novelty pieces in the trade. Operators relied on late model used shuffles to bring in the grosses, however, where previous-

ly they bought heavy in the new model shuffle class to keep up with competition on locations.

Baseballs Slide

Baseball models, a springtime favorite in the manufacturing field, also dropped—in half—this year. Six models were bowed in 1955, with just three on the market in 1956. Accounting for this was the big change in these games in 1955, when the baseballs were housed in de luxe cabinets and came out with brand new play features. Little change was made in baseball models in 1956.

Gun play output has dropped off steadily since their big year in 1954, when the new rifle units brought a new trend in production. Fifteen guns were bowed that year, the number thinning to 10 in 1956, and dropping to just six new models last year. However, 1956

(Continued on page 86)

Coin Pool Games Still Bring Good Grosses, But Sales at Low Level

Table Top Conversions Move Well; Few Small Mfrs. Supply New Model Market

CHICAGO—The coin-operated pool game is fading away, but it's not dead. The favorite game of 1955 still brings in steady grosses, and in some cases even heavy grosses for operators.

Major manufacturers and distributors, however, will readily admit that the game has seen its last days as a stable sales item.

A scattered number of relatively small manufacturers continue to break with new models in the pool game field, but for the most part, production runs are gauged to relatively small orders.

Perhaps the outstanding sales item in the pool game field currently is the table-top unit. Beginning as a casual by-product of the pool game, the replacement tops have become a steady source of income for a long list of small manufacturers and distributors who produce and ship the new playfield tops to fit most any size coin pool game.

All types of play features similarly can be molded into the individual table tops. Generally they sell for \$20 to \$30 apiece (higher prices on jumbo tops and slate tops), can be ordered with or without bumpers, and with two, three or more playfield holes.

Still 50 Per Cent Pool

Operators in the Chicago area report holding close to 50 per cent of their equipment on location to coin pool units. This reflects the steady grosses these games bring in, even in the face of competition from new model shuffle games and the newer target-bowling games.

operation in Puerto Rico, Colombia and Argentina, Goldsmith said. Most of them use English sound tracks.

Goldsmith feels that the introduction of Spanish sound tracks will not only spur the sales of coin-operated movies in Latin America, but it will also promote their use in Spanish-speaking sections of the United States, particularly when there has been a large influx of Puerto Ricans.

While some spots still bring in as much as \$100 a week on pool (this is certainly the exception), the average in Chicago would fall in the \$10 to \$11 a week category. Considering the small investment costs and the limited servicing need on the pool tables, most operators are satisfied with such grosses over the long run.

Among the manufacturing firms still producing coin pool games are Edolite Products, Detroit; Chicago Emco Corporation, Chicago; Fischer Sales & Manufacturing Company, Tipton, Mo.; the Irving Kaye Company, Inc., New York, and Valley Manufacturing Company, Bay City, Mich.

Concentrating on production and sale of table tops are Marvel Manufacturing Company, Chicago; Marvel Billiard & Supply Company, Chicago; Monarch Coin Machines, Chicago; Eastern Novelty Distributing Company, Union City, N. J.; Champion Distributing Company, Chicago. The pool table manufacturing firms, including Valley, Edolite, Fischer and Kaye, also deal in table-top sales.

Bernie Rose, Baltimore Op, Dies Suddenly

BALTIMORE—The coin machine industry was saddened last week by the death of Bernie Rose, 46, former president of the Amusement Machine Operators' Association of Greater Baltimore.

Operators, manufacturers and distributors attended the funeral Wednesday (30) at St. Agnes Catholic Church. Rose died Saturday night (26) of a heart attack.

He had operated coin machines in the Baltimore area 15 years and was a partner with Peter Mongelli in Jacham Enterprises.

He leaves his widow and three small daughters.

WHO'S R.&S., THE RASCAL OF GAME OPS?

CHICAGO—Local game operators were moderately enraged over the past few weeks when an alleged firm by the alleged name of R&S sent high-pressure sales circulars to tavern owners throught the city.

The circulars claimed that the firm was prepared to move a new 14-foot bowling alley game into the location on a straight 50-50 split arrangement.

Actually, little has come of the offer, other than that it has precipitated much bad feeling among operators. Only one operator has claimed that he actually has lost a location to the firm.

Still, the effect was serious enough for one distributing firm, World Wide Distributors, to offer a reward of \$5,000 to anyone that could identify R&S as connected with the distributing firm. There had been apparently unbiased rumors that World Wide was the culprit. Meanwhile, operators here still wonder who the rascals are.

CIAA Ops Back 60-40 Split on Newer Games

CHICAGO—Chicago's amusement game operators agreed with a resolution that new equipment put on location be placed on a 60-40 collection split in favor of the operator.

Sam Greenberg, president of the Chicago Independent Amusement Association, meeting last January 29 at the Congress Hotel, told over 60 operator members present that "a higher commission split is necessary to coming out ahead on new equipment purchases."

Greenberg stressed the fact that new games, especially the new long-alley bowling units, are higher priced than ever before, and that operators must take steps to overcome the added costs of operating by boosting commission splits in their favor. "An operator can't come out ahead with the customary 50-50 split on one of the new bowling games," said Greenberg.

A high point of the meeting was the announcement that the association now has 69 paid-up members, a new high mark for the group, and that expectations are that nearly all local operators will eventually work together thru the association. Officers of the group said that already a majority of the city's operators are members of CIAA. The group recently signed a contract with the Electrical Workers' Union.

Election Due

Main business of the January meet was the appointment of an election committee to pick a list of probable candidates for the 1957 slate of officers and directors. On the committee are Lew (Colonel) Lewis, Murray Holland and Bob Street. At the next meeting operators are expected to vote on the candidates picked by the committee and other candidates nominated from the floor.

Milton T. Raynor, who has served the group for a year as its legal counsel, said that because of "plans of wider scope within the industry" he had decided to resign from his CIAA post, but that he would continue to work in the

(Continued on page 87)

Chi Coin Preps 14-Footer Bowler

CHICAGO—Chicago Coin Machine Company plans to enter the long-alley bowling field sometime this month with 14-foot and 11-foot models of a new game, Bowling League.

Ed Levin, director of sales, said that the game would be shipped about mid-February.

The game will have the fly-away pins used with other long-alley games now on the market. In addition, it will have other authentic-type bowling features. It will operate on the regular 300 score arrangement.

Chicago Coin is currently in shipment on its Deluxe Skee Roll game, a target-bowler available in 11 and 13-foot models.

he carries in the pool game line. Bumperless playfields, he said, were in good demand.

Charley Pieri, Monarch, said he was shipping two and four-hole tops to all parts of the nation, but that orders had dropped off from the 1956 level.

Salt Lake Pin Case to Move To High Court

SALT LAKE CITY—The Salt Lake City pinball controversy is expected to move to the Utah Supreme Court.

Only a week after Third District Court Judge Stewart Hansen ruled that the Salt Lake City ordinance banning pinball machines was unconstitutional (The Billboard, January 26), the city launched the next step in the fight.

The City Commission ordered the City Attorney to launch an appeal to the Utah Supreme Court. Attorneys were preparing briefs to present to the Supreme Court. A decision may take months.

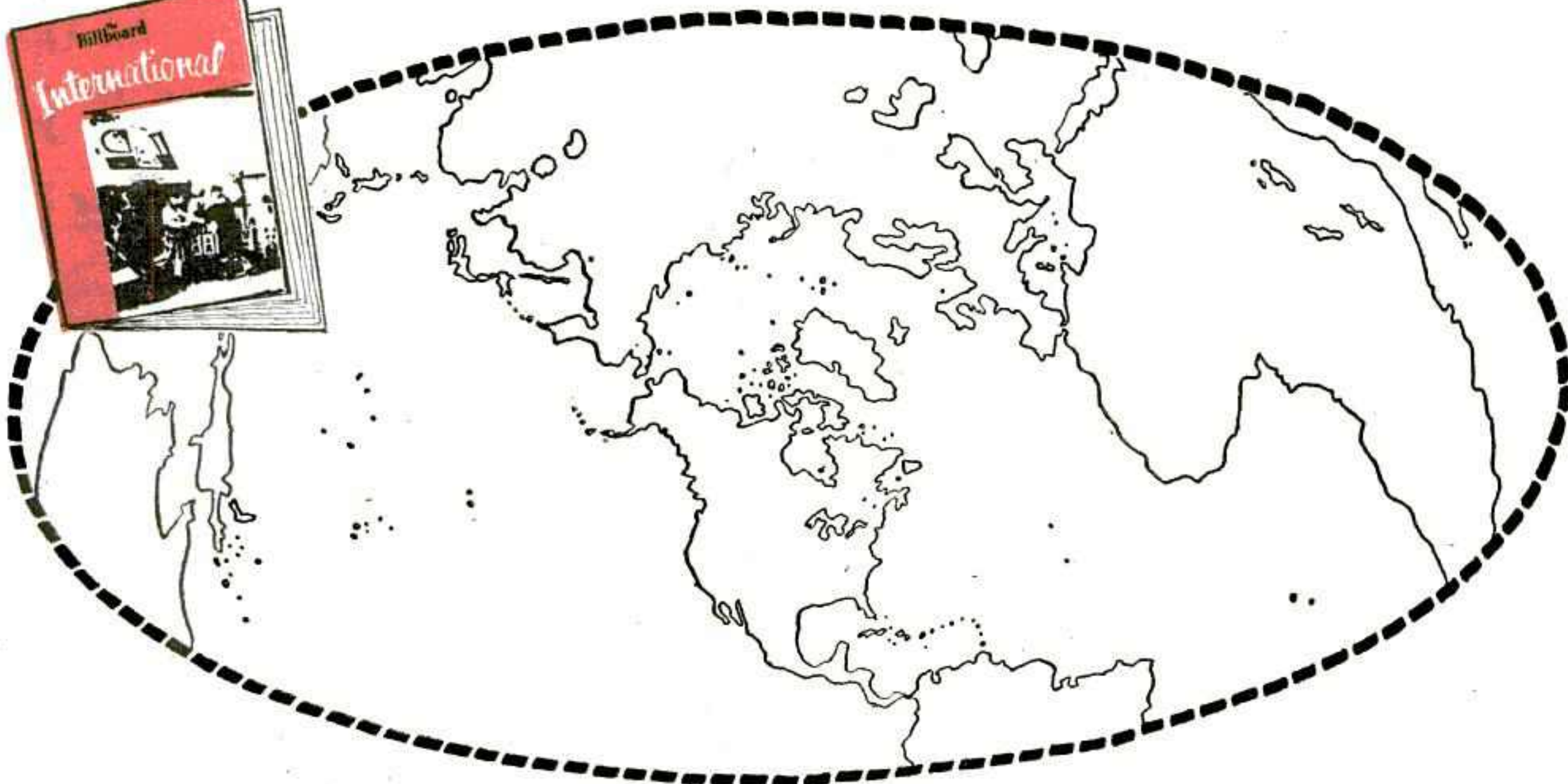
In his January decision, Judge Hansen stated that the city had gone beyond the power given it by State law. He noted that under the statute, the city may regulate and suppress certain items, one of which are pinballs, but that the law makes a distinction between "prohibiting" and "suppressing."

Capitol Uses Spanish Sound Tracks for Latins

NEW YORK—Capitol projectors is currently producing sound tracks for Midget Movies and Drive-In Movies in Spanish for the Latin American trade, according to Sam Goldsmith.

Goldsmith explained that he has recently negotiated with Horacio Garcia, a San Juan, Puerto Rico distributor, for distribution in Central and South America.

About 150 of Capitol's coin-operated movies are currently on lo-



CHARTING THE COURSE TO WORLD SALES

PROGRESS—In 1956 U. S. produced more, sold more, built more and earned more for peaceful pursuits than in any previous year. It was a year of progress.

\$30,000,000 — It was a period in which U. S. exports only exceeded \$30,000,000 for records and coin-operated equipment. While world exports exceeded an estimated \$45,000,000.

MARKET — This clearly establishes the soundness of fast-developing world trade for

RECORDS and JUKE BOXES AMUSEMENT GAMES VENDING MACHINES

The **BILLBOARD INTERNATIONAL**, upon release of the February, 1957, issue, will be the newest trade magazine published by the veteran publishers of *The Billboard*. The new every-other-month publication will have the advantage of 63 years' experience . . . the editorial perception that comes with knowing the market . . . the penetration of selected circulation to 5,000 foreign trade origins in over 100 countries.

The **BILLBOARD INTERNATIONAL** offers sales cultivation in areas that seek export merchandise . . . merchandise that reflects the quality and ingenuity of U. S. craftsmanship.

The **BILLBOARD INTERNATIONAL** will be universally read and understood because it will be published in four languages: English, French, German and Spanish. Established publishing practices will enable advertisers in *The BILLBOARD INTERNATIONAL* to use any or all of these four languages at minimum translation fees.

In short, *The BILLBOARD INTERNATIONAL* will give advertisers international representation in "live" carefully selected trading areas. Begin your campaign in the first issue—February, 1957—and take advantage of the savings that are possible with consistent representation. Let *The BILLBOARD INTERNATIONAL* be your every-other-month sales agent in this world-wide "growth" market.

Advertising Closing Date for February Issue
February 8, 1957

GET YOUR AD IN TODAY

Get full details about this direct international sales "agent." Send coupon for descriptive folder or call your nearest Billboard office.



CHICAGO
188 W. Randolph St.
Central 6-8761

NEW YORK
1564 Broadway
PLaza 7-2800

HOLLYWOOD
6000 Sunset Blvd.
HOLlywood 9-5831

THE BILLBOARD INTERNATIONAL

188 West Randolph Street
Chicago 1, Illinois

I am interested in knowing more about the Billboard International. Send literature without obligation.

Name _____ Title _____

Company _____

Address _____

City _____ State _____

CLEARANCE SALE! CHALLENGER PISTOLS



Like new, with chrome floor stand and Bull's-Eye Target; one year old (1 1/2 or 5 1/2). **\$29.95**
 Complete in lots of 5 or more, \$39.95 lots of 1 to 4.

WOW! STAR SHOOTING GALLERY .. \$105.00
 SPORTLAND SHOOTING GALLERY .. 139.50
 (in good working order)

WHILE THEY LAST!

WILLIAMS CRANE \$159.50
 EX. SPACE PATROL..... 175.00

KIDDIE RIDES (Coin Operated). We Buy—Sell—Trade.
 Send us your list and requirements.

Export Inquiries Invited . . . All Prices F.O.B. Chgo. . . . All Phones: Uptown 8-1369.
CAROUSEL INDUSTRIES, INC., 2645 W. Lawrence Avenue, Chicago 25, Illinois

**Importers
 Operators
 Exporters**

You can buy with confidence from

**INTERNATIONAL
 SCOTT CROSSE**

- INTEGRITY • EFFICIENCY
- QUALITY • DEPENDABILITY

Ask for our used equipment price list and catalogs of:

Bally, Chicago Coin, Exhibit, Geneo, Gottlieb, United and Williams. In Music: Rock-Ola, Seeburg, Wurlitzer and AMI.

AVAILABLE FOR IMMEDIATE DELIVERY

Seeburg 100-A's Wurlitzer 1500-A's
 Seeburg 100-C's Wurlitzer 1700's
 Seeburg 100-R's Wurlitzer 1800's

WRITE FOR PRICES

**United Long-Alley
 To Be Shipped
 In Two Sections**

CHICAGO—Shipments of the United Manufacturing Company Bowling Alley, long-alley game, will be made in two sections, both sections fitting in a single crate. Bill DeSelm, sales manager, said last week.

When necessary, said DeSelm, the game may be taken apart at a point eight feet from the end and transported in two sections. This will accommodate those locations which currently can't place the long-alley game due to difficulty in getting the game thru the entrance of the establishment. It would further accommodate operators who use small trucks in moving the game to and from locations.

CIAA Ops Back

Continued from page 84

coin machine industry "for the good of all concerned."

Raynor outlined for the operators the system which will be used in the coming association election as provided under the bylaws of the CIAA. No new legal counsel has yet been appointed to fill Raynor's position.

**United Distribs
 Move to New Hdq.**

MILWAUKEE — United, Inc., Wurlitzer distributors for Wisconsin and Upper Michigan moved into new headquarters February 1. Harry Jacobs, Jr., head of United Inc., reports that the move will

provide the firm with about 2,000 additional square feet for show-room and warehouse purposes. "We are now also more centrally located to provide better service to our operator customers," he says. New plant includes a driveway into the basement and a handy loading ramp at the side of the building.

**WORLD WIDE—Worth Trying
 for Selling or Buying!**

**WANT TO BUY
 ALL TYPE BINGO GAMES!
 WILL PAY HIGHEST PRICES!**

SHUFFLES

Un. DLX. CAPITOL \$255
 Un. DLX. CLIPPER 235
 Un. DLX. LIGHTNING 215
 United BANNER 145
 C. C. HOLIDAY 175
 C. C. HOLLYWOOD 245
 Bally MAGIC 185
 Bally GOLD MEDAL 245
 Bally CONGRESS 425

ARCADE

C. C. HOCKEY \$295
 Genco STATE FAIR 375
 Genco WILD WEST 285
 United BONUS 245
 United CARNIVAL 195
 Exhibit SPORTLAND 155
 Williams CRANE 175
 Genco QUARTERBACK 275
 Wms. DLX. 4-BAGGER 325

**BEAT THE COLD!
 GET YOUR LOCATIONS HOT—
 GET FISCHER'S
 "6-POCKET POOL"
 DIMENSIONS: 41"x72"x32"
 PLAY KELLY POOL—ROTATION POOL—ETC.
 Exclusive Distributors in
 ILLINOIS, INDIANA, MICHIGAN AND EASTERN IOWA
 PRICED RIGHT! GOOD DELIVERY!**

Cable Address
 "GAMES,"
 Chicago

Terms: 1/3 Deposit, Balance
 Sight Draft.



GIVE TO DAMON RUNYON CANCER FUND

O. K. BUYS

WURLITZER
 MODEL 1800 \$825.00

WURLITZER
 MODEL 1700 675.00

SEEBURG
 MODEL 100-A 200.00

AMI MODEL B 75.00

**ANGOTT DISTRIBUTING
 COMPANY, INC.**

2616 PURITAN AVENUE
 DETROIT, MICHIGAN
 PHONE: UNIVERSITY 4-0773

WE NEED GAMES!

GOTTLIEB GAMES

- | | |
|--|---|
| GRAND SLAM
POKER FACE
QUEEN OF HEARTS
ARABIAN KNIGHTS
GREEN PASTURES
LOVELY LUCY
MYSTIC MARVEL
JOCKEY CLUB
HAWAIIAN BEAUTY
DRAGONETTE
DAISY MAE
GOLD STAR
LADY LUCK
DIAMOND LILL
TWIN BILL | GYPSEY QUEEN
SOUTHERN BELLE
SWEET ADD-A-LINE
TOURNAMENT
WISHING WELL
MARATHON
FRONTIERSMAN
EASY ACES
GLADIATOR
HARBOR LITES
DERBY DAY
TREADOR
CLASSY BOWLER
SEA BELLES
AUTO RACES |
|--|---|

**WILL PAY
 TOP
 DOLLAR-
 CASH-
 TRADE!
 Call or Write
 Collect!**

NATIONAL COIN MACHINE EXCHANGE
 1411-13 DIVERSEY BLVD. Phone: BUCKINGHAM 1-6466 CHICAGO 14

**OUR THANKS TO EVERYONE ...
 FOR YOUR WONDERFUL
 RESPONSE!**

Some Distributorships
 Still Available

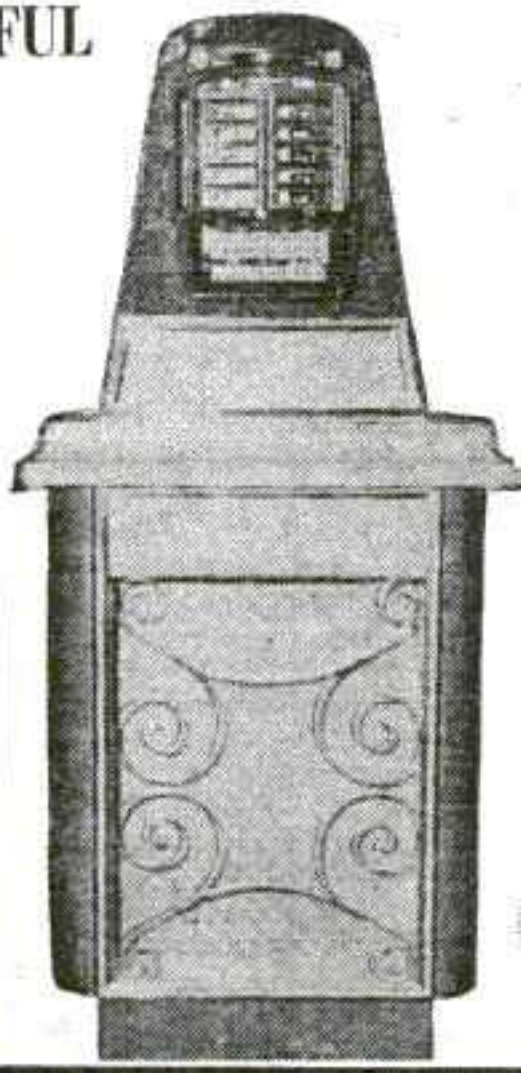
**REX'S
 Consolette**

"CONSOLETTA" will replace 4 to 8
 Wallboxes at a fraction of the cost

- USE WITH ANY MAKE MACHINE
- ANYONE CAN INSTALL
- 60" HIGH, 27" WIDE, 18" DEEP
- REMOTE CONTROL WITH VOLUME CONTROL
- WIDE SELECTION OF COLORS
- TOTAL WEIGHT WHEN PACKED FOR SHIPPING, 60 LBS.

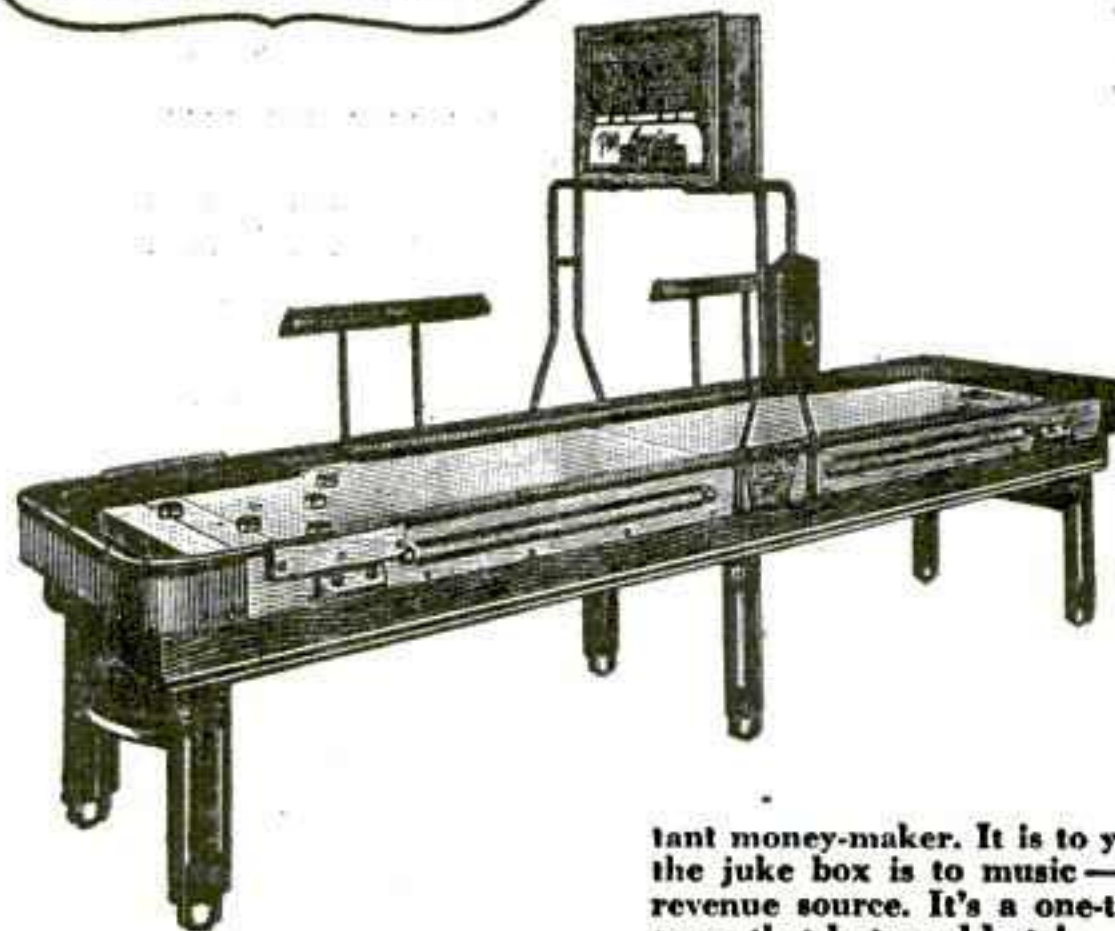
WRITE FOR COST & INFORMATION

REX
 COIN MACHINE DISTRIBUTING CORP.
 821 So. Salina St. Syracuse 3, N.Y.
 Phone: 2-8255



**AMERICAN
 SHUFFLEBOARD**

the lasting game!



In the past seven years, Mr. Operator, how much money have you invested in new games for each of your locations? How many different games have come and gone, in that time?

Did you know that an American Shuffleboard table, purchased in 1950, would still be right in the same spot — still making money for you! With shuffleboard on your route, you pay out less . . . you make more profit . . . and you'll keep right on making more profit! Shuffleboard has proven itself, has established itself over the years, as a steady and consistent money-maker. It is to your other amusement games, what the juke box is to music — a tested, legal, and ever-popular revenue source. It's a one-time investment that brings you a game that lasts and lasts!

Because of the permanency of shuffleboard, we're now able to offer you a 20-PAYMENT PLAN which permits you to start making money while these tables pay for themselves.

WRITE OR CALL US TODAY!

UNION 5-6633

American SHUFFLEBOARD COMPANY
 210 PATERSON PLANK ROAD, UNION CITY, NEW JERSEY

GET THE FULL FACTS!

over **67,000 ACTIVE BUYERS** read
 The Billboard Classified columns each week

WANTED
Late BALLY & UNITED BINGO GAMES
Late SHUFFLE ALLEYS
GUNS of All Kinds
GOTTLIEB & WILLIAMS PIN GAMES
— Send in Complete Lists —

SPECIAL
25 WURLITZER 1600 & 1650's
 Reconditioned—Exceptionally Clean
\$275 ea.



Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.

TRIMOUNT
 Remember IN NEW ENGLAND IT'S TRIMOUNT
 40 WALTHAM STREET
 BOSTON 18 MASS

John Tartaglia, County Enterprises, Port Chester, N. Y., was a 10th Avenue visitor last week. . . . Also on the Avenue were Cy Silverstein and Harold Rosenberg, United Games, Peekskill, N. Y. Cy, who broke his arm recently, has just had the cast removed.

WANTED
A-1 MECHANIC
FOR BINGO GAMES

- Work in Chicago area
- Salary: \$600.00 per month
- Regular hours
- Bonus
- Vacation
- Must have car

WRITE TO
BOX 875
 The Billboard
 188 W. Randolph Street
 Chicago 1, Illinois

PUT NEW LIFE INTO YOUR OLD POOL GAMES WITH...

ROTATION PLAYFIELD Regular Size
 Also available in Jumbo Size } **\$29.50**
4-HOLE BUMPERLESS RACK POOL TOP each
 Regular Size—(1 Hole in Each Corner)
 Above Tops Include Rack, Oversize Cue Ball and Instruction Card
 Rotation Balls, 1 to 10 Set \$18.50
 Kelly Bottle and Pans Set 2.25

POOL SUPPLIES

Cue Sticks \$1.50
 Chalk, Grosse 3.50
 Plastic Cups, red, white, yellow .50
 Plastic Bumpers, red or white. .50
 Anti-Warp Adjusters, set of two \$8.95
 Billiard Rail Brush, doz. 6.00
 Cue Repair Kit 4.95
 Write for complete list of parts.

MARVEL MFG. CO., 2845 W. Fullerton, Chicago 47, Ill. Dickens 2-2424

COIN MARKET PLACE
 CLASSIFIED ADVERTISING

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS
 Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
 RATE: 20¢ a word—Minimum \$4.00.
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
 Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
 RATES: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER
 Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

ATTENTION, OPERATORS OF SANITARY VENDORS

Are you tired of finding your machines empty and no money in cash box? Our new "Shorty" 600 coin chute will solve your problems. Write today for full details.
HEATH SALES CO.
 P. O. Box 1445 Macon, Ga.

Used Coin-Operated Equipment

CIGARETTE—CANDY—COFFEE—CIGAROMAT
 —FACTORY DISTRIBUTORS—

U-Select-It Candy & Coffee, Cigaromat Gum & Cigar Machine, Royal "17" and Mercury Cigarette Machines, Watling Scales, Whites Latex & Comb Machines. Write for information and prices.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas
FOR SALE—DAHLBERG COIN RADIOS, 10¢ per hour; under-pillow Speakers for hospitals; used. Box M-185, c/o Billboard, Cincinnati 22, O. np
FOR SALE—WURLITZER 1100 CONVERTED to 45 RPM, \$75; Wurlitzer 1400 converted to 45 RPM, \$150; Wurlitzer Wall Box Model 5204, like new, \$25. Send ¼ deposit. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. fe16

FOR SALE—2 BERT MILLS 500, \$175; 2 D-52 Spacards, \$350; 1 Stoner Coffee 300, \$148; 1 Bert Mills M-54, \$250; 5 Stoner, 8-col., pre-war, \$80; 1 Keeney Cigarette, \$90; 1 6-12 Smoke Shop, \$85; 1 Low Boy Smoke Shop, \$95. All machines in working order. F.O.B. Macon, Ind. H. D. Dwyer Co. fe16
MERCURY STRENGTH TESTER, 1/2 PLAY counter game, brand new. Sample \$28 or 10 for \$250. ¼ deposit, balance C.O.D. Ferral, 1525 Ann St., East Lansing, Mich.

SEEBURG JUKE BOX ELECTRIC PLAYER Pianos. Reconditioned, restored like new. Late rolls available. Lee Co., 934 N. Lancaster, Dallas, Tex. fe16

SHIPMAN DUPLEX STAMP MACHINES, \$10 each; Triplex, \$29.50 each. Like new. U.S.P. Waterbury 3, Conn. Folders directory, factory prices. mh3

VENDING MACHINES—PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1 Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts all in vacuum pack or bulk; Panned Candies, 1 Hershey's, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrappers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens new and used Vendors. Write for prices and order blank. King & Co. Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. fe23

6 BASEBALL PITCHING MACHINES AND Stall Equipment; worth new, \$18,000; will sell used, \$3,500 or take partner. 924 Bloomfield Ave., West Caldwell, N. J. fe9
75 AMERICAN PENNY WEIGHING AND Fortune Scales, late model in A-1 shape, must see to appreciate, \$100 each FOB. 3301-A Greenville, S. C. Phone 32579.

Wanted to Buy

SANDWICH AND PASTRY MACHINES— Give full description and lowest price. Box M-187, c/o Billboard, Cincinnati 22, O.

USED VENDING MACHINES WANTED— We will pay top price for your used Victor Toppers, Baby Grands, Acorn or Northwestern Gum and Capsule Machines. Write or call Graff Vending Supply Co., 2817 W. Davis St., Dallas 2, Tex. fe23

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-1fa

WANTED—SPARE PARTS FOR "STRIKES & Spares." Give details in letter to: Elnomar Arcades, 42-78 Hunter St., Long Island City, N. Y.

WANTED—45 RPM USED RECORDS, ANY amount, highest prices paid; give complete information first letter. Audio Record Service, 334 Ogiethorpe Rd., Jacksonville 11, Florida.

Write! Wire! —
Phone Us Collect!

FOR THESE LOW PRICED SPECIALS WITH
 THE FAMOUS DAVIS GUARANTEE
 (Available preset for 10c play if requested)

SEEBURG		AMI	
HF100R	\$769	G-200	Write
HF100G	669	E-120	\$439
100W	649	D-40	189
M-100C	539	WURLITZER	
M-100BL	419	1700	\$539
M-100B	395	1650	259
148ML	89	1217 HIDE-AWAY	119
ROCK-OLA		1100	89
1434	\$219		
1428	89		



SEEBURG 100-selection wall boxes are available at \$57.50. Chrome covers . . . new selection buttons and new instruction plates . . . backed by Davis 6-point Guarantee—(Canadian and American operators, wire or write for special volume prices).

\$57.50

Cable Address: "DAVDIS." 1/3 deposit required. Private Western Union wire.

Shoot-the-Bear \$85
 Coon Hunt \$85

Our Only Address In Europe
HOLLAND-BELGIE, EUROPE

403 Ave. Louise, Brussels
 Phone 47.66.63
 Cable Address: "Hobieuro-Bussels"
 All currencies accepted: Francs, pounds sterling, guilders, lire, marks, etc.

WORLD EXPORT

WESTERN EXPORT

DISTRIBUTING

Exclusive Seeburg Factory Distributor

738 Erie Boulevard East
 Syracuse 3, N. Y., U.S.A., Ph. 75-1631

Davis
 vis vis

Corp.

COINMEN YOU KNOW

Continued from page 76

a new boat. . . Bill Yedlin, local music and games operator, visited and parts. . . D. D. McClurg,

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	BEAUTY.....60

Immediate Delivery. 1/2 Deposit
FRANK MILLS, Mgr., Dept. R-6

Trevilian Enterprises, Santa Barbara, was in town buying equipment. . . Jack Leonard, of the Badger Sales Company parts department, drove into the city from his home in Reseda, Calif., in the snow. It marked the first time his children, Jeffrey, 6, and Ricky, 8, had ever seen snow falling.

- 2 1432 Rock-Olas
45 RPM\$110.00
- 1436 Rock-Ola
78 RPM 195.00
- 1436 Rock-Ola
45 RPM 220.00
- 3 1438 Rock-Olas ... 395.00
- 1 1700 Wurlitzer ... 395.00

COIN MACHINE SERVICE, INC.

ROCK-OLA DISTRIBUTORS FOR NORTHERN CALIFORNIA
422 Wilson St., Santa Rosa CALIFORNIA
Phone Paul Speer
Santa Rosa 1498
or write for prices

Aluminum De-Greased DISCS
CALL OUR PARTS AND SERVICE DEPARTMENT!

STANDARD HARVARD METAL TYPER, inc.

1318 N. WESTERN AVE. CHICAGO 22, ILL. • EV 4-3120

EXCLUSIVE FACTORY DISTRIBUTORS AMI-CHICAGO COIN-GENCO-EXHIBIT

BOWLERS

CC CHAMPIONSHIP	Write
CC BONUS SCORE	\$275.00
CC TRIPLE STRIKE	235.00
CC FIREBALL	195.00
CC FEATURE FRAME	125.00
CC SUPER FRAME	110.00
CC ADVANCE	95.00
CC CRISS CROSS BOWLER	110.00
CC MIAMI SHUFFLE	95.00
UN. SUPER BONUS	325.00
UN. CAPITAL	275.00
UN. CLIPPER	235.00
UN. LIGHTNING	195.00
UN. RAINBOW	110.00
UN. ROYAL	75.00
EX. RINGER BALL	Write

WANTED

UNITED TARGETTES, COMETS, VENUS; SEEBURG B-C-G-R; ALL BALLY BINGOS FROM BIG TIME & UP.

FOR SALE

UNITED REG. & BALLY ABC BOWLER. Priced right for quick sale. Write or call.

SPECIAL

SELECT-O-VEND TAB GUM VENDORS\$10.95
Quantity Discounts.

1/2 deposit with order, balance C.O.D. or sight draft

MONROE

COIN MACHINE EXCHANGE INC.
2423 Payne Ave. Cleveland 14, Ohio Superior 1-4600

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago BAyport 1-1616

MAKE IT FAST WITH



Williams

SHAMROCK

- 2-PLAYER 5-BALL NOVELTY
- Double "Number-Match"
- New "Extra Ball"
- BONUS SCORING

- 3 Thumper Bumpers
- 2 Cyclonic Kickers
- 2 Flippers

Available with Twin Chutes

FAST ACTION!
HIGH SCORES!



GET SHAMROCK NOW from your Williams Distributor!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

WE SHIP

all over the world

Demandez Notre Nouveau Gros Catalogue D'Export

SEND FOR BIG NEW EXPORT CATALOG!

Peda nuestro nuevo catalogo completo!

WURLITZER

1800.....(LIKE NEW).....WRITE

1700.....(LIKE NEW).....WRITE

AMI

6-200.....(LIKE NEW).....WRITE

EXHIBIT RINGER BELL.....Write
NEW CHICAGO COIN SKI-BOWL.....Phone
BALLY BALLS-A-POPPIN'.....Wire

Highest cash prices paid for your old Bingos, Bally, United, Chicago Coin, Gottlieb, & Williams 5-Balls.

Redd

DISTRIBUTING CO.

All Machines 100% Guaranteed!

298 Lincoln St., Allston 34, Mass.

ALgonquin 4-4040

Exclusive Distributors for
WURLITZER—BALLY—EXHIBIT—CHICAGO COIN

- ### GUNS
- GENCO
DAVY CROCKETT, NEW Write
STATE FAIR\$395
SKY ROCKET 295
WILD WEST, D. L. 295
NITE FIGHTER 135
- EXHIBIT
JUNGLE HUNT\$435
SHOOTING GALLERY .. 115
JET GUN 120
GUN PATROL 115
SIX-SHOOTER 110
DALE GUN 55
- UNITED
DELUXE CARNIVAL ...\$210
KEENEY
RANGER\$245
SPORTSMAN 195
- ### ARCADE
- Genco HY FLY,
New FOU SPECIALI
Wms. STAR SLUGGER \$375
Wms. STAR SLUGGER 258
Mutoscope K.O. CHAMP,
Floor Sample 345
Genco CHAMPION
BASEBALL 285
C.C. TWIN HOCKEY .. 285
United DERBY ROLL .. 225
C.C. STEAM SHOVEL Write
Wms. ALL STAR
4-PL. BASEBALL 175
SIDEWALK ENGINEER 168
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 118
Evans SAT-A-SCORE .. 108
Bally BIG INNING 95
Chi Coin GOALEE 95
TELEQUIZ (w/Film) ... 95
Scien. BATTING PRAC. 75
Amuse. BOOMERANG .. 65

WANTED!
BALLY BINGOS
GOTTLIEB and WILLIAMS FIVE-BALLS

FIRST

EVERYONE AT FIRST COIN MACHINE EXCHANGE STRONGLY RECOMMENDS Chicago Coin's NEW 6-PLAYER DELUXE SKEE ROLL FOR BIGGER and BETTER COLLECTIONS!

YOUR HEADQUARTERS for POOL GAMES

BRAND NEW GAMES—LATEST MODEL BUMPER POOL by CHICAGO COIN

SENIOR SIZE: 36"x60" ONLY \$125
PRICES SLASHED FAR BELOW COST!
ONLY GAME TODAY WHICH CAN PAY FOR ITSELF IN A FEW WEEKS!

SLATE POOL GAMES

FINEST RECONDITIONED TABLES WITH BRAND-NEW SLATE TOPS INSTALLED. Ready for Location. A real buy! \$125

REPLACEMENT TOPS

For those big earnings again!

FINEST SLATE TOPS

Regulation size 32"x48". Rubber-backed billiard cloth. Jumbo Plastic Bumpers\$67.50

RACK POOL TOPS

Best quality construction. 32"x48". Includes RACK and CUE BALL\$25.00
KING SIZE, \$10.00 additional.

4-HOLE RACK POOL TOPS

Bumperless model. Holes in corners. Regulation size 32"x48". Includes RACK and oversized CUE BALL\$29.50
(Runways, \$6.00 additional.)

SLATE TOPS FOR RACK POOL 2-Hole Rack Pool Model. 32"x48". Finest quality slate. Includes RACK and oversized CUE BALL\$67.50

SHUFFLES

- CHICAGO COIN
BOWLING TEAM ...\$285
*HOLLYWOOD 275
*ARROW 245
*THUNDERBOLT 245
BONUS SCORE 245
*PLAYTIME 195
FLASH 185
CRISS CROSS TRGT. 125
*GOLD CUP 115
ADVANCE 105
TRIPLE SCORE 75
DOUBLE SCORE 65
*NAME 55

- UNITED
SELECT PLAY\$295
*SUPER BONUS 335
*IMPERIAL 95
ROYAL 85
OLYMPIC 75

- KEENEY
*DIAMOND\$155
BIKINI 125
PACEMAKER 85
*DOMINO 65
CARNIVAL 50
10 PLAYER 50

*Indicates Match Play

5-BALLS

- GOTTLIEB
4-PL. SCOREBOARD ...\$305
D. L. SLUGGIN' CHAMP 185
SOUTHERN BELLE 175
SHINDIG 115
FLYING HIGH 85
SKILL POOL 75
SPOT BOWLER 59

CHICAGO COIN

- BLONDIE\$315

WILLIAMS
SEA JOCKEY\$75
HAYBURNER 75
EXPORT BUYERS!
Send for Price List and Literature.
Cable: "FIRSTCOIN"
—Chicago

Terms: 1/2 dep., bal. Sight Draft or C.O.D.

FIRST

COIN MACHINE EXCHANGE, INC.

1750 W. NORTH AVE. CHICAGO 27, ILLINOIS • Dickens 2-0500



NOW DELIVERING—UNITED BOWLING ALLEY, GOTTLIEB FLAG SHIP, FISCHER 6 POCKET POOL TABLES

SHUFFLE ALLEYS

Bally Blue Ribbon	\$250.00
Ex. Twin Rotation	125.00
C.C. Criss Cross	150.00
C.C. Hi-Speed	85.00
C.C. 10th Fr. Triple	45.00
Leader	110.00
League	125.00
Team Bowler	125.00
10th Frame	75.00
Genco Shuffle Pool	125.00
Un. Select Play	275.00
Un. Shuffle Pool	295.00
Bally A.B.C.	425.00
5th Inning	125.00
Crown Bowler	110.00
Criss Cross Bowler	125.00
Miami	195.00
Un. Regulation	425.00
Vogue	475.00

COUNTER GAMES

Adv. Shockers	\$22.50
Merc. Grips	25.00
Got. 3-Way	25.00
Grippers	25.00
Pop-Up	20.00
Kickers & Catchers	52.50

RIDES

Big Bronco	\$325.00
Bally Space Ship	275.00
Bally Champion	350.00
Drive Yourself	325.00
Dopey Duck	250.00
Elsie the Cow	225.00
Ex. Small Horse	150.00
Flying Saucer	250.00
Fire Engine	395.00
Lane Miss America	295.00
Lane Carousel	325.00
Locomotive	250.00
Midget Racer	250.00
Palomino Horses	295.00
Round the World	425.00
See Saw	225.00
Texas Merry-Go-Round	250.00
Thunderbolt Horse	225.00

WURLITZER DISTRIBUTOR



M. S. GISSER
Sales Manager

ARCADE EQUIPMENT

Atomic Bomber	\$125.00	Muto. Card Vendors	550.00
Auto Photo	1,495.00	Muto. Photomat	350.00
Bally Big Inning	85.00	Muto. Lord's Prayer	Write
Bally Defender	125.00	Muto. Voice Recorder	375.00
Balloonmat, P.S.	345.00	Oracle of the Sphinx with cards	150.00
2 Ft. Basketball	195.00	Panorams	325.00
Boomerangs	75.00	Pitch'm & Bat'm	175.00
Coon Hunt	85.00	Pop Sex	45.00
C.C. Hockey	75.00	Quizzer	95.00
Champion Hockey	125.00	Genco Rifle Gallery	175.00
Chester Pollard	85.00	Romance Indicators	150.00
Foot Ball	85.00	Silver Bullets	125.00
C.C. 2-Man Hockey	285.00	Shoe Brush Up	95.00
Dale Gun	50.00	Shoe Shine	150.00
Evans Bat-A-Score	145.00	Ex. Shoot'g Gallery	175.00
Flash Hockey	225.00	Sidewalk Engineer	175.00
Ex. Hi Ball	95.00	Skill Jump	45.00
Genco Quarterback	285.00	Silver Gloves	225.00
Genco Champion	275.00	Speedway Bombsite	195.00
Baseball	275.00	Keeney Sportsman	195.00
Harvard Metal	125.00	Telequiz	95.00
Typewriter	125.00	Spear the Dragon	125.00
Hayburners	75.00	Undersea Raider	125.00
Wms. Jay Filter	225.00	Un. Super Slugger	295.00
Ex. Jungle Gun	195.00	Foot Vibrator	150.00
K.O. Filter, F.S.	325.00	Genco Wild West	250.00
Keeney Air Raider	150.00	Wms. Crane	225.00
Keeney Submarine	125.00	Zodiac, new	395.00
Lite A League	75.00	Zingo	45.00
Liberator	75.00	Zodiac Vendors	89.50
Knotty Peaks	25.00		
Midget Movies	125.00		
3-D Movies	110.00		

CIGARETTE MACHINES

LEHIGH 12-Col.—NEW	
All Coin Combinations	\$235.00
EASTERN ELEC. TRICS, 12 Col.	
New	289.50
Mercury, 9 Col.	\$145.00
National 9th, used	95.00
National 9th	110.00
P.X., 8 Col.	85.00
Electro, 8 Col.	95.00
Mills 5-Col. Candy	45.00
Keeney 9-Col.	135.00
Electric	135.00
Rows 8-Col. Elec. Console, 25¢ & 30¢	95.00
MUSIC	
A.M.I. A-40	\$100.00
A.M.I. D-40	225.00
A.M.I. D-80	285.00
Seeburg 100-A	225.00
Seeburg A 100-45 R	250.00
Seeburg 200	Write
Wur. 1400	175.00
Wur. 1500	195.00
Wurlitzer	325.00

BINGOS

Beauty	\$ 45.00
Big Show	575.00
Broadway	385.00
Cabana	45.00
Caravan	310.00
Circus	50.00
Double Header	495.00
Gaiety	110.00
Hawaii	75.00
Leader	50.00
Miami Beach	225.00
Nile Club	450.00
Pixie	195.00
Saddle & Turf	195.00
Stars	45.00
Surf Clubs	65.00
Spot Lite	50.00
Star Dust	275.00
Tropics	45.00
Variety	110.00
Yacht Club	50.00

Export and Domestic Catalogs now available. Please write on your own letterhead.

CLEVELAND COIN MACHINE EXCHANGE

2029 PROSPECT AVE., CLEVELAND 15, OHIO
All Phones—Tower 1-6715

S. Taran Appoints Gorman Manager Jacksonville Hdqs.

MIAMI—Herbert Gorman has recently been named manager of the Jacksonville, Fla., branch of Taran Distributing, Inc. Appointment was announced by S. H. Taran, firm president.

In assuming the post, Gorman returns to the position he held for nine years prior to 1955. "We are sure the coin machine operators in Northern Florida and Southern Georgia, as well as his many friends in that part of the country, will be glad to know this," Taran added.

NEW! 4-HOLE BUMPERLESS RACK POOL PANELS

Fits all games. Hole in each corner. Reg. size, w/ rack and oversize Cue Ball. Panel only \$29.50 each

2-HOLE RACK POOL PANELS With Rack and Oversize Cue Ball \$25 each

Refinished Like New POOL TABLES Reg. Size \$125 • Jumbo \$175

New Rotation Balls, Per Set \$12.50
Peas, 1 thru 10, Per Set .45
Plastic Pea Bottles, Each 1.25
Oversize Cue Balls, Each 2.00
Triangle Racks, Each 1.25

Get Our List, New-Used Games, All Types
CHARLEY PIERI

MONARCH COIN MACH., INC.
2257 N. Lincoln Chicago 14, Ill.
Lincoln 9-3996-7

ROYAL DISTRIBUTING, INC.

Bright Light	\$35.00	Banner	\$155.00
Imperial	65.00	Team	115.00
Leader	95.00	Bonus Gun (Deluxe), United	\$240.00

ROCK-OLA DISTRIBUTORS

Ask For Ben Mackie or Harold Hoffman
3726 KESSEN AVE. CINCINNATI, O. MONTANA 1-5004

"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 1/2" Rotation Balls \$18.50
Playfield Cloth 9.50
Peas, 1 to 10, Per Set .45
Plastic Pea Bottles, Each 1.25
Triangle Racks, Ea. 1.25
Oversize Cue Balls, Ea. 2.00

SHUFFLES		GUNS	
CHICAGO COIN		UNITED	
*HOLLYWOOD	\$270	*SUPER BONUS	\$290
*TRIPLE STRIKE	270	*IMPERIAL	90
*ARROW	260	*ROYAL	80
*THUNDERBOLT	240	*OLYMPIC	70
*HOLIDAY	230	*STAR 10TH FRAME	55
*PLAYTIME	210	KEENEY	
*FLASH	190	*DIAMOND	\$160
*BOWLING TEAM	320	*BIKINI	130
*GOLD CUP	110	*PACEMAKER	80
*ADVANCE	100	*DOMINO	60
*TRIPLE SCORE	80	*CARNIVAL	50
*DOUBLE SCORE	70	*10 PLAYER	50
*NAME	60	*Indicates Match Play	

PURVEYOR Better Buys
DISTRIBUTING CO.

4322-24 N. WESTERN AVE.
CHICAGO, ILLINOIS
JUNIPER 8-1814

GOTTLIEB'S TWO PLAYER FLAGSHIP

6 TARGETS ADVANCE BONUS TO 250

TOP ROLLERS ROTATE SCORING FOR 5, 10 AND 50 POINTS

2 SUPER-POWERED FLIPPERS

AVAILABLE WITH TWIN CHUTES—ADJUSTABLE 3, 4 OR 5 BALL PLAY

CENTER SUPER HOLE SCORES 300 POINTS

ALTERNATING LITES SCORE DOUBLE BONUS

RED AND BLUE ROLLERS LITE TWO PAIRS OF POP BUMPERS FOR SUPER HIGH SCORE

CYCLONIC KICKERS LITE ALTERNATELY FOR HIGH SCORE

PROVEN MECHANISM—BEST BY TEST

D. Gottlieb & Co.
1140-50 North Kostner Avenue • Chicago 51, Illinois

BUY THE BEST... WE DO!
ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Subject to AMUSEMENT TAX Only!

Amusement Pinballs as American as Baseball and Hot Dogs!

LEADING ITEMS

WURLITZER MODEL 1800\$825.00
 WURLITZER MODEL 1700 675.00

BRADY DISTRIBUTING COMPANY

522 East Trade Street Charlotte, North Carolina
 Phone: Franklin 5-1714

OUR MUSIC IS GUARANTEED!

Rock-Ola Fireball . . \$275
 Wurlitzer 1250 165
 Wurlitzer 1500 275
 Wurlitzer 1100 125
 A.M.I. B 125
 A.M.I. D-80 295

**A.M.I.
 Model C**

A-1 Condition—
 Ready to
 Operate
\$125

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

**Coin Operators
 Add to Income
 With Tube Unit**

SEAFORD, L. I., N. Y.—Juke box and game operators are supplementing their route earnings by placing television tube-testing machines in retail stores, according to Alex Korn, of the Calex Manufacturing Company, here.

Korn's firm makes the E-Z Tube Tester, a device which enables the customer to plug in a tube which he suspects is defective. A lighting panel tells him whether the tube is working or not. If the tube is defective, the storekeeper sells him one from the storage compartment at the base of the machine.

According to Korn, some 700 of the units are currently being operated by coin machine operators, mostly on drugstore locations. The operator pays the location a commission on the basis of gross sales.

Eastern distributors for Calex include Joe Young, New York; Si Redd, Boston, and Johnny Bilotta, Newark, N. Y. Most of the machine placements are in metropolitan areas, Korn said.

WANTED!
 EXHIBIT SHOOTING GALLERY or STAR SHOOTING GALLERY
 For Conversion to Sensational
HIT-A-MISS GUN
 Outright Purchase or Trade. State condition and price.
CAPITOL PROJECTOR CORP.
 580 10th Ave., N. Y. C. 36, N. Y.

Exclusive Distributors for
 AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

MICHIGAN OPERATORS . . .

**We Are Your Exclusive
 Distributor for**

WILLIAMS
 6-player
ROLL-A-BALL

CHICAGO COIN
 6-player
DELUXE SKEE ROLL

GENCO
 6-player
DELUXE SKILL BALL



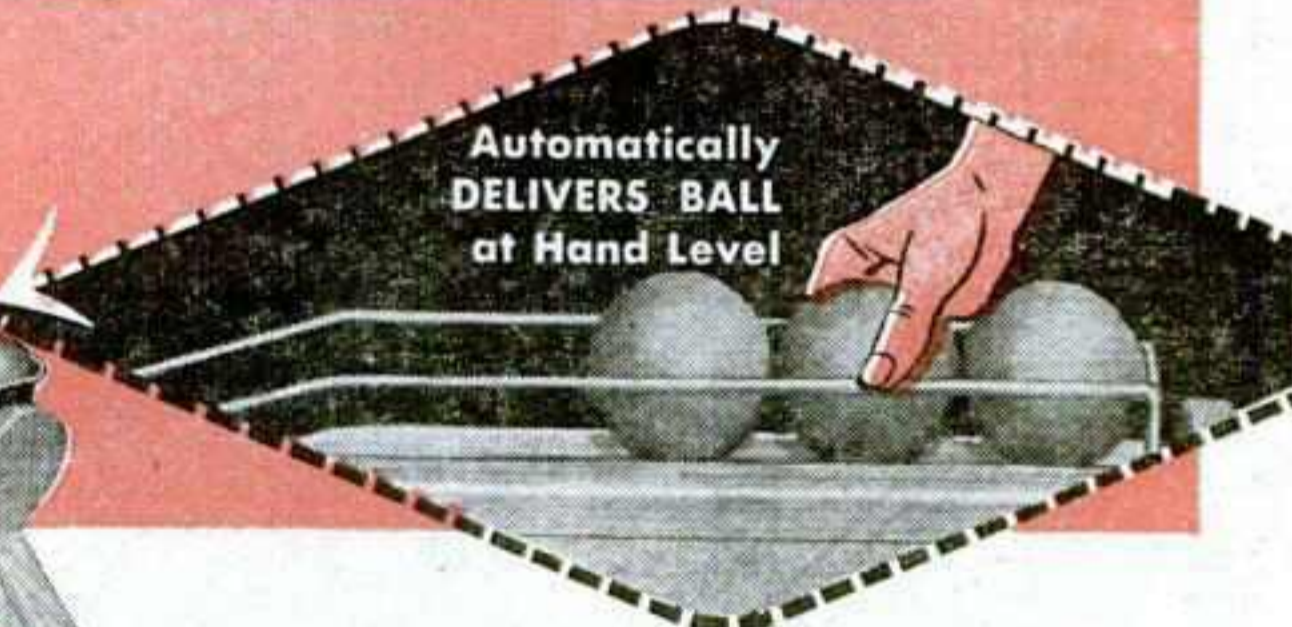
Miller-Newmark distributing company
 42 Fairbanks, N. W. 5743 Grand River Avenue
 Grand Rapids, Michigan Detroit, Michigan
 GL 6-6807 TYler 82230 — 82231

**NO STOOP...
 NO SQUAT!**



**GENCO'S OFFICIAL 6-PLAYER
 DE LUXE SKILLBALL**

NEW with Sensational
BALL RETURN!



Automatically
 DELIVERS BALL
 at Hand Level

**Making Sales History With All These
 EXCLUSIVE GENCO FEATURES!**

- ADJUSTABLE RAMP — for perfect play action in any location
- "SHOW-CASE" FRONT — newly designed of transparent, unbreakable Plexiglass
- SINGLE, DOUBLE, TRIPLE scoring
- LOCKED CASH BOX — prevents pilferage
- SOUNDPROOF BACKFIELD of everlasting, colorful Plastic Foam
- EXTRA BALL FEATURE on each frame
- LIFETIME PLASTIC CUPS

Easy to move . . .
 Easy to Service!

KEEP "ON THE GO" WITH GENCO!

SEE Your GENCO DISTRIBUTOR Today!

GENCO MFG. & SALES CO. 2621 N. Ashland Avenue
 Chicago 14, Illinois

CASH IN NOW RACK POOL PLAYFIELDS, BUMPERLESS

Immediate Delivery

Regular Size—32"x48" \$24.50
King Size—32"x66" 34.50

Specify Style

No. 1—Holes away from cushions for rebound play.
No. 2—Holes close to rails.

FREE: With each playfield, Deluxe Cue Ball, 2 1/4", and Triangle.

REGULAR STYLE BUMPER POOL REPLACEMENT PLAYFIELDS
Available in 2 or 3 hole at same prices as listed above.

No. 1 Grade Bumper Pool Cues, 48", \$36 val., Special Price, \$28.50 dz.
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 dz.
4-prong, walnut-stained butts. This is a real saving for top-quality cues. Don't foul yourself up with cheap cues. . . . ours will last twice as long.

GENUINE ROTATION POOL BALL SETS

REGULAR ROTATION POOL BALL SETS, Nos. 1-10, incl., 2 1/4" . . . Per set \$18.50

ARAMITH ROTATION POOL BALL SET, Nos. 1-10, incl., 2 1/4" . . . Per set \$19.75

Rule cards and instruction sheets packed with each set.

DELUXE CUE BALLS, 2 1/4" 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: MOnrce 6-8855

Marty Brownstein Out of Hospital

PHILADELPHIA—The Active Amusement Machine Company is a bit short-handed these days. Marty Brownstein, sales manager, is out of the hospital after being confined for a month, but he plans to rest up at home for a couple of weeks before returning to work.

Larry Ash is off on a Mexican tour, with stops at New Orleans and Acapulco. He plans to visit Miami Beach, Fla., on the way home.

Wife of J. Pieters, Mich. Distrib, Dies

KALAMAZOO, Mich.—Lorraine Pieters, wife of J. R. Pieters, King-Pin Equipment Company, amusement game distributors here, died January 27, in Mexico City, Mexico, while on vacation.

Pieters heads the firm with headquarters in Kalamazoo. King-Pin Distributing Company, an allied firm, is located in Detroit. The organization handles the Bally line.

Better Tone at Less Cost!
NEW CoMco HI-FI SPEAKERS
With Cross Over Network Built In.
HI FI Corner Model \$23.95
HI FI Wall Model 19.95
ORDER NOW AND SAVE!

CoMco
Extended Range
SPEAKERS
Wall \$11.95
Corner 15.95
Ceiling 11.95
"It's the BALANCED
Tone"

COVEN MUSIC CORPORATION

3181 North Elston Avenue Chicago, Ill. Phone: IN 3-2210
Cable Address: COVENMUSIK—1/2 Deposit, Balance C.O.D.

JOE ASH

says:



FOR SALE

Seeburg V-200's
Seeburg M100-C's
Wurlitzer 1700's
Wurlitzer 1800's

WRITE FOR
PRICES.
IMMEDIATE
DELIVERY

Exclusive Distributors for Wurlitzer, D. Gottlieb & Co.,
and Exhibit in S. Jersey, Del. and E. Penna.

ACTIVE AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30
REmont 7-4495
Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS

when answering ads . . .
Say You Saw It in The Billboard

A BIG MONEY WINNER!

Keene's 6 PLAYER

REGULATION SKEE-BALL

"BOWLETTE"

with **BONUS SCORING**
"EXTRA BALL" FEATURE

WHEN
MADE IN
ROTATION

1st Ball Scores 100 BONUS Points →

2nd Ball Scores 100 BONUS Points →

3rd Ball Scores 100 BONUS Points →

THIS BALL SCORES
100 EXTRA
FOR

30 POCKET

40 POCKET

50 POCKET

SHOOT AGAIN

Shooting ball into 50 Pocket in last frame gives player an extra ball as long as player continues to hit 50 Pocket!

Adjustable to: 5 Frame —
7 Frame — 10 Frame Play

Designed to Fit All Locations:

- 9-foot cabinet can be increased to 12 or 14 feet overall length.
- 14-foot cabinet can be reduced to 12 or 9 feet overall length.

WRITE — WIRE — PHONE —

J. H. Keene & CO., INC.
2600 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

New!
New!
New!

Plexiglass Showcase Front

Adjustable Playfield
9 Feet — 12 Feet — 14 Feet

Players Prefer
Keene's "BOWLETTE"

WANTED USED RECORDS

(Current Records Only!)
78 & 45 rpm—ALL TYPES
• WE PAY TOP PRICES
• WE BUY ANY QUANTITY
• WE PAY FREIGHT

MAKE CENTURY YOUR REGULAR
OUTLET FOR ALL USED RECORDS

CALL COLLECT: ORegon 7-0814-5
CENTURY CO.
626 East 14th St. N. Y. 9, N. Y.

NEW POOL GAMES

Genco, Regular Size\$125.00
Genco, King Size 125.00
Star Pool 125.00
Roto Pool 125.00
Spanish Pool 95.00
Baseball Pool 125.00
Pro Pool 145.00
Used Pool Games From \$50.00.

GRAPHOSKOP

World's Finest Coin-Operated
Telescope ...
Made in Germany. Deluxe const.
throughout. Guaranteed temper-
proof cash box. Write for literature.

UNITED BOWLING ALLEY
(14' and 11' Models)

Williams 6-Player
ROLL-A-BALL ★
Genco Deluxe 6-Player
SKILL-BALL ★

PORTABLE COIN COUNTERS

KLOPP Model D-2—Extremely Light
STANDARD-RAPID—Made in Germany
Try either one on a 30-day
money-back guarantee

BINGO Specials

Yacht Club\$65.00
Palm Beach 65.00
Beach Club 75.00

SALE BOWLERS

UNITED
HANDICAP Write
LIGHTNING\$225.00
SPEEDY 175.00
LEAGUE 125.00

CHI. COIN
SCORE-A-LINE\$295.00
BOWLING TEAM 195.00
BONUS SCORE 195.00
HOLIDAY 150.00
FEATURE 125.00
SUPER FRAME 100.00
SADDLE & TURF
(Club Model) 225.00
1/2 dep., bal. C.O.D. or S/D

JAM SOLOMONS - HARRY STEWARD
UNIVERSITY Coin Machine Exchange
858 No. High St. Columbus 8, OHIO
Tel: AXminster 4-3529

SHUFFLE GAMES

United Pool Alley \$295.00	Mars\$165.00
Regulation 375.00	Arrow 225.00
A.B.C. Bowler 365.00	11th Frame 175.00
"300" 270.00	Mercury 175.00
Capital, Match 235.00	Triple Strike 175.00
Clipper, High Score 215.00	Holiday 175.00
Bonus Score 225.00	Magic 150.00
Thunderbolt 205.00	Mainliner 150.00
Hollywood 215.00	Speedlane 150.00
Miami Shuffle 175.00	Ace, Match Score 150.00
Gold Medal 275.00	Banner, Mch. Score 150.00
Congress 375.00	Myatic 125.00
Lightning 185.00	Speedy, High Score 150.00
	Cross Cross Target. 125.00

5 BALLS

GOTTLIEB	GOTTLIEB
Gladiator\$295.00	Happy Days\$ 95.00
Tournament 275.00	Chinatown 75.00
Duette 225.00	Skill Pool 75.00
Southern Belle .. 175.00	
Sluggin' Champ .. 195.00	WILLIAMS
Twin Bill 175.00	PERKY Write
Mystic Marvel .. 135.00	SHAMROCK Write
Daisy Mae 150.00	Can Can\$245.00
Hawaiian Beauty. 135.00	Super Score 250.00
Arabian Nights .. 125.00	Race the Clock 225.00
Green Pastures .. 125.00	Wonderland 180.00
Shindig 115.00	Smoke Signal 175.00
Queen of Hearts. 110.00	Skyway 140.00
Pinwheel 110.00	Big Ben 135.00
Marble Queen ... 100.00	9 Sisters 110.00
Poker Face 100.00	Lazy Queen 110.00
Grand Slam 95.00	Scream 110.00
Harbor Lites 200.00	Grand Champ 95.00
Frontiersman ... 200.00	Jalopy 90.00
	Times Square 85.00
	Army-Navy 75.00

ARCADE

PEPPY THE CLOWN Write
AUTO PHOTO Write
WMS. CRANE, NEW Write
Grandma Horoscope, New \$495.00
Merry-Go-Round 275.00
Bull's-Eye Baseball 325.00
Champion Horse 395.00
Hi-Fly Baseball (New) 389.50
Star Slugger 325.00
Star Super Slugger 325.00
Twin Hockey 275.00
Muto. Photomatic (Prewar) 295.00
Space Ranger 295.00
Champion Baseball 250.00
Genco Quarterback 275.00
Set Shot Basketball 275.00
Muto. Football 275.00
Bally Moonride 250.00
King of Swat 250.00
2-Player Basketball 195.00
Thunderbolt Horse 275.00
Coin Recordio 175.00
Sidewalk Engineer 165.00
Silver Cloves 165.00
Major League Baseball 150.00
De Luxe Baseball 135.00
Undersea Raider 125.00
Goatee 99.50
4-Player Derby 99.50
Flash Hockey 99.50
Flying Saucer 99.50
Telequis 95.00
Exhibit Bronco 375.00
Drive Ur Self 475.00
DeLuxe 4 Bagger 345.00

GUNS

PIRATE GUN .. Write
DAVY CROCKETT..Write
State Fair\$395.00
Deluxe BONUS 275.00
500 Shooting Gallery 250.00
Jet Fighter 225.00
Carnival 195.00
Rifle Gallery .. 175.00
Sportland 175.00
Coon Hunt ... \$175.00
Sky Gunner ... 145.00
Nite Fighter .. 145.00
Bear Gun 145.00
Invader 145.00
Silver Bullet .. 125.00
Shoot'g Gallery 110.00
Anti-Aircraft .. 99.50
Space Gun 95.00
Mauser Pistol . 89.50
Dale Gun 85.00

PHONOGRAPHS

✓ Steam Cleaned
✓ Expertly Recond.

SEEBURG
HF 100 R\$775.00
HF 100 G 675.00
M 100 C 550.00
M 100 BL 465.00
M 100 B 445.00
V 200 Write
AMI
F 120\$475.00
E 120 450.00
G 200 Write
D 80 350.00

WANTED!

GOTTLIEB SUPER JUMBO AND JUBILEE
UNITED TEAM AND LEAGUE
WILLIAMS JOLLY JOKER—LATE BINGOS

Empire COIN MACHINE EXCHANGE
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

IT'S ON THE WAY...

chicago coin's Sensational

BOWLING LEAGUE

**The Most Exciting and Beautiful
Bowling Game You've Ever Seen!**

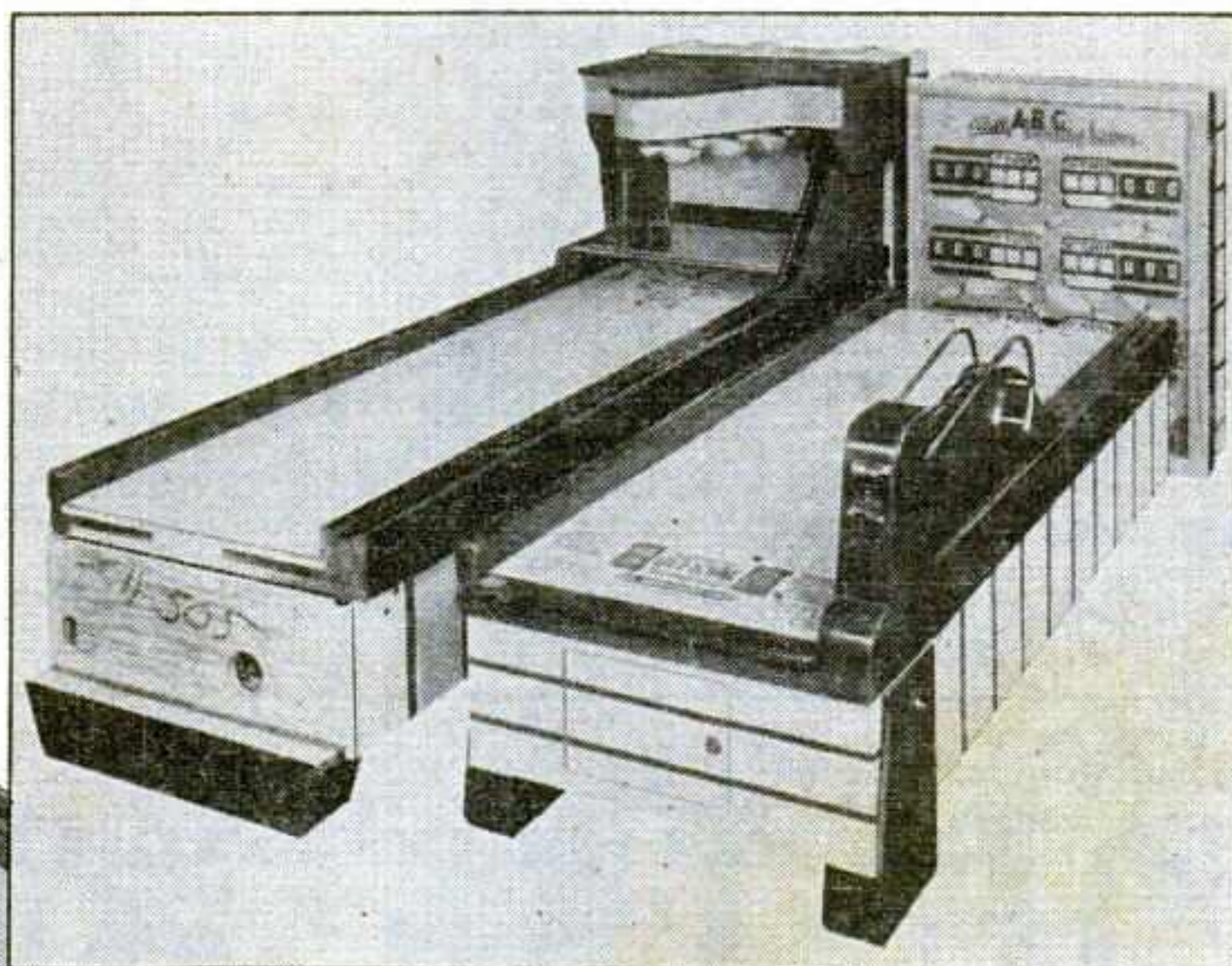
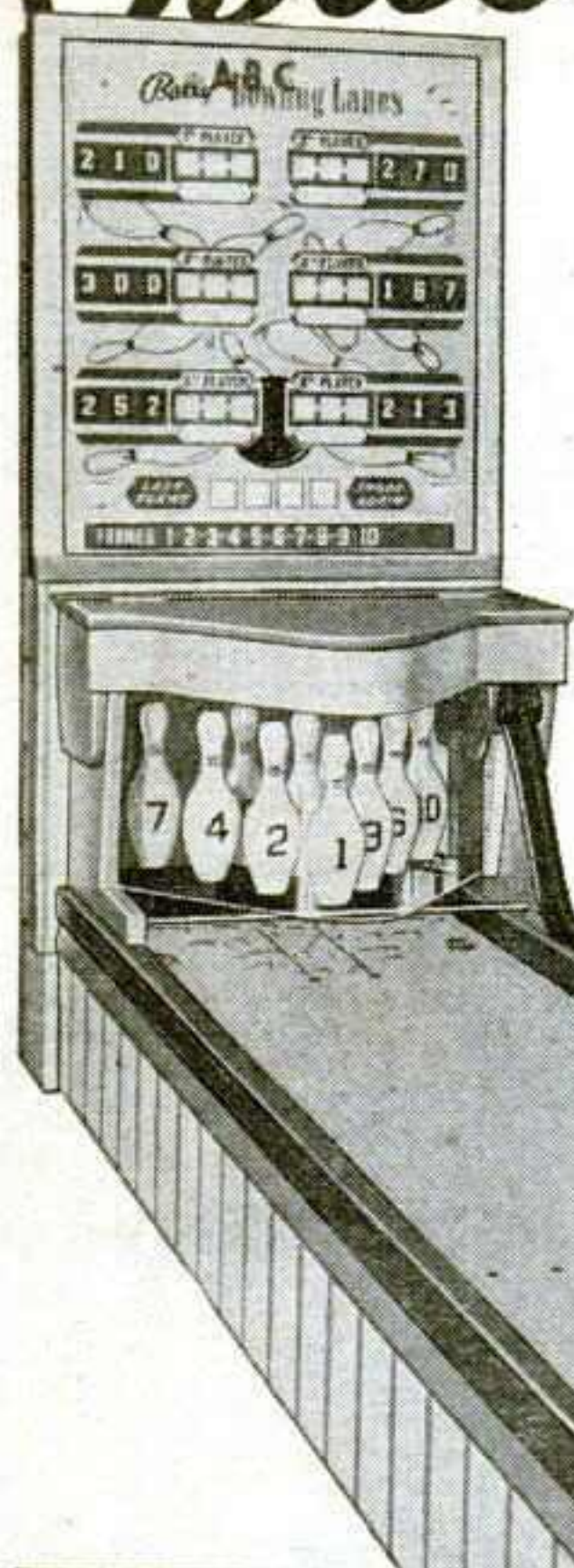
**NEW
FEATURES
GALORE!**

- Your choice of 2 sizes, 14 ft. 8 in. and 11 ft. 11 in. Made in 3 sections for easy handling)
- Fast Ball Return Rack!
- Genuine Gutters as in Real Bowling!

chicago coin MACHINE COMPANY • 1725 West Diversey Blvd., Chicago 14, Ill.

New **"E-Z-3"** easy-to-handle 3-piece construction simplifies installation, gets you in more spots with

Bally ABC Bowling Lanes



Now get bigger share of ball-bowling profits

BALLY ABC BOWLING LANES is now a bigger money-making bonanza than ever. New "E-Z-3" easy-to-handle 3-piece construction simplifies installation, opens thousands of additional gold-mine locations to record-smashing earning-power of ball-bowling.

ABC BOWLING LANES is actually easier to move into a spot than an 8 ft. shuffle-bowler. Each piece—front-alley, rear-alley, back-cabinet—is easily loaded on a truck, easily unloaded and moved into location, where the 3 pieces are easily and quickly attached—ready to earn the biggest profits in years.

Get ABC BOWLING LANES working for you now and be set for the biggest profit year you ever enjoyed. Order ABC BOWLING LANES from your Bally Distributor today.

PLAYED WITH 3 IN. BALLS
SPECIAL QUIET-ROLL COMPOSITION

SCORES AUTOMATICALLY TOTALIZED BY
OFFICIAL BOWLING RULES

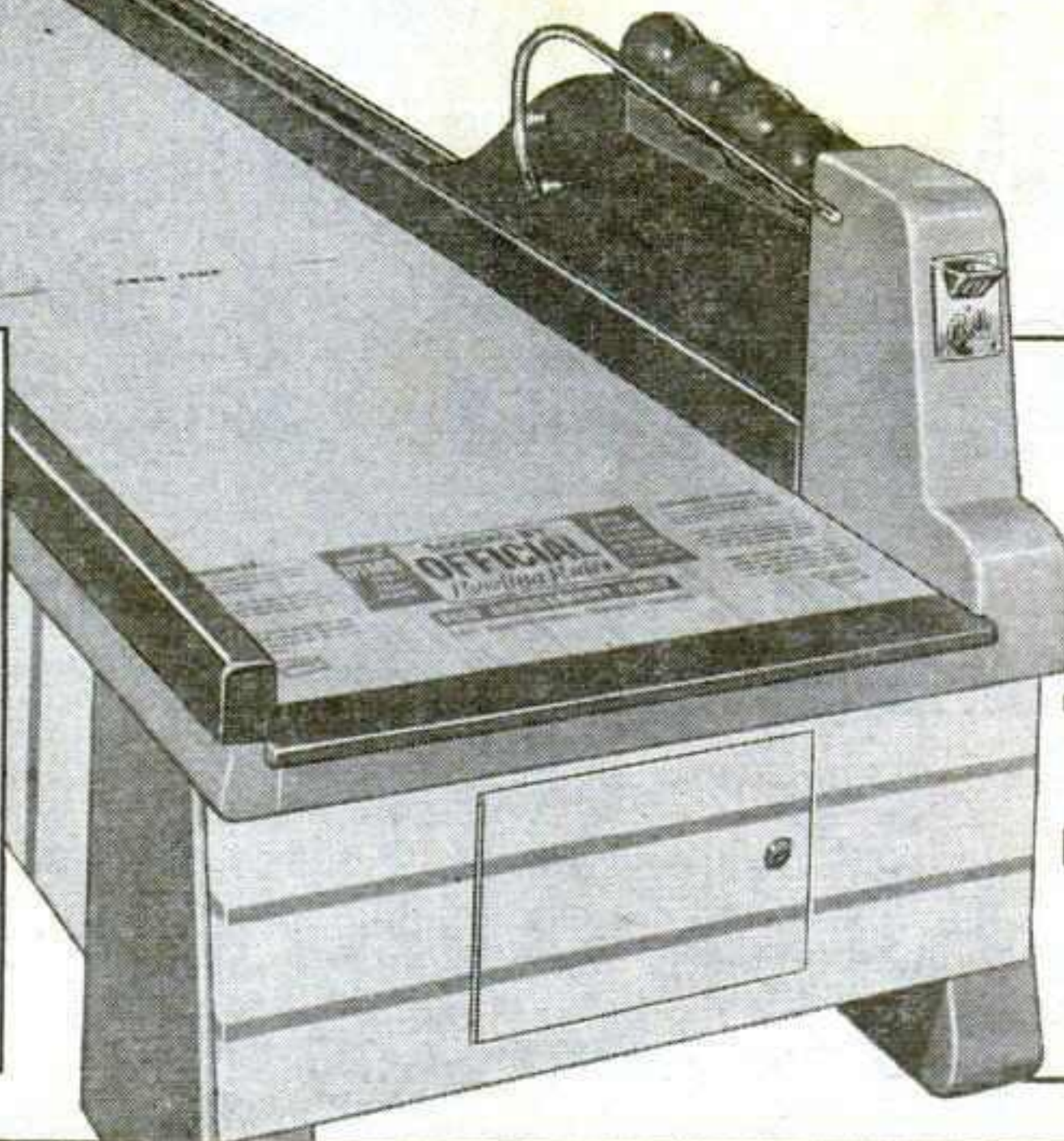
STRIKES - SPARES - SPLITS
REGULATION LEAVES • 7-10 PICK-UP

PLAYER CAN ROLL ALL REGULATION SHOTS
STRAIGHT BALL • HOOK BALL • BACK-UP BALL

1, 2, 3, 4, 5 or
6 CAN PLAY

2 POPULAR SIZES
14 ft. long - 11 ft. long

HIGH-SPEED LIGHT-UP TOTALIZERS
HIGH-SPEED PIN-SETTER
GIANT PINS

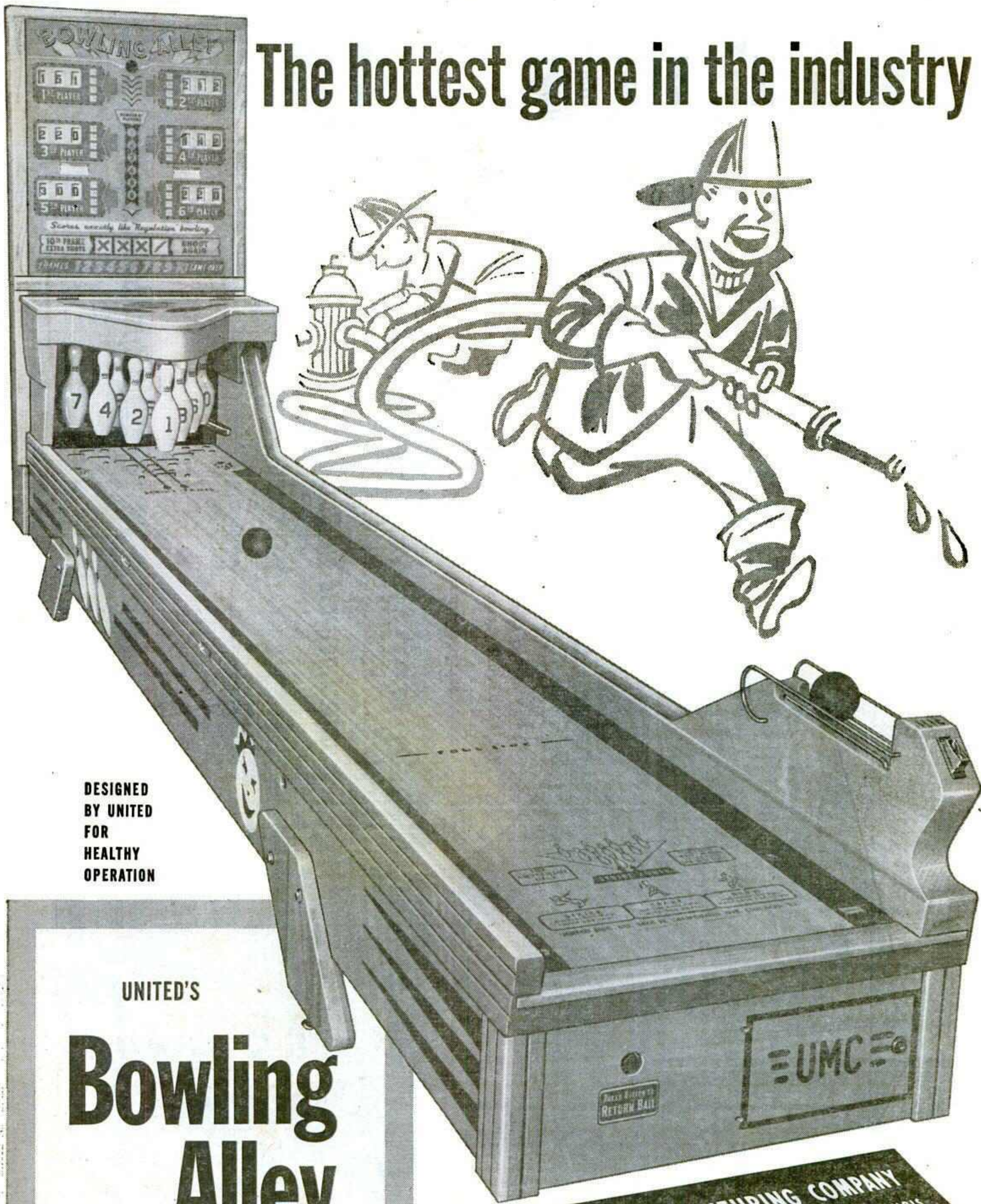


Now at your *Bally* distributor with Key West... Balls-A-Poppin'...
DeLuxe ABC Bowler... DeLuxe Congress Bowler... Pin-Pool... and Famous Bally Kiddie-Rides

Bally 25th Anniversary 1932-1957

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

The hottest game in the industry



DESIGNED
BY UNITED
FOR
HEALTHY
OPERATION

UNITED'S

Bowling Alley

SEE YOUR

UNITED
DISTRIBUTOR
AT ONCE!

UNITED MANUFACTURING COMPANY
 3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

AVAILABLE IN
14 FT. AND 11 FT. LENGTHS

Program properly with

"MUSIC FOR EVERYONE"

- Singles and
- E. P. Albums

Program profitably with

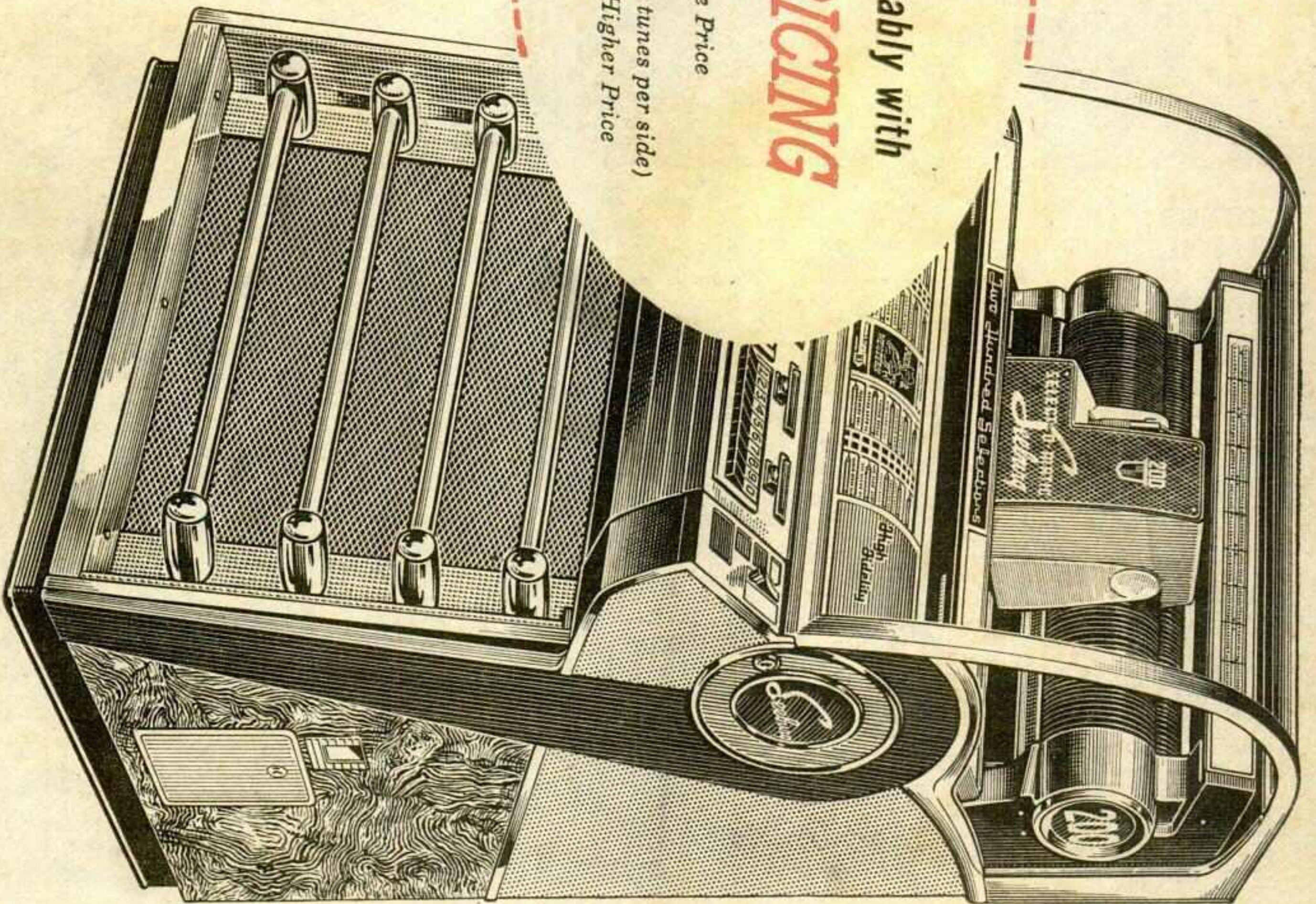
DUAL PRICING

- Program Singles at One Price
- Program Albums (2 tunes per side) at a Proportionately Higher Price

Program properly and profitably...

with the **SEEBURG V-200**

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