



The Billboard

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New Miniature Golf Fad Tees Off in U. S.

Less Spectacular Craze Than in 1930's; Courses Better Built, Easier to Operate

By CHARLIE BYENES

CHICAGO — Miniature golf, a craze that took the country by storm in the '30s, is again on the upswing.

While the growth in numbers is less spectacular on this second go-around, today's courses are better built and more soundly operated as sports entertainment enterprises.

At its pre-World War II peak, some 50,000 courses were in operation, most of them comparatively inexpensive and simply constructed. In comparison, today's 10,000 courses are laid out by experts and are geared for traffic and big grosses.

Profits from a well-located and operated course are sizable. The enterprises are more profitable, percentagewise, than any other type of golf facility and golf facilities of all kinds are in the top bracket of profit-producing recreation enterprises.

There is little operating expense. In most cases, one person can operate the course and one maintenance man can keep it in good condition with a few hours of care daily. Naturally, there is a certain amount of refurbishing at the beginning of each season.

\$10,000 Minimum

Today the aspiring businessman must lay out \$10,000 as the minimum for a course engineered by experts. The bulk of the new courses fall in the \$25,000 to \$30,000 class, not including the property, and some run as high as \$60,000.

A course ordinarily receives its heaviest play during the evening hours. Most operators estimate that capacity or near-capacity business is between 6 and 10 p.m. An 18-hole course can accommodate 18 foursomes at one time and the average 18-hole layout requires from 30 to 45 minutes to play. At an average of 50 cents per round, the revenue potential from an 18-hole course during four hours of any evening of capacity play, may

Pretty Putting In Glen Echo

GLEN ECHO, Md.—One of the most elaborate and costly miniature golf courses in the country is located here in Glen Echo Park, which serves amusement seekers from the Nation's Capitol.

Built on terraces, it has a channel of water running out of a pool at the top, which works a water wheel. The rivulets run along each terrace and at the bottom of the course the water drains off and is pumped back up to the top. It's attractive and picturesque, and in the summer gives off a cooling effect as well.

be expected to run as high as \$200. Many courses remain open well past 10 p.m. and others, thru promotion, have built up good afternoon traffic.

Typical of today's operation is the 18-hole course opened last July by Mickey Doolan as an addition to his successful Chicago area Kiddieland. Total cost for engineering and construction, including a wire fence, drainage, electricity and a colorful fountain, came to \$32,000.

Strong Start

The spot opened in late July, caught on immediately, and grossed \$1,750 in its first 10 days. Altho the course missed the spring and early summer weeks, Doolan expects to get his original investment back by the end of the 1957 season. Altho his big play came in the evenings, he also picked up an additional \$30 to \$35 each afternoon, and his concession business, mostly soft drinks, was another source of income.

While originally conceived as an aid to the serious golfer in practicing putting, the numerous and imaginative devices used to make miniature golf intriguing and attractive have taken it out of the category of a practice putting aid and made it a full-fledged game in itself. Today they appeal not only to the golfer and budding golfer, but number among their fans many men, women and children who will never hold a golf club, other than a putter, during their lifetime.

Fancy Holes Please

Some courses depend chiefly on the nature of putting surfaces; undulations, banked turns or dog-legs. More popular with the general public.

(Continued on page 51)



...and a big 1957 to all our friends everywhere from all of us at

The **Billboard**

ROSELAND TO MOVE TO NEW BIG DANCE CITY

NEW YORK — Roseland Ballroom, one of the nation's noted dance establishments, will move to a new, modern home shortly. The new venture, perhaps the most ambitious in years in the ballroom field, will be known as Roseland Dance City. Louis J. Brecker, managing director and owner of Roseland since its inception in 1919, has spent \$2,250,000 to construct the building and facilities for Roseland Dance City at 52d Street and Broadway, and during the next year expects to spend over \$250,000 on name band talent. Already set is Xavier Cugat, who is booked for two weeks starting January 10. The management is currently dickering with Lawrence Welk and Guy Lombardo for future dates.

Capacity of Roseland Dance City is 5,000, an increase of 3,000 over the old Roseland. An adjustable ceiling is now being installed, to be raised or lowered to achieve effects. The interior is especially suited for TV and radio broadcasting, and

(Continued on page 15)

Record Firm Rule of Thumb Slips From Fickle Public Pulse

1956 Pop Buyers With More \$\$ Go For the New; Hits From Anywhere

By GARY KRAMER

NEW YORK — While more money was spent on records in 1956 than at any time in history, the record buyer was not an easy sales target this year.

He was extremely selective and more unpredictable than usual; he seemed to know what he wanted, but record manufacturers couldn't always anticipate his demands, for the currents of taste often seemed to pull in several different directions simultaneously.

A study of the records that made The Billboard's national pop retail chart in 1956 shows that many of the buying "rules of thumb" of the past were of little help. The public was extremely receptive to new talents and new sounds, and often surprisingly callous to artists long entrenched in public favor. The hits this year seemed to come from everywhere, and this was a bonanza for enterprising independent labels.

'Chart Records'

In 1956, a total of 128 records hit The Billboard's national pop retail chart (The Billboard, January 7 thru December 22). An analysis of these chart records yields several interesting facts about this year's market. Before going into detail, it is important to make clear that a "chart record" is, simply, a record that was one of the nation's top 25 sellers in a given week.

Some records that never make the top 25 accumulate very impressive aggregate sales nevertheless, and the fact that they did not

make the chart does not mean that they were not extremely profitable retail items. "Chart records," however, are the hot records; they are the most talked about, the most played by disk jockeys and create most excitement on all levels of the industry.

The most impressive thing about the 128 chart records of 1956 is that they came from 38 different labels, as compared to 27 in 1955. The gravy from the pop singles business was spread around this year as never before. In the future, the accessibility of the charts will continue to be a strong incentive to the independent manufacturer. The "anybody can make it" philosophy is likely to be more widespread than ever.

RCA Victor, Columbia, Capitol, Mercury, Decca, Coral and M-G-M bagged only 68 of the 128 pop chart records in 1956, as compared to 82 out of 131 in 1955. Dot Records, which in the past has been listed in the independent camp, has been bucking hard for major status the past two years. In light of its chart performance both in 1955 and 1956, it would seem plausible now to acknowledge the fact that its expectations have been realized, at least as far as popular records are concerned.

Dot's Success

Dot shared with Mercury Records and RCA Victor the distinction of producing the largest number of chart records, each coming up with 14. RCA Victor hit with 12 singles and two EP's, totaling 14. (The placing of EP's on the pop charts was among the precedents Elvis Presley established). Columbia was right behind with

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NEWS OF THE WEEK

Sarnoff Says Gov't, Feature Films Intrusions Threaten Webs . . .

NBC President Robert Sarnoff characterized government investigations and feature films as the two greatest threats to network TV. He warned affiliates attending the NBC annual convention against committing too much money for feature libraries. . . . Page 2

15 Regional Sponsor Deals Point Up Syndicators' Busy Season . . .

Despite pressures from all sides, first-run syndication of TV film programs has been amazingly active in recent months, with no less than 15 major regional sponsors ready to debut new shows in the early weeks of 1957. . . . Page 8

Record Labels Seen Continuing Heavy Album Production in 1957 . . .

During 1957 there seems little likelihood of a cut-back in LP production. Most manufacturers have scheduled at least the same quantity—and in many cases more—of package output for next year; factors in their decision being the proven ability of dealers to absorb

LP's in quantity and the increased output of sets by phono manufacturers. . . . Page 14

RCA Victor Blueprints Plans for Simultaneous World Disk Release . . .

RCA Victor expects to tee off its "One World for Hits" next May. Victor execs Bill Bullock and Joe Carlton, just returned from a Continental inspection tour, indicate that the facilities have been set up for simultaneous release of a pop record in European, African, Australian and all American markets. . . . Page 15

DEPARTMENTS AND FEATURES

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Presley Top Hound Dog

NEW YORK—Elvis Presley, as could be no surprise to anyone, has had a larger number of records on the national pop retail chart this year than any other recording artist. Since January 7, four singles and two EP's by Presley have made this chart. Pat Boone chalked up five chart records, which was also an outstanding feat.

Artists who placed three disks on the national pop retail chart were Little Richard, the Platters, Patti Page, the Four Lads, Fat Domino, Bill Haley, Teresa Brewer and the Chordettes. Those who hit the chart twice included Nat Cole, Frank Sinatra, the Diamonds, Perry Como, Gale Storm, Nervous Norvus. . . .

CALL TO ARMS

NBC Execs Warn Affiliates Of Gov't, Features Intrusion

By SAM CHASE

MIAMI BEACH — The NBC affiliates, gathered here for their annual convention and the celebration of the network's 30th anniversary, were suddenly diverted from their revels by a virtual call to arms. The network's leaders alerted the stations to two dangers which, it was intimated, threaten the very existence of networking.

These most urgent problems, NBC brass constantly reiterated, confront not only their own network, but all webs, and require understanding and vision on the part of the affiliates. They are:

(1) Mounting governmental intrusion, via constant investigations, upon network operations. This could lead to eventual legislative action which, in the name of fighting bigness, might force the networks into dividing various web operations into separate companies. Such action, as for example, if the webs were forced to choose between operating the network itself or their owned stations, might very well cause the collapse of the chains.

(2) The burgeoning growth of feature film programming. It is feared that if network affiliates continue to spend vast sums of money for feature libraries, some may grow panicky about recouping their investments. This, in turn, could lead first to stations eliminating web shows from station option time, and perhaps even dropping network stanzas in the prime evening hours in order to assure the greatest possible return from the playing of the features.

Optimism

On a more peaceful and optimistic note, President Bob Sarnoff of NBC announced plans to provide

Aubrey Takes ABC-TV Post

NEW YORK — ABC-TV this week named James P. Aubrey Jr. to head up its programming and talent operation, replacing Bob Lewine, who has shifted to NBC-TV in a top programming post. Aubrey has resigned as manager of network programs for CBS-TV, Hollywood. Prior to that he was for four years general manager of KNXT, Hollywood, and head of the Columbia Television Pacific Network.

Aubrey is expected to headquarter on the West Coast, with frequent trips here, and supervise the network's programming operation from out there. No replacement has been named for his post by CBS-TV.

the first live programming ever produced specifically for educational TV outlets. Hailed by educators almost instantaneously, the plan encompasses three 30-minute shows weekly for a 13-week period starting in March, with another 13 weeks beginning next October. NBC will put more than \$300,000 into the effort. The Educational TV and Radio Center at Ann Arbor Mich., announced it would add shows on the other two week days,

thus assuring five days weekly of educational programming.

Also stressed were: NBC determination to wrest leadership in program popularity from CBS, both in terms of ratings and billings; stabilization of NBC's leadership team, with Bob Sarnoff to remain in his present post and not, as many rumors have had it, shift in the relatively near future to the

(Continued on page 9)

Affils' Nods and Nos On NBC's Policies

MIAMI BEACH—Altho there were no fireworks at either the closed or open sessions of the NBC affiliates during their convention here last week, there were some mutterings of unhappiness in the lobby and in the delegates' rooms. The main cause for concern was the heavy barrage laid down by NBC brass against film programming, with some affiliates also worried about new web moves into station time.

Basically, however, the session came off with a friendly feeling and no major gripes. Stations which do not agree with the network's stand on film are not too dismayed, since the final judge of local fare must be the station itself.

One affiliate explained the network's tough stand on film as deriving from a fear of defections from the web's line-up of certain shows in order to air features and syndicated programs. He cited WJAR-TV, Providence, which dropped "Hit Parade" recently for this purpose, as having caused furrowed web brows.

Some Surprise

Several expressed surprise that the network would take so strong a stand on affiliates' own programming prerogatives. "It's possible," one concluded, "that this is just another way of trying to get us to use more local live color."

An executive of a key station doubted that the issue of live vs. film is as clear cut as NBC topper put it. "It's possible for live shows and film shows to exist side by side," he said, noting that CBS-owned stations had done very well using features during local time, and that that web had been buying more — notably the M-G-M package — for its owned stations.

On the subject of station time, always a touchy one in network affiliate relations, several execs outspokenly asserted that the network would have to make concessions in other directions if they expected to

gain yet more station time. The newest NBC plan is to get the 7:15-7:30 p.m. strip for its news show, to enable 7:30-8 p.m. to be devoted to better entertainment stanzas.

Rest Assured

Apart from these subjects, the station execs seem inclined to accept happily the assurances from NBC that an all-out fight would be made to regain top position for the network in the rating and program battles.

NBC's program plans for the coming year were placed before the outlets during an open morning session on Friday, in which President Bob Sarnoff said the troublesome 7:30 to 8 p.m. strip would be juiced up with strong entertainment shows, provided the stations come thru with clearance.

In sponsored hours, Sarnoff noted, CBS now has a margin of only five hours per week, the smallest of the past four weeks. The answer to closing the gap is solid new programming, which can start early enough to provide NBC a jump on viewer loyalty next season. To this, NBC new programming hierarchy is devoting its attention.

'Tonight' Plan

Dick Linkroum, executive pro-

(Continued on page 11)

Bulova May Quit Gleason; CBS on Hunt

NEW YORK — Bulova is expected to pull out of its half sponsorship of the Jackie Gleason show, Saturday 9-10 p.m., on CBS-TV. The seasonal sponsor has asked for relief from the network, which is expected to try to find two advertisers as replacements.

They, together with Old Gold, which will remain as a bankroller, will give the show three sponsors for the remainder of its season. Bulova is also said to be giving a long look at Kenyon & Eckhardt as a replacement for McCann-Erickson, its current agency.

CBS-TV Sells Out Gator Bowl Grid

NEW YORK — CBS-TV has sold its December 29 Gator Bowl football clash between Pittsburgh and Georgia Tech.

R. J. Reynolds has bought half of the package. One quarter has been sold to Tums, and one quarter to Carter for its Rise shaving cream.

EDITORIAL

All to Viewers' Good

The development of strong new programming by NBC to fight feature films, as announced at their affiliates' convention in Miami Beach last week, should be welcomed by all who believe that the ultimate good is that which best serves the viewers. That NBC seems to regard film, and particularly features, as an unqualified evil is hardly pertinent.

What is important is that feature film programming apparently has won wide acceptance, both by stations and their viewers, as desirable and sometimes exciting program fare. This, in turn, has lit a fire under NBC. If better network programming is the result, offering viewers a wider choice, this can only serve to help raise the standards of programming in general.

The network can allay its own fears of losing network time to feature film on its affiliates by carrying thru its avowed intent to strengthen its program line-up everywhere. The effectiveness and immediacy of strong, live programming has never been denied. Yet many stations also will attest to the rating and income power of both syndicated and feature films.

It seems likely that a modus vivendi involving all types of programming can best serve the viewer. Stations certainly would be both unwise and unfair to eliminate, for example, network educational shows in favor of less exalted but more profitable programs. Nor are they apt to jeopardize a mutually necessary relationship with their networks in favor of a fast buck.

It therefore again seems to boil down to the key consideration of having every sort of programming available to the viewing public, with the choice left in the hands of the man who owns the set. Quickened competition, stimulating improved programming, may cause elimination of weaker, less worthy efforts. But the strong and important programs will survive, be they live network, syndicated film or features.

CBS Mulls Shifting Coast Program Sked Ahead Hr.

HOLLYWOOD — CBS-TV is considering shifting its entire West Coast schedule ahead an hour, and has started experimentally taping some of its programs on the Ampex Recorder to determine whether such a shift would be practical.

This would mean that the Western network sked would start at 6:30 p.m. instead of 7:30, and go off the air at 10 p.m. instead of 11.

According to network statisticians, this would have the effect of increasing the web's audience, since it's been found that peak viewing is reached an hour earlier on the West Coast than in the East. For the Western stations it would be a big advantage financially, since it would leave them with an hour of Class A time open from 10 to 11 p.m.

At present the Western sked is a checkerboard shuffle as compared to the East. On Monday, Tuesday and Wednesday network programming ends at 10 p.m., on Thursday at 11, and on other nights at 10:30. The 7:30-8 family strips runs 6:30-7 every night except Thursday, with a couple of the shows shifted to different days. Most of the 10-11 p.m. programs come in from 7 to 8 p.m., with a break from 7-7:30 some nights.

Thru use of the video tape recordings the net hopes to be able to kine the programs which it now brings in live from the East, thus enabling programming in the West to go on the air in the same order as in the East. This would eliminate problems created for and by advertisers who now sometimes find their shows hitting entirely

different audiences in the West and East, and would be especially important in the summer during daylight saving time.

It's understood that the web is now taping and airing random programs to obtain viewer reaction, if any, and that so far results have been highly favorable.

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A.R.B. NETWORK RATINGS for November

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

ARB Audience Composition Studies

Adventure, Mystery, Westerns

NOVEMBER RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	Dragnet	29.6
1.	L&M (NBC)	28.3
2.	Robn Hood	28.3
	Johnson & Johnson, Wildroot (CBS)	
3.	Lassie	27.6
	Kellogg, Campbell (CBS)	
4.	Wyatt Earp	27.4
	Gen'l Mills, Procter & Gamble (ABC)	
5.	Line-Up	26.4
	Procter & Gamble, Brown & Williamson (CBS)	
6.	Zane Grey	26.1
	Gen'l Foods (CBS)	
7.	Gunsmoke	24.2
	Remington Rand, L&M (CBS)	
8.	Crusader	22.9
	Colgate, R. J. Reynolds (CBS)	
9.	Adventures of Jim Bowie	21.8
	Amer. Chicle, Chesbrough-Ponds (ABC)	
10.	My Friend Flicka	21.0
	Colgate (CBS)	

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	77th Bengal Lancers	.94
	Gen'l Foods (NBC)	
2.	Bold Journey	.92
	Ralston-Purina (ABC)	
3.	Wyatt Earp	.90
	Gen'l Mills, Procter & Gamble (ABC)	
3.	Gunsmoke	.90
	Remington Rand, L&M (CBS)	
5.	Circus Boy	.89
	Reynolds Metals (NBC)	
6.	Broken Arrow	.88
	Gen'l Electric (ABC)	
7.	Dragnet	.85
	L&M (NBC)	
8.	Zane Grey	.82
	Gen'l Foods (CBS)	
8.	Crusader	.82
	Colgate, R. J. Reynolds (CBS)	
10.	Buccaneers	.81
	Sylvania (CBS)	

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Dragnet	1.10
	L&M (NBC)	
2.	Wire Service	1.06
	R. J. Reynolds (ABC)	
3.	Line-Up	1.04
	Procter & Gamble, Brown & Williamson (CBS)	
3.	Gunsmoke	1.04
	Remington Rand, L&M (CBS)	
5.	Crusader	.98
	Colgate, R. J. Reynolds (CBS)	
5.	Broken Arrow	.98
	Gen'l Electric (ABC)	
7.	Wyatt Earp	.94
	Gen'l Mills, Procter & Gamble (ABC)	
8.	Lassie	.93
	Kellogg, Campbell (CBS)	
9.	Zane Grey	.90
	Gen'l Foods (CBS)	
10.	Bold Journey	.87
	Ralston-Purina (ABC)	

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Fury	1.88
	Borden, Gen'l Foods (NBC)	
2.	Tales of the Texas Rangers	1.68
	Curtiss, Gen'l Mills (CBS)	
3.	Wild Bill Hickok	1.56
	Kellogg (CBS)	
4.	Roy Rogers	1.50
	Gen'l Foods (NBC)	
5.	Rin-Tin-Tin	1.48
	National Biscuit (ABC)	
6.	Lone Ranger	1.43
	Gen'l Mills (CBS)	
7.	Lassie	1.42
	Kellogg, Campbell (CBS)	
8.	My Friend Flicka	1.29
	Colgate (CBS)	
9.	Lone Ranger	1.29
	Gen'l Mills, Swift (ABC)	
10.	Circus Boy	1.21
	Reynolds Metals (NBC)	

Network Drama Shows

NOVEMBER RATINGS		
Rank	Show, Sponsor & Web	Rating
1.	Playhouse 90	41.1
	Singer, Ronson, Bristol Myers (CBS)	
2.	G.E. Theater	36.0
	Gen'l Electric (CBS)	
3.	Climax	34.8
	Chrysler (CBS)	
4.	Alfred Hitchcock	32.9
	Bristol Myers (CBS)	
5.	The Millionaire	29.2
	Colgate (CBS)	
6.	Robert Montgomery Presents	28.1
	Schick, Johnson's (NBC)	
7.	Jane Wyman	28.0
	Procter & Gamble (NBC)	
8.	Loretta Young	26.3
	Procter & Gamble (NBC)	
9.	Playhouse of Stars	25.8
	Schlitz (CBS)	
10.	Lux Video Theater	23.8
	Lever Bros. (NBC)	

AMONG MEN		
Rank	Show, Sponsor & Web	Men Per Set
1.	Goodyear Playhouse	1.07
	Goodyear (NBC)	
2.	G.E. Theater	.99
	Gen'l Electric (CBS)	
3.	Alfred Hitchcock	.96
	Bristol Myers (CBS)	
4.	Big Story	.92
	Vick, American Tobacco (NBC)	
5.	Playhouse 90	.90
	Singer, Ronson, Bristol Myers (CBS)	
6.	The Vise	.87
	Sterling Drug (ABC)	
7.	Navy Log	.86
	U. S. Rubber (ABC)	
7.	Loretta Young	.86
	Procter & Gamble (NBC)	
9.	On Trial	.84
	Lever, Campbell (NBC)	
10.	Circle Theater	.83
	Arring (NBC)	

AMONG WOMEN		
Rank	Show, Sponsor & Web	Women Per Set
1.	Playhouse 90	1.19
	Singer, Ronson, Bristol Myers (CBS)	
2.	The Vise	1.16
	Sterling Drug (ABC)	
2.	G.E. Theater	1.16
	Gen'l Electric (CBS)	
2.	Alfred Hitchcock	1.16
	Bristol Myers (CBS)	
5.	Climax	1.14
	Chrysler (CBS)	
6.	Kraft TV Theater	1.12
	Kraft Foods (NBC)	
6.	Studio One	1.12
	Westinghouse (CBS)	
8.	The Millionaire	1.11
	Colgate (CBS)	
8.	Goodyear Playhouse	1.11
	Goodyear (NBC)	
8.	Crossroads	1.11
	Chevrolet (ABC)	

AMONG CHILDREN		
Rank	Show, Sponsor & Web	Children Per Set
1.	Confit	.80
	Chesbrough-Ponds (ABC)	
2.	Crossroads	.76
	Chevrolet (ABC)	
3.	Navy Log	.69
	U. S. Rubber (ABC)	
4.	West Point	.58
	Gen'l Foods (CBS)	
5.	Noah's Ark	.57
	Liggett & Myers (NBC)	
6.	The Vise	.47
	Sterling Drug (ABC)	
7.	G.E. Theater	.45
	Gen'l Electric (CBS)	
8.	Du Pont Cavalcade Theater	.44
	Du Pont (ABC)	
8.	Playhouse of Stars	.44
	Schlitz (CBS)	
10.	Climax	.43
	Chrysler (CBS)	
10.	The Millionaire	.43
	Colgate (CBS)	
10.	Goodyear Playhouse	.43
	Goodyear (NBC)	

Orson Welles In NBC Deal

NEW YORK—NBC-TV is negotiating a deal with Orson Welles which would see him sign a contract accenting his versatility. He would be signed as a producer,

director, writer, actor and narrator. One of Welles' program ideas concerns itself with an interview show completely different from anything now presented. Welles has already produced a TV dramatic series on film for Desilu, which is not included in the deal. It has been well received, but the price asked reportedly has blocked the sale.

STORER BUYS MARLIN TEAM

MIAMI—There's one way to help develop summer programming, and that's to go out and buy yourself a baseball team. That's what George Storer has done, in effect, with his purchase of the Miami Marlins of the International Baseball League. Storer operates WGBS and WGBS-TV, here; WSPD and WSPD-TV, Toledo; WJW and WJW-TV, Cleveland; WJBK and WJBK-TV, Detroit; WAGA and WAGA-TV, Atlanta; WBRC and WBRC-TV, Birmingham; WWVA, Wheeling, W. Va.; KPTV, Portland, Ore. He also publishes the Miami Beach Sun.

NBC Weighs Spec Material

NEW YORK — To fill the half dozen open spectacular dates for the remainder of the season, NBC-TV is considering Bernie Wayne's musical version of "Cyrano de Bergerac" and the Burton Lane-E. Y. Harburn-Eddie Davis Broadway hit of 1940, "Hold Onto Your Hats," both being prepped by Theatrical Enterprises. Martha Raye would recreate her role in the latter. NBC is also mulling the current Broadway hit, "Mr. Wonderful," starring Sammy Davis Jr., for a March airing and a musical adaptation of Leslie Stevens' "Duel," which has its dramatic premiere on "Kraft Television Theater" next week.

Borge's 1-Shot Pulls Trendex Rating Topper

NEW YORK — Victor Borge's one shot Tuesday (11) for Shulton or CBS-TV came up with an impressive Trendex rating. He averaged a 23.9 and a 41.4 average share of audience for the 9-10 p.m. hour. His 9-9:30 rating was a 23.6 against Jane Wyman's 14.8 on NBC-TV, and "Broken Arrow's" 19.3 on ABC-TV. His second half hour was a 24.2 to Armstrong's 12.9 for its first half hour on NBC and "Cavalcade Theater's" 11.8 on ABC.

Big Ten Tilts For Oil of Ind.

NEW YORK—Standard Oil of Indiana has purchased 13 weeks of Big 10 basketball from Sports Programs, Inc. The hoop clashes will be shown on a 32-station regional network, the first such large scope regional presentation of basketball. The series teed off December 15, with Jack Drees as sportscaster.

Participants Sing on 'THT'

NEW YORK — "Today," "Home" and "Tonight" last week picked up several new orders. Yardley bought 20 participations in "Tonight" extending thru 1957. Polk-iller for Sergeant's dog care products bought 14 participations on "Today" for a two-week saturation campaign next July, and Musselman's applesauce bought nine participations in "Home," February thru April.

FOR EXCITEMENT

NBC, Key Clients Eye New Shows

NEW YORK — NBC-TV and several of its key advertisers are close to several decisions which might infuse some new programming excitement into two important time periods. The Toni Company is virtually set to sponsor the new Hal Roach package, "Blondie," in the Friday night 8-8:30 time period on alternate weeks. The network is looking for a co-sponsor for the situation comedy, the possibility being that the Nestle Company will step into the breach.

Monday evening 8:30-9 the American Tobacco Company seems to have decided upon "Wells Fargo," an MCA-TV package, as its replacement for "Stanley." It is not known whether the Toni Company, now co-sponsoring "Stanley," will remain in the time period to sponsor the new show. "Wells Fargo" stars Dale Robertson as a detective chasing stagecoach robbers, and is produced by Nat Holt, directed by Bernard Girard and scripted by Frank Gruber.

Decisions also remain to be made by NBC as to what will occupy Wednesday night 10:30-11 and on Sunday the same half hour, both to be vacated shortly. General

New Shows in Works at CBS

HOLLYWOOD—CBS program development plans are swinging into high gear, with a half dozen shows in various stages of development for the new season.

Leads were cast for three of the series. They are Harry Ackerman's "Assignment Mexico," a reporter-adventure show rolling in Mexico City in mid-January with Edward Noriego in the starring role; "Collector's Item," a mystery series built around art objects, featuring Vincent Price, and "Have Gun, Will Travel," an off-beat Western for which Richard Boone gets the nod.

In the comedy field, Hy Friedman is scripting a new series, called "His and Hers," for the web. The Marie Wilson pilot about a poor little rich girl went into production last week.

Still awaiting a cast is "Johnny Dollar," long-time radio mystery drama being converted to TV.

Inks Alternate Godfrey 1/2 Hr.

NEW YORK—American Home Products last week bought an alternate half hour of "Arthur Godfrey and His Friends," CBS-TV, Wednesday 8-9 p.m. It will replace Toni and is expected to alternate with Bristol-Myers.

Pillsbury and Kellogg alternate on the other half hour of the show.

Mutual of Omaha Off 'Zoo Parade'

NEW YORK — Mutual of Omaha has canceled its alternate week sponsorship of "Zoo Parade," the 3:30-4 Sunday afternoon show on NBC-TV. The cancellation becomes effective December 23, at which time the show will be entirely unsponsored. The new film for the series, however, is now being shot in South America.

Cigar, the sponsor of the Sunday half hour, bows out with its bowling show soon. And "Twenty-One," now in the Wednesday slot with Pharmaceuticals sponsoring, will move to Monday 9-9:30, where it will replace "Can Do," which is to be canceled.

Among the possibilities for the Wednesday half hour are "Impact," now retitled "Crisis"; a new Orson Welles interview stanza, and "Truth or Consequences." Sunday night will most likely be filled by a strong quiz show.

The Nestle decision to co-sponsor "Blondie" depends on whether it can get up the money. Nestle was to co-sponsor "Blondie" on a Vitapix line-up of 27 stations, but the NBC deal had greater advantages for Roach.



WGAL-TV
Lancaster, Penna.
NBC and CBS



\$3 2/3 BILLION
in retail sales

America's 10th TV market—the Channel 8 Multi-City Market: 3 1/2 million people, owning 917,320 TV sets, having an annual income of \$5 3/4 billion, of which they spend \$3 2/3 billion in retail stores.



Channel 8 Multi-City Market

Harrisburg	Reading
York	Lebanon
Hanover	Pottsville
Gettysburg	Hazleton
Chambersburg	Shamokin
Waynesboro	Mount Carmel
Frederick	Bloomsburg
Westminster	Lewisburg
Carlisle	Lewistown
Sunbury	Lock Haven
Martinsburg	Hagerstown

316,000 WATTS

STEINMAN STATION
CLAIR McCOLLOUGH, Pres.
Representative
the MEEKER company, inc.
New York Chicago Los Angeles San Francisco

BOB SARNOFF STAYS ON THE JOB, SAYS FATHER

MIAMI BEACH—Some of the problems of a son following in the footsteps of a successful father were outlined to the delegates attending the NBC affiliates convention here by Brig. Gen. David Sarnoff.

Speaking at a testimonial luncheon honoring his achievements, General Sarnoff spoke forthrightly about his relationship with his son, Bob, who is rounding out his first year as president of NBC. He said that "it's not always easy for the son of a father who's head of an organization to overcome the roadblocks that attach to situations of that kind. I'm not weeping for him; I think there's an advantage or two attached to the situation, too."

Noting that Bob had not risen to eminence after a career as newsboy, messenger or wireless operator as he himself had, he expressed the hope that this would not be held against the younger Sarnoff. He explained his attitude about fathers who stand in the way of a son's progress as indicating a fear by the father that he will himself be subjected to criticism.

Talk at Rest

General Sarnoff took note of "talk here and there" that Bob is "being warmed up as a pitcher here, that his tenure of office at NBC is temporary and that he is due to move upstairs." He added, parenthetically, that there's more fun at NBC than at the parent RCA, where the only figures dealt with are in black and red ink, while there are "other figures" at NBC.

General Sarnoff flatly denied that Bob would make any such move, quoting the younger Sarnoff

as saying he had turned down flattering offers from other organizations because he likes the job at NBC and won't go upstairs or outside "unless I'm canned." General Sarnoff added, wryly, that this, of course, could happen even to Bob, but that the latter planned to remain without date or fixed limits of any kind.

General Sarnoff also touched on the hiring of Bob Kintner as a new executive veepee beginning January 1, stating that Kintner would not necessarily be limited only to the color assignment covered by his title. He took note of reports that Kintner might be headed for bigger things if and when Bob were to move upstairs.

Kintner Deal

To prove no such plan was made, he described how Kintner was hired. After a discussion between himself and Bob, General Sarnoff said he left the decision completely with Bob. To allay any fears by the other executive veepees, Bob put the proposition to them, explaining that there was no compulsion to hire Kintner, no one said NBC had to and, in fact, there was no immediate post vacant and no promise made to Kintner about the future — he would have to take his chances along with everyone else. The decision was left to the staff, with Bob promising to abide by their decision.

"Every man, by unanimous vote, said let us get Bob Kintner," the General said. "The decision was made at the executive staff level, rather than by imposition from the top." He concluded: "That's the whole story, and there ain't no more to that one."

MORE OF SAME

KBTv to Do Four Shows For Falstaff

DENVER — Falstaff Beer renewed its KBTv contract for four public-interest, live remote telecasts for 1957 after achieving phenomenal success for its remote shows this year. During the 1956 contract, Falstaff sponsored remote telecasts of the opening of the Central City summer play festival at Central City, the Hillsdilly golf tournament, Cheyenne Frontier Days celebration and other shows in the Rocky Mountain area.

The same type of special event telecasting is on tap for 1957. But, with the exception of the annual

Sunbeam Buys 'Price' Chunk

NEW YORK — Sunbeam last week bought three quarter hours of "The Price Is Right" for sponsorship December 12, 14 and 17. The buy is on a trial basis and may result in further sponsorship, if the show does a job.

The quiz stanza has been pulling some heavy mail in a letter writing gimmick it uses. The first week's returns were about 300,000 letters, and the second week's is expected to hit 500,000.

Christmas lighting ceremony, no definite shows have been lined up.

The contract was inked by Joe Herold, KBTv manager, in New York thru Dancer-Fitzgerald-Sample.

NEW LOOK

Petry Urges Daytime Spots For Auto Use

NEW YORK—The importance of women in the family auto buy is on the upswing, says the TV division of Edward Petry & Company in a report to automotive manufacturers on the use of daytime TV spots, called "Mrs. America's Own Showroom."

The report emphasizes to car makers that more than one-third of the drivers in the U. S. are women, and that Mrs. America is becoming more and more the "family chauffeur" and "budget director." The percentage of car ownership is highest among the younger, larger families, says the presentation, and the housewives in our younger, larger families are the strongest supporters of daytime TV.

Economy is also a factor in reaching these "25,000,000 Showrooms," the report says, and in many markets five daytime minutes, and on some stations as many as 10 daytime minutes, can be bought at the cost of a single nighttime break. According to a breakdown, auto advertisers can secure over 41,000,000 sales impressions each week with a national daytime spot.

Segments Eyed To Hype Shows

NEW YORK — Segments are being tossed around at NBC-TV in the scramble for stronger programming for 1957. On one hand, a feature of the Walter Winchell show, "Make Me Laugh," is being whipped into a panel comedy stanza of its own. On the other, Steve Allen will experiment with an enlargement of his running segment, The Bickersons, played by Jane Kean and Lew Parker. More time will be allotted and more performers included.

ABC-TV is adding a Bickersons type of feature to its "You Asked for It" series, a couple to visit people and places in Europe. Wayne Steffner, executive producer, is now setting up permanent filming units in Germany, France and England to supply the weekly segment.

The Billboard... television's WEEKLY PROGRAMMING and TIME-BUYING GUIDE —from spot to spectacular

New TV Spot Campaigns—

Contracts Set In Every Region In Two Weeks Ending November 24

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. This feature, based on a survey made by The Billboard of all U. S. TV stations, runs on alternate weeks.

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

Atlantic Gas & Oil thru N. W. Ayer & Sons (Prog.)
Bon Ami Jet Spray thru Ruthrauff & Ryan (ID)
Brunswick Bowling Balls thru McCann-Erickson (Ann.)
Comet Cleaner, Procter & Gamble thru Compton (Ann.)
Fanny Farmer Candy thru Charles L. Rumrill (Ann., ID)
Gilmar Records thru Martin Gilbert (Ann.)

Lionel Trains thru Grey (Ann., Part.)
Mattel Toys thru Carson-Roberts (Part.)
Maybelline thru Gordon Best (Ann.)
Milton Bradley Toys thru C. W. Hoyt (Ann., ID)
Morton Baked Goods thru Ted Bates (Ann.)
Paper-Mate Pens thru Foote, Cone & Belding (Ann.)
Scheafer Beer thru Batten, Barton, Durstine & Osborn

On Southern Stations

Ban Deodorant, Bristol-Myers thru Batten, Barton, Durstine & Osborn (Ann.)
Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)
Bon Ami Jet Spray thru Ruthrauff & Ryan (ID)
Brunswick Bowling Balls thru McCann-Erickson (Part.)
Bulova Watches thru McCann-Erickson (Ann.)
Comet Cleaner, Procter & Gamble thru Compton (Ann.)
Dixie Home Food Stores (Ann.)
Fire Chief Gasoline, Texas Co. thru Cunningham & Walsh (Ann., ID)
Flavored Straws thru Dowd-Redfield-Johnstone (Prog.)

Gilmar Records thru Martin Gilbert (Ann.)
Hit Parade Cigarettes, American Tobacco thru Batten, Barton, Durstine & Osborn (Ann.)
Lionel Trains thru Grey (Ann.)
Maybelline thru Gordon Best
Skin Beautiful thru Product Services (Prog.)
Sky Chief Gasoline, Texas Co. thru Cunningham & Walsh (Ann., ID)
Smith Douglass Fertilizer thru E. H. Brown (Ann., Prog.)
Spic & Span, Procter & Gamble thru Young & Rubicam (Ann.)
Utica Club Beer, West End Brewing thru Harry B. Cohen (Part.)

On Midwestern Stations

American Tobacco thru Batten, Barton, Durstine & Osborn (Ann.)
Art Instruction, Michael Kent thru Knox-Reeves (Ann.)
Bayer Aspirin thru Dancer-Fitzgerald & Sample (Ann.)
Big Top Peanut Butter, Procter & Gamble thru Compton (Ann.)
Bon Ami Jet Spray thru Ruthrauff & Ryan (Ann., ID, Part.)
Brunswick Bowling Balls thru McCann-Erickson (Part.)
Charmin Tissue thru Campbell-Mithun (ID)
Cheese Presto, Swift thru McCann-Erickson (Part.)
Comet Cleaner, Procter & Gamble thru Compton (Ann.)
Curtiss Candy thru Wentzel, Wainwright, Poister, Poore (Ann., Part.)
Donald Duck Hat, Benay Albee thru Atlantic (ID)
Drewry's Beer thru MacFarland, Aveyard & Co. (Ann.)
Flavored Straws thru Dowd-Redfield-Johnstone (Part.)
Gilmar Records thru Martin Gilbert (Ann.)
Hy-Line Chicks thru Wallace (Prog.)
Ideal Toys thru Grey (Part.)
Lionel Trains thru Grey (Ann., Part.)
M & M Candy, Hawley & Hoops thru Ted Bates (Ann.)
Maggi Protein Drink, Nestles thru Dancer-Fitzgerald & Sample

Mattel Toys thru Carson-Roberts (Part.)
Maybelline Mascara thru Headley-Reed (Ann.)
Maybelline Products thru Gordon Best (Ann.)
Morton Baked Goods thru Ted Bates (Part.)
Nabisco Shredded Wheat thru McCann-Erickson (Part.)
Northwestern Bell Telephone thru Batten, Barton, Durstine & Osborn (Ann., Part.)
Oxydol, Procter & Gamble thru Dancer-Fitzgerald & Sample (Ann.)
Phillips Milk of Magnesia, Sterling Drug thru Dancer, Fitzgerald & Sample (Ann., Part.)
Pure Oil thru Leo Burnett (Ann.)
Quik Home Permanent, Richard Hudnut thru Sullivan, Stauffer, Colwell & Bayles (Ann., Part.)
Ralston Purina thru Guild, Bascom & Bonfigli (Ann.)
Saturday Evening Post, Curtis Publishing thru Batten, Barton, Durstine & Osborn (ID)
Seven-Up thru J. Walter Thompson (Ann.)
Viceroy Cigarettes thru Ted Bates (Ann.)
Vitalis, Bristol-Myers thru Young & Rubicam (Ann.)
Wonder Bread, Continental Baking thru Ted Bates (Ann.)

On Southwestern Stations

Charles Antell Cosmetics thru Paul Venze (Part.)
Comet Cleaner, Procter & Gamble thru Compton (Ann.)
Garden Gasoline thru Wemack-S. Nelson (ID)

Lionel Trains thru Grey (Ann.)
Mattel Toys thru Carson-Roberts (Ann.)
Paper-Mate Pens thru Foote, Cone & Belding (Ann.)
Saladmaster (Prog.)

On Rocky Mountain & West Coast Stations

Accent Shoes (ID)
Aika Seltzer, Miles Labs thru Geoffrey Wade (Ann.)
Avon Products thru Monroe F. Dreher (Ann.)
Bacine, Miles Labs thru Geoffrey Wade (Part.)
Ban Deodorant, Bristol-Myers thru Batten, Barton, Durstine & Osborn (Part.)
Bon Ami Jet Spray Cleaner thru Ruthrauff & Ryan (ID)
Charles Antell Cosmetics thru Paul Venze (Prog.)
Colgate Dental Cream, Colgate-Palmolive thru Ted Bates (Ann.)
4-Way Cold Tablets, Grove Labs thru Harry B. Cohen (Ann.)
Grant Salad Mixer thru Arthur Meyerhoff (Ann.)
Hamm's Beer thru Campbell-Mithun (Part.)
Hostess Cakes, Continental Baking thru Ted Bates (Ann.)
Household Finance Corp. thru Needham, Louis & Brorby (Prog.)
Jantzen Sweaters thru Botsford, Constantine & Gardner (Ann.)

Jet Spray, Bon Ami thru Ruthrauff & Ryan (Ann., ID)
Knitting Machines, Sea-West Sales thru Advertising Counselors (Part.)
Lionel Trains thru Grey (Ann., Part.)
Mounds Candy, Peter Paul thru Dancer-Fitzgerald & Sample (Ann.)
Oldsmobile Cars thru D. P. Brother (Ann.)
Olympia Beer thru Botsford, Constantine & Gardner (Ann.)
Pacific Public Utilities Service thru Batten, Barton, Durstine & Osborn (Prog.)
Paper-Mate Pen thru Foote, Cone & Belding (Ann.)
Presto Appliances thru Grossman (Part.)
Raleigh Cigarettes, Brown & Williamson thru Russell M. Seeds (Part.)
Schwimm Bicycles, J. C. Bunker thru C. B. Juneau (Part.)
Spic & Span, Procter & Gamble thru Young & Rubicam (Ann.)
Tintair 7-Day Set thru Product Services (Prog.)
Wonder Bread, Continental Baking thru Ted Bates (Ann.)

WATV's 'All-Star' Signs Two Clients, Hit Seven So Far

NEW YORK — WATV signed two more sponsors for its "Famous All-Star Movie" (16 repeats per week of 20th Century-Fox pictures), bringing the total participants to seven. These two sales

are understood to put the show finally in the black.

The two new sponsors are Vanity Fair Tissues and West Disinfecting, both thru the Paris & Peart Agency. Their deals begin January 7.

The other five sponsors are Robert Hall Clothes, Canada Dry, Knickerbocker Beer, Hit Parade cigarettes and Pharmaceuticals, Inc.

"Mr. DISTRICT ATTORNEY"
STARRING DAVID BRIAN



#1 SYNDICATED SHOW IN BIRMINGHAM
PULSE, SEPT. 1956
28.3

BEATS NETWORK SHOWS INCLUDING:

- Disneyland 21.0
- This Is Your Life.... 23.0
- Dragnet 19.3
- Climax 22.4
- Jackie Gleason 15.8
- ... and others.

NOTHING TURNS ON THE HEAT LIKE A ZIV PRODUCTION!

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

NO SURPRISE TO Y.&R.

Wise Movie Choice Turns Marginal Into Prime Time

NEW YORK—The new crop of strong feature films now being shown on local stations across the country has converted marginal time periods to what have become prime time periods because of spectacular audience interest and ratings, according to Peter Levathes, vice-president and director of media at Young & Rubicam.

Levathes declared that the impressive showing of features had been no surprise to Young & Rubicam, since it had made studies of them before the majors allowed their catalogs to be shown on TV. This season, of course, Y.&R. has made several large buys of features for its clients, the Bristol-Myers purchase of full shows in six markets being the best example. He believes that features have intrinsic entertainment value and that the public likes them.

Levathes, however, made clear that judgment must be exercised in the purchase of feature packages. He said that Y.&R. selects the features it wants included in feature packages sponsored by its clients. One factor which influences its choice of a feature, he said, was whether or not the pictures were dated.

Lack Testing

Levathes also believes that there has been no true testing of the audience pulling power of features, except for "Wizard of Oz," which was shown as a CBS-TV spectacular recently and got good ratings. Aside from two English features, none of the networks has programmed a strong American picture in a prime time period where it would receive a heavy concentration of publicity and hit audiences at peak viewing hours.

The agency executive maintains that there is not enough promotion and publicity put behind the showing of features, except for the initial viewing of a new package. He calls current promotion spotty, and maintains it must become more highly developed and accent the follow-up.

Levathes said that he believes that TV programming is now entering an era of critical evaluation by audiences. He pointed to the 1,000,000 circulation of TV Guide in the New York area, terming the magazine a "directory of programming," and to the Nielsen flow charts which show that millions of people tune away during the last three minutes of many network shows. He claims that there is a great deal of evidence to show that

habit patterns of viewers are being destroyed along with the continuity of familiar characters.

Follow Shows

This has resulted, Levathes declared, in sponsors being able to learn much more quickly whether their new programs will succeed. And it is an axiom at Y.&R. that "ratings follow shows." The selectivity of viewing, Levathes claims,

is accentuated by the fact that 78 per cent of all TV sets in the country can tune to three or more stations.

Levathes said that, because of the high selectivity, he expects certain network programs to suffer in ratings because of the competition of strong feature films. But he made clear a good network show will have an audience.

Many New Series on NBC's Docket; Pilots in Preparation

NEW YORK—NBC-TV is mulling a number of new shows for spring debuts, among them a half-hour series based on Kay Thompson's "Eloise" and a Walter Brennan Western, "The Real McCoys," the pilot of which has just been delivered by Director Sheldon Leonard and Producers Irving and Norman Pincus.

Also on the NBC docket is a revival of "Those Two," the Pinky Lee-Vivian Blaine strip of three seasons ago, for a 15-minute spot between 7:30 and 8 p.m. Lee is a possibility to return to the show.

Producer Bernie Gould has delivered a pilot on "Robinson Crusoe," and writer Norman Simmons has completed "I Take Thee, Susan" as a Joel Grey vehicle. On the same list is Jess Oppenheimer's production of the new Betty Hutton comedy-with-songs series and a pilot of Gloria DeHaven's starrer, "You're Only Young Once."

NBC, meanwhile, is pressing its search for a bankroller to replace Coca-Cola on the Eddie Fisher show.

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on your 30th Anniversary!

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and
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ZOOMAR Lenses

are used on most important local and network television productions—

studio and remote, monochrome and color—because they are faster, lighter and more flexible.

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 - STEVE ALLEN
 - ROBT MONTGOMERY
 - TEX McCRARY and JINX FALKENBURG
 - ERNIE KOVACS
 - MEL ALLEN
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 - SPECTACULARS
 - BASEBALL
 - FOOTBALL
 - BASKETBALL
 - HORSE RACING
 - REPUBLICAN and DEMOCRATIC NATIONAL CONVENTIONS

— and others —
The lens that can be mounted or removed from camera in less than a minute.



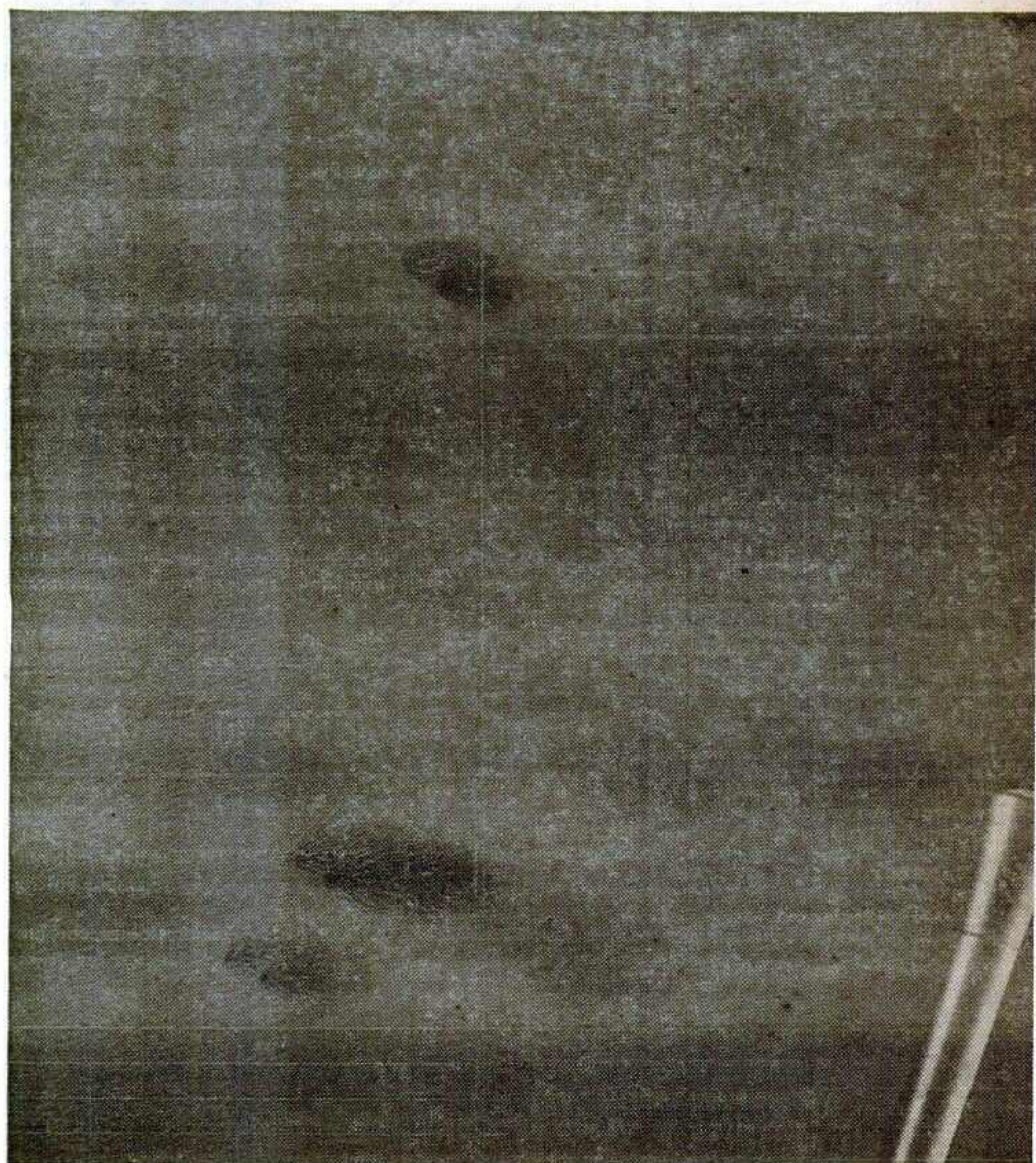
JACK A. PEGLER, Pres.
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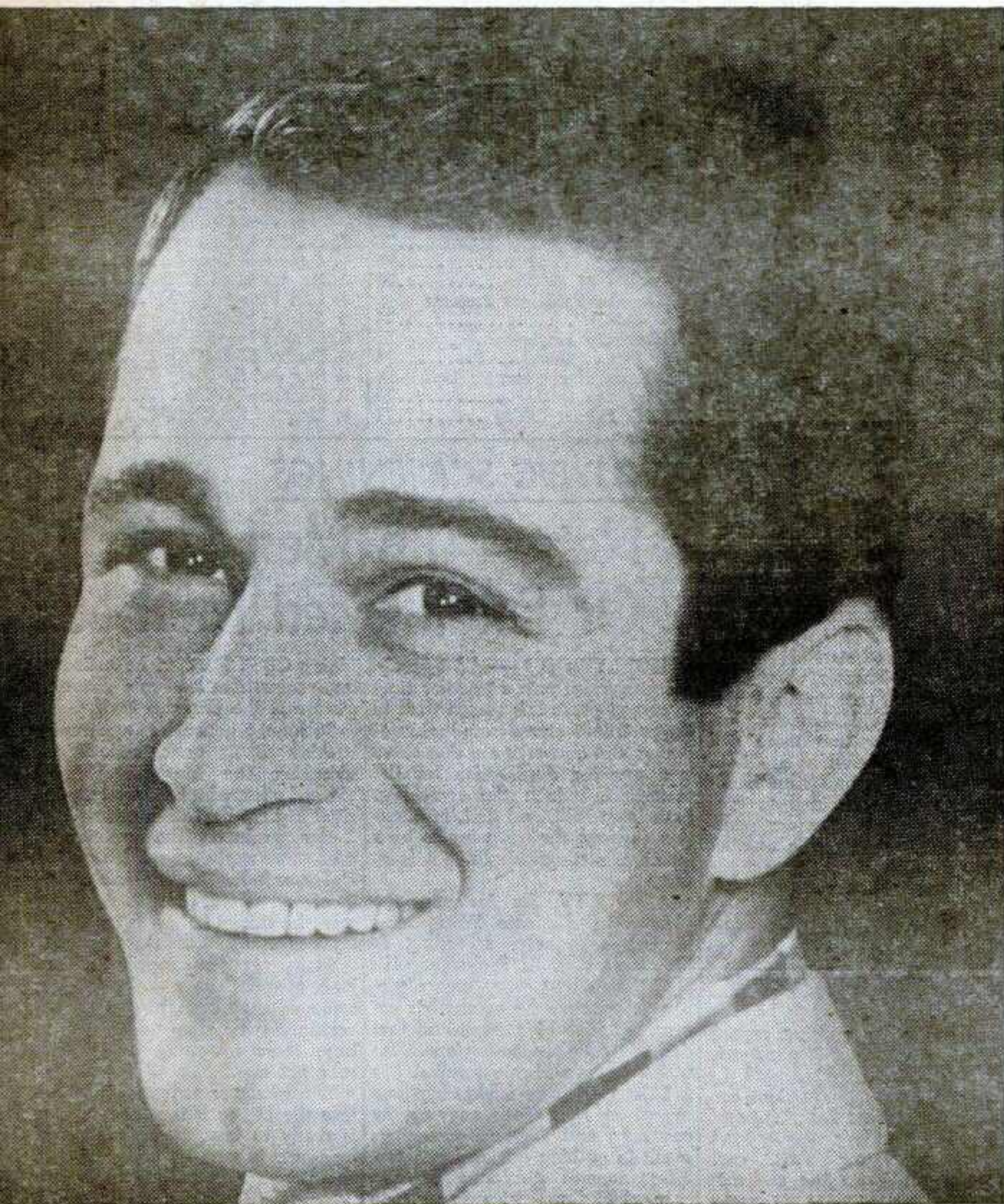
CBS Weighs Trio Of New TV Pilots

NEW YORK—Add to the long list of properties being mulled by CBS-TV last week a trio of new pilots: "I'm Strom Carlson," adventure starring Eddie Albert; "Calamity Jane," produced by George Sherman, starring Margaret Hayes, and a semi-documentary series on winners of the Nobel Peace Prize, being produced in England by Bob Heller.

JET JACKSON
ANOTHER TOP RATED SYNDICATION SERIES
FROM
SCREEN GEMS

**FROM
CARBON
MIKE
...TO
LIVING
COLOR!**





Just thirty years ago Will Rogers was chatting with all America on the broadcast which marked the founding of the National Broadcasting Company's radio network.

But look what's happened since then.

The trumpet loudspeaker in the living room has given way to the 21-inch color screen. And radios are everywhere—in kitchens, cars, bedrooms, on beaches.

The people who chuckled at Will Rogers are laughing now at Sid Caesar and Bob Hope and Groucho Marx. The nation that loved Al Jolson and Fred Allen lights up at the sight of Perry Como and Steve Allen and Dinah Shore.

Since 1926, NBC has kept America in touch with the latest news, the latest tunes, the greatest stars of the time. The NBC chimes have helped to weld the continent together. And now the NBC color peacock is a welcome visitor in homes from coast to coast.

Millions will join Perry in Miami this Saturday night, December 15, as NBC celebrates its 30th anniversary with a gala hour-long show starring special guests Groucho Marx, Jo Stafford, Johnnie Ray and Gina Lollobrigida.

The names have changed, but the object remains the same, to give the nation its best-loved personalities and programs for the next thirty years.

NBC
30TH
ANNIVERSARY

THE NATIONAL BROADCASTING COMPANY a service of 

This One



ZKJ6-UF8-S4N3

15 Big Regional Deals Point Up Syndicators' Busy Year

NEW YORK—Despite all the pressures that have been hemming it in, the first-run syndication business has been remarkably active this fall. No less than 15 important regional sponsors have made deals in recent months for shows they will put on the air early in 1957.

They have not been buying cheaply. In many cases the distributors are setting higher list prices than ever on their new shows. While they don't always get their prices, in a number of instances they have managed to talk sponsors into boosting budgets in order to keep their identification on a fresh, quality TV vehicle.

Undaunted by high talent repayments and the competition of feature films, the producers are the competition of feature films, the producers are not stinting on program costs. Almost all of them involve plenty of location shooting, with a \$30,000 negative cost being about par.

Cheaper Shows

There is, of course, a fair share of cheaper shows on the market. But the regional sponsors are not buying them. They have been going into station sales.

The rash of January and February starts is the key to the principal buying-selling seasonal pattern now established in syndication. Some of the biggest of these regionals had their agencies shopping for their next show as far back as last spring, when the distributors were pitching pilots for fall starts on the networks.

In the course of scouting for nationals, the distributor is often persuaded to shunt a property into syndication if the regional bids are good enough.

In the summer, regional activity for January starts picking up a little. The distributors, seeing what they have left over after the national sales situation is firmed up, begin looking over the regional situation more avidly. Mostly it's for early fall starts that the summer regional deals are made. But the fall starters are now far outweighed by the early-in-the-year debuts. Only two major regionally sponsored programs debuted during September and October, "Dr. Christian" and "Sheriff of Cochise," as against more than half a dozen that will go on for major regionals in January and February.

Summer Buys

Some of the January starts are bought in the summer. But comes September and the distributors are pretty well decided which property they will push for syndication. And the greatest concentration of regional deals are made during the fall for debut early the next year.

Herewith is a rundown of the syndicated shows that will light up the screens for major regional sponsors in the next two months: MCA-TV's "State Trooper" is

sold to Falstaff Beer and Schmidt's Beer. The Falstaff deal was made in the spring. In itself it was not regarded as sufficient to pull the show into syndication, but the Schmidt deal, said to be at a good price, clinched it.

GUILD FILMS' "Captain David Grief" got a provisional deal from Standard Oil of California in the summer. When the client saw the first two films the deal was firm, and another deal with Stroh Beer soon followed. With the show in full production, Guild sewed up sales to D-X Sunray Oil and Pearl Beer. A sea adventure in color, "Grief" is understood to be an extremely costly production. Guild

KBET 3-Way Movie Push a Valley Victory

SACRAMENTO — A three-pronged attack to make its feature film programming tops in the Sacramento Valley area it serves has been pronounced a success by KBET-TV here. First, it engaged Clarence Wasserman, motion picture exhibitor, to serve as consultant. His know-how has steered the station into what it calls "a wise course amid this year's deluge of major properties."

Second, KBET arranged for a grocery chain, Cardinal Stores, to add a film schedule into every shopping order, thus reaching 20 per cent of the Valley's population. The promotion has proved so successful that KBET is negotiating with other chains for similar exposure. Third, KBET has reduced its syndicated half-hour shows to three in the belief that for at least two years audience preference will go to features.

One result to date, according to American Research Bureau Coincidental figures for November, is that KBET's "Great Movie" strip averaged 19.5 against a 12.3 for opposition shows, "Hit Parade," Lawrence Welk, Robert Montgomery and "This Is Your Life."

The newest feature film promotion adopted is the use of slides plugging each night's movie, flashed for two seconds out of the 10-second station breaks, with the other eight going to spot commercials. KBET's current schedule calls for a new film each day, with no repeats, with the number slated to rise to 12 a week soon.

WABD Buys Another 60 Warner Pix

NEW YORK—WABD here last week bought a second group of 60 Warner Bros. features from Associated Artists Productions. With the first group, which it bought early in the fall, the station established its "Warner Bros. Premiere" show, Sunday 3 and 9 p.m., and seems to have done quite well with it.

The new package of 60 includes "The Letter" with Bette Davis, "Dust Be My Destiny" with John Garfield, "Public Enemy" with James Cagney and Jean Harlow, "To the Victor" with Viveca Lindfors and Dennis Morgan, and "Boy Meets Girl" with Cagney, Pat O'Brien, Ralph Bellamy and Marie Wilson.

With this deal, AAP has New York sales on 270 of the 750 pictures in the Warner library.

is said to be banking on the residual value of the color prints to bring in the profits.

ZIV-TV pushed "Men of Annapolis" into syndication after getting "Dr. Christian" on its way. It is sold to Quality Bakers, Carnation Milk, Fuller Paint and Ohio Oil. Ziv set a record price list on "Annapolis," said to range around \$5,000 for New York.

TELEVISION PROGRAMS OF AMERICA dodged the cost-price squeeze by producing "Hawkeye" in Canada. Deals with the Canadian Broadcasting Corporation and the Independent Television Program Corporation in England are understood to have shaved about half the nut off the show before any sales effort in the U. S. was made. The sale to Langendorf United Bakers apparently puts "Hawkeye" in sight of profits.

CBS-TV FILM SALES had been grooming "Assignment Foreign Legion" for syndication, but changed its mind when it saw the pilot of Desilu's "Whirlybirds." It got the latter show off to a flying start with sales to Continental Oil, Nabisco and Laura Scudder.

"Frontier Doctor" HOLLYWOOD TV SERVICE got its sales effort on "Frontier Doctor" into full swing during the summer. It is already on the air in a number of markets. But Wiedemann Brewing starts only next month, and National Bohemian Beer, which has already started it in one market, will be moving it into more as 1957 starts.

GROSS-KRASNE's "O. Henry Playhouse" has been sold in most of the major markets in one and two-station market deals. On the West Coast it will be going on for Pacific Gas and Electric and also Pacific Lighting in another couple of weeks.

WOR 6-7 P.M. Movies Yanked For 1/2-Hr. Pix

NEW YORK — In another demonstration that stations cannot live by feature film alone, WOR-TV this week yanked movies out of its 6-7 p.m. strip and put in a batch of half-hour reruns. This maneuver was apparently motivated by a desire to skirt the opposition.

Since the start of this season, WOR has been putting weaker RKO pictures in this period under the title "6 o'Clock Movie." With the expansion of WCBS-TV's "Early Show" and start of WRCA-TV's "Evening Theater," WOR decided the movie race was too thick at that point. Said Manager Gordon Gray, "Now that more and more New York stations are hopping onto the feature film bandwagon, we have decided to give the viewing public a wider selection of programming in a number of time slots."

WOR has now put comedies into the first half hour ("My Hero," "Willy" and "Homer Bell") and adventures into the second ("Lone Wolf," "Headline," "Crosscurrent," "Dateline Europe" and "China Smith.")

In the first two rating reports of the season, the 6-7 p.m. strip here was actually dominated by Associated Artists Productions cartoons. For the first half, "Popeye" on WPIX, and for the second, "Looney Tunes" on WABD, each ran to about twice the audience of any other station.

PULSE FILM RATINGS for October

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 Adventure Shows OCTOBER RATINGS

Rank	Show & Distrib.	Avg. Rating
1.	I Led Three Lives (Ziv)	11.0
2.	Man Called X (Ziv)	10.6
3.	I Search for Adventure (Bagnall)	10.6
4.	Superman (Flamingo)	10.5
5.	Waterfront (MCA)	10.1
6.	Dateline Europe (Official)	9.9
7.	Soldiers of Fortune (MCA)	9.5
8.	Captain Midnight (Screen Gems)	8.5
8.	Count of Monte Cristo (TPA)	8.5
10.	Foreign Intrigue (Official)	8.4

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Man Called X (Ziv)	85
2.	Dateline Europe (Official)	84
2.	Overseas Adventure (Official)	84
4.	Foreign Intrigue (Official)	83
4.	Waterfront (MCA)	83
6.	The Falcon (NBC)	82
6.	I Led Three Lives (Ziv)	82
8.	Dangerous Assignment (NBC)	80
8.	The Hunter (Tafon)	80
10.	China Smith (NTA)	76

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Dangerous Assignment (NBC)	91
2.	Foreign Intrigue (Official)	90
3.	Dateline Europe (Official)	89
3.	I Led Three Lives (Ziv)	89
5.	Man Called X (Ziv)	86
6.	The Falcon (NBC)	83
7.	Waterfront (MCA)	81
8.	I Spy (Guild)	80
9.	Overseas Adventure (Official)	79
10.	The Hunter (Tafon)	77

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Captain Midnight (Screen Gems)	98
2.	Ramar of the Jungle (TPA)	96
3.	Superman (Flamingo)	94
4.	Long John Silver (CBS)	84
5.	Jungle Jim (Screen Gems)	82
6.	Sheena, Queen of the Jungle (ABC)	78
7.	The Three Musketeers (ABC)	50
8.	Crunch and Des (NBC)	46
9.	China Smith (NTA)	35
10.	The Hunter (Tafon)	32

• Syndicated Film Drama Shows OCTOBER RATINGS

Rank	Show & Distrib.	Avg. Rating
1.	Science Fiction Theater (Ziv)	12.5
2.	Dr. Hudson's Secret Journal (MCA)	11.3
3.	Douglas Fairbanks Presents (ABC)	11.1
4.	Star and the Story (Official)	10.4
5.	Celebrity Playhouse (Screen Gems)	9.8
6.	Studio 57 (MCA)	9.6
7.	Stage 7 (TPA)	9.4
8.	Dr. Christian (Ziv)	7.7
9.	Headline (MCA)	5.4
10.	Your All Star Theater (Screen Gems)	4.9

AMONG MEN

Rank	Show & Distrib.	Men Per 100 Homes Tuned In
1.	Science Fiction Theater (Ziv)	79
2.	Dr. Hudson's Secret Journal (MCA)	78
3.	Heart of the City (MCA)	76
3.	Stage 7 (TPA)	76
3.	Studio 57 (MCA)	76
6.	Douglas Fairbanks Presents (ABC)	75
7.	Celebrity Playhouse (Screen Gems)	74
7.	Conrad Nagel Theater (Guild)	74
7.	Headline (MCA)	74
7.	Lilli Palmer (NTA)	74

AMONG WOMEN

Rank	Show & Distrib.	Women Per 100 Homes Tuned In
1.	Douglas Fairbanks Presents (ABC)	94
2.	Lilli Palmer (NTA)	91
2.	Conrad Nagel Theater (Guild)	91
4.	Celebrity Playhouse (Screen Gems)	90
5.	Dr. Christian (Ziv)	86
5.	Stage 7 (TPA)	86
5.	Star and the Story (Official)	86
8.	Studio 57 (MCA)	81
8.	Your All Star Theater (Screen Gems)	81
8.	Headline (MCA)	81

AMONG CHILDREN

Rank	Show & Distrib.	Kids Per 100 Homes Tuned In
1.	Your All Star Theater (Screen Gems)	33
2.	Celebrity Playhouse (Screen Gems)	30
3.	Dr. Christian (Ziv)	28
4.	Lilli Palmer (NTA)	23
5.	Science Fiction Theater (Ziv)	22
6.	Conrad Nagel Theater (Guild)	21
6.	Studio 57 (MCA)	21
8.	Star and the Story (Official)	19
9.	Headline (MCA)	17
9.	Heart of the City (MCA)	17

PILOT PIC SCREENINGS

Nets, Film Men Critics Of Established Methods

HOLLYWOOD — Ad agencies will probably have a tougher time screening-pilots this season than in the past. Indications from both producers and networks are that there is a growing disaffection for the manner in which the screenings have been held, and that, in intention anyway, they're going to be a lot more methodical about it from now on.

At CBS-TV, for instance, the plan is to eliminate West Coast screenings entirely, according to the web's v.-p. Al Scalpone. His objection is that every time a picture is screened he or another executive has to be present and that this is a time-consuming operation which serves no basic purpose.

Sales cannot be made anywhere except in New York anyway, he contends, and Western screenings result in nothing but agency inter-office memos (Scalpone was an exec at McCann-Erickson prior to

joining CBS). Further, he believes, these sometimes lead to a distorted picture of the program itself.

So far the network is apparently sticking to its guns, and is not screening the hour-long "Perry Mason" pilot, which has already excited a great deal of interest.

For producers the problem is even more acute, as pointed out by Hal Roach Jr. Tho the film-maker must undoubtedly let his wares be seen, he thinks it has to be at the right time and at the right place.

Many agencies, in his opinion, look at pilot films helter-skelter, some without even having an advertiser in the shop who wants to buy; their reasoning being, "we may get one."

If a producer screens a pilot before the big rush is on, no agency is ready to buy, Roach claims. If he comes in with it during the rush the program gets lost, and is al-

(Continued on page 13)

Revue Prepping 3 Pilot Films

HOLLYWOOD — Revue productions has started work on three pilot films for the coming season. They are "Jim Hawk," "The Sword," and "Scoop."

First to go will be "Jim Hawk," drama-adventure, in which Floyd Simmons has the starring role. Robert Lewis produces.

"Scoop," a newspaper series, is being scripted by Fenton Earnshaw. "The Sword," a swashbuckler for which a cast is now being sought, will probably first be aired on one of the anthology dramas.

WEBS ALERTED

Gov't, Feature Pix Intrusion Warned

• Continued from page 2

parent Radio Corporation of America, and NBC's feeling that color will really boom in 1957.

Public's Favor
But it was on the twin specters which the web says endangered networking as an industry, with all that loss of web service could mean to the viewing public, that the NBC toppers concentrated their fire. Bob Sarnoff's keynote address, the web brass briefing of the affiliates and Brig Gen. David Sarnoff's address at the luncheon honoring his achievements all went over the same ground in various ways.

The fear of new government action stems most recently from the actions of the Department of Justice involving the NBC-Westinghouse station swaps. General Sarnoff derided the view that the swap resulted from the action of an elephant pushing a flea, noting that Westinghouse is three or four times the size of his organization. Instead, he said, if drastic legislative action ultimately should result, it would only benefit those elements which did not help build TV but watched the medium's development from the sidelines.

Sideliners
He especially cited, as such a group, the motion picture industry, which, he said, "has suddenly found in its vaults and tombs nuggets of gold," which would take on increasing value if only time on stations now utilized by the webs could be freed. General Sarnoff made it clear that NBC would participate in no "consent decree" settlement of the Westinghouse case, but would fight it to the end. The implication was clear that if the case were lost, the changes in web operations which must ensue might well require consideration of whether or how all the networks could continue functioning.

Bob Sarnoff, touching on the same subject in his address, stated that if basic network operating practices are prohibited, "networking itself would cease to exist." He expressed confidence that this would not occur, "for there is really only one issue: Will the public be hurt or helped if the network system is dismantled?" He called for greater government understanding of the operations basic to the network business.

Bob Sarnoff
But the strongest words of these sessions were saved for what Bob Sarnoff termed "the film invasion." Feature film programming and obliquely syndicated films were belabored mercilessly at every opportunity, with stress placed on the TV medium being at a crossroads, with a choice facing every broadcaster between film and live programming.

Bob Sarnoff warned each affiliate to "reflect on the likely results of loading schedules with feature films — particularly if use of this temporary product lead to displacement of network programs. If such a trend results in curtailing the networks' access to the aid, they will be deprived of the resources and the opportunities to

NBC-TV Pacts Miner to Produce 'Young & Brave'

HOLLYWOOD — Worthington Miner has been signed by NBC-TV to produce a new Western series, titled "The Young and the Brave." The show, being scripted by John Dunkel, deals with a trapper and a boy in the early days of New Mexico. Miner last year produced "Frontier," one of the first adult Westerns on TV.

move ahead in creative programming. Not only will entertainment shows be affected, but also cultural and informational programs that are part of the broad network service."

On Toboggan?
"Ultimately," he charged, "the Hollywood movie makers might replace their former 40,000 theatrical outlets with the nation's 40,000,000 or more television sets. If they do, television as a communications service will ride a toboggan of decline."

General Sarnoff, too, tore into feature film programming. He

warned of the possibility of the motion picture industry making features the dominant fare on the air and turning TV stations into "a national screen, as some radio stations have become national phonographs." The networks, he said, must be assured continuance of their present operating set-ups, clearly referring to clearance of stations during network time periods, or be faced with being unable to provide their present services.

NBC's determination to carry the fight against feature films was clearly shown in plans for the new "Tonight" program, which will debut on January 28. There is no doubt that this show will be offered affiliates in the hope they will carry it as part of the live vs. film battle, even tho it airs in station time which many outlets, committed to airing feature film packages, regard as the most salable for their features (see other story this issue).

Left unanswered was the ques-

'Whirlybirds' Sales Now 83

NEW YORK — CBS-TV Film Sales this week sold "Whirlybirds" in 16 more markets, bringing its sales to a total of 83 in the first month the show has been available. Continental Oil added eight more markets to the 39 already purchased.

Westinghouse bought the vid-film series for its stations in Boston, WBZ, and Pittsburgh, KDKA. Nikl-Silver bought it for Oregon, Sipes Grocery for Tulsa, Okla., and WPIX, New York, WTVN, Columbus, O., for their areas.

tion of what stations which already have purchased costly film libraries are to do with their product.

Gross-Krasne Signs Thayer

HOLLYWOOD — Guy V. Thayer Jr., for the past 11 years vice-president of Roland Reed Productions, last week was named executive v.-p. of Gross-Krasne, Inc.

Thayer will take over a portion of Phil Krasne's administrative duties, with Krasne concentrating more on TV distribution policy. In addition, Thayer is expected to set up production of TV and theatrical films in England under the Eadie plan.

Reed, who was out of production for the past several weeks, last week went back to filming TV spots and industrial films, with commercials for Alamite and Kaiser on tap. Arthur Pearson has been set to take over Thayer's former duties.

THE CODE 3 SUCCESS STORY

FIRST in audience appeal... rated top syndicated film in Portland (31.7*) and San Diego (27.4**), FIRST in time period in San Francisco (13.0**), Spokane (27.4**), Seattle (15.7**), Kalamazoo (15.5*), Wichita (52.7*) and St. Louis (18.2*).



FIRST in excitement, presenting thrilling "Front Page" dramas based on actual police cases taken from the files of world-famous Sheriff Eugene W. Biscailuz, of Los Angeles County...

FIRST to dramatize the personality of the group of law enforcement officers in action, with thrilling stories of arson, air, sea and mountain rescues, murder, robbery, juvenile crime. Stirring case histories to build audiences of all ages!

FIRST with top advertisers... making headline news in sales... Miller Brewing, National Biscuit Co., Safeway, General Electric, General Tire, Petri Wine, etc.



FIRST in sales results... testimonials pouring in... renewals months in advance... excitement and recognition for you and your product.

Wouldn't YOU like to be FIRST in your market? Let "Code 3"... signal for flashing lights and screaming sirens... be your signal for action. Write, wire, phone for complete details.



*Pulse **ARB

ABC FILM SYNDICATION, Inc.
10 East 44th St., New York City, OXford 7-6880

WIN, DRAW, LOSE

ARB Maps M-G-M Movies' Give, Take

DENVER — The value of the M-G-M library came under closer scrutiny here last week with the release of the American Research Bureau's first report for this market since the battle of the movies began this fall.

Numerous syndicated programs, both first-run and rerun, beat the "M-G-M Movie Theater," which plays indie KTVR, 9-11:30 p.m. across the board.

In the 9-midnight breakdown for the entire week, KTVR trailed close behind KLZ, 31.7 to 32.2.

Less than six months ago, in the

pre-M-G-M days, the indie was given little chance of surviving. Now, after an intensive sales campaign of eight weeks, based primarily on coincidental ratings taken by the station itself, KTVR's 9 p.m. movie is sold out and boasts a growing waiting list.

The M-G-M show beat KOA's "Warner Bros. Theater" on Sunday, 9:30-10:45. It also edged out KBTB's "Million Dollar Movie" on Wednesday, 10-11 p.m.

But the Metro movies were beaten by such syndicated shows on KLZ as Guy Lombardo, "Death Valley Days," "Sheriff of Cochise," "Mr. District Attorney," Rosemary Clooney, "Dick Powell Theater," and "Dr. Hudson's Secret Journal."

CORK PULLED?

3 Medical Pix Planned For NBC

NEW YORK—Smith, Kline & French is working on three new hour medical films for 1957 which it expects to present in the Tuesday 9:30-10:30 time period on NBC-TV.

Smith, Kline & French, meanwhile, has bought the April 2 hour from Armstrong for a repeat presentation of "Monganga," the medical film about missionary work which it presented there recently.

WOING OF NTA

Five N. Y. Outlets Bid For New 20th Films

NEW YORK — Five of the seven stations in this market are now reported bidding for the new package of 20th Century-Fox features. This is a sign of the extent to which the market for feature films has expanded with the supply.

WCBS-TV, with a backlog of about 1,000 first runs, including M-G-M, Warner Bros., and Columbia product, may have been regarded as satiated for the time being.

The other most potent bidder is said to be WRCA-TV, the NBC flagship, which got back into programming first-run features only this season.

Other Stations The other three stations that have been discussing the package

RATINGS RISE

WGN Turns to Kiddie-Adult Programming

CHICAGO — WGN-TV multiplied its rating almost six times for its key 6 to 6:30 p.m. slot by installing a block of adventure, mystery and Western syndicated films angled for the combined interest of kids and adults.

The block is composed of "Soldiers of Fortune" on Mondays, sponsored by Seven-Up Company, with an average quarter-hour rating of 10.4; Tuesdays, "Wild Bill Hickok" for Kellogg Company, with a 12.0; Wednesdays, "Western Marshal" for Vienna Sausage, pulling down a 9.3; Thursdays, "Buffalo Bill Jr." for Mars, Inc., with a 12.4, and Fridays, "Superman" for Kellogg Company, with the high mark of 13.5.

The station got sold on combined kid-adult appeal for early-evening time when a survey for its "Captain Video" strip showed the size of its grownups, according to Jay Farigan, program director.

The same pitch is hinted in a new strip launched Monday (17) by WBKB from 4 to 5 p.m., labeled "Adventure Time." A feature will be used of film clips from newsreels with commentary, kicking off with Lindbergh's solo flight across the Atlantic.

'Field-Stream' For Genesee Beer in N. Y.

with NTA are WATV, which bought the first 20th package; WABC-TV, which has not been buying first-run pictures in the past few years but has a fairly heavy schedule of reruns, and WOR-TV, which is now making extensive use of the RKO library.

These three stations are not expected to bid so high as WRCA and WCBS. NTA got \$10,000 per picture in New York on the first 20th package and is said to be shooting higher on the new one.

'Field-Stream' For Genesee Beer in N. Y.

ROCHESTER, N. Y.—Genesee Brewing last week bought the quarter-hour "Field and Stream" series from Louis de Rochemont Associates. A long-established sponsor of half-hour mysteries and adventures, Genesee is the first regional buyer of the sporting show.

Beginning in March it will place the show thruout upper New York State, including Rochester, Buffalo, Syracuse, Binghamton, Utica, (Continued on page 12)

COMMERCIAL CUES

FOR FILM IMPROVEMENT

The 12 New York laboratories that met with the Film Producers' Association last week have appointed a seven-man committee to work with a special FPA committee on a five-point improvement program.

FESTIVAL FOR ANIMATORS

Animators will have their first international festival in London February 23 to March 8. The International Animated Film Festival will be held at the National Film Theater at South Bank.

IDS . . .

Paper-Mate has signed Mickey Rooney for a new football commercial in which he plays a coach, player, referee, sports-caster and spectator. Cascade is doing the film. . . The Alexander Film Company is expanding its operation to include production of long-length industrial, educational and public relations films.

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)

Table with columns: Sponsor, Product & Agency (Show, if any) No. (Seconds) Type (C-Color) Commercials Producer. Rows include BUSINESS FINANCIAL, Insurance, Banks, Investments, Industrial Materials, GENERAL SECTION, Smoking Materials, Jewelry, Optical Goods, Cameras, and Miscellaneous.

Advertisement for Sheena featuring a woman's face and the text: #1 IN TIME PERIOD IN NEW YORK with 33.2% S.O.A.* ABC FILM SYNDICATION. Details upon request. *Nov. ARB. 10 E. 44th St., New York 17, OXford 7-5880

Advertisement for tpa (The Production Agency) featuring a film strip graphic and the text: a top quality film show for Every Product, Every Market, Every Budget. QUALITY • UNIQUENESS • PRE-ACCEPTANCE • PLAZA 5-2100 • N.Y.C. Offices in principal cities throughout the United States.

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

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

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

Guilds Near Deal With Fox

HOLLYWOOD—All three major talent guilds are holding meetings this week following a new offer from Mally Fox on some 70-odd post-1948 RKO pix. Indications are that a settlement will be reached, tho none of the parties would disclose just on what terms it would be.

Fox himself said, "There are still certain points that have to be cleared up." A writers' guild spokesman declared, "It looks like we have a deal." At SAC the proposal was termed as "better than before," with the board of directors expected to act on it during the early part of the week.

Altho several formulas have been proposed during the discussions, it's reported that the actual amount paid to the guilds will average \$25,000 to \$30,000 per picture, with SAC taking approximately two-thirds of that.

MPPA, the major motion picture producers' association, in the meantime is keeping a keen eye on the talks, since they will probably set the pattern for the industry. In this regard, it's only too well remembered that the AFM formula on the Snader telecriptions, strictly a one-shot deal at the time, initiated a standard for TV film from which producers have been trying to escape ever since.

MPPA, it's known, would like a formula taking into account the picture's gross to date, e.g., the unions would receive no money until a film has paid back its negative cost, with producers willing to give the guilds 50 per cent of all they take in above that. SAC, however, rejected this sort of formula immediately, the catch being that among post-1948 pix the majority are still in the red.

NTA Sells 16 On New 20th 'Rocket 86'

NEW YORK—National Telefilm Associates is calling its new package of 20th Century-Fox feature films the "Rocket 86" package. NTA has sold it to 16 stations so far.

The buying stations are WCAU-TV, Philadelphia; KFSD-TV, San Diego, Calif.; WTVT, Miami; WJAR-TV, Providence; KHQ-TV, Spokane; KTN T-TV, Tacoma, Wash.; KJEO-TV, Fresno, Calif.; WTVH-TV, Peoria, Ill.; WRAL-TV, Raleigh, N. C.; WBNS-TV, Columbus, O.; WGBI-TV, Scranton, Pa.; WHTN-TV, Huntington, W. Va.; WBEN-TV, Buffalo, N. Y.; WMCT-TV, Memphis, Tenn.; KTVH-TV, Hutchinson, Kan.; and WKNB-TV, West Hartford, Conn.

NEW YORK

7 TV STATIONS—4,096,800 TV HOMES
Population—14,124,600 (1st in U. S.)
Buying Income—\$28,954,669,000 (1st)

Retail Sales—\$17,069,367,000 (1st)
Food Sales—\$4,380,677,000 (1st)
Drug Sales—\$423,332,000 (1st)
Automotive—\$2,243,498,000 (1st)

Above market statistics are for New York and N. E. New Jersey and include the following counties: Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk and Westchester, N. Y.; Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset and Union, N. J.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WCBS, Su. 42.2
- 2. Producer's Showcase, WCCA, M. 40.9
- 3. Person to Person, WCBS, F. 33.9
- 4. Phil Silvers, WCBS, T. 33.2
- 4. Playhouse 90, WCBS, Th. 33.2
- 6. Sid Caesar, WRCA, S. 32.3
- 7. Perry Como, WRCA, S. 31.7
- 8. Jane Wyman, WRCA, T. 30.7
- 9. What's My Line? WCBS, Su. 30.2
- 10. \$64,000 Question, WCBS, T. 28.6

TOP MULTI-WEEKLY SHOWS

- 1. News, Weather & Sports (11 p.m.), WCBS, M-F. 14.9
- 2. News & Weather (11 p.m.), WRCA, M-F. 13.3
- 3. Mickey Mouse Club, WABC, M-F. 12.9
- 4. Popeye, WPIX, M-F. 10.0
- 5. Looney Tunes, WABD, M-F. 9.9
- 6. Search for Tomorrow, WCBS, M-F. 8.1
- 7. CBS News, WCBS, M-F. 7.9
- 7. NBC News, WRCA, M-F. 7.9
- 9. Eddie Fisher, WRCA, W, F. 7.8
- 9. Guiding Light, WCBS, M-F. 7.8

TOP FEATURE FILMS

- Once Weekly**
- 1. Popcorn Theater, WABC, Su.-10:00-11:00 a.m. 4.4
- 2. Hollywood Adventure Time, WABC, S.-6:30-7:30 p.m. 3.5
- 3. Warner Brothers, WABD, Su.-9:00-11:00 p.m. 3.2
- 4. Charlie Chan, WABD, S.-5:00-6:00 p.m. 2.7
- 4. Friday Night Movie, WABD, F.-9:30-11:00 p.m. 2.7
- Multi-Weekly**
- 1. Late Show, WCBS, M.-S.-11:15-12:00 mid. 7.8
- 2. Early Show, WCBS, M.-F.-6:00-7:15 p.m. 7.0
- 3. Evening Theater, WRCA, M.-F.-5:30-6:45 p.m. 4.9
- 4. 11th Hour Theater, WRCA, S.-Su.-11:15-12:00 mid. 3.9
- 5. Late Matinee, WCBS, M.-F., Su.-3:30-6:00 p.m. 3.7

TOP SYNDICATED FILMS

- 1. Doug Fairbanks Presents (ABC) WRCA, M.-10:30 15.4
- 2. Highway Patrol (Ziv), WRCA, M.-7:00 11.3
- 3. Science Fiction Theater (Ziv), WRCA, F.-7:00 9.7
- 4. Popeye (Assoc. Artists), WPIX, M.-Su.-6:00 8.9
- 5. Looney Tunes (Guild), WABD, M.-Su. 6:30 8.5
- 6. †Death Valley Days (Pacific Borax), WRCA, W.-7:00 8.2
- 7. Rin Tin Tin (Screen Gems), WABC, S.-6:00 7.2
- 8. My Little Margie (Official), WCBS, M.-F.-9:00 a.m. 6.7
- 9. The Goldbergs (Guild), WABD, Th.-7:30 6.4
- 9. †Sky King (Nabisco), WABC, W.-6:00 6.4
- 11. Guy Lombardo (MCA), WRCA, Th.-7:00 6.2
- 12. Amos 'n' Andy (CBS), WCBS, M.-F.-9:30 a.m. 6.1
- 12. Highway Patrol (Ziv), WPIX, W.-9:30 6.1
- 14. Abbott and Costello (MCA), WPIX, T.-6:30 5.9
- 14. Star Performance (Official), WPIX, Th.-9:00 5.9
- 16. Annie Oakley (CBS), WABC, F.-6:00 5.7
- 16. Captain Midnight (Screen Gems), WPIX, Su.-5:00 5.7

PHILADELPHIA

4 TV STATIONS—1,124,300 TV HOMES
Population—4,076,300 (4th in U. S.)
Buying Income—\$7,695,112,000 (4th)

Retail Sales—\$4,628,585,000 (5th)
Food Sales—\$1,032,686,000 (5th)
Drug Sales—\$130,616,000 (5th)
Automotive—\$795,007,000 (5th)

Above figures include following counties: Burlington, Camden and Gloucester, N. J.; Bucks, Chester, Delaware, Montgomery and Philadelphia, Pa.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WCAU, Su. 37.3
- 2. Groucho Marx, WRCV, Th. 33.2
- 3. Producer's Showcase, WRCV, M. 32.9
- 4. \$64,000 Question, WCAU, T. 30.9
- 5. Climax, WCAU, Th. 30.4
- 6. Phil Silvers, WCAU, T. 30.2
- 7. G. E. Theater, WCAU, Su. 29.8
- 8. Alfred Hitchcock, WCAU, Su. 29.5
- 9. \$64,000 Challenge, WCAU, Su. 29.0
- 10. I've Got a Secret, WCAU, W. 28.4

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, WFIL, M-F. 18.3
- 2. News, Weather (11 p.m.), M-F. 17.2
- 3. Fun House, Misc., WRCV, M-F. 14.7
- 4. Search for Tomorrow, WCAU, M-F. 13.3
- 5. Guiding Light, WCAU, M-F. 13.1
- 6. Love of Life, WCAU, M-F. 12.7
- 7. Valiant Lady, WCAU, M-F. 12.6
- 8. Sports, Misc. (11:15 p.m.), WCAU, M-F. 12.1
- 9. Arthur Godfrey, WCAU, M-F. 11.4
- 10. Million \$ Movie, WCAU, M-F. 10.8

TOP FEATURE FILMS

- Once Weekly**
- 1. Stage "S" WFIL, T.-10:30-11:45 p.m. 18.1
- 2. Hollywood's Best, WFIL, Su.-2:00-6:30 p.m. 16.3
- 3. Ford Film Playhouse, WFIL, S.-10:30-12:00 Mid. 12.2
- 4. Command Performance, WCAU, Su.-1:00-5:00 p.m. 8.6
- 5. Mystery Theater, WCAU, Su.-11:30-12:00 Mid. 8.5
- Multi-Weekly**
- 1. Million \$ Movie, WCAU, M.-S.-11:15-12:00 Midnight 11.3
- 2. Starr Theater, WFIL, M.-F. 6:00-7:00 p.m. 10.0
- 3. World's Best Movie, WFIL, M, W.-F.-11:15-12:00 Midnight .. 9.9
- 4. 1:00 Playhouse, WRCV, W.-F.-1:00-2:30 p.m. 6.1
- 5. Hollywood Playhouse, WRCV, M.-T.-1:00-2:30 p.m. 5.4

TOP SYNDICATED FILMS

- 1. Wild Bill Hickok (Flamingo), WCAU, T.-7:00 18.2
- 1. Superman (Flamingo), WCAU, M.-7:00 18.2
- 3. Esso Golden Playhouse (Official), WCAU, T.-10:30 17.5
- 4. Badge 714 (NBC), WCAU, W.-7:00 16.5
- 5. Soldiers of Fortune, (MCA), WCAU, S.-6:00 15.7
- 6. Annie Oakley (CBS), WCAU, S.-5:30 15.5
- 7. Great Gildersleeve (NBC), WCAU, T.-7:30 15.0
- 8. Little Rascals (Interstate), WRCV, M.-F.-6:00 U 14.7
- 9. Headline (MCA), WCAU, S.-6:30 13.5
- 10. Highway Patrol (Ziv), WCAU, S.-7:00 13.3
- 11. †Sky King (Nabisco), WCAU, S.-5:00 13.2
- 12. City Detective (MCA), WRCV, M.-10:30 U 12.7
- 13. Your Star Showcase (TPA), WCAU, S.-10:30 12.0
- 14. Looney Tunes (Guild), WCAU, S.-10:00 a.m. 11.0
- 15. Dr. Christian (Ziv), WRCV, F.-7:00 U 10.7
- 16. San Francisco Beat (CBS), WFIL, M.-10:30 10.2
- 17. Amos 'n' Andy (CBS), WRCV, M.-F.-6:30 U 10.0

SAN FRANCISCO-OAKLAND

5 TV STATIONS—791,400 TV HOMES
Population—2,613,100 (7th in U. S.)
Buying Income—\$5,696,328,000 (6th)

Retail Sales—\$3,334,262,000 (7th)
Food Sales—\$815,868,000 (7th)
Drug Sales—\$102,169,000 (7th)
Automotive—\$580,360,000 (7th)

Above figures include following counties: Alameda, Contra, Costa, Marin, San Francisco, San Mateo and Solano.

TOP NETWORK SHOWS

- 1. Ed Sullivan, KPIX, Su. 40.8
- 2. Groucho Marx, KRON, Th. 37.0
- 3. Perry Como, KRON, S. 34.4
- 4. Producer's Showcase, KRON, M. 33.8
- 5. \$64,000 Question, KPIX, T. 30.4
- 6. G. E. Theater, KPIX, Su. 28.4
- 7. Dragnet, KRON, Th. 28.0
- 8. Disneyland, KGO, W. 27.6
- 9. Your Hit Parade, KRON, S. 27.4
- 10. Do You Trust Your Wife? KPIX, T. 27.2

TOP MULTI-WEEKLY SHOWS

- 1. Big Movie, KPIX, M.-W. 16.7
- 2. CBS News, KPIX, M.-F. 13.5
- 2. NBC News, KRON, M.-F. 13.5
- 4. Queen for a Day, KRON, M.-F. 13.2
- 5. Shell News, (6 p.m.), KPIX, M.-F. 11.7
- 6. Modern Romances, KRON, M.-F. 11.2
- 7. Popeye, Misc., KRON, M.-F. 9.8
- 8. Mickey Mouse Club, KGO, M.-F. 9.7
- 9. My Little Margie, KRON, M.-F. 9.0
- 10. Comedy Time, KRON, M.-F. 8.8

TOP FEATURE FILMS

- Once Weekly**
- 1. Major Movie Premiere, KRON, F.-10:00-11:30 p.m. 15.8
- 2. Fabulous Feature, KPIX, Su.-5:30-7:00 p.m. 15.1
- 3. Movietime, KRON, Su.-6:00-7:30 p.m. 14.2
- 4. Movie Hits, KRON, S.-11:00-12:00 Midnight 13.8
- 5. OWL Theater, KRON, Su.-11:00-12:00 Midnight 6.0
- Multi-Weekly**
- 1. Big Movie, KPIX, M.-W.-10:00-12:00 Midnight 16.7
- 2. Golden Gate Playhouse, KRON, M.-F.-3:00-5:30 p.m. 7.5
- 3. Cinema Show Place, KRON, M.-W.-10:30-11:45 p.m. 6.7
- 4. Jubilee Movie, KPIX, W.-F. Su.-11:30-12:00 Mid. 6.6
- 5. D. Courtney Movie, KPIX, M.-F.-1:45-3:00 p.m. 4.8

TOP SYNDICATED FILMS

- 1. Rosemary Clooney (MCA) KPIX, Su.-9:30 22.7
- 2. I Search for Adventure, (Bagnall) KPIX, Th.-7:30 21.4
- 3. Stage 7 (TPA), KRON, F.-8:00 20.2
- 4. Badge 714 (NBC), KPIX, W.-9:00 17.7
- 5. Code 3 (ABC), KRON, Su.-10:30 15.5
- 6. Crunch and Des (NBC), KRON, Th.-7:00 15.0
- 6. Science Fiction Theater (Ziv), KRON, S.-7:00 15.0
- 8. Steve Donovan, Western Marshal (NBC), KPIX, T.-6:30 13.7
- 9. Highway Patrol (Ziv), KRON, T.-6:30 13.4
- 10. Studio 57 (MCA), KPIX, F.-10:30 12.5
- 11. Science In Action (TPA), KRON, M.-7:00 12.2
- 12. Top Plays of 1956 (Screen Gems), KPIX, Th.-11:00 12.0
- 13. Sheriff of Cochise (NAT), KRON, S.-6:30 11.2
- 14. Waterfront (MCA), KPIX, S.-7:00 10.9
- 15. Cisco Kid (Ziv), KRON, Th.-6:30 10.7
- 16. Your All Star Theater (Screen Gems), KGO, F.-7:00 10.2
- 16. Man Called X (Ziv), F.-6:30 10.2
- 18. Popeye (Assoc. Artists), KRON, M.-F.-6:15 9.8
- 19. My Little Margie (Official), KRON, M.-F.-5:30 9.0

WASHINGTON, D. C.

4 TV STATIONS—484,000 TV HOMES
Population—1,802,100 (10th in U. S.)
Buying Income—\$3,979,860,000 (8th)

Retail Sales—\$2,246,024,000 (9th)
Food Sales—\$499,346,000 (11th)
Drug Sales—\$98,952,000 (8th)
Automotive—\$420,335,000 (10th)

Above figures include following counties: District of Columbia; Montgomery and Prince Georges, Md.; Arlington and Fairfax, Va.

TOP NETWORK SHOWS

- 1. Ed Sullivan, WTOP, Su. 31.9
- 2. G. E. Theater, WTOP, Su. 30.9
- 3. Alfred Hitchcock, WTOP, Su. 30.7
- 4. Producer's Showcase, WRC, M. 28.2
- 5. \$64,000 Question, WTOP, T. 27.8
- 6. Climax, WTOP, Th. 26.9
- 7. Jackie Gleason, WTOP, S. 26.1
- 8. What's My Line? WTOP, Su. 25.7
- 9. Robert Montgomery, WRC, M. 25.5
- 10. Playhouse 90, WTOP, Th. 25.4

TOP MULTI-WEEKLY SHOWS

- 1. CBS News, WTOP, M.-F. 13.9
- 2. Cisco Kid, WTOP, M.-F. 13.6
- 3. 11:00 P. M. Report, WTOP, M.-F. 13.5
- 4. 6:30 Spotlight, WTOP, M.-F. 12.9
- 5. Mickey Mouse Club, WMAL, M.-F. 12.3
- 6. Queen for a Day, WRC, M.-F. 11.8
- 7. Love of Life, WTOP, M.-F. 11.1
- 8. Art Linkletter, WTOP, M.-F. 10.8
- 9. NBC News, WRC, M.-F. 10.7
- 10. Search for Tomorrow, WTOP, M.-F. 10.5

TOP FEATURE FILMS

- Once Weekly**
- 1. Safeway Theater, WRC, S.-10:30-12:00 Midnight 16.8
- 2. Sunday Theater, WTOP, Su.-2:00-4:45 p.m. 10.0
- 3. Western Adventure, WTTG, Su.-12:30-1:30 p.m. 5.7
- 4. Premier Playhouse, WTTG, S.-10:00-12:00 midnight 5.3
- 5. Sunday Movies, WTTG, Su.-1:30-4:00 p.m. 5.1
- Multi-Weekly**
- 1. Late Show, WTOP, M.-Su.-11:15-12:00 midnight 8.8
- 2. Warner Brothers Premier, WTTG, W.-M.-8:00-9:30 p.m. 7.6
- 3. First-Run Theater, WTTG, F.-S.-8:00-9:30 p.m. 6.4
- 4. Footlight Theater, WRC, M.-F.-5:30-6:30 p.m. 6.1
- 5. Movietime U. S. A., WTTG, M.-T.-8:00-9:30 p.m. 5.0

TOP SYNDICATED FILMS

- 1. Ramar of the Jungle (TPA), WTOP, W.-7:00 16.0
- 2. Celebrity Playhouse (Screen Gems), WTOP, T.-10:30 14.0
- 2. Sheriff of Cochise (NTA), WRC, M.-10:30 14.0
- 4. Cisco Kid (Ziv), WTOP, M.-F.-6:00 13.6
- 5. Code 3 (ABC), WTOP, Th.-7:00 13.3
- 6. Wild Bill Hickok (Flamingo), WRC, Th.-7:00 13.2
- 6. Highway Patrol (Ziv), WTOP, S.-7:00 13.2
- 8. Foreign Legionnaires (TPA), WRC, M.-7:00 12.2
- 9. Annie Oakley (CBS), WTOP, F.-7:00 12.0
- 10. Soldiers of Fortune (MCA), WTOP, M.-7:00 11.9
- 11. Superman (Flamingo), WRC, T.-7:00 11.5
- 12. Badge 714 (NBC), WTTG, F.-7:00 11.2
- 13. Studio 57 (MCA), WRC, F.-7:00 10.9
- 14. Dr. Hudson's Secret Journal (MCA), WMAL, Su.-6:30 9.2
- 14. Fabian of Scotland Yard (CBS), WTTG, F.-7:30 9.2
- 16. Famous Fights (Winik), WTTG, M.-10:00 9.0
- 17. My Little Margie (Official), WTOP, M.-F.-5:30 8.8
- 18. Times Square Playhouse (Ziv), WTTG, S.-5:30 8.7

Pilot Screenings

Continued from page 8

most certain to fall prey to the agency psychology of "maybe we'll get a better one tomorrow."

For all shows there is the hazard of getting to be known as "having been around," even tho this may be entirely unfair criticism. A good example, perhaps, is "Adventures of a Model" which Desilu produced last season, and which was shown to 30 agencies simultaneously. P & G put in an order for the series, but it never went on the air because no network time could be found.

What is the answer then? Roach

believes that it's the creation of a pool of pilots of various types. These are not shown to agencies but held until such a time when a sponsor suddenly finds himself in need of a program, as almost invariably happens. The producer can then be ready to screen a new show for him without having to make the rounds of Madison Avenue or being stuck with product which has been around.

Small producers, of course, cannot operate this way, and the Madison Avenue crush is likely to be as heavy as ever this spring. Among the larger companies and networks, however, there seems to be a definite reevaluation of method.

Flamingo Films Pilot Of 'OSS' in Europe

HOLLYWOOD — Flamingo Films has entered the foreign production field with the pilot for a TV series titled "OSS," based on the wartime exploits of the American Intelligence Service. It stars Ron Randall and was directed by Robert Siodmark.

The initial half hour was shot in London and Paris by producer Jules Buck and Col. William Eliscu, creator of the series, who is using the memoirs of OSS vets for story material.

STAR PERFORMANCE

"You're joking! Can I write my own ticket with an Award Winning series, Pip!"

DAVID NIVEN

"Certainly, Old Boy, with 153 programs, and stars like Niven, you can't miss!"

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Plaza 7-0100

No Reduction in Album Disking Foreseen in '57

Volume Forecasts Show Dealer Saturation Point Still Far Off

NEW YORK — There seems little likelihood of any reduction in album production during 1957. It is expected that the upcoming year will see fewer conversions, but this is not expected to make any serious dent in the over-all quantitative picture. Many execs, notably Goddard Lieberman, president of Columbia, are known to favor a more selective approach toward the package business, but it is felt that current factors in the business preclude a production cut at present. These factors include extreme competition, which has a tendency to stimulate album production; commitments to artists, and the apparent capacity of dealers to absorb the present volume of production. A Columbia exec also noted the greater emphasis being placed upon show albums and original cast albums and the greater inclination to use albums as a means of kicking off new artists—all of which will tend to increase production.

RCA Victor's veepee George Marek stated that Victor would expand album production in all categories. "We will definitely not cut down," he said.

Lloyd Dunn, Capitol vice-president in charge of sales and merchandising, said his firm's package output in 1957 will increase over 1956. Dunn would not indicate quantity, but it is known that his firm holds to the policy that "new albums are the life blood of the business." Dunn averred that the industry is a long way off from reaching the saturation point with the dealer. He noted that fore-

casts for the phonograph industry volume in 1957 far exceed the rate of growth of the disk business—an indication that such a saturation point is still quite a number of years away.

Decca plans no cutback, and the same holds for Coral. Veepee Leonard Schneider said: "As long as there is an increase in phonograph sales we plan to continue volume package releases."

Mercury Records plans a re-schedule of packages in order that more concentrated attention might be given individual albums.

ABC-Paramount plans to go all out on album production next year and will appoint an exec to concentrate strictly on LP merchandising distribution and sales.

Coast firms side with Capitol and indicate an increased album production in 1957. Many of the

firms, however, expect to radically change from the present "buck-shot" method of release to a planned program of monthly releases. Randy Wood, Dot prexy, said his firm will release more than 80 albums in 1957, with the aim of diversifying its repertoire via the hoped-for acquisition of film soundtrack albums and, possibly, classical works.

Low Chudd, Imperial Records president, expects to release at least 100 packages in 1957, with further expansion in jazz, pop and background music fields. Chudd acquired a wide array of music during a trip to Europe last summer, with only a fraction of the material released thus far.

The Norman Granz firms, Verve, Clef, Norgran and Down Home, are expected to match their more

(Continued on page 22)

Col. Reorgs Field Force for 1957

Keynote Is Distribution, Market and Dealer Development Plus Promotion

NEW YORK—Columbia Records has blueprinted a complete field reorganization, to become effective January 1. Bill Gallagher, field sales manager, is making the changes in order to consolidate and streamline the label's sales and merchandising efforts during 1957. Each district manager, Gallagher points out, will now concentrate on a maximum of four markets. This is expected to give the field execs a better opportunity to concentrate on distributing efficiency, market development, dealer development and promotion. In-store merchandising and artists relations will also get top emphasis, Gallagher adds.

Field men under the direction of special markets manager, Milt Selkowitz, will also concentrate on

rack jobbers in their respective territories during 1957. Selkowitz, with the assistance of Columbia's district managers, will go into 1957 with a carefully planned program of rack development.

Changes in the Columbia field organization were outlined at the label's district managers' sales

(Continued on page 22)

Mercury Sued Over Jim Lowe Album Title

NEW YORK — Trinity Music and Dot Records thru attorney Lee Eastman, are filing suit here this week against Mercury Records and 14 of its key distributors to enjoin the latter label from using the name "Green Door" in connection with the title of a forthcoming Jim Lowe album.

Lowe, who recorded for Mercury before he joined Dot and cut his current best selling single "The Green Door," recently sliced his first Dot LP, which will be released shortly under the title "Songs They Sing Behind the Green Door."

The Mercury album, featuring old Lowe sides, is tagged "Jim Lowe Sings Behind the Green Door." However, the Trinity tune is not included in the package.

Mercury has already re-released two old singles by Lowe in an effort to cash in on his current popularity. Eastman is basing his clients' case on a charge of "unfair competition" and in naming key Mercury distributors (including those in New York, Boston and Detroit) in the complaint, he opines: "They too should not attempt to deceive the public and if party to any such efforts must bear the consequence."

Hayes Now in Decca Fold

NEW YORK — Richard Hayes has switched from ABC-Paramount to the Decca label, effective immediately. Altho the singer's pact with the former company had some time to run, his managers, Peter Paul and Mark A. Bogart, secured his release on the basis of a legal technicality in his Am-Par contract.

Meanwhile, Am-Par released a new Hayes platter this week, and still has eight sides by the warbler (for a projected LP) in the can. There is a possibility that Paul and Bogart may make a deal with Am-Par to take over these masters. The managerial team signed to represent Toni Arden for records exclusively last week, and the canary subsequently was pacted by Decca, with her first disk out this week.

Dot Maps Expansion; Inks Hunter, Heston

HOLLYWOOD—In a series of sweeping moves that highly accentuate future plans, Randy Wood, president of Dot Records, last week inked motion picture stars Tab Hunter and Charlton Heston to recording contracts, announced the forthcoming opening of the first company-owned branch in New Orleans, laid plans for the entry of Dot Records into television film production, and mapped new areas into which the indie firm is expected to operate.

Both Heston and Hunter were signed to long-term recording contracts. Heston will shortly make his debut as a Dot artist via readings from the Bible, a package to be tied into the motion picture star's current leading role in the Cecil B. De Mille production "The Ten Commandments." Actor is currently in New York in the City Center Production "Mr. Roberts."

"Young Love" by Hunter Tab Hunter, a Warner Bros. pactee and an actor much idolized by teen-agers a la the many "James Dean Cults," was scheduled to record last weekend, cutting the

ASCAP SEEKS JUKE AGREEMENT

NEW YORK—The American Society of Composers, Authors and Publishers, this week, formally stated in a series of ads its willingness to meet with representatives of the juke box industry "in the hope of finding a mutually satisfactory solution" to their differences.

The ads (headed: "Attention, Juke Box Operators!" and signed by ASCAP prexy, Paul Cunningham), said the invitation to operators was prompted by Senator Joseph C. O'Mahoney's statement last week regarding his belief that Senate Document 155 is "designed to help all involved in the controversy find a compromise proposal for consideration by the sub-committee during the next session of Congress."

Victor \$2.98 Album Special For January

NEW YORK—In what admittedly is "taking a page from the competition's book," RCA Victor will issue its own \$2.98 album special thru dealers' shops in January.

Victor's deal, however, will consist of just one pop album issued as an LP and also as an "EPA" set, and will not be a regular monthly proposition. It will be available at the special price, with dealers getting their full discount, in January only, but on February 1, it is suggested that dealers raise the price to the normal \$3.98 tag and take advantage of the extra dollar profit.

Dealers also will be entitled to

(Continued on page 40)

No Lamb-Lion Deal Between Jukes & ASCAP

By MILDRED HALL

WASHINGTON—The jukebox lamb will not lie down with the ASCAP lion, as far as any compromise on the jukebox performance royalty exemption is concerned, says jukebox manufacturers' Washington counsel, John Floberg. Floberg's strong statement last week (14) paralleled that of MOA president, George Miller, made the previous week. Both were sparked by the recent and carefully neutral report of the Senate Judiciary Subcommittee on patent and copyright on the jukebox royalty problem (See Billboard, December 15).

A follow-up offer by ASCAP to meet with the jukebox interests to work out a compromise, as suggested by Subcommittee Chairman O'Mahoney (D., Wyo.), only added fuel to the blaze. "We have nothing to compromise," said Floberg.

After studying the subcommittee report, Floberg commented: "We see nothing in it to change our heretofore frequently expressed position that the 1909 copyright law, insofar as it specifically refused to extend performance rights so as to include coin-operated automatic phonographs, is sound and fair in

(Continued on page 65)

Cap Appoints Lyle Thayer To Admin. Post

HOLLYWOOD—The appointment of Lyle Thayer to the newly created position of administrative assistant of Capitol Records was disclosed here last week by Daniel C. Bonbright, vice-president in charge of administration of the company.

Thayer's duties and responsibilities will be concerned with the negotiation of artist and show contracts, with Thayer reporting to Joe Zerga, executive staff assistant of Capitol.

New appointee was with the Music Corporation of America for 14 years, and opened their San Francisco office in 1937, later moving here where he was an executive in their band and act department. Thayer opened his own personal management office some years ago, which he operated until joining Capitol.

'AMONG THE TRADE CIRCLE'

Nippon Cap.-King Split Has Nippon Diskers Agog

TOKYO — Music circles along Ginza here was abuzz last week with important changes on the Nippon disk scene. First, Nippon Capitol has severed a five-year-long agreement with King Record Company, Ltd., of Japan. Angel Records will take over the pressing and sale of Capitol starting in January.

Since the 1955 acquisition of Capitol by Electrical and Musical

Industries, Ltd., rumors have persisted that one day Nippon Capitol would become affiliated with Nippon Angel. As one informant said: "Since Capitol sold itself to EMI of England last year, Capitol's behavior which will clarify its attitude is in the limelight among the trade circle."

The Angel firm first launched operations here two years ago with

(Continued on page 22)



DON'T KNOCK THE ROCK

FROM THE NEW COLUMBIA FILM "DON'T KNOCK THE ROCK"

DECCA 30148 (78 RPM) • 9-30148 (45 RPM)



BILL HALEY and his Comets



DECCA RECORDS

Conkling's AFM Suit Testimony

HOLLYWOOD—The threat of an industry-wide recording ban hovered over the disk business some two years ago, according to testimony given by James B. Conkling, former president of Columbia Records and past prexy of the Record Industry Association of America.

Testimony was revealed when Conkling's deposition was taken here last week in the million-dollar damage suit brought by Coast musicians against the American Federation of Musicians and the Music Performance Trust Fund, the first of two actions filed here recently.

Conkling's testimony pointed out that it was during negotiations with AFM President James C. Petrillo that it was suggested that increase in the musicians scale be paid to the trust fund. When diskery representatives balked, Petrillo allegedly threatened the recorders with "no contract." In past history, no contract has traditionally meant that musicians would not work, thus facing the disk business with a recording ban. It has long been the contention of Coast musicians pressing the legal action, that the wage scale increase, negotiated in 1954 and calling for a 10 per cent hike for the first two years of the pact and a 21 per cent increase for the next three years, has been diverted to the trust fund.

According to Conkling's testimony, industry execs were willing to give musicians an increase, but refused at first to consider such an increase being paid to the fund. They agreed, however, when Petrillo suggested there would be no contract.

Further depositions in the case, in which 84 record companies have been named as neutral defendants, will be taken this week from other AFM execs including International Studio representative Phil Fischer, Local 47 President te Groen, Recording Secretary Maury Paul and recently appointed AFM Coast exec Herman Kenin.

Flair-X Signs A.&R. Head

NEW YORK — Flair-X Records, new diskery organized here, has signed Ralph Stein as director of artists and repertoire. The label has also pacted rhythm and blues thrush Pauline Rogers and the Orbits, an r.&b. group.

New packages in the mill for Flair-X include "Latin Songs to Inspire Lousy Lovers," featuring four different Latin combos; "Latin Dance Time," with Perez Prado, Miguelito Valdez and Tito Rodriguez; "Love Songs Starring You and I," with Miami Beach deejay Bea Kalmus, and Tony Graye and Slam Stewart in a Greenwich Village jazz set.

LYRICS SPARK DISK SALES, SAYS MILLER

NEW YORK — The lyrics of songs are becoming more important to record listeners and buyers, according to Mitch Miller, Columbia Records' pop a.&r. chief. The Columbia exec, currently climaxing an outstanding year with Guy Mitchell's "Singing the Blues," the No. 1 pop disk, says that even in the rock and roll field lyrics have become of increasing importance. "Lyrics," he says, "have an emotional appeal and, of course, add measurably to a song's over-all impact." He added: "Youngsters who never used to listen to the lyrics are listening today."

In the rock and roll field, Miller

Leith Stevens Re-Elected CLGA Prez

HOLLYWOOD—Leith Stevens has been re-elected president of the Composers & Lyricists' Guild of America, following voting by the executive board in the New York and Hollywood divisions.

Other officers named were Winston Sharples, Walter Schumann and David Terry, vice-presidents; Jerry Livingston, secretary-treasurer, and Ben Ludlow, assistant secretary-treasurer. Sharples, Terry and Ludlow headquarter in the East, while the others work here.

CLGA is the only labor organization in songwriter ranks officially recognized by the NLRB.

New Home for Old Roseland

Continued from page 1

Brecker is now formulating plans along these lines.

Covering an area of 30,000 square feet, the new operation will have a 130-foot-long oval bar, a barbershop in the smoking room, and elaborate equipment for the band musicians. A TV lounge with color TV sets will be installed in the basement, and a disk jockey show will be aired from the basement.

The operation will include a special department set up to cater to banquets and college proms.

The specific opening date has not been set, but plans are to move to the new Roseland home prior to the first of the year. On opening night, it is planned to have the patrons attend the old ballroom, then form a mambo dance parade and hoof to the new spot.

MOA Plans 1957 All-Music Meet

CHICAGO — An attempt to make the Music Operators of America's 1957 convention more fully representative of the entire music-record industry was proposed at an MOA board of directors meeting here this month.

The 31-man board agreed that the 1957 meet, which will be held at the Morrison Hotel here May 19-21, should be an all-music convention conducted by the MOA, rather than an operators' convention conducted by its own association.

Disk jockeys, music publishers, record companies, and all manufacturers of music, vending and amusement devices will be invited to participate, and a larger number of forum meetings will be pre-

sented to such lyrics as "A Rose and a Baby Ruth" and "Young Love," as having meaning to the youngsters. The lyric of "Singing in the Rain," Johnnie Ray's smash, depicts utter loneliness, Miller pointed out.

"But one of the tests of a good song," Miller said, "is whether or not it lends itself to different interpretations." A real good one does so lend itself, according to Miller. "Singing the Blues," says he, "can be performed in different ways and this is one of the reasons the tune reached the top."

Miller noted that there has been no lessening in the number of good

RCA's 'One World for Hits' Set for Spring Kick-Off

World-Wide Pop Disk Sales Project

By BILL SIMON

NEW YORK — RCA Victor's "One World for Hits," the project which calls for simultaneous launching of new pop records in upward of 20 different foreign countries, along with the U. S. A., may become a reality as early as May or June of next year.

This information was passed on last week by Victor execs, Bill Bullock, manager of the singles department, and Joe Carlton, a.&r. chief, following their return from

a four-and-half-week tour of RCA's European disk operations. The jaunt took them to England, France, Holland, Denmark, Germany, Switzerland, Italy and Spain.

Carlton, who had visited England, France and Belgium two years ago, noted a tremendous change in European tastes, in the direction of American music. Of the music that comes out there, said Carlton, as much as 80 per cent is either American recordings or their own language versions of American songs. Styles and arrangement are usually patterned after those from the States. It's certain that the European pop business is "following" much more that it is "creating" these days.

Significant is the fact that Eng-

(Continued on page 20)

DJ LP Spins Prep 'Sleeper' Singles

CHICAGO — The big swing toward the programming of LP material by deejays this year has developed a prime source for the selection of "sleeper" sides to be issued as singles, according to Mercury veepee Art Talmadge. By way of systematizing this "self-selective" method of picking "pre-tested" singles, Talmadge has ordered all field men to report immediately any apparent deejay devotion to one strip in an album.

The new trend, said Talmadge, points to closer ties between album and single promotion activity for

reduction of risk and greater profit of both.

Mercury has already cashed in on the "self-selective" system with such singles' hits as the Platters' "My Prayer," and Eddie Heywood's "Soft Summer Breeze" culled from LP's. Deejay concentration on "My Prayer" from the first Platter's LP prompted Talmadge to release it as a single.

The Heywood single was causal to Mercury's attention, by the label's Pittsburgh distributor, who was so impressed by local jockey backing of the LP side that he guaranteed Mercury promotion chief Kenny Myers an order of 3,000 if the side were put out as a single.

Most recent Mercury release of a single from an LP is Patti Page's new platter "Repeat After Me" and "Learning My Latin" from her "Manhattan Tower" album. An interesting complication here is the disk's competition against the thrush's current single hit "Mama From the Train." The Mercury brass at first was inclined to withhold single release of the album sides to keep from hurting "Mama," but the demand persisted, and the sides were finally released.

Strangely, according to Talmadge, sales on both platters to date indicate that air play on each of the disks is helping interest in the other, while exposure of the "Manhattan Tower" tunes seems to be creating a new sales interest in the album.

Meanwhile, on the basis of reports from the field, he is mulling the release as singles of "Dancing Trumpets" from a Ralph Marterie album and "A Gliss to Remember" from David Carroll's new "Shimmering Strings" LP.

Marcus Joins Indie Zephyr

HOLLYWOOD — Irv Marcus, for the past five years associated with the Don Robey Peacock and Duke labels, has been named a vice-president in charge of sales for indie Zephyr Records.

A former Mercury Records distributor in Atlanta, Marcus joined the Zephyr firm last week and immediately embarked on a brief tour of distributors. According to Marcus, his decision to join Zephyr was prompted by a desire to expand into other fields in addition to rhythm and blues.

Pubbers Must Back Diskers All the Way

NEW YORK — RCA Victor's "One World of Hits," and projects at other major companies similarly designed to create simultaneous excitement in many countries over any "plug" record, is likely to force several changes in the modiprandi of foreign music publishers.

For the publishers in the country where the "plug" originates, which would be the U. S. A. in most cases, the all-world idea suggests a bigger market than ever for a song—for performances, mechanicals, sheet sales, etc. However, simultaneous release in all countries can be arranged, only if the music

(Continued on page 20)

Denny Sets First PM C&W Pkg.

NASHVILLE — Jim Denny, of the artist bureau here bearing his name, last weekend announced the talent line-up for the first of the Philip Morris country music shows which early in January begin a series of free performances thru the South to plug the Philip Morris product.

Slated for the initial trek are Carl Smith, Red Sovine, Goldie Hill, Ronnie Self, Gordon Terry, Bun Wilson and Smith's Band, the Tunemiths. Group begins its extended tour January 4 at Richmond, Va., with a performance for Morris employees. On January 6, the show will do a free matinee performance, open to the public, at the Mosque, Richmond.

From Richmond, the package moves into West Virginia, with stops in Charleston, Middleburg and Huntington, and follows with a swing thru Kentucky, with performances scheduled for Morehead, Louisville, Richmond, Frankfort, Danville, Somerset, Fort Knox, Bowling Green, Henderson, Owensboro, Madisonville, Morganfield and Paducah.

The free-show deal, consummated two weeks ago between Denny and Philip Morris officials, is expected to involve the greatest use of c.&w. talent ever employed in a commercial promotional venture of its kind, with the talent tab said to exceed \$400,000.

RUGULO TO CUT 'EM IN FRANCE

HOLLYWOOD—Arranger-conductor Pete Rugulo was tapped for an overseas berth last week, leaving here January 15 for a three-month chore with French diskery Barclay Records.

Deal was originally discussed during Nicole Barclay's visit here last fall, and recently consummated. Rugulo will turn out three arrangements per week under terms of the agreement, and via a reciprocal deal between Barclay and Mercury Records, for whom Rugulo records, latter will be released in this country following Barclay etching.

Rugulo will also expand his publishing firm, seeking out material for Peter's Music (ASCAP).

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JAN. 26, 1957

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TV THEME

Disk Bids For Cops' Promotion

NEW YORK — State police in 48 States and one of the nation's largest insurance companies comprise the latest entrants in the many-faceted field of disk promotion.

Cyril Stapleton's London dishing of "Highway Patrol," theme music for the TV film series of the same name, is on the "copper" kick via a special promotion set by Ziv Television, producer of the series. Broderick Crawford, star of the series, is sending copies of the disk with a letter to the brass of highway patrols and State police across the nation, urging them to adopt it as their official "march" and to plug it, since it calls attention to the work of the highway officers.

The version of the tune was released by London simultaneously in the United States and Great Britain, where the show is one of the top-rated on television. Whether London's "bobbies" and other police groups in Britain have agreed to get behind the disk was not disclosed.

Meanwhile, Decca Records has set up a joint promotion with the Insurance Company of North America on its "Christmas Sing with Bing" album. The successful CBS Radio show of last year, from which the album takes its title, will be repeated this Christmas Eve and will be sponsored by the insurance firm.

North American is featuring prominent mention of both the show and the album in all current advertising, in mailings to policy holders and in display material for branches.

Caedmon Debs Two Special Holiday LP's

NEW YORK—Caedmon Records, the spoken-word disk company, last week rushed out two specials for the holiday season.

The first was the initial release in a projected series based on Noel Coward plays and featuring the playwright-actor himself. On one side of the special, Coward, together with Margaret Leighton, does the TV version of his one-act, "Brief Encounter." The flip has scenes from "Blithe Spirit" and "Present Laughter." Miss Leighton currently is starring on Broadway in "Separate Tables."

The second release, which was unveiled last Tuesday (11) at a cocktail party for the press. Literati and theatrical personalities, carries several segments from James Joyce "Ulysses." One side has Siobhan McKenna as Molly Bloom, and the other features E. G. Marshall as Leopold Bloom.

Caedmon has just printed its new, complete catalog, listing approximately 70 LP's. These catalogs are being made available to dealer gratis, in any quantity requested.

BMI to Host Parley for FCC

NEW YORK—Broadcast Music, Inc., will host members of the Federal Communications Commission at a special party in Washington, D. C., January 11.

BMI officials will all be on hand, while entertainment will be provided by BMI writer-performers. Headlining the bill will be Eddy Arnold, Betty Johnson and Joe Venuti.

Liberty Names Bobby Dieterle To Sales Post

HOLLYWOOD — Bobby Dieterle, who recently resigned her post with Cadence Records in New York, is scheduled to join Coast indie Liberty Records sometime next month to helm the firm's sales and production departments.

Miss Dieterle is expected to direct the operation of Liberty in its relations with distributors, and will make her home here, joining her husband, Curt Dieterle, a studio arranger-composer.

Meanwhile, Liberty President SI Waronker resigned his post as orchestra manager at 20th Century-Fox, to devote full time to his company. Associated with the studio for 20 years, Waronker's resignation becomes effective February 19. Label chieftan disclosed that December has thus far accounted for the biggest volume since the company was formed some two years ago, largely as a result of the Patience and Prudence hit, "Gonna Get Along Without Ya, Now," and the Julie London album, "Calendar Girl."

Label started recording in its own studios last week, setting sessions with maestro Jerry Gray, Dom Frontiere and Bobby Hammack.

Cap. Sues Pubs Over 'Baby' Rights

NEW YORK—Capitol Records filed suit in New York Supreme Court here this week asking the court to adjudge the owner of the rights to publisher royalties from the tune "Nothin's Too Good for My Baby" which appears in Louis Prima's new Capitol LP "The Wildest."

Defendants in the action are Enterprise Music and Joseph H. Sittly, who operates Sanson Music. Both firms claim rights to the tune, which was recorded by Capitol prior to October 16, 1956. At that time Enterprise represented ownership of the song and licensed Capitol. However, on October 16 Sanson claimed ownership of the tune and charged Capitol with infringement.

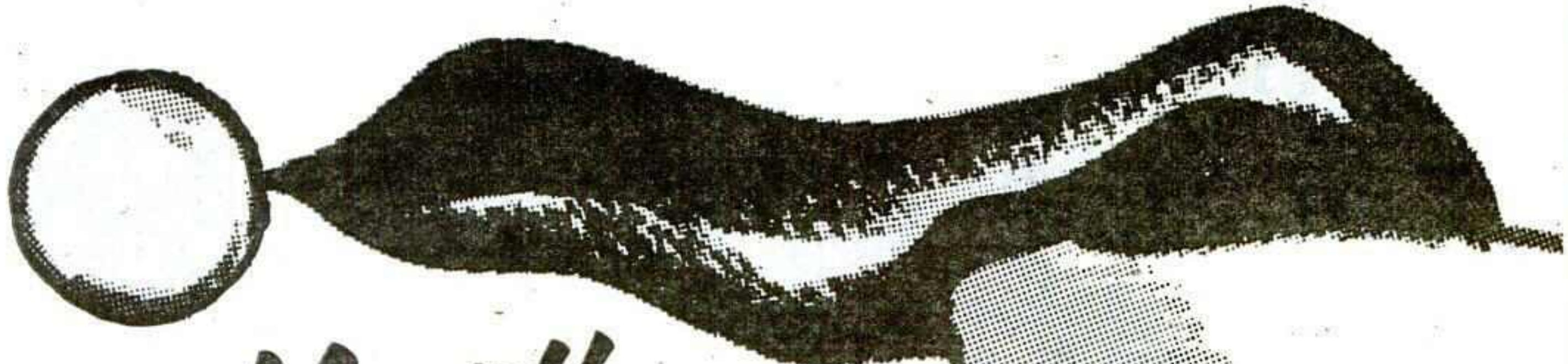
In its suit, Capitol asks the court for a declaration that neither of the defendants is entitled to any royalties from the tune and that each be restrained from instituting action against Capitol. The label also asked that the defendants be required to inter-plead and settle between themselves the allocation of royalty payments on the song from Capitol.

Goldsen Gets Music Rights To 'Foolin'

HOLLYWOOD — Publisher Mickey Goldsen garnered rights to the score for the upcoming Broadway production, "Foolin' Ourselves," here last week, organizing a new film, Tyler Music (ASCAP), in partnership with writer William Barnes.

Barnes, who penned music and lyrics for the show, is currently engaged in rewriting a portion of the show prior to a modern chautauqua run in 72 cities beginning next month. Show is the fifth Paul Gregory production, and the first musical under his banner.

Cast will headline dancer Gene Nelson and singer Sue Carson. Goldsen's only previous legit score was "Lute Song."



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- "TODAY'S TOP TUNES" . . . give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.
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CARDB'D LOVERS TEEN-AGE BAIT

NEW YORK — The Bellaire Record and Camera Supply Store here is utilizing an unusual phono-photo-film tie-up gimmick to promote album sales to teen-age customers.

In co-operation with Interstate Theaters and Capitol Records, the shop recently set it up so that every patron purchasing a "Giant" sound track LP could have his or her picture taken free with a six-foot cardboard "standee" of Dean.

A similar three-way photo tie-up is currently in operation during local screenings of Elvis Presley's first picture, "Love Me Tender," with purchasers of Presley's EP sound track from the movie entitled to a free photo with a "standee" of the Victor star. The promotion is the brainchild of retailer Donald H. Janicek.

Lubinsky Buys Discovery Wax And Copy

NEW YORK — Herman Lubinsky, Savoy-Regent Records mahoff, has acquired over 100 masters formerly owned by Discovery Records, label originally founded by Albert Marks in Hollywood. The masters, acquired from the mortgages of Discovery, include performances by Red Norvo, Martha Raye, Phil Moore, Art Pepper, Paul Smith, Hans Koller, Juppa Hipp and others. Lubinsky has also acquired the copyrights formerly held by J. and J. Music Corporation, BMI affiliate, which owned most of the tunes on the Discovery masters bought by Lubinsky.

The Discovery material will be re-mastered, and those not of sufficient engineering quality will be abandoned, Lubinsky said.

For the J. and J. copyrights, Lubinsky has created a new firm, titled Marplane Music (BMI). Lubinsky's other publishing enterprises are Crossroads and Savoy, both BMI firms.

Music as Written

Singer One-Stop Opens
Second Outlet in Chi . . .

Singer One-Stop, Chicago's largest one-stop operation, last week opened a second location at 6920 South Halsted Street. Fred Sipiora, an owner, said increasing acceptance of this distribution method made way for the expansion. Larger retail outlets, he claimed, are calling upon the supplier to fill their emergency needs, adding to the small retailers and juke operators who provide the basis of the business. Albums, he said, are comprising a sharply increasing part of the one-stop trade.

New York

Bally canary Betty Johnson sang her latest platter "I Dreamed" on Ed Sullivan's CBS-TV show last Sunday (16). . . Buddy Laine ork booked for a week at Chevy Chase Country Club, Wheeling, Ill., starting December 14. . . Jack Green, Willard Alexander Agency veepee, is in Europe this month setting up a European tour for the Glenn Miller-Ray McKinley ork. . . ABC-Paramount has inked Allen Swift, emcee of local TV station WPIX's "Popeye" show, for a series of comedy disks.

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FOLK TALENT AND TUNES

By BILL SACHS

With the Jockeys

Jimmie Osborne (King), with WKLO, Louisville, the past five years, has signed a long-term contract with WGRC, that city, effective January 1. Osborne, who originated his WKLO shows from his Jimmie Osborne Record Shop, Louisville, will combine his own singing and guitar playing with platter spinning and will be heard five hours daily over WGRC. He'll also do an all-hymn show each Sunday morning at 7:30. Says Osborne: "I would like to invite all artists to send me their new and old recordings, as I'm starting my own library."

Eddie Bond, recent addition to the deejay staff at KWEM, Memphis, wonders if any other jocks can match this stunt: Bond originates his daily shows from two States, yet for the same station. In the morning he broadcasts from the Memphis studios of KWEM and in the afternoon he crosses the Mississippi River into Arkansas, where he uses KWEM's West Memphis studio. As the theme for his shows, Bond uses his Mercury recording of "Rockin' Daddy."

Fred Brooks, WTJS, Jackson, Tenn., writes: "It is the opinion of many in the country music business that a c.&w. singer, to sell, has to sing thru his nose and break his voice. When a singer breaks his voice smoothly to falsetto as does Marty Robbins, it sounds okay, but not many can do this without sounding as tho they're dying. I believe this opinion came into being when most country music fans were found in rural areas. Singers then felt that it was necessary to put their interpretation on a level with these folks in order to sell their songs. Due to more farm people moving to the cities and a lot of city people moving to the farms, the two locales are now on the same level as to intellect and speech. With this fact in mind, a singer shouldn't have to sound as if he just came out of the sticks in order to sell a song. There are many good singers who don't sound this way unless they do it intentionally because their a.&r. man requests it. One new singer I'm impressed with is David Houston, who has 'Blue Prelude' b.w. 'I'll Always Have It on My Mind' out on RCA Victor. He doesn't sound at all corny. I hope others will follow suit so that when I audition country music here at WTJS everybody else on the staff won't have to rush out of the studio."

T. K. Brown, WTSA, Brattleboro, Vt., advises that his station is badly in need of wax. . . Tip Sharp, WWKY, Winchester, Ky., is on the air from 5-6:15 a.m., Monday thru Friday, with "Country Corner," and from 1:30-3 p.m., across the board, with "East Kentucky Jamboree." . . Aunt Louise, whose "Texas Stomp" is heard Monday thru Saturday, 6:15-7 a.m. and from 8-9 p.m., over KAND, Corsicana, Tex., has just celebrated her ninth year with the station. Aunt Louise's late husband, Gus Foster, started the show in 1947. . . Uncle Hank Craig, who's airing three hours of the country stuff nightly over XEG, Fort Worth, is in need of new wax.

(More Folk Talent and Tunes
on Page 48)



DIAGNOSIS:

Knife wound in the heart



UNDER THE blazing blue sledge hammer of a Chicago heat wave, the cramped, makeshift operating room shimmered like an oven, reeking of ether and carbolic. Six sweat-drenched, frock-coated doctors huddled in fascination, watching deft hands reach into a human chest and expertly stitch up a fluttering wound in the redness of a pulsing heart.

Would he live? The surgeon mopped his brow and hoped. The year was 1893; the operation, fantastic.

Live? Yes, he would live for many more years, thanks to the skill and courage of Dr. Daniel Hale Williams.

Abandoned as a child, Williams, a Negro, had struggled hard for an education. Now only 37, he had already founded America's first interracial hospital, Provident. And here he had just performed the first of the pioneering operations that would mark him as one of our country's great surgeons.

Sensitive and brave, Daniel Hale Williams was blessed with an abundance of the same urge to help his fellow man that binds and strengthens Americans today.

And it is these strong, unified Americans who are our country's real wealth—the real backing behind our nation's Savings Bonds. In fact, they're the true reason why U.S. Savings Bonds are considered one of the world's finest, safest investments.

For your own security—and for America's—why not invest in Savings Bonds regularly? And hold on to them!

It's actually easy to save—when you buy Series E Savings Bonds through the Payroll Savings Plan. Once you've signed up at your pay office, your saving is done *for you*. The Bonds you receive pay good interest—3% a year, compounded half-yearly when held

to maturity. And the longer you hold them, the better your return. Even after maturity, Savings Bonds go on earning 10 years more. So hold on to your Bonds! Join the Payroll Savings Plan today—or buy Bonds regularly where you bank.

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Albums Outclass Singles as Yuletide Cash Bell Ringers

By REN GREVATT and JUNE BUNDY

NEW YORK—The swing to albums rather than singles as the big Christmas disk sellers has become most pronounced this year.

Major diskeries have placed the emphasis of Christmas merchandising on packaged goods and the strategy appears to be paying off. In each case it's the great album sellers they talk about with little mention of singles. And the few new and re-released Christmas singles now in circulation, from all indications, are getting the cold shoulder from disk jockeys. In former days, jockeys would habitually get on a Christmas kick the day after Thanksgiving, affording ample exposure for the hot seasonal singles. This year Christmas disks only began to get plays as little as 10 days and in most cases no more than two weeks before Christmas. Many jocks, too, who have begun playing carols and holiday novelties at all, are playing album selections rather than singles.

According to Columbia Records' sales chief, Hal Cook, "Christmas business has always been a good album business, but this year it's true more so than ever because there is no outstanding single." Cook went on to point out that there is strong, unslackened action on the Guy Mitchell "Singin' the Blues" hit. In other words, the money that might come out of the pocket for a hit Christmas single is still coming out, but for a legitimate hit with considerably longer term staying power. Cook also indicated that the same thing took place last year, when in lieu of a strong Christmas hit, the younger buyers kept up a strong action on "Sixteen Tons."

At Columbia, only one Christmas single, by Rosemary and Gail Clooney, has been released. On the other hand, there are a brace of

strong seasonal albums doing a brisk business. The holiday package by the Norman Luboff choir is said to be a smash best seller, but considerable action is also being felt on the cast album for "The Stingiest Man in Town," a TV musical spec version of Dickens'

"Christmas Carol;" and on the Percy Faith "Music of Christmas," album.

RCA Victor has one single, Harry Belafonte's "Mary's Boy Child," which is showing some action, but without a major new entry in the *(Continued on Page 30)*

World-Wide Pop Disk Project

• Continued from page 15

lish has become the "diplomatic language" replacing French thru most of Europe. Nearly all school children learn the language, and this, the record men feel, will keep the market for American music constantly expanding. Indicative of the potential is a Deutsche Grammophon recording, in German, of "Memories Are Made of This," by a music hall performer named Freddy (released here on Decca), which reportedly sold about 1,500,000 disks.

Bullock and Carlton also noted that the 78 r.p.m. record is a dead issue in Spain and France. The companies have gotten together there and killed the old disks completely. While all of the new players sold are three-speed jobs, the No. 1 speed is 45. Elimination of 78's did not work much of a hardship on owners of one-speed machines, since until recently there had been very few phonographs of any type in European homes. However, in Germany, Italy and England there still is some demand and production of 78's. All of the new juke boxes, most of which are imported from the U. S., are for 45's only.

Ready After April 1

According to Pat Kennedy, manager of the record department of RCA's International Division, the company actually will be ready for its "One World" move after April 1, because that is when the long-standing RCA Victor deal with Electric and Musical Industries, Ltd., expires. At that point, the company will launch its own RCA label in England, to be pressed and distributed by English Decca's organization.

Kennedy pointed out that RCA already has its own factories to press records in the U. S., Canada, Mexico, Brazil, Argentina, Chile, Spain, Italy and Australia. It has an interest in plants, or leases facilities in France, Belgium, Holland, Denmark, Sweden, Norway, Germany, Switzerland, Austria, South Africa, and most recently, in Trinidad. In Japan its material is distributed thru a Jap-owned "Victor" label, while in all but the American companies it is on RCA's own "RCA" label—not "Victor."

The exec summed up the company's aims in opening up the world market: First, to create the largest possible market for the RCA Victor catalog and artists, many of whom have never received proper exposure abroad. Second, to develop foreign sources of repertoire for the U. S. business, as well as for the other countries. This is particularly important in the package field, altho it is considered possible that these sources may occasionally turn up singles hits as well... another "Beer Barrel Polka," perhaps.

Referring to Carlton's "One World for Hits," Kennedy indicated that the machinery is set up for this. According to Carlton, however, there is one major problem to be ironed out; that is to gain assurances from the publisher of a song that the number is cleared and handled by an active publisher affiliate in each country of release (see separate story). Maximum effectiveness of such a push can be achieved only if everyone is promoting the song and disk at the same time.

Must Gamble, Too

Another problem, not quite as involved, is the present attitude of the European countries to wait and see what a record does in the States before it is decided to issue and work on it locally. European disk people will have to gamble, and to accept a positive role in the making of a hit.

According to Bullock, the RCA organization will do its best to stimulate appearances of American artists abroad to plug their own "One World" releases.

Concerning the retailing picture, the Victor men noted that European stores generally had excellent window displays. Self-service is virtually unknown, and apparently the availability of cheap labor has postponed any moves in that direction. The European buyer is much more fussy regarding quality than is his American counterpart, and most of the Continental shops maintain a large number of listening booths.

CONGRESS INTO ASCAP FIGHT

HOLLYWOOD—The upcoming 85th Congress is expected to look into the current disagreement with the ASCAP distribution formula, as a result of a number of complaints registered with Congressman James Roosevelt (D., Calif.).

Roosevelt, a member of the House Committee on Small Business, has written the complainants that the committee will make a thoro and detailed investigation when the next Congress convenes.

Local 47 Battles Before Election

HOLLYWOOD—Charge and countercharge were hurled last week as the long revolt in AFM Local 47 neared its climax, prior to the biennial election on Monday (17) which was to determine whether rebel forces or incumbent pro-Petrillo officers took over the affairs of the union.

Max Herman, vice-president of the union, last week accused the incumbent te Groen-Paul slate with changing hospital and life insurance plans without notifying the members. The switch, Herman said, resulted in a \$100,000 agents' commission at the expense of the membership.

The pro-Petrillo forces were equally busy, charging that \$70,000 of Local 47 funds had been spent wastefully and that the local for the first time in years was ostensibly operating in the red.

At stake in the election are the vital posts of president, vice-president, recording secretary, trustees, a board of directors, trial board and delegates to the convention. Petrillo is known to favor the te Groen administration as witnessed by his reinstatement of te Groen when Local 47 removed him from office last summer. The year-long strife within the union saw past Vice-President Cecil Read removed from union rolls at the last AFM convention. It's charged that rebel slate, with the possible exception of presidential candidate Eliot Daniel, has been hand picked by Read.

Story," has received awards from both the Ohio State University for Education by Radio and Television and the Freedoms Foundation at Valley Forge, since it was first offered to stations in mid-1954. The first 60 programs in the still active radio series have been incorporated into the book.

June Bundy.

U. S. HISTORY

BMI Radio Series Top Book Fare

"The American Story," a new book made up of programs released to radio stations as a public service by Broadcast Music, Inc., is an impressive one-volume history of the U. S. in essay form. Richly illustrated and soundly documented, it thoroly covers U. S. history from the legendary exploration days of Eric the Red to Los Alamos and the Atom age.

Both informative and entertaining, "The American Story" is a January-February dividend of the Book-of-the-Month Club. Edited by Earl Schenck Miers with an introduction by Dr. Allan Nevins, it spotlights BMI-sponsored script-essays on 60 different topics by prominent members of both the Pulitzer Prize and the Bancroft Award.

Among the writers are Arthur Schlesinger, Quincy Howe, Bruce Catton, Carl Carmer, Dumas Malone, Claude G. Bowers, Marquis James, Thomas J. Wertenbaker, and Miers himself. The BMI radio series, also tagged "The American

Pubbers Must Back Diskers

• Continued from page 15

publishers agree to work along with the record companies.

This entails simultaneous clearance of a tune in all participating countries, with no staggering or delaying of release dates. It would be expected also that the foreign publishers would arrange to clear their decks in time to give the "plug" disk the benefit of all-out exploitation.

In many countries, this would require a major change publisher philosophy. In some European countries a publisher customarily holds up his release date until he has obtained a number of disks on any designated tune. Any foreign publisher who becomes a

sub-publisher for an American hit can set his own release date in his country, regardless of the action taking place elsewhere. As one prominent disk man has pointed out, it's common for a foreign publisher to hold up an American hit disk until the American-generated "radioactivity" has petered out. It's felt here that, in order to cash in the maximum chips, the foreign publisher must "go" on the original version from the outset and help push it over.

The all-world idea also poses a new problem for some smaller American publisher who may come up with potential-hit material. It may be pointed out that a small publisher who gets a hit must work on a short budget until the royalty payments start coming in, which sometimes will mean a six-month wait. In many cases, after a tune has hit, he can lighten his load by selling the foreign rights to the highest bidder. Now, order to clear the path for an all-world disk abroad, it will be necessary for a publisher to settle the matter of foreign representation before he reaches his best bargaining position.

For the few American firms which have their own network of offices abroad, the new disk formula may, at the outset, see them in an extremely advantageous position. This should apply particularly to the Chappell group, the Ralph Peer-Southern group, Leeds Music and a few others. It's considered likely that, once the all-world idea proves itself, more and more publishers will look into the matter of setting up their own offices throughout the world.

Another Billboard First for '57

SPECIAL DISK JOCKEY PROGRAMMING QUARTERLY EDITIONS

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

FIRST QUARTERLY EDITION

JANUARY 26, 1957

Don't Miss It!

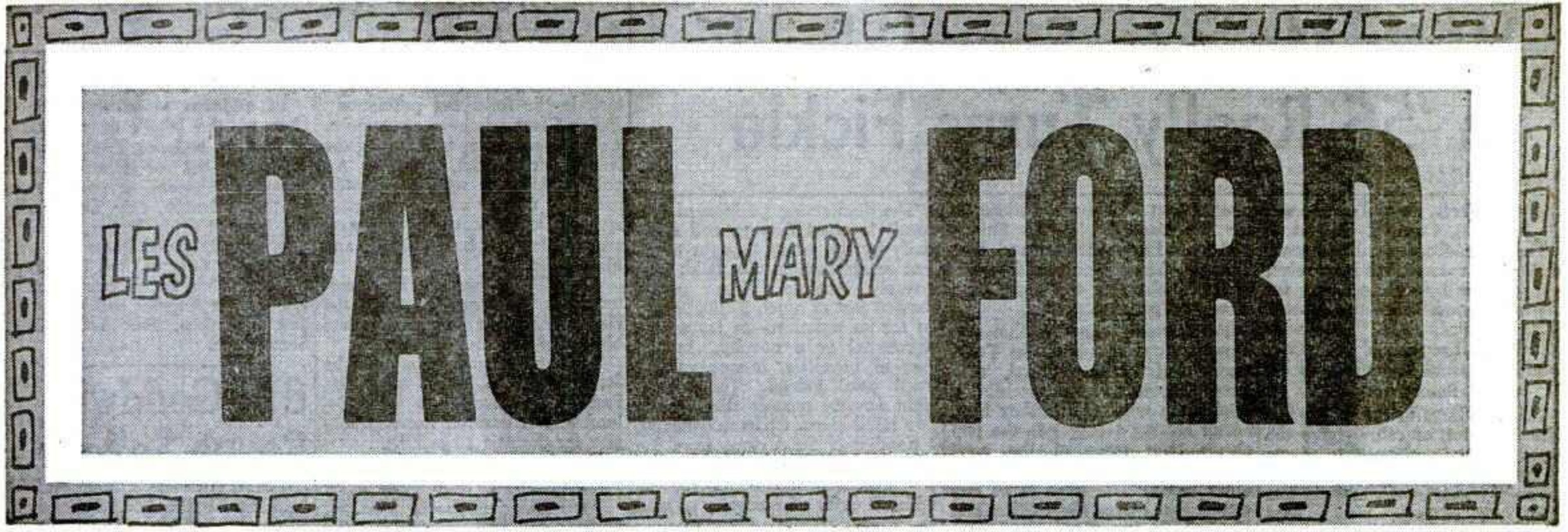
Pubs Enjoy Royalty Windfall

NEW YORK — Publishers received an unexpected holiday windfall in back royalties—slightly under \$100,000—from RCA Victor last week, as the result of an audit of the label's books and records by the Harry Fox office.

Due to a change in distribution policy over a period of the past seven quarters, RCA Victor was unable to compute the actual number of sales per record at the time royalty statements were due. So to compensate for records which were not ultimately sold, they took an arbitrary deduction on the entire statement and remitted the balance.

An intensive study of this procedure at the RCA offices here and in Indianapolis by the Fox office disclosed that the deduction was in excess of the ultimate number of disks manufactured and sold. Advised by Fox of this discrepancy, RCA Victor agreed to repay the amount of the over-deductions made for the past seven quarters and to submit all future statements (effective with the quarter ending November 30, 1956) on the basis of the new and more exact percentage arrived at by the Fox auditors.

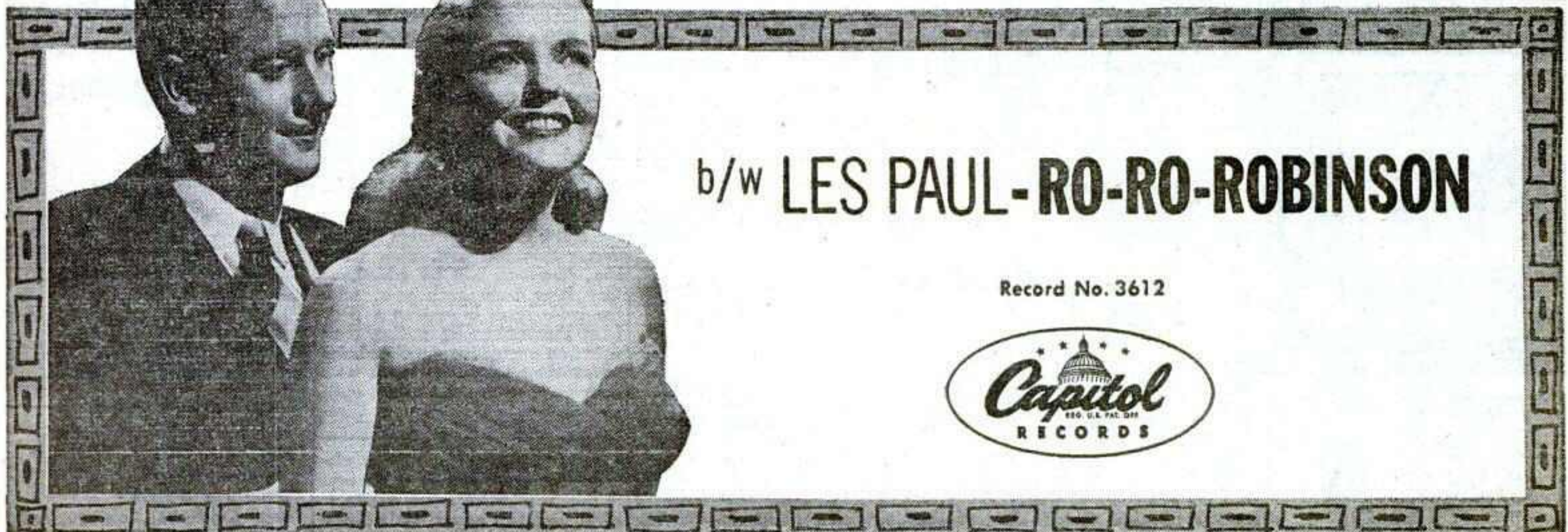
In addition to handling the matter of royalty refunds to his own publisher-clients, Fox also arranged to forward back royalty payments to non-client publishers. Hill & Range, for instance, for whom Fox doesn't handle Victor royalties, was among those firms receiving a sizable refund check. Total back royalties paid out to publishers totaled slightly less than \$100,000.



LES PAUL MARY FORD

CINCO ROBLES

(FIVE OAKS)



b/w LES PAUL-RO-RO-ROBINSON

Record No. 3612



AN UNPREDICTABLE YEAR

With More to Spend, Public In '56 Really Turns Fickle

Continued from page 1

13 chart-makers. Capitol's score was 11, Decca 9, Coral 8, M-G-M 1.

The Decca-Coral combined score of 17 chart records was impressive, and was the largest aggregate for any major combined with the score of its affiliates. RCA Victor, with the two chart records of Vik added, would be second with a total of 16.

Standings

The standings of the labels hit-wise does not, of course, give the over-all volume relationship of one manufacturer to another. Pop hits, after all, normally account for less than half of any label's total business.

The one single most important factor to be noted in looking at the chart records is the big jump in the number of rhythm and blues disks that made the 1956 pop charts. Twenty five chart records were by traditional rhythm and blues artists, as compared to only seven in 1955.

Looking closely at the 25 rhythm and blues platters that made the pop charts, it is interesting to note the great variety of rhythm and blues artists and styles that found pop acceptance. It was not only the slicker, pop-oriented singers like Clyde McPhatter and Otis Williams who hit in the pop

market, but also those working in the traditional style like Shirley and Lee, Little Richard and Fats Domino. Their impact, in fact, has virtually changed the conception of what a pop record is.

Furthermore, some rhythm and blues artists (Domino, the Teen-Agers and Little Richard, etc.) have become so well established in the pop market, that they have better batting averages in the pop charts than some of the most solidly established pop stars of other years. The chances of any record that makes the rhythm and blues charts to make the pop chart are very good: In 1956, one out of every three records that made the rhythm and blues chart also made the pop retail chart.

Rock and roll—as distinct from the traditional rhythm and blues idiom—also raked off a larger percentage of the pop chart records than in 1955. Twenty chart records, many of them pop adaptations of rhythm and blues material, fit in this category. The rock and roll hit-makers also are among the most consistent chart-makers around now.

Elvis Presley, Bill Haley and the Platters are among the few artists today who seemingly "can't miss." Rhythm and blues and rock and roll together represent a big chunk of the singles market. Three-eighths of all the chart records were in this general taste category, and a quarter by quarter study of relative percentages indicates that this rate is not decreasing, but is showing a steady rise.

The selectivity shown by the record customer broke down some of the most familiar buying patterns of the past. One has been the decline of customers' "automatic" buying of certain front-rank pop artists. Outside of several of the artists in rock and roll and rhythm and blues ranks, mentioned above, there are hardly any "sure things" today. Every artist has to prove himself on every new release; many who formerly could count on three out of every four releases to hit the charts, now feel pretty good about getting one out of four.

The Columbia Records' roster of artists might be used as an example. Out of a distinguished list that includes Doris Day, Tony Bennett, Frankie Laine and Vic Damone, the label got only one chart record out of each in 1956. That is about par for the course these days. At RCA Victor, Eddie Fisher, Kay Starr and Tony Martin also were in the one-hit category.

Naturally, total sales on every release by a major artist are always in six figures, but there is great unevenness between one issue and another. Not many pop artists have the kind of tight loyalty ties with their fans that was so characteristic of the past. That's why each disk has to be sold fresh, and why the possibilities of any artist to make the charts on a regular, consecutive basis are not great.

To look at this week's new chart records is instructive. Pat Boone, of course, is a "regular," and his latest hit is no surprise. However, to have chart entries from Harry Belafonte and by the Tarriers is typical of the "pick and choose" attitude of the public today. How many left-field chart records have there been like that this year? "Lullaby of Birdland" by the Blue Stars, "Rock Island Line" by Lonnie Donegan, "The Happy Whistler" by Don Robertson, "Cindy, Oh, Cindy" by Vince Martin are random examples of the far-flung origins of disks that made it in 1956.

The dominating position of pop vocals in chart listings, and especially by the artists thought to be best established in the field, was severely shaken. The public showed just as much inclination to go for an unknown—or for an instrumental or a novelty. In the case of novelties, it was an unusual year, indeed. There were eight novelty records that hit the pop retail chart. Characteristically, a number of these came from the r.&b. field. Unique was the case of "Stranded in the Jungle," in which a cover of a novelty as well as the original made the charts.

Instrumentals

Instrumentals were a big ingredient in this year's chart records. Of the total, 14 (or 11 per cent) were instrumentals. The biggest ones were not just show or movie-derived tunes, as was generally the case heretofore. "Canadian Sunset," "Soft Summer Breeze" and "Song for a Summer Night" were among the non-show or non-movie hits. The last named was a TV plug tune. Here, again, the r.&b. field made big contributions in "Slow Walk" and "Honky Tonk."

The discrimination of the public has put every artist on his mettle. It has worked in favor of almost everyone who has produced a record of quality and imagination. It has revived several top recording stars of other years, for there is a kind of objectivity in the customers' attitude today, which gets a fairer listen for any new release, regardless of how "cold" an artist may be.

This year's roster of chart-makers includes quite a few singers who had not figured on the charts in some time. Given an outstanding piece of material and a compelling reading, the public was not the least reluctant to swing them back to the top of the heap. The customer today, for all his willingness to spend, is not going to spend 89 cents on any record, but he is willing to spend it on almost every record that is good.

Dot Expanding

Continued from page 14

or about January 10, with E. E. (Bubber) Johnson named to head its operation. Branch will handle the distribution of Dot and London records in that territory, with Wood organizing a new corporation there. The Wood would not venture that other company-owned branches would be established in the future, this is seen as a certainty if Dot is expected to continue to grow as it has. The mushrooming young company presently has a distribution agreement with London Records in Los Angeles, New York and Boston.

Wood predicted that Dot would one day in the near future own and operate its own recording studios, pressing plant facilities, and pointed out that Dot has now taken over the entire 11,000 square feet of space in the former Capitol Records headquarters. Latter was necessary said Wood, with the increase in business substantially adding personnel.

TV Plans Not Finalized

The firm's plans for TV production haven't as yet been finalized, tho it is probable that the first television venture will include Dot pactee Pat Boone, the latter recently inked to a motion picture contract with 20th Century-Fox.

Wood averred that since the move from Gallatin, Tenn., volume has increased tremendously. The firm can be expected to be a major

Columbia Reorganizing Field

Continued from page 14

meeting last week at the Barbizon Plaza Hotel here. The changes include the following promotions:

Ken Glancy, four-year veteran as a district manager, is assuming the New York District, replacing Arnold Klein, now with RCA International. Glancy was district manager in Detroit, covering that area and Chicago, Indianapolis and Milwaukee.

Gene Weiss, presently headquartered in Pittsburgh, assumes the Detroit market, a move which gives him more responsibility.

Warner Pagliara, takes over the St. Louis and Chicago territories. Pagliara, relatively new with Columbia, has covered the Southern area for the past 16 months.

Jim Turnbull takes over the Pittsburgh, Baltimore, Syracuse, Buffalo area. A two-year veteran, Turnbull formerly covered the Midwest out of St. Louis.

New district manager for the Charlotte, Atlanta, Jacksonville, and adjacent area is Robert Richardson, with headquarters in Charlotte.

Very recently — December 2 — Gallagher announced the appointment of Harry Hostler as district manager for Kansas City, Des Moines, Minneapolis and adjacent territory. He was formerly a terri-

tory salesman for Columbia in the Philadelphia market.

In addition to aforementioned changes, the label's district manager chart includes Fred Wilmot, operating out of Hartford and covering adjacent areas such as Portland, Boston, etc.; Tom Cade, headquartered in Dallas, with an area including Oklahoma City, El Paso, New Orleans, and Paul Peppin and Gene Block, headquartered in Los Angeles and taking in San Francisco, Salt Lake City, Seattle, etc.

8th Goodwill Revue Sellout

MEMPHIS — Station WDIA held its Eighth Annual Goodwill Revue here Friday (7), to a complete sellout at the Ellis Auditorium. House, which has a capacity of 9,300, was completely sold out in audience for the rhythm and blues show. Gross totalled over \$15,000, all of which was turned over to charity. Show is divided into two categories, gospel and blues. Talent in the latter group was headed by Ray Charles, B. B. King, the Moonglows and the Magnificents. Talent gives its services gratis, even paying transportation to and from Memphis.

Record execs and personalities who attended included Les Bhinari, of Flair; Jerry Wexler, of Atlantic; Elvis Presley (a very studious on-looker); Memphis record distributor, Glenn Allen, and his sales manager, Morty Simon.

Moving spirit of the WDIA annual Goodwill Revue is David James, station program manager, who not only sets the talent but makes the sets and designs the costumes himself.

Japan Disking

Continued from page 14

equipment bought from EMI. Currently, the firm is pressing His Master's Voice, Pathe, Parlophone and Odeon labels, but the Capitol agreement will be the firm's first contact with a pop Stateside label. Angel is owned by the Shibaura Electric Company, a large combine which manufactures electric bulbs and appliances, radios, phonos and TV sets "and all other electrical communication machines just like RCA."

Meanwhile, the King firm, which also handles British Decca (London) and Teldec Schallplatten-G.M.B.H., of Germany, is reportedly casting about for an immediate tie-up with Mercury Record Corporation of Chicago. According to industry sources in the know here, "There all certain long unsettled matters between Mercury and its affiliate Nippon Mercury, and it is supposed that Mercury-King tie-up might be possibly materialized."

Another Nipponese observer, in close touch with developments, made a relevant point when he commented: "It is interesting to note that the conflict between two confronted camps, British Decca and EMI, has such a far-reaching influence as this upon even a Japanese manufacturer under the sun."

No Album Cut

Continued from page 14

than 200 album releases of 1956, if not exceed it. The same is true in the case of other important indies on the Coast, including Liberty, Bethlehem, Pacific Jazz, Good Time Jazz, Contemporary Records, Modern, Aladdin, Era and others.

Few disk execs will openly admit their plans for '57 at this time, in the belief that competition will be fiercer than last year. New wrinkles, however, will be added, as they have been each year, with the indie firms borrowing a page from the majors by setting their sights on aggressive merchandising rather than taking pot luck with their package product in the open market.

factor in the race for motion picture sound-track albums in the near future, with three artists active in films, and two others, Gale Storm and Molly Bee, in television.

Recorded by
ELVIS PRESLEY
RCA VICTOR

"LOVE ME TENDER"
Elvis Presley Music, Inc.

"ANY WAY YOU WANT ME"
(That's How I Will Be)
Ross Jungnickel, Inc.

Sole Selling Agent:
HILL AND RANGE SONGS, INC.

A Solid Hit!

THE STAR YOU WISHED UPON LAST NIGHT

ROBBINS MUSIC CORPORATION

NOW ... AND ALL THROUGH THE WINTER SEASON

Leroy Anderson's

Sleigh Ride

100% Recorded

MILLS MUSIC

A Great Seasonal Song

NAT "KING" COLE'S "TAKE ME BACK TO TOYLAND"

DEALERS, DEEJAYS, ONE STOPS

DAVID SEVILLE

The HIT Version

ARMEN'S THEME

LIBERTY-F-55041

LOOK OUT FOR ...

BABY DOLL

FROM THE WARNER BROS. PICTURE

6 BIG RECORDS

REMICK MUSIC CORP.

WHILE THE LIGHTS ARE LOW

Recorded by The King Sisters on Capitol

AMERICAN MUSIC, INC.
9109 SUNSET BLVD., HOLLYWOOD, CALIF.

THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.

ABC

THE *Original* HIT!

....THIS RECORD CANNOT BE DUPLICATED

"WITHOUT LOVE"

(THERE IS NOTHING)

Clyde McPhatter

ATLANTIC-1117

b/w "I Make Believe"



ATLANTIC RECORDING CORPORATION
157 WEST 57th St. NEW YORK 19, N. Y.



The tremendously emotional quality of Clyde McPhatter's performance will make this one of the great recorded experiences of all time.

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

SUPER SALESMEN, Part II

How Racks Upped Dealer Disk \$\$\$

• The Music Center seized a rack-jobbing opportunity.

• Disk dealers have "know-how" to cash in on racks.

MANHASSET, N. Y.—The Secunda brothers, co-owners of the Manhasset Music Center, are profitably exploiting those aspects of the record business which are viewed by many dealers with either anger or apprehension. As we saw last week (in the first half of this profile), they supported the Columbia LP Record Club from its inception and have profited thereby. They state that they expect changes and adjust their thinking to conform to new ideas in record retailing.

This is borne out by their reaction to record racks in supermarkets. While many dealers consider racks competition of an unfair kind, the Secunda brothers have not only accepted their existence but, characteristically, have started a rack-jobbing operation of their own. Now, after seven months' effort, they keep three trucks busy servicing the 75 racks they've installed all over Long Island.

Leo Secunda believes that more record dealers should go into the rack business. In his opinion, the present jobbers don't do a good enough job with records.

"They don't understand the merchandise the way a record dealer does," says Leo, "and, I think, they'll either get out of the business or the supers will throw them out. Space in a super is at a premium and you have to make it worth while for the super to have the rack. Take tooth paste. Tooth paste is the same, week in and week out. You stack in on the shelf and, when it moves, you put in more. But each record is different. A record rack has to be serviced intelligently."

Racks Don't Hurt Dealers

Leo Secunda knows from first-hand experience that not all records will sell in racks. And he has definite ideas about how record companies can boost their volume from racks. Manufacturers, he asserts, should put out a special product "geared" for the supers. Furthermore, they should appoint only those rack-jobbers who can service a territory properly.

Are the racks competing with established record outlets? Leo is certain, for several reasons, that they do not. Some merchandise, he points out, will sell in supers but

will not sell in stores. EP's are a good example.

"I can't sell EP's across the counter," says Leo. "The customers at our Music Center want LP's. They're regular record collectors. But the people who buy off racks in supermarkets aren't regular collectors and they buy EP's in quantity."

"I'm convinced," Leo continued, "that the racks don't hurt the dealers. There's a rack in the A & P up the street from my store. It doesn't hurt my retail business. As a matter of fact, I put one of my own racks in a five-and-ten-cent store, two doors away from my own place, and it didn't affect my business. To tell the truth, the rack did so badly that I pulled it out."

He agrees in principle with the record companies that, exposure to records in supermarkets makes collectors out of people who never would have thought of going into a music store to buy a disk. But once these people become collectors they have to go to an established disk shop to satisfy fully their urge to own full record libraries.

Tips for Rack Operators

In order to take a hundred dollars a week out of a single rack, it is necessary to find a super capable of a \$30,000 weekly gross, Leo explains. Individual racks don't turn over too many sales. But, in the aggregate, they do okay.

He steers clear of candy and stationary stores. He has tried them and they don't work out. Five-and-ten-cent stores are okay and the larger self-service drug outlets have worked out. In the main, however, he sticks with the grocery supers.

In the actual construction of the racks, Leo found his experience as a record dealer indispensable. Because of his retailing knowledge, he combined the conventional rack album display with a browser box. The customer is first attracted by the colorful album covers in full-face display. Then, after coming near the rack to examine them, he sees the browser box and is exposed to a fuller line of merchandise.

Leo Secunda never stops thinking of new ways of promoting. Currently, he is toying with half a dozen ideas. One is the insertion of a bonus coupon in the sleeve of all records on his racks. After collecting ten of them, the customer gets a free disk.

Another idea is the inclusion of his store's promotional material in all of the records on the racks. If he can get the manager of the super to go along with him, he would also like to put a sign reading, "For Complete Selection of Records of all Types, Come to the Manhasset Music Center," at the top of all his racks.

The Secunda brothers look to the future with optimism. They feel that the record business is entering a boom period and they intend to profit from this trend. It looks as if they will.—R.F.

Stereo Tape Shapes Up As Extra Profit Item for '57

• Recent moves by several major manufacturers show strong interest in two-channel reproduction.

• Symphonic joins the ranks of phono firms who have added recorders. Firm's model retails at \$188.00.

By RALPH FREAS

NEW YORK — Several recent developments point to heavily increased activity in stereophonic tape reproducer sales during 1957. Last Monday (December 10) RCA-Victor beamed a sales pitch for their stereo tape line at a nationwide TV audience via partial sponsorship of the "Festival of Music" spec. The firm will follow up with an insertion in the January 28 issue of Life.

Phileo Corporation recently plunged into stereo tape with the announcement of a recorder line, one of which is a stereo player retailing at \$219.95. Heavy promotion of the line is to follow.

V-M Corporation, one of the first to go after the stereo playback market on a broad national basis, has just wound up their first year's experience in the field. In a recent report, the firm disclosed that fully one-third of their tape recorder volume came from sales of stereo units.

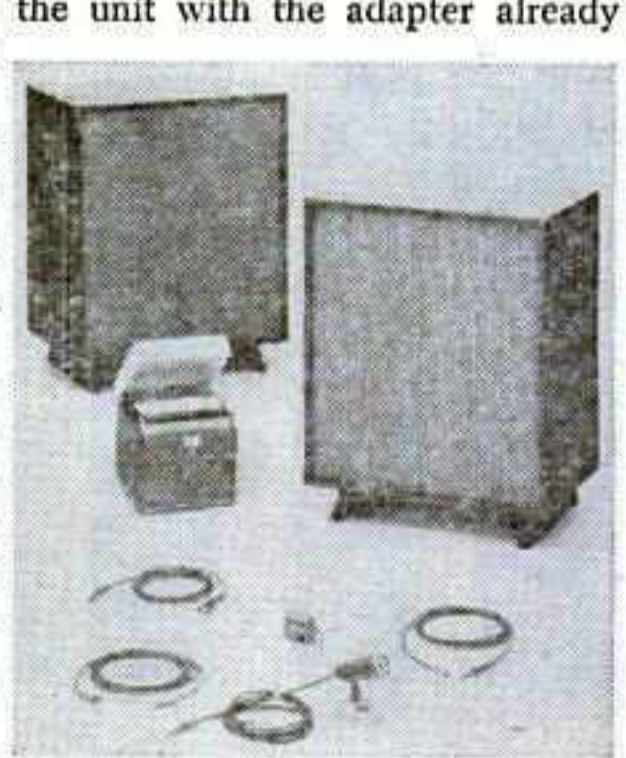
The Symphonic Radio & Electronic Corporation, veteran phono manufacturer, has just announced that they too intend to compete in this growing market. At a sales meet in New York last Sunday (December 9) they unveiled their

R-1200 recorder, a two-speed, two-speaker, push-button model. It is priced to retail at \$188.

The R-1200 will be merchandised with a full line of accessories. One of these is a binaural adapter kit to convert the unit to stereo playback. The adapter sells for \$18. Symphonic, however, is encouraging its sales force to merchandise the unit with the adapter already

installed at the factory for \$20 above the \$188 purchase price. To complete the unit for stereo reproduction, the customer then buys a Symphonic Amplifier-Speaker combination (\$89.95) or plays the second channel thru an existing hi-fi set-up or radio.

The Symphonic sales force can be expected to sell the units with enthusiasm beginning this week. The introduction and demonstration of the R-1200 had their wholehearted approval. Delivery of the units to dealers is scheduled for mid-January.



A full line of accessories is companion to the new Symphonic tape recorder. Included are: Tape reel storage box, amplifier-speaker units for stereo reproduction and cables for hook-up to the recorder.

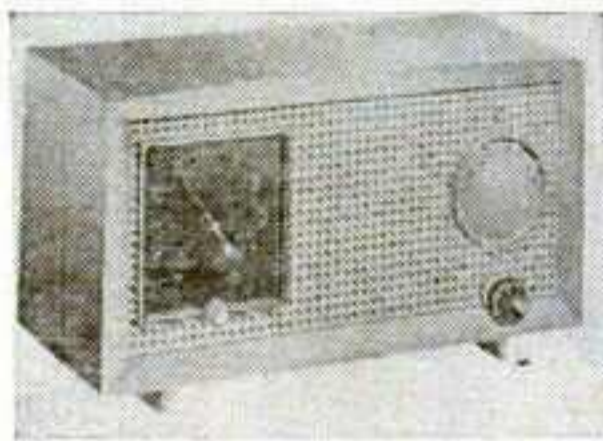


Symphonic's R-1200 recorder operates at two speeds, has two speakers, simple push-button controls. Retail for \$188 (less stereo adapter).

NEW PRODUCTS

GE CLOCK-RADIO IS PRICED AT \$19.95

A "special" General Electric clock-radio, carrying a fair trade or suggested list of \$19.95, is announced by the firm. The model (C-399) has a canary yellow cabinet, built-in antenna and "large,

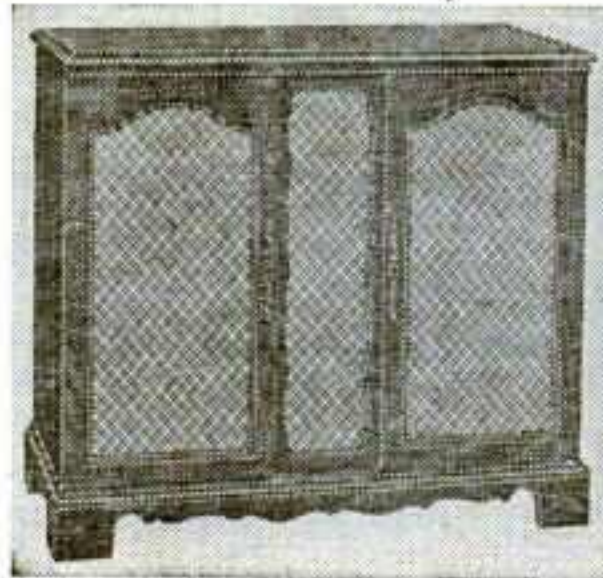


Dynapower" speaker. The General Electric clock is self-winding and self-regulating and has a "wake-up-to-music" control.

The C-399 will be manufactured in limited quantities and will be available at retail in January.

MAGNAVOX HI-FI RADIO-PHONO IS \$595 . . .

The "Brittany," latest addition to the Magnavox line, features 25-watt amplifier, four speakers (a 15-inch, a 12-inch and two high-frequency horns), AM-FM tuner, lightweight pickup (1/2 oz.) equipped with dia-

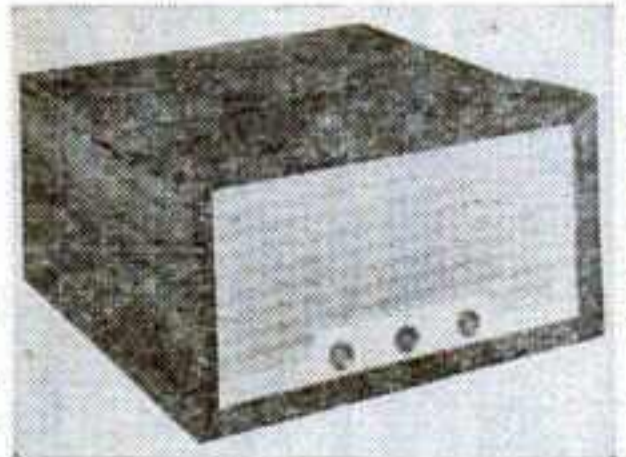


mond stylus and four-speed changer. The unit has a separate 10-watt amplifier for driving a remote speaker, if the user desires one. It also has terminals for including tape recording equipment. Cabinetry is solid cherry wood.

SYMPHONIC STRENGTHENS HI-FI PHONO LINE . . .

Symphonic has strengthened their hi-fi phono line with the addition of five new phonos, plus a tape recorder with provision for stereo tape reproduction (see separate story above). As a complement to the phono line, they are also offering a special record cabinet, retailing at \$29.95.

The leader of the line is the Model 1256, shown above. Called



the "Ambassador," it sells for \$99.95. It features a frequency range of 30 to 15,000 cps., a two-watt amplifier and two 5 1/4-inch speakers. It has a Ronette crystal turn-over cartridge with twin sapphire needles as standard equipment.

At the high end of the line stands the Model 1260 (see above). Retailing at \$229.95, this model is powered by a 25-watt amplifier and has a frequency range of 20 to 20,

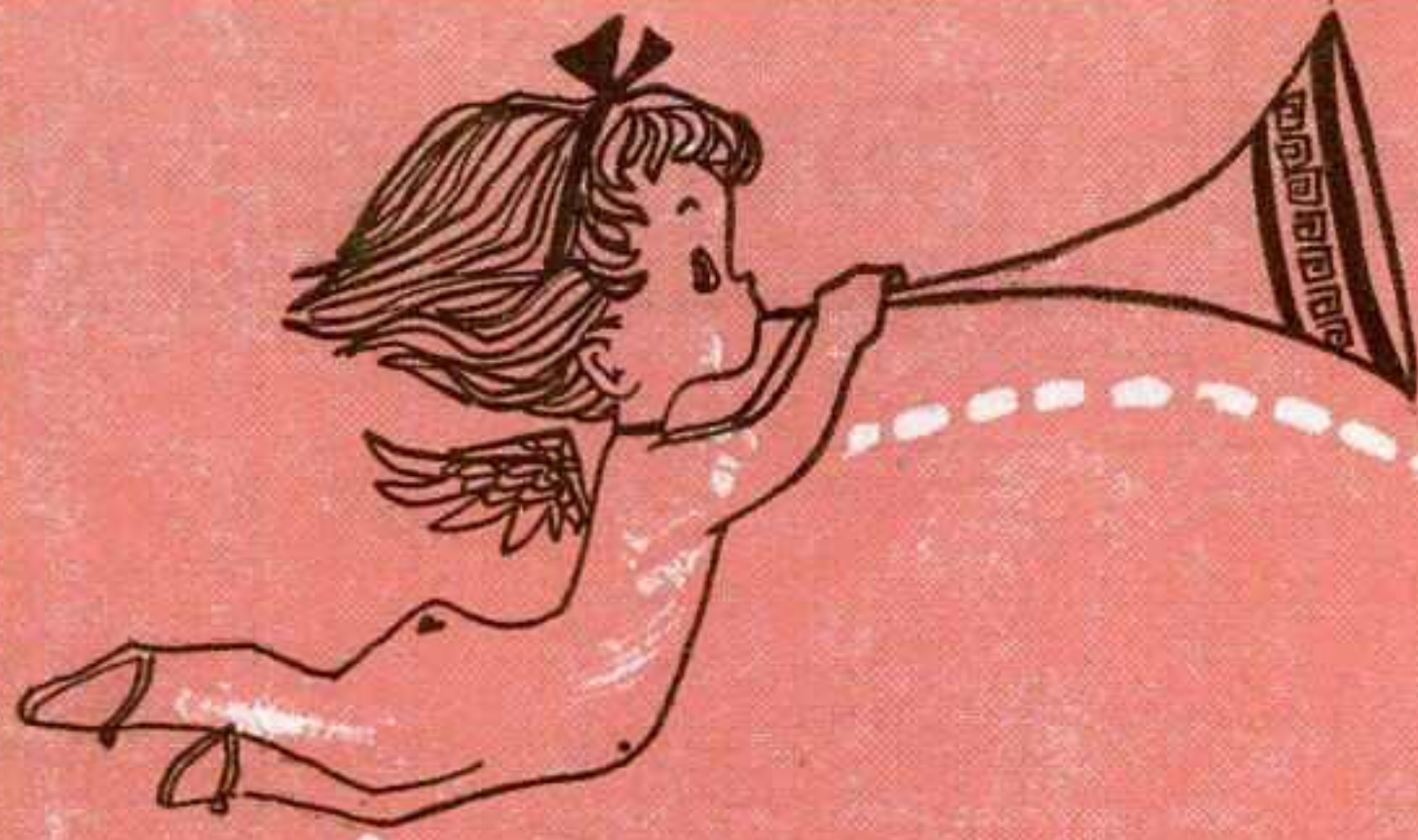
000 cps. It has three speakers (12-inch, 10-inch and 5-inch). The cones in the two larger speakers automatically filter out the high frequencies. There is provision for



an AM-FM tuner in the cabinet and an antenna is already built in. A switch in the back of the cabinet provides for the addition of an external speaker.

Other models in the line are the "Minuet" (Model 1257) at \$129.95, the "Consolette" (Model 1261) at \$169.95, and the "Concerto" (Model 1258), a radio-phono combination retailing at \$119.95.

In a special promotion on the Model 1256, Symphonic is combining the phono (\$99.95), the record cabinet (\$29.95) and a diamond needle (\$25.00) and offering this \$154.90 value at a \$25 reduction with the trade-in of the customer's old phono, regardless of the make, age or condition of the traded-in unit.



THE ORIGINAL SMASH . . .
NOW ON JUBILEE

WHISPERING HEART

b/w

HOW CAN I KEEP MY MIND ON MY FEET

JUBILEE 5265



sherry parsons

jubilee
1650 BROADWAY, N.Y.C.

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. ELVIS—Elvis Presley... RCA Victor LPM 1382
2. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
3. THE KING AND I—Sound Track... Capitol W 740
4. THE EDDY DUCHIN STORY—Sound Track... Decca DL 8289
5. MY FAIR LADY—Original Cast... Columbia OL 5090
6. ELVIS PRESLEY... RCA Victor LPM 1254
7. HIGH SOCIETY—Sound Track... Capitol W 750
8. BELAFONTE—Harry Belafonte... RCA Victor LPM 1150
9. SONGS FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 653
10. OKLAHOMA!—Sound Track... Capitol SAO 595
11. MERRY CHRISTMAS—Lawrence Welk... Coral CRL 57093
12. SAY IT WITH MUSIC—Lawrence Welk... Coral CRL 57041
13. THIS IS SINATRA—Frank Sinatra... Capitol T 768
14. ELLA AND LOUIS—Ella Fitzgerald and Louis Armstrong... Verve MG V 4003
15. JERRY LEWIS JUST SINGS... Decca DL 8410

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. Merry Christmas... Jackie Gleason Capitol W 758
2. Ski Trails... Jo Stafford Columbia CL 910
3. Perry Como Sings Merry Christmas Music... Perry Como RCA Victor LPM 1243
4. Calendar Girl... Julie London Liberty SPL 9002
5. The Platters, Vol. 2... The Platters Mercury MG 20216
6. A Christmas Sing With Bing Around the World... Bing Crosby Decca DL 8419

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. ELVIS—Elvis Presley... RCA Victor LPM 1382
2. CALYPSO—Harry Belafonte... RCA Victor LPM 1248
3. THE ELGART TOUCH—Les Elgart... Columbia CL 875
4. HIGH SOCIETY—Sound Track... Capitol W 750
5. SKI TRAILS—Jo Stafford... Columbia CL 910
6. 'S WONDERFUL—Ray Conniff... Columbia CL 925
7. SONGS FOR SWINGIN' LOVERS—Frank Sinatra... Capitol W 653
8. ELLA AND LOUIS—Ella Fitzgerald & Louis Armstrong... Verve MG V 4003
9. THIS IS SINATRA—Frank Sinatra... Capitol T 768
10. MERRY CHRISTMAS—Lawrence Welk... Coral CRL 57093

Review Spotlight on...

Jazz Albums

LADY SINGS THE BLUES (1-12")—Billie Holiday, Clef MG C-721

"Lady Sings the Blues" is the title of the singer's recently published autobiography, and this LP offers a worthy musical complement to it. Here she offers new readings of the great songs that made her career.

Rhythm & Blues Albums

ROCK, ROCK, ROCK (1-12")—The Moonglows, Chuck Berry, The Flamingos, Chess LP 1425

This looks like one of the strongest rock and roll packages extant. The artists and much of the material have already been smashes on single disks; in addition, the artists are all appearing in the film, "Rock, Rock, Rock," for which a lot of the new material in this album has been written.

the Flamingos' "Would I Be Crying," "A Kiss From Your Lips," etc. Be sure to stock this one for the youngsters. Strong pop appeal also indicated.

Album Covers of the Week



LET'S FALL IN LOVE (1-12"), Janis Paige, Bally BAL 12008. This lush full-color portrait of actress Janis Paige has the sultry, come-hither sex-appeal of Julie London's famous "Julie Is Her Name" LP, and should evoke the same sock reaction as a display item.

Reviews and Ratings of New Albums

Popular

ANDY WILLIAMS SINGS

STEVE ALLEN (1-12")... Cadence CLP 1018
Williams, recently named most promising new male singer in The Billboard disk jockey poll, proceeds to show why in this new album.

MARTIN AND BLANE SING

MARTIN AND BLANE (1-12")... The Writers' Ralph Burns ork, the Martins. (1-12") Harlequin 701
This set is many cuts above the usual "And then I wrote..." collection of songwriters' performances.

THE TOUCH OF BETTY JOHNSON... Bally BAL 12011

The creamy-voiced canary has a hot single, "I Dreamed," on the jockey charts right now, so her first Bally LP should get a heavy play from the spinner-set.

SHIMMERING STRINGS... David Carroll Ork (1-12") Mercury MG 20154

This is the kind of refreshing programming a jockey (or buyer) can put on the turntable and let it play

(Continued on page 28)

Classical

RICHARD STRAUSS: DON JUAN; TOD UND VERKLAERUN (DEATH AND TRANSFIGURATION) (1-12")—Paris Conservatory Orchestra; Hans Knappertsbusch, Cond. London LL 1478

In Central Europe, Knappertsbusch is considered the Strauss interpreter par excellence. The recording here (for the first time) with the Paris Conservatory Orchestra, he gives these tone poems readings of such authority and power that one could be won to the German point of view.

GLAZUNOV: THE SEASONS-BALLET (1-12")—L'Orchestre de La Societe des Concerts du Conservatoire de Paris; Albert Wolff, Cond. London LL 1504

A great ballet score in a rendition by an orchestra and conductor uniquely qualified to give it a definitive etching. "The Seasons" is light and flowing with melody from beginning to end.

SCHUMANN: SYMPHONY NO. 2 AND OVERTURE, SCHERZO AND FINALE (1-12")—Israel Philharmonic Orchestra; Paul Kletzki, Cond. Angel 35373

This is the second of three sets devoted to the romantic composer's major symphonic pieces. As with the first, which contained the first and fourth symphonies, this is a beautifully played, beautifully recorded disk, and one that is not too seriously threatened by competition.

HILDE GUDEN SINGS ARIAS FROM THE ITALIAN OPERAS (1-12")—London LL 1322

Half of the selections here are excerpts from various full-length operas in which Miss Guden was recorded by the label. The remaining arias were available previously on a 10-inch LP.

(Continued on Page 30)

Jazz

THE AUSTRALIAN JAZZ QUINTET AT THE VARSITY DRAG (1-12")... Bethlehem BCP 6012

The title emphasizes the great appeal that this group has for the college set and for young people, generally. The AJQ strives for a sound and musical approach that lies somewhere between the Modern Jazz Quartet and that of the Shearing combos.

THE KID FROM DENVER (1-12")... Paul Quinichette, tenor sax and ork. (1-12") Dawn DLP 1109

There are several tracks of happenings here that rate with anything produced this year. The mood is predominantly Basie, with ex-Basie-ite Quinichette starring in the role and style originated by Lester Young.

DJANGO REINHARDT MEMORIAL... Victor SPL 1201

This memorial package of performances by the late great jazz guitarist includes 15 sides recorded after World War II. Reinhardt at that time was touring with a reorganized quintet of the Hot Club of France—three guitars, clarinet and bass—and it is this group with whom he plays here.

A BIT OF THE BLUES... Osie Johnson (1-12") Victor LPM 1369

Johnson has a flock of albums to his credit as both a drummer and

(Continued on page 28)

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Reviews and Ratings of New Popular Albums

Continued from page 26

away. In a market that is overloaded with mood and background sets, this one stands out. The ork is sizable, and with the help of some unusually fast arrangements and apparently well-placed Telefunken mikes, the sound of the strings is superior. The songs are all easy to digest. Easy listening and a good buy for anybody's programming.

YOU'LL NEVER WALK ALONE 76

Roy Hamilton (1-12")
Epic LN 3294

These vocals by Hamilton make up a worthwhile LP. His sound has an individual quality—rich with a touch of the primitive—and he's backed here by carefully-arranged instrumentation. Some of the tunes are those with which Hamilton has scored very well in the past, including "If I Loved You," and "You'll Never Walk Alone." Many of the songs have the religious touch, as "I Believe," "The House I Live In," etc. A couple are done with a nod to the rock and roll idiom.

JOHNNY DUFFY: AN EXCURSION IN HI-FI 75

(1-12")
Liberty SL 9003

A meticulous engineering job has been done on this waxing of a performance by a superior organist on a superior instrument. For pipe organ enthusiasts the sound will frequently be a revelation. Duffy has chosen a well-balanced program, mostly standards plus a couple of his own compositions, which offer a sampling of his instrument's virtuosity in a variety of musical moods. This should be fine sales bait for lovers of pipe organ listening.

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TAP DANCING FOR PLEASURE 75

Russ Morgan Ork (1-12")
Decca DL 8336

Package carries a very smart notion for a broad sales appeal. Its two sides are devoted to tap dance rhythms—waltz clog, buck and wing, soft shoe, military, rhythm and swing tap—projected by a top dance band, equally right for amateur or professional practice sessions. A listening by anyone interested in this term medium will make its usefulness to an individual or a studio obvious, and its infectious sound of toe-tapping beats should register likewise with sinner-outers.

THE JOHNNY EVER GREENS 74

Russell Garcia Ork (1-12")
ABC-Paramount ABC 147

An impressive entry in Am-Par's "Composers and Lyricists' Hall of Fame" series. Russ Garcia wraps up 16 great Johnny Green standards—"Body and Soul," "Out of Nowhere," "I Cover the Waterfront," etc.—in tastefully lush orchestrations, spotlighting standout solo work by trumpeter Don Fagerquist and pianist John T. Williams. Lyrics are ably handled by Sue Allen, Eddie Robertson and the Judd Conlon Rhythmaires. Fine jockey wax.

LET'S FALL IN LOVE 74

Janis Paige (1-12")
Bally BAL 12008

Janis Paige of TV, Broadway and Hollywood, has a pleasant throaty voice and an appealing delivery. She wisely stays within her rather limited range on a group of nostalgic standards—"I Hadn't Anyone Till You," "I Feel Like a Feather in the Breeze," etc. A good bet for fan-type customers and deejays, but sales will be hyped on strength of lush color photo of the actress (a la Julie London) on the cover. A sock display item.

TEEN-AGE DANCE PARTY 73

(1-12")
Gee GIP 702

Gimmicked vocals, ecstatic ballads and jump material with honking horns—for the youthful followers. Teen-age devotees will find some of their favorite groups here. The Cletones, the Wrens, the Valentines, the Harptones and the Crows. The package, of course, is strictly for the youthful, dance trade.

GOLDEN VIOLINS 73

(1-12")
Epic LN 3296

An attractive mood set, this package features violins in the spotlight, on a collection of listenable melodies drawn from pop and light classical elements. "Lover," "Laura," "Under Paris Skies," are pleasant samples. Arrangements are by Dolf van der Linden and Joseph Cleber. Cover is better than average with a color photo of a violin with rose and champagne glass romantic symbols superimposed. A good production which should be worth some space on racks.

MEET MARK MURPHY 72

(1-12")
Decca DL 8390

Young Murphy—a Billboard "Deejay Programming Spotlight" a few weeks ago—sings up a swing storm on his first Decca LP, which should get plenty of jockey attention. Relaxed, distinctive phrasing in a highly stylized jazz vein with unusually tasteful backing by Ralph Burns' ork. Two sides ("Fascinating Rhythm" and "Exactly Like You") are already out as singles, and the rest spotlight equally good show material.

JERRY COLONNA PLAYS TROMBONE 72

(1-12")
Liberty SL 9004

Comedian Colonna, a trombone man with a number of name bands before his original emergence as a comic, gets back to music here in the company of Matty Matlock, Nick Fatool, Eddie Miller, Clyde Hurley and others, known collectively as the Dixie Highwaymen. The 16 tunes are not particularly familiar to the idiom, but don't discount the fact that this

INTERNATIONAL CASE 71

Russ Case Ork (1-12")
Vik LX 1064

Pleasant mood music package spotlights lyrical instrumental treatments of such romantic international fare as "Arrivederci Roma," "Under the Bridges of Paris," "Poor People of Paris," etc. Keynote of arrangements is attractive simplicity. Good programming material for dreamy jock segs.

LA GINGOLD 71

(1-12")
Dolphin 7

A highly amusing collection of the British comedienne's vocal satires, which admirers of Hermione Gingold's brand of fun-making will find right up their respective alleys. Practically all the dozen selections are favorite pages from her memory book, such as "Which Witch?" "The Borgias Are Having an Orgy," "Tit for Tat," etc. Material is strictly cafe-revue type and gained to sophisticated, but quality comedy plus is in it all the way. For buyers who go for a listening chuckle.

JUST JOAN 70

Joan Regan (1-12")
London LL 1512

Very pleasant platter by British songstress with light, warm delivery. Half-a-dozen of the selections are American standards which get nice vocal treatment. Recording is stylish, but kept to a modest level. Modesty, in fact, seems to be the keynote of projection. Deejays might spin the band of "All the Things You Are" as a demo. Over-all, however, it looks as the competition will offer tough sales sledding for the thrush.

I'M PAT MORRISSEY—I SING 70

(1-12")
Mercury MG 20197

Miss Morrissey is a reasonably talented performer of the intine night club variety. Unfortunately, the slightly little-girlish quality of the voice doesn't get over as well on a disk as it likely does when the visual impression is there too. Gal is an eye-catching platinum blonde and that no doubt helps keep the ringsiders deeply interested. Singing-wise, she tries to effect certain trademarks of the Billie Holiday style without too much success. As soft cocktail hour, hand-holding fare, however, the album may get a fair response.

WHITE SATIN AND BLACK VELVET 69

Charles Gould Ork (1-12")
Vik LX 1065

Continental-flavored instrumental wax with interesting programming potential for deejays. Smooth, colorful orchestrations are spotlighted on a group of unfamiliar themes, ranging in mood from Latin to Parisian, while the interesting title tune is based on the Habanera rhythm. Cover, featuring two slinky sirens and a couple of cute Persian cats, is eye-catcher.

TROPICAL HEATWAVE 69

The Danzonera Tropicana, Directed by George Hernandez, Alberto Calderon Ork (1-12")
Tropicana LP 1201

There are some fine rhythms here for Latin dance steppers—cha, cha, merengue, samba, beguine, danzon and bolero. Liner notes call package "a battle of the bands," which is close to fact. One side packs the conjunto beat of Alberto Calderon and his orchestra, while the other contrasts the romantic approach of George Hernandez and his Danzonera Tropicana. Both styles come thru with great sound and package should attract solid interest in its class.

SONGS OF THE POGO 68

(1-12")
Simon and Schuster 150

Pogo, a possum, has in a dozen or so years become a comic strip character of some note. Also 10 books have been written about him, which have supposedly sold millions of copies. Now, comes a record of songs about Pogoiana, which is not likely to hit the same sales level. In fact, the songs—"Stoppotion," "The Hazy Yon," "Potlucky," etc., are all pretty nonsensical and it's difficult to figure out the point of it all. Cover drawing of the Pogo mistakenly labels this a kiddy package. Maybe some Pogophiles will want this but dealers should be careful.

NUIT PARISIENNE 65

Lili, Bela Babai Ork (1-12")
Period RL 1915

Parisian thrush presents some 14 numbers from her nitery rep—most of them French standards. All are stylish and tasteful in the approved Gallic manner, and show off the singer's versatility. Backing sound and arrangements are impressive, but there is little here to mark any special originality of delivery. Every-

Reviews and Ratings of New Jazz Albums

Continued from page 26

as arranger. Here he is showcased as a vocalist—and makes a fine show in this capacity, too. "Rhinoceros" and "Half Loved" were previously issued as a single, and while they were too far out to clock in the pop market, those selections and all the others here will readily appeal to jazz sophisticates. Johnson's voice is husky and virile, with a curiously innocent quality that is fine for the intimate selections, like "Show Me the Way." The material is smart and tending to the highbrow, but it is so naturally and winningly styled, that it should be a good seller nevertheless.

DREAM OF 'OU 77

Helen Merrill (1-12")
EmArcy MG 36078

This is Miss Merrill's third LP—and, by far, her best showcase to date. Along with some of the fine notices her singing in niteries has recently received, this set should go a long way to give her the wider public she deserves. She has an individual jazz timbre, a husky, instrumental sound a la Chris Connor. Miss Merrill comes thru as a somewhat warmer personality than Miss Connor, however. In this set, she concentrates on standards that call for a throaty, intimate styling, though when necessary she can open up and belt home. A choice demo is "He Was Too Good to Me." A little promotion will put this LP over in a very profitable way.

VIBE-RATIONS 76

Red Norvo, Vibes (1-12")
Liberty LJH 6012

There's some good Norvo vibes here, but hardly enough. Actually, the set has only 15 minutes to each 12-inch side, which is about half of what some companies are offering. There is some interesting two-flute support, but this becomes stiff when the English horn—a most unswinging instrument—is added. Some good flashes by the late Bill Dillard on guitar, and an excellent cover that will help sales considerably.

HIS FIRST ALBUM 75

Billy Usselson Sextet (1-12")
Kapp KL 1051

Usselson succeeded Dave Pell as tenor sax with Les Brown, and his support on this disk is drawn from Brown's band. Sound is in between that of the Pell Octet and Stan Getz's Quintet, and like Pell's group, this one plays a light, breezy danceable jazz that doesn't blaze any new trails, but can be quite commercial, once the leader's name gets known. Fine for young sophisticates who don't like their jazz raw.

BERNIE'S TUNES 75

Bernard Peiffer, Piano. (1-12")
EmArcy MG 36080

The French modern jazz pianist improves with every month on the local jazz scene, as this disk testifies. While his swing is not always naturally propulsive, he is ingeniously inventive and provides plenty of meat for jazz buffs to chew over. Joe Puma's guitar is a big help, too. Two especially intriguing tracks are "Blues for Slob's" and "Lullaby of the Leaves."

THE WOMEN IN JAZZ 74

Lee Wiley; Mary Lou Williams; Millie Vernon; Teddi King; Toshiko; Jackie Cain.
Storville STLP 916

Drawing from previously issued LP's, the label has hit upon a bright programming idea: 12 selections by six talented females. Four are vocalists, two are pianists. There's Lee Wiley doing "Mountain Greenery," Jackie Cain in "Lazy Afternoon," Teddi King singing "Fools Fall in Love," and Millie Vernon in "Moon Ray." The pianists are Mary Lou Williams ("Chick-a-Boom Blues") and Toshiko (two originals). A sensible salute to the ladies working in the modern jazz idiom. Should sell well.

THE ART OF JAZZ PIANO 72

Art Tatum, James P. Johnson, Earl Hines, Joe Sullivan. (1-12")
Epic LN 3295

One of the better jazz anthologies, including some priceless collectors items by Hines (1928 and '32), Johnson (1929), Tatum (1933) and Sullivan (1952). Latter's tunes were issued previously in a 10-incher of newly discovered Fats Waller manuscripts. Tatum does his earliest version of "Tea for Two." Great cover design, and beautiful liner notes by an old master, Charles Edward Smith. For jazz library builders.

SCOTCH ON THE ROCKS 69

Joe Saye, Piano (1-12")
EmArcy MG 36072

Pianist Joe Saye hails from Scotland

thing here has been done before—as well or better—and over-all is just another pleasant packaging of French chanteusing. Appeal seems specialized.

and has only been in this country a year. In appearances at the Cafe Bohemia in New York and elsewhere he has gained favorable notices. This first LP introduces a talent whose keyboard charm and sense of humor is immediately appealing. Saye also has a flexible springy rhythm instinct that gives a light, airy feeling to all his work. Personnel varies from side to side, but those where he is teamed with flutist Herbie Mann (try "Piccolino," for example) are most engaging. "Ping Pong" is an amusing original. Nothing deep here, but there is diversion in rich proportions.

THE TOSHIKO TRIO 68

(1-12")
Storyville STLP 912

Toshiko is the Japanese pianist who came to this country not long ago to study jazz. In several recent appearances, she has attracted interest. The pianist has a sound technical apparatus and executes her ideas with ease and confidence. Also on the plus side is a generally good piano tone and an unfailing lyric feeling (best example: "It Could Happen to You"). Jazz-wise, her roots are not yet deep; she doesn't swing. Many of her effects are delicate and suggest an Oriental subtlety, especially in her seven original compositions. Some day this will be a talent to conjure with; meanwhile, there are enough listening kicks here to recommend the album to an adventuresome minority.

LE JAZZ TRINIDAD 66

Rupert Clemendore Band. (1-12")
Cook 10850

"On the scene" recording of a West Indies ensemble that mixes Afro-Cuban rhythm with a modern-slanted jazz conception. The sound most closely resembles that of the Cal Tjader combo; the make-up of the Clemendore outfit is vibes plus piano and an assortment of rhythm instruments, with guitar and tenor sax breaking in on some sides for a moment or two. Technically, however, Clemendore and his boys are not much of a match for Tjader or other first-rate Stateside groups working in this idiom. Contrary to the liner notes, there is nothing here that could be considered very "daring" or "advanced." It's pleasant enough listening, for all that, and there are those that will be intrigued.

Folk

FRELACH IN HI-FI 78

Murray Lehrer Ork. (1-12")
Period RL 1916

A superb set for all users of Yiddish instrumental music. Despite the title, the dances actually include waltzes, bulgars and horas, also theatrical songs, an Israel medley and "Yiddishe Mama." The latter is tastefully and idiomatically played. Dave Tarras is featured on clarinet, and this is the master. Package also has an unusually good cover. For shops that can sell this material, here's one that will be hard to top.

IVAN SKOBTISOV SINGS RUSSIAN FOLK SONGS 78

(1-12")
Monitor MC 2001

Skobtsov is the latest in a long line of traditionally great Russian basses. He has the rich, full tones, particularly in the lower reaches of his range, that always stir the Western listener so profoundly. Here he sings nine favorite folk songs, including the "Song of the Volga Boatmen" and "Along the Petersburg Road." Most of the songs abound in pathos, and Skobtsov brings them off with great dramatic flourish. He has an authentic folk orchestra (with balalaikas, domras and the like) backing him. The sound is respectable, if not up to highest Western standards. All in all, a good buy.

HAUNTING HUNGARIAN MELODIES 74

Bela Babai Ork. (1-12")
Period RL 1914

Strong men, under the throbbing urgency of fiddles, cymbalom and double bass, not to mention the cello, have been known to smash seltzer bottles. Such a curious remark typifies the performances in this package. There's an awful lot of this schmalz on the market, but those addicted are never surfeited, and these sides by Bela Babai are the McCoy. Lush, romantic, by turns gay and sad. A good package for specialty and other shops with the clientele who dig this genre.

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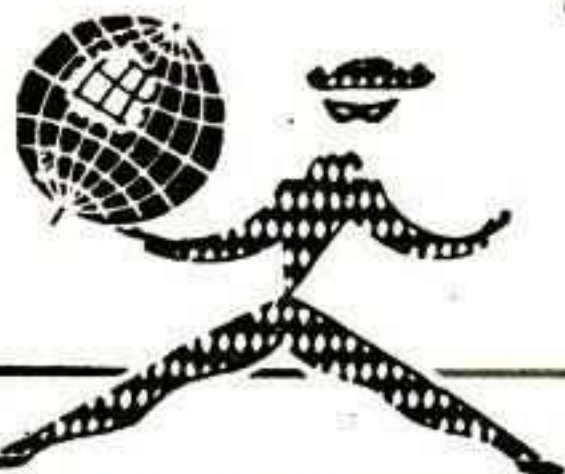
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Reviews and Ratings of New Classical Albums

Continued from page 26

DAVID OISTRAKH PLAYS FROM A TO Z (1-12)—David Oistrakh, Violin; V. Yampolsky, Piano. Monitor MC 2003 78

Russian recording, this set indicates, is improving. Recently many of these same encore pieces came out on an "unofficial" Colosseum pressing and sounded miserable. Here they make up a volume any violin fancier would want to own. "A" incidentally, is for Albeniz, and "Z" for Zarzkycki. In between, there are De Falla, Scriabin, Prokofieff, Wagner, Suk, Medtner, Kodaly and Szymanowski. A good debut disk for the new label.

TCHAIKOVSKY: EUGEN ONEGIN (COMPLETE) (3-12)—National Opera, Belgrade; Oscar Danon, Cond. London XLLA 41 77

The first complete version of this work to appear on a major label. The lyrical tragedy, one of the composer's relatively few excursions into the opera idiom, receives a sympathetic and agreeable performance by the Yugoslav cast, chorus and orchestra. Package includes the original Russian libretto, with a line by line English transliteration. This is the all-around strongest reading of the work now available. As such it rates attention from many collectors.

TCHAIKOVSKY: SYMPHONY NO. 2 (LITTLE RUSSIAN) (1-12)—L'Orchestra de la Societe des Concerts du Conservatoire de Paris; Georg Solti, Cond. London LL 1507 76

This four-movement work stands considerably behind the fourth, fifth and sixth symphonies in terms of popularity and performances, yet it has an attractive texture all its own with its Russian folk lore base. Cover of the package, with colorful drawings of folk dancers in action, carries out the motif and makes it a worthwhile display piece. Not necessarily a heavy seller but certainly one of the strong versions of this work now available.

MOZART: PIANO CONCERTOS NOS. 24, C MINOR, K.491; 13, C MAJOR K.415 (1-12)—Ingrid Haebler, Piano; Pro Musica Orchestra, Vienna; Paul Walter, Cond. Vox PL 10080 74

Excellent Mozart playing by the pianist and orchestra, supported by fine recording. For exacting connoisseurs of Mozartian style, this is an item to be cherished. The C Minor is an important work, and other strong versions are available. The C Major is lighter fare, but a delight as handled here. These readings will stand up against any and the coupling is a good plug special for dealers who know their longhair clientele.

SCHUMANN: LIEDERKREIS, OP. 24; WOLFE MORIKE LIEDER (1-12)—Gerard Souzay, Baritone; London LL 1476 71

Both these song cycles were previously available on 10-inch LP's, now discontinued. Souzay's interpretations command much respect in circles where lieder are appreciated. This apt coupling will have

moderate, but steady sales in class shops. Complete German-English texts provided.

BERWALD: SYMPHONY IN C MAJOR; SYMPHONY IN E FLAT; (1-12)—The Berlin Philharmonic Orchestra, Igor Markevitch, Cond. Decca DL 9855 70

Extremely interesting package for dealers looking for off-beat plug items. Berwald, who lived in Sweden during the Schubert-Mendelssohn era, wrote these symphonies very much in the style of those romantics, tho lacking their melodic gifts. These are solid, very pleasant pieces—virtually unknown—superbly read by Markevitch. Excellent recording. P. Gauguin's painting on the cover has had better reproductions.

BACH: CLAVIER CONCERTO NO. 1 IN D MINOR; PROKOFIEFF: VIOLIN CONCERTO NO. 2 IN G MINOR, OP. 63 (1-12)—Sviatoslav Richter, Piano; Leonid Kogan, Violin; State Orchestra of the U.S.S.R., Kurt Sanderling, Kiril Kondrashin, Cond. Monitor MC 2002 72

Two of the outstanding younger virtuosi of the Soviet Union in popular concerto repertoire add interest to the label's first release. Sanderling's support on the Bach is unattractively chunky. Kogan does fine by the modern way, but is unlikely to displace the Francescatti or even the old Heifetz version. The sound here is a vast improvement over earlier Russian tapings. Set is more a conversation piece than a solid repertoire addition.

CHUBERT: SONATA IN A MINOR (Opus 42) SONATA IN C MAJOR (1815) (1-12)—Friedrich Wuhrer, Piano. Vox PL 9260 67

Wuhrer is getting along with his outlined task of recording the 22 Schubert piano sonatas complete. While the market for these isn't notably large, Connoisseurs are likely to find Wuhrer's over-all work satisfying enough to plug for his series. There is no competitive version of the 1815 work, which is delightfully simple when compared with the longer, more searching and mature Opus 42.

Christmas Business

Continued from page 20

Christmas album field, the packages are doing fine. Recouplings or re-releases reportedly doing excellent business for Victor include Perry Como's "Merry Christmas Music," "The Voices of Christmas," with the Voices of Walter Schumann, and holiday albums featuring the Three Suns, the Robert Shaw Chorale, the Melachrino Strings and Mario Lanza.

Decca reports that Bing Crosby's "Christmas Sing with Bing Around the World," album, based on the upcoming CBS Radio show of the same name, and restricted on air play till the December 24 date of the program, has already stepped out well. Also moving well is the Werner Muller "O Tannenbaum" Christmas album. In the singles field, the new Crosby "I Heard the Bells on Christmas Day" is doing moderately well, altho older Crosby holiday standards are out ahead.

In the case of three other diskeries, one big album appears to be doing the work of many men in the holiday selling period. At Capitol, the best selling album at the moment is the new Jackie Gleason holiday package. London's Mantovani Christmas album is selling bigger than in any year since its original release four years ago, and Lawrence Welk's new Coral Christmas package has turned out to be the biggest of the even dozen Welk 12-inch LP's released in the last 16 months.

At ABC Paramount, the strongest seller of the moment is the Hank Silvern "Christmas in Hi Fi" album, while the one Christmas single, Lael Calloway's "Dear Santa, Have You Had the Measles?" has met with only moderate response.

Dealers, altho some say the Christmas rush has yet to really get under way, verify the strong surge to album action. Meanwhile a prominent rack jobbing operation near the New York area reports that the racks are selling lots of Mantovani and Welk albums. In the singles field, Crosby is still selling "White Christmas," "Silent Night," "Jingle Bells," etc.

LOVE IS STRANGE

GROOVE G/4G-0175

This Week's R&B Best Buys
LOVE IS STRANGE (Ben Chazi, BMI)—Mickey and Sylvia—Groove 0175—The duo has a solid hit in this cute waxing. New York, Philadelphia, Baltimore, Buffalo, Boston, Atlanta, Durham, St. Louis and other cities in the East, Midwest and South reported this recent release a click. Flip is "I'm Going Home" (Ben Chazi, BMI).

The Cash Box R&B Best Bets
"LOVE IS STRANGE" Mickey & Sylvia Groove 4G-0175
"LET ME KNOW TONIGHT" Groove 4G-0175

BILLBOARD
Dec. 15, 1956



THE CASHBOX
Nov. 17, 1956

Documentary

SPORTS CARS IN HI-FI (1-12) 70
Riverside RLP 5002

Among certain segments of the sporting fraternity, this package of sports and racing car sounds, recorded in hi-fi, may have some appeal. In fact, there may be some who will try to identify the various cars by their sounds both at idle and at speed, without checking the cover data. On side one the idling and revving up sounds of 18 different models is duplicated, while side two has the sounds of a typical race course and the moaning engines that are a part of it. The recording job is good but it's strictly a specialty package with appeal for sports car and hi fi enthusiasts only.

Spiritual

MARIE KNIGHT SINGS THE GOSPEL (1-12) 75
Mercury MG 20196

This is Miss Knight's first gospel package for Mercury. She is recorded with her own group, the Millionaires, and on several selections she is teamed with Thomasena Wright. Backing is made up of piano, drum, bass, guitar, organ, tambourines and hand clapping. The range of spiritual music is broad, and these emotional sides illustrate this fact. There is "The Storm Is Passing Over," with a mambo beat; "Jesus Walks With Me," a rumba; "O Lord, Remember Me," a waltz, etc. Some of the sides show the close kinship between gospel music and the blues, and the relation to jazz. Deejays, many of whom feel there is not enough gospel music being produced, will find these valuable for programming.

RCA VICTOR RECORD BULLETIN



2 brand new hits from Eddie's *first* movie!



**SOME DAY SOON
ALL ABOUT LOVE**

20/47-6745

(both from the RKO motion picture BUNDLE OF JOY)

7 HOT ONES
HEADED
FOR THE TOP!

HARRY BELAFONTE
Jamaica Farewell
c/w Once Was
20/47-6663

HARRY BELAFONTE
Mary's Boy Child
c/w Venezuela
20/47-6735

HENRI RENE
The Little White Horse
c/w Love Me Tender
20/47-6728

**STUART HAMBLEN'S
ORCHESTRA**
Desert Sunrise
c/w The Whistler's Dream
20/47-6714

**JIM EDWARD, MAXINE
& BONNIE BROWN**
Man With a Plan
c/w Just-a-Lot of Sweet Talk
20/47-6730

MITCHELL AYRES
Guaglione
c/w The Awakening of Pedro
20/47-6729

HANK SNOW
Stolen Moments
c/w Two Won't Care
20/47-6715



Joe Reisman

ARMEN'S THEME

I'LL TAKE YOU DANCING

20/47-6740

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



HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

 For survey week ending December 12

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Singing the Blues	1	8	6. Blueberry Hill	6	11
By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545.			By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.		
2. Love Me Tender	2	10	7. Cindy, Oh, Cindy	7	10
By Elvis Presley, Vera Watson—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6643. RECORD AVAILABLE: H. Rene, Vic 20-6728.			By Barron-Long—Published by E. B. Marks (BMI) BEST SELLING RECORDS: E. Fisher, Vic 20-6677; V. Martin, Glory 247.		
3. Green Door	3	13	8. Hey! Jealous Lover	8	8
By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.			By Cahn-Walker-Twomey—Published by Barton Music (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3552.		
4. True Love	5	13	9. *Love Me	12	5
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.			By Terry Leiber-Mike Stoller—Published by Hill & Range (BMI) BEST SELLING RECORD: E. Presley, Vic.*		
5. Just Walking in the Rain	4	15	10. Friendly Persuasion	9	14
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.			By Webster-Tiomkin—Published by Leo Feist (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15490. RECORDS AVAILABLE: L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; Bob Graybo, RKO-Unique 355.		
Second Ten					
11. Rose and a Baby Ruth	11	6	16. Don't Be Cruel	14	20
By Johnny Dee—Published by Bentley (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.			By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E. Presley, Vic 20-6604.		
12. Honky Tonk	9	17	17. Garden of Eden	16	7
By Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950. RECORD AVAILABLE: T. Brown, King 4976.			By Dennise Norwood—Published by Republic (BMI) BEST SELLING RECORD: J. Valino, Vik 0226.		
13. Two Different Worlds	13	8	18. Rock-a-Bye Your Baby	24	4
By Wayne-Frisch—Published by Princess Music (ASCAP) BEST SELLING RECORD: D. Rondo, Jubilee 5256. RECORDS AVAILABLE: S. Clayton, Coral 61710; D. Haymes, Cap 3565; D. Kallman, Dec 30036; R. Williams-Jane Morgan, Kapp 161.			By Jean Schwartz, Joe Young, Sam Lewis—Published by Warock-Mills (ASCAP) BEST SELLING RECORD: J. Lewis, Dec 30124.		
14. Gonna Get Along Without Ya Now	20	3	18. Since I Met You, Baby	21	3
By Milton Kellm—Published by Kellm (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55040. RECORD AVAILABLE: T. Brewer, Coral 60676.			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.		
14. Mama From the Train	15	7	20. Canadian Sunset	17	23
By Irving Gordon—Published by Remick (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70971.			By Eddie Heywood & Norman Gimbel—Published by Meridian (BMI) BEST SELLING RECORD: H. Winterhalter-E. Heywood, Vic 20-6537. RECORDS AVAILABLE: T. Heath, London 1692; M. Lopez, Vic 6678; A. Williams, Cadence 1297.		
Third Ten					
21. Mutual Admiration Society	19	5	25. Moonlight Gambler	25	2
By Matt Dubey-Harold Karr—Published by Chappell (ASCAP) RECORDS AVAILABLE: C. Applewhite, M-G-M 12365; E. Arnold-J. P. Morgan, Vic 20-6708; T. Brewer, Coral 61737.			By Hilliard-Springer—Published by E. H. Morris (ASCAP) RECORD AVAILABLE: F. Laine, Col 40780.		
22. Night Lights	29	7	27. Tonight You Belong to Me	18	18
By Sammy Gallop-Chester Conn—Published by Bregman, Vocco & Conn (ASCAP) RECORD AVAILABLE: N. (King) Cole, Cap 3551.			By Billy Rose & Lee David—Published by Bregman, Vocco & Conn (ASCAP) RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Lennon Sisters, L. Welk, Coral 61701; Patience & Prudence, Liberty 55022; Tonettes, Modern 997; Tracy Twins, Reserve.		
23. Confidential	25	5	28. Hound Dog	28	21
By Dorindo Morgan—Published by Prestige (ASCAP) RECORDS AVAILABLE: C. Brown, Aladdin 3342; R. Draper, Mercury 70989; B. Johnson, King 4988; S. Knight, Dot 15507.			By J. Leiber and M. Stoller—Published by Elvis Presley Music & Lion Music (BMI) RECORDS AVAILABLE: F. Bell-Bellboys, Mercury 70919; E. Presley, Vic 20-6604; W. Thornton, Peacock 1612.		
23. Slow Walk	21	3	28. Money Tree	-	1
By Cll Austin—Published by Norbay (BMI) RECORDS AVAILABLE: B. Doggett, King 5000; S. Austin, Mercury 70963.			By McIntyre-Ferre—Published by Frank Music (ASCAP) RECORDS AVAILABLE: A. Allen, Dec 30146; F. Lester, Vik 0242; Patience & Prudence, Liberty 55040; M. Writing, Cap 3586.		
25. Jamaica Farewell	-	1	30. You'll Never, Never Know	-	17
By Lord Burgess—Published by Shari Music (ASCAP) RECORD AVAILABLE: H. Belafonte, Vic 20-6663.			By Miles-Robi-Williams—Published by Personality Music (BMI) RECORD AVAILABLE: Platters, Mercury 70948.		

*Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in the RCA Victor 33½ "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.

The Best Sellers on DOT are the Best Sellers in America

Week	Artist	Title	Chart
15486	JIM LOWE	GREEN DOOR	1
15521	PAT BOONE	ANASTASIA DON'T FORBID ME	1
15490	PAT BOONE	FRIENDLY PERSUASION CHAINS OF LOVE	1
15507	SONNY KNIGHT	CONFIDENTIAL	1
15503	LEROY Van DYKE	THE AUCTIONEER	1
15525	JIM LOWE	BY YOU, BY YOU, BY YOU I FEEL THE BEAT	1
15527	The FONTANE SISTERS	THE BANANA BOAT SONG HONOLULU MOON	1
15516	SANFORD CLARK	A CHEAT / USTA BE MY BABY	1
15515	GALE STORM	MY HEART BELONGS TO YOU / ORANGE BLOSSOMS	1
15511	THE HILLTOPPERS	NO REGRETS / UNTIL YOU'RE MINE	1
15509	JOHNNY MADDOX	NICKELODEON TANGO / SOLITUDE	1
15497	MAC WISEMAN	ONE MINT JULEP I'M WAITING FOR SHIPS THAT NEVER COME IN	1

Week listed in bold type, the leading side on top. Week Chart
1. GREEN DOOR (BMI)-J. Lowe..... 1 8
 (The Story of) The Little Man in Chinatown
 (BMI)-Dot 15486

This Week's Best Buys
 DON'T FORBID ME (Roosevelt, BMI)
 ANASTASIA (Feist, ASCAP)-Pat Boone-Dot 15521-Boo

1956'S TOP MOTION PICTURE TITLE SONG

This Week's Best Buys
 THE AUCTIONEER (Randy Smith, ASCAP)-LeRoy Van Dyke
 15503-The label seems to have a knack for putting over

Review Spotlight on...
 JIM LOWE... Dot 15525... BY YOU, BY YOU
 I FEEL THE BEAT.....

NEW and ALREADY A BEST SELLER

BEST SELLING L.P.'s

DLP-3030	HOWDY!	PAT BOONE
DLP-3012	PAT BOONE	
DLP-3023	THE BANJO WIZARDRY OF EDDIE PEABODY	
DLP-3042	A VISIT WITH THE FONTANE SISTERS	

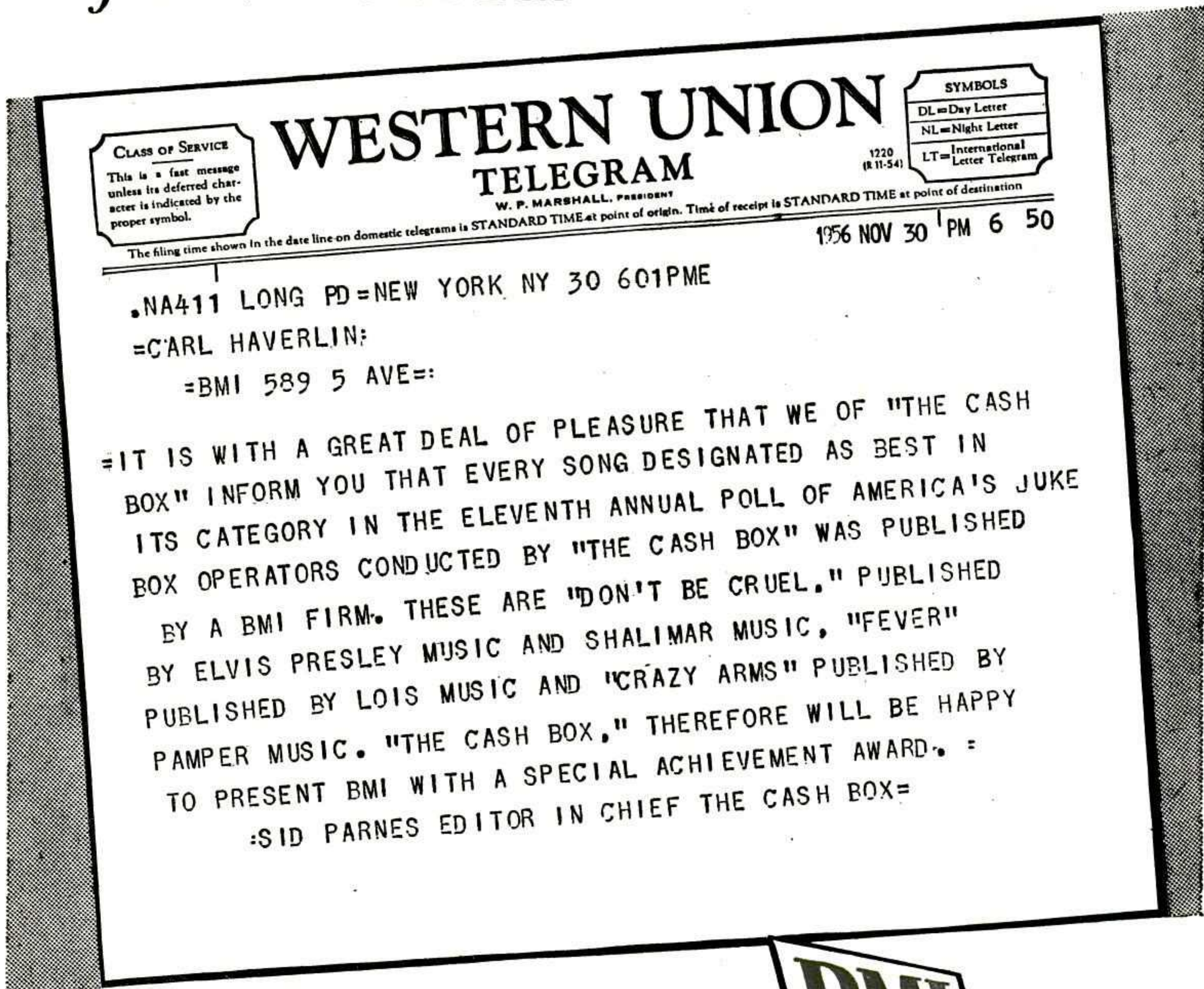
BEST SELLING E.P.'s

DEP-1049	PAT BOONE SINGS
DEP-1053	"PAT" ON MIKE

NEW RELEASES

15522	I've Got a Right to Cry The Honeydripper JOE LIGGINS	15508	I Can't Wait Let the Good Times Start PEARL WOOD
15523	Melody of Napoli Struttin' Down Jane St. RONNIE O'DELL	15520	Once Upon a Summertime Let There Be Peace on Earth CHAMP BUTLER
15524	Juice A Fool's Blues AL CASEY	15517	Since I Met You, Baby I'll Be Waiting for You MOLLY BE
15526	Eternally I Believe THE TWILIGHTERS		

to **BMI** writers, publishers and songs
 a **SPECIAL ACHIEVEMENT AWARD**
 from **The Cash Box**



best songs in ALL CATEGORIES are



Best "Pop" ... **DON'T BE CRUEL** { Otis Blackwell—Shalimar Music, Inc. / Elvis Presley—Elvis Presley Music, Inc. }

Best "R&B" ... **FEVER** { John Davenport—Lois Music Publishing Co. / Eddie Cooley }

Best "Country" ... **CRAZY ARMS** { Ralph Mooney—Pamper Music Publisher / Charles Seals }

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BY POPULAR DEMAND!

The Great New Single Record
From The Patti Page
Album "Manhattan Tower"



Repeat After Me

COUPLED WITH

LEARNIN' MY LATIN

MERCURY 71015

PATTI PAGE



P.S. Still Going Strong...

MAMA FROM THE TRAIN

MERCURY 70971

• Best Sellers in Stores

For survey week ending December 12

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. SINGING THE BLUES (BMI)— G. Mitchell.....	1	8
Crazy With Love (ASCAP)—Col 40769		
2. LOVE ME TENDER (BMI)— E. Presley.....	2	10
Any Way You Want Me (ASCAP)—Vic 20-6643		
3. GREEN DOOR (BMI)—J. Lowe.....	3	13
(Story of) The Little Man in Chinatown (BMI)— Dot 15486		
4. BLUEBERRY HILL (ASCAP)— F. Domino.....	4	11
Honey Chile (BMI)—Imperial 5407		
5. JUST WALKING IN THE RAIN (BMI)—J. Ray.....	5	16
In the Candlelight (ASCAP)—Col 40729		
6. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly.....	6	12
Well, Did You Evah? (ASCAP)—Cap 3507		
7. ROSE AND A BABY RUTH (BMI)— C. Hamilton IV.....	7	6
If You Don't Know (BMI)—ABC-Paramount 9765		
8. *LOVE ME (BMI)—E. Presley.....	9	5
Vic EPA 992		
9. HEY, JEALOUS LOVER (ASCAP)— F. Sinatra.....	10	8
You Forgot All the Words (BMI)—Cap 3552		
10. DON'T BE CRUEL (BMI)— E. Presley.....	8	21
HOUND DOG (BMI)—Vic 20-6604		
11. HONKY TONK (Parts I & II)— B. Doggett.....	11	18
King 4950—BMI		
12. GONNA GET ALONG WITHOUT YA, NOW (ASCAP)—Patience & Prudence.....	18	3
Money Tree (ASCAP)—Liberty 55040		
13. ROCK-A-BYE YOUR BABY (ASCAP)— J. Lewis.....	14	5
Come Rain or Come Shine (ASCAP)—Dec 30124		
14. CINDY, OH, CINDY (BMI)—E. Fisher.....	15	11
Around the World (ASCAP)—Vic 20-6677		
15. SINCE I MET YOU, BABY (BMI)— I. J. Hunter.....	17	3
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
16. CINDY, OH, CINDY (BMI)—V. Martin.....	16	8
Only If I Praise the Lord (BMI)—Glory 247		
17. FRIENDLY PERSUASION (ASCAP)— P. Boone.....	12	14
Chains of Love (BMI)—Dot 15490		
18. GARDEN OF EDEN (BMI)—J. Valino.....	13	7
Caravan (ASCAP)—Vik 0226		
19. JAMAICA FAREWELL (ASCAP)— H. Belafonte.....	—	1
Once Was (ASCAP)—Vic 20-6663		
20. MAMA FROM THE TRAIN (ASCAP)— P. Page.....	20	5
Every Time—I Feel His Spirit (BMI)— Mercury 70971		
21. BANANA BOAT SONG (BMI)—Tarriers.....	—	1
No Hidin' Place (BMI)—Glory 249		
22. CONFIDENTIAL (BMI)—S. Knight... ..	19	2
Jail Bird (BMI)—Dot 15507		
23. DON'T FORBID ME (BMI)—P. Boone.....	—	1
Anastasia (ASCAP)—Dot 15521		
24. CITY OF ANGELS (BMI)—Highlights.....	24	4
Listen, My Love (ASCAP)—Bally 1016		
25. MOONLIGHT GAMBLER (ASCAP)— F. Laine.....	25	2
Lotus Land (ASCAP)—Col 40780		
25. NIGHT LIGHTS (ASCAP)— Nat (King) Cole.....	22	7
To the Ends of the Earth (BMI)—Cap 3551		

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

• Most Played in Juke Boxes

For survey week ending December 12

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	7
Crazy With Love (ASCAP)—Col 40769		
2. GREEN DOOR (BMI)—J. Lowe.....	3	11
(The Story of) The Little Man in Chinatown (BMI)—Dot 15486		
3. LOVE ME TENDER (BMI)— E. Presley.....	2	9
ANY WAY YOU WANT ME (ASCAP)—Vic 20-6643		
4. JUST WALKING IN THE RAIN (BMI)—J. Ray.....	4	14
In the Candlelight (ASCAP)—Col 40729		
5. BLUEBERRY HILL (ASCAP)— F. Domino.....	5	10
Honey Chile (BMI)—Imperial 5407		
6. HONKY TONK (Parts I & II) (BMI)— B. Doggett.....	6	15
King 4950		
7. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly.....	7	8
Well, Did You Evah? (ASCAP)—Cap 3507		
8. DON'T BE CRUEL (BMI)—E. Presley.....	8	20
HOUND DOG (BMI)—Vic 20-6643		
9. CINDY, OH, CINDY (BMI)—V. Martin.....	10	7
Only If I Praise the Lord (BMI)—Glory 247		
10. HEY, JEALOUS LOVER (ASCAP)— F. Sinatra.....	9	5
You Forgot All the Words (BMI)—Cap 3552		
11. CINDY, OH, CINDY (BMI)—E. Fisher.....	11	6
Around the World (ASCAP)—Vic 20-6677		
12. MAMA FROM THE TRAIN (ASCAP)— P. Page.....	12	3
Every Time—I Feel His Spirit (BMI)— Mercury 70971		
13. ROSE AND A BABY RUTH (BMI)— C. Hamilton IV.....	17	4
If You Don't Know (BMI)—ABC-Paramount 9765		
14. GARDEN OF EDEN (BMI)—J. Valino.....	13	3
Caravan (ASCAP)—Vik 0226		
15. YOU'LL NEVER, NEVER KNOW (BMI)—Platters.....	14	11
It Isn't Right (BMI)—Mercury 70948		
15. * LOVE ME—E. Presley.....	20	2
Vic EPA-992—BMI		
17. SLOW WALK (BMI)—S. Austin.....	—	1
Wildwood (ASCAP)—Mercury 70963		
17. GONNA GET ALONG WITHOUT YA NOW (ASCAP)—Patience & Prudence.....	—	1
Money Tree (ASCAP)—Liberty 55040		
19. CONFIDENTIAL (BMI)—S. Knight... ..	17	5
Jail Bird (BMI)—Dot 15507		
20. I WALK THE LINE (BMI)—J. Cash... ..	—	4
Get Rhythm (BMI)—Sun 241		

* (Not Available as a Pop Single. Available on RCA Victor 45 EPA-992 and in 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. Love Me Tender (Presley).....	2	10
2. True Love (Buxton Hill).....	1	13
3. Singing the Blues (Acutt-Rose).....	3	5
4. Just Walking in the Rain (Golden West).....	4	11
5. Green Door (Trinity).....	5	9
6. Blueberry Hill (Chappell).....	6	6
7. Friendly Persuasion (Feist).....	9	8
8. Cindy, Oh, Cindy (E. B. Marks-Bryden).....	7	7
9. Two Different Worlds (Spier).....	8	6
10. Canadian Sunset (Meridian).....	11	10
11. Tonight You Belong to Me (Mills).....	10	6
12. Mutual Admiration Society (Chappell).....	—	1
13. Mama From the Train (Remick).....	14	3
13. Love Me (Hill & Range).....	13	3
15. Hey, Jealous Lover (Barton).....	—	4

• Most Played by Jockeys

For survey week ending December 12

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. SINGING THE BLUES (BMI)— G. Mitchell.....	1	8
Crazy With Love (ASCAP)—Col 40769		
2. GREEN DOOR (BMI)—J. Lowe.....	3	13
(Story of) The Little Man in Chinatown (BMI)—Dot 15486		
3. LOVE ME TENDER (BMI)— E. Presley.....	2	10
Any Way You Want Me (ASCAP)—Vic 20-6643		
4. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly.....	4	12
Well, Did You Evah? (ASCAP)—Cap 3507		
5. * LOVE ME (BMI)—E. Presley.....	8	4
Vic EPA-992		
6. HEY, JEALOUS LOVER (ASCAP)— F. Sinatra.....	5	9
You Forgot All the Words (BMI)—Cap 3552		
7. BLUEBERRY HILL (ASCAP)— F. Domino.....	7	10
Honey Chile (BMI)—Imperial 5407		
8. JUST WALKING IN THE RAIN (BMI)—J. Ray.....	6	13
In the Candlelight (ASCAP)—Col 40729		
9. ROSE AND A BABY RUTH (BMI)— C. Hamilton IV.....	10	6
If You Don't Know (BMI)—ABC-Paramount 9765		
10. CINDY, OH, CINDY (BMI)—E. Fisher.....	11	9
Around the World (ASCAP)—Vic 20-6677		
11. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence... ..	16	3
Money Tree (ASCAP)—Liberty 55040		
12. FRIENDLY PERSUASION (ASCAP)— P. Boone.....	9	14
Chains of Love (ASCAP)—Dot 15490		
13. TWO DIFFERENT WORLDS (ASCAP)—D. Rondo.....	15	8
He Made You Mine (ASCAP)—Jubilee 5256		
14. NIGHT LIGHTS (ASCAP)— Nat (King) Cole.....	14	8
To the Ends of the Earth (BMI)—Cap 3551		
15. MOONLIGHT GAMBLER (ASCAP)— F. Laine.....	18	2
Lotus Land (ASCAP)—Col 40780		
16. SINCE I MET YOU, BABY (BMI)— I. J. Hunter.....	21	3
You Can't Stop This Rocking and Rolling (BMI)—Atlantic 1111		
17. GARDEN OF EDEN (BMI)—J. Valino.....	13	6
Caravan (ASCAP)—Vik 0226		
18. ROCK-A-BYE YOUR BABY (ASCAP)— J. Lewis.....	—	1
Come Rain or Come Shine (ASCAP)—Dec 30124		
19. MAMA FROM THE TRAIN (ASCAP)— P. Page.....	12	8
Every Time—I Feel His Spirit (BMI)— Mercury 70971		
20. I DREAMED (BMI)—B. Johnson.....	19	2
If It's Wrong to Love You (BMI)—Bally 1020		
21. MONEY TREE (ASCAP)—M. Whiting.....	—	2
Maybe I Love Him (ASCAP)—Cap 3586		
22. HONKY TONK (Parts I & II)— B. Doggett.....	20	14
King 4950—BMI		
23. CINDY, OH, CINDY (BMI)—V. Martin.....	22	7
Only If I Praise the Lord (BMI)—Glory 247		
24. TRA LA LA (BMI)—G. Gibbs.....	—	1
Morning, Noon, and Night (BMI)—Mercury 70998		
25. JAMAICA, FAREWELL (ASCAP)— H. Belafonte.....	—	2
Once Was (ASCAP)—Vic 20-6663 (BMI)—Vic 20-6663		

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

BIG SELLERS	COMING UP BIG	WATCH THESE GROW
1. SLOW WALK COUPLED WITH WILDWOOD Sil Austin 70963	THE BANANA BOAT SONG COUPLED WITH I'VE GOT A NEW HEARTACHE Sarah Vaughan 71020	BELIEVE IN ME COUPLED WITH WRINGLE WRANGLE Len Dresslar 71010
2. MAMA FROM THE TRAIN COUPLED WITH EVERY TIME Patti Page 70971	REPEAT AFTER ME COUPLED WITH LEARNIN' MY LATIN Patti Page 71015	THE HOUR OF LOVE COUPLED WITH DRIFTWOOD Eddy Howard 71008
3. TRA LA LA COUPLED WITH MORNING, NOON AND NIGHT Georgia Gibbs 70998	GUAGLIONE <small>Pronounced WAHL YONE</small> COUPLED WITH CARLA Ralph Marterie 71007	KOOL KITTY COUPLED WITH WHY DON'T CHA STOP IT Buddy Johnson AND HIS ORCHESTRA 71017
4. THE AUCTIONEER COUPLED WITH BABY DOLL Chuck Miller 71001	DESERT SUNRISE COUPLED WITH NICKELODEON TANGO Jan August 71012	TO LOVE AND BE LOVED COUPLED WITH ALL BECAUSE OF YOU Dinah Washington 71018
5. CONFIDENTIAL COUPLED WITH TIGER LILY Rusty Draper 70989	ON MY WORD OF HONOR COUPLED WITH ONE IN A MILLION The Platters 71011	CHOO CHOO CH BOOGIE COUPLED WITH Ain't Nobody Here But Us Chickens Louis Jordan 71023
6. BIG BESS COUPLED WITH CAT SCRATCHIN' Louis Jordan 70993	IF IT'S A SUNNY SUNDAY COUPLED WITH LOVER Eddie Heywood 71014	RIB JOINT COUPLED WITH ROSIE'S ROOM Buddy Morrow AND HIS ORCHESTRA 71024
		BUTTER HEART And CANDY LIPS COUPLED WITH They All Had A Good Time But Me Marty Brill 71009

**JIM
LOWE**

XMAS SPECIAL
PRINCE OF PEACE
 AND
 Santa Claus Rides A Strawberry Roan
 71016

POP SINGLE
THE GOLDEN GOOSE IS DEAD
 AND
 THE MARTINS AND THE COYS
 71019

BIG HIT
 A REAL SWINGER
EV'RY MINUTE OF THE DAY
 AND
 BALLAD
A THOUSAND MILES AWAY
The Diamonds
 71021

BIG HIT
YOUNG LOVE
 AND
LITTLE BY LITTLE
The Crew Cuts
 71022

35 EAST WACKER DRIVE · CHICAGO 1, ILLINOIS





JONI JAMES
TO YOU I GIVE MY HEART
 and
DANNY BOY
 MGM 12369 • K12369

DICK HYMAN (The Man)
SAM TAYLOR
 at the Organ on Tenor Sax
CONGO MOMBO
 you'll get by
 MGM 12404 • K12404

ART MOONEY & His Orch.
GIANT
 and
ROCK AND ROLL TUMBLEWEED
 MGM 12320 • K12320

LEROY HOLMES & His Orch.
 Vocal by
SHIRLEY YAMAGUCHI
AUGUST MOON
 ANASTASIA
 MGM 12392 • K12392

DAVID ROSE & His Orch.
HOLIDAY FOR TROMBONES
 and
MIDNIGHT ON THE CLIFFS
 MGM 12376 • K12376

BARRY GORDON
ROCK LITTLE CHILLUN
 THAT PRETTY LITTLE GIRL NEXT DOOR
 MGM 12373 • K12373

D'ARTEGA & His Orch.
JOURNEY'S END and DAILY DOUBLE GALLOP
 MGM 12378 • K12378

ROGER COLEMAN
IN HAMBURG WHEN NIGHTS ARE LONG and ONE MORE KISS
 MGM 12380 • K12380

THE NATURALS
'ERBERT and FEELING FOOLISH IN BRAZIL
 MGM 12374 • K12374

FOUR SPICES
ARMEN'S THEME and FIRE ENGINE BOOGIE
 MGM 12397 • K12397

HANK AND AUDREY WILLIAMS
THE PALE HORSE AND HIS RIDER and A HOME IN HEAVEN
 MGM 12394 • K12394

JIMMY SWAN
THE WAY THAT YOU'RE LIVING and COUNTRY CATTIN'
 MGM 12348 • K12348

NEW ALBUMS
JANE POWELL

SOMETHING WONDERFUL
 E3451

D'ARTEGA & His Orch.

STRADIVARI CHAMPAGNE
 E3446 • X1339 • X1340 • X1341

THE BRUCE CAMPBELL ORCH.

LOVELIGHT
 E3460 • X1349 • X1350 • X1351

Narrated by
BRET MORRISON

TOM AND JERRY STORYTIME
 E3450

Territorial Best Sellers

For survey week ending December 12

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

Atlanta

1. Green Door, J. Lowe, Dot
2. Singing the Blues, G. Mitchell, Col.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Blueberry Hill, F. Domino, Imp.
5. Love Me Tender, E. Presley, Vic.
6. Cindy, Oh, Cindy, E. Fisher, Vic.
7. Canadian Sunset
E. Heywood-H. Winterhalter, Vic.

Baltimore

1. Love Me, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Ain't Got No Home, C. Henry, Ago.
4. Priscilla, E. Cooley, Rst.
5. Love Me Tender, E. Presley, Vic.
6. Blueberry Hill, F. Domino, Imp.
7. Just Walking in the Rain, J. Ray, Col.
8. Hey, Jealous Lover, F. Sinatra, Cap.
9. Rock-a-Bye Your Baby, J. Lewis, Dec.
10. Since I Met You, Baby
I. J. Hunter, Atl.

Boston

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
5. Faded Summer Love, G. Shaw, Dec.
6. True Love, B. Crosby-G. Kelly, Cap.
7. I Miss You So, C. Connor, Atl.
8. Hey, Jealous Lover, F. Sinatra, Cap.
9. Cindy, Oh, Cindy, V. Martin, Gly.
10. Mama From the Train, P. Page, Mer.

Buffalo

1. True Love, B. Crosby-G. Kelly, Cap.
2. Green Door, J. Lowe, Dot
3. Singing the Blues, G. Mitchell, Col.
4. Love Me Tender, E. Presley, Vic.
5. Mama From the Train, P. Page, Mer.

Chicago

1. Singing the Blues, G. Mitchell, Col.
2. Just Walking in the Rain, J. Ray, Col.
3. Blueberry Hill, F. Domino, Imp.
4. Green Door, J. Lowe, Dot
5. Love Me Tender, E. Presley, Vic.
6. Cindy, Oh, Cindy, V. Martin, Gly.
7. Rock-a-Bye Your Baby, J. Lewis, Dec.
8. Garden of Eden, J. Valino, Vik.
9. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
10. Honky Tonk, B. Doggett, Kng.

Cincinnati

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Love Me Tender, E. Presley, Vic.
4. Gonna Get Along Without Ya Now
Patience & Prudence, Lbt.
5. Blueberry Hill, F. Domino, Imp.
6. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
7. Love Me, E. Presley, Vic.
8. Just Walking in the Rain, J. Ray, Col.
9. Garden of Eden, J. Valino, Vik.
10. True Love, B. Crosby-G. Kelly, Cap.

Cleveland

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Since I Met You, Baby, I. J. Hunter, Atl.
4. Just Walking in the Rain, J. Ray, Col.
5. Green Door, J. Lowe, Dot
6. Blueberry Hill, F. Domino, Imp.
7. Goodnight, My Love
McGuire Sisters, Cor.
8. Mary's Boy Child, H. Belafonte, Vic.
9. Rock-a-Bye Your Baby, J. Lewis, Dec.

Dallas-Fort Worth

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

Denver

1. Love Me Tender, E. Presley, Vic.
2. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
3. Singing the Blues, G. Mitchell, Col.
4. Blueberry Hill, F. Domino, Imp.
5. True Love, B. Crosby-G. Kelly, Cap.
6. Garden of Eden, J. Valino, Vik.
7. Green Door, J. Lowe, Dot
8. Jamaica Farewell, H. Belafonte, Vic.
9. Confidential, S. Knight, Dot

Detroit

1. Blueberry Hill, F. Domino, Imp.
2. Singing the Blues, G. Mitchell, Col.
3. Since I Met You, Baby, I. J. Hunter, Atl.
4. Rock-a-Bye Your Baby, J. Lewis, Dec.
5. I Miss You So, C. Connor, Atl.
6. Love Me Tender, E. Presley, Vic.
7. True Love, B. Crosby-G. Kelly, Cap.
8. Gonna Get Along Without Ya Now
Patience & Prudence, Lbt.
9. Hey, Jealous Lover, F. Sinatra, Cap.
10. I Feel Good, Shirley & Lee, Ala.

Kansas City

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Blueberry Hill, F. Domino, Imp.
4. Honky Tonk, B. Doggett, Kng.
5. City of Angels, Highlights, Bly.
6. Hound Dog, E. Presley, Vic.

7. Green Door, J. Lowe, Dot
8. I Dreamed, B. Johnson, Bly.
9. Slow Walk, B. Doggett, Kng.

Los Angeles

1. Love Me Tender, E. Presley, Vic.
2. Green Door, J. Lowe, Dot
3. Singing the Blues, G. Mitchell, Col.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Just Walking in the Rain, J. Ray, Col.
6. Hey, Jealous Lover, F. Sinatra, Cap.
7. Friendly Persuasion, P. Boone, Dot

Milwaukee

1. Singing the Blues, G. Mitchell, Col.
2. Jamaica Farewell, H. Belafonte, Vic.
3. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Love Me Tender, E. Presley, Vic.
6. Hey, Jealous Lover, F. Sinatra, Cap.
7. Since I Met You, Baby, I. J. Hunter, Atl.
8. City of Angels, Highlights, Bly.
9. Moonlight Gambler, F. Laine, Col.
10. Garden of Eden, J. Valino, Vik.

Minneapolis-St. Paul

1. Singing the Blues, G. Mitchell, Col.
2. Confidential, S. Knight, Dot
3. True Love, B. Crosby-G. Kelly, Cap.
4. Blueberry Hill, F. Domino, Imp.
5. Garden of Eden, J. Valino, Vik.
6. Auctioneer, L. Van Dyke, Dot
7. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
8. Rock-a-Bye Your Baby, J. Lewis, Dec.
9. Cindy, Oh, Cindy, E. Fisher, Vic.
10. Love Me Tender, E. Presley, Vic.

New Orleans

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Green Door, J. Lowe, Dot
4. Cindy, Oh, Cindy, E. Fisher, Vic.
5. True Love, B. Crosby-G. Kelly, Cap.
6. Hey, Jealous Lover, F. Sinatra, Cap.
7. Moonlight Gambler, F. Laine, Col.
8. Blueberry Hill, F. Domino, Imp.
9. City of Angels, Highlights, Bly.
10. Friendly Persuasion, P. Boone, Dot

New York

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. True Love, B. Crosby-G. Kelly, Cap.
4. Green Door, J. Lowe, Dot
5. Just Walking in the Rain, J. Ray, Col.
6. Hey, Jealous Lover, F. Sinatra, Cap.
7. Don't Be Cruel, E. Presley, Vic.
8. Blueberry Hill, F. Domino, Imp.
9. Rock-a-Bye Your Baby, J. Lewis, Dec.
10. Gonna Get Along Without Ya Now
Patience & Prudence, Lbt.

Philadelphia

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, G. Mitchell, Col.
3. Just Walking in the Rain, J. Ray, Col.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Green Door, J. Lowe, Dot
6. Blueberry Hill, F. Domino, Imp.
7. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
8. Don't Be Cruel, E. Presley, Vic.

Pittsburgh

2. Rose and a Baby Ruth
G. Hamilton IV, Pmt.
3. Love Me Tender, E. Presley, Vic.
4. Cindy, Oh, Cindy, V. Martin, Gly.
5. Rock-a-Bye Your Baby, J. Lewis, Dec.
6. Green Door, J. Lowe, Dot
7. Ain't Got No Home, C. Henry, Ago.
8. Slow Walk, S. Austin, Mer.

St. Louis

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Rock-a-Bye Your Baby, J. Lewis, Dec.
4. Hey, Jealous Lover, F. Sinatra, Cap.
5. Love Me Tender, E. Presley, Vic.
6. Just Walking in the Rain, J. Ray, Col.
7. Blueberry Hill, F. Domino, Imp.
8. Gonna Get Along Without Ya, Now
Patience & Prudence, Lbt.
9. Mutual Admiration Society
T. Brewer, Cor.
10. True Love, B. Crosby-G. Kelly, Cap.

San Francisco

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

Seattle

1. Singing the Blues, G. Mitchell, Col.
2. Love Me Tender, E. Presley, Vic.
3. Just Walking in the Rain, J. Ray, Col.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Mama From the Train, P. Page, Mer.
6. Dreamy Eyes, Four Preps, Cap.
7. Blueberry Hill, F. Domino, Imp.

Toronto

1. Singing the Blues, G. Mitchell, Col.
2. Green Door, J. Lowe, Dot
3. Love Me Tender, E. Presley, Vic.
4. True Love, B. Crosby-G. Kelly, Cap.
5. Just Walking in the Rain, J. Ray, Col.

DOING BUSINESS WITH EASTERLINGS

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

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

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

emphasizing the importance of delivering full editorial weight.

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

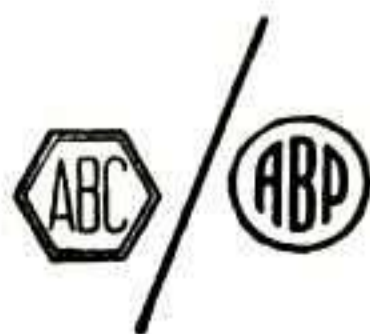
We at BILLBOARD subscribe to this Credo—in fact, we've been at it a full 62 years ourselves! And for a very simple reason: we believe the better informed our industry is, the better off we all are—readers, advertisers, us!

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

The Code of Ethics

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

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



The Billboard

They're

BIGGER!

They're

BETTER!

They're

NEW!

Argo #5259

'AINT GOT NO HOME

by
**CLARENCE
'FROG MAN' HENRY**

Chess #1645

'HAVANA MOON'

b/w

'YOU CAN'T CATCH ME

by
CHUCK BERRY

Chess #1646

**'OVER AND OVER
AGAIN'**

by
THE MOONGLOWS

Checker #853

'JUST FOR A KICK

b/w

**'WOULD I
BE CRYING'**

by
THE FLAMINGOS

**The
BIGGEST!
The
HOTTEST**

**LP ALBUM IN
THE COUNTRY**

Chess #1425

**'ROCK, ROCK,
ROCK'**

by
**THE MOONGLOWS
CHUCK BERRY
THE FLAMINGOS**

**CHESS-CHECKER-ARGO
RECORD CO.**

4750 So. Cottage Grove Ave.
Chicago 15, Illinois
All Phones: KENWOOD 8-4342

VOX JOX

By JUNE BUNDY

THIS N' THAT: John Bennett, WNNJ, Newton, N. J., recently hosted a panel of teen-agers on a 45-minute discussion of Elvis Presley, pro and con. "Biggest complaint: Side burns," writes Bennett, "Cleverest justification of his 'wiggle,' Stan Musial wiggles when he bats." Jersey Joe Walcott has a little wiggle. It helps his (Elvis) co-ordination. . . . Don E. Spainhower, KOVO, Provo, Utah, wants to know where he can "obtain contest prizes in return for advertising on our station, which reaches 89.1 per cent of all the

homes in our seven-county area serving and reaching four States."

Norman "Big Chief" Wain, WDOK, Cleveland, had to take dancing lessons, before his new sponsor—the local Arthur Murray School—would okay his reading of their commercials on the air. Wain's only complaint was that he—who once exhibited the mambo on TV—was put in the beginners' class at Murray's. . . . A five-way international deejay broadcast will be broadcast in England this week, with Jim "Green Door" Lowe, WCBS, New York, representing the U. S., via a trans-Atlantic telephone interview with England's top jock, Franklin "Jingle" Engelmann, of the B.B.C. Also participating will be spinners from Copenhagen, Rome and Paris.

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:

- New Orleans
"Singing the Blues," Guy Mitchell, Columbia
- Paducah, Ky.
"Two Different Worlds," Don Rondo, Jubilee
- Saginaw, Mich.
"Since I Met You, Baby," Ivory Joe Hunter, Atlantic
- New York
"Chincherinchee," Perry Como, Victor
- La Crosse, Wis.
"Cindy, Oh, Cindy," Eddie Fisher, Victor
- Richmond, Va.
"Love Me Tender," Elvis Presley, Victor
- Reno, Nev.
"Mutual Admiration Society," Jaye P. Morgan-Eddie Arnold, Victor
- Fort Worth
"Holliday for Trombones," David Rose Ork., M-G-M
- Providence
"Petticoats of Portugal," Dick Jacobs, Coral
- Bangor, Me.
"True Love," Bing Crosby-Grace Kelly, Capitol

CHANGE OF THEME: Al Nobel, KQV, Pittsburgh, is featuring a different teen-age guest jockey on his show every afternoon. . . . Scott Avery has joined WNIX, Springfield, Vt., as that station's early morning man. . . . Steve White, program director of WRCA, New York, has introduced an interesting new format to the record show field, "Marathon," a new six-hour Saturday night show (midnight to 6 a.m.), spotlighting the work of a single star from the music or theater world each week. Frank Sinatra was honored on the first show, with Sammy Davis Jr. acting as narrator, setting forth details of Sinatra's career and private life. In addition to playing Sinatra records from past years, Davis played dramatic excerpts from sound-tracks of his movies. One hour of the program was devoted to the playing of the singer's own favorite platters.

Chuck Mefford, WKMI, Kalamazoo, Mich., recently staged a "Suppressed Desire" contest, whereby listeners submitted lists of things they'd always wanted to do but didn't have the money, time, nerve, etc. Funniest entry was that of

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

- DECEMBER 21, 1946:
1. The Old Lamplighter
 2. Ole Buttermilk Sky
 3. Rumors Are Flying
 4. (I Love You) For Sentimental Reasons
 5. White Christmas
 6. The Whole World Is Singing My Song
 7. A Gal In Calico
 8. Zip-A-Dee Doo-Dah
 9. The Things We Did Last Summer
 10. You Keep Coming Back Like a Song
- DECEMBER 22, 1951:
1. (It's No) Sin
 2. Slow Poke
 3. Cold, Cold Heart
 4. Because of You
 5. Down Yonder
 6. Undecided
 7. Shrimp Boats
 8. Cry
 9. Jalousie
 10. Charmaine

a teen-ager who wanted to "torture" a group of Elvis Presley fans by putting them in a sound proof room and playing platters by the "Sideburn" until they yelled Uncle. He did and they did. . . . Bob Ferriss, Port Jervis, N. Y., is programming a daily 15-minute seg, featuring nothing but "New Voices and New Labels." . . . Kenny Vincent, WEOL, Lorain, O., has started a drive to have the nation's deejays join him in asking their audiences to contribute to a fund to support a "foster child" overseas. . . . Michael Joseph, National Program manager of WTAC, Flint, Mich.; WFBL, Syracuse, N. Y.; KPOA, Honolulu, and KTVR-TV, Denver, and his frau are the proud parents of Jay Eric Joseph, born on the 27th of last month.

• 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

- Anastasia (R) (F)—Feist—ASCAP
- Baby Doll (R) (F)—Remick—ASCAP
- The Banana Boat Song (R)—E. B. Marks-Bryden—BMI
- Christmas Is A-Comin' (R)—Hub—ASCAP
- Cindy, Oh, Cindy (R)—E. B. Marks-Bryden—BMI
- Friendly Persuasion (R) (F)—Feist—ASCAP
- Green Door (R)—Trinity—BMI
- Hey! Jealous Lover (R)—Barton—ASCAP
- I Could Have Danced All Night (R) (M)—Chappell—ASCAP
- I Heard the Bells on Christmas Day (R)—St. Nicholas—ASCAP
- I've Grown Accustomed to Your Face (R) (M)—Chappell—ASCAP
- Just in Time (R)—Stratford—ASCAP
- Just Walking in the Rain (R)—Golden West—BMI
- Long Before I Knew You (R)—Stratford—ASCAP
- Love Me Tender (R) (F)—Presley—BMI
- Mama From the Train (R)—Frank—ASCAP
- Mutual Admiration Society (R) (M)—Chappell—ASCAP
- My Last Night in Rome (R)—Famous—ASCAP
- On the Street Where You Live (R) (M)—Chappell—ASCAP
- The Party's Over (R)—Stratford—ASCAP
- Petticoats of Portugal (R)—Christopher—BMI
- Rudolph, the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP
- Sil'ly Bells (R)—Paramount—ASCAP
- Singing the Blues (R)—Acuff-Rose—BMI
- Sleigh Ride (R)—Mills—ASCAP
- The Stars You Wished Upon Last Night (R)—Robbins—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP

Television

- Baby's First Christmas (R) — Chatham—ASCAP
- Cactus Christmas Tree (R) — Vernon—ASCAP
- Canadian Sunset (R)—Meridian—BMI
- Cinco Robles (R)—Warman—BMI
- Cindy, Oh, Cindy (R)—E. B. Marks-Bryden—BMI
- Don't Be Cruel (R)—Presley-Shalimar—BMI
- Friendly Persuasion (R) (F)—Feist—ASCAP
- Green Door (R)—Trinity—BMI
- Hey! Jealous Lover (R)—Barton—ASCAP
- Hound Dog (R)—Presley-Lions—BMI
- I Cry More (R)—Famous—ASCAP
- I Don't Know Enough About You (R)—Porgie—BMI
- I Just Slipped Away From My Wedding (R)—E. B. Marks—BMI
- Just Walking in the Rain (R)—Golden West—BMI
- Love Me Tender (R) (F)—Presley—BMI
- Married I Can Always Get (R)—Leeds—ASCAP
- Money Tree (R)—Frank—ASCAP
- Moonlight Love (R)—Elkan-Vogel—ASCAP
- Mutual Admiration Society (R) (M)—Chappell—ASCAP
- Nuttin' for Christmas (R) — Jungnickel—ASCAP
- Petticoats of Portugal (R)—Christopher—BMI
- Roger Boom (R)—Reis—ASCAP
- Rudolph, the Red-Nosed Reindeer (R)—St. Nicholas—ASCAP
- Silver Bells (R)—Paramount—ASCAP
- Singing the Blues (R)—Acuff-Rose—BMI
- Sleigh Ride (R)—Mills—ASCAP
- True Love (R) (F)—Buxton Hill—ASCAP
- Two Different Worlds (R) — Princess—ASCAP
- Whatever Will Be, Will Be—Artists—ASCAP
- Winter Wonderland — Bregman, Vocco & Conn—ASCAP
- You Broke Your Promise, Mr. Sandman (R)—Stardust—BMI
- You'll Never Know I Care (R)—Personality—BMI

Victor \$2.98 Special

• Continued from page 14

100 per cent return privilege on all copies of the special ordered in January, provided they turn in their request by the end of that month.

The set selected for the push is "Midnight for Two," featuring the Three Suns, with Ray Bohr as guest participant on the pipe organ. Appeal of this is heavily slanted for the hi-fi market.

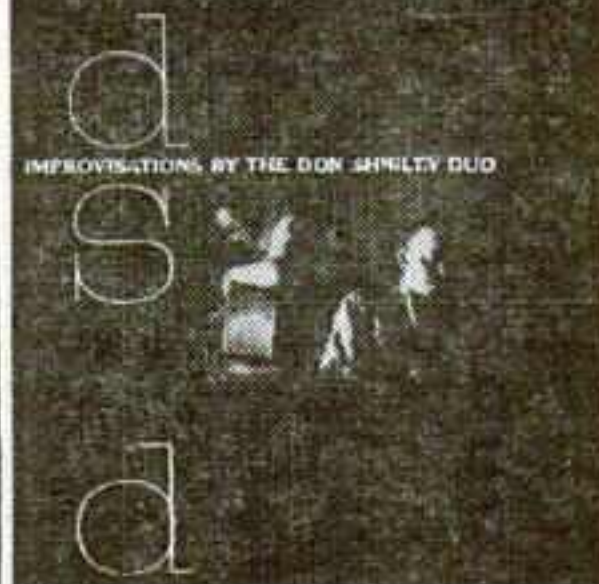
Victor has designed its entire consumer ad budget for January to plug this set.

This actually will give Victor four \$2.98 specials in January, if one is to include the three Save-On-Records coupon special. The SOR-specials next month will be: Jazz category—"Under Analysis" with the Sauter-Finegan ork; Pop—"Randy Van Horne"—a new artist "swingin' and singin'"; Classical—Richard Strauss' "Til Eulenspiegel" and "Death and Transfiguration," played by the Vienna Philharmonic, Fritz Reiner conducting.

The Sauter-Finegan set consists of satires of a number of the old popular bands. The Vienna recording, made possible under Victor's new reciprocal deal with Decca-London, to which company the orchestra is under contract, was made in Vienna just a few weeks ago, and is being rushed out in record time. Reiner, of course, is an exclusive Victor artist.

NEW STAR
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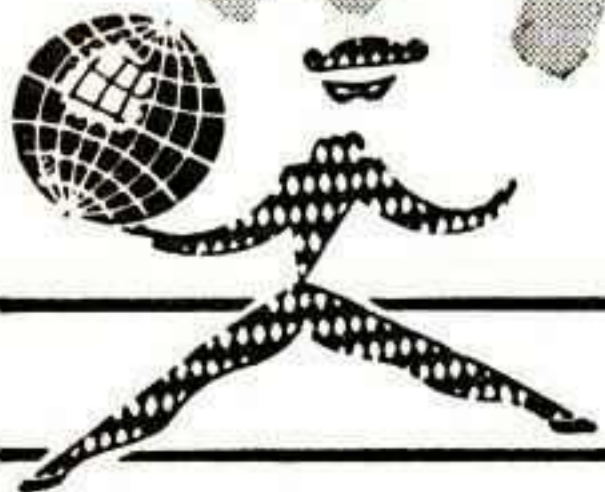
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THE TOP 100

For survey week ending December 12

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

Pos.	Song	Artist	Label	Last Week
1	SINGING THE BLUES	G. Mitchell	Columbia	1
1	LOVE ME TENDER	E. Presley	Victor	2
3	JUST WALKING IN THE RAIN	J. Ray	Columbia	4
4	BLUEBERRY HILL	F. Domino	Imperial	5
5	TRUE LOVE	Bing Crosby-G. Kelly	Capitol	6
6	HEY, JEALOUS LOVER	F. Sinatra	Capitol	7
6	ROSE AND A BABY RUTH	G. Hamilton IV	ABC Paramount	8
8	LOVE ME	E. Presley	Victor	9
9	GREEN DOOR	J. Lowe	Dot	3
10	HONKY TONK	B. Doggett	King	10
11	CINDY, OH CINDY	E. Fisher	Victor	10
12	CINDY, OH CINDY	V. Martin	Glory	16
12	GONNA GET ALONG WITHOUT YA, NOW	Patience & Prudence	Liberty	18
14	GARDEN OF EDEN	J. Valino	Vik	12
15	DON'T BE CRUEL	E. Presley	Victor	14
15	FRIENDLY PERSUASION	P. Boone	Dot	13
15	MAMA FROM THE TRAIN	P. Page	Mercury	14
18	ROCK-A-BYE YOUR BABY	J. Lewis	Decca	23
19	SINCE I MET YOU, BABY	J. J. Hunter	Atlantic	26
20	CONFIDENTIAL	S. Knight	Dot	20
20	NIGHT LIGHTS	Nat (King) Cole	Capitol	17
22	TWO DIFFERENT WORLDS	D. Rondo	Jubilee	19
23	JAMAICA, FAREWELL	H. Belafonte	Victor	40
24	MOONLIGHT GAMBLER	F. Laine	Columbia	20
25	MUTUAL ADMIRATION SOCIETY	T. Brewer	Coral	25
26	CANADIAN SUNSET	E. Heywood & H. Winterhalter	Victor	22
27	I WALK THE LINE	J. Cash	Sun	27
28	SLOW WALK	S. Austin	Mercury	23
29	AUCTIONEER	L. Van Dyke	Dot	31
30	YOU'LL NEVER NEVER KNOW	Platters	Mercury	28
31	SINGING THE BLUES	M. Robbins	Columbia	33
32	PRISCILLA	E. Cooley	Roost	34
33	SLOW WALK	B. Doggett	King	37
34	BABY DOLL	A. Williams	Cadence	71
35	GOODNIGHT, MY LOVE	McGuire Sisters	Coral	62
36	HOUND DOG	E. Presley	Victor	35
37	PETTICOATS OF PORTUGAL	D. Jacobs	Coral	30
38	ON LONDON BRIDGE	J. Stafford	Columbia	45
39	TRA LA LA	G. Gibbs	Mercury	52
40	I DREAMED	B. Johnson	Bally	39
41	CITY OF ANGELS	Highlights	Bally	38
42	LAY DOWN YOUR ARMS	Chordettes	Cadence	45
43	DON'T FORBID ME	P. Boone	Dot	—
44	WHEN MY BLUE MOON TURNS TO GOLD AGAIN	E. Presley	Victor	49
45	WISDOM OF A FOOL	Five Keys	Capitol	65
46	ARMEN'S THEME	J. Reisman	Victor	77
46	STAR YOU WISHED UPON LAST NIGHT	G. MacKenzie	Vik	42
48	ARMEN'S THEME	D. Seville	Liberty	82
48	MUTUAL ADMIRATION SOCIETY	J. P. Morgan & E. Arnold	Victor	47
50	BANANA BOAT SONG	Tarriers	Glory	—
50	JUST IN TIME	T. Bennett	Columbia	46
52	ANASTASIA	P. Boone	Dot	—
53	MARY'S BOY CHILD	H. Belafonte	Victor	—
54	AIN'T GOT NO HOME	C. Henry	Argo	80
54	FADED SUMMER LOVE	G. Shaw	Decca	66
56	SINCE I MET YOU, BABY	M. Carson	Columbia	57
57	MONEY TREE	M. Whiting	Capitol	57
57	SOMEONE TO LOVE	Four Aces	Decca	68
59	ANY WAY YOU WANT ME	E. Presley	Victor	43
60	I FEEL GOOD	Shirley & Lee	Aladdin	78
61	IN THE STILL OF THE NIGHT	Satins	Ember	47
61	TRUE LOVE	J. Powell	Verve	50
63	TONIGHT YOU BELONG TO ME	Patience & Prudence	Liberty	32
64	GIVE ME	E. Rodgers	Columbia	86
64	I WOULDN'T KNOW WHERE TO BEGIN	E. Arnold	Victor	87
66	CANADIAN SUNSET	A. Williams	Cadence	68
67	TWO DIFFERENT WORLDS	J. Morgan & R. Williams	Kapp	41
68	AUTUMN WALTZ	T. Bennett	Columbia	63
69	FIRST BORN	Tennessee Ernie	Capitol	52
70	I SAW ESSAU	Ames Brothers	Victor	51
70	WHATEVER WILL BE, WILL BE	Doris Day	Columbia	63
72	LOVE ME TENDER	H. Rene	Victor	44
72	PARTY'S OVER	Doris Day	Columbia	44
74	I LOVE MY BABY	J. Corey	Columbia	—
75	FRIENDLY PERSUASION	Four Aces	Decca	71
76	THOUSAND MILES AWAY	Heartbeats	Rama	—
76	ONE IN A MILLION	Platters	Mercury	—
78	DANCING CHANDELIER	S. Syms	Decca	—
79	CHEAT	S. Clark	Dot	74
79	CONFESSION OF A SINNER	Stylers	Jubilee	—
79	MONEY TREE	Patience & Prudence	Liberty	84
82	LEFT ARM OF BUDDA	L. Baxter	Capitol	—
83	TEENAGE GOODNIGHT	Chordettes	Cadence	—
84	MOONLIGHT LOVE	P. Como	Victor	89
85	CRAZY WITH LOVE	T. Brewer	Coral	73
86	WHEN THE WHITE LILACS BLOOM AGAIN	F. Zabach	Mercury	—
87	YOU DON'T KNOW ME	J. Vale	Columbia	99
88	I MISS YOU SO	C. Connor	Atlantic	55
89	BLUE MOON	E. Presley	Victor	—
89	IT ISN'T RIGHT	Platters	Mercury	60
91	AUCTIONEER	C. Miller	Mercury	—
91	RUDY'S ROCK	B. Haley	Decca	55
91	WRITTEN ON THE WIND	Four Aces	Decca	—
94	CRAZY WITH LOVE	G. Mitchell	Columbia	70
95	TO THE ENDS OF THE EARTH	Nat (King) Cole	Capitol	79
96	JULIE	Doris Day	Columbia	94
97	LET THE GOOD TIMES ROLL	Shirley & Lee	Aladdin	85
97	DREAMY EYES	Four Preps	Capitol	—
99	CHINCHERCHEE	P. Como	Victor	59
99	SADIE'S SHAWL	B. Sharples	London	93
99	WAR AND PEACE	V. Damone	Columbia	—

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.

ATTENTION!

JUKE BOX OPERATORS

Senator Joseph C. O'Mahoney, Chairman of the Senate Judiciary Subcommittee on Patents, Trademarks and Copyrights, in making public Senate Document 155 last week stated: "THE DOCUMENT . . . IS DESIGNED TO HELP ALL INVOLVED IN THE CONTROVERSY TO FIND A COMPROMISE PROPOSAL FOR CONSIDERATION BY THE SUBCOMMITTEE DURING THE NEXT SESSION OF CONGRESS."

In keeping with the spirit of the Senator's statement, the members of the American Society of Composers, Authors and Publishers wish to extend an invitation to the Juke Box Operators of America to meet for a discussion of this problem in the hope of finding a mutually satisfactory solution.

Our representatives are prepared to meet immediately with representatives of the Juke Box Industry and such individuals or groups as may be interested, at a time and place suitable to them.



President.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
675 Madison Avenue, New York 22, New York

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. **Ain't Got No Home** **Clarence Henry**
(BMI) Argo 5259
2. **Slow Walk** **Bill Doggett**
(BMI) King 5000
3. **Goodnight, My Love** **McGuire Sisters**
(BMI) CORAL 61748
4. **Mary's Boy Child** **Harry Belafonte**
(ASCAP) RCA Victor 6734
5. **Don't Knock the Rock** **Bill Haley**
(ASCAP) Decca 30148
6. **Wisdom of a Fool** **Five Keys**
(ASCAP) Capitol 3597
7. **On My Word of Honor** **The Platters**
(BMI) Mercury 71011
8. **I Miss You So** **Chris Connor**
(ASCAP) Atlantic 1105
9. **Baby Doll** **Andy Williams**
(ASCAP) Cadence 1303
10. **Greensleeves** **Beverly Sisters**
(ASCAP) London 1703

This Week's Best Buys

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

- ON MY WORD OF HONOR** (Aptler, BMI)—The Platters—Mercury 71011—The Platters have another steamroller here. Reports from Baltimore, Pittsburgh, New York, Boston, Providence, Philadelphia, Los Angeles, St. Louis, Richmond and other cities indicate a fasttake-off and excellent chart possibilities for it. Flip, "One in a Million" (Personality, BMI), was also generating action. A previous Billboard "Spotlight" pick.
- BABY DOLL** (Remick, ASCAP)—Andy Williams—Cadence 1303—This record has been available a month already, and has been doing nicely from time of release. This week, however, with the picture skedded to open very shortly, action has picked up significantly. Its prospects are much improved and its sales curve is rising accordingly. Flip is "Since I've Found My Baby" (Roosevelt, BMI). A previous Billboard "Spotlight" pick.
- GREENSLEEVES** (Burlington, ASCAP)—The Beverly Sister—London 1703—A sleeper that is starting to break big in many important markets. Eastern and Middle Western sales reports are excellent. New York, Boston, Philadelphia, Baltimore, Buffalo, Minneapolis, Chicago and St. Louis are among the cities surveyed. The record is starting to climb fast now and could sneak into the charts very easily.
- BLUE MONDAY** (Commodore, BMI)
- WHAT'S THE REASON I'M NOT PLEASING YOU** (Bourne, ASCAP)—Fats Domino—Imperial 5417—See this week's Rhythm and Blues Best Buys.

• Review Spotlight on . . .

POP RECORDS

THE CREWCUTS . . . Mercury 71022 **YOUNG LOVE**
(Lowery, BMI)

LITTLE BY LITTLE (Hill & Range)

"Young Love" spotlights a solid reading of an unusual tune, which is stirring up some action in the country and pop fields via Sonny James' version. The flip is another cover—this one an appealing rhythm-novelty. The Nappy Brown version has had a start in the r.&b. field, but this one should turn over heavy volume in the pop stores. Both sides are powerful contenders for pop chart honors.

RUSSELL ARMS . . . Era 1026 **CINCO ROBLES**
(Warman, BMI)

The "Hit Parade" warbler finally has a potential hit in this sock version—the original—of an appealing Latin-American type ballad. He sells it with warmth and sincerity, and should score a solid play-score with jockeys. Les Paul and Mary Ford and Lawrence Welk also have good versions out on the tune. Flip on the Arms disk is a melodic ballad, "The World Is Made of Liza" (Warman, BMI).

Reviews and Ratings * *

LES PAUL AND MARY FORD

Cinco Robles 86

CAPITOL 3612—This is a strong piece of material related in style to the "Vaya Con Dios" hit. There is competition from Russell Arms and Lawrence Welk but the pair is strong enough here to make the coins jingle. (Warman, BMI)

Ro-Ro Robinson . . . 74

A merry little samba rhythm job on a strictly instrumental kick. Guitars really work overtime on this, the flip will likely get more attention. (Trojan, BMI)

LAWRENCE WELK

Cinco Robles 83

CORAL 61765—Alice Lon and Dick Dale blend attractively on the appealing Latin ballad. Les Paul and Mary Ford also have a strong version, and the original by Russell Arms on Era will be hard to beat, but this should be a money maker.

Whispering Heart . . . 73

Miss Lon works hard on an off-beat ballad with an unusual melody construction. The original by Sherry Parsons attracted some attention a few weeks ago, but nothing has happened with it to date, and flip has better chance here. (Morris, ASCAP)

THE DIAMONDS

A Thousand Miles Away 8

MERCURY 71021—A cover of the current Heartbeats' hit. The Diamonds offer an attractive styling of the ballad, but it comes a little too late to get maximum exposure. Some pop stores may stock this in preference to the Heartbeats, however. (Keel, BMI)

Ev'ry Minute of the Day . . . 50

A bright, up-beat cover of a waxing by Frankie Marshall for Atco. This reading is slick and expertly handled. Could do good biz in both pop and r.&b. stores. (Tiger, BMI)

SUNNY GALE

I Have You 81

DECCA 30157—One to watch. Song has that quasi-religious quality or inspirational touch which may attract a mass

audience. Miss Gale sings it with a sincere, simple quality. (Ross Jungnickel, ASCAP)

Maybe You'll Be There . . . 75

A pretty lyric, slow-in tempo, and Sunny Gale sings it artfully. (Triangle, ASCAP)

DICK HYMAN AND SAM (THE MAN) TAYLOR

I'll Get By 80

M-G-M 12404—Hyman shows his talent on the organ with a solid, pay-off assist by Sam Taylor. The side really moves on the swingin' version of the standard, and definitely rates juke and jock spins. (Cromwell-Ahlert, ASCAP)

Congo Mambo . . . 80

The pair team up again on an equally swinging version of a sharp Latin instrumental. Rates plenty of jock and juke action and sales could follow. Strong coupling. (Excellorec, BMI)

SAMMY DAVIS JR.

All About Love 80

DECCA 30158—Song from "Bundle of Joy" flick is done with mucho gusto by Sammy Davis Jr. Deejays will give it strong exposure. (Ramrod, ASCAP)

Dangerous . . . 76

Jocks will like this well-produced side. Sammy Davis Jr.'s magnetic quality is backed by bright instrumentation with a beguine tempo. (Gil, BMI)

DINAH WASHINGTON

All Because of You 78

MERCURY 71018—Here Miss "D" has a ballad with a strong beat, and she rides it with commanding ease. Her suave vocal styling is sharply etched by vocal chorus in the background. Should capture a lot of people's fancy. (Trei, ASCAP)

To Love and Be Loved . . . 76

A big song that builds to a big climax as in "The Show Must Go On." The singer puts a lot of power into her presentation, and the side rates generous air play. (Junard, BMI)

(Continued on page 46)

CORAL RECORDS DECEMBER RELEASE **CORAL RECORDS** DECEMBER RELEASE **CORAL RECORDS** DECEMBER RELEASE

DOROTHY COLLINS



WOULD YOU EVER
and
BABY CAN ROCK

61753 • 9-61753

LAWRENCE WELK



CINCO ROBLES
and
WHISPERING HEART

61765 • 9-61765

ALAN DALE



YOUR LOVE IS MY LOVE
and
DON'T KNOCK THE ROCK

61752 • 9-61752

LAWRENCE WELK
presents
THE LENNON SISTERS

THE SIAMESE CAT SONG
and
YOU BROKE YOUR PROMISE, MR. SANDMAN

61762 • 9-61762



THE MODERNAIRES

NOAH
and
I'M READY TO LOVE AGAIN

61764 • 9-61764



LAWRENCE WELK
presents
LARRY HOOPER

ROGER BOOM
and
4th "R" (RELIGION)

61763 • 9-61763



LARRY SONN
and his orchestra



CONGO MAMBO
and
DESERT SUNRISE

61758 • 9-61758

ALAN FREED



ROCK 'N' ROLL BOOGIE
and
THE GREY BEAR

61749 • 9-61749

JOHNNY BURNETTE TRIO



LONESOME TRAIN
and
I JUST FOUND OUT

61758 • 9-61758

Children's Holiday
The McGuire Sisters



The McGuire Sisters
CHILDREN'S HOLIDAY

Children's Holiday • Happy New Year •
Won't You Be My Valentine • April, April Fool •
Billy Bunny Mommy • One America • The Fourth of July Parade •
The Nina, The Pinta, The Santa Maria • A Haunting We Will Go •
Thank You Day • The Cactus Christmas Tree

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CORAL RECORDS



Reviews of New Pop Records

Continued from page 44

LAWRENCE WELK AND LENNON SISTERS
You Broke Your Promise, Mr. Sandman78
 CORAL 61762—Quality chanting. The girls' harmonizing is backed by a relaxed orchestral arrangement using a catchy riff. (Stardust, BMI)
The Siamese Cat Song....73
 From the Disney album comes the side, which is an excellent performance of the novelty. (Disney, ASCAP)

GUY LOMBARDO ORK.
Anastasia77
 CAPITOL 3601—Competition is keen on this film tune. Lombardo's instrumental is a solid, commercially viable reading that will take a share of the melon. The kicky rhumba beat makes it particularly attractive for dancing. (Fest, ASCAP)
If It Hadn't Been for You....70
 Vocal rendition of the oldie. It's a tune worth reviving, but the styling here is a little too old-fashioned to get most mileage out of it. (Johnstone-Montel, BMI)

ALFRED NEWMAN AND VICTOR YOUNG SINGING STRINGS
Anastasia76
 DECCA 30164—A lush instrumental treatment of the haunting movie theme. Pat Boone's vocal version is hot, but this one should get spins on romantic jock segs. (Fest, ASCAP)
Written on the Wind....73
 Another good jockey bet. Rich instrumental wrap-up of a moody film title theme. The Four Aces have the vocal version. (Northern, ASCAP)

AL MARTINO
I'm Sorry76
 CAPITOL 3605—Al Martino belts out this ballad with style and admirable control. Arrangement has a catchy tempo, and a chorus for production effects. Watch it. (Algonquin, BMI)
I'm a Funny Guy....71
 A nice slow-tempo singing job, but it lacks the flash of the flip. (Chappell, ASCAP)

MITZI MASON
You Can't Come Back.....76
 MOSS 001—The thrush does a nice job with this easily-remembered melody with a country flavor. (Wayne, BMI)
I'll Go Way Up on a Mountain....70
 Fair chanting. (Regina, BMI)

JIMMY DALEY
Rock, Pretty Baby75
 DECCA 30163—Title theme from the sound track of a forthcoming r.&r. movie. This exuberant vocalizing on a fast moving rhythm item should benefit from pic promotion. (Northern, ASCAP)
Can I Steal a Little Love....74
 An appealing up-tempo ditty with a nice lilt is handed a pleasant vocal treatment. Another sound track entry from the picture. (Northern, ASCAP)

KAY BROWN
Four o'Clock in the Morning Music....74
 DECCA 30130 — Unusual material. Tune is bluesy, with a classy lyric. A smart programming disk. Miss Brown and ork do the number with a bit of jazz quality. (Sheldon, BMI)
Pull Down Da Shade....74
 Clever Calypso number. Strong novelty appeal and like the flip, an interesting one for deejays. (Pincus & Sons, ASCAP)

PABLO BELTRAN ORK
Cha Cha Cha Flamenco74
 VICTOR 6757 — Mexican recorded tape of south-of-the-border impres-

ario can spark interest with Latin rhythm enthusiasts. Label has come up with fine sound. Real spinning fare for jock Latin-American sessions. (Peer Intl., BMI)
The Girl From Malaga-Cha Cha Cha....73
 Maestro and ork on another home-recorded terp kick. Similar in approach to the flip. Same sales potential. (Peer Intl., BMI)

BONNIE GUITAR
Dream Dreamers74
 FABOR 4017 — Unusually talented thrush, a former Billboard Talent Pick in c.&w. goes strictly pop on this coupling. This side is a pretty ballad in the vein of "Dream." With the right song, this gal has to make it. (Dandelion, BMI)
Clinging Vine....73
 Bright, folk-style tune with repeated refrain. Gal is assisted on the latter by Lee Gotch. A spinworthy side. (Dandelion, BMI)

THE VOICES OF WALTER SCHUMANN
When You're Away74
 VICTOR 6758—Highly pleasant harmonizing by the group of a sweet, sentimental ballad can make time with the Schumann listening fans. Adroit backing is helpful. (Bourne, ASCAP)
The Ballad of Roger Boom....72
 Competent group singing and soloing misses the wry comedy packed by the Weik version of this novelty. Admirers of group may give it some play, but platter looks low man on the totem pole sales-wise. (Reis, BMI)

FESS PARKER
The Ballad of John Colter74
 DISNEYLAND 45—Here's an epic of another Western hero, as taken from the sound track of Disney's "Westward Ho the Wagons." An appealing ode by Parker but it doesn't figure to be a Crocket repeat. (Wonderland, BMI)
Pioneer's Prayer....72
 A spirited supplication by Parker and a mixed chorus. Has a flavor of a Western pic but it's not a sound track item. Flip side will get the buying attention at first but this will get its spins, too. (Walt Disney, ASCAP)

LINE RENAUD
I'd Love to Fall Asleep74
 CAPITOL 3606—The French chanteuse offers a dulcet little wish with an appealing melody. Some jocks will likely spin this. (Southern, ASCAP)
Stealin'....70
 A moderate-paced ballad with a breathy and slightly sultry delivery by the gal. Tune has a cute lyric but the flip has stronger appeal. (Leeds, ASCAP)

EDDIE (PIANO) MILLER
Mexicali Rose74
 DE LUXE 6103—A good tavern side. Miller gets the old nickelodeon sound on the perennial waltz favorite and the mandolin helps. (Cole, BMI)
Wolfgang Sebastian Mayer....68
 Gang-sing side with old-time barroom piano and tavern noises. High-spirited side, but the gag is thin. Some tavern juke possibilities. (Men-Lo, BMI)

BENNY STRONG ORK
Don't Bring Lulu73
 DECCA 30160—A verve-full group vocal on the bouncy oldie, with a good beat. (Remick, ASCAP)
Blond Hair, Blue Eyes and Ruby Lips....73
 A personable group vocal stint on a catchy rhythm-novelty. (Miller, ASCAP)

THE LAURIE SISTERS
Shame on You, George.....73
 VIK 0247—A sad, sad tale by the sister thrushes. Melody has something of a staying quality and the gals' harmony could pick up some interest. (Shallmar-Romance, BMI)
Give Me One Kiss....69
 This one moves faster in a rock and roll beat and the gals get into the spirit of things. Whether buyers will be a question. Flip has much more appeal. (Douglas, BMI)

FREDDIE MONTELL
Lonely Winter73
 ABC-PARAMOUNT 9763 — Singer adds his cover of a fine ballad in able style. Good vocalizing and backing add up to more than moderate competitive threat. Candidate for jock, weepy-beam spins. (Ross-Jungnickle, ASCAP)
A Broken Pin....66
 Adolescent weeper about a scorned fraternity pin. Singer gives it proper lachrimous projection. Happy listening for a love-sick teen-ager. (Miller, ASCAP)

ROSALIE MICHAELS
Bonjour Tristesse72
 JUBILEE 5254—Rich-voiced canary wraps up an exotic theme with a legit-styled rendition and lush back-

ing. Title stems from French best-seller. (Peer Intl., BMI)
The Story of Love....70
 Striking vocal interpretation of a dramatic Latin theme with flamboyant backing. (Peer Intl., BMI)

PETER HANLEY
Dedicated to You72
 VERVE 10028—A suitably dedicated sentiment here on a revival of the old tune. A different song with the same title is now on the market. Nice debut performance by the artist, formerly on Epic. (DeSylvia, Brown & Henderson, ASCAP)
I Wanna See You When You Weep....68
 Singer projects sarcastic sentiments on this medium tempo job. Buddy Bregman backing adds a nice touch but flip seems stronger. (Two-Penny, ASCAP)

DANNY WALKER
Walkin' and Whistlin'71
 CORAL 61755—Singer puts across a lively little tune with crisp delivery. Choral backing adds effect. Could carry some counter spark for teenagers. (Moon Mist, BMI)
In My Dreams....70
 A sleepy ballad with pleasant sentimental projection. Backing again offers an effective assist. Makes a good pace-change coupling. (Twilight, BMI)

ARTHUR PRYCOCK
O-Ho-O-Yeh70
 PEACOCK 1670—Prycock, the man with the big Hibber-type voice, has an amusing, cleverly styled opus here, for his bow on Peacock. The brassy, big band backing has a good, strutting beat. Nice deejay disk. (Overton, BMI)
There Goes the Mailman....68
 A sentimental weeper-ballad that Prycock delivers with characteristic taste and restraint. Performance is excellent; material is only so-so, however. (Lion, BMI)

THE FOUR VANNS
So Young and So Pretty68
 VIK 0246—Quartet combines tunefully for pleasant ear-appeal on a rhythm beat. Backing arrangement gives them an able assist. Can attract some attention. (Kahl, BMI)
Sha-Bee-Dah-Ah-Ding-Dong....67
 Happy, if not too distinguished Caribbean-flavored ballad novelty. Group puts it across with zest. Not apt to cause any counter conflagration, however. (Kahl, BMI)

CAMARATA ORK
Westward Ho the Wagons!68
 Disneyland 44—Title theme from the Disney flick, handsomely orked by Camarata and sung by mixed voices. May appeal to fans of the flick. (Wonderland, BMI)
Westward Hoe-Down....66
 This hoe-down is more like Dixieland. Bright instrumental from the same flick. (Wonderland, BMI)

CAROL JARVIS
My Heart Has Mind of Its Own68
 DITTO 101 — Sentimental, teen-age love document gives thrush a chance for some effective warbling. Tenors could easily find this profound, but it will need a lot of exposure. (Falstaff, BMI)
Lover Boy....66
 Singer belts out a fast rhythm item to some able backing. Any great appeal is likely limited to same age group. Same sales prediction. (Falstaff, BMI)

PENNY SMITH
Love Me67
 KAHILL 1018—Singer puts a lot of heart and considerable style into a rhythmical love plea. Backing is adequate for over-all listening appeal. Sales spark, however, doesn't give off much flash.
These Things We'll Share....65
 Thrush gives pleasant treatment to a sweet ballad. Backing is on an equally sweet beam. (Lake Front, BMI)

LILLIAN BROOKS
Don't Ask My Why67
 KING 4998 — Thrush belts out a Neapolitan-type ballad in professional fashion, but sales possibilities are not obvious. (Frederick, BMI)
Tonight Tomorrow....64
 Another well-made side with folk flavor, this time somewhat old Spanish. (Brandom, ASCAP)

MARGIE DAY
From Someone Who Cares66
 DE LUXE 6102 — A two-track harmony ballad with rock and roll flavor. A not-overly impressive effort. (Men-Lo, BMI)
Take My Hand....65
 Thrush, after several blues tries, is in a pop groove on this rhythmic ditty. Good, gimmicky delivery, but not much meat here. (Crestwood, BMI)

TIC AND TOC
I'm a Big Boy Now66
 VIK 0248—Austin (Tic) Powell contributes a vocal job here as the Howard Biggs band swings thru a danceable rock and roll job. Only marginal appeal, however. (Kahl, BMI)
Jibba Jab....64
 A guttural, growling vocal here by "Big Nick Toc" with the same type tenor sax solo. Little chance here. (Irish-Trojan, BMI)

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• C&W Best Sellers in Stores

For survey week ending December 12

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

This Week		Last Week	Weeks on Chart
1.	SINGING THE BLUES (BMI)—M. Robbins I Can't Quit (BMI)—Col 21545	1	14
2.	CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510	2	29
3.	LOVE ME TENDER (BMI)—E. Presley ANY WAY YOU WANT ME (ASCAP)—Vic 20-6643	3	10
4.	I WALK THE LINE (BMI)—J. Cash Get Rhythm (BMI)—Sun 241	4	29
5.	DON'T BE CRUEL (BMI)—E. Presley HOUND DOG (BMI)—Vic 20-6604	5	21
6.	I'VE GOT A NEW HEARTACHE (BMI)—R. Price WASTED WORDS (BMI)—Col 21562	6	6
7.	YOU'RE RUNNING WILD (BMI)—Louvin Brothers CASH ON THE BARREL HEAD (BMI) Cap 3532	9	8
8.	STOLEN MOMENTS (BMI)—H. Snow Two Won't Care (BMI)—Vic 20-6715	12	2
9.	SEARCHING (BMI)—K. Wells I'd Rather Stay Home (BMI)—Dec 29956	7	25
10.	THERE YOU GO (BMI)—J. Cash TRAIN OF LOVE (BMI)—Sun 258	—	1
11.	SWEET DREAMS (BMI)—F. Young Until I Met You (BMI)—Cap 3443	8	27
12.	BEFORE I MET YOU (BMI)—C. Smith WICKED LIES (BMI)—Col 21551	10	9
13.	REPENTING (BMI)—K. Wells I'M COUNTING ON YOU (ASCAP)—Dec 30094	15	4
14.	CONSCIENCE, I'M GUILTY (BMI)—H. Snow Hula Rock (BMI)—Vic 20-6578	13	21
15.	ACCORDING TO MY HEART (BMI)—J. Reeves Mother of a Honky Tonk Girl (BMI)—Vic 20-6620	11	8

• Most Played C&W in Juke Boxes

For survey week ending December 12

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

This Week		Last Week	Weeks on Chart
1.	SINGING THE BLUES (BMI)—M. Robbins I Can't Quit (BMI)—Col 21545	1	12
2.	CRAZY ARMS (BMI)—R. Price You Done Me Wrong (BMI)—Col 21510	6	26
3.	DON'T BE CRUEL (BMI)—E. Presley HOUND DOG (BMI)—Vic 20-6604	5	19
4.	I WALK THE LINE—J. Cash Get Rhythm (BMI)—Sun 241	4	26
5.	LOVE ME TENDER (BMI)—E. Presley Any Way You Want Me (ASCAP)—Vic 20-6643	7	7
6.	JUST ONE MORE (BMI)—G. Jones GONNA COME GET YOU (BMI)—Starday 264	3	10
7.	I'VE GOT A FEW HEARTACHES (BMI)—R. Price WASTED WORDS (BMI)—Col 21562	8	5
8.	POOR MAN'S RIGHTS (BMI)—B. Barnes Those Who Know (BMI)—Starday 262	2	13
9.	STOLEN MOMENTS (BMI)—H. Snow Two Won't Care (BMI)—Vic 20-6715	10	2
10.	BEFORE I MET YOU (BMI)—C. Smith Wicked Lies (BMI)—Col 21552	9	11

• Most Played C&W by Jockeys

For survey week ending December 12

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

This Week		Last Week	Weeks on Chart
1.	SINGING THE BLUES—M. Robbins Col 21545—BMI	1	14
2.	I WALK THE LINE—J. Cash Sun 241—BMI	3	29
3.	I'VE GOT A NEW HEARTACHE—R. Price Col 21562—BMI	4	7
4.	CRAZY ARMS—R. Price Col 21510—BMI	2	31
5.	ACCORDING TO MY HEART—J. Reeves Vic 20-6620—BMI	6	13
6.	LOVE ME TENDER—E. Presley Vic 20-6643—BMI	5	9
7.	BEFORE I MET YOU—C. Smith Col 21551—BMI	10	6
8.	GO AWAY WITH ME—Wilburn Brothers Dec 30087—BMI	9	4
9.	WASTED WORDS—R. Price Col 21562—BMI	11	6
10.	CASH ON THE BARREL HEAD—Louvin Brothers Cap 3532—BMI	—	3
11.	TURN HER DOWN—F. Young Cap 3549—BMI	13	5
12.	SEARCHING—K. Wells Dec 29956—BMI	8	23
13.	YOUNG LOVE—S. James Cap 3602—BMI	—	1
14.	I CAN'T QUIT—M. Robbins Col 21545—BMI	7	9
15.	REPENTING—K. Wells Dec 30094—BMI	—	1



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• This Weeks C&W Best Buys

FM TIRED (Cedarwood, BMI)
IT'S MY WAY (Cedarwood, BMI) — Webb Pierce — Decca 30155— Another big record for Pierce. Stores and one-stops in Nashville, Richmond, Atlanta, Birmingham, Dallas and other important Southern markets reported easy sales. Both sides were attracting attention, but "I'm Tired" was generally rated on top. With this record, Pierce should make the charts in a very short time. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

C&W RECORDS

JERRY LEE LEWIS

Crazy Arms (Pamper Music, BMI)
End of the Road (Knox Music)—Sun 259—An exceptionally strong entrant by a new artist is this flavor-packed disk. His reading of "Crazy Arms" shows a powerful feeling for country blues, and his sock warbling is accompanied by a Domino-type piano backing which brings a distinct New Orleans feeling to the rendition. Flip is another honey, right in the rhythm groove and abetted by the same piano beat. Distinctly smart wax.

JOHNNY CASH

There You Go (Knox, BMI)
Train of Love (Knox, BMI)—Sun 258—Johnny Cash is still raking in plenty of the long-green for his best-selling "I Walk the Line" disk, and his latest platter should keep the sales-foot rolling in. Both sides spotlight powerful performances by the warbler on strong rhythm items, with "There You Go" packing more pop appeal.

WANDA JACKSON

The Heart You Could Have Had (Brazos Valley, BMI)
You Won't Forget (Brazos Valley, BMI)—Decca 30153—Alto Wanda Jackson has left Decca for Capitol, the former label has a potential two-sided hit by the thrush in this disk. She sells "The Heart You Could Have Had" (a weeper-type ballad with good lyrics) with plaintive effectiveness, and is equally strong on the flip, a moving weeper.

• Reviews of New C&W Records

CHARLIE FEATHERS

One Hand Loose78
 KING 4997 — King's new warbler sells with sock vitality and showmanship on a solid blues. Great string backing on both sides. (Mar-Kay, BMI)
Bottles to the Baby77
 Feathers exhibits more of the Presley technique on this bouncy novelty-blues to good effect. The artist, who penned both sides, also wrote "I Forgot to Remember to Forget." (Mar-Kay, BMI)

AL CASEY

A Fool's Blues77
 DOT 15524 — An appealing blues instrumental highlighted by a tricky beat and standout guitar solo work. Fine for deejays and the boxes. (Debra-Desert Palms, BMI)
Juice77
 Excellent jockey and juke wax. A swingly, instrumental take-off on a showmanly rhythm item with a hyp-

notic beat. (Debra-Desert Palms, BMI)

TEX WILLIAMS

You're Cold, So Cold77
 DECCA 30161—Williams sings with expressive warmth about setting free his unhappy iceberg sweetie. Should get jockey and juke play. (Old Charter, BMI)
When I Call the Roll75
 Showmanly performance on a fast-moving novelty with clever lyrics and a fast-patter format, a la "Smoke, Smoke Your Cigarette." Also rates attention. (Copar, BMI)

RED SOVINE

Poor Man's Riches76
 DECCA 30162—An excellent cover of the Benny Barnes hit. Sovine warbles with conviction and warmth and the platter should grab off spins. (Starrite, BMI)
Down on the Corner of Love75
 Happy vocal interpretation of a sprightly ditty with clever lyrics, which also rates its share of plays. (Pamper, BMI)

NEAL JONES

Before My Time74
 COLUMBIA 40805—Here's a nice, easy going Western melody sung with a certain aplomb by Jones. Could be a solid juke side. (Acoff-Rose, BMI)
You Can't Unkiss That Kiss70
 More rhythm here on an idea that has solid makings but doesn't quite come off. Flip should be the action side. (Tree, BMI)

JIMMY STAYTON

AND COUNTRY CATS
You're Gonna Treat Me Right72
 BLUE HEN—A solid Presley-styled vocal wrap-up of an okay blues with a strong r.&t. beat.
Midnight Blues70
 Pleasant duo warbling by Stayton and Morton Walker on an attractive blues with a lazy, likable tempo.

HECK HARPER

Do Right70
 NORTHWESTERN 2411 — Swings, friendly moralizer preaches the Golden Rule in folksy terms. Good country program item with a sacred slant. (BMI)
There Is Fog In the Mountain62
 Harper and group in a good reading of a Western cowboy chant. Oregon label may get some territorial spins with this. (BMI)

HAROLD SHULTERS

AND HIS ROCATS
Rock and Roll, Mister Moon60
 GOLDENROD 45—Rockabilly side. Singer has a good quality, but disk has not been recorded well. (Benjon, BMI)
Baby, Fan the Flame60
 Same type of material. Same comment. (Benjon, BMI)



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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Lulu Belle and Scotty, of WLS' "National Barn Dance," Chicago, will be guests of Red Foley on his "Ozark Jubilee" TV show from Springfield, Mo., Thursday night (20). . . . Ann Raye, whose first Decca waxing, just released, is "Stranger" b/w "What'cha Think About Me," appears with the Wilburn Brothers at the Airmen's Club, Keesler Air Force Base in Mississippi Monday thru Thursday of this week (17-20). Ann was a recent guest of Roy Acuff, Johnny and Jack and Kitty Wells at Biloxi, Miss., at which time she introduced her new Decca platter to Gulf Coast fans.

Bill Denny, son of Jim Denny, is leaving his studies at Vanderbilt University, Nashville, at the end of the semester this week to become road manager for the first Philip Morris country music show, which his dad has booked and which begins on a long string of free shows thru the South, opening January 4 in Richmond, Va. Further details on the unit appear in the Music-Radio section up front. . . . The Echo Valley Kinfolk are appearing each Friday and Saturday in the Tap Room of the Larry Burn's Hotel, Newton, N. J.

When Jim Reeves and his combo, along with George Jones, appear on "Big D Jamboree," Dallas, Saturday (22), it'll be billed as a "Grand Ole Opry" package along with the regular "Big D" show. "Big D" chiefs look for a full house. They'll adhere to their regular 60-cent top, while gunning for volume business to get 'em over the hump. Other times, "Opry" stars are run in on "Big D" on special shows at a much higher clip. Coincidentally, seven of the nine lads in Reeves' outfit are from Texas and coming home for Christmas.

Decca Records this week releases Ridgeway Music's "Another Love Has Ended" b/w. "Whispering Heart," by Chuck Reed. Pee Wee King, who heads the Ridgeway firm, recently obtained "Another Love" from Lou-Tal Music, and feels that it's the "A" side of the new platter. Reed, with his unique style, is destined to become a great pop singer, King opines. . . . Red Allen's Music Box Company is expanding its facilities and is slated to open New York offices in January. . . . Eddy Bond is currently keeping busy with several daily radio shows on KWEM, Memphis.

Hap Peebles has another "Grand Ole Opry" unit, featuring George Morgan and His Candy Kids, the Duke of Paducah, Lew Childre, Annie Lou and Danny, Anita Carter, and Billy Gray and His Western Oakes, set for Topeka, Kan., December 30. . . . Johnny Cash (Sun) heads up an "Opry" unit at Cedar Rapids, Ia., Friday (21). . . . Jerry Lee Lewis, whose initial waxing for Sun Records, "Crazy Arms," has just been released, played Huntsville and Sheffield, Ala., last weekend (14-15) with Carl Perkins and Warren Smith. Lewis is currently being handled by Bob Neal, of Stars, Inc., Memphis.

If you want to set your plans early or get in under the wire on reservations, the dates for WSM's Sixth Annual National Disk Jockeys' Festival for 1957 are November 15-16. Incidentally, final count on registrations on the recent conclave hit a few short of 2,000, rather than around 1,800, as

originally announced. . . . Jim Reeves and the Wagonmasters, along with Joe (Red) Hayes and Tommy Hill, left for a brief Texas tour following Reeves' appearance on the Prince Albert portion of "Grand Ole Opry" over the NBC radio net Saturday (15). Reeves will guest on "Big D Jamboree," Dallas, Saturday (22) before heading home to spend the holidays.

"Old Dominion Barn Dance," Richmond, Va., was the subject of a lengthy yarn by staff writer Gene Miller in The Richmond News Leader of December 6. Illustrating the piece was a photo spread across eight columns, picturing Rose Lee and Joe Maphis, Sunshine Sue, and Janis Martin. Others receiving mention in the piece, besides the aforementioned, were Burt Repine, "Old Dominion" manager, and "Sugarfoot John" Workman, Sunshine Sue's spouse. . . . Bobby Grove occupies the guest star slot with "Circle Theater Jamboree," Cleveland, Saturday (22), with Jimmy Martin following in on the 29th.

Gene Ryan, c.&w. deejay at Goldsboro, N. C., has taken on the extra duties of piloting the Five Diamonds, a new group appearing regularly on "Bar Seven Round-Up" over WITN-TV, Washington, N. C., while doubling on personals in the Carolina sector. Frank Galloway is singer with the group. . . . The Country Cousins, headed by Bill (Cuzzin) Hamby, for several years c.&w. deejay at WONE, Dayton, O., left that city December 9 for Seattle, from whence they hopped to Alaska for an eight-week tour of military bases for USO Camp Shows, Inc. Tour was arranged by the veteran booker-producer, Anton Scibilia, of the Karl Taylor office, Dayton. In the unit, besides Hamby, are the Geer Sisters, Al Runyon, Guy Blakeman, Tulsa O'Hara, Bob Beane, the Brooks Sisters, Ray (Chubby) Howard, Arthur Bishop, William Covert and Carl Eaton.

With the Jockeys

Ambrose Haley (M-G-M), who for the past three years has been spinning the platters over KFAL, Fulton, Mo., and KLWT, Lebanon, Mo., is now

doing three hours of c.&w. disk programming daily over KHMO, Hannibal, Mo. Haley, formerly with KHMO for four years, advises that he's planning on booking in name acts soon at the Hannibal Armory.

Kentucky Charlie Banks, formerly with WCTT, Corbin, Ky., and WLSE, Wallace, N. C., has joined WMFD, Wilmington, N. C., as a country jockey and announcer. . . . Bob Dean is on the air over WHBC, Harrisonburg, Va., Monday thru Saturday, 5:30-7 a.m., with the country platters. He and his wife, Cindy, have a new release out on the Kay label. . . . Carl Stuart, WAMO, Pittsburgh, reports: "The Pittsburgh Sun-Telegraph recently held a contest in which the public was asked to vote for their favorite disk jockey. Of 22 deejays voted on, I ranked seventh. I feel this is pretty good, as I've been in Pittsburgh only 11 weeks. In The Billboard's poll I placed 26th, which I also felt was good. We are preparing a special Christmas day program here, in which we will present shows taken from the various churches of Greater Pittsburgh. The programming is under the direction of Rev. Charles F. Tame, of Grace Evangelical Church, and myself."

Bill Gregory and Lesley Pack, WTCW, Whitesburg, Ky., recently added 15-minute live segs to their schedules. Gregory features old tunes on his new stanza, which is heard Monday, Wednesday and Friday, and Pack combines a variety of new and old tunes on his quarter-hour show, heard Tuesday, Thursday and Sunday. . . . Al Turner has moved from KTBB, Tyler, Tex., to KELP, El Paso, Tex. . . . Carl Smith topped the November popularity poll at WSIG, Mount Jackson, Va., according to Art Barrett, director of country music programming at the Shenandoah Valley station. Smith's Columbia recording of "You Are the One" was the most requested record during November, according to Barrett. . . . An error occurred in The Billboard's recent Country and Western Jockey of the Year poll. No. 42, which read A. J. Wain, KORA, Bryan, Tex., should have read A. J. Winn, WTAW, College Station, Tex.

• C&W Territorial Best Sellers

For survey week ending December 12

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. There You Go, J. Cash, Sun
2. Turn Her Down, F. Young, Cap.
3. Young Love, S. James, Cap.
4. Love Me Tender, E. Presley, Vic.
5. Searching, K. Wells, Dec.
6. When My Blue Moon Turns to Gold Again, E. Presley, Vic.
7. I've Got a New Heartache, R. Price, Col.

Charlotte

1. Crazy Arms, R. Price, Col.
2. Love Me Tender, E. Presley, Vic.
3. Singing the Blues, M. Robbins, Col.
4. I Walk the Line, J. Cash, Sun
5. Don't Be Cruel, E. Presley, Vic.

Dallas-Fort Worth

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Love Me Tender, E. Presley, Vic.
4. I Walk the Line, J. Cash, Sun
5. Don't Be Cruel, E. Presley, Vic.
6. Stolen Moments, H. Snow, Vic.

Houston

1. Singing the Blues, M. Robbins, Col.
2. Love Me Tender, E. Presley, Vic.
3. Just One More, G. Jones, Sdy.
4. Don't Be Cruel, E. Presley, Vic.
5. I Walk the Line, J. Cash, Sun
6. Poor Man's Riches, B. Barnes, Sdy.
7. Crazy Arms, R. Price, Col.
8. Yearning, G. Jones, J. Hicks, Sdy.
9. Stolen Moments, H. Snow, Vic.

Memphis

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Ubangi Stomp, W. Smith, Sun
4. I Walk the Line, J. Cash, Sun
5. There You Go, J. Cash, Sun
6. Love Me Tender, E. Presley, Vic.
7. Stolen Moments, H. Snow, Vic.
8. Don't Be Cruel, E. Presley, Vic.
9. Honky Tonk Tears, J. Newman, Dot

Nashville

1. Singing the Blues, M. Robbins, Col.
2. Love Me Tender, E. Presley, Vic.
3. Wasted Words, R. Price, Col.
4. I've Got a New Heartache, R. Price, Col.
5. Crazy Arms, R. Price, Col.
6. I Walk the Line, J. Cash, Sun
7. There You Go, J. Cash, Sun
8. Stolen Moments, H. Snow, Vic.

Richmond, Va.

1. Love Me Tender, E. Presley, Vic.
2. Singing the Blues, M. Robbins, Col.
3. Don't Be Cruel, E. Presley, Vic.
4. Hound Dog, E. Presley, Vic.
5. Poor Man's Riches, B. Barnes, Sdy.
6. You're Running Wild, Louvin Brothers, Cap.

St. Louis

1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. Poor Man's Riches, B. Barnes, Sdy.
4. Just One More, G. Jones, Sdy.
5. I Walk the Line, J. Cash, Sun

R&B Best Sellers in Stores

For survey week ending December 12

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.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 R&B best sellers.

Most Played R&B in Juke Boxes

For survey week ending December 12

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.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Lists top 10 most played R&B in juke boxes.

Most Played R&B by Jockeys

For survey week ending December 12

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 3 columns: Rank, Record Title, Weeks on Chart. Lists top 15 most played R&B by jockeys.

Rhythm & Blues Notes

By GARY KRAMER

An article in this week's Billboard documents the truly spectacular performance of rhythm and blues records in the national pop retail charts during 1956.

Current trends are not a one-way street, however. Rhythm and blues charts have this year borne more pop records on their rosters than at any time in the past.

R.&b. fans would also seem to have a sweet tooth for the fancier type pop platter. Eddie Heywood's "Canadian Sunset" was on the r.&b. charts for quite a while.

A heavily exploited 10-act rock and roll show has been booked for the Fox Theater in Detroit, opening Christmas Day and continuing thru New Year's Eve.

Fats Domino walked away with top honors as "Personality of the Year" in the annual Downbeat readers' poll.

New York will have two star-studded gospel shows the week of December 14.

Reviews of New R&B Records

BUDDY JOHNSON Why Don't Cha Stop It? 82

MERCURY 71017—Ella Johnson is vocalist here and she lays down a persuasive blues format to a relaxed, but solid beat backing supplied by brother Buddy.

DELLA REESE In the Meantime 80

JUBILEE 5263 — Miss Reese gets better all the time. Here she belts out a heck of a performance.

JOE LIGGINS I've Got a Right to Cry 78

DOT 15522—Both these sides were apparently taken over from the old Exclusive label—circa 1946-'47.

THE JIVE BOMBERS Bad Boy 78

SAVOY 1508—This can take off. The chanter has a gimmicked vocal and he sings out splendidly.

SONNY THOMPSON Lots in This Great Big City 77

KING 4992—This vocal by Sonny Thompson has a real wailing quality—similar to a dirge.

PEARL WOODS I Can't Wait 76

DOI 15508—There's an individual quality to Miss Woods' chanting. On this side, the styling is slow.

THE BLUE CHIPS Appointment With Love 76

DE LUXE 6100 — Attractive group vocal performance on a dramatic ballad with standout work by lead singer Carlron Lankford.

ANDRE WILLIAMS Just Because of a Kiss 75

EPIC 9196—Real dirty bass rhythm behind singer's projection of a solid number. Plenty of imagination in this grooving and it could catch interest in its field.

THE TWILIGHTERS Eternally 75

DOI 15526—A typical r.&b. devotional ballad a la "Sincerely" and many more. Competent, but not distinctive.

several years back. Tune has a message, but it isn't projected with any special distinction.

KENNY ESQUIRE AND THE STARLITES They Call Me a Dreamer 78

EMBER 1011 — Esquire, a strong tenor lead, carries a typical r.&b. ballad. Could get some play on the basis of his performance.

MUVVA (GUITAR) HUBBARD Ponytail 74

ABC-PARAMOUNT 9744 — A blues instrumental at walkin' tempo, with wailin' guitar and funky piano.

KENNY AND MOE Can't Help Myself 74

DE LUXE 6106—Blues with a low-pulsive sound.

(Continued on page 50)

A BOMBSHELL!!! GUIDED MISSILES By The CUFF LINKS #409

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New Release! SPIRIT OF MEMPHIS "IF IT AIN'T ONE THING" (It's Another) b/w "I FOUND SOMETHING" Peacock #1769 PEACOCK DOES IT AGAIN!

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This Weeks R&B Best Buys

BLUE MONDAY (Commodore, BMI)
WHAT'S THE REASON I'M NOT PLEASING YOU (Bourne, ASCAP)—Fats Domino—Imperial 5417—Domino is doing it again. His new record is moving out in a big, big way in both the pop and r.&b. markets. This is true of every part of the country where the disk has been delivered. It can be safely predicted to be high in the charts very soon. "Monday" is the preferred side so far, tho both are doing very well. A previous Billboard "Spotlight" pick.

YOU CAN'T CATCH ME (Snapper, BMI)—Chuck Berry—Chess 1645—A fine seller that has been building a good spread of favorable sales reports. This week the disk appears on the Charlotte and St. Louis territorial charts; it is also doing well in New York, Philadelphia, Buffalo, Memphis, Durham and other key markets. Flip is "Havana Moon" (Arc, BMI). A previous Billboard "Spotlight" pick.

SHOULD I EVER LOVE AGAIN? (Venice, BMI)—Wynona Carr—Specialty 589—This record has been out for some time, but it has taken a while to establish itself. Now it is moving along at a very fast rate in several important markets. In Los Angeles and Detroit it is already listed among the top 10. This is a sleeper that can break out any time on a national scale. Flip is "Till the Well Runs Dry" (Venice, BMI).

BEHIND THE SUN (Arc, BMI) — Daddyo Gibson — Checker 848—Another sleeper that is beginning to "happen." Detroit reports it on its territorial chart this week. It is also selling very well in Chicago, Nashville, Memphis and Philadelphia. The momentum that this record is taking on indicates that much can be expected. Flip is "Night-Train" (Frederick, BMI).

Review Spotlight on . . . R&B RECORDS

THE SPANIELS
You Gave Me Peace of Mind (Tollie, BMI)
Please Don't Tease (Shalimar, BMI)—Vee Jay 229—The group sounds extremely classy on this top-notch coupling. The topside is a slow, reverent and soul-satisfying bit of soloing with the group offering a wailing response in the backing. The flip is a swinging upbeat job with a meaningful plea to the lady love. Both sides have solid breakout strength.

SPIRITUALS
BESSIE GRIFFIN
Whosoever Will (BMI)
More Like Jesus (R. Rasberry, BMI)—The Sister gets into the groove in payoff fashion on two great sides. First she gives a fervent and soulful reading of the opus which alternates between a slow, pulsing approach and bright up-beat spots. On the flip there are equally impressive incantations on a work with a great message. Both should be strong contenders for the chips.

R&B Territorial Best Sellers

For survey week ending December 12

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

- Atlanta**
1. Blueberry Hill, F. Domino, Imp.
 2. Since I Met You, Baby I. J. Hunter, Atl.
 3. On My Word of Honor B. B. King, RPM
 4. Ain't Got No Home, C. Henry, Ago.
 5. Whatcha Gonna Do When Your Baby Leaves You? C. Willis, Atl.
 6. You Got Me Dizzy, J. Reed, VJ
 7. Green Door, J. Lowe, Dot
- Charlotte**
1. Honky Tonk, B. Doggett, Kng.
 2. Ain't Got No Home, C. Henry, Ago.
 3. Blueberry Hill, F. Domino, Imp.
 4. I Feel Good, Shirley & Lee, Ala.
 5. Since I Met You, Baby I. J. Hunter, Atl.
 6. Oh, What a Night, Deis, VJ
 7. Jim Dandy, L. Baker, Atl.
 8. Singing the Blues, G. Mitchell, Col.
 9. You Can't Catch Me, C. Berry, Cha.
 10. Still, L. Baker, Atl.
- Chicago**
1. Singing the Blues, G. Mitchell, Col.
 2. Slow Walk, S. Austin, Mer.
 3. Blueberry Hill, F. Domino, Imp.
 4. Green Door, J. Lowe, Dot
 5. Honky Tonk, B. Doggett, Kng.
 6. Love Me Tender, E. Presley, Vic.
- Cincinnati**
1. Slow Walk, B. Doggett, Kng.
 2. Honky Tonk, B. Doggett, Kng.
 3. Thousand Miles Away, Heartbeats, Rma.
 4. Blueberry Hill, F. Domino, Imp.
 5. Since I Met You, Baby I. J. Hunter, Atl.
 6. Slow Walk, S. Austin, Mer.
 7. I Can't Quit You Now, O. Rush, Cba.
- Detroit**
1. Blueberry Hill, F. Domino, Imp.
 2. Slow Walk, S. Austin, Mer.
 3. Since I Met You, Baby I. J. Hunter, Atl.
 4. Slow Walk, B. Doggett, Kng.
 5. I Feel Good, Shirley & Lee, Ala.
 6. Ain't Got No Home, C. Henry, Ago.
 7. Behind the Sun, Daddy-O-Gibson, Cho.
 8. You Got Me Dizzy, J. Reed, VJ
 9. Jim Dandy, L. Baker, Atl.
 10. Should I Ever Love Again? W. Carr, Spa.
- Los Angeles**
1. Oh, What a Night, Deis, VJ
 2. Goodnight, My Love, J. Belvin, Mod.
 3. Blueberry Hill, F. Domino, Imp.
 4. Honky Tonk, B. Doggett, Kng.
 5. Love Me Tender, E. Presley, Vic.
 6. Since I Met You, Baby I. J. Hunter, Atl.
 7. Don't Be Cruel, E. Presley, Vic.
 8. Green Door, J. Lowe, Dot
 9. Should I Ever Love Again? W. Carr, Spa.
 10. Ain't Got No Home, C. Henry, Ago.
- New Orleans**
1. Since I Met You, Baby I. J. Hunter, Atl.
 2. I Feel Good, Shirley & Lee, Ala.
 3. Blueberry Hill, F. Domino, Imp.
 4. Slow Walk, B. Doggett, Kng.
 5. Ain't Got No Home, C. Henry, Ago.
 6. Honky Tonk, B. Doggett, Kng.
- New York**
1. Honky Tonk, B. Doggett, Kng.
 2. Green Door, J. Lowe, Dot
 3. Thousand Miles Away, Heartbeats, Rma.
 4. Slow Walk, S. Austin, Mer.
 5. Blueberry Hill, F. Domino, Imp.
- Philadelphia**
1. Since I Met You, Baby I. J. Hunter, Atl.
 2. Thousand Miles Away, Heartbeats, Rma.
 3. Blueberry Hill, F. Domino, Imp.
 4. Goodnight, My Love, J. Belvin, Mod.
 5. Honky Tonk, B. Doggett, Kng.
- St. Louis**
1. Blueberry Hill, F. Domino, Imp.
 2. Thousand Miles Away, Heartbeats, Rma.
 3. Since I Met You, Baby I. J. Hunter, Atl.
 4. On My Word of Honor B. B. King, RPM
 5. Slow Walk, B. Doggett, Kng.
 6. Oh, What a Night, Deis, VJ
 7. Whatcha Gonna Do When Your Baby Leaves You? C. Willis, Atl.
 8. You Can't Catch Me, C. Berry, Cha.
- Washington, D. C.**
1. Blueberry Hill, F. Domino, Imp.
 2. Honky Tonk, B. Doggett, Kng.
 3. Green Door, J. Lowe, Dot
 4. Slow Walk, S. Austin, Mer.
 5. Singing the Blues, G. Mitchell, Col.
 6. You Got Me Dizzy, J. Reed, VJ
 7. Ain't Got No Home, C. Henry, Ago.
 8. Love Me Tender, E. Presley, Vic.
 9. I Feel Good, Shirley & Lee, Ala.
 10. Oh, What a Night, Deis, VJ

Reviews of New R&B Records

Continued from page 49

down, relaxed beat by the chanters. A touch of "down home" harmonica in the backing gives it a Southern flavor. A new act, the lads show a lot of potential. (Men-Lo, BMI)

You're Going to Miss Me When I'm Gone . . . 70
This side is pop-ish in appeal. It's a melodic item, but hasn't the impact of the flip. (Men-Lo, BMI)

ROSCOE GORDON
Keep on Doggin' 72
DUKE 165—Gordon sings a down South blues. Everything has a wild, off-key sound including a piano that needs tuning. In the right territory this could get some action. (Lion, BMI)

Bad Dream . . . 67
Another blues in the same rhythmic pace. Singer should get closer to the mike. Flip side has the edge here. (Lion, BMI)

DIANA COLE
The Yodelin' Blues 70
JOSIE 808—There's a good rhythmic movement to this but the thrush fails to sell the yodelin' bit. A good "lindy" item, however, for the jukesters. (Bennell, BMI)

So Much Rockin' to Do . . . 67
This is about a party where the chick is alone with 12 cats. Sounds like a great idea but things begin to drag. (Mod, ASCAP)

THE RAIN DROPS
(I Found) Heaven in Love 69
SPIRIT 104—A smartly styled ballad, with an especially promising lead part. The boys do a good job, and would make an even stronger impression with more imaginative material and backing. (Denis, BMI)

I Prayed for Gold . . . 67
Another leisurely paced ballad. Comments above apply here, too. (Denis, BMI)

THE ENCHANTERS
Wait a Minute, Baby 69
CORAL 6165—A rhythm side with the lead shouting out the message. Group has enthusiasm but arrangement lacks a catching spark. (Mills, ASCAP)

True Love Gone . . . 67
A slow, dirge-like tale of a lost love. Spoken bit punctuates the side, but sales power seems lacking. (Mills, ASCAP)

JOE ANN MITCHELL
I'll Make It Up 65
DUKE 161—Miss Mitchell swings on this job which rates more on its beat than any great vocal message. Not likely to start any buying spree. (Lion, BMI)

I'm Walking Out on You . . . 60
This is specially slo-stuff that doesn't click. Has an amateur sound thruout. (Lion, BMI)

Reviews of New Spiritual Records

THE HAPPYLAND SINGERS
Broken Heart of Mine 85
SPECIALTY 901—The group outdoes itself with each release. They turn in a magnificent reading of this pathos-laden material, with the lead high up in the stratosphere thruout. Should be a very big seller in this market. (Venice, BMI)

I'm Going Through . . . 84
An adaptation of some traditional

Number of Releases This Week

Label	Pop	R&B	C&W
ABC-PARAMOUNT	1	1	—
A BLUE HEN	—	—	1
CAPITOL	6	—	—
COLUMBIA	—	—	1
CORAL	2	1	—
DECCA	7	—	3
DELUXE	2	1	—
DISNEYLAND	2	—	—
DITTO	1	—	—
DOT	1	1	2
DUKE	—	2	—
EMBER	—	1	—
EPIC	—	1	—
ERZ	1	—	—
FABOR	1	—	—
GOLDENROD	—	—	1
IMPERIAL	—	1	—
JOSIE	—	1	—
JUBILEE	1	1	—
KAHILL	1	—	—
KING	1	—	1
MERCURY	3	2	—
M-G-M	1	—	—
MOSS	1	—	—
NORTHWESTERN	—	—	1
PEACOCK	1	1	—
SPIRIT	—	1	—
VERVE	1	—	—
VICTOR	3	—	—
VIK	3	—	—
TOTAL	40	15	10

material with which followers of this idiom are all familiar. The sustained intensity of this performance is tremendously moving. (BMI)

THE SOUL STIRRERS
In a Few More Days 81
SPECIALTY 902—A serious portrayal of a man facing death in a spirit of anticipation. The lead makes a dramatic presentation of the material and gets a solid, steady-beat backing from the rest of the group. (Martin & Morris, BMI)

Pilgrim of Sorrow . . . 80
Here is the kind of side that the fans of the Soul Stirrers always enjoy very much. From a quiet, simple opening, the lead develops an ever more flowery melodic line and increasingly intense feeling. Two satisfying sides. (Bowles, BMI)

SISTER ROSETTA THARPE
Jericho 73
MERCURY 20201—From Rosetta Tharpe's album, "Gospel Train," comes this side with its exciting beat. Fans of the Sister will like it. (Rosetta Tharpe, BMI)

When They Ring the Golden Bell . . . 73
Also from the album comes this well-produced side. Both sides have some pop appeal. (Shorn, BMI)

Reviews of New Sacred Records

JOHNSON FAMILY SINGERS
You Take Your Road 80
VICTOR 6756—Regardless of the denomination to which you adhere, the church is the road to salvation, says the lyric. It's put to an attractive, swiny, striding rhythm figure on bass fiddle and banjo. (Trinity, BMI)

May God Be With You . . . 77
An inspired adaptation of a sacred standard. The harmonizing by the Johnson Family is outstanding. Both sides would make top-notch programming material. (Pyramid, ASCAP)

BLACKWOOD BROS. QUARTET
The Touch of His Hand 77
VICTOR 6755—The group's tenor lead solos most of the way with the rest of the quartet providing an answered refrain. Material has a brisk beat and expert styling. Good commercial prospects. (Moss Lister, SESAC)

Then I Met the Master . . . 75
The tenor lead again fronts the group in a quiet, pretty piece of material telling of one man's search for God. Good job. (Moss Lister, SESAC)

ERWIN GOSPEL SINGERS
Jesus Is Calling Today 78
ANGEL TONE 507—The touching spiritual is done tenderly, with a slow, persuasive beat and a quality of ecstasy in the voices.

Hold Out . . . 72
Emotional performance by the gospel group, with a rocking beat.

Reviews of New Polka Records

STAN WOLOVIC
My Baby Polka 77
ABC-PARAMOUNT 9766—A snappy little polka sung by the Polka Chips. A catchy, danceable polka side with tasty orking. (Studio, BMI)

June Night Waltz . . . 69
Orking includes accordion, flute and banjo. So-so vocal joins in. One theme in the international-style waltz is a well-known folk tune. (Studio, BMI)

Reviews of New Folk Records

DICK CURLESS
Foggy, Foggy Dew 78
VENT 4258—Country warbler throws in a lot of Josh White and Al Hibbler as he sings and picks his way thru the folk tune. A very attractive coupling from the Maine-based label, tho the material would seem best suited to folk-album packaging rather than singles.

The Streets of Laredo . . . 75
Traditional Western tune is delivered in similarly virile baritone by the excellent folk singer.

WHEN IN BOSTON
It's the
HOTEL AVERY
Avery & Washington Sts.
Every room newly decorated.
Air-conditioned rooms available.
The Home of Show Folk

Miniature Golf Courses Stage Sturdy Comeback

• Continued from page 1

lic, however, are the colorful holes featuring fancy structures such as miniature windmills, castles, waterfalls, ponds and streams, nursery rhyme figures, tunnels and runways. These are the eye-catching features that draw the general public and it is the general public that is the operator's chief source of income.

Golf driving-range operators have long recognized the value of the miniature golf courses as a business developer for the range. In fact, many successful operators consider the range and miniature

course provide recreation for the family of the golfer who comes out to use the driving range. In many cases, the miniature layout is the deciding factor in whether a golfer will stop and use the golf range, as the other members of the family may resent sitting around.

One of the leading factors in the success of miniature golf today is the availability of construction and layout experts. In the early days many owners built their own layouts for a number of good reasons. First, there was no one else to do the job for them, and secondly, economy was of prime importance. As a result, each early course was the individual builder's interpretation of what a miniature course should be. Some were highly practical in operation and in drawing patrons; others were less successful.

Today, with all the information available to prospective operators, there is less hazard involved in building a course. In fact, the experts have layouts of courses and holes that have proved successful during years of actual operation.

While today's growth is steady, experts don't expect it to surpass that of the '30s. They point out that the cost of modern courses holds up some would-be operators. Where cheap courses once did good business, they are now limited to isolated locations where there is no exposure to the lavish layouts. The business has been shaken down to fewer and better courses.

W. Va. Events To Get Upped State Aid

CHARLESTON, W. Va.—West Virginia county fairs will share in a tentative appropriation of \$62,000 in State aid, according to Commissioner of Agriculture Johnson. This announcement was made at the annual meeting of the Western Virginia Association of Fairs Thursday and Friday (7-8) in the Ruffner Hotel here.

The meeting, which was attended by close to 100 fair delegates and attraction people, re-elected Earl Morrison, Graston, president. Paul Klepsel, Graston, was named vice-president. Mabel Hetzer, Huntington, succeeded her brother, Jimmy, as secretary-treasurer.

Tom Sydenstricker, manager of the West Virginia State Fair, delivered the main address of the meeting, pointing out methods of improving fairs in various departments. Several opening discussions proved popular.

The association's queen contest was won by Mary Ellen O'Dell, who represented the Clay County Fair, Clay. Social event of the meeting was the banquet Friday night where Jimmy Hetzer served as toastmaster. Acts following supper included the Great Jarvis, Joe DeRice and the Homer Ochenshirt Quartet.

NASCAR Post To Jack Senn

DAYTONA BEACH, Fla.—Pat Purcell, executive manager of the National Association of Stock Car Auto Racing (NASCAR), has announced the appointment of Jack Senn as director of the NASCAR news bureau. Senn succeeds Don O'Reilly, who has resigned to devote full time to writing his nationally syndicated newspaper column, "Inside Auto Racing."

Senn moves up from his former post, director of special activities for the NASCAR organization. O'Reilly was editor and publisher of the original Speed Age magazine for seven years. In addition to his present newspaper column, he is a regular contributor to a number of magazines in the sports and stock car racing field.

BILLINGS, Mont.—Harold E. Weston, Billings resident, has been appointed to succeed Don Jewell as manager of the Shrine Auditorium here. Weston took over November 1, when Jewell moved to a new position at Lincoln, Neb.

MAD. GARDEN TRYING GIFT CERTIFICATES

NEW YORK—The holiday period gift certificate idea is being applied here, not only for gift merchandise, but for arena tickets. Madison Square Garden has started issuing the certificates in any desired amount, starting at \$5. Colorfully printed and offered in attractive presentation folders, they are credited at the box office toward the purchase of tickets to virtually any Garden event. It is hoped to promote ticket sales thru use of the certificates the year around, for holidays, birthdays, anniversaries and other occasions.

Iowa Fair Nets \$60,702 On '56 Run

DES MOINES—The 1956 edition of the Iowa State Fair chalked up a profit of \$60,702.01 from its 10-day run this year, it was announced at the annual meeting here Wednesday (12).

The profit came from total receipts of \$712,976.43 against disbursements of \$652,274.42.

Total receipts from all sources for the fiscal year, including a bank balance as of December 1, 1955, aggregated \$1,277,117.34. Grand total disbursements for the period amounted to \$953,423.05.

SECOND ROUND

N. Y. Coliseum Suit Up to Appeals Court

NEW YORK — The suit filed by New York's sports show promoters for an injunction, compensatory damages, and \$500,000 punitive damages, against the Triborough Bridge and Tunnel Authority; its general manager, George E. Spargo; the Coliseum Exhibition Corp., the Hearst Corp., and seven other defendants, has been submitted to the State's Court of Appeals.

The appellate body has wide latitude, if it chooses to consider the case, in dealing with a Supreme Court decision which New York Expositions considers both incomplete and inequitable.

New York Expositions—the pro-

Iowa Fairs Continue To Seek 1-Nighters

Shopping Marks Des Moines Meeting; Barnes-Carruthers Report Okay Biz

DES MOINES — A continued trend by smaller fairs to book grandstand attractions on a one-night basis, rather than for the run of the fair, marked the annual convention of the Fair Managers' Association of Iowa here Monday thru Wednesday (19-21).

The larger fairs, such as Spencer, Cedar Rapids and Waterloo, went into the meeting committed; they had given the nod to attraction suppliers at the Chicago convention or even earlier.

Most of the others shopped for their grandstand attractions here. And they had plenty to choose from. With few exceptions, they contracted on a one-night basis.

The Barnes-Carruthers Theatrical Enterprises, long dominant in the State, emerged with reports of highly satisfactory business. Ernie Young, spokesman for GAC-Hamid, Inc., reported signing more fairs than when he operated an agency under his own name, which he did until shortly before the Chicago outdoor convention. Frankie Taylor, GAC-Hamid staffer, assisted Young in selling.

Eldred Stacey, of the Music Corporation of America, reported gains, virtually all sales of shows booked in on a one-night basis. (See separate story in fair section.)

There was little excitement for carnival owners and agents. The larger fairs had been wrapped up

before the sessions here, and there were fewer small shows represented. Not a few of the fairs left the convention with carnivals still unsigned. This follows the trend of recent years brought about by the increase in the number of county fairs which set their dates for the second and third weeks of August.

Carnival owners or agents, attraction bookers and representatives, and show suppliers in attendance were:

Louie Berger, Olson Shows; E. W. Slim Wells, W. T. Collins Shows; Mr. and Mrs. Ken Garman, Sunset Amusement Company; Mr. and Mrs. Jack Ray Lindsey, 20th Century Shows; Mr. and Mrs. Charles Carroll, Carroll's Greater Shows; Floyd and Sheldon Shorter, Shorter's Shows; Mr. and Mrs. H. W. Bartholomew, Joe Sharp, American Beauty Shows; W. T. Hale, Hale's Show of Tomorrow; Mr. and Mrs. Bill Dyer, Dyer's Greater Shows.

H. V. (Pete) Peterson, Tivoli Exposition Shows; Floyd O. Kite, Floyd O. Kite Shows; John Dorland, Jackie Swift, Royal United Shows; Mr. and Mrs. Alva Merriam, Merriam's Midway; L. O. Weaver, Grand American Shows; Bob Robinson, Robinson Greater Shows; Clement Smith, Byers Bros. Shows; Bill Dillard, Sonny Myers Amusement Company; Al Barker, Al Barker Shows; F. C. Bogle, F. C. Bogle Shows; Sam J. Levy Sr., Fred H. Kressmann, George Flint, Sam J. Levy Jr., Barnes-Carruthers Theatrical Enterprises; Ernie Young, Frank Taylor, GAC-Hamid; Eldred Stacey, Ray Hendricks, Music Corporation of America; Chuck Zemater, Zemater Agency; Preston Lambert, Al Sheehan Agency; Gus Sun Jr., Gus Sun Agency; John Planalp, Peg Longnecker, Grossman Agency.

George Ferguson, WLS Attractions; Hal Garven, Earl Dunn, Hal Garven Attractions; Mel Hummitzsch, Bill Schwartz, Johnny Rivers, Mel Hummitzsch Agency; Tom Drake, Hazel Randall, Tom Drake Attractions; Jack and Louise Lindahl, Boyle Woolfolk Agency; Johnny and Jean Gunier, Gunier Agency; Juanita Keldahl, Margaret Maupin, Juanita Entertainment; John Kelly, Tom Kelly, Judy Lynn, Grand Ole Opry; Jimmie Downey, Jimmie Downey Attractions.

Earl Newberry, Leo Overland, Newberry Thrill Enterprises; Art Swenson, Swenson Thrillcade; Jack Kochman, Bill Reed, Kochman Thrill Show; Danny Fleemore, Canadian Hell Drivers; Tom Holden, Holden's Thrill Show; Jack Biddison, Ray Duckworth, United Speedways; Frank Duffield, Art Briesse, Thearle-Duffield Fireworks Company; R. E. Green, Illinois Fireworks Company; Earl Hodenes, Rich Bros. Fireworks Company.

Al Sweeney, Bill Clark, National Speedways; Frank Winkley, Jerry Marlett, Auto Racing, Inc.; Don Crider, Central Iowa Racing Association; Bill Atterbury, Darrell Hornbeck, Atterbury & Hornbeck Enterprises; Lucky Moeller, Ozark Jubilee; Smoky Smith, Smoky Smith Shows; Mr. and Mrs. Lee Hendricks, Tom Duran, MovieLand Animal Stars; Ben Bruhn, Flying B Rodeo; Frank Shortridge, Central Show Print; Frank Prystas, Fair Publishing House.

Sonny Burnet, Globe Poster Printing; Louis Rosenberg, Triangle Poster Company; A. O. Ehlman, Ross Sinderson, A. G. (Babe) Ehlmann Enterprises; Glen Boyd, M. H. Lyons, Keith McCabe, E. G. Staats & Company; Mr. and Mrs. T. P. Eicheidoerfer, Kurt Kuehn, Frank Sharp, William A. Lindemann, Emil C. Guldenept, Regalia Manufacturing Company; Bill (Sound Systems) Hartler, John (Show Supplies) Lempert; Ed Finneran, Kenny Cockayne, Pepsi-Cola.

Denton Pacts W. Va. State

LEWISBURG, W. Va.—Johnny J. Denton's Gold Medal Shows have been awarded the 1957 midway contract for West Virginia State Fair.

Other contracts announced by C. T. Sydenstricker, secretary-manager, include one for a bingo on the independent midway to Ben Weiss and one for novelties to A. Hymes.

repeat dates being available for all their shows except the sports show. This, it is claimed, in effect, takes a show property from its owner and gives it to one newspaper as a promotion.

See 500,000 Gate for Pa. Farm Show

HARRISBURG, Pa. — The Pennsylvania Farm Show, which will open a five-day, four-night run here January 14, is expected to draw a half-million patrons. Gov. George M. Leader will open the exposition.

A mounted unit of the Pennsylvania State Police will give a demonstration of horsemanship to open the show. Other features set for the farm show arena include the 12th annual rural talent festival with 800 participants on Tuesday evening, a championship horse-pulling contest on Wednesday evening and the annual 4-H Club and Future Farmer tractor driving contests on Thursday evening.

High Birth Rate, Student Count Heartens Operators

NEW YORK — Amusement operators, particularly those concerned with mechanical rides, could see a rosy future in the reports on births and school enrollment emanating from Washington.

The Public Health Service announced that births for the year will total 4,202,000. That would represent an increase of 111,000 more youngsters than were counted in 1955.

From the Census Bureau came news of a record school enrollment of 39,353,000. The student estimate included all school facilities from kindergarten thru college.

While this year's birth rate, averaging 25.1 per 1,000 population,

was below the record of 26.6 set in 1947, the rate is high enough to gladden the hearts of Kiddieland operators, in particular.

Operators of moppet attractions can look to each year's new arrivals as potential customers within two years.

According to Census Bureau figures, school enrollment has been going up about 1,600,000 a year since 1953, with much of the gain credited to the elementary grades.

The increase in school enrollment marks the high birth rate that has prevailed since the war and the strong economy of the nation as a whole, both encouraging factors to the operators of moppet attractions.

moter—claims that the defendants conspired to keep it from holding its annual sports show in the new Coliseum in 1958, and also interfered with the 1957 event's advance work. Two floors of the big show building will be occupied by its sports show.

Tradition Cited

Altho it had not even held its first event in the Coliseum, the complainant says, it was refused what it claims is a traditional right of first refusal to succeeding sports shows there, beginning with the 1958 edition. The sports show dates, it claims, have been arbitrarily signed over to The New York Daily Mirror. Promise of such a first refusal right to Lester Eisner, president of the promotion firm, is said to have encouraged him to contract for two annual unprofitable shows in Kingsbridge Amory, the Bronx, mainly to preserve continuity while awaiting completion of the Coliseum.

Judge Henry Clay Greenberg rejected those of the six charges touching on conspiracy, malicious intent, and intent to defraud and destroy the plaintiff's business. There was no ruling, however, on actual contractual points, which would establish New York Expositions' right to an annual option on dates which are traditionally set aside for sports shows. Thru custom and usage, it is claimed, such an option is implied in every year's contract agreement, so long as a satisfactory show is produced.

Eisner says that, for reasons unknown to his corporation, the members of the Exposition Management Association have been assured of

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Revived New York Auto Show Wins Crowds, Heavy Publicity

NEW YORK—The revived National Automobile Show was drawing huge crowds at the New York Coliseum thru Friday (14). Not held for 16 years, the event is sponsored by the Automobile Manufacturers' Association.

Featured were a half-hour stage production, a daily fashion show and a three-floor display of motoring equipment. One floor was devoted to trucks. There were plenty of color, animation and femme models. The production was said to have cost about \$2,000,000, with about \$200,000 earmarked for the theatrical phase.

The show was gathering an abundance of publicity. It splashed big ads on its own and was included in advertising by individual auto producers. It used TV spots and took outdoor space ranging from tack cards to 24-sheets.

Presidents of all auto manufacturing concerns were here and they heard an address by Vice-President Richard Nixon.

Six Shows Daily

Bossed by Arthur Knorr, formerly with the Milton Berle TV show and the Miss America Pageant, the stage event ran six times daily and featured the Blackburn Twins and a large group of singers and dancers. Gus Haenschen conducted the 24-piece band perched in a 16-ton steel cocktail glass. Goodman Ace, with Mort Green and George Foster, did the script and continuity, and songs were turned out by Lynn Duddy and Jerry Bressler.

General admission prices were 90 cents for adults and 50 cents for children, but the estimated 750,000 who were expected to pay their way wouldn't come close to off-

setting the costs. Topping off the advance publicity was an hour-long nationwide telecast on Sunday (9) over CBS.

NBC May Add To Opera Tour Of Aud-Arenas

NEW YORK—NBC Opera Company has just completed its first national tour. The production appeared in many municipal auditoriums and arenas and in most places was sold out.

Altho demand for tickets exceeded the supply in most places, the show lost in excess of \$100,000, as was anticipated. Plans now are being made for a tour next year. One proposal would double the length of the route.

This year the opera played such auditoriums and arenas as Omaha (Neb.) Auditorium; Sioux City (Ia.) Municipal Auditorium; Columbus (O.) War Memorial Auditorium; Kleinham's Music Hall, Buffalo; Charlotte Coliseum and Ovens Auditorium, Charlotte, N. C.; The Mosque, Richmond, Va.; Norfolk (Va.) Municipal Auditorium; Savannah (Ga.) Auditorium; New Orleans Municipal Auditorium; Jackson (Miss.) Municipal Auditorium; Will Rogers Memorial Auditorium, Fort Worth, and Milwaukee Auditorium.

Wapakoneta Newspaper Lauds Secretary Kahn

WAPAKONETA, O.—Recent announcement of the reappointment of Harry Kahn to a two-year term as secretary of Auglaize County Fair here was the subject of comment in the Smoke Signals column of the Wapakoneta paper. Kahn, who has completed 24 years as local fair secretary, was lauded in the column as one of the top fairmen of Ohio.

'Holiday on Ice' Set For Lubbock's '57 Run

LUBBOCK, Tex.—"Holiday on Ice" has been signed to appear at the 1957 Panhandle South Plains Fair here, September 23-28, it was announced last week by fair officials. The date will be the third consecutive engagement here for the ice extravaganza. The 1957 fair drew more than 170,000 people, a new record for the annual.

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THE FINAL CURTAIN

ALDRICH—Charles, 75, who joined a circus at 14 and became a wire walker with Barnum & Bailey, at Fort Worth recently. He had been with circuses 15 years and with the maritime service 30 years. A nephew survives. Burial at Blandinsville, Ill.

BRAZEL—Mrs. Jessie, wife of Fred W. Brazel, operator of Brazel Novelty Company, Cincinnati, December 14 at her home in that city. Also surviving are two sisters, Mrs. Emma Thorne and Mrs. William Roth. Services December 17 and burial in Spring Grove Cemetery, Cincinnati.

COCKRELL—Fred, 62, veteran of 40 years in outdoor show business, also known as Jim Paradise, November 28 in Avon Park, Fla., of a heart attack. For the past 12 years Cockrell was associated with Kenneth Slaughter on the Cetlin & Wilson Shows. Survived by a sister in Texas. Burial in Avon Park.

IN LOVING MEMORY
Of My Sister
DOT
Love,
COLLEEN

DAVIS—Mabel E., 55, former "Ziegfeld Follies" girl and vaude performer, in Chicago December 10 after a long illness. Her husband is Frank Davis, promotion man, formerly with circuses and carnivals. She did a

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French wardrobe number in vaudeville and worked with a comic partner. She was a member of the Caravans, Chicago show organization. Surviving are her husband and a sister, Mrs. Alvin Rutter, Rockford, Ill. Burial December 13 in Chicago.

EVANS—Clay M., owner of Evans United Shows, December 5 in Plattsburg, Mo. (Details in Carnival section.)

JONES—Mrs. Leona, of Norfolk, former girl show performer with carnivals, November 30 in Lexington, Ky.

JULIAN—Frank T., 76, in Dallas recently. He was a tattooed man with circuses, including Ringling Bros. and Barnum & Bailey. His wife, who died about two years ago, was the circus fat girl known as Alice from Dallas.

LINDSEY—Jack Ray, co-owner of the 20th Century Shows, in an auto accident at Dallas December 15. (Details in Carnival section.)

MILLEN—John T., 72, famed zoo director, December 7 in Detroit of cancer. He started as an animal trainer, working on ostrich farms in Colorado and Nice, France. For seven years he trapped animals for the Carl Hagenbeck Zoo of Hamburg, Germany, in Asia and Africa. He was appointed to the Detroit Zoological Park Commission in 1926, becoming its director prior to opening of the zoo in 1927. Among his special projects was the original Jo Mendi, chimpanzee, which he exhibited at Michigan State Fair. He retired in 1944, remaining as a consultant. Survived by his widow, May Belle. Interment in Roseland Park Cemetery near Detroit.

NELSON—James H., Jr., 41, saxophone and tuba player of Shreveport, La., who in the past had played with outdoor show bands of such leaders as Jack Bell, Ruby Nance and Izzy Cervone, November 27 in Shreveport. He was a veteran of World War II and a member of Locals 116 and 375, American Federation of Musicians, and Disabled American Veterans. Services November 30 and burial in Centuries Memorial Park, Shreveport.

WINDISCH—Mrs. E. C., 62, known in circus business as Nan Windisch, at Kansas City, Mo., November 12. Survivors include a son, Capt. Eddie Kuhn, wild animal trainer.

MARRIAGES
LAUBER-ZOPPE—
Fritz Lauber and Ruggera Zoppe

at Houston recently. They are circus performers.

TURNER-PUGH—
Louis Turner, elephant trainer and concessionaire with circuses, and June E. Pugh, circus concessionaire, at Columbus, O., December 3.

BIRTHS

KENNER—
A daughter, Laura, December 10 at St. Luke's Hospital, Fort Thomas, Ky., to Mr. and Mrs. William Kenner. Father is in the business department of The Billboard in Cincinnati.

Carnival Routes

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Cincinnati 22, O.

Miller, Ralph R.: Raceland, La.
Scott, Turner Rides: (College Park) Orlando, Fla., 17-Jan. 5.
Sugar State: Norco, La.

Circus Routes

Davenport, Orrin: Saginaw, Mich., Jan 20-26.
Gould, Jay: Fulda, Minn., 19; New Richmond 20; Chaska 21; Northfield 22.

Ice Shows

Holiday on Ice of 1957: Rock Island, Ill., 26-Jan. 2; Des Moines, Ia., 3-8.
Ice Capades, 16th Edition: Phoenix, Ariz., 25-Jan. 2; Spokane, Wash., 6-13.
Ice Capades, 17th Edition: Boston, Mass., 28-Jan. 13; Providence, R. I., 14-23.
Ice Vogues of 1957: Allentown, Pa., 26-28; Hartford, Conn., 29-Jan. 1; Roanoke, Va., 3-8; Charleston W. Va., 8-11.
Shipstads & Johnson's Ice Pollies of 1957: Philadelphia, Pa., 25-Jan. 13; New York 15-27.

Miscellaneous

O'Day, Marie, Palace Car: Thibodaux, La., 18; Morgan City 19-22.

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Atterbury to Produce High Acts for MCA

Minnesota State Inks Helicopter; Agency Contracts Preston Foster

DES MOINES—Music Corporation of America will make its first determined bid to sell aerial acts as a result of negotiations closed with Atterbury and Hornbeck Enterprises, Springfield, Mo., to provide and produce such acts.

The negotiations, closed during the annual convention of the Fair Managers' Association here, will make five Atterbury-Hornbeck thrill acts immediately available to MCA for bookings at fairs, parks and other outdoor installations. Included among the five are a four-man sway-pole act and two thrillers in which helicopters are used, one a trapeze act, the other a sway-pole act.

In addition to the five acts now available, Bill Atterbury and Darrell Hornbeck plan to produce other acts at their 40-acre layout in Springfield, Mo. They also plan to import some foreign acts in the near future.

After closing with Stacey, Atterbury and Hornbeck said their Springfield plant is ideal for training new acts or for equipping and perfecting foreign acts. The Springfield site, they pointed out, has two homes, one of which is a bunkhouse; has three large practice barns and also a machine shop equipped to turn out all kinds of riggings.

Copter Act Booked

Atterbury and Hornbeck already have booked some of their acts into top fairs for '57. Among these bookings is one for the helicopter-one man sway-pole act at the Minnesota State Fair, St. Paul. MCA will handle all new bookings, with Atterbury and Hornbeck continuing to contact their former customers.

Stacey was highly pleased with the results of his booking efforts at the convention here. Most of the contracts closed calls for him to present different attractions each night of the fair.

Preston Foster, star of the "Waterfront" TV show, was pacted by him for one-nighters at four county fairs. The TV film headliner, who made appearances at two fairs (Waco, Tex., and Central City, Ia.) last year, was booked into Iowa fairs at Monticello, West Union, Cresco and West Liberty.

Monticello Scores

The Great Jones County Fair, Monticello, which last year had its best grandstand business in its 103-year history, again signed for a varied bill.

Moose Jaw Elects Fysh President; Loses 5G on Year

MOOSE JAW, Sask.—Oswald V. Fysh was elected president of the Moose Jaw Exhibition board at the annual meeting recently. He succeeds George M. Cooper. Fysh, who had been first vice-president for several years, was succeeded by Gordon B. Smith, and J. C. Poston was elected second vice-president. Mrs. Verna Hyland continues as secretary-treasurer.

A loss of \$5,000 was recorded for the three-day summer fair, with wet weather being blamed. During the past two years improvements costing \$70,000 have been made to the grounds. Approximately half the cost was met by way of federal grants.

Waterfront Revue, with Preston Foster, will be in one night, as will the '57 Riverboat Follies, with Candy Candido and Johnny (Crazy Otto) Maddox; Sammy Kaye, his ork and some acts, and the Hank Thompson Show, with Wanda Johnson, Eddie Dean, plus others, including the Commodores, will be in for two matinees and one night.

The Monticello Fair — rated among Iowa's most progressive fairs—also signed Hendricks' Movie-land Animals for one afternoon and contracted the Atterbury-Hornbeck helicopter-trapeze act as an added attraction for two nights.

West Union contracted the Hank Thompson show and the Waterfront Revue, both for one night, and booked the Bill Atterbury Sky Kings for three days. Cresco signed for a one-nighter by the Waterfront Revue, and What Cheer also contracted a one-nighter, TV Sagebrush Follies, with Tex Ritter, Smiley Burnette, Kenne Duncan; the Y-Not Twirlers, square dancers, and Bill Wimberly's orchestra.

Allentown Elects Hausman; Okays Full-Time Manager

ALLENTOWN, Pa. — Frank F. Hausman, paving contractor, was elected president of the Lehigh County Agricultural Society without opposition Wednesday (12). He will succeed Howard M. Singmaster, manufacturer, who served as president since 1949. Singmaster announced his retirement prior to the election.

Re-elected were Henry W. Leh, first vice-president; Linn H. Schantz, second vice-president; Robert W. Moyer Jr., third vice-president; Warren A. Schadt, fourth vice-president; Mrs. Reba D. Schall, secretary, and Edward G. Leidig, treasurer.

P.e-meeting political maneuvering for the purpose of introducing an opposition slate resulted in the elimination of the leader of the movement, Atty. Robert A. Haas.

Haas Defeated

Haas sought to retain his position on the board of directors but was defeated in two separate contests. As a director he was chairman of the society's important nine-man executive board.

Of six amendments approved by the board of directors, the most important was that which provides for the appointment of a full-time general manager for the fair.

Treasurer Leidig reported that

Fitser Re-Elected At Whitney Point

WHITNEY POINT, N. Y.—Broome County Agricultural Society re-elected President Eugene Fitser at the annual stockholders' meeting held here December 10, along with Ransom Franklin, vice-president; Dr. Charles R. Leahy, secretary; Calton Bird, treasurer; Chester E. Bradford, publicity chief, and Ersel Brown, director. New directors are Howard E. Brainert and Chester E. Bradford.

TV shows staged at the 1956 fair drew big crowds and resulted in a profitable week for the fair. Much of the profit will be ploughed back into plant improvements, it was reported.

Minn. Events Plan for State Birthday in '58

ST. PAUL—Minnesota's Statehood centennial in 1958 will be observed by the Minnesota State Fair as well as many of the county fairs throught the State.

Dean Theodore Fenske, chairman of the centennial agricultural committee, said he has received assurance of this from the various fair boards.

Head of the Institute of Agriculture on the St. Paul campus of the University of Minnesota, Dean Fenske said a number of projects are being planned to emphasize the role agriculture has played in Minnesota's development during the 100-year period of Statehood.

The State's centennial also will mark the 100th anniversary of the Minnesota State Fair, and Douglas K. Baldwin, State Fair secretary, said proper observance of it will be planned.

Tom Swain, State centennial director, said the agriculture committee is one of 22 special committees representing all phases of Minnesota living now being organized to plan the Statewide 100th anniversary.

the society had \$154,799 in bank deposits and \$96,726 in U. S. FVFS. Sales of property owned by the fair during the past year brought in \$270,000. The fair still owns approximately 100 acres, which comprise a part of land acquired several years ago when a relocation of the fair was contemplated.

In the past year the number of stockholders increased from 946 to 993. The board of directors totals 52.

A study will be undertaken to determine the feasibility of moving ahead the annual meeting of the society so that arrangements for the various needed attractions can be concluded in December. As of now bookings must wait until January.

Bids Top R. I. ESE Building Cost Estimate

PROVIDENCE—Plans for the construction of a Rhode Island Building at the Eastern States Exposition, West Springfield, Mass., ran into a snag when the lowest construction bid turned out to be \$23,583 higher than the estimated cost.

The State commission for the construction of the building had estimated the cost at around \$130,000. The building fund now is just over \$120,000, including \$50,000 appropriated by the General Assembly, Reuben Peterson Jr., commission executive secretary, said.

Peterson said the committee is optimistic about reaching the \$130,000 figure. However, it will meet shortly to consider how to bridge the gap between this figure and the low bid of \$153,583.

B-C Agency Awarded Ottawa Grandstand Pact

OTTAWA — Directors of the Central Canada Exhibition have awarded the 1957 grandstand contract to the Barnes-Carruthers Theatrical Enterprises of Chicago. The contract covers six days and nights of the eight-day exhibition, August 26-31. Attractions have yet to be booked for the first two days, August 23-24. The fair does not operate on Sunday, August 25.

The contract, one of the major ones in the East, since it is estimated to represent more than \$30,000, is the first such date to be acquired by Barnes-Carruthers, which last year eyed the East as open booking territory for the first time. Previously the B-C office had confined its activities to the West, while the George A. Hamid & Son agency restricted its efforts to the East. The creation of a General Artists Corporation affiliate, GAC-Hamid, a year ago put an end to the observance of territorial boundaries.

Jack Clarke, fair general manager, said an appealing program and price advantage were factors in awarding the contract to B-C, represented by Stuart McClellan.

Revue for Night

The night show will be a revue-

type titled Spectorama. It will have a 40-foot upper stage, 60-foot lower stage and two flanking stages of 40 feet each. Connecting ramps between the stages will make for 260 feet of stage presentation frontage.

Production numbers will feature the Gay Nineties, Roaring Twenties and modern times. The chorus line will include 26 girls and 6 boys. Acts will include the Texas Rangerettes, roman riding; Noble Trio, high parallel bars; Kings and Queens of the Sky, high cable and wire; Bobo Barnett, comedy midget car; Les Bon Troupe, ladders; George and Manny, musical novelty; Winged Victory Chorus and Ming and Ling, Oriental hillbillies.

The afternoon show on Monday, Tuesday and Wednesday will be titled Fantasyland with Uncle Bob McElroy, balloon manipulating emcee; Randy Brown, paddle ball; Erich Adams and chimps; Christianson's mixed Liberty horses; George and Pete Bauer, Risely; Odell and Jackie, unicycle.

Western Name

Several western names were offered. The board appears to favor Wild Bill Hickock and he will probably be used. For the final three days, Thursday, Friday and Saturday, B-C set the Trans World Auto Daredevils.

Hamid, who had held the event for more than 30 years, fabricated a special show for the event since its change of dates for 1957 caused it to conflict with the Sherbrook (Que.) Fair and eliminated it from the route of the GAC-Hamid No. 1 revue.

GAC-Hamid offered a revue with the Four Lads or Peg Leg Bates, plus a selection of novelty acts, including two who have had several appearances on the Perry Como television show. For the afternoon they offered the Lone Ranger and Tonto on the first three days and the Kochman Hell Drivers for the last three. A number of acts were offered for the entire week, including the Zachinni cannon act.

Drought Cuts Gate at Iowa County Events

DES MOINES—Drought conditions caused an attendance drop at 1956 Iowa county fairs, but exhibitors at fairs increased.

Attendance at 104 county events was 2,076,803 as contrasted with 2,124,747, Lloyd Cunningham, secretary of the Iowa State Fair, reported at the annual convention of the Fair Managers' Association of Iowa Monday thru Wednesday (10-12) here.

Receipts also declined, slipping from \$1,740,538.18 in '55 to \$1,687,336.30 this year.

The number of exhibitors was increased by more than 1,000, the total for '56 being 21,401 as against 30,364 the year previous.

Every county had at least one fair and five counties had two fairs, Cunningham reported. There were two more fairs in '56 than were held in '55.

Thirty fairs turned in a profit of \$115,366 and 74 showed a loss of \$190,374. In '55 34 fairs accounted for a profit of \$147,947 and 68 fairs showed a loss of \$142,052.

Kentucky Assn. To Repeat Queen Contest at Meet

LOUISVILLE—The Kentucky Association of Fairs will again hold a Miss County Fair beauty pageant in conjunction with its convention here, January 24-25, in the Kentucky Hotel. The contest, which was successful last year, will have some 20 contestants, each representing a member fair.

Frank Kingman, secretary of the International Association of Fairs and Expositions, will deliver the principal address at the annual banquet.

York Crowds Dip But Gate Hits 266,869

YORK, Pa. — Total attendance at the 1956 York Interstate Fair was 266,869, directors were informed at their recent annual meeting here.

The attendance was 22,850 less than the 289,719 figure in 1955, the ticket committee reported. The fair operates five days.

Samuel S. Lewis, president and general manager, noted that the 1956 event suffered from rain and the late cancellation of some of the added special attractions. Lewis said he considered the attendance good in view of these handicaps.

Lewis gave a report on the annual meeting of the International Association of Fairs and Exhibitions, of which he is a past president.

A committee was appointed by Lewis to study the installation of emergency lighting systems in both the grandstand exhibition hall and the main building.

The annual meeting of life members will be held January 14. The reorganization meeting of the board of directors will follow.

Tulsa Elects Parker Prez For 3d Term

TULSA—G. C. Parker, cattleman and head of Parker Drilling Company, was re-elected president of the Tulsa State Fair Monday (10) by the 41-member board of trustees which operates the Tulsa show as a non-profit corporation. Parker served two previous terms in the office.

Named to complete the 1957 slate of officers were Verser Hicks, Tulsa, first vice-president; Luther Spradling, Mounds, Okla., second vice-president; W. B. DeShazer, Skiatook, Okla., third vice-president; Whitley Cox, Tulsa, treasurer, and Mrs. Lynn Beard, Tulsa, secretary.

"The success of our 1956 fair leaves us a great challenge to meet next year," Parker said. "We're busy now formulating plans for our Golden Anniversary Exposition, September 28-October 4, which will celebrate the 50th anniversary of both the fair and of Oklahoma statehood."

The theme, "50 Years of Progress," will be carried thruout every department with special events and displays highlighting the State's accomplishments, the fair president reported.

Seven-day attendance at the 1956 fair reached an all-time record of 545,971.

Sioux Falls Names Johnson Sec'y-Manager

SIoux FALLS, S. D.—Myles Johnson, assistant manager of the Sioux Falls Chamber of Commerce, has been appointed secretary-manager of the Sioux Empire Fair here. He replaces Howard B. Manners, who resigned several weeks ago after serving one season.

Johnson spent three years in the U. S. Army during World War II, part of it in Europe. He received a Presidential Citation, Bronze Star and Purple Heart with cluster. After the war, he managed a bulk oil plant in Spalding, Neb. He is married and has one son.

The 1956 fair operated at a loss of \$11,117.06, according to the treasurer's report. Biggest expenses were \$30,475.92 for entertainment; 16,605.97 for help, and \$9,654.25 for premiums. Next year's opening date will be on a Friday. Attractions will include "Ice Vogues," and a rodeo, inaugurated this year, will return. Art B. Thomas Shows will provide the midway attractions.

SAN ANGELO, Tex.—Everett E. Colburn's rodeo has been signed to appear at the annual San Angelo Fat Stock Show and Rodeo March 7-10. C. A. (Chile) Cole Jr. is chairman of the rodeo committee.

FAIR ASSN. MEETINGS

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 2-4. Win H. Eldridge, 315½ E. Mill Street, Plymouth, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 5. Robert S. Turner, Horseheads, secretary.

Indiana Association of County and District Fairs, Hotel Severin, Indianapolis, January 6-8. William H. Clark, 360 Walnut Street, Franklin, secretary.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 7-9. Harold C. Pederson, 3521 22d Avenue South, Minneapolis 7, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 8-9. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Exhibitions, Governor Hotel, Jefferson City, January 10-11. Rollo E. Singleton, Department of Agriculture, State of Missouri, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, Atlanta, January 14. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 15-17. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 16. Tom Craig, 618 Montgomery Building, Spartanburg, secretary.

Association of Tennessee Fairs, Hotel Andrew Jackson, Nashville, January 17-18. L. E. Griffin, P.O. Box 90, Nashville, secretary-treasurer.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 17-18. Corbin Green, P.O. Box 776, Hickory, secretary.

Western Canada Association of Exhibitions, Prince Edward Hotel, Brandon, Man., January 18-20. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, Jefferson Hotel, Richmond, January 20-21. William E. Finch, Fairgrounds, Danville, secretary.

Michigan Association of Fairs and Exhibitions, Fort Shelby Hotel, Detroit, January 20-22. Harry B. Kelley, Hillsdale, secretary-treasurer.

Association of Alabama Fairs, Hotel Stafford, Tuscaloosa, January 21-22. C. W. Summers, Jasper, secretary.

New Jersey Association of Agricultural Fairs, Hotel Hildebrecht, Trenton, January 21. William C. Lynn, Room 615, 1 West State Street, Trenton 8, secretary.

Massachusetts Agricultural Fairs Association, Hotel Hawthorne, Salem, January 21-22. Paul Corson, Topsfield, secretary.

North Dakota Association of Fairs, Decotah Hotel, Grand Forks, January 21-23. A. D. Scott, Fargo, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 23-24. Roy E. Symons, Skowhegan, secretary.

Pennsylvania Association of County Fairs, Abraham Lincoln Hotel, Reading, January 23-25. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 24-25. L. Doc Cassidy, Kentucky Fair and Exposition Center, Louisville 17, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 27-29. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings,

Mont., January 27-29. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 28-29. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 28-30. H. C. McClellan, Arlington, secretary.

Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 3-4. Adolph Netter, Donaldsonville, secretary.

Oklahoma Association of Fairs, Huckins Hotel, Oklahoma City, February 4-5. Vera G. McQuilkin, P.O. Box 3998, Oklahoma City, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 7-9. Bob Murdoch, East Texas Fair, 102 East Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, Marion Hotel, Little Rock, February 11-12. Leonard T. Barnes, P.O. Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Berlin High School, Berlin, March 9. Joseph C. Bartlett, North Haven, Conn., secretary.

Iowa State Names Campbell As President

DES MOINES—W. J. Campbell, of Jesup, was elected president of the Iowa State Fair Board at the annual convention, and Lyle Higgins, of Harlan, was named vice-president.

The two had been appointed to their respective offices last July 18 when H. L. Pike, of Whiting, had resigned as president because of health. Campbell had been serving as vice-president and was moved up to the presidency, and Higgins had been named to succeed him as vice-president.

Four members of the board were re-elected at the annual convention. They were Harry Duncan, Columbus Junction; C. C. Wagler, Bloomfield; James Nutter, Rockwell City, and W. P. Manatt, Audubon. Lloyd Cunningham was re-elected secretary.

Cunningham reported to the convention that altho attendance had dropped at the 1956 exposition because of farm conditions, the State fair showed an increase in profits with \$60,702.

Bradford, Fla. Progressing

STARKE, Fla.—Final reports indicate the annual Bradford County Fair, sponsored by American Legion Post 56 and held the week of October 22, showed continued progress for this event, in its fourth year, Post commander X. M. Smith says the project as his post's biggest annual activity.

Under the direction of W. H. (Billy) Graham, emphasis this year centered upon exhibits and improved accommodations for housing them. An outlay of several thousand dollars was spent in improvements to the grounds. Classes of competition were expanded and cash prizes increased.

A large tent was used to house the commercial exhibits and the post is investigating the possibility of erecting buildings for this purpose.

Eugene Moore Elected Prez Of Iowa Assn.

DES MOINES — Eugene R. Moore, of Tipton, secretary of the Cedar County Fair, Tipton, Tuesday (11) was elected the 1957 president of the Fair Managers' Association of Iowa. Moore, who succeeds Bill Woods, secretary of the Clay County Fair, Spencer, had been vice-president.

Claude Appleby, secretary of the Great Jones County Fair, Monticello, was elected vice-president. L. W. Hall, secretary of the Wapello County Fair, Eldon, was re-elected a director, and D. C. Perley, secretary of the Audubon County Fair, Audubon, was elected a director.

C. S. Miller, of Tipton, was re-elected secretary.

The association adopted a resolution asking the 1957 Iowa Legislature to increase the annual State aid to county and district fairs to \$225,000 from \$200,000. The '56 appropriation was not enough to pay State aid in full to 104 fairs and was pro-rated.

The resolution also asked that percentages of State aid to fairs for premiums be increased by 5 per cent. The present scale calls for the State to pay 80 per cent of the first \$1,000, 70 per cent of the second \$1,000 and 60 per cent of the third \$1,000.

During the convention sessions presided over by retiring President Bill Wood, the proceedings moved at a pace which elicited much praise from delegates. Principal speakers talked on subjects relating to livestock.

Both the incumbent governor, C.O.P. Leo A. Hoegh, and the governor-elect, Democrat Herschel Loveless, participated. Hoegh was the principal speaker at the banquet; Loveless spoke at one of the regular sessions.

N. D. Assn. Changes Dates

FARGO, N. D.—The North Dakota Association of Fairs has changed the dates of its annual meeting to January 21-23, A. D. Scott, secretary-treasurer, announced here last week. The meeting, originally scheduled for January 10-12, will be held in the Dacotah Hotel, Grand Forks.

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BEN DAVENPORT PLANS TENT SHOW

Moore Will Route Trucker Thru West; Elephants Being Returned to States

DALLAS — Plans by Ben Davenport and Bill Moore to take out a new truck circus next spring were confirmed here by Moore Friday (14).

He said that he would be general agent and would take the show westward from its Gonzales, Tex., quarters. Moore was agent for the Beatty show during the years it toured the West Coast.

Davenport has had the Merchants' Free Circus in the past couple of years. This was an open-air show that also carried rides and was sold to merchants on a flat fee.

The new show will be under canvas and it has a 90 with three 40's. There also will be a combination menagerie-Side Show. Moore reported that Davenport has six trailers being rebuilt in San Antonio now. Davenport has about 15 trucks that will be used to move the new show.

Moore said that they have not decided what to call the show. He denied a report that the Beatty

name would be associated with it. Davenport formerly had the Dailey Bros.' Circus, Campa Bros.' Circus and Wallace Bros.' Circus circus titles on the road.

Davenport was understood to have gone to South America to pick up three elephants that he has had booked with a South American circus for several years. These will be with his new show, but Davenport's wild animal act apparently will stay in South America. Moore said another animal act is being signed for the new circus.

Davenport is expected to return to the States about January 2, landing in Florida with the elephants.

HAMID-MORTON, TOPEKA SHRINE SIGN 3D YEAR

TOPEKA, Kan. — The Hamid-Morton Circus has been contracted for its third annual appearance here under auspices of the Shrine Temple. This announcement was made Friday (14) by Howard Y. Bary, for the show, and E. S. (Ted) Webb, for the Shrine.

The show will be February 27-March 2 at Topeka Municipal Auditorium. Bary termed the signing a continuation of the circus operation established by the late Robert H. Morton. This year George A. Hamid will appear in person at the show, it was reported.

Webb, son of a famous circus steward of the past and himself active in concession business at fairs, is circus chairman for the Topeka Shrine.

Beatty Toppers Tour After Meet; Karp Out

MACON, Ga.—A series of conferences here ended with announcement that the Clyde Beatty Circus will be extensively rebuilt this winter and will have an entirely new program in 1957.

Also it was announced that Floyd King, general agent, will take over the duties as promotional manager formerly held by Sid Karp.

Frank McClosky, general manager of the Beatty show, and Walter Kernan, manager, spent several days here in conference with King. Kernan left Macon for a trip that will take him as far as Mexico City in quest of new acts. McClosky went to New York, but will return briefly to Sarasota, and will leave Christmas week on a trip to Europe, scouting new acts. He has arranged for visits to England, Belgium and Germany.

Opening day of the new season has been announced as April 18 in De Land, Fla., where the show is wintering. J. C. Rosenheim, contracting agent, has been busy during the last 10 days contracting spring dates in the Southeast.

Karp Sells Share

King is lining up the advance, and announced promotional crews will start work in early January.

Karp, promotional manager last year, has sold his interest in the circus and returned to the automobile business in Sarasota, it was learned. A former Beatty contracting agent, R. E. Miller Jr., left to be sales manager of Karp's new auto firm.

Clyde Beatty will continue as the

featured act. He returned to De Land last week after enjoying a two-week vacation with his family in the Miami area. Later Beatty and his family went to Hollywood, Calif., where he will remain until he starts his indoor dates next month.

King is dividing his time between his home in Macon and De Land winter quarters. In addition to his supervision of the advance and promotional departments he has been busy with new publicity ideas. The show plans extensive use of television film trailers and short films for schools, Parent-Teacher and other groups, with a heavy spread of actual circus day scenes filmed on the Beatty show this year, all aimed at whipping up the public appetite for the traditional tent circus.

King Title Selected For Cuban Production

SARASOTA, Fla.—Title for the Christmas circus in Cuba this season will be the King American Circus, it was announced here last week. It will be at the Havana Sports Arena, December 21 thru January 6.

Meanwhile, in St. Louis Jack Leontini announced names of more acts that have been signed for the engagement.

They include a new Danish juggling number, the Torianis; Del Morales, perch; Niccolini Chimps; Six Antonettes; and the Dorchesters' riding act.

Henry Kyes will have the band and Bozo Harrell will work his specialty number. Kyes, bandmaster with Polack Eastern for eight years, played the Cuban date

as bandmaster for Ringling last winter.

Leontini said equipment rented from Tom Packs Circus will leave West Palm Beach, Fla., by ferry on December 16 and the personnel will fly to Cuba on the next day. The show equipment will be consigned to the Cuban government's sports commission.

Providence R-B Date Set

PROVIDENCE—Final arrangements have been completed for Ringling circus to appear here in the Rhode Island Auditorium, North Main Street, next May, according to arena spokesman Louis A. R. Pieri.

The engagement is scheduled to begin on May 20, the day after the show closes at the Boston Garden. Length of the showing has not been determined but it is expected to run for five days or a week. Final details are to be worked out with circus executives in New York.

Foreign Meeting Termed Success

LONDON—Karl K. Knecht said here last week that the meeting of Circophile International, new world circus fan group in Rouen and Paris, France, was a great success.

Knecht said that nearly 200 persons from England, France, Belgium, Switzerland, Germany, Norway, Scotland, Italy, Spain and the U. S. attended. Among those from the U. S. were Mr. and Mrs. Dick Wareing, California CFA's.

roads made it impossible to arrive and set up on time for several matinees. This, basically, was what caused abandonment of one-day stands in favor of arena dates.

Top name clowns were not underpaid, in the light of the talent they contributed to the show.

John Ringling North was not off the show when his closing announcement was made. He was in his office car and, therefore, on the show.

Criticisms that the show has gone "night club" are just personal opinions, to which everyone is entitled.

If "amateurs" ruined the Big Show, as has been charged, Dube can't imagine who the reference is to.

Altho some subjects were uncovered which could have become embarrassing, Dube's answers satisfied the interviewer and the general complexion of the program was very favorable toward the Ringling show. Irwin Kirby.

HARRY DUBE:

R-B Interest Given Boost By TV Talk

NEW YORK—While not purporting to be an official Ringling spokesman, Harry Dube, publisher of the show program, has been responsible for some interesting publicity recently.

In recent weeks, Dube has been quoted in syndicated news service stories about the Big Show's prospects for 1957, and Thursday (13) he was interviewed for a half hour on WATV's "Night Beat" program by Mike Wallace.

Intention has been to firmly establish the fact that there will be a 1957 tour, in order to help in the sale of advertising for the program, on which advance work must be done during the winter. The show has been reluctant to splash any publicity around this far in advance of the New York opening, but the program must be arranged for some time in advance, hence the effort to stimulate ad sales.

The discussion between Dube and Wallace bordered on a grilling at times, but Dube was successful, it appeared, in trying to create some understanding and sympathy with the Ringling show's problems. The TV show has been increasingly popular in the light of Wallace's success in extracting information from his subjects. He was not well prepared this time.

Dube brought out these, among other points about which Wallace interrogated him:

The show will definitely open as usual in Madison Square Garden, and will likely play fair dates later in the year.

Interest has not been lagging, as witness the climbing grosses in New York despite all the competing amusements, and huge losses sustained by the competing union show in Boston.

Circumstances forcing the close of the show in 1956 were completely beyond the show's control. Unreasonable charges by rail-

UNDER THE MARQUEE

Albert Spiller, who has Spiller's Seals with the Atayde Circus in Mexico, writes that this show will open its 1957 season at Mexico City, where it will stay 10 weeks. The 1956 season closed in November. Spiller tells that a club has been formed among Atayde personnel and that each week the club has an excursion, picnic, boat trip, swimming party, ball game or similar activity.

Bill Tumber, press agent, is in Hartford, Conn., after his release from a Texas hospital, where he underwent surgery. . . . M. G. Gorrow, Appleton, Wis., visited in Chicago and reported that a Masonic paper recently carried an article by R. H. Gollmar, telling the Ringling-Gollmar-Moeller Masonic history.

Bob Stevens reports that he is a grandfather again. Valentina Gutierrez was born December 1 to John and Shirley Ann Stevens Gutierrez.

Raymond Aguilar reports from California that he has been signed

Henson Plans '57 Reopening

SPRINGFIELD, Tenn. — Henson Bros.' Indoor Circus, operated by W. E. (Shotgun) Page, has completed the first part of its route and will lay off until after the holidays.

Page said that when the show reopens in January it will have more acts and play larger towns. Ginsburg, who had the concessions, is in a hospital at Oak Ridge, Tenn. The Pages and several acts are in quarters.

to repeat as bandmaster of the Clyde Beatty Circus next season. He built the band which the show had during its second tour of the 1956 season.

E. K. Fernandez was a recent visitor in Chicago. . . . Emilio Razzore visited in New Orleans recently. . . . United Features Syndicate has a biographical feature about Joe E. Brown which recalls his years with such circuses as John Robinson, Sells and Downs. One story recalls Billy Ashe, the Ortons, Harry LaPearl, and the Duttons.

Alberto Zoppe tells that he and Cucciolo were awarded Grand Champion ribbons at the American Royal Horse Show in Kansas City, Mo., where their bareback riding act was one of the features. His sister, Signorina Ruggera, and Fritz Lauber were married in October, and a wedding reception was given for them at Houston during the Shrine show's run there. More than 100 attended. The act also worked the Fort Worth Shrine show, but

(Continued on page 57)

BOOK REVIEW

Taylor Tells Butlerisms, R-B Yarns

By TOM PARKINSON

CHICAGO—"Center Ring, the People of the Circus," by Robert Lewis Taylor, is the circus book for the Christmas season. Best of the current crop, it is made up largely of articles which first appeared in the New Yorker magazine.

It must be said early that this set of biographical sketches is hardly all factual. It does recount the careers of John Ringling North, Merle Evans, Roland Butler, Pat Valdo, Art Concello, Gargantua and Lillian Leitzel. Lewis makes these seven top-notch stories. But they also bear the heavy-handed trade mark of one of the subjects, Roland Butler. Each is the circus press agent's expansive version, and where the facts aren't colorful enough they are technicolored.

Taylor, who did a W. C. Fields biography, may see some of the same characteristics in his friend, Butler; and tho he may question some of the material, he takes it. In this case, no one cares. In fact, that's what makes the book.

Explanations Needed

Taylor's device-packed way of telling a story adds to the basic Butlerisms and the result is a book that most circus people and all Ringling people will enjoy. It is best when telling the tale of Butler himself, and off the pace when discussing Gargantua.

Since the various Apriils when these stories first appeared, the circus has been turned topsy turvy. So the author finds it necessary to explain that most of his subjects no longer are with the Ringling circus. He covers other eventualities by saying that "each year has its rumor that this will be the last under canvas" but "things straighten out before spring."

Despite that optimism, Taylor nevertheless often refers to the circus as something of the past. If that's the case, this book is all the more timely. And the flamboyant circus flair that the stories bear is something more that is well to be recorded.

"Center Ring" is published by Doubleday and Company, New York, at \$3.50.

UNDER THE MARQUEE

Continued from page 58

Cucciolo was injured November 27 and was hospitalized three days. He should be back in the act in about two weeks. The Alberto Zoppe Troupe will join Atayde Bros. Circus for December 21 thru February 15, then will fly to Hawaii for Wally Yee's Shrine date, February 19-April 7. Zoppe said he has added more horses to the act, so that five will be sent to Hawaii in advance of the troupe's leaving Mexico. The people will fly direct from Mexico City.

Mrs. Malcolm M. Fleming, whose husband was legal adjuster with the King Bros. Circus until his death last April, writes that she is in the Clarion Hospital, Clarion, Pa., for treatment of asthma and pneumonia.

Ullaine Malloy reports she will play a date at KRNT Theater, Des Moines, December 23-24. . . Fred Elkin reports that the Amvets post at Lexington, N. C., has purchased eight acres for use as a show grounds. Elkins, who was with the Ranch, Sparks, John, and several carnivals, has a sign shop now and is to be in charge of the grounds.

Ray Ollech, who was assistant prop boss on Ringling-Barnum, is making unusual recovery from injuries received in a blast furnace accident. He will be in South Chicago Community Hospital, Chicago, for another six weeks, his wife reports.

The Musical Grays, rep act, visited By Gosh and his All-American Circus at West Point, Miss. Acrobat Arthur Campri visited at Macon, Miss. Raymond Bennett visited at Bay Minnette, while several people from the Gem City Shows and Frank Pepper Shows were on hand at Chickasaw, Ala. Ralph Green, with his dogs, ponies and monkeys, was an added attraction, as was Carol Wisemont, acrobatic contortion. Bonzo ape act was with Buttons Grantham's monkeys. Ward Hall and Harry Leonard, knives, vent, punch, juggling and fire, joined.

Bandmaster Joe Rossi writes that since making the Huntington, W. Va., Police Show he has signed to make one-night stands for the Hetzer Agency in the South.

Papa Canestrelli is enlarging the Casa Canestrelli at Sarasota, Fla., and will have a high ceiling for aerial acts. . . Count Nicholas and his family are in their new home. . . Tommy Hart, Charley Roark, Red Larkin and Tommy Smith are at the Sarasota Rod and Gun Club. . . Tom and Pat Cooper, of the Beatty show, have the photo concession at the Metro-nome Room, Sarasota. . . Dave Murphy is in the office of the Palmtree Playhouse. . . Regulars at the Sarasota Hotel include Art Concello, Walter Kernan, Lucio

Cristiani, Ray Marlowe, Doc Holcamp, Joe Troisi, Frank Tizzana, Elvin Walsh, Bill Lewis, Paul McGinnis, Bobby Miller and Allen Tobell.

Hazel King reports from Gainesville, Tex., that the Glenn Henrys and Johnnie Guterrezes have returned from indoor dates. Shirley Guterrez's new baby has the same birthday as her first one. . . George Keller's Wild Animals were in Gainesville for a few days and then went on to the West Coast, where they would ready for the trip to Hawaii.

Joe Mix and Princess Blue Sky have returned to Lansing, Mich., because of the illness of their son. They played J. C. Patterson dates.

Bob Taber, Riverside, Calif., had a visit with Joe Applegate, who was boss canvasser with the Beatty show until mid-season. . . Charles Berry reports that the Berry Family is getting along well. The Berry Kids are recording for M-G-M Records.

Capt. Eddie Kuhn will have his wild animal act with the Minneapolis Shrine Circus and then will move to the Eastern unit of Polack Bros. Circus. He is breaking a new male lion, which will give him ten cats. He is wintering at Proctorville, O., where he and Billy Sheets will break a bear act after the holidays. Sheets plans to work the act.

Count Popo DeBathe is working 15 weeks at the Butler Brothers Storetown in San Francisco.

The Hanel Troupe, after completing its season with Hunt Bros. Circus, made some dates for the

Tommy Scott Sets Opening, Adds Rock-Roll

HOLLYWOOD — The Tommy Scott Show closed its latest season at Decatur, Ala., in mid-November and will start its next tour at Columbus, Ga., on January 14. Tommy Scott, owner-manager, said the route is set well into 1957.

The show will continue its policy of playing auditoriums and arenas exclusively and using circus-type advertising and promotion. Scott has a TV film show and said this helps in towns where it is being shown. He said another series of films will be made between seasons.

Late in the 1956 tour, he said, a pair of rock 'n' roll artists were added to the country and western and circus acts. Scott said this has served to bring out a great number of teen-age patrons.

Gray Animals Play Hotel Yule Date

DALLAS — Animals from the Gil Gray Circus were taken to a fourth floor location in a hotel here last week for a Christmas party given by the Dr. Pepper soft drink company. Elephants, camels and other lead stock were taken up the elevator. Charles T. Meeker, who also is with the State Fair of Texas, and Bill Moore, circus agent, were connected with the setting of the deal.

Hollywood Circus Corp. in Wyoming, Minnesota and Wisconsin. They are now back at their Cairo, N. Y., home but will go to Sarasota soon.

Andrew Donaldson, of the Strobbridge Lithograph Company, Cincinnati, has received word from the William R. Timmerman family, known professionally as the Armstrong Troupe. They are with the Kamala Circus, which is touring India. The show features Armstrong sharpshooting acts and Joan Armstrong in wire walking. The circus has a six pole top, 40 trucks, 10,000 seats, 15 elephants, and has been on a tour of the Orient for most of the past 12 years.

Charles and Beverly Allen are in Harvey, Ill., with their bears, making a string of Christmas dates for Howard Schultz. Later they will play Al Martin's fairs and parks.

Roy Barrett writes that he has been unable to get located since AGVA pulled acts off of the Clyde Beatty Circus last spring. He said AGVA told him Beatty was to make weekly payments toward the lost salaries, but that no act was to receive any until there was a fund to pay all, and that might be seven or eight years. Barrett said that he is retiring, after 50 years of touring with circuses and other shows, and has settled in an apartment in Los Angeles.

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10 for newspaper deal. Work for six months. Never before tried here. Absolutely no drinkers. Good deal for good men. Wayne Carr, Jim Cross, Jack Hughes, Bill Norman, Steve, come on in. Call or write
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Read the history of circuses in back issues. Send for list of copies available.
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CLUB ENSALADA
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Wishes all of its members and friends a Happy Holiday Season and much success for the year 1957.
Albert Spiller, Spiller's Seals, President
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Miguel Ayalo, Chimps, Elephants
Senora Beatrice, Asst. Secretary
Senora Beatrice Blochi, Inspector, Cashier
Mrs. Mary Alala, Hostess
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Man who understands and works bears.
First class Organ Player with or without organ. We pay top salary for good organ player.
CAN ALSO PLACE SOME MORE TOP ACTS
Interested in buying, Outlaw Chimp for exhibition.
We have longest season on the road.
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A MERRY CHRISTMAS AND
A HAPPY AND PROSPEROUS
NEW YEAR
THE HUNT BROS.' CIRCUS

5 PHONEMEN 5
ELKS' BENEFIT VARIETY SHOW: BOOK, UPC, BANNERS.
Paid collectors, daily pay. Reception good. You can make your B.R. here if you are a salesman. Two months here, other big ones to follow. Get with a winner.
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A COMPLETELY NEW APPROACH TO THE PROBLEM OF HIGHWAY SAFETY. DIRECTED WITH DIGNITY AND ETHICS OF TOP CALIBER PROMOTION
According to the National Safety Council, over 37,000 people were killed on our highways last year. That's more people than live in Cheyenne, Wyoming, or Las Vegas, Nevada, and more lives than were lost in the entire Korean War. So remember, there is a NEED for highway safety.
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6 NORTH MICHIGAN AVENUE CHICAGO 2, ILLINOIS
\$1,000.00 Bonus for Right County!
P.S.: Bob "Christy" Millman, please get in touch.

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National Country Television Show being made available for local sponsorship for the first time. If you are qualified and can produce, this is the deal. Write
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FORT WAYNE, INDIANA A GOOD SHOW TOWN
Would like to hear from Clyde Beatty, Cristiani Bros., Hagen Bros., Mills Bros. and others.
WILL HAVE NEW LOT FOR ALL SHOWS
Bus service. Reader taken care of. Carnivals coming this way, see me for dates. Carry wholesale business list to supply all shows. If interested in playing Ft. Wayne, contact me at once. No Girl Shows or Gambling. Hurry! Hurry! Contact
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MERRY CHRISTMAS HAPPY NEW YEAR
to all our friends and colleagues in the United States, Canada, South America and Europe. Thanks to the Directors of the Atayde Bros. Circus, Messrs. Andres and Aurelio Atayde, for a pleasant 53 weeks' engagement in 1955 and 1956, with a return 10 weeks in 1957. Thanks to Messrs. George Atayde, Ring Manager, and Salvadore Gaudilio, Musical Director and Band Leader, for their splendid co-operation.


200 Coast Showfolk At PCSA Banquet

LOS ANGELES—Members of the Pacific Coast Showmen's Association and Ladies' Auxiliary crowned the winter social calendar with the annual banquet and ball at the Rodger Young Auditorium here Tuesday night (11). The affair, staged by E. W. (George) Coe and Joe Clacy, drew attendance of close to 200 show people and guests.

Bobby Cohn, West Coast Shows' general agent, was toastmaster and introduced those on the dais, which included Forrest Tucker, motion picture and television performer, and Jim Davis, who portrays Matt Clark in the "Stories of the Century" television series. After their presentation they entertained the crowd with stories.

Seated on the dais were Marosa Herman, Ladies' Auxiliary president; Edward J. Harris, PCSA president; Mrs. Edward (Berta) Harris,

Auxiliary past president; Coe; Robert Downie, vice-president; Robert Matthews, secretary; Steve Vaughn, Showmen's League of America; M. J. (Mike) Doolan, president of the Hot Springs Showmen's Club; Joe Steinberg, Arizona Showmen's Association; Dr. Louis Firestone, Michigan Showmen's Association; Ernest Fitzgerald, president, Show Folks of America, San Francisco, and Matt Herman, Greater Tampa Showmen's Club.

Formalities Brief

Introductions of those at tables were held to a minimum. Bows were taken by O. N. Crafts, Crafts Shows; Mike Krekos and Harry Myers, West Coast Shows; F. M. (Pete) Sutton, Frank W. Babcock United Shows; Olivia Waldron, president, and Larry Nathan, agent, Fair Time Shows, Inc.; Moe and Nina Levine, Monte Young Shows; Eddie and Barbara Hellwig, West Coast Shows; William Davis, Meeker Shows; Sam Snead, James E. Strates Shows; Art and Dolly Frazier, Siebrand Shows; Dave Cavagnaro, Napa District Fair; Harry A. Illions, Los Angeles County Fair World's Fair Midway; (Continued on page 64)

100 Attend Los Angeles Club Services

LOS ANGELES—More than 100 members and friends of the Pacific Coast Showmen's Association and its Ladies' Auxiliary honored deceased members of both organizations at the annual memorial services held here Sunday (9). The rites were held under sunny skies at Showmen's Rest in Evergreen Cemetery, with Harry G. Seber again serving as the chairman.

The services were opened with Ruth Felts leading the groups in the singing of the National Anthem, and Opal Manly, Auxiliary past president, delivering the invocation. William Sherwin, PCSA legal counsel, delivered the memorial address, which was followed by Miss Felt singing "Rock of Ages."

The traditional and impressive Rose Ritual was made by Mrs. Manly, with Marosa Herman, Auxiliary president, and Edward J. Harris, PCSA president, placing the wreaths on the monuments for both organizations.

The speaker for the afternoon was Sam Abbott, of The Billboard's Hollywood office. His talk was built around the power of faith and prayer as shown in the lives of outstanding men.

Following the rendition of "Sweet Mystery of Life" by Miss Felt, and with the group joining in the singing of "God Bless America," Seber pronounced the benediction.

Jeff Leadhill was the organist, with Jack Stellnauer handling the (Continued on page 64)

MSA Banquet At Seville

MIAMI—Annual banquet and ball of the Miami Showmen's Association will be held Monday, January 7, at the Seville Hotel, with the committee headed by Robert K. Parker and Dave Endy.

Year book is being handled by John Vivona, third vice-president, and results to date are reportedly good.

Following the banquet, the next major affair will be the annual picnic in Crandon Park, with Joe Ross as committee chairman.

St. Louis Club Names Farrow As President

ST. LOUIS—E. E. (Ernie) Farrow, owner-manager of Wallace Bros. Shows, was elected president of the International Association of Showmen at its regular meeting here last week.

Other officers include Hal Eifort, first vice-president; William McCoy, second vice-president; W. H. Geren, third vice-president; Fred Proper, fourth vice-president; Euby Cobb, secretary; George Regan, treasurer; Tom Cowan, chaplain, and Ed Mahone, sergeant at arms.

C. C. (Specks) Groscurth, outgoing president, handed the gavel to Farrow, who presided at the meeting. Other officers present included McCoy; Horace McGinley, acting treasurer; Cobb, and two past presidents, Morris Lipsky and Buff Hottle.

Back after absences were Irish Gaughan, Sam Aldrich, Lou Dufour and John Shelly. Dufour spoke on ways and means and Gaughan on the Christmas party for underprivileged children to be held December 23 in the clubrooms.

McCarter Sets Starlite Org for February Bow

HARLEM, Ga.—R. C. McCarter, veteran carnival manager, general agent and legal adjuster, and unnamed associates have set up quarters here for the Starlite Shows, Inc., an organization which is to make its debut February 1 in Augusta, Ga., with a contemplated line-up of 12 rides and six shows.

Core of the organization is equipment purchased recently from C. L. Hensley. This includes a Merry-Go-Round, Ferris Wheel, Whirlwind, two kiddie rides, Diesel light plant, girl and snake shows with 60-foot wagon fronts, light cable, marquee, three light towers and trucks. McCarter said that he and his partners are also dickering for five more rides and a Funhouse. Feature attraction, he said, will be a Wild West show carrying 10 cowboys and cowgirls, Indians and 20 head of horses and buffaloes.

McCarter, who put in the past season as legal adjuster with Sam Goldstein's Majestic Greater Shows, has leased a concrete building here on Route 78 to house the show in the off season. Currently four men are at work repainting and repairing equipment, and the full crew, under the direction of Bill Hays and Al Scero, will go to work after January 1.

Negotiations are under way with J. Richard Cox, who is sought to handle publicity and promotion for the show, McCarter said. In this connection the show will also carry a big top housing merchant exhibits. These will be promoted via a tie-in with ride and Wild West tickets.

McCarter said that he and his

partners plan to attend fair meetings starting in January. He said he has already received some encouragement from fair secretaries contacted by phone and that indications point to a reasonably good fair route for the show's first season.

Jack R. Lindsey Dies in Head-On Auto Collision

DALLAS—Jack Ray Lindsey, co-owner of the 20th Century Shows, was instantly killed shortly after midnight Friday (14) when the car he was driving was struck head-on by another automobile on the outskirts of Dallas. Al Helminski, concessions operator with the 20th Century org, who was riding with Lindsey, was critically injured in the crash.

Lindsey purchased half interest in the 20th Century Shows last spring and was co-owner of the carnival with H. W. McCrary. Prior to the past season, Lindsey had operated rides and concessions at leading fairs in the West and Southwest. He had served as general agent with the shows and recently signed the Oklahoma Centennial Celebration at Oklahoma City and last week inked the Buccaneers' Day Celebration in Corpus Christi, Tex.

Lindsey is survived by his widow, four children and his parents, Jack and Kedda Lindsey, of the Murphy, Pugh & Lindsey organization, which operates rides and concessions at State Fair Park and State Fair of Texas here.

Funeral services were held Monday (17) at the Weiland-Merritt Funeral Home here, with interment in a local cemetery.

Helminski is the brother-in-law of Bob Harris, who operates concessions on the 20th Century Shows and at the Memphis and Dallas fairs.

Powelson Set For Southern Tour in 1957

COSHOCTON, O.—Powelson Amusements will invade Southern territory for the first time in 1957, Leonard (Happy) Powelson, general manager, announced here at winter quarters last week. Frank Bland, general agent, is currently on a booking tour of Southern States.

Expansion plans were also announced, with the addition of three new major rides and the organization of a six-ride unit, in addition to the present shows.

Work is under way at the winter base here, with Homer Snedeker supervising. Harry Day, manager of the Powelson No. 2 unit, is in charge of the carpenter work and show fronts. Richard Griley will supervise the painting of rides. Also working here are Ray Farley, Paul Vance, Specks Kelly, Lester Viles, William Rust and Erwin McLaughlin.

NSA NOMINATES

Batalsky Tops Slate, Lists J. Prell 3d Vice

NEW YORK—A full slate of officers, headed by Morris Batalsky for top office and including Joe Prell, who joins the line of succession as third vice-president, was offered to the National Showmen's Association last week by its nominating committee. The ticket will be voted on at the January 9 meeting, until which time it will be posted on the bulletin board.

A 50-member board of governors was also suggested by the seven-man nominating committee, which consisted of Joe McKee, chairman; Max Tubis, John Weisman, Phil Cook, Frank Blatsky, Herman Cohen, and Lulu (Reiben) Wagner.

Officers on the ticket are, Morris Batalsky, well-known Eastern general agent; J. Jeff Harris, first vice-president; Alfred G. McKee, second vice-president; Joe Prell, third vice-president; Max Tubis, secretary; Harry Rosen, treasurer,

and Harry Eddels, assistant treasurer.

Batalsky, well-known Eastern amusement operator, is president of Pleasureland Arcade on Coney Island, which fronts on both Surf Avenue and the Bowery. He is also vice-president of both the Werth and Mardis Gras corporations, of Boston. Prell is an official of the show bearing his family name, Prell's Broadway Shows.

Governors' List

Recommended for the board of governors are Harry H. Agne, Vincent Anderson, David E. Brown, Morris Brown, Frank Capell, Issy Cetlin, Norman Y. Chambliss Sr., Max Cohen, J. W. Conklin, Charles Devenport, Maurice Elk, Richard L. Geist, Jack Greer, spoon, Aaron Hymes, H. William Jones, Henry Kaufman, Irwin Kirby, Johnny J. Kline, Roger Littleford Jr., William (Continued on page 64)

17 Events Set By Joe King

DENVER—The booking of 17 fairs and celebrations for 1957 was announced at King Bros. Shows winter quarters here upon the recent return from a business trip by Manager Joe King.

Among dates signed were a July 4 celebration at Pagosa Springs, Colo.; Old Settlers' event, Ja Junta, Colo.; Eads, Colo.; Boise City, Okla.; Clayton, N. M., and a Labor Day celebration at Lodgepole, Neb. The show is slated to reopen May 2 in Derby, Colo.

Last fall the show bought two rides from H. H. Gray's County Fair Shows. These will give King a total of seven office-owned rides and two shows next season. Slated to return next season are Clyde Joe, popcorn trailer and cookhouse; Harry Wilson, Johnny Darr and J. Adams, concessionaires.

Buck Fair Route Solid With 10 Events Booked

TROY, N. Y.—Oscar Buck is looking to the new year well in advance of the holiday season, with his route of fairs already signed and sealed.

Buck has 10 events, equally divided between Northern and Southern territory. The route will take him to North Carolina and thru the third week in October. There is room on the end for a week or two, but additions in this period, considering the lateness of the season, are not considered important, except as they might aid in moving the show up-country to its winter quarters here.

The first five fairs are all in New York. They are Plattsburg, Gouverneur, Elmira, Malone, and Bath, the Labor Day spot.

From Bath the show makes a long jump to Hickory, N. C. The

Kansas City Club Elects Gordon Prez

KANSAS CITY, Mo.—George T. Gordon was named president of the Heart of America Showmen's Club at the organization's recent election-meeting. He succeeds Raymond A. Clayton.

Other officers include Lester K. Carter, Norman Reynolds and Sam Lyon, first, second and third vice-presidents, respectively; Al C. Wilson, secretary-treasurer; Henry Campbell, warden, and George Sargent, conductor.

Named to the board of directors were Clayton, Lee Thompson and Ellis White.

remaining fairs, also in North Carolina, are Rocky Mount, Albemarle, Greenville and Monroe.

New Secretary

Mrs. Elizabeth Murphy has been named office secretary, replacing Richard Tolman, who died late in the season. Mrs. Murphy last served with the Marks Shows, which were disbanded at the end of last season. Prior to that she served for a number of years with the World of Mirth Shows.

Buck said he is anticipating a good season. He figures the show will hold its own during the still date season, as happened during the past season when the weather was favorable.

As long as employment remains high the prospects for both the early and late phases of the season should be exceptionally good.

CLUB ACTIVITIES

Michigan Showmen's Association

DETROIT — President Robert Morrison presided over the December 10 meeting. With him on the rostrum were C. L. Lovejoy, second vice-president; Max Kahn, treasurer, and Jack Dickstein, executive secretary.

New slate of officers, with the following names on it, was submitted at the meeting. It includes Jack Dickstein, president; C. L. Lovejoy, first vice-president; Cameron Murray, second vice-president; Eder Burge, third vice-president; Max Kahn, treasurer; Irving Rubin, executive secretary, and Rex Allen, Max Berkowitz, Irving Berker, Sam Burd, Frank Cook, Charles Duma, Sam Ginsberg, Leonard Gould, Marvin Keys, Elmer Mahoney, Morris Mentzell, Max Nahoun, Irving Quist, Charles Stapleton and Ray Williams, directors.

Report from New Grace Hospital indicates that Past President William H. Green will be released soon. John Cargan was released from the hospital and is now at the Paul Revere Hotel.

Preparations for the "burn the mortgage" and past-president's parties on January 20 have been completed. These events will be held in connection with the Michigan Fair Association meeting at the Fort Shelby Hotel.

Greater Tampa Showmen's Association Ladies' Auxiliary

President Esther Young called the Wednesday (12) meeting to order. Also present were Vera Cox, Olive Sprague and Mary Wenzik, vice-presidents; Grace Fillingham, secretary, and Elsie Owens, treasurer. Bertie Perrot reported 88 members present.

Flo Venner reported on the bazaar. The Past-President's Club held a giveaway with proceeds turned over to the men's club Christmas party fund.

Mr. and Mrs. Babe Alvarez announced the birth of a daughter on December 10. Virginia Miller was confined to St. Joseph Hospital. Plans for a party honoring Flower Queen Mary Wenzik and past

queens Monica Bares, Louise Pontico and Vera Cox, were announced. Clover Garden Club reported on plans for their Christmas party for the children from Drew Park Retarded School.

Lunch was served by Mary Cain and her committee.

Miami Showmen's Association

MIAMI—The 202d club meeting was presided over by John Viona, third president, in the absence of Oscar Buck, president. About 170 members were present. It was announced that the president's testimonial dinner will be held December 18 at the Eden Roc Hotel, Miami Beach, with the committee headed by Max Sharp and Art Lewis.

Bill Moore, chairman of the cemetery plaque fund, gave the members a pep talk and reported contributions have been coming well. Recently paying \$50 toward the plaque have been Harry Stevens, Wayne Barlow, Abe Prell, Mike Wynn, Ed Strassburg, Bill Hornfield and Bill Cowan.

Charley Wright, house committee chairman, put on a spread after the meeting, featuring fried chicken and all the trimmings. Dances to a five-piece orchestra are still held every Saturday night.

Sick list includes Eugene Sechrest in Lantana (Fla.) Hospital, and Jack Rose, Homer Ginther, Seve Monticello, Al Tedlow, and Whitey Herzon, all in Veterans' Hospital, Coral Gables.

Clay Evans Dies Following Attack

PLATTSBURG, Mo.—Clay M. Evans, owner of Evans United Shows, died at his home here Wednesday (5) following a heart attack. He had been in ill health since an accident five years ago and his show had been managed by his wife, Pearl, and their two sons, William and Donald.

Evans was a Master Mason and a member of the Scottish Rite, of Kansas City, Mo. Burial was in Plattsburg. In addition to his widow and two sons, another son, James, and eight grandchildren survive.

MIDWAY CONFAB

Ted Kimpel, concessionaire with Forsyth & Dowis Rides, is filling the Santa Claus role at the Denver Dry Good-Cherry Creek Store in Denver. . . . Vannoy (Van) Stokes is in St. Barnabas Rest Home for Men, 534 South Boyle Avenue, Los Angeles 33, and would like to get mail. . . . Hal Eifort, Gooding general agent, was recently in Pittsburgh, where he visited with Mike C. Piccolo.

Leroy C. Street, 25-year veteran of outdoor showbiz, is confined to the York County Hospital, Rock Hill, S. C., and would like to hear from friends. Street, who has been bedfast the past 14 months, is suffering from cancer. . . . John Keesling, concessionaire with John R. Ward's Pan American Shows the past two years, is a patient at McKee-Wilson Hospital, Room 2, Johnson City, Tenn. Keesling, who is to undergo a cataract operation on both eyes, would appreciate hearing from friends. He will be confined to the hospital until January 1.

Mrs. Louis Berger, wife of the Olson Shows' agent, is confined in Augustana Hospital, Chicago, and expects to be there for a couple of weeks. . . . Mr. and Mrs. Frank Lentini (he was the three-legged man this season at Sendells in Coney Island) played host to Rose Westlake and Thelma and Frank Amand at their Miami home recently. Thelma was the fat girl on World of Mirth. . . . Joe V. Palmer writes that he was in Buffalo recently where he visited Harry Altman's Town Casino. Plans to be in Miami for the holidays.

W. L. Borrer, who had the cookhouse with the D. S. Dudley and Midway of Mirth shows last season, is wintering in West Monroe, La., and selling fireworks during the pre-Christmas season.

The Royal American Shows' assistant trainmaster, Ray Milton, and ride foreman Troy Scruggs were taken into Egypt Temple

Shrine, Tampa, December 8, according to R. M. Marks.

Mrs. Floyd O. Kile is a patient in Green Well Springs Hospital, Green Well Springs, Fla., and is improving rapidly, her husband, owner of the Floyd O. Kile Shows, reports. Mrs. Kile's hospitalization prevented her from attending the recent convention of the Fair Managers' Association in Des Moines, a meeting at which she had represented the show for three years. Her husband, on hand for the recent meeting, said, "I'm trying to do as good a job as she always did."

Is Trebish entered Maimonedes Hospital, Brooklyn, last week for surgery. Albert Rauffuss is at Veterans' Rest Camp, Mount MacGregor, N. Y. And Frank (Shrimpie) Rappaport is in action again at the New York club after a second recent stay in the hospital.

A Saturday Evening Post story on Evelyn Currie, concession operator at Rockaways' Playland, New York, has been scheduled, with Jack Denton Scott and Sam Honsey assigned to the job.

Greater Tampa Showmen's Association Ladies' Auxiliary

President Esther Young called the regular meeting to order, assisted by Vera Cox, Olive Sprague and Mary Wenzik, vice-presidents; Grace Fillingham, secretary, and Elsie Owens, treasurer.

Ella Stophel reported that Elsie Cupps, was in St. Joseph Hospital and Mae Oakes was confined at home.

Busy working for the bazaar were Neva Warbritton, candy booth, assisted by Jean Davis; Dorothy Mercy, Gussie Livingston, country store; Irene McNitt, Nancy Young, handwork; Jane Warren, Sally Bedlock, miscellaneous; Ella Stophel, Carol Abraham, parcel post; Nora Reinhard, Maxine Cyr, cakes; Ruth Brod, Bobbie Jean Taylor, jewelry; Dorothy Crawford, Flo Venner, flowers; Frances Piercy, Blanche Zeiman, coupon books.

Georgia Amusement Co.

Now booking legitimate Concessions of all kind for 1957. Will sell Ex. Cookhouse, Custard, Glass Pitch, Floss and Snow, Apples and Corn, small Bingo. For sale, in first-class shape, one Herschell-Spillman Merry-Go-Round with Fruehauf stainless steel trailer and International tractor; one 7-Car Tilt, all new bull plates, with transportation. All must be seen to appreciate. Also have Kiddie Swing and Auto Ride, these two can be bought for \$500.00. All replies: H. H. SCOTT, Route #4, Toccoa, Ga.

FOR SALE

MERRY-GO-ROUND Parker, 40 ft. special, 28 horses, 2 chariots. All new platforms. Ride overhauled and painted. Horses are all complete. A STEAL AT \$3,000.00. Must be cash. One set of 20 Parker Cast Aluminum Horses, adult size, new, three styles. Ready to ship, \$1,500.00. WIRE, WRITE OR CALL C. A. GOREE P. O. Box 507, Azle, Tex. (Phone: 167)

THANK YOU

Chas. & Helen Simons Concessionaires, for your new Sportsman Mobile Home purchase. "Save Money With Johnny" JOHNNY CANOLE 8861 N.W. 18th Ave. Miami, Fla. Phone Miami, Plaza 1-0206

JAMES E. STRATES SHOWS

WANT FOR 1957 SEASON

Top feature attraction with family appeal. Non-conflicting Shows and Rides.

15 BIG FAIRS AND 17 STILL DATES

Also need Welders, Carpenters and General Help. Want Sign Painter and Artist. Three Florida Fairs, starting at Winter Haven, Fla., Saturday, Feb. 9, with Orlando and Sarasota to follow.

Have for Sale—Big Train, good condition, with Ford V-8 engine.

JAMES E. STRATES SHOWS

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ORLANDO, FLORIDA

WANT WANT WANT RIDE SUPERINTENDENT FOR 25 RIDE SHOW

Must know all rides and be able to handle help.

We are now booking for 1957 for the top route in the middle west. Want hanky panks of all kinds. Also Bally and Grind shows that are in keeping with the standards of this show. (Gene Knight, get in touch.) Swede Lundquist, get in touch with me at once.

All Answer To: WM. T. COLLINS

801 E. 78th St.

(Phone: Rockwell 9-5097)

Minneapolis, Minn.

WANT—OFFICE SECRETARY—WANT

MUST KNOW ALL PHASES AND TAX FORMS OF CARNIVAL OFFICE.

Address: BOX 222

C/o The Billboard, 390 Arcade Bldg., St. Louis, Missouri

SUNSET AMUSEMENT CO.

Can place the following exclusive Concessions for 1957. PHOTOS, LONG RANGE, AGE and WEIGHT, COOKHOUSE, CUSTARD, FOOT LONGS, GLASS PITCH, LAMP PITCH and BEAR PITCH. Can place Hanky Panks, Balloon Dart, Short Range, Hi-Striker and Ball Games. Want Electrician (Transformers), Foremen and Second Men; everyone must drive. P. O. BOX 468 DANVILLE ILLINOIS

BAKER UNITED SHOWS

NOW BOOKING FOR 1957

Can place clean, legitimate Concessions of all kinds that work for stock. No flats, no gypsies. Can place Foremen for Wheel, (Bill Redding, answer); Merry-Go-Round, Howard Bashman, get in touch; Tilt, Rolloplane, set of 4 Kid Rides. Can place Shows with worth-while merit, low percentage. Visit our rooms at the Indiana and Illinois meetings. All replies to: ERNIE ALLEN, P. O. Box 35 (No Phone Calls) Terre Haute, Ind.

37 BIG WEEKS

★ STARLITE SHOWS, Inc.

OPENING FEB. 1ST—AUGUSTA, GA., CAMP GORDON PAY DAY

WANT For LONG SEASON of Celebrations, Fairs and Homecomings, WANT RIDE FOREMAN for Merry-Go-Round, Twin Ferris Wheels, and other Rides. WANT Electrician who can handle DIESEL LIGHT PLANT.

WILL BOOK, BUY OR LEASE one more Major Ride, also any new Kiddie Ride. Good proposition for Shows with own outfits not conflicting with what we have.

CONCESSIONS: Will give exclusive Cookhouse, Bingo (George Manus, answer), also Popcorn, Candy Apples, Six Cats, Glass and Bear Pitch, Short Range and Photo Gallery, etc. No flats or gyps.

WANT Special Agent and Billposter, also Sound Truck. Hugh Waters, answer.

Address: STARLITE SHOWS—R. C. McCARTER, Gen. Mgr., 2526 Milledgeville Road, Augusta, Ga.

WANTED FOR CASH

1 32-Ft. Merry-Go-Round
1 No. 5 or 10 Eli Wheel and transportation
1 Caterpillar—need not have hood
2 Kid Rides—cars
Transformer, Boxes, Wire, etc.
Portable Stage on wheels for outdoor acts

Write, describing same in full, condition, year, etc.

BOX D-260

c/o The Billboard, Cincinnati 22, Ohio

WANTED

A Carnival for three or four-day Homecoming, July or August dates.

HOMECOMING COMMITTEE

E. C. GRACE, Chairman
Elk Rapids, Michigan

WANTED

for BILLY ARNTE ROCK & ROLL FOLLIES
One Sax Player, one Trumpet Player, two Chorus Girls who can cut it and one Comic. Can place at once. Will send ticket; no money. All winter's work. Wire, write BILLY ARNTE, Mgr., 1819 Gregg St., Columbia, S. C. Phone: 2-7995

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For booking for Fairs and other 1957 events. Write:

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P. O. Box 351 Newark, Ohio

WANTED

Experienced Arcade Operator. Must be sober, married and able to furnish references. Year around operation. Salary and fat bonus to a man who can qualify.

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31 North Atlantic Avenue
Daytona Beach, Florida

URGENT

MITCHELL WILLIAMS

Or anyone knowing his present whereabouts contact

W. TURTON

1508 Gillett St. Port Huron, Mich.

FOR SALE

No. 5 Eli Wheel and semi. \$3,500.00. Also 20 KVA Transformer, 1,400 Ft. Ground Cable and Chevy Truck, \$600.00. Come and get it before Saturday, Dec. 22.

CHARLES GRIGGS

Dyersburg, Tenn.
Phone: ATwater 8-4018

FUN OPERATION

20-Year Lease Signed For Galveston Pier

GALVESTON, Tex. — A full-scale amusement pier will operate in this city during 1957, the result of a 20-year lease negotiated by the new operators with the City of Galveston, which owns the pier. Operators are Texas Pleasure Pier Corporation, consisting of four principals well known in outdoor show business.

Manager of the pier will be Howard Robbins, former manager of the Spindle Center Fair in Gastonia, N. C.

The \$2,000,000 Pleasure Pier extends 1,300 feet into the Gulf of Mexico and the lease includes 340 feet of beach front on either side of the structure. It is 325 feet wide at the entrance, at Seawall Boulevard and 25th Street.

Built in the 1940's, the pier has been under lease for the last 10 years to a national hotel chain which used it exclusively for conventions and trade shows. Robbins and his associates will provide adult

and kiddie rides, dancing, concession games, food units, air-conditioned 2,600-seat ballroom, 2,800-seat outdoor stadium, fishing, aquatic sports, and commercial exhibits.

All-Year Business

A year-round operation is envisioned, with the opening day set for May 1, 1957. The pier is located in the heart of Galveston's Beach Boulevard area which draws big crowds, the annual total running into the millions.

From the time of the opening, Robbins said, the plan calls for continuous ballroom dancing, free acts, floorshows, three-a-day circus show, nightly fireworks, and frequent appearances of name bands.

A complete relighting and redecoration job will be featured at the resort spot, which the operators expect to do well at, since competition is light and a need exists for a worthwhile attraction of the type the pier gives promise of being.

Veto Pay Plan At Blackpool

LONDON—Proposals to charge admission to the public, for viewing the world-famed Blackpool resort's illuminations, have been turned down.

A dozen plans had been offered to the Blackpool Electrical Services Committee, but none was deemed practical of yielding revenue. Basic idea was to build special sites along the boardwalk, containing illuminated attractions.

The illuminations are now open to the general public. Harry Carpenter, in charge of them, said that any special construction at which admission would be charged would require a prohibitive complex of parking facilities, paths, turnstiles, fencing, and other elements.

Dorney Sets Christmas Kiddie Show

ALLENTOWN, Pa. — A big kiddie Christmas party will be held Sunday (23) at Dorney Park, with Manager Bob Plarr arranging for the Castle Garden ballroom to be used for the purpose.

Kids will be entertained by Philadelphia TV favorites and other acts, including Bertie and Bunyip's puppet show, Sally and Her Ranch Hands troupe of 15, Jack Valentine, cowboy recording artist, Captain Video (Al Hodge), Torrelli's animals, Zippy the chimp, Four Whirlwinds, clowns and other acts. Show is assembled by Abe I. Feinberg, New York booker.

Swim Pool Tax Repealer Wins D. C. Backing

WASHINGTON—Strong pleas for removal of the admission tax on commercial swimming pools fell on sympathetic congressional ears here recently. The House Ways and Means Excise Tax Subcommittee held hearings on the Forand omnibus excise tax bill.

Hearings found representatives of pool associations, as well as members of Congress, urging favorable action on the section of the bill that would exempt both publicly operated and municipal pools from the 20 per cent tax.

As the present law reads, municipally operated pools are exempt, but those pools that are operated as private enterprise must collect the tax. Commercial pool men have objected to this as unfair competition by governments.

Under other provisions of the bill, the over-all exemption for admission on tax would be moved from the present 90-cent maximum to the new level of either \$1 or \$1.50. The bill involves more than 100 provisions dealing with phases of show business.

Cooke & Rose Set Richmond Talent Pact

LANCASTER, Pa. — The contract for grandstand talent at the Virginia State Fair has again been awarded to the firm of Cooke & Rose. In making the announcement, agency spokesman Harry Cooke said a different format would be used for the production of the 1957 show.

Cooke will attend all of the Eastern meetings. He is scheduled to speak at the South Carolina and North Carolina fair meetings.

The firm will again handle on an exclusive basis all Eastern bookings of "Grand Ole Opry" and "Ozark Jubilee."

ROLLER RUMBLINGS

\$1 Family Nights At Hartford Palace ...
HARTFORD, Conn. — Irving Richland and Harry Neckes have started a new Monday night policy of admitting family groups for \$1 to their Hartford Skating Palace. The plan is being plugged in newspaper ads.

Ladies' Day Matinees Inaugurated at Groton ...
GROTON, Conn. — Melody Skating Rink conducted a ladies' day matinee November 29, with 50-cent admission charge, including skates, skating and instruction by staff professional Ray McDonnell. In addition, the rink served free coffee and doughnuts.

Delton, Mich., Theater Converted Into Rollery ...
DETROIT—The Delton (Mich.) Theater, formerly operated by Warren Sutherland, has been converted into a roller rink.

Browne Re-Signed as Pro At Omaha Roller Bowl ...

OMAHA—Excellent business is reported for the Roller Bowl here by Jack L. Browne, recently re-signed for a second year as professional at the rink. In his first year at the Bowl Browne had over 200 skaters take proficiency tests, with only four failures, and in the Iowa-Nebraska competitions the rink was represented by a first place winner in girls' junior free skating, a third place winner in the junior dance division and a fifth place winner in novice dancing. In the Midwestern regional the Bowl had a first place winner in girls' junior figures, and second and eighth place winners in junior dancing. The rink was represented by a fourth place winner in junior girls' free skating in the International competitions last summer at Richmond, Va.

Class work activity at the rink has been brisk. This embraces two Girl Scout classes a week, a class of 60 beginner children, an adult beginners' class of 60, a Camp Fire Girl class, a Cub Scout class and two practice sessions a week for the rink's dance and figure club.

RSROA Enrolls Four Skateries ...

DETROIT — Four rinks have been added to the membership roll of the Roller Skating Rink Operators' Association of America, it was announced last week at association headquarters here by Secretary Robert D. Martin. The new rinks and their operators are the Roller Dome, Fort Wayne, Ind., James E. Wall; Fordham Skating Palace, Bronx, New York, Frank Singleton; Rollerland, Renton, Wash., Wes Stout and Louis and Domenick Delaurenti, and Crystal Roller Gardens, Vermilion, O., Mr. and Mrs. Jack Dalton and Mr. and Mrs. D. J. Reynolds.

New Rollery Opens In Cheboygan, Mich. ...
DETROIT — Opening of the first roller rink in years at Cheboygan, Mich., was reported on December 3. Operator is George Van Paris.

Okay Bow for Shackelford Skatery at Marietta, Ga. ...

SMYRNA, Ga.—W. T. Shackelford, owner of Dixie Rinks, states that the opening of his new rink, the Dixie Roll-a-Rounda at Marietta, drew a good turnout and business continues at a gratifying rate. Building is 60 by 140 feet with a 50 by 120-foot floor. Innovation is a separate lounge with television for non-skating guests. A glassed-in front allows constant viewing of the skating area from the lounge.

Shackelford is also the manufacturer of Porto-Bilt floors designed both for temporary or permanent installations for skating, basketball or any other purpose. New to the trade are his "pie-shaped" segments on the ends of the rink which permit skaters to glide with the grain of the wood. This first for prefabricated floors, states he, has brought results even beyond his hopes.

His firms also deals in tents, fixtures and equipment and is geared to service installations for either portable or permanent operations.

SKATING RINK TENTS

42 X 102 IN STOCK
53 X 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO.
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We BUY AND SELL NEW and USED RINK ROLLER SKATES. Lowest prices. Write for quotations—1-day service.

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The skating surface for wood and masonite floors. The ultimate in clean lines and traction. PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself!

AVAILABLE
100'x140' open air in amusement park on Boardwalk, Daytona Beach, Fla.
FOREST AMUSEMENT PARK, INC.
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Portable Speedway Platform. Framework and Canvas in good condition. Price \$5,500.00.
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KIDDIE CAR RAILROADS
Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

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Excellent condition. Can be seen in operation.
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W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.
ESTABLISHED 1888

Spurt in Party Deals Seen for Holiday Span

NEW YORK—Perfect weather has graced Eastern weekends since the summer. Altho elusive when most needed during the past season, it has produced some very good days in recent weeks, and Kiddielands are girding for more of the same over the holiday period.

An element which has become more and more favorable and profitable in recent seasons is the party room. Often tied in with a group ticket rate, the price on occasion includes food as well as balloons and favors.

Spots which have the space have either constructed party rooms, as is the case with Nunley's on Long Island, or allotted parts of their restaurants. If they are limited in indoor space they set up picnic tables for party use in the park, altho this facility cannot get much

business once the weather turns cold.

The party business is expected to do well during the coming weeks, based on acceptance over the summer. Special rooms are decorated with paintings and cutouts, and restaurant corners are also appealing when decked out with kiddie illustrations.

Where sit-down facilities are available, the Kiddieland sets a per-person rate for use of the space, with price including ride tickets, balloons and favors. Whether the rate includes food or requires the participants to get their own food and take it to the party area, depends on the individual operator.

The party is good business in the long-range picture as well, since it paves the way for imprinted souvenirs, such as balloons and novelties, to make their way into family homes.

Christmas time, if passable weather accompanies it, will see the moppet ride spots in full swing. Parents who have learned about birthday party settings in some of the spots are getting a pitch to get together with neighbors and throw their kids a Christmas party at a Kiddieland.

To All Our Friends and Customers

A Very Merry Christmas and Happy New Year!

Join the Roller Skating Foundation of America's March to the Skating Rinks in 1957.

CHICAGO ROLLER SKATE CO.
4427 W. LAKE STREET CHICAGO 24, ILLINOIS

MERCHANDISE TOPICS

Three items of Mexican handcraft for Christmas are being introduced by Francisco L. de Arkos, 904 Scott Street, Laredo, Tex. The first is a tulle baby decorated chair at \$72 gross; the second are Polvera hand-tooled bags in assorted colors, and the third are velvet mice earrings in assorted colors. The company has one of the most complete catalogs of imported Mexican products available upon request.

If you'd like a free catalog from a firm that has been supplying the trade for years, write to Sterling Jewelers, 1975 East Main Street, Columbus, O. Their wholesale catalog for salesmen, agents, distributors, etc., contains nationally advertised products at exceptionally low prices. Complete lines of jewelry, novelties, rings, engraving merchandise and carnival merchandise are shown.

Reporting heavy response to its offer, Al Zeiger & Son, 706 Sansom Street, Philadelphia, reports receipt of a new shipment of jewelry and that it can give immediate delivery. There is a choice of Bulova or Benrus watches in 15 or 17 jewels with gold-filled expansion band, or necklace and earring sets in sparkling rhinestones with matching rhinestone watch and gold-filled expansion band. All watches are guaranteed to be like new. Both units are packed in an attractive case with mirror back that reflects the jewelry when placed on display.

A complete catalog will be sent when you write for prices.

A Sheffield stainless steel cutlery and carving set is being introduced by Harris Novelty Company, 1102 Arch Street, Philadelphia. Called Crown Crest, the set consists of nine pieces—six mirror-like stainless steel Sheffield steak knives and a three-piece hand-forged Sheffield carving set. All come with gleaming black ebony handles and there are bolster guards on knives. This is an English import in a two-tier gift box. A sample set is \$7. Larger quantities reduce the price to \$6 per set. Harris has also just received an Elvis Presley flasher button. This is a single button about two and a half inches in diameter which flashes two different pictures when the button is moved. The price is \$20 per 100 or \$3 per dozen.

Real diamonds and new nationally advertised men's and women's watches are being featured by Hall of Distributors, Inc., 8713 12th Street, Detroit. Benrus, Gruen, Waltham, Hamilton, Longine and Elgin are ready for immediate delivery. The diamond special which is getting a heavy response is a matching bridal diamond set. This consist of a six-diamond duette set with carved matched engagement and wedding band retailing at \$59.95. Cost to the trade is \$18. The firm's diamonds can be appraised by certified gemologist. Written guarantee certificate with each order is included.

PIPES FOR PITCHMEN

By BILL BAKER

10 Years Ago In Pitchdom

Jack Vinick was doing well at West Coast events. . . . Richard Arcand, reporting from Los Angeles, said he had set plans for a new jewelry layout in L. A. in anticipation of the Christmas rush.

Wrangler Rambo and his wife, Virginia Kid, and Skip Treadway and wife had lined up a schedule of school and med show dates. . . . Harry Maiers was feeling better after two recent heart attacks. . . . Jack Curran was working Chicago territory. . . . Marge Kelley was working vitamins in a large Los Angeles department store to huge tips and plenty of passouts. . . .

Fast Money Charlie Madison was heading for the Southland. . . . Eddie Diebold was in the cleaner business, working solely for the C. C. Murphy chain. . . . T. D. (Senator) Rockwell was working as night manager of the Stephens Hotel, Los Angeles, and doing a little blade pitching on the side. . . .

O. H. Eaton was mapping a trek thru Southern California with lawn mover sharpeners. . . . After carving watches in Michigan, Indiana and Ohio, Ken and Grete, wire workers and engravers, moved across the river and set up their stand in Falmouth, Ky.

Joe McDonnell and Chuck Foster formed a pitch partnership, with Joe Mark and Guy Kimball as agents. . . . Big Al Wilson was working white mice and cards in Miami to click returns. . . . Harry Greenfield reported that Sailor Jim White was the star attraction at Hubert's Museum on West 42d Street, New York; that Jack Kahn was back in the big town after a successful season of fairs, and that Sol Addis was whiling away time in Gotham. . . . Ted Regan, tenor, and Sunny Mack were on Long Island plugging sheet music to big

returns and making plans to add jewelry items in December. . . . Chief Carrigan was on the Coast working in the filming of a two-reel comedy. . . . Prof. Ralph M. Pabst was working flukem and Buddha papers in Tampa to good returns. . . . Stevens and Mack were wintering in Sikeston, Mo.

JOE JOBLOTS . . . writing from New York, sends word that Pat Elvis McGinley has opened a store for the Christmas season. . . . Duke Segal and Pauly, of Shears, Inc., are going to ex the novelties at Ike's inauguration in Washington. . . . Paul Goldfarb, of gas balloon note, has been nominated sharpshooter of the year.

Mike Berman has been laying in a heavy stock of rubber reindeers for Christmas. . . . Joe Sdhavio recently hit the daily double at Yonkers Race Track to the tune of \$4,000. Charles Shear plans to spend the winter in Japan looking for new items. In connection with the recent suggestion by Hank Varner, Akron, that Madaline Ragan head the pitchmen's organization proposed by Tom Kennedy, Joe suggests that Bil Al Wilson be put in charge of refreshments and that Ray Herbers head the department in charge of door prizes.

LANDRUS . . . the magician, currently visiting the home of his wife in Yoakum, Tex., writes that he has so much pitch material on hand that he contemplates the opening of a novelty store this winter somewhere in Texas. At present Landrus is playing schools and has been set for several Christmas parties in the Lone Star State. He recently gave a performance before more than 600 children in the Gonzales (Tex.) Warm Springs Foundation. Landrus has tentative plans to work with a Side Show next season.

MERRY CHRISTMAS

COOK BROTHERS

916 So. Halsted Street
Chicago 7, Illinois

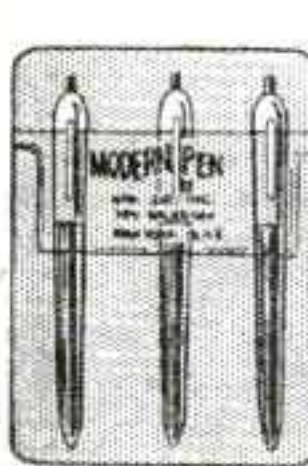
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10 GROSS LOTS ONLY

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Sample Gross Order \$17.28 plus postage

Refills—4 1/4" Long

\$7.20 per gross **\$40** 1000 lots per thousand

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Attention, Pitchmen, Concessionaires, Dealers, Agents, Anyone Interested in Extra Profits!

Send \$15 for sample package of 10 items

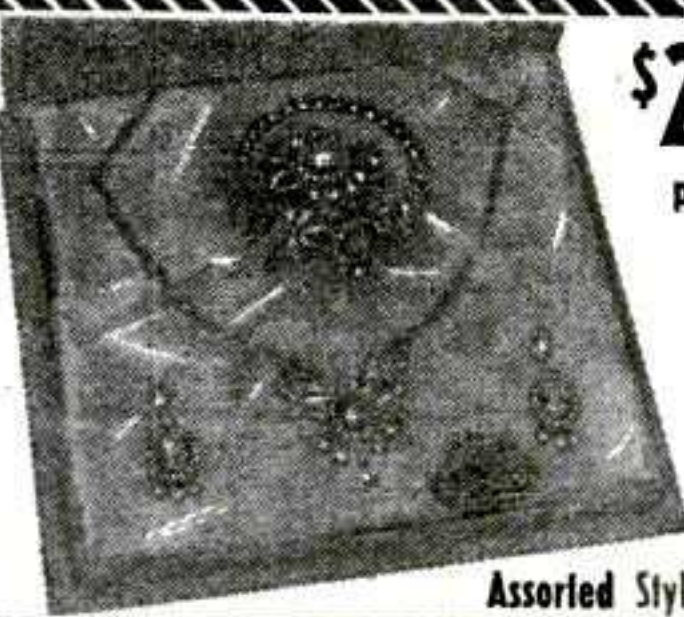
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You may re-order any of the individual numbers you desire.

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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\$21.00 NEWLY STYLED HOLLYWOOD MATCHED ENSEMBLES
per doz.

Necklace, Earring, Pin, Expansion Bracelet Sets in Satin-Lined GIFT BOXES!

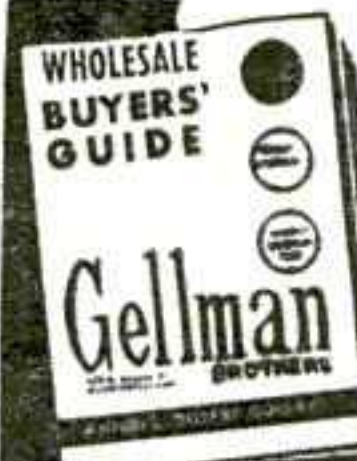
Also 4-piece ALL Rhinestone Bracelet and Earring Sets—(boxed) \$21.00 per doz.
Necklace and Earring Sets (boxed)—\$7.00 per doz. \$75.00 per gr.

Assorted Styles

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25% deposit on all C.O.D. orders. SEND FOR NEW CATALOGUE of 150 other jewelry items, watches and watch sets.



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49 Westminster St., Providence, R. I.

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E-1-Tailored earrings, asst. gr. \$18.00
E-2-Stone earrings, asst. gr. 21.00
R-1-Bracelets, asst. gr. 24.00

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45 No. Main St. Bristol, Connecticut

EARRINGS — ASSORTED STONED AND tailored, \$8 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. de29

MEN'S TIES — ALL WOOL, BEAUTIFUL designs and solid colors. First quality, \$1 doz. Minimum order 12 doz.; sample doz. \$2. Boys' Ties, very attractive designs. First quality, 70¢ doz.; minimum 15 doz. Sample order \$1.75 doz. Men's Handkerchiefs, satin striped initials, color embroidered, 3 to a gift box, \$1.75 doz. Minimum order 10 doz., sample doz. \$2.75. Rubio, 122 W. 27th St., N. Y. C.

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz
Stoned & Tailored Earrings 1.75 dz
Pierced Earrings on Display 1.25 dz

SAMUEL SILVERMAN & CO., INC.
1820 Westminster St. Providence, R. I.

JOKERS FUN SHOP—FULL CREDIT ALLOWED on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. de29

MORE BUYERS

Will Stop and Read

YOUR AD

If you use

DISPLAY CLASSIFIED AD

RATE ONLY \$14 per inch

NEW FLASHY 7x11" SIGNS; LIGHT reflecting, illustrated, color blended, 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sellers, \$8 postpaid U. S. Only. Koehler, 335 Goetz, St. Louis 23, Mo. de29

ANIMALS, BIRDS, PETS

FOR SALE—GOOD HAND-BALANCE DOG. Single Dogs found several tricks. Barneka, 4501 St. Clair Ave., East St. Louis, Ill.

SPECIAL — ELEPHANTS

Immediately available Indian Assam female Babies, large choice. All about 5'. We compete as usual on price and quantity. Phone WHitehall 3-4073

NORTH ATLANTIC FERTILIZER & CHEMICAL CO., INC.

50 Broad St. New York

WILD ANIMALS, BIRDS, REPTILES. FOREIGN countries and U. S. Free list. Wholesale to dealers. Jungle World, Box 947, Miami 48, Fla. de29

SPIDER MONKEYS

at \$140.00 PER DOZEN

Unlimited quantity. F.O.B. Miami 1, Fla. Send cashier's check with order.

JUNGLE LIFE EXPORT CO.

P. O. Box 273 South Miami, Fla.

BUSINESS OPPORTUNITIES

ATTENTION—ALL CARNIVAL AND CIRCUS Owners: Motel, 26 units, brick veneer, several hundred feet of paving, 10 acres of land all fenced, 400' federal highway frontage. Would make excellent winter quarters as well as a good income, both winter and summer. Will sell all cash or reasonable down payment. Good climate, don't pass this up. Contact K. Marshall, Phone LO 45578 or 2022 South St., Nacogdoches, Tex. ja5

ATTRACT CROWDS AND COIN MONEY

with portable electric machine baking new greaseless doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

BRAND NEW 50'x100' SECTIONAL MAPLE floor.

None finer, only \$2,500. Top quality and workmanship. Bob Hofman, Municipal Airport, Dubuque, Iowa. de22

HOW TO MAKE MONEY WITH CARNIVAL Games.

144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 26, Calif. fe4

NEWS CLIPPINGS, TESTIMONIAL Letters, etc., reproduced in quantities for sales promotion. Prompt! Price list free. Fame Reproductions, 291 Ellis, San Francisco 2, Calif. ja5

Make \$125.00 Weekly!

ADDRESSING POSTCARDS

Instructions, \$1.00

Money Back Guarantee

EWELL E. FARLEY HARLAN, KY.

PERMANENT SKATING RINK, ONE YEAR old.

Money-maker for full-time operator. City 17,000. Reason for selling—other business. Write Skating Rink, 122 Washington, Camden, Ark.

Tell Your Selling Story

to

BETTER ADVANTAGE

Use Display Type and

White Space

Rate: only \$14 per inch

This 1 1/2-inch space

costs only \$21

WANTED — PROFESSIONAL COUPLE TO

manage small Roller Skating Rink, good location; or will rent rink to responsible party. Write Diamond State Drive-In-Theatre, Felton, Dela. ja5

WE LOCATE ANYTHING FOR ANYBODY—

You name it. We'll produce it! D&H Procurement Bureau, 29-40 Success Park, Bridgeport, Conn.

COSTUMES, UNIFORMS, WARDROBES

LEOTARDS, BIKINIS, EXOTIC WEAR.

Lowest prices on mesh hose, tights, gloves, leotards. List: Actual photos, \$1. Stan Stanton, Liberty 4, N. Y.

DERBIES, \$2; CLOWN SUITS, \$15; GIRL Show, Strip, Minstrel Costumes, Wigs.

Free list. Leroy Carpenter, 4618 Park Ave., Weehawken, N. J. Phone Union 3-9509.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Kripky Korn, 120 S. Halsted, Chicago, Ill. de29

FOR SALE — SECOND-HAND SHOW PROPERTY

FOR SALE—SET OF 10 ERIE DIGGERS. Good condition. Jay Stanley, Box 1190, Muskogee, Okla.

BRILL'S NEW ILLUSION PLANS—BURNED Alive, \$5; 3 Cute Illusions, \$3; 27 Big Illusions, \$46. Free catalog. Brill, Box 875, Peoria, Ill.

KIDDIE TRAIN RIDE—COMPLETE FENCING, switches, lighting. Priced for quick sale. Write Kiddie Park, 163-50 Cross Bay Blvd., Howard Beach, N. Y., or call BE 6-7730; VI 8-3626.

NEW IMPROVED 500 WATT BLOWER cooled Projectors, has two carriers, 2x2", 3 1/4x4", two objective lenses, long and short throw, color wheel, \$34-\$37. Gronberg Projector Works, Sycamore, Ill. Circulars.

This is a

DISPLAY CLASSIFIED AD

Your Advertisement displayed in a

space this size

will cost only

\$14 per insertion

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. de22

USED RIDES—LARGE STOCK OF ADULT and kiddie rides that have been traded in on new equipment. Write today for list. King Amusement Co., Mt. Clemens, Mich. fe16

MAGICAL APPARATUS

BARGAIN — GUILLOTINE CHOPPER illusion, tables, trunk of magic. First \$100 takes this entire apparatus. Lee, Box 4851, Philadelphia 24, Pa.

NEW 152 PAGE ILLUSTRATED CATALOG.

Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Graphology, 50¢ wholesale. Sub-miniature radiophone for mentalist, easily concealed. Brochure prices on request. Nelson Enterprises, 338 South High, Columbus, O. ja5

MISCELLANEOUS

OFFICIAL 1956 SEASON ROUTE HAGEN Bros.' Circus, price 50¢ per copy. Circus Press, Edmond, Okla.

10 GALLERY RIFLES, REMINGTON 241; no wrecks, good condition. Lost lease. Ed McMurry, 1527 Monroe, Memphis, Tenn.

Flash! Flash! Flash!

SHEFFIELD STEAK KNIVES

and CARVING SET



9 PIECES—Matched Brazilian horn handles; six serrated Sheffield steak knives; 3-pc. hand-forged Sheffield carving set; 24-carat gold tooled drawer chest.

\$3.60 ea. in lots of 12

Sample \$5.00 each

Write for FREE 1957 Wholesale Catalog

25% dep., bal. C.O.D., F.O.B. Chicago.

ARCADE SALES CO.

610 N. Cicero Ave., Chicago 44, Ill.

SUPPLIES and EQUIPMENT

BILLBOARD

7 and 10 color specials

4-5-6 and 7 ups

Midgets, 3,000 series—7 colors

Paper and Plastic Markers

Wire and Rubberized Cages

Pencils—Crayons—Clips

5x7 Heavyweight Cards

Electric Blowers & Flashboards

Lapboards Made to Order

Free Catalog Available

JOHN ROBERTS CO. INC.

817 Broadway, Newark, N. J.

NEW YEAR'S PARTY SUPPLIES

Crepe Flat Hats \$ 5.00 gr.

Miniature Party Hats... 5.50 gr.

Crepe Form Hats... 8.75 gr.

Assorted Metallic Hats... 10.80 gr.

Fancy Printed Hats... 14.50 gr.

Deluxe Metallic Hats... 21.40 gr.

Foil Top Hats... 30.00 gr.

8" Horn... 3.20 gr.

7" Cardboard Horn... 5.50 gr.

8" Foil Horn... 5.25 gr.

12" Foil Horn... 8.25 gr.

50-pc. Noisemaker, assortment 3.50 bx.

16" Blowouts... 2.25 gr.

Serpentine (1,000 throws), box... 7.50 gr.

9" New Year Balloons... 2.50 gr.

7" Round Balloons... 3.50 gr.

9" Round Balloons... 4.50 gr.

Paper Balloon Bag... 1.50 ea.

10" New Year Banner... .85 ea.

Include postage with order.

25% deposit with COD order.

KIPP BROTHERS

Wholesale Distributors Since 1880

240-42 SOUTH MERIDIAN ST.

INDIANAPOLIS 25, INDIANA

Holiday Greetings and Best Wishes for a Prosperous New Year

(Send for New Catalog)

CEL-MAX, Inc.

582 SO. MAIN ST.

MEMPHIS, TENN.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of

ELECTRICAL APPLIANCES—Household

Goods — GLASSWARE—CLOCKS—LAMPS

—Assorted Novelties—BABY DOLLS—

Boudoir Dolls—PLUSH ANIMALS—Plastic

Goods—CARNIVAL GOODS—Premium

Goods — SPECIAL AUCTION

GOODS—Small Novelties for Give-Aways.

84-PAGE CATALOG AVAILABLE FREE.

SEND for Your Copy Today.

M. K. BRODY

1116 S. Halsted St., Chicago 7, Ill.

L. D. Phone: MOndroe 6-9520

In Business in Chicago for 37 Years

To Order Your Market Place Ad USE THIS HANDY FORM TODAY

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

- Acts, Songs, Parodies
Agents and Distributors
Animals, Birds, Pets
Business Opportunities
Costumes, Uniforms, Wardrobes
Food and Drink Concession Supplies
Formulas
For Sale—Secondhand Goods
For Sale—Secondhand Show Property
Help Wanted
Instructions, Books, Cartoons
Magical Apparatus
Miscellaneous
Musical Instruments, Accessories
Partners Wanted
Personals
Photo Supplies and Developing
Printing
Salesmen Wanted
Scenery, Banners
Tattooing Supplies
Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.

DISPLAY CLASSIFIED AD—\$1 per agate line. One Inch \$14.

(14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Please insert the above ad in..... Issue

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

LITTLE ATOM
World's Smallest Pistol
COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR CAPS



ACTUAL SIZE

Dealer's Cost... \$12.00
List... \$1.95 ea.

Actually shoots caps with terrific report... sells on sight with a bang!

DISPLAY CARD MOVES 'EM FAST

Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '57 Catalog.

G & S Mfg. Co.
Dept. B
NASHVILLE, TENNESSEE

Hawaiian "TI" PLANT LOGS



Now bagged in polyethylene...
KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

LOWEST PRICES ANYWHERE

Sherfy's
2126 Boyer St. Seattle, Wn.

DIRECT IMPORTERS

of

MEXICAN PURSES • WALLETS • LEATHER NOVELTIES • MEXICAN RINGS • HAND-PAINTED SKIRTS • WOOL JACKETS • ZARAPES • FEATHER (BIRD) PICTURES • MARACAS • STRAW HATS • TOOLED BELTS • MEXICAN KNIVES • COIN PURSES • CARVED CANES and BASEBALL BATS • TIN MASKS and ASH TRAYS • ONYX NOVELTIES • OTHER NOVELTIES.

Write for catalog

Special set-up for Jobbers and Wholesalers.

FLEISCHER & KASNER IMPORT CO.
P. O. BOX 3603 El Paso, Texas

To All Our Friends
A Merry Christmas and A Happy New Year

BUY EARLY and SAVE EASTER LINE

NOW READY FOR DISTRIBUTION
SEND FOR FREE CATALOG

Complete line of REAL FUR & PLUSH
GOOD FOR YEAR ROUND SELLING!

TOYS & DOLLS

ACE TOY MFG. COMPANY
336 Broadway, N. Y. C.
WA 5-3224

40 YEARS OF VALUES

PERFUME ASSORTMENTS. Nationally advertised. 10 famous brands; for big, fast profits. 2 deals.

DOZEN.....\$7.20, \$9.60, \$15.00

1001 items stocked. Fine selection Toys, Jewelry, Novelty, Watches, Gifts, etc. DEALS of \$50, \$100, \$200, \$300; sells fast easily for double and more by Auctioneers, Dealers, etc. Nobody Underseils "MILLS." We meet or BEAT all current advertised prices. No catalog at present.

Deposit or payment, F.O.B. New York.

MILLS SALES CO
Cut Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

M. P. FILMS & ACCESSORIES

ARCADE OPS
Panoram Loops—Brand new series of 16mm. art and pinup.

Weekly releases supplies. No repeats except on request.

BOX C-116
c/o Billboard Cincinnati 22, Ohio

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDION REPAIR GUIDE, ILLUSTRATED, indexed, extremely useful. Explains working order of every part and what to do when defective. Money back if not satisfied. Send \$3. Fischer, Box 402, Bellingham, Wash. ch

WANTED—ELECTRIC-AIR-BLOWER-TYPE Calliope. State condition, price, etc. Carroll Musical Inst. Service, 209 W. 48th St., New York City.

PERSONALS

ANYONE KNOWING WHEREABOUTS OF Richard Broderick wire Cliff Frost, 417 Des Moines St., Des Moines, Ia., or call Cherry 46932, Des Moines, Ia., for liberal reward.

ANYONE KNOWING WHERE BUD McConn is, please contact his wife, Vera, Kirkin, Ind. Telephone 8884. Son born Thanksgiving Day.

PHOTO SUPPLIES DEVELOPING—PRINTING

ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7 or five 5x10's, \$1. No negative 25c additional for each different photo. Jack Koons, Huntington Mills, Pa. de22

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-tfn

PRINTING

FREE! BIG ILLUSTRATED PRINTING catalog with type styles, samples, prices, etc. Order by mail and save! James Specialties, Washington, Ga.

MIMEO, BOND, DUPLICATING PAPERS, \$1 ream samples. Brookman Paper Co., 555 Westchester Ave., New York 55. ch-de29

TARGETS FOR SHORT RANGE GALLERY, \$5 per thousand. Samples on request. Admiral Printing Co., 420 E. Balto St., Baltimore 2, Md.

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. ja7

1,000 REPRINTS FROM YOUR GLOSSY Photo, 8x10, \$13.25 postpaid to you. Cash or check with order. Free samples upon request. Standard Printing Service, 30 N. Dearborn St., Chicago 2, Ill.

SALESMEN WANTED

GOLDMINE OF 600 MONEY MAKERS—Free copy Specialty Salesman Magazine. desk 22-B. 307 North Michigan. Chicago 1. ch-tfn

MAKE EXTRA MONEY SELLING CALENDARS: big commissions, easy sales; steady repeat business. 1956 samples now ready. Complete selling portfolio \$3. refunded first order. Clayton Advertising, Mendenhall, Mississippi.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES, WORLD'S finest; best designs, colors and supplies. Free catalog. Owen Jensen, 120 West 83rd St., Los Angeles, Calif. ja12

NEW MALLEABLE FRAME TATTOOING machines. Artistic designs. Complete outfits. Bright colors, concentrated black ink. Milt Zeis, 728 Lesley, Rockford, Ill. de29

WANTED TO BUY

WANTED—USED 45 PHONOGRAPH Records, top price paid for late top numbers. Herbert Fischer, 14923 Edbrooke, Dolton, Ill. Dolton 5067. ja14/57

HELP WANTED

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Thursdays for the Following Week's Issue

MUSICIANS — ALL INSTRUMENTS, steady employment. State all. Dave Brumitt Agency, 716 Bona Allen Bldg., Atlanta, Ga. de22

WANTED — FREAKS, NOVELTY ACTS, Sword Swallowers, Magicians. Yes, winter work, or for Circus and Carnival Units. Please state all first letter and photo if possible. Also if you would consider travel to foreign soil put info in first letter. Box 876, Billboard, Chicago, Ill.

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

TIP CARDS BASEBALL CARDS at very reasonable prices.

COLUMBIA SALES CO.
302 Main St., Wheeling, W. Va.
Phone: Wheeling—CEDAR 34282

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursdays for the Following Week's Issue

MISCELLANEOUS

ANIMAL MAN WANTS PERMANENT JOB in zoo. Circus background, has handled bulls, big cats and other animals. Age 48, white, single, sober. Write Box C-117, c/o Billboard, Cincinnati 22, O. ja5

AVAILABLE! MARITA DELORES, THE Modern Miracle. Feature inimitable! Auditorium, club or private shows. Capitol Hotel, Richmond, Va. See display ad this issue Billboard.

DIFFERENT, BEAUTIFUL, OUTSTANDING display of Trick and Dancing Dogs. Baraneks, Box 65, Rochester, Ind.

FORMER NEWSPAPERMAN, REPORTER, DJ, who knows records, music and all disk jockeys in Florida where he travels regularly as a press relations man. For Florida Highway Patrol, would like serve as contact man for record company or what have you? Write or wire Red Kerce, Tallahassee, Fla. ja7

HYPNOTIST — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. mh30/57

MUSICIANS

A-1 ORGANIST AVAILABLE FOR COCK-tail lounge, restaurant, rink. Address Organist, 601 W. 180th St., Apt. 45, New York, N. Y. de22

AT LIBERTY — RECORDING BASS DOU-bling string bass. Single, union. Any offer considered. Available January 1, 1957. L. F. Harris, 1003 So. Topeka, El Dorado, Kansas. de22

AVAILABLE DECEMBER 23 — TENOR, alto, clarinet, flute. Hotel-type bands. Locations: Les Dickson, Library Hotel, Springfield, Ill.

CLARINET DOUBLING TENOR SAXO-phone. Experienced in all lines. Union. Write or wire Frank Tonar, 9341 Odessa Ave., Sepulveda, Calif.

COMMERCIAL LEAD, ALTO OR TENOR, double flute, ad lib clarinet, bass clarinet, read shows well. Name experience. Consider combo or hotel work only. Available January 1. Write Eddie Beau, Taycheedah, Wisconsin.

GIRL COMBO, ALL TYPES OF MUSIC in-cluding Dixieland, South American. Present location one year, furnish references. Good dance or entertaining unit. No agents. Band Leader, 1322 Fletcher, Phone 9825, Anderson, Ind. de29

JOHN EMERY — ORGANIST-PIANIST-VO-calist. One of America's most entertaining musicians. Dinner, dance, cocktail music, requests. Have electronic organ. Available Jan. 5. Write c/o Caron, 410 Church, No. Adams, Mass. ja19

PIANIST — MALE, SINGLE, GENTLE, Trained Musician, wide professional ex-perience, classic, popular, alone, orchestra, accompanist, soloist. Box C-115, c/o Bill-board, Cincinnati 22, O.

PIANO, ORGAN, SONGS, A GOOD AT-traction Union. Jane Peters, c/o Caron, 410 Church, No. Adams, Mass. de29

TAKE-OFF GUITAR, WESTERN, SEMI-Pop. Name. Exp., Union, neat, depend-able. Double bass, have bass, western wardrobe. Wire or write. Musician, 531 N.E. 34th St., Apt. 4, Miami, Fla. de29

TRUMPET MAN, UNION, WANT SECTION chair, no lead. Will travel. Art Athey, 143 Ridge Ave., New Kensington, Pa. de29

PARKS & FAIRS

AT LIBERTY AFTER NOV. 1: 1957 RAY'S Circus Revue: Dogs, Monks, Birds, small Pony and baby Elephant. Due to enlarging, acts forced to move to larger quarters. Mail Magnolia, Ohio Route #1. Phone Canton, Ohio. Union 62010. B. R. (Rube) Ray. ja21/57

HIGH FIRE DIVING AS FEATURED BY Fox Movietone. A stunt man demon-strates his most dangerous assignment. A wonderful sight to behold. Impressive re-sults wherever shown. Capt. Mac Pro-duction, 456 Lamphier Place, Warren, O. Tel. 45337. ja12

P D Q - World's Greatest PHOTO BOOTH CAMERAS



Dependable — efficient. Makes DIRECT POSITIVE pic-tures in 3 mi-nutes. Cameras in 21 styles for any size photo. Booths are at-tractive, easy to transport and quickly as-ssembled. Sim-ple instruc-tions. Fully guaranteed.

Also portable cameras. Write for details.

P D Q CAMERA CO.
1546 W. Cortez Chicago 22, Ill.

FOR ENGRAVERS

Necklaces and Bracelets Boy Alone — Girl Alone Or Combination

Made of Aluminum and Gold or Nickel Plated.

MILLER CREATIONS
With It Since 1927
7739 So. Avalon Ave. Chicago 19, Ill.
Phone: Waterfall 8-8853
DAY AND NIGHT SERVICE

COMING EVENTS

- Arizona**
Phoenix—Ariz. Nat'l Livestock Show, Jan. 2-5.
- California**
San Diego—Auto Show, Jan. 18-27.
San Diego—All-Breed Cat Show, Jan. 26-27.
San Diego—National Doll Show, Feb. 4-9.
San Francisco—China, Glass and Gift Show, Feb. 3-8. Kay Leber, 1355 Market Street.
- Colorado**
Denver—National Western Stock Show, Jan. 11-19.
- Connecticut**
Hartford—Connecticut Sportsmen & Boat Show, Jan. 19-27. F. J. Byron Jr.
Hartford—7th Annual National Autorama Show, Feb. 20-24.
- Florida**
Clewiston—Sugarland Expo, Jan. 31-Feb. 4. Doug Peary.
Kissimmee — Kissimmee Valley Livestock Show, Feb. 14-17. Carlyle Bronson.
Madison—N. Fla. Livestock Show & Sale, Jan. 28-29. C. R. Hamrick Jr.
Miami—S.E. Fla. & Dade Co. Youth Show, Jan. 23-27. Lamar S. Walker.
Plant City—Fla. Strawberry Festival, Feb. 18-23. P. W. Nulter.
Quincy—W. Fla. Livestock Assn. Fat Cattle Show & Sale, Jan. 22-24. A. G. Driggers.
West Palm Beach—Palm Beach County Fair, Jan. 18-26. Lamar Allen.
Winter Haven—Fla. Citrus Expo., Feb. 11-16. Philip E. Lucey.
- Georgia**
Atlanta—Southern China, Glass & Gift Show, Jan. 20-23.
- Illinois**
Chicago—National Boat Show, Feb. 8-17. Guy W. Hughes.
- Indiana**
Fort Wayne—Fort Wayne Sports, Vacation & Boat Show, Jan. 20-Feb. 3. Ben Cowall.
- Louisiana**
Cameron—Fur and Wildlife Festival, Jan. 7-22.
- Maryland**
Baltimore—Automobile Show, Jan. 19-26.
- Massachusetts**
Boston—New England Sportsmen's & Boat Show, Feb. 2-10. Albert C. Rau.
- Michigan**
Bay City—Poultry Show, Jan. 10-13.
Detroit—Detroit News Boat Show, Feb. 2-10. Frank Jenkins.
- Missouri**
Kansas City—Kansas City Sports, Boat, Trailer & Travel Show, Feb. 1-10. P. W. Kahler.
St. Louis—Auto Show, Jan. 19-27.
St. Louis—Midwest Sports Show, Feb. 23-March 3. Wendell Emlrick.
- New York**
Buffalo—Buffalo Boat, Travel & Sports Show, Feb. 22-March 2. George W. Collins.
New York—Retail Toy & Gift Sale, Dec. 5-22.
New York—National Sports & Vacation Show, Feb. 15-24. Vic Oristano.
New York—National Motor Boat Show, Jan. 19-27. Joseph E. Chote.
- Ohio**
Toledo—Toledo Home & Travel Show, Feb. 9-17. Milt H. Tarloff.
- Oklahoma**
Oklahoma City—Midwest Boats, Sports, Vacation, Hobby and Outdoor Show, March 10-17. Jack Wright.
- Oregon**
Portland—Portland Boat Show, Feb. 22-March 3. The Oregonian.
- Pennsylvania**
Harrisburg — Pennsylvania State Farm Show, Jan. 14-18. H. R. McCulloch.
- Texas**
El Paso—Better Homes Expositions, Feb. 13-17. Patrick O'Toole, Hilton Hotel.
Houston—Fat Stock Show & Livestock Expo., Feb. 20-March 3. Herman Engle, Box 2371.
Laredo—Washington Birthday Celebration, Feb. 19-March 3.
- Virginia**
Richmond—WLEE Homemakers' Show, Jan. 29-Feb. 5.
- Washington**
Spokane—Sports Show, March 19-24.

WEINMAN'S MEN'S WOMEN'S New Styles



BENRUS ELGIN WALTHAM GRUEN BULOVA

Guaranteed LIKE NEW!

Choice Lot 6 FOR \$49
All famous makes — complete with expansion bands. Reconditioned and guaranteed like new! (Sample, \$9.95)

10 Assortment, Men's Elgin, Waltham, Complete w/11h Expansion Bands. \$69.50
(Sample, \$8.95)

\$6.45 Each
SPECIAL LOT—Men's Elgin, Waltham Watches
Reconditioned and Guaranteed. Expansion Bands included.

3-Day Money-Back Guarantee.

25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

You Always GET A BETTER DEAL AT **WEINMAN'S**
182 S. Main St., Memphis, Tenn.

FREE! WHOLESALE CATALOG

Big Sales for Salesmen, Agents, Distributors.

Write today for our BIG, FREE Catalog containing nationally advertised products at unbelievable LOW PRICES. Deal direct with widely known wholesale house handling complete lines of JEWELRY • NOVELTIES • RINGS • ENGRAVING MDSE • CARNIVAL MDSE.

Sterling Jewelers
1975 EAST MAIN ST. COLUMBUS 5, OHIO

SUPER-DE LUXE SHRUNKEN HEAD

Hottest novelty on the market! Terrific ornament for the car, bar, den, cycle or anywhere! Life-like... life-size... looks real... feels real. Made of skin textured plastic with long black silky hair and nostril cords. If your jobber can't supply, send \$21.00 per dozen. Sample \$2.00. JOBBERS' INQUIRIES INVITED.

COSSMAN CO. Dept. BB
7015 Sunset Blvd., Hollywood 28, Calif.

IT'S NEW! IT'S BIG! IT'S FREE!

WHOLESALE CATALOG 1957 EDITION

325 PAGE CATALOG

GIANT BOOK PACKED WITH NATIONALLY ADVERTISED MERCHANDISE AT LOWEST WHOLESALE PRICES!

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.

GEM Sales 533 Woodward Dept. A
Detroit 26 Mich.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every Kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ALCO PREMIUM SUPPLY CORP.
1111 South 12th St., St. Louis 4, Mo.

L.A. Club Services

Continued from page 58

sound equipment. Chairs for the services were contributed by Max Winkler, of the Canvas Specialty Manufacturing Company.

PCSA members who died during the year were H. A. (Pop) Ludwig, Harry Gershodl, Guy E. Montgomery, George Moffett, T. W. Turner, James Sturgeon, Eugene Rosencrantz, Bobby Irwin, Louis Korte, Fred Longfield, F. W. Schaefer, Joe Metcalf, Fred Wicker, Andrew Carson, Harry Merkel, Harry Horowitz and William Messina. The three Auxiliary members who succumbed this past year were Bee Stein, Gladys Bishop and Emma Crosby.

NSA Nominates

Continued from page 58

Lynch, James W. McHugh, Herman Malek, William B. Moore, Sam Peterson, Samuel Prell, Frank Rappaport, Abe Rapps.

Also, Irving Rosenthal, D. D. Dimmons, Jack Stern, Isidor Trebish, Morris Vivona, Harry Weinraub, Ben Weiss, Joseph Weissman, Michael Wynn, Irving Yerkes, Max Sharp, Ben Herman, David Rosen, Louis Reiben, James P. Sullivan, Bernie Mendelson, Sam Rothstein, Moe E. Silberman, Sam Wertheimer, John Christopher, Larry Neuman, Frank Blatsky, and Harry Nelson.

Other items at the meeting Wednesday (12) included announcement of the New Year's Eve party, for which tickets will be \$2.50 per person. Price includes entertainment, dancing, noisemakers and favors. The luncheonette will be open, and participants will provide their own good cheer. John Weisman arranged for the loan of 28 long tables to supplement the club's card tables.

It was stated that a five-year plan committee is to join with a committee from the Ladies' Auxiliary and tour the Friars Club building with an eye to assigning quarters. The NSA has purchased that building and occupancy is expected to be sometime next spring.

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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

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(Signa Magazine) Brown, Chas. Wesley Brown, Clarence E. Brown, Fitzie Burdge, Michaela A. Burke, Geo. Burns, Clarence & Mrs. Butler, Woods Button, Bill & Eileen Byers, Betty A. Camelson, Wm. Candrea, Joe & Mrs. Cantrell, D. W. Castle, Louise Cayce, Chas. E. Chaikias, Bill Chandler, Grant & Mrs. Cheminant, Roy Neville Chidester, Bill Chidester, Wm. J. (Survivors of) Childers, John M. Christianson, Geo. Ciare, Hans & Rosita (Juggling Act) Clayton, Sue Claxton, Leon Cole, Cleman D. Condrick, Richard Albert Conn, Harold Conner, Gerald Mrs. Cook, (Flying LaValo) Cook, The Unpredictable Cooper, Query R. Corey, Joe Edw. Cortes, Rita Coyne, Thos. J. Cox, L. G. Amuse. Cramer, Bill Crawford, Richard Critzer, Walter (Paul) Crowe, Jesse Cucco, Betty Jean Cushman, Victor L. Cypert, Wm. Daley, Nellie & Peter Darcy, Russell & Ruth Davidson, David (Showman) & Daughter Davis, Jimmy & Mrs. Dawns, Al DeBarrie, Bill & Hilda DeNiese, Wm. DeRisksie, Frank Dearduff, Roy & Mrs. Decker, Bobby Decker, Joe DeMar, Lisa & Robt. Demetra, Archie Demeter, John Demster, Frank Dentinger, Austin Dewberry, Geoff & June Dillon, Leonard Dillon, Virgil Donnelly, Geo. & Mrs. Doran, Fred Dorso, Danny & Mrs. Doto, Mrs. Christine Downs, Jack Duane, Patricia Ducharme, Henry Duchene, Henry Lewey Duchene, Louis Duckett, Wm. Emswiler, Albert Emswiler, Sadie Entry, Chas. Epperly, Dallas Vernon Ernest, Bill & Julie Evans, Sallor & Mrs. Ewell, Peggy Fee, Bea & Harry Fink, Harry Finley, W. M. Fisher, Geo. Fletcher, H. J. Flock, Henry Fleet, Albert Forell, John Forster, Geo. & Mrs. Fowler, Shirley Fox, Bennie Franklin, Chick Fredricks, Hank Fritts, Doris Galluppo, Mrs. Jack Gattis, Gianni Gawie, Walter P. & Mrs. Gee, Robt. Henry Gerber, Joe Gervasi, Roy & Rosita Gibson, Ben Glasgow, Wm. R. Goodwalt, Sidney & Mrs. Gordon, Buster & A. Gorman, Slim Graham, Del & Mrs. Gray, C. H. 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Coast Showfolk

Continued from page 58. Gene and Ruth Ancil, Pinky's Concessions, and Sam Abbott, The Billboard. A gold life membership card was presented Harris, retiring PSCA president, by Cohn. Announcement of the Cadillac giveaway was made. It went to Sam Landesman, West Coast Exposition Shows food concessionaire. The stage show was presented by the Walter Trask Agency. Acts included Jack Marshall, comedian and emcee; Freddy Morgan, banjoist and comedian; Rita Rehm, dancer, and the Pudgets, comedy novelty. Jimmie Talbert and his orchestra played for the show and the dancing. Serving on the committee with Coe and Glacy were, in addition to President Harris and Vice-President Downie, Mike Krekos, M. J. Doolan, Al Flint, Moe Levine, Frank Warren, Al Weber, Edwin E. Tait, O. N. Crafts, Harry Myers, Harry Seber, C. F. (Doc) Zeiger and Hunter Farmer. The reception committee included Mae Mortensen, Grace Merkel, Berta Harris, Lucille Dolman, Clara Andersen, Betty Coe, Lillian Schue, June Sutton, Evelyn Lantz, Charlotte Warren, Eleanor Crafts, Mary Bacigalupi, Isabel Myers, Nina Levine Lola Krekos, Harry Phillips, Sam Dolman, Al Rodin, C. E. (Candy) Moore, Matt Herman, Moe Levine, Louis Bacigalupi, Frank M. (Pete) Sutton Jr., Rudy Jacobi and Al Cecchini. Members of the floor committee were Sam Landesman, Ed Kennedy, Bob Matthews and Roger Warren. The door committee members were Al Flint, Earl Stolze and Ben Beno. On the publicity committee were Sam Abbott and Virginia Kline.

MOA Counsel: No Deal With ASCAP

• Continued from page 14

its present form and that no amendment of it would be either sound or fair."

On possible congressional action in the upcoming session, Floberg said: "Since the Congress has year after year and session after session for decades, whenever the full facts have been presented to it in public hearings, confirmed the traditional position of the jukebox industry with relation to the copyright law, we have nothing to compromise."

On the ASCAP invitation, Floberg said: "Naturally, the success which the jukebox industry has always experienced in open hearings before congressional committees, drives ASCAP to seek different tactics, such as a negotiation in some smoke-filled room. As far as I am concerned, I feel it would be unwise to advise this lamb to lie down with the lion."

Emphatic on the small-business aspect of the jukebox operation, Floberg added: "I cannot believe

that Senator O'Mahoney, who has earned a reputation as a champion of the little businessman, would expect or even permit the small businessmen who make up the jukebox industry to be put at the mercy of the multi-million-dollar monopoly that is ASCAP—or the multi-million-dollar enterprises that are the chief beneficiaries of ASCAP's power and wealth. No showing has yet been made as to why those small businessmen should be sacrificed for ASCAP's sake, and until such a showing is made, there appears to be no basis for compromise."

40 Hoosiers Attend Meet At South Bend

SOUTH BEND, Ind.—The Music Operator Association of St. Joseph Valley hosted 40 operators here December 6 and heard a talk by George Miller, president, Music Operators of America.

The meet brought together music operators from South Bend, Muncie, Knox, Michigan City, Mishawaka and other areas.

A cocktail party was held before dinner. Al Evans, Evans Sales & Service, South Bend, said that the meet will henceforth be held annually, following the success of the meet this year.

George Miller was accompanied by Sidney H. Levine, attorney for

(Continued on page 68)

ASCAP CALLS FOR MEETING WITH JUKE OPS

NEW YORK—Paul Cunningham, president of the American Society of Composers, Authors & Publishers, last week officially extended an invitation to the juke box operators of America to meet for a discussion of the copyright legislation problem, "in the hope of finding a mutually satisfactory solution."

Senator Joseph O'Mahoney (D., Wyo.), chairman of the Judiciary Subcommittee on Patents and Copyrights, has asked both sides to submit a compromise to the Senate group—or have the matter taken out of their hands. (The Billboard, December 15).

At a board meeting of the Music Operators of America in Chicago last week, George A. Miller, president, told members, that "There is no thought of a compromise between the music operators and ASCAP at this time or in the future."

Mass. Ops to Fight \$50 Tax; Expect Cut

Levy, MOAM Legal Counsel, Explains Tax Law, How It Can Discriminate

By CAMERON DEWAR

BOSTON—The Music Operators' Association of Massachusetts will fight the \$50 tax imposed on each juke box last week by the city, it was decided at the monthly meeting this week.

This new tax puts the cost of operating a music machine in the City of Boston at a total of \$160 per year. As well as the new tax, there is a \$2 per week tax by the city and the same by the State for a Sunday license. This can be paid at the rate of \$100 per year for both. With the federal tax of \$10, this brings the minimum amount for seven-day operation to \$160.

Jacob Levy, general legal counsel for the MOAM, explained that municipal powers to tax stem from enabling statutes enacted by the State Legislature. For the purpose of enabling a city to pay the gen-

eral cost of government, it is empowered to impose property taxes.

For the purpose of protecting public health, safety, morals and welfare, he continued, that is for the exercise of its police power, it can regulate the conduct of people within the city limits.

Fees and Costs

Such regulation is effected, he said, by requiring that certain privileges be licensed and that the licensee pay a fee commensurate

(Continued on page 68)

Mich. Ops See Rock Ola 200 At Distrib Show

CHICAGO—The new Rock-Ola 200-selection juke box was formally introduced to Michigan operators in a showing held by the Brilliant Music Company here, December 8 and 9.

Models displayed included the 1455D and 1455S in the 200-selection category, and the 1454 in the 120-selection group.

Some 150 operators, wives and guests filled the ballooned and bannered showrooms to examine the features of the model, and afterward to participate in a buffet luncheon and refreshments that were served. As an added attraction, recording artist Kay Malone was a special guest of the event Sunday (9).

Hosting the event were: Joseph Brilliant, owner; Ray Taylor, manager; Janice Watrous, bookkeeper;

(Continued on page 68)

P-R Program Can Break Tax Ice: Snodgrass

BOSTON—A good public relations program can go far in helping music operators in overcoming many of the problems of dealing with city authorities in the matter of taxation, licenses and fees, Harry Snodgrass, Albuquerque, N. M., operator and secretary of MOA, told members of the Music Operators' Association of Massachusetts last week.

Nothing beats a tie-in with civic and charitable organizations when it comes to working for community acceptance, Snodgrass said. In line with this attitude, he has to date given away 84 automatic phonographs to groups in his city.

The point about this procedure, he emphasized, is that if a situation arises when city fathers are considering raising fees or licenses

(Continued on page 68)

125 Operators Attend Philly Rock-Ola Showing

PHILADELPHIA—More than 125 operators visited the International Scott-Crosse showrooms here Sunday and Monday (9 and 10) for the first local showing of the Rock-Ola 200.

Host Abe Witsen held open house both days, with a buffet dinner, hors d'oeuvres and libations. Highlight of the Monday open house was the appearance of recording stars Al Martino and Roberta Sherwood.

Witsen, local Rock-Ola distributor, will branch into vending distribution with an order of 20 Bally drink machines.

Export Business

He reported that his export business, mainly to Europe and North Africa, is picking up, particularly on bingos. He had been shipping games to Austria, some of which wound up behind the Iron Curtain, but the recent revolution in Hung-

(Continued on page 68)

Ops to Tie Tunes To Radio, Movies

DETROIT — A two-way program of co-operation with other branches of the entertainment business was announced during the December meetings of the membership and directors of the United Music Operators of Michigan (UMO) at the Fort Wayne Hotel.

A special reciprocal promotional set-up is being adopted to cater to the widespread public interest in polkas here, with Eugene H. Konstantynowicz, who conducts spe-

cialized jockey type programs on Station WJLB. This includes "Music With a Lift: Polka Dots," especially featuring polka music, from 7:30 to 9 p.m., and "The Polish Hour" from 8 to 12 a.m. Both programs run five days a week.

Detroit has a large Polish population, and with other nationality groups which favor polka type music, the audience for this traditional dance form in modern guise is estimated at a quarter million people. This receptive audience makes possible these special programs catering to the group taste.

Under the co-operative arrange-

(Continued on page 67)

Chi Music Ops Set Slate for 1957 Election

CHICAGO—A special committee of the Recorded Music Service Association met here last week to pick a slate for 1957 election of officers and directors.

Nominated as candidates for

(Continued on page 68)

MOA Directors Meet, Shape 1957 'All-Music' Convention

CHICAGO—Final arrangements for the 1957 convention of the Music Operators of America, to be held May 19 thru 21 at the Morrison Hotel, Chicago, were made by the MOA board of directors here last week. Thirty-one members of the board were present.

Here are the highlights of the 1957 convention, as they were shaped by the board last week:

1. Disk jockeys, music publishers, record companies, and all manufacturers of music, vending and amusement devices, will be invited to participate.

2. A larger number of forum meetings will be presented to the

operators in 1957 than in past years. Panel discussions will be held between deejays, record companies, and the music operators, enabling them to better understand each others problems.

3. Instead of a convention aimed at operators only, it will be a convention aimed also at the users of the same kind of music that the operators use. It is hoped that the convention will become, in a sense, a real music convention, conducted by the national music operators association, instead of an operators' convention conducted by the association.

4. A meeting will be held with the exhibitors by the music opera-

tors, and as well, a meeting will be held between the manufacturers and the operators during convention time.

Copyright Discussed

One of the main topics of discussion at the board meet was the present copyright legislation as proposed in Senate Bill 590, and Sidney H. Levine, association legal counselor, presented the latest facts. George Miller, MOA president, and Levine, made it clear that there was "no thought of a compromise between the music operators and ASCAP at this time or in the future."

Miller instructed Levine to go to

(Continued on page 68)

S. D. Ops Hold Convention; 50 Attend Banquet

PIERRE, S.D.—The annual convention of the South Dakota Phonograph Operators' Association was concluded here, last week, with Gordon Stout, president, telling members that progress was being achieved in the association's major objective—improved public relations.

"Most effective is our program of publicity by which we inform the public about juke boxes and their service to the community," declared Stout, adding "South Dakota is far removed from the medium of big bands and music personalities, and the juke box is the only way of hearing the best in music."

Being the final meeting of the year, the association also elected the following officers and directors:

Gordon Stout, re-elected president; Harold Scott, re-elected secretary-treasurer, and Norman Gefke, re-elected vice-president.

Re-elected to the board were William Power and Herman Warn. Two new members elected were Burrell Brown and Leo McGinnis.

The association also amended its by-laws to make possible the employment of a business manager with continuing authority to do association business during the time when neither the board nor the

(Continued on page 67)

Two Arkansas Counties Swing To Dime Play

CAMDEN, Ark.—Arkansas music operators continued their march toward solid dime play for the entire State as two more counties made the conversion last week.

Operators in Union and Ouachita counties decided unanimously to begin dime play December 10 and complete their conversion as soon as practical.

The group made the decision at a meeting at Camden Hotel, Camden, Ark., at 7:30 p.m., December 5, where they were addressed by George Sammons, president of Sammons-Pennington Company, Memphis, Seeburg distributor for the Mid-South territory.

Sammons was invited to speak to

(Continued on page 68)



Season's
Greetings

from
WURLITZER

and its
DISTRIBUTORS

The Rudolph Wurlitzer Company
North Tonawanda, New York

\$100 PLUS WIFE

Op Goes Full Time Via Five-Year Plan

MILWAUKEE—"A capital of \$100 and a patient wife" are all that one operator had in the way of tangibles to start a music route four years ago.

Bert G. Liesch started in Milwaukee as a part-time operator four years ago. This coming winter, his "five-year plan" completed, Bert is looking forward to making his debut as a full-time music operator.

Bert started with a 13-piece route (4 pieces new, 9 old) for \$6,500. He had exactly \$100 to put into the business at the time. He borrowed \$1,400 on his car, added that to the \$100 and made the down payment (The Billboard March 24).

13 to 26 Machines

Keeping his full-time job as an accountant, Bert serviced his route during evenings, steadily re-investing his route earnings into the business. Today, his machine inventory totals 26 top-notch pieces of equipment, both 48 and 100-play units.

Siegel Heads Fort Pitt Bd.

PITTSBURGH—Fort Pitt Industries, Inc., which recently purchased the J. P. Seeburg Corporation (The Billboard, November 17), has elected Herbert J. Siegel, chairman of the board of directors. Siegel had recently purchased 1,500 shares of common stock, increasing his direct ownership to 92,166 shares.

Named as vice-chairman was Delbert W. Coleman. Jacob Siegel was also named a director, replacing C. F. Kirschler, who resigned.

Michael Berardino, president, will continue as chief executive officer of the corporation.

Ohio Ops Back Akron DeeJay Benefit Show

AKRON—The Summit County Music Operators' Association purchased a block of 140 tickets for the Jack Clifton Memorial Benefit Show at the Akron Armory December 14. Proceeds of the show go to the Cancer Fund.

Clifton, former deeJay with Radio Station WCUE, died of cancer last September at the age of 30.

Tickets purchased by the operator group were distributed to residents of the Summit County Children's Home.

Heading the list of performers who volunteered their services for the show were record artists Pat Boone, Jim Lowe and Betty Johnson. Also to appear were the Ernie Freeman Trio, the Three Friends, and Joe Leahy, musical director for Unique Records.

Members of the Summit County Association are Edward Malick, S & M Music, president; William Fellmeth Jr., Canal Amusement, vice-president; Thomas Shannon, Shannon Music, secretary-treasurer; Stanley Lucas, S & J Novelty; Charles Marvin, Bell Music; Robert Holland, Holland Music; C. L. Hopkins, Hopkins Music, and Anthony Castle, Castle Music Company.

"It is possible to start in this business without the so-called big capital, but don't consider it unless you're willing to work a lot longer hours than most people are required to," stated Liesch.

His key spots, says Liesch, are restaurant locations. "They usually are open for longer hours," he explains, "and cater to the young crowds of people who appreciate music more than the average tavern patron."

Liesch also credits careful programming with the success enjoyed by his operation. Unlike most operators, he makes it a practice to change an average of eight to nine records on each 48-play juke box when he makes his service calls. On the 100-play machines he averages nine to 12 new records at each trip. "Basically, what we are selling is music," says he. "I know that most operators restrict themselves to about five new records each time, but I feel that being more generous and selective with new records actually boosts play. My machines are more apt to have a greater percentage of top hit tunes in this way, than if I limited them to half that many new records at each change."

He feels that keeping a close finger on the listening pulse of the public is a must for any operator. The important thing is not what you, as the operator, like, but what the public in your locations will buy. "Personally, I don't care much for rock and roll music," he says. "But, if the record charts show that the public is buying that type of music, I'll schedule it on my machines—and even more important—get results."

As an example, several of his good locations had earlier refused to allow him to put on any Elvis Presley records because of their aversion to his style. "I knew that we were losing out on business because there were no Presley sides on the machines, but I couldn't convince the location owners that the demand for his tunes was so great. Finally, I turned the tide by putting on his "Love Me Tender," which they were surprised to find quite listenable. Since then, I've put on several more 'Presleys' and have boosted receipts."

New Op Tune Tie

ment, Konstantynowicz will announce on the air that many of the polka records favored by his listeners may be found on the juke boxes of UMO members. In turn, the operators will make a special effort to place suitable polka tunes on all boxes in locations where they may be popular. The station will issue a monthly list of the 10 top polkas of the month, as rated by the station. This list will be made available to UMO operators as a buying guide for their own purchase of polka records, to aid in their location programming.

Turning from radio to motion pictures, the UMO has made an informal tie-up with promotion of the forthcoming movie, "The Friendly Persuasion." This Allied Artists release opens here Christmas Day at about 10 theaters on a first-run day-and-date basis—the first time a major picture has been opened this way instead of in usually a single downtown house, in any big city. Names of principal operators were furnished to the representative of the distributor, and mailings are being made to encourage the programming of the title song and others from the picture on juke boxes.

MUSIC MART

Juke Firm Adds Disks, Phono Line

MONTGOMERY, Ala. — Music's going round and round for Cohen Amusement Company, operators of Montgomery's largest string of juke boxes.

Cohen recently installed a retail department which will offer high fidelity and standard player phonographs along with records.

Raymond Cohen, head of the firm, explained that because of an excellent location on downtown Dexter Avenue in the center of town, the firm began displaying records which had been removed from route locations at special prices.

The records sold quickly, and Cohen found that there were many requests for new records, which, of course, he didn't have in stock. Experimenting, he put in a sample inventory of disks, and in doing so was on the road to becoming one of the largest independent record retailers in the area.

Now it requires a staff of five persons to operate the retail store, a smart, modern store which stocks in excess of 10,000 platters. A center office at the rear of the retail showroom provides a convenient operational headquarters for both the juke box routes and the retail store.

Minn. Distribs Report Used Juke Sales Up

MINNEAPOLIS — A sudden surge of operator demand for used phonographs was reported last week by Twin Cities distributors.

The trend, as 1956 approaches its end, has been noticeable the last several weeks, distributors say. While some new music machines have been sold, the number of pieces has been quite small.

"Operators very frankly say they're trying to save as much money as they can," one distributor explained. "By picking up used equipment, they can save all the way from \$200 to \$400 per piece of equipment."

Another distributor said he has asked several operators to explain the sudden surge for used phonos. The answer was that the new 200-selection units should be operated on dime play and that the coinmen can't get dime play in their areas.

The spurt of used music machine sales has been in the smaller communities rather than to operators doing business in Minneapolis and St. Paul.

Several operators said they believe in dime play but that when location owners tell them music has to be 5 cents straight or take the machines out, the coinman has no alternative.

"I'm not going to invest in a 200-selection machine just to provide locations with the latest equipment at nickel play," said one operator.

"The locations demanding new phonos are going to have to pay for it. Right now they're not willing to do so—neither am I. If all they want is music for a nickel, they can get it out of a used phonograph just as well as from the latest model."

Distributors report that their 200-selection sales are confined in large measure to operators in the Twin Cities area, with those outside Minneapolis and St. Paul investing generally in the used equipment when they need additional units.

EASIER ON ULCERS

Rural Route Best Tonic, Says Contented Juke Op

MT. HOREB, Wis.—Operating a string of music machines and in a rural area can be mighty rewarding, according to Art Bartz, Bartz Music Company. While the gains are not all financial, they can be measured in terms of a more leisurely life than operators lead in the big cities, Bartz says.

Receipts and earnings are usually much more level than the takes from city locations, adds country coinman Art Bartz. In addition, there exists a closer, intimate relationship between operator and location owner that makes the business a genuinely friendly undertaking.

"You get to know your location owners pretty well," he says. "In addition, you meet a big share of the patrons of each spot because they generally cater to the same people day after day in these rural spots. They don't have the fast, frantic turnover that you find in the cities."

Route Expands Quickly

A relative newcomer to the coin machine business, Art Bartz entered the field two years ago by buying a small route. He has since built it up to about 100 pieces of music and games equipment.

A rundown of the many advantages he finds in working the country taverns, restaurants and drive-ins in the vicinity of this South-Central Wisconsin town includes the fact that instant service is not demanded of him as it is from city operators. "My stops don't expect me to come dashing over to repair a machine within an hour or two after it breaks down. They generally call my home for service, and if I get there the following day, they are satisfied."

Overhead can be kept down to a minimum. Records are not replaced as frequently as they are on urban routes. "The fast-breaking, top hits are not so important on my route," says Art Bartz. "My stops like artists like Eddy Arnold, Porter Wagoner and Les Paul and Mary Ford. Their numbers can stay on the machines for months after they have run their course in big city locations and still draw a lot of play."

Locations Satisfied

Another boon experienced by country coinmen is the lack of demand for late model, expensive

S. D. Op Meet

membership are in session. The plan is designed after that of the national organization—Music Operators of America. President Stout was named to the business management post.

Banquet

Over 50 operators, distributors and guests attended the grand finale of the convention—the Monday night banquet. In attendance were representatives of the mayor's office, office of the Governor, attorney general's office, director of taxation, and several other guests.

William Wilder, State director of taxation, thanked the officers of the association for, "having helped immensely in tax collection problem." He added that, thru help, a better tax collection plan had been worked out, greatly increasing revenue.

Wilder previously testified before legislative committees stating that the State juke box license fee was more expensive to collect than the revenue it gave. As a result, South Dakota no longer licenses coin-operated devices of any kind, not even cigarette machines.

juke boxes and games. About 30 per cent of the Bartz Music Company juke boxes are 100-play machines. The rest are the 80-play variety, and the clamor for the big 200-play machines is virtually nonexistent.

"I can estimate within about \$10 each month the amount of money my machines will take in," he claims.

Sharp rises and drops in receipts, common hazard of the urban coinman, do not plague the country and small town operator, says Art Bartz. "I'll never get rich at this," he notes, "but making a good living is not much of a problem on a country route."

Sierra Issues Trade Stamps To Juke Buyers

LOS ANGELES — Giving of trading stamps has been extended from parts and supplies to equipment by the Sierra Distributors, representatives for the Wurlitzer Company in Southern California, Wayne Copeland, head of the distributing firm, said here last week.

Russ Gibson, a local music operator, was the first to take advantage of what Copeland has labeled the "Sierra profit sharing plan." At the completion of the sale, Gibson received 30,135 stamps, enough to fill 30 books.

The trading stamp plan was started recently and was applicable then only to parts and supplies. Stamps are also being given by Norty's One-Stop Record Shop, located in the front of the Sierra building.

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Boston Music Operator Runs Service Business

BOSTON — Any time music operator Mark L. Shaevel has a spare moment, he puts it to good use by doing service work for other operators. Running his own music route under the name of Mark Amusements, he also has established a 24-hour service on week-ends for others who want to take it easy.

Young Shaevel's slogan is "stop working 24 hours a day, seven days a week." This is his plea to others, but he himself keeps going at that clip with the help of two other servicemen. He takes calls for a wide area and allows operators to save their tough calls for week-ends, at which time he and his team step in and take over.

He has one man stationed in the

suburbs and one for city calls while he acts as a sort of flying squadron to almost any point Shaevel works on a flat rate basis charging \$10 per day for small operators and \$15 for larger firms.

Local Calls

This rate is based on a standby basis. For single local calls he charges \$3 and for out-of-town jobs, \$10. Shaevel attests to a growing list of steady customers and thinks that some time in the future this may develop into his major line of work.

As well as the music route, Shaevel also has some kiddie rides and amusement machines. Not content with all this, he also does a good business in renting out public address systems for functions and social affairs.

Mass. Ops to Fight Tax

• Continued from page 65

with the cost of regulating the privilege conferred. This fee is sometimes loosely termed a tax.

"In determining whether an imposition is a tax or a license fee, our courts examine the power under which, and the purpose for which it is imposed, Levy said.

"The \$50 tax for music machines by its language derives its authority from a statute enabling the city to charge for licenses and therefore the charge cannot legally exceed the reasonable cost of supervision and control.

"In private places to which the public is invited, the need for municipal supervision of the use of music machines has never been regarded as necessary. Certainly if there be any need for such supervision, it is only nominal, and therefore cost thereof can only be nominal.

Cites Statute

"Hence to impose a \$50 tax per year on the maintenance of each radio, television and mechanical reproducer of music on the premises of a private business establishment is unwarranted and a direct violation of the statute from which the licensing power flows.

"That the city needs more revenue is undeniable; but that it must raise its revenue only by lawful means is equally certain. Financial necessity does not legalize an otherwise illegal and excessive license fee.

"Furthermore, any casual comparison of the \$50 license fee imposed upon music machine locations with license fees for other

'Tender' Retains MOA Show Lead

NEW YORK—"Love Me Tender," with Elvis Presley on RCA-Victor, is still the nation's top juke box record, according to the Music Operators of America.

The disk was selected as No. 1, December 1, on "National Juke Box," the ABC radio show prepared by MOA. Selected as the most promising record was "Write to Me," with Steve Gibson and the Red Caps on Ampar.

Other selections on the program were "Singing the Blues," with Guy Mitchell on Columbia; "Just Walking in the Rain," with Johnny Ray on Columbia; "Friendly Persuasion," with Pat Boone on Dot, and "Shenanigans," with Mary Bane on Ferris.

MOA Directors

• Continued from page 65

Washington at the earliest date possible to contact the legal staff of the manufacturers of phonographs, and to investigate all the latest developments regarding this legislation.

Several suggested versions of the MOA by-laws were adopted by the executive board, and copies of the changes will be mailed to the entire membership for their approval before convention time. One of the main additions to the by-laws was the new life membership, which has been received with enthusiasm. More than 60 members have already purchased life memberships in MOA at the price of \$250.

There was much discussion about a proposed change of location for the 1958 MOA convention. The discussion was left open for further debate, due to the fact that the majority of the exhibitors prefer Chicago as the convention site. Operators will be asked for their opinions in this matter at the general meeting of the 1956 convention.

In other action, Frank R. Fabiano, Buchanan, Mich., was appointed to the MOA board of directors.

The board voted unanimously that no pinball games would be displayed at the convention, and no merchandise of any kind will be allowed in hotel rooms, or record company displays or other places in the hotel, unless such merchandise is being exhibited on the convention floor.

Representatives of The Billboard met with the MOA directors to assure their interest and support of the convention. The Billboard will again furnish the Service Center at the convention.

Committees to handle the convention will be appointed in the near future by George Miller. Miller said announcement of these committees will be made as soon as possible.

Ark. Dime Swing

• Continued from page 65

the group to relate his experiences with operators going to dime play thruout Arkansas, Mississippi and Tennessee.

The operators decided to meet and discuss dime play after the outstanding success experienced by operators in Little Rock, Pine Bluff, Hot Springs (The Billboard, December 15) and in scattered cities and counties in the entire Eastern Arkansas section.

Sammons told the group present of the ever increasing operating costs to the operator and compared current prices to prices in 1939. Operators were getting a nickel per play in 1939 and a nickel per play now, 15 years later, he said.

The big difference, he pointed out, was that now operating costs are more than double what they were in 1939 and the music operators are the last to bring about an increase for a fair profit on their investment.

Operators at the meeting termed it a success, with all agreeing to the need for the conversion and for immediate action.

After the meeting, Sammons said, "it was most successful because there was not one bit of resistance from the operators present." Usually, he pointed out, some operators explore the other side in their discussion, fearing customer or location owner resistance.

"Everyone was eager to go to dime play," said Sammons. "As one of them told me, 'We've got to if we're going to stay in business.'"

Among those present were Orell Bledsoe, owner of National Novelty Company, Eldorado, Ark.; C. O. Temple, president of Camden Novelty Company, Camden, and Bill Purifoy, owner of Purifoy Amusement Company, Camden.



LES REICK, ROCK-OLA SALES MANAGER; Al Martino, Capitol recording artist, and Abe Witsen, International Scott-Crosse president, gather around the new Rock-Ola 200.

125 at Philly Rock-Ola Show

• Continued from page 65

ary has curtailed those shipments sharply. Witsen said he has been sending games on sight drafts, with foreign buyers picking up their shipments promptly.

Guests at the affair included Les Reick, Rock-Ola vice-president; Raymond Erfle, vice-president of the Broad Street Trust Company; Frank A. McHenry, assistant vice-president, Broad Street Trust; H. E. Patton and Ozzie DeMarco, Apex; Leon Taxin, D&L Coin; John Sofcheck and Jerry Sofcheck, Hy Grade Music; Ed Gavin, Bill Beard and Bill Beard Jr., B&G Novelty; James Kelly, Kelly Music; Jay Scott, S&K Amusement; Sy Glickman, Manhattan Novelty; Robert Moore, Eastern Shore Amusement, and Joe Bove, Causeway Amusement.

Martin Levin, Carl Annas, William Frost, Louis Zayon, Andy Schmella, George Wenrich, Krider Novelty; Joseph Hamidy, Mr. and Mrs. Hy Pearlman, Bill Simpson, Frank Terzano, Milton Freeburg, Sam Stern, Wirt Scales; Herman Weiss, Moe Baer, George Britton, Ben Hankin, Bernie Klein, William Appel, Harry Hart, Mr. and Mrs. E. Wilkinson, Brills Amusement, and Mr. and Mrs. Al Blitzenstein, A&A Amusement.

Jerry Locks, Frank Rossi, Sam Nabin, Lou Lalli, Harry Roth, Fisher & Heisler; Walt Helfrich,

40 Hoosiers

• Continued from page 65

MOA. Miller spoke on the juke box copyright situation in Washington and outlined what MOA is doing for operators thruout the country.

Several operators present from other Indiana areas expressed the desire to form groups of their own to tie in with the St. Joseph Valley Association. Operators reported dime play 100 per cent in South Bend and Mishawaka, and an expected conversion in Elkhart, where conditions for dime play were termed "very favorable." South Bend moved to dime play last July, and Mishawaka followed suit.

Officers of the St. Joseph group, re-elected last October, are Carl Zimmer, president; Joe MacQuivay, secretary-treasurer, and Paul Paden, vice-president.

Michigan Showing

• Continued from page 65

Eileen Gauthier, receptionist, and Hugo Guensche and Jerome Downey, servicemen.

Among operators attending were: Mr. and Mrs. Harold Paige, Flint; Bill Van Gessel, Grand Rapids; Mr. and Mrs. Don Cochran, Almont; Roy Small, United Music Operators of Michigan conciliator, with Mrs. Bernice Small; Louis Fisher, Detroit; Charles Shiffner, Monroe; Mr. and Mrs. William Campbell, Detroit; Arthur Westin, Detroit; Lynford Iffland, Coldwater; Clare Spooner, Detroit; Julian Ksiaskiewicz, Jackson; Tony Vance, Detroit; Tony Siracuse, Dearborn, and Mickey Powers, Detroit.

P-R Program

• Continued from page 65

the operator is in a position of public benefactor. He can state his case as a persons of standing in the community. Snodgrass has found that it has benefitted him as well as the music industry in the entire State of New Mexico.

No Easy Task

Snodgrass points out that acquiring his present good relations with the city and the authorities wasn't the easiest thing in the world since he moved to New Mexico from California, something which is sometimes difficult to live down in the Southwest.

In referring to the recently passed ordinance requiring Boston music operators to pay a \$50 tax annually on each juke box, Snodgrass urged the MOAM to "get in there and fight." He said he had personally been involved in working against and beating nearly 50 similar taxes by appealing and showing that such a levy was discriminatory and against the welfare of the music industry in California.

When he came to New Mexico, Snodgrass set his sights for a good public relations program that would put him and the industry in a good light if similar tax problems arose. When they did he was able to hold them to a reasonable figure which is still in effect—50 cents a month or \$6 a year for each music machine.

Chi Music Ops

• Continued from page 65

association officers were: Phil Levin, for president; Carl Green, for vice-president and secretary; Earl Kies, for vice-president and treasurer, and Dan Gaines, for vice-president.

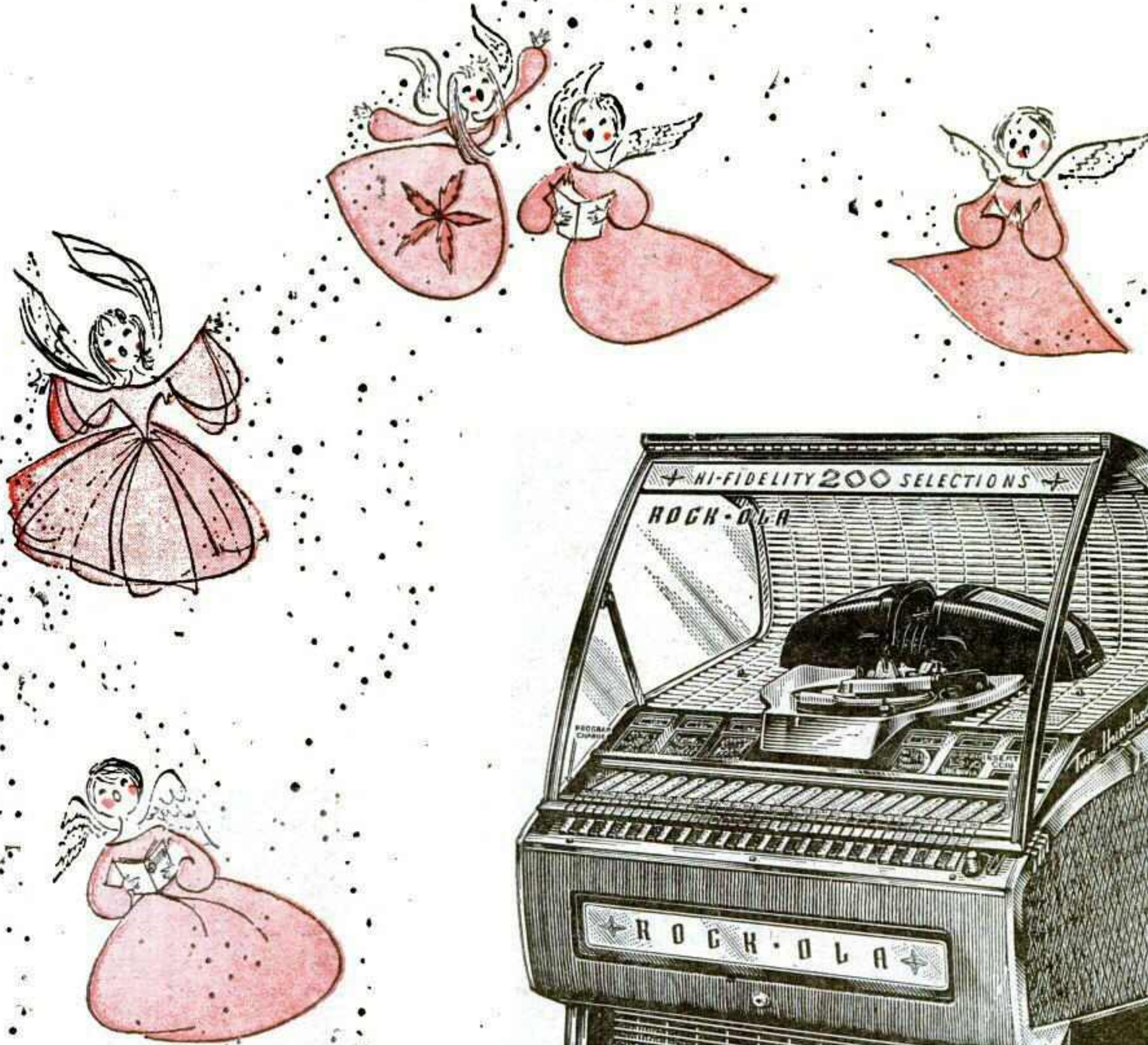
Nominated as candidates for directors were: Phil Levin, Earl Kies, Carl Green, Julius Mohill, Dan Gaines, Joe Filitti, Julius Gronner, Louis Arpaia and Andy Oomens.

The special committee was appointed by Phil Levin, current president of the association. Levin said the election was expected to be held in February.

Herb Geiger reports that he has hired Jerry F. Peisen to fill a newly created job with his vending firm. Peisen will be the sales manager for Geiger Automatic Sales. His duties will evolve mainly around obtaining new locations and coordinating the firm's route and promotional problems to take the load off Herb's busy shoulders. Peisen formerly was used car sales boss for Dale Chevrolet in nearby Waukesha.

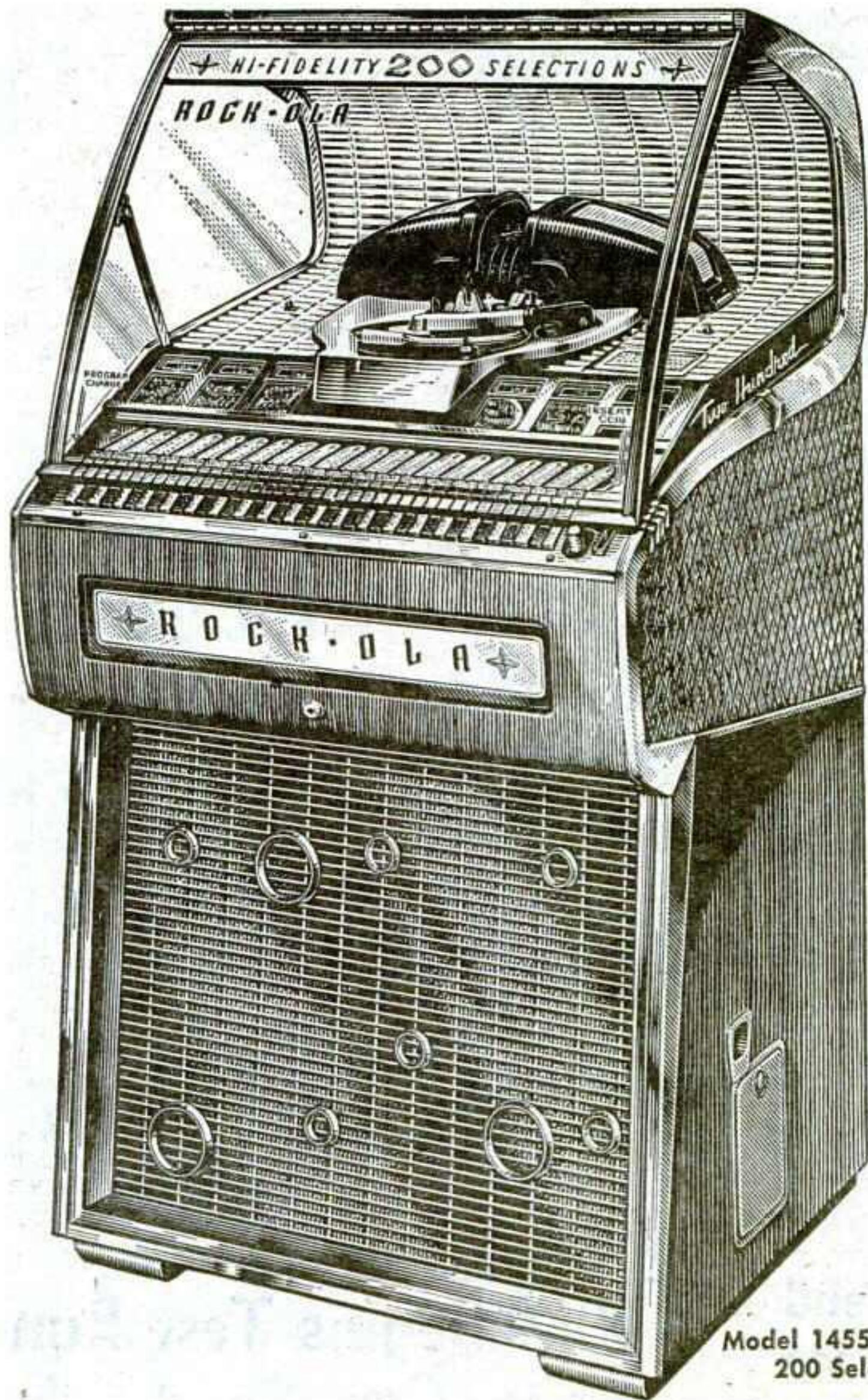


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German Distributor Sees European Market for Self-Brew Coffee Units

Horst Sommer Seeks License for Coffee Venders; Pre-Mix Drink Machine Deal Set

NEW YORK—Horst Sommer, German vending machine distributor, left here Wednesday (12) after a seven-day flying trip to this country. During his stay, Sommer visited the National Automatic Merchandising Association convention in Chicago.

Most significant development at the convention from a European standpoint was the self-brew coffee machine, Sommer said. He ex-

plained that because instant coffee hasn't developed on the retail level in Europe as it has in this country, he has hesitated to introduce dry ingredient machines in Germany.

But Sommer was sufficiently impressed with the self-brew units at the show to enter into negotiations with an American manufacturer for the production of the machines in Germany. He plans to return to this

country in April to continue with those negotiations.

Supplier Scarcity

Sommer said that the greatest stumbling block in the development of full-line food vending in Europe is the relative absence of suppliers who will pack for automatic merchandising.

On coffee, Sommer feels that
(Continued on page 79)

Must Go Full-Line, NAMA Ops Conclude

CHICAGO—"Vending operators will have to turn to full-line vending or be buried under by others that do."

So spoke operators at an open forum, evening discussion titled, "Full-Line Feeding Workshop" at the National Automatic Merchandising Association convention.

Interest ran so high on the full-line problem that the evening workshop was held in addition to a four-man panel discussion devoted to the subject at the regular morning business session of the convention (The Billboard, December 15).

The evening forum-session, moderated by J. Richard Howard, Howard Vending Service, Indianapolis, Ind., and Charles Ashley, Cup Machine Service Corporation, Philadelphia, Pa., was held to specifically cover many of the questions individual operators might have on the subject.

Members agreed that the operator who is servicing the larger locations must offer full-line vending or "lose out to someone else who does offer the service."

The statement was tempered, tho, with the caution that an operator should enter full-line feeding only after he is firmly established as a diversified operating firm. He should, however, make known that he will make automatic feeding available to his established locations if they request it.

Small Ops

What of the small operator? Does he have to become big—or lose out in the shuffle?

Answers to this were many, but members generally agreed, "that there will always be a place for the small—one, two or three-man companies."

"Operators in the industrial locations are big . . . they're going
(Continued on page 71)

Diversification Trend Cited by Robert Greene

NEW YORK — Robert Z. Greene, president of the Rowe Manufacturing Company and chairman of the executive committee of the Automatic Canteen Company of America, termed 1956 as a year of diversification for vending operators.

In a year-end statement, Greene credited new advances in machine design and operational technique for this trend, particularly on the part of cigarette operators.

He estimated that at least 80 per cent of all operators are currently handling at least two types of machines, and at least 55 per cent are handling a minimum of four types.

Greene said 1956 vending sales
(Continued on page 73)

R. I. Ops Ask Milk Price Cut

PROVIDENCE—Judge Stephen A. Fanning of Superior Court here has reserved decision after hearing legal arguments in injunction suits brought against the Rhode Island Milk Control Board by two Providence firms operating milk vending machines.

New England Vending Company and Serv-O-Matic Incorporated, seek a special classification so that they may purchase milk at a price that will allow them to maintain their 10-cent per half pint price. They say this will require legislative action, and meanwhile they want to enjoin the board from enforcing existing regulations.

What's the Future In Coffee Vending?

Discuss Problems of Self-Brews Vs. Instant Venders at NAMA Workshop

CHICAGO — The subject of self-brew coffee versus instant coffee was examined in detail during a two-hour open discussion workshop meeting at the National Automatic Merchandising Association convention. "What's the Outlook for Coffee Vending?" was the title of the discussion.

While operators agreed that self-brew will expand rapidly as a vended beverage during 1957, they felt that instants would never be totally replaced by self-brews. "Both types have their place as an operator offering," members concurred.

The workshop was moderated by Herschel Price, Al Price Vending Company, St. Louis, Mo., and David Dayton, Tennessee Service Company, Inc., Knoxville, Tenn.

Questions and answers on self-brew problems, the sanitation, profit, maintenance aspects, were raised and—where possible, answered. How to improve instant coffee as a vended drink was explored with equal vigor.

Instant Higher Profits

Most operators agreed that the advantages of instants lay in their higher profits per cup over the self-brews. Instant venders were not only cheaper initially, but the ingredient costs were lower. Machine maintenance and servicing costs of the instants could also be accomplished cheaper than their self-brew counterpart.

However, while many of the operators present were satisfied with the quality of the present instant
(Continued on page 81)

MILK FOR KIDS

Venders Hailed in School Milk Plans

CHICAGO—The idea of making milk available to school children thru the installation of vending machines seems to be increasing in popularity with educators, parents and civic groups, providing the dairies and vending operators with a comparatively new market for their operations.

More and more interested groups thruout the country are working together to place venders in schools so that children can have milk available during the day.

While local school board restrictions have heretofore in many cases banned the use of venders, there seems to be an increasing tendency

on the part of educators to reverse their earlier thinking.

Chicago Schools

In Chicago, where milk vending had been banned in the public schools up to now, the Board of Education has been considering the installation of milk venders as a
(Continued on page 73)

Rowe Cup Drink Mfg. Shifted to Whippany

NEW YORK—The Rowe Manufacturing Company has integrated its Rowe Spacarb division into the parent organization, with all production facilities at the Stamford, Conn., plant being transferred to the main Rowe plant in Whippany, N. J. The lease on the Stamford plant expires at the end of January.

Replacing the Spacarb line will be the Rowe-1000 and Rowe-2000 cup drink machines. Nine models of this series, formerly the Rowe-Lennox line, will be produced.

However, all parts for the Rowe Spacarb machines and complete field service will be available at

Whippany and at Rowe divisional sales offices.

In Production

Charles H. Brinkmann, vice-president in charge of sales, said that both the 1000 and 2000, in various four-selection models, are in full production and available for immediate delivery.

Two additional models, shown for the first time at the Chicago NAMA convention, will be in production early in 1957. They are the 1000 with a showcase display front and a six-selection 2000, also with a showcase front.

700 Attend NAMA Fete

CHICAGO—Nearly 700 conventioners to the NAMA convention here attended the annual banquet in the Grand Ballroom of the Conrad Hilton Hotel here the night of December 5.

Nathaniel Leverone, chairman of the board of the Automatic Canteen Company of America, spoke briefly, telling of the industry's early days and outlining progress in automatic merchandising.

The evening's entertainment, provided by Philip Morris & Company, included Fran Warren, RCA Victor artist; Maria Neglia, violinist, and Jack Russell, musical comedy star.

KWIK KAFETERIA

R-M Begins Test Run on Hot Plate, Can, Sandwich Battery

HATBORO, Pa.—A three-machine battery, called the Kwik Kafeteria, this week went into production at the plant of Rudd-Melikian, Inc., here. The equipment was shown for the first time, privately, at the recent National Automatic Merchandising Association convention in Chicago.

The battery consists of a hot plate vender, a hot can machine and a sandwich-pastry-bun unit. The current production run is a test effort, with full production slated early in 1957. At that time,

prices and sales policies will be announced.

The hot plate unit is two selections, with a capacity of 22 food packages, commodities weighing from four to 16 ounces, packed in five-inch by five-inch by an inch and a half aluminum foil containers, with an aluminum cover which tears off, can be vended.

Pre-Set Temperature

Pre-cooked foods are held at from 35 to 40 degrees until meal time, when the foods are heated to pre-set temperature. The hot

temperatures are maintained during meal times, with the unsold foods returned to refrigeration temperature at the end of the meal period. The machine is adjustable to skip holidays or weekends.

Each column can vend at a separate price, and coins may be accepted only during the pre-determined meal time. The machine is loaded from the front.

Cabinet is steel, with completely hinged front and back. Frame is welded steel. High tem-
(Continued on page 80)

5-in-1 Chute By National

CHICAGO—National Rejectors, Inc., St. Louis, announced they were producing a five-in-one rejector that accepts 1-cent, 5-cent, 10-cent, 25-cent and 50-cent coins thru a single chute. National is also producing a four-in-one unit that excludes the 1-cent coin.

Both units have been in production for about 60 days.

Pepsi Plans to Help Ops Buy New Venders

CHICAGO — Pepsi-Cola Bottling Company is working on a plan whereby cup machine operators will get some sort of financial assistance from Pepsi bottlers in the purchase of new machines. Statement was made by Paul T. Little, Pepsi's director of outdoor sales and national sales manager of the vending division.

While details of the plan have yet to be worked out, Little listed several possibilities which would be of assistance to the operator who was finding it difficult to make a large initial cash outlay to buy new equipment.

"One thought we've had," Little stated, "was to have Pepsi bottlers
(Continued on page 78)

Prices Set on Rowe Venders

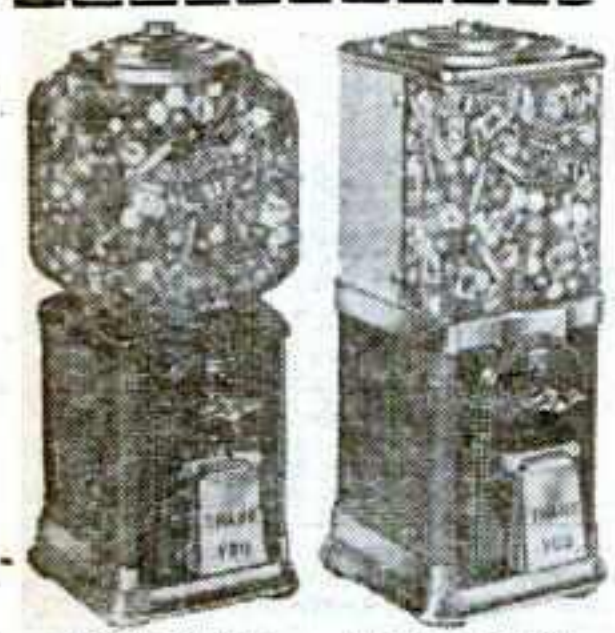
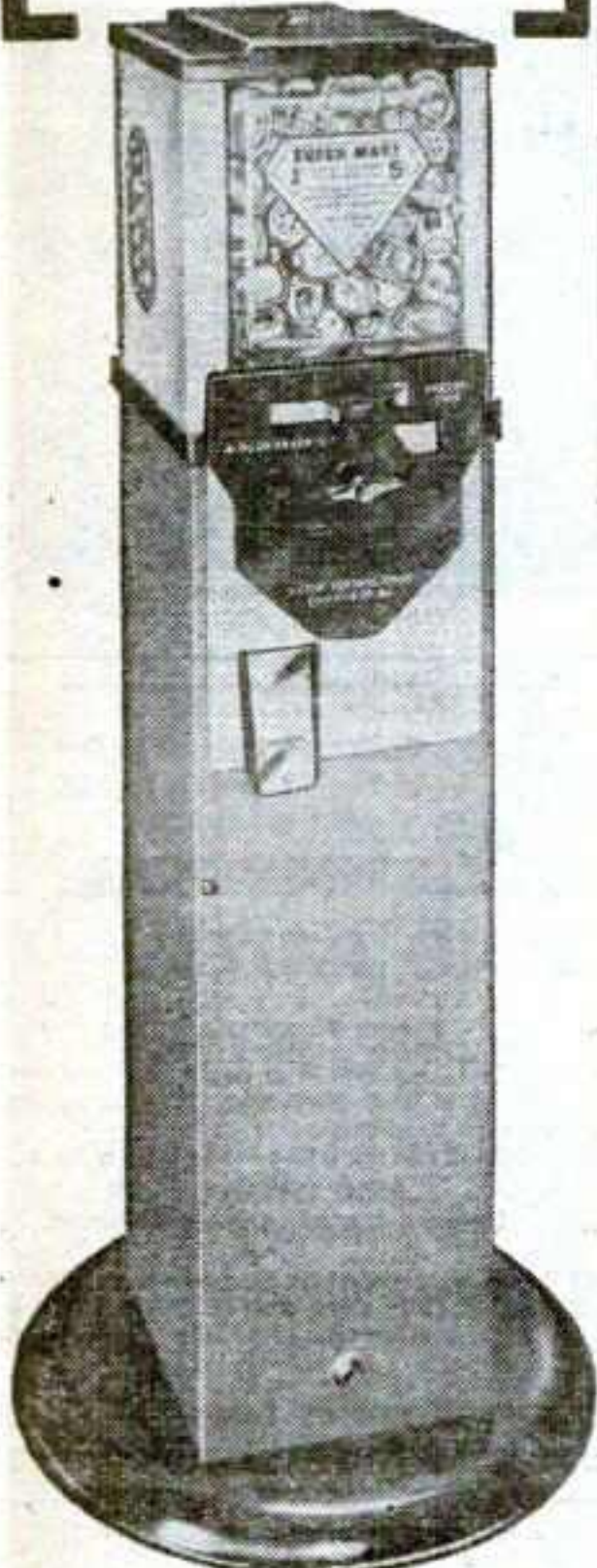
CHICAGO — Prices on new Rowe equipment were announced at the NAMA show here (The Billboard, December 8).

The self-brew coffee machine, which will list for under \$1,100 with early spring delivery, will have the same type showcase front as all other new equipment in the Rowe line.

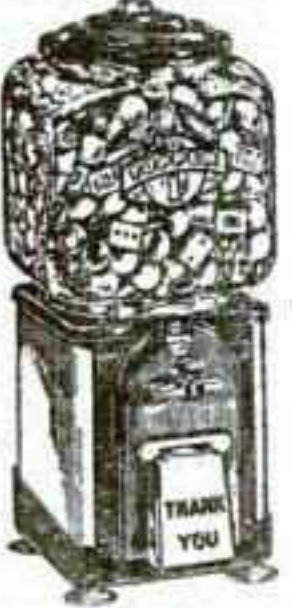
A hopper on top of the brewing mechanism holds 16 pounds (about
(Continued on page 78)

SUPERMART VENDORAMA CONSOLE®

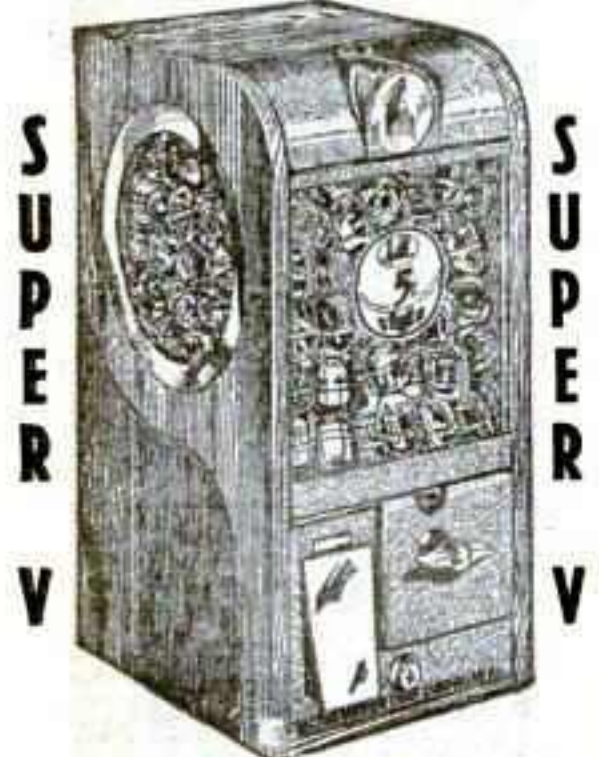
by Victor
Truly a beautiful console for those choice Super Market Locations.



TOPPER DELUXE GLOBE STYLE TOPPER DELUXE HALF-CABINET STYLE



The World Famous STANDARD TOPPER



See your nearest VICTOR distributor.
Victor Vending Corp.
8701-13 W. GRAND AVE.
CHICAGO 27, ILL.

Must Go Full-Line, Say NAMA Ops

• Continued from page 70

to get bigger. But there are just so many locations where the large diversified operation doesn't fit in. Public and service station-type locations are just a few. Here the small operator is an economic must."

So what of the man who decides to crack into the full-line vending field? His problems are many—not the least of which is a decision as to how his departments should be set up.

Departments?

While operators didn't feel that a separate department should be set up to handle the full-line feeding—they agreed that it should not be completely merged with the "regular" operation.

A special routeman should be made responsible for the feeding batteries only—not including separate candy, cigarette, etc., units. These should be handled by the "regular" routeman, members agreed.

Also there should be a special attendant assigned to facilitate service from the batteries during peak periods—this in addition to the routeman who ordinarily services the machines.

The attendant can make change, free jammed coin mechanisms, provide machine operating and product information to the customers.

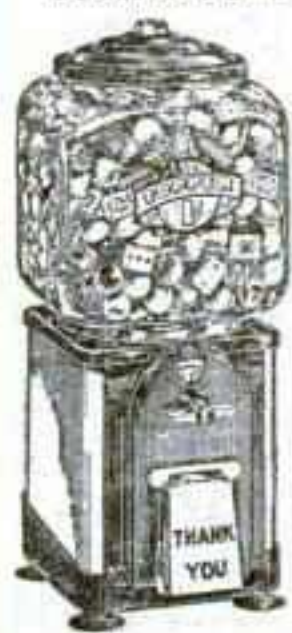
100 GOTHAMITES TO SHARE IN BULK VENDERS

NEW YORK — One hundred New Yorkers will be partners in bulk vending operations for a day. They will receive the entire take from 100 of the highest-traffic ball and tab gum machines in the city.

The promotion is part of the Own-a-Toll Booth Contest being sponsored by the Schenley Distillers Company. Contestants have until March 15, 1957, to fill out entry blanks for the Schenley contest.

First prize is one day's take from six ferries in the Staten Island Ferry System. Second prize is all the money taken in during a 24-hour period on a Triborough Bridge toll booth. Third and fourth prizes are the grosses of one turnstile each at the subway in Grand Central Station. And the other hundred prizes are the daily grosses on 100 bulk vending machines.

TERRIFIC PACKAGE!



4
VICTOR
Standard
TOPPERS
plus
10,000
Beautiful
Pearlized
BEADS

plus
25 lbs.
210
Ball Gum
\$79.95
1/3 deposit, balance C.O.D.

H.B. Hutchinson Jr.
860 North Ave., N.E. Atlanta, Ga.
Phone: TRinity 54300

Not only will service to the customers be better, but the public-relations aspect of such a move are many.

Financial Set-Up

Regarding the financial set-up with the location—operators were cautioned to take into consideration all the expenses involved. Full-line feeding must of necessity have a different operator-location agreement than the "regular" lines.

Space, water, power, heating arrangements (for a separate room installation) and decorating should be paid for by the location. However, the operator might agree to bear such costs, if the location agrees to eliminate commissions, or to deduct such costs from commissions pro-rated over a five-year or similar period.

A look at the profit and loss picture is also advisable when the operator sets his vended food prices. The mark-up must be adequate to cover the time and the labor for each type of machine used. Here the individual operation must be considered.

Packaging

With the venders in many cases being the only feeding medium available to the plant employees—the packaging and serving of the hot food takes on added significance.

The operator should furnish squat paper cups in which to pour foods vended in portion-pack cans. Also some sort of eating utensil should be furnished—one easily disposed of afterwards. Wrapped sandwiches are also a "must."

Every effort should be made to not only make the food taste well, but to serve it in such a manner as to provide the proper psychological acceptance by the customer. "Selling the sizzle—not just the steak"—is a "Wheelerism" that could well be applied here.

New Sandwiches!

A suggestion was also introduced for a new approach to sandwich

vending. At present food costs run about 12 cents per sandwich sale. But to reduce the high labor costs—and an additional fact that no one likes cold bread as it is vended from a refrigerated sandwich machine—an alternate was suggested.

Swift & Company and General Baking Company are promoting a package plan that might well be the solution to many operator's problems.

Swift is packaging cold cuts for 7 to 8 cents a package, and General Baking is packaging two slices of bread—rye, white, whole wheat—in a heat-sealed bag that can be kept fresh from 48 to 72 hours. Each bag costs the operator 4 cents.

\$21.50 EACH

TRADING CARD VENDOR

Vends one ball of gum and one trading card for 1¢.

Vendors \$21.50 each packed 4 to case. 4 Vendors complete with ball gum and cards \$106.68.

Additional Cards (case of 4,800) \$13.68
Ball Gum (case of 5,000) 7.00

1/3 deposit, balance C.O.D.

CHAMPION NUT CO.
1194 Tremont St. Boston 20, Mass.

So you can vend the bread from one machine and the meat from a refrigerated machine. The customer then builds his own sandwich from the "makings."

\$25 DOWN

Balance \$10 Monthly

400 DELUXE PENNY FORTUNE SCALE

NO SPRINGS

Large Cash Box Holds \$85.00 in Pennies

15" HIGH
49" HIGH
24" HIGH
13" WIDE
WEIGHT 165 LBS.

Invented and made only by

WATLING

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.
Est. 1889. Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1¢

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 "400" capsule vendor

Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1¢ coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor!

contact your DISTRIBUTOR or

West Coast Factory Sales Office: OPERATORS VENDING MACHINE SUPPLY 1023 So. Grand Avenue, Los Angeles, California

East & Midwest Factory Sales Office: M. J. ABELSON, Phone: AT 1-6478 2033 Fifth Ave., Pittsburgh, Pa.

OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave., Culver City, California

J. SCHOENBACH

Distributor For

oak Manufacturing Co., Inc.

1645 BEDFORD AVE., BROOKLYN 25, N. Y.

President 2-2900

PHONE or WRITE FOR PRICES

THE EPPY FAMILY

wishes

YOUR FAMILY

A MERRY CHRISTMAS

Sam, George & Sid Eppy

Cigarette Machine Conversions

IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for

ROWE Imperials, Royals, Presidents, Crusaders **NATIONAL** 930, 950, 750, 9A **UNEDA** All Models

ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS • NEW CIGARETTE MACHINES (Containers) for all DuCrenier and National Machines. Will vend King Size & Reg. in all Coils. We can also "King Size" your old Rowe machines.

TERMS ARRANGED—WRITE FOR INFORMATION

Uneda VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

250 Meserole Street • Brooklyn 6, N. Y. • MEgeman 3-6295

ROWE PRESIDENT 8 Coils, 340 cap., 25¢ and 30¢ Vend. King and Regular. Fully Modernized—Cut Base.

Sensational Special Offer—Only \$90.00

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
1/3 deposit, balance C.O.D.

PENNIES PAY OFF

with greatest money making scale on the market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 200% profit
Wins Customers for Locations
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

AMERICAN SCALE MFG. CO.
Dept. B
3206 Grace St. N.W., Washington 7, D. C.
Send more details Send scale
\$20 deposit enclosed

NAME _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____

Sol Waring Named V.-P. By De Perri

NEW YORK—Saul Waring has been appointed vice-president of De Perri Advertising, Inc., it was announced last week by Perry Wachtel, De Perri president.

Waring, who joined the agency two years ago, was formerly Eastern space sales representative for The Billboard and its sister publication, Vend magazine.

De Perri specializes in coin machine and vending accounts. The agency handles the American Chiclé Company, Tenco Coffee, Dutch Maid Cookies, Continental Vending Machine Corporation, International Scott Crosse, and American Shuffleboard accounts, and special promotions for Pepsi-Cola.

VENDING HEADQUARTERS

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 Acorn Waffling Scales
Northwestern Stamp Machines 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!

H. B. Hutchinson Jr.

860 North Ave., N.E. Atlanta, Ga.
Phone: TRinity 5-4300

NBBB Attacks Nationwide Vending Ads

NEW YORK—A Connecticut vending company has come under fire by the National Better Business Bureau for alleged failure to conform to minimum advertising standards recommended by the Bureau and the National Automatic Merchandising Association.

The company, Nationwide Distributing Service, Inc., Greenwich, Conn., has submitted advertising to publishers promising specific earnings to operators who will service their vending machines.

The NBBB claims that such promise of specific earnings for unlocated machines fails to meet their own and NAMA minimum advertising standards. The bureau also charges that Nationwide uses a brochure which makes claims not up to standard.

Frederick Bell, general manager of Nationwide, advised the bureau that they are unwilling to modify their advertising. "We must word our ads so as to bring replies . . . we naturally have to appeal to profits that possibly can be made, and if the profit is hypothetical, this in no way means it is not possible," declared Bell.

In addition to Bell, the company is headed by Mrs. Virginia Wiener, president, and Cliff S. Holcomb, salesman. Both Wiener and Hol-

comb were associated recently with a firm that was the subject of a Federal Trade Commission order which prohibited the firm from various practices, some being the making of false claims of official government connections, and soliciting contracts without permitting prospects to read them over fully and thoroly.

NV Candy Unit To List for \$270

CHICAGO—The new 11-column candy vender of National Vendors, Inc., was shown at the NAMA convention here (The Billboard, December 8). It will list for \$270.



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

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.

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.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Business Opportunities

EXCELLENT MONEY-MAKING OPPORTUNITIES in coin radios and coin television for operators and distributors. Installations made in hotels and motels. Write or wire for details and prices. Corrado, Inc., 196 Albion Ave., Paterson 2, N. J. ch

FOR SALE—TREMENDOUS BUSINESS, established route of 1,100 1/2 Gum Machines in Midwestern City. All late model equipment of Acorn and Victor machines. Route is 8 years old and requires no out of town travel. Wholesale Business of Equipment and Supplies also included in sale of Route. Books open for inspection. Possibilities of future expansion. Box 1215, c/o Billboard Pub. Co., St. Louis, Mo. ja5

Help Wanted

PINBALL AND JUKE BOX MECHANIC wanted, full or spare time. Philadelphia suburb. Apply Majestic Amusement, Baltimore Ave., Clifton Heights, Pa.

Parts, Supplies & Services

STAMP FOLDERS DIRECT FROM MANUFACTURER, unlimited quantities, immediate delivery. Write for Vendors Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust 7-1448. ch-de29

Routes for Sale

PINBALL AND JUKE BOX ROUTE FOR sale. Philadelphia suburb. Forty locations. Good money maker. Box M-183, c/o Billboard, Cincinnati 22, O.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES, \$25 and up. Other vending machines, \$5 up. Established over 29 years. Mack H. Postel, 2952 Milwaukee Ave., Chicago 18, Illinois. de29

CIGARETTE—CANDY—COFFEE—CIGAROMAT—FACTORY DISTRIBUTORS—
U-Select-It Candy & Coffee Royal "17" and Mercury Cigarette Machines, Waffling Scales, Whites Latex and Comb Vendor, Superior 5¢ Gum Machines. Write for information and prices.

TEXAS ASSOCIATED ENTERPRISES

P. O. Box 1068 Amarillo, Texas
FOR SALE—TRADIO COIN-OPERATED Radios, \$15 each. Warshaw Music Machine Co., 80 Decatur St. S.E., Atlanta, Ga.

FOR SALE—WHISPER TONE HOSPITAL Radios, used, 10¢ for one hour; under-pillow Speakers, \$17.50 each; Stands with lamp shades, \$5 each. Miller Newmark Distributing Co., 42 Fairbanks, Grand Rapids, Michigan. de29

Line Discontinued Distributor Closeout

173 Erickson Fortune Telling Napkin Holders. Chrome M-X, latest model, operator's price is \$24.50 on this model. Will take \$12.00 each cash and throw in a brand new Hanson penny weighing scale with case to any one who takes the whole lot. All brand new and in original cases. Or I will trade for Bally Bullseye or Champion rides.

MILTON MCBROOM

Factory Dist. Bally Rides Florida & Alabama
1021 Central Ave., St. Petersburg, Fla.
Phone 54-4722

MASTER PENNY NOVELTY VENDERS AT giveaway price. Good condition. Act quick while supply lasts. Harold Cartcock, Johnson City, Tenn. de24

PRE-WAR MUTOSCOPE PHOTOMATIC FOR Panorams or what have you? Funshop, 921 Ryan, Lake Charles, La.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders. DAY razor blade venders, Advance 23C's National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

Authorized factory distributor of ADVANCE VENDING MACHINES NATIONAL SANITARY SALES

Dept. B-8, 6640 N. Western Ave., Chicago 48

VENDING MACHINES—PARTS, ALL SUPPLIES, Ball Gum, all sizes, 1 1/2 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 Hersheys, 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. de29

Wanted to Buy

CASH FOR YOUR JUNK—WILL PAY HALF price for your mutilated coin. John Estill, 501 Hemphill St., Fort Worth, Tex. ja14

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. de29

USED KIDDIE RIDES, ANY MAKE—Cohen, Schneller, B&R, etc. State quantity, price and condition in first letter. Box 4270, Philadelphia 44, Pa.

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-12a

WANT TO BUY GOOD USED 5 CENT Stoner Candy Machines, late models. Write full details to Klotz Sales Co., 303 Edgewood Ave., Atlanta 12, Ga.

GIVE TO DAMON RUNYON CANCER FUND when answering ads . . .

POPPERETTE

Fully Automatic Popcorn Machine

10¢ Hi Profit %

\$159.00

TERMS: 1/3 Deposit With Order, Balance C.O.D. WRITE, WIRE OR PHONE

Mayflower Distributing Co.

2218 University Ave. St. Paul 4, Minn. Midway 6-7901

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear out—mail today!

MONTHLY FEATURES
Candy Gum & Nuts
Beverages
Tobacco
New Products
Trends
Industry News
Market Place
Articles
Editorials

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for 794
 1 year \$5. 3 years at \$10.
(Foreign rate, one year, \$5)

Name _____

Address _____

City _____ Zone _____ State _____

Occupation _____

Expertly RECONDITIONED

- ROWE DIPLOMAT Electric 8 Cols., 380 Cap. 25¢ & 30¢, King or Reg. \$5.00
- ROWE DIPLOMAT Manual 8 Cols., 380 Cap. 25¢ & 30¢, King or Reg. 105.00
- ROWE CRUSADER 8 Cols., 380 Cap. 25¢ & 30¢, King or Reg. 100.00
- ROWE PRESIDENT 8 Cols., 340 Cap. 25¢ & 30¢, King or Reg. 90.00
- LEHIGH PX Electric 8 Cols., 320 Cap. 25¢ or 30¢, King or Reg. 75.00
- LEHIGH PX Manual 8 Cols., 320 Cap. 25¢ or 30¢, King or Reg. 90.00
- DUGRENIER 7 Cols., 270 Cap. 25¢ or 30¢, King & Reg. 50.00
- EASTERN ELECTRIC 8 Cols., 290 Cap. 25¢, 30¢ & 35¢ Vend. 100.00

All machines fully reconditioned, refinished in baked enamel finishes, all bases cut.

Buy With Confidence—All equipment unconditionally guaranteed.

1/3 Deposit, Balance C.O.D.

SEND FOR CATALOG AND PRICE SHEET

CENTRAL VENDING MACHINE SERVICE CO.

3967 Parrish St., Philadelphia 4, Pa. EVergreen 6-4244 • BAring 2-8710

Venders Hailed in Milk Plans

Continued from page 70

means of providing added incentive for milk consumption by the students (The Billboard, November 10).

The program was also given impetus by an endorsement by Secretary of Agriculture Benson, and a federal government subsidy arrangement whereby schools are to be granted \$75,000,000 to help provide milk during the 1956-'57 school year. A like amount will be granted for the 1957-'58 year.

Missouri Program

In Missouri many groups have worked together to make milk available to school children by the most modern methods available. Last year one per cent of all class 1, grade A milk sold in the State was sold thru vending machines, according to figures in The Kansas City Weekly Star Farmer.

In Springfield, Mo., a newspaper

and local producer group spearheaded a drive to install venders in the schools, to make milk available during recess periods. The result, an increase of 300,000 half pints of milk drunk by the students during the school term.

Venders were also installed in schools of De Kalb County, Mo., thru the co-operation of civic groups, county extension agents, a local dairy and a milk-vending operator. A similar picture is seen throughout the State.

While the sponsorship of the machines has been a prime consideration, every community so far has had people who were willing to take the initiative by underwriting the cost of the machines. In many cases, school boards have paid for the machines out of general funds. Dairies have also installed venders under varying financial arrangements.

In most States, whoever assumes responsibility for a milk-vending program usually amortizes the equipment under the special school milk program.

According to O. E. Allen, University of Missouri extension dairy marketing specialist, many parent-teacher groups, women's clubs, men's service associations and civic organizations have placed venders in scores of elementary and high schools throughout Missouri.

Youth groups, such as 4-H clubs and Future Farmers of America chapters, often place the machines in schools as money-making projects.

Educators have cited several advantages of the venders over other means of providing the milk in the schools.

First, is the mobility and adaptability of the venders over counter-type sales. The venders can be spotted anywhere in the schools, making the milk available at a moment's notice in relatively inaccessible places. Children can help themselves without any adult supervision.

Also there's less bother to school staff members. The supplier or operator not only services the machines, but keeps the necessary records.

Diversification

Continued from page 70

at the retail level are about \$2,000,000, 000, with the leaders being cigarettes, \$800,000,000, and candy, \$230,000,000.

Cig Sales Up

With an estimated 540,000 cigarette machines on location—as against 490,000 in 1955—Greene said that 1956 cigarette sales were up \$65,000,000 from the previous year.

He cited the growth during the year of hot canned food machines and fresh-brew coffee, predicting that the true automatic cafeteria is not too far off.

Greene also pointed to the development of automatic merchandising in supermarkets as a supplementary method of distributing packaged goods.

Food Eng. Corp. Names 3 to Bd.

MANCHESTER, N. H.—Three new members have been named to the board of directors of the Food Engineering Corporation, manufacturer of cup milk vending machines. They are H. A. Loebel, Karel M. Schwartzkopf and Walter Hunsinger.

Loebel is treasurer and director of Northeastern Engineering, Inc., and was formerly associated with Liberty Motors and the Stokerunit Corporation in the sales and engineering departments. He is a graduate of Marquette University.

Schwartzkopf is sales manager of Food Engineering and was formerly connected with Northeastern Engineering, the Western Control Equipment Company of Los Angeles, The Piro Company of Frankfurt, Germany, and with Schwartzkopf and Company, Suice, Czechoslovakia. He is a graduate of the Academy of Business, Prague, Czechoslovakia.

Hunsinger, who is service and engineering manager of Food Engineering, was formerly associated with Fairchild Industries, Electric Cadhier, Bell Aircraft and Fellow Gear Shaper.

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. TRIangle 5-1857

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... 25.00
- Columbus, 5c, New... 8.50
- Asco Hot Nut... 7.50
- N. W. Model 39... 7.50
- N. W. Model 33 Ball Gum... 7.50
- Du Grenier 6-Col. 1c Tab Gum... 14.50
- Du Grenier 4-Col. 1c Tab Gum... 10.95
- Mills 6-Col. 1c Tab Gum (Stainless)... 17.50
- N. W. 1c 10-Col. Tab Gum... 19.50
- STONER CANDY MACHINE 6 Cols., 102 Bar Cap., 5c & 10c, only... \$125.00

Rake Coin Machine Exchange

609-A Spring Garden St., Philadelphia 23, Pa. LOmbard 3-2676

CHARMS—Miniature Cigarette Lighter—It Works!

Will vend with 210 ball gum. Ass't. body designs: Chrome, Cable Car, Mesh, State of California, San Francisco Bay Bridge, Flaid. Packed dozen to a box ass't. design. \$2.50 per doz.; \$27.50 per gross. Full cash prepaid with order.

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NEW Snappers
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Your machine will light up like a Christmas tree

20 M or more assembled (jewels additional) @ \$6.00/M
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Here is a durable, reliable, sanitary vendor... with the many exclusive features which have made the Advance name a symbol for the best in vending.

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Clor-o-Vend Chicks, 320 ct. 40¢ lb
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F.O.B. Factory. 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
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Each \$12.75 Each 100 or more

30 day money-back guarantee if not satisfied

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Write for lowest prices on filled capsules. Immediate delivery.

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As High as \$6.00 Per Machine on VICTOR TOPPERS
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NORTHWESTERN 5c PACKAGE GUM VENDER

For full information on our complete line of profit-making venders write to—

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Pistachio Nuts, Jumbo Queen \$.74
Pistachio Nuts, Large Tulip74
Pistachio Nuts, Vendor's Mix67
Pistachio Nuts, Sheik55
Cashew Whole64
Cashew Butts61
Peanuts, Jumbo45
Spanish37
Mixed Nuts30
Tabby-Lets, 520 ct.30
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans28
Licorice Gems28
Leaflets (similar to M. & M.), 550 ct.40
Assorted Fruit Charms, 100 ct.42
Hershey-Lets43

Rain Bio Ball Gum, 60 ct. \$.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.30
Rain Bio Ball Gum, 100 ct.32
200 lb. minimum, prepaid on all Rain Bio Ball Gum.

Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.45
Beech-Nut, 100 ct.45
Hershey's Chocolate, 200 ct. 1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices.. Write

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The availability of quality merchandise which most people buy at frequent intervals; inexpensive, trouble-free machines which can be economically and quickly serviced, and a fair margin of profit.

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An action packed toy. Also see the vacuum plated POOL TABLE and new SHOE SHINE BOX.

Send 35c for Regular Sample Kit of Charms
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PENNY KING COMPANY
World's Largest Selection of Miniature Charms
2538 MISSION STREET PITTSBURGH 3, PA.



MORE THAN 450 MEMBERS of the coin machine industry gathered in the Starlight Roof of the Waldorf-Astoria Sunday for the seventh annual banquet of the Associated Amusement Machine Operators of New York.

450 Attend AAMONY Festivities at Waldorf

NEW YORK—More than 450 representatives of the coin machine industry gathered at the Starlight Roof of the Waldorf-Astoria Hotel here Saturday evening (8) for the seventh annual banquet of the Associated Amusement Machine Operators.

The operators, distributors and manufacturer representatives spent the evening dining, dancing and watching a top floorshow, emceed by Myron Cohen.

The entertainment bill included Black and Nolan from the Latin Quarter, Paul Meirson and Lorraine from the Jamaican Room, and Billy Schuback and His Diamond Horseshoe Orchestra.

Cocktail Party

Before the banquet got under way the coinmen were guests of Albert Simon, Genco Manufacturing and Sales Company and Chicago Coin Machine Company at a cocktail party in the Sert Room. Bottles of cheer were placed at the banquet tables by Dave Simon, United Manufacturing Company.

Irving Holzman, vice-president, introduced Sandy Warner, president, who talked briefly. But there were no speeches. Warner expressed appreciation for the work of the office staff—Mrs. Claire Morano, Ely Kasper and Mrs. Lillian Shamlin—and to Irv Holzman, entertainment committee chairman, for their work in making the banquet a success.

Officers of the Association are Sanford Warner, president; Irving Holzman, vice-president; David Lowy, financial secretary; Sid Wulfson, recording secretary; Jack Semel, treasurer, and Morris Wurtzel, sergeant at arms.

Warner is chairman of the board, which consists of Albert Arnold, Harry Berger, Louis Glatzer, Irving Holzman, Albert Koondel, David Lowy, Harold Prager, Lou Rosenberg, Harry Schildkrout, Jack Semel, Sol Tabb, Sid Wulfson and

Anderson Bldg. To Be Ready Feb.

ERIE, Pa.—The recent snowstorms here have delayed the expansion project at the showrooms of Mickey Anderson, local coin machine distributor.

However, Anderson expects that the addition, which will give him 9,000 square feet of total space, will be ready in February.

The new building will be devoted to warehouse space and reception rooms for showings.

Morris Wurtzel. Theodore Blatt is counsel.

Winners of door prizes were Harold Prager, Joe Albino, Sybil Weinstein, Joel Kaufman, Mrs. H. Argins, Mrs. Irving Holzman, Buddy Edel, Aaron Sternfeld, Carol Reed, Moe Cohen, Meyer Budinoff, Alvon Neidelbaum, Audrey Poltethwaite, Allen Kerner, Lewis Neufeld and Roslyn Ledderman.

CIAA Expects City License Change in '57

Pro-Rata System Slated for July; Union Gets Nod

CHICAGO—Amusement game operators here expect to do business under a new city license code in 1957.

At a meeting in the Pine Room of the Congress Hotel here last week (11), Milton T. Raynor, CIAA legal counsel, told the 65 operators assembled that city officials are in accord with the association's proposals to change the city licensing system.

Raynor said licenses are expected to be pro-rated during the year, beginning in mid-1957. According to this system, operators who purchased licenses after June would pay just 50 per cent of the annual license fee, rather than the full fee, as has been required in the past.

License Substitution

Raynor said there has been some controversy about whether or not city officials would also approve the transferring of licenses, as called for by CIAA. He said that a change in language in the submitted ordinance, to read "substitute license," rather than "transfer" *(Continued on page 82)*

Coin Machine Industry Backs N. Y. USO Effort

NEW YORK—Members of the coin machine industry are being organized here on behalf of the Lexington Avenue USO Club operated by the National Catholic Community Service.

Leaders in the drive to marshal support for the organization which plays host to 240,000 servicemen each year are Meyer Parkoff, Atlantic New York Corporation, and Al (Senator) Bodkin, Forest Hills Music.

Director of the USO is the Rev. John P. Kelly, who accompanied Senator Bodkin to the dias when he was guest of honor at the last

Coin Machine Division banquet for the United Jewish Appeal.

Contributions Asked

New York area operators are being asked by Father Kelly, and by Parkoff and Bodkin, division co-chairmen, to contribute either \$10 for annual membership; \$25 for patron membership, or \$50 for charter membership.

The money will be used to pay for Christmas activities at the USO. Policy of the organization is "Every serviceman is welcome and everything is free."

To start the ball rolling, Atlantic New York donated a 100-play Seeburg juke box for the servicemen.

Chi Coin Names R. F. Jones Co. For Washington

SEATTLE—The R. F. Jones Company, Seattle and Spokane branches, was named distributor last week for Chicago Coin Machine Company in the State of Washington.

Ed Levin, Chicago Coin director of sales, Chicago, said that R. F. Jones will handle the full line of the firm's coin-operated amusement game line.

This will include the new Chicago Coin games now in shipment, Ski-Bowl, a target-bowling game, and Super Championship, three-way match model shuffle bowler.

NCMDA Board Meets at Chi, Sets Program

CHICAGO—At its December meeting here, the board of directors of the National Coin Machine Distributors' Association drew up a number of resolutions for the coming year.

Principal among them was:

1. A call for an amendment of association bylaws which would reduce dues required of foreign distributors from the present \$300 to \$100.

2. A decision, following discussion, that a suggested "credit bureau" which would check credit ratings of firms and individuals for the benefit of the association, would not prove feasible.

3. A decision to hold the next association meeting in May. The board of directors to vote on a Sunday date (19) or Monday date (20). Election of officers and directors will be held at this meet.

In other resolutions the board voted to extend sympathy to John Bilotta on the death of his mother, and to Mrs. Grace Rabkin, on the death of her husband, Bill Rabkin; voted to extend an invitation to manufacturers and their sales managers to join the association at *(Continued on page 84)*

New Target-Bowlers Grow In Popularity, Sales Spurt

Ops See Games as Fair-to-Good Earners That Will 'Fill the Gap'

CHICAGO—The new target-bowling games are becoming a solid, tho non-spectacular attraction in the coin amusement industry.

Reception given the new games has not measured up to that once accorded the shuffle bowler, the pool game, or even the rifle game, in their respective industry debuts.

However, the new games are quietly moving to the forefront in an industry whose businessmen—the operators—are decidedly conservative about the type of equipment they buy.

Factors in the growing success of the target-bowlers are:

1. Price. For most operators, price is neither too high nor too low. (Many in the industry considered the pool games priced too low to provide a long-term investment on which money could be made over a period of time, and the game eventually traded-in or sold). The target-bowlers are considered a long-term game with a life comparable to that of a shuffle bowler. Exception here are the large 14-foot models, priced well above regular models.

2. Legality. The new games are considered strictly in the amusement category in most areas of the nation. The one glaring exception

is the city of Chicago, where conflict arose, but is being ironed out. (See separate story on Chi legal developments).

3. Novelty. While this type of game is by no means new to the industry, most areas of the country have not previously had these games on locations. The games are providing a welcome change in coin machine entertainment at locations. At the very least, they are considered a fine "fill-in" piece until something better comes along.

Sales Move Ahead

Distributors reported increased sales on target-bowlers over the past few weeks. Manufacturers, most of whom have found success with the games, are planning new models for the market and other manufacturers plan to enter the field.

Manufacturers with target-bowling type games now in shipment are Bally Manufacturing Company, Chicago Coin Machine Company, Exhibit Supply Company, Genco Manufacturing & Sales Company, United Manufacturing Company, Williams Manufacturing Company, Edolite Products, Inc., and Philadelphia Toboggan Company, which firm has for years produced and marketed its Skee Ball game, one of the fore-runners of the new crop of target-bowlers.

Perhaps the most unusual new models are United's Bowling Alley, and Bally's new ABC Bowling Lanes, 14-foot models with fly-away pins. This type of game is reported catching on very well across the country.

CURRENT LEGAL PICTURE ON CHI TARGET-BOWLERS

CHICAGO—The current status of various manufacturers' "target-bowling" games regarding operation in Chicago is as follows:

Bally Manufacturing Company—ABC Bowling Lanes—Legal action pending.

Chicago Coin Machine Company—Ski Bowl—Injunction granted by Judge Charles S. Dougherty, Circuit Court, permitting game to go out on locations.

Exhibit Supply—Ringer Ball—Injunction granted to First Coin Machine Exchange on behalf of Exhibit Supply Company, permitting game to go out on location.

Genco Manufacturing and Sales Company—Skill Ball—Legal action pending.

J. H. Keeney & Company—No

target-bowling game in shipment, license granted on Keeney's Cross Country, amusement game.

United Manufacturing Company—Bowling Alley—Approved for operation in Chicago by the City Game Panel.

Williams Manufacturing Company—Roll-a-Ball—Legal action pending.

Current Developments: Suit filed by City Corporation Council's office to dissolve injunction granted to First Coin Machine Exchange on behalf of Exhibit's Ringer Ball. However, in a hearing held last week, Judge Dougherty indicated to Don Mitchell, attorney for First Coin Machine Exchange, that the injunction will not be dissolved.

Christmas Specials

BRAND NEW



SPECIAL PRICE \$125

2 or 3-hole play, Jumbo Light-Up Bumpers and Non-Warp Play Fields. Latest models. Newest features.

Parveyor Distributing Co.
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Juniper 8-1814



CHATTING AT THE PRE-BANQUET cocktail party at the annual dinner-dance of the Associated Amusement Machine Operators of New York are, left to right, Joe Fishman, Newark, N. J., distributor; Irv Holzman, AAMONY vice-president; Mrs. Holzman; Sidney Levine, counsel for the Music Operators of New York and the Music Operators of America; Claire Morano, AAMONY office manager and the guiding light in organizing the affair; Ben Haskell, law partner of Teddy Blatt, AAMONY counsel; Mrs. Fishman, Lou Rosenberg, Arrow Music, and Mrs. Rosenberg.

COINMEN YOU KNOW

Chicago

By NICK BIRO

Music Operators of America held their executive board meeting to discuss plans for the coming MOA convention in the spring. Holding the gavel for the meeting was George A. Miller, president of MOA, with Harry Snodgrass, MOA national secretary, helping to keep official tabs of the proceedings. Among others who attended were: Sidney H. Levine, New York; Clint Pierce, Brodhead, Wis.; Martin Britz, Great Falls, Mont.; Bill Hullinger, Delphos, O., and Howard Ellis, Omaha.

Also Willie Blatt, Miami; Vic Ostergren, Gary, Ind.; Dave Baker, Arlington, Mass.; John A. (Red) Wallace, Oak Hill, W. Va.; Pete Weyh, Havre, Mont.; Gordon Stout, Pierre, S. D.; Lou Casola, Rockford, Ill.; and Max Hurvich, Birmingham. Hurvich, by the way, was all smiles about his new grandchild—reported the little one, his third, was doing just fine. The MOA convention will be held May 19, 20 and 21 at the Morrison Hotel in Chicago.

Ran into a very happy Art Weinand, Williams Manufacturing Company, showing us the write-up Peppy the Clown received in the Tribune. Keeping a very watchful eye as to which Peppy tunes seemed to be the most popular was Tom Parrish, promotion director of Universal Recording Corporation, the firm that did the tapes for Peppy. Howard Vierow, of Williams, telling Parrish that he had received a lot of interested inquiries regarding the special Christmas tape they had for Peppy.

A little Hollywood flavor was introduced with the visit

of Henry Saperstein from Beverly Hills, Calif. Saperstein handles all merchandising items for Elvis You Know Who, as well as the Lone Ranger, Wyatt Erp, Jim Bowie and Lassie. He added that sales of Presley merchandise items hit \$20 million in the last 90 days. "We're always looking for a new angle for our merchandising items," he added, glancing around at all the amusement games with considerable interest.

Ralph Sheffield, Genco's director of sales, congratulating Alfred W. Adickes, from Germany, on his 30 years in the coin machine business. Adickes came here to check on the new Rock-Ola 200 for export shipment, as well as looking to see what was new in the game field. Al Simon, New York; Phil Moss, Des Moines, and Dave Rosen, Philadelphia, stopped by to wish Sheffield and Genco's veep.

(Continued on page 78)

Only the BEST at WORLD WIDE!

NOW DELIVERING!
NEW UNITED 14' BOWLING ALLEY
ORDER TODAY!

POOL GAMES

- Keeney FLICKER POOL ..\$95
- Wms. DLX. BANK POOL .. 80
- Wms. SENIOR POOL 65
- Wms. ROYAL POOL
- w/ Lites 75
- Wms. SENIOR ROYAL POOL 95

SPECIAL!

Williams DELUXE FOUR BAGGER
10¢-3/25¢ CHUTES
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Only \$325

BINGO GAMES

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- NITE CLUB 435
- BROADWAY 375
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5-BALL GAMES

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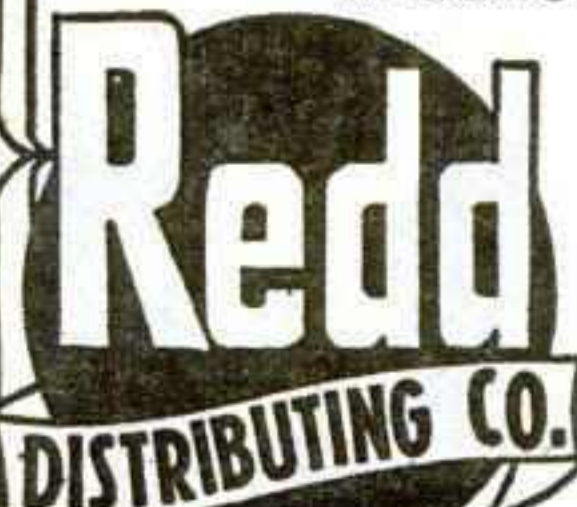
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- Gen. TOURNAMENT POOL 50
- Gott. SPOT POOL 50

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- MULTIPLE PLAY
- SCOREBOARD, 4-Player\$250
- TORREADOR, 2-Player 310
- GLADIATOR, 2-Player 300
- MARATHON, 2-Player 295
- TOURNAMENT, 2-Player 275
- DUETTE, 2-Player 195

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- League 125.00
- Olympic 85.00
- Royal 95.00
- Team Bowler 125.00
- 10th Frame 75.00
- 6-Pl. Original 65.00
- Genco Shuffle Pool 125.00
- Un. Regulation 450.00
- Un. Select Play 375.00
- Un. Shuffle Pool 295.00
- Alley 295.00
- Bally A.B.C. 425.00
- 5th Inning 125.00
- 11th Frame 125.00
- Crown Bowler 110.00
- Keeney Carnival 75.00
- Criss Cross Target 125.00
- Criss Cross Bowler 125.00
- Keeney Domino 75.00
- Keeney Deluxe 75.00
- C.C. Fireball 195.00
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- National 950 110.00
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- Rowe 8-Col. Elec. Console, 25¢ & 30¢ 95.00
- Rowe 8-Col. Elec. Dipomat, 25¢ & 30¢ 95.00

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- New 1-Col. Schirk Roll Stamp 25.00

MUSIC

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- A.M.I. D-80 295.00
- A.M.I. F-120 495.00
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- Seeburg 100-C 550.00
- Seeburg 100-R 795.00
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- Seeburg B 450.00
- Wurlitzer 1800 875.00

COUNTER GAMES

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- Advance Shocker, new 17.50
- ABT Challenger 25.00

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 Terms: 1/3 deposit with all orders, balance C.O.D.

COINMEN YOU KNOW

• Continued from page 75

Avron Censburg, luck on their new game, Skill Ball.

Dave Gottlieb reporting he and the Mrs. off to Miami come December 15 for a little rest. The Gottlieb boat—Flipper—named after guess what, is reported in the water ready for action. Also absent due to "just too much work"—Wally Finke and Joe Kline, of First Coin Machine Exchange—reporting that the new target-bowling games are becoming a very "definite factor" in the amusement market. Fred Kline appearing elated over a big sale—30 pool games at one crack to a local operator.

Was glad to have the chance to meet Paul T. Little, director of outdoor sales, and national sales manager of the vending division for Pepsi-Cola. Little, along with modeleries Audrey Becker and Marilyn Mohr, very graciously hosting visitors to Pepsi's hospitality suite. Incidentally, the girls in their bottle-capped outfits have become quite a Pepsi feature. You might remember them also from the Democratic and Republican conventions—with a full color play in Life magazine.

The Bally Vending Corporation suite at the NAMA show saw Bill Brawner, of H. M. Bramson Company, Louisville, bragging to Fred Mills Jr. about the hole in one Bill made on the 185-yard eight hole at the Wildwood Country Club in Louisville. More NAMA conventioners watching caricaturist Sally Zippert in the Curtiss Candy booth improvising on some vending "heads." Also Bally's Herb Jones, present upstairs working on some promotion ideas.

A million dollars in currency and femininity—Vendo Corporation unveiling its new infusion-brew coffee vender at a special press conference at the Conrad Hilton, with the machine flanked by a million dollars in one dollar bills, and Camelia House headliner, Monique Van Vooren, presenting the first cup of coffee to Vendo President John Pierson. Pierson claimed the million figure represented in round figures the amount spent on research. Afterward samples of both the coffee and the money were passed. No joke—we got our cup of coffee, and a real dollar bill mounted in a paper frame commemorating the event.

Paul Huebsch, Keeney's general sales manager, and one of the go-gettin'est men in the business pretty proud about their new cigarette unit. Glad to hear that Paul's "little ones" are over the winter miseries and feeling hale and well. Colonel Lewis, South Side game operator, moving to bigger headquarters—7312 South Halsted. The Colonel happy with a six-foot fence in the yard giving his dog Champ Jeff a chance to stretch his legs. Joe Kline and Wally Finke commented that theirs was a pretty busy spot after the NAMA show, with a lot of visitors stopping by—Barney Sugarman, New York; Irv Kaye, New York; Dick Stern, New Jersey; Hymie Zorinsky, Omaha, and Abe Witsen, Philadelphia, to mention but a few.

New York

By AARON STERNFIELD

George Campbell, George's Enterprises, Brooklyn, is back from his Southern trip and running his ball gum, peanut and game route. In addition to his vending and game operations, Campbell runs a home-to-home canvassing business, which he started when he was 10 years old.

Sam Gold, Amplay Amusement Company, is a new member of the Music Operators of New York. . . . Al Koondel, local game operator, has left for a three-week vacation at the Eden Rock, Miami. . . . George Gans, West Coast salesman for the Continental Vending Machine Corporation, is in New York visiting his folks and the Continental plant in Westbury.

John Kollins, Capitol Amusement routeman, died recently. . . . Les Boyd, Ace Distributors, is vacationing in Florida. . . . Larry Dentico, Regal Music, and Lou Gazzola, West End Music, are in the hospital. . . . Marie Puterio, switchboard operator at Runyon Sales, will marry Lawrence Papola

Saturday (22) at the Nativity Church, Ozone Park. The couple will reside in Ozone Park.

Tom Gobel, Hudson Valley Amusement Company, Beacon, N. Y., and Bob Charles, Binghamton Amusement, Binghamton, N. Y., were visitors on 10th Avenue last week. . . . Steven Chasen, son of

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FLORIDA ARCADE OPERATORS!!
 5,000 sq. ft. available in amusement park on Boardwalk, Daytona Beach, Fla. Excellent opportunity for man who can furnish machines.
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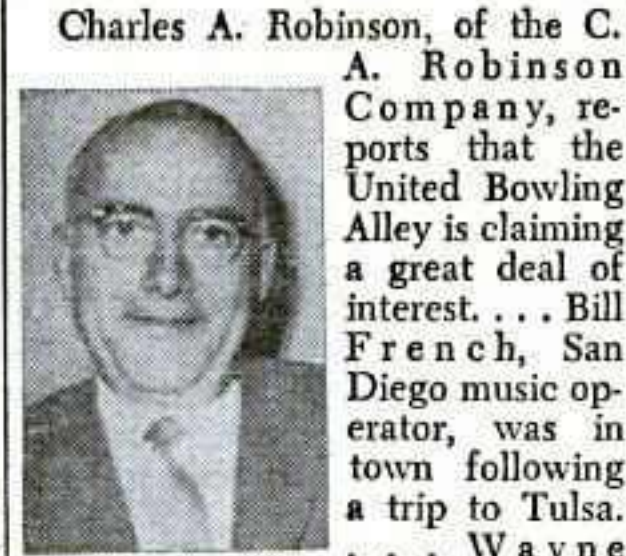
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LOW PRICE

FITS ANY LOCATION

Mr. and Mrs. Harold Chasen, Ajax Music, Newark, N. J., had his bar-mitzvah Sunday (9) at the Essex House, Newark. Present were Dick Steinberg, Music Guild of New Jersey; Max Klein, Westchester Operators' Guild; Joe Young, Young Distributing Company, and Ed Kramer, Bergen County operator. . . . Irving Holzman, Flushing Music, is taking a short vacation in Miami with Mrs. Holzman.

Houston, San Antonio, New Orleans and Louisville, arriving at his Florida home for Christmas. Katz said he was impressed by the high popularity of the Lancer Horse in this area.



ROBINSON
Charles A. Robinson, of the C. A. Robinson Company, reports that the United Bowling Alley is claiming a great deal of interest. . . . Bill French, San Diego music operator, was in town following a trip to Tulsa. . . . Wayne Copeland, of Sierra Distributors, returned from a trip east with stopovers in Chicago to attend the NAMA Convention, Oklahoma and Texas.

Jess Herman, of Montrose, made the coin row rounds and disclosed that Glenn (Red) Catlin is now back in Blythe, where he is enjoying the winter fishing. For a time Catlin was in Colusa for some salmon and channel cat fishing. . . . Norty's One-Stop Record Service at Sierra Distributors is remaining open until 9 o'clock each night to serve the Christmas trade. He will remain open on December 24 to take care of operators' needs.

Jack Leonard, of the merchandise department of Badger Sales Company, has as visitors his father, Lou Leonard, and his wife, Amy. Lou Leonard is associated with the Royal American Shows. . . . Johnny Nelsen, local operator, says that the reason he has not gone hunting is that the season is not too good. . . . Dick Norton, of El Monte, Monrovia and Whittier, in town for shopping at Paul A. Laymon, Inc. . . . S. L. Griffin, of Valley Coin Machine, Pomona, made one of his buying trips here last week to stock up before the Christmas holidays.

Vince Passaro, local representative of the California Music Merchants' Association, Los Angeles Division, keeps in close contact with the music machine distributors along Pico. . . . Bert Fraga, of Standard Specialty, Oakland, is now handling the entire West Coast

area as a sales representative for Northwestern's Sweet 16. Fraga has Washington, Oregon and California.

Miami

By RAOUL SHAPIRO

Marvin Novak, branch manager of King Records, has become engaged to Enid Levine, with the marriage set for December 23. Jo Hiller, of Binkley Distributing Company, flew to Gainesville to

see the University of Miami's football team wallop the University of Florida. . . . Don Comstock, regional sales manager for Capitol

records, in town checking up on things.

Harry Silverman, of Ace
(Continued on page 78)

Los Angeles

By SAM ABBOTT



HAPPEL JR.
William R. Happel Jr., of Badger Sales Company, played host to two sales managers last week. In town for combination business and pleasure trips were Al Warren, of Genco, and Charles Katz, of All-Tech Industries in North Miami. Warren left Los Angeles for San Francisco. Katz planned to stop at El Paso, Dallas,

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

Complete: NEW 4-HOLE PANEL; 4 New Cues; New 5 Red, 5 White Rotation Balls, numbered 1-10; Set of 1-10 Peas and Plastic Pea Bottle.

New Rotation Balls, Per Set . . . \$12.50
Peas, 1 thru 10, Per Set45
Plastic Pea Bottles, Each 1.25
Oversize Cue Balls, Each 2.00
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ORIGINAL POOL TABLE with brand new SLATE TOP \$149.50 Slate Top Only \$75.00	Genco CHAMPION BASEBALL \$249.00
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- 4-HOLE BUMPERLESS RACK POOL TOP (1 hole in each corner) \$29.50
- ROTATION PLAYFIELD \$25.00

Above Tops are regular size and include Rack, Oversize Cue Ball and Instruction Card
Rotation Balls, 1 to 10 Set \$18.50

POOL SUPPLIES

Cue Sticks \$ 1.50	Overhead Lights w/brkt. . . . \$10.00
Chalk, Gross 3.50	Anti-Warp Adjusters, set of two 8.95
Plastic Cups, red, white, yellow .50	Billiard Rail Brush, doz. 6.00
Plastic Bumpers, red or white. .50	Cue Repair Kit 4.95
Pool Balls, set of 10, 2 1/2" . . . 10.00	Write for complete list of parts.

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We've been up in the air for days . . .

over the tremendous success of the 7th Annual A.A.M.O.N.Y. Banquet. Your enthusiastic appreciation for this wonderful evening of entertainment has been very gratifying. Thank you one and all for making this affair the biggest and best we have ever held!

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SEEBURG	AMI
HF100R \$795	F-120 \$575
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M100C 539	WURLITZER
M100BL 425	1800 \$640
148ML 95	1700 550
ROCK-OLA	1650A 325
1438 \$450	1650 275
1436 250	1217 Hide-Away 125
1434 225	1100 95
1428 95	

Shoot-The-Bear \$85
Coon Hunt 85

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).

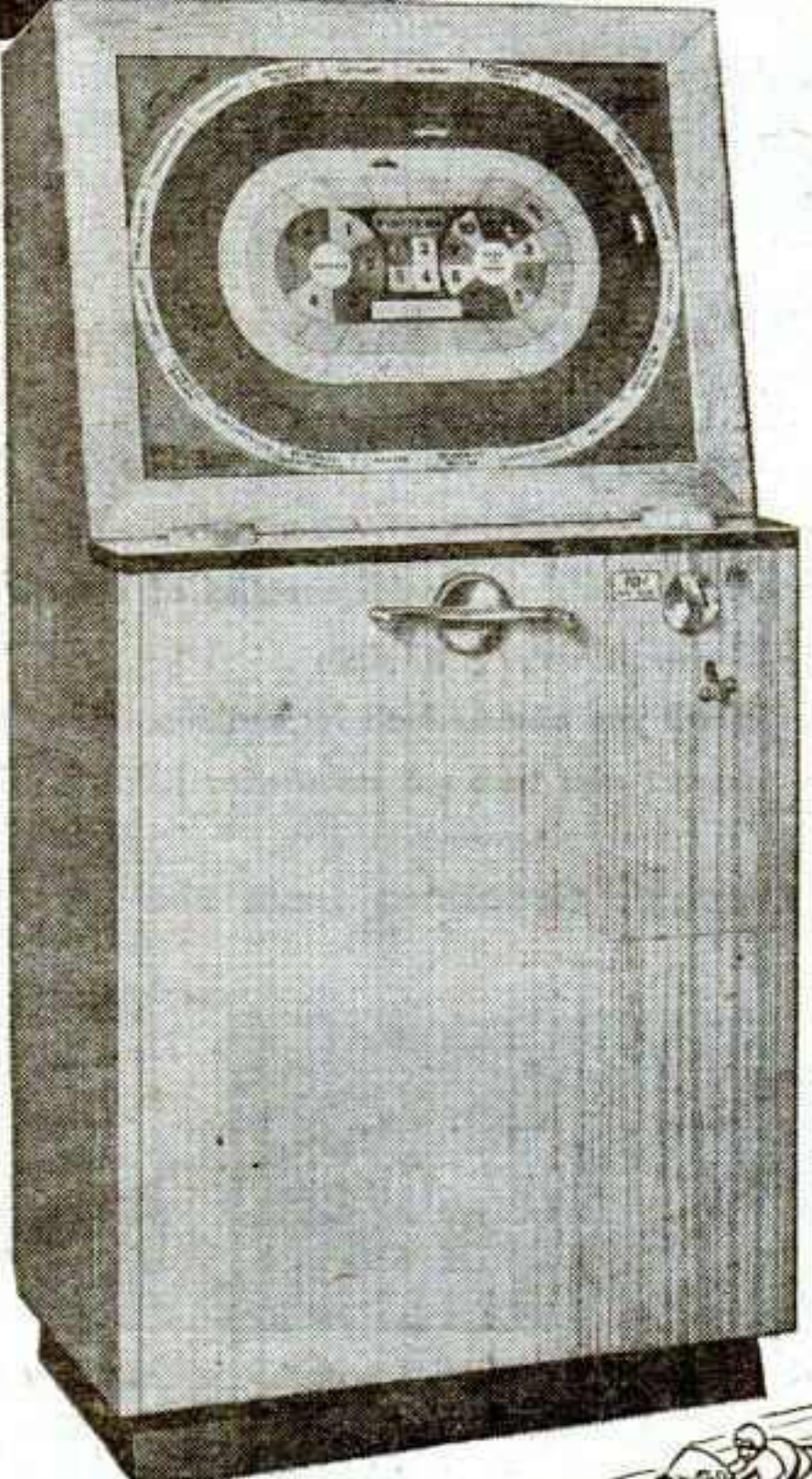
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4 Players — 4 Racing Cars — 4 Lanes!

- A truly competitive amusement game in a size that permits installation in thousands of locations where space is at a premium. The optional "Match" Feature is a tantalizing teaser that tempts additional coins into the large size cash box.

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COINMEN YOU KNOW

• Continued from page 77

Music Company, out fishing recently with three friends, hooked a big one but after fighting him for better than a half hour, lost him when the line snapped. Harry swears it must have weighed better than 500 pounds.

Music Makers, Inc., has taken delivery on a new one-ton truck. Oscar Garcia, of Key West, Fla., in town to have his station wagon repaired. Oscar says collections in Key West are good, with the town picking up steam every day. Another lad not complaining about collections is Marvin Turner, of Palm City Music Company, Fort Meyers. Marvin says that area is beginning to hit its stride now. . . . Cecil Kenny, of Kenny's Music Company, Nassau, Bahamas, finally completed his business in the States and flew back home.

Ruth Michaelson, of Continental Music Company, back from a fast trip to New York. She drove back with her daughter, Enid, and the latter's future husband, Charlie Cook. Enid and Charlie will be married February 23 in New York, and expect to settle in Miami.

Bob Norman, Miami branch manager of Southern Music Company, Florida A.M.I. distributor, never misses an opportunity to display the A.M.I. to the public. With the Elvis Presley picture, "Love Me Tender," playing at the Miami and Miracel theaters, Bob placed a new machine in each lobby, loaded them with Presley recordings, and placed the machines on free play.

Pepsi's Plans

• Continued from page 70

buy the drink machines outright from the vending manufacturers, and lease them to the operators under some sort of mutually acceptable plan.

"Pepsi has tested a plan along those lines in the South, and it has proved quite successful," said Little. Here the bottler buys the machine from the vending manufacturer, and rents it to the operator.

"Another idea," Little added, "would be to have the bottler buy the machine, and in turn sell it to the operator, but giving some sort of liberal credit financing, so the operator wouldn't get hit with any interest charges."

Little stressed that the plan was conceived in an effort to promote good relations between the bottlers and operators. "There certainly is every reason for us all to co-operate and work together."

Rowe Prices

• Continued from page 70

50 cups to the pound), of ground coffee, with enough coffee for 10 cups dropping into the brewer at one time. Hot water, requiring no pump, feeds into the brewer, with the mixture filtered thru a basket.

The Rowe 5-cent gum merchandiser, listing for \$45, has four columns, each one with a capacity of 40 packs. The manually operated machine is 28 3/4 inches high, 8 inches wide and 7 1/4 inches deep at the base. It takes nickels only, and the columns can be set for one or two coins.

Prices announced on other new Rowe equipment are: the 11-column candy merchant, \$284; the hot food machine, \$385 with open stand, \$395 with closed stand and \$420 with pre-heat storage stand, and the 20-column cigarette machine, about \$315.

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH.....\$180	HI-FI.....\$65
GAYETY.....110	YACHT CLUB.....50
PALM SPRINGS.....85	BEACH CLUB.....50

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\$36.00 Value SPECIAL PRICE \$28.50 per doz.

Solid mahogany butts; white points with tips. You can't buy better cues.

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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.

For a small investment you can have new pool tables. You'll increase your take tremendously, too.

RACK POOL PLAYFIELDS

Immediate Delivery

NO. 1—REGULAR SIZE—32"x48", 2-hole, bumpers besides holes. Holes away from cushion for rebound play. Includes ball rack . . .	\$24.75
NO. 2—BUMPERLESS PLAYFIELDS, 2 hole, away from cushion. Includes ball rack and 2 1/4" cue ball	\$24.75
NO. 1 STYLE OR NO. 2 STYLE IN KING SIZE—32"x66"	\$37.50

REGULAR BUMPER POOL LINED 2 OR 3 HOLE PLAYFIELDS . . . \$22.95

GENUINE ROTATION POOL BALL SETS

REGULAR ROTATION POOL BALL SETS, Nos. 1-10, Incl., 2 1/8" . . . Per set	\$18.50
ARAMITH ROTATION POOL BALL SET, Nos. 1-10, Incl., 2 1/8" . . . 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
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KELLY POOL BOTTLES	Each \$1.50
TALLY BALL SETS (Peas), Nos. 1-10, Incl.	Per set .65

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 Air Football, new 295.00

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 577 Tenth Ave., at 42nd St.
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German Distribut'n

• Continued from page 70

European coffee roasters will operate self-brew machines much in the same manner that American bottlers operate drink machines and tobacco jobbers operate cigarette machines.

Hot food, for example, would sell in European industrial locations, but individual portion cans are available only in limited quantity. Sommer is thinking of carrying American suppliers for vending machines if he imports hot food venders.

Three Lines

One of the fruits of his latest American trip was a pact with an American firm—whose name is withheld—for the importation of a pre-mix drink machine to Europe.

Unlike the self-brew coffee machine, which will be made in Germany under an American license, the pre-mix drink vender will be imported from the United States.

Also in the works is the manufacture, under German license, of

Lovitt Ready on Milk Shake Unit

CHICAGO—The first production models of the Florence Shake-a-Mat, a milk-shake machine made by Lovitt Enterprises, Inc., were shown at NAMA.

The unit, which has a capacity of 500 10-ounce cups, with a 320-ingredient capacity, will go into full production next month.

an American all-purpose vender to dispense grocery staples for supermarkets.

Sommer feels there is a European market for American electric cigarette machines, but not for manual units. He explained that manual machines of German manufacture are at least as good as those made here, while no electric machines are currently being manufactured overseas.

He added that his firm will train potential European operators in sales and service, but that in the absence of any operator market, he will sell to locations.

REX'S Consolette

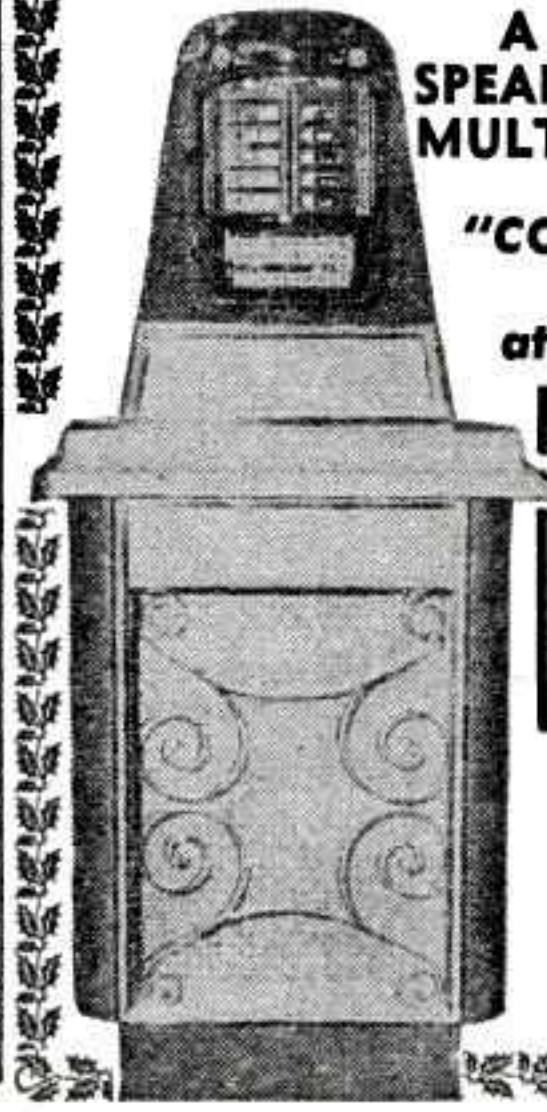
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- 60" HIGH, 27" WIDE, 18" DEEP
- REMOTE CONTROL WITH VOLUME CONTROL
- WIDE SELECTION OF COLORS
- WRITE FOR COST AND BOOKLET

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GENCO Skill Ball	EXHIBIT Spanish Pool
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ARCADE CHGO. COIN TWIN PLAY HOCKEY, Like New \$225.00 GENCO STATE FAIR GUNS ... 395.00 CHGO. COIN STEAM SHOVEL . Write	
POOL TABLES? ROCK-OLA 1455's, and 1454's. Now Delivering . . . Write.	

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CHICAGO COIN
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CAPRI 265

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RACE THE CLOCK...\$235
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C. O. D. 85
SEA JOCKEY 75
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6-PLAYER TOURNAMENT SKI-BOWL
DYNAMO SCORING!
EXPLODING COLLECTIONS EVERYWHERE!
BE SMART! BE FIRST WITH FIRST!

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DOUBLE HEADER\$545
NIGHT CLUB 435
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BIG TIME 225
VARIETY 125
BEAUTY 75
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SPOTLIGHT 55

GUNS
Genco STATE FAIR ..\$395
Exh. TREASURE COVE 295
Genco SKY ROCKET .. 275
Un. BONUS GUN 255
Un. DE L. CARNIVAL. 205
Un. CARNIVAL 195
Ex. SPORTLAND 175
Auto. SUPER BOMBER 145
United JUNGLE GUN . 135
Ex. SHOOTING GAL. . 125
UNDERSEA RAIDER... 125
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SHUFFLES
CHICAGO COIN
BOWLING TEAM ..\$295
TRIPLE STRIKE..... 275
*THUNDERBOLT 265
*HOLIDAY 235
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SUPER FRAME 155
CRISS CROSS TRGT. 125
*GOLD CUP 115
ADVANCE 105
TRIPLE SCORE 85
DOUBLE SCORE 75
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UNITED
CLIPPER\$275
LIGHTNING 210
LEAGUE 115
ROYAL 85
OLYMPIC 75
*STAR 10TH FRAME. 60
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KEENEY
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BIKINI 135
PACEMAKER 85
*DOMINO 65
CARNIVAL 55
10 PLAYER 55

*Indicates Match Play

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NEW GAMES
BY LEADING MANUFACTURERS!
LATEST MODELS!
NEWEST FEATURES!
STANDARD PLAYFIELD.
* Jumbo Plastic Life-Up Bumpers
* 2 or 3-Hole Play
* Levelmatic Adjusters

NEW SENIOR SIZE
36"x60"\$125

NEW KING SIZE
36"x70"\$145

SLATE POOLS
BRAND-NEW SLATE TOPS, FACTORY INSTALLED IN FINEST RECONDITIONED GAMES!
\$125

PLAYFIELD CONVERSIONS
JUMBO RACK POOL TOPS
32"x66", Rack, oversize Cue Ball. **\$35**

4-HOLE BUMPERLESS RACK POOL TOPS
Holes in corners, reg-size w/rack, oversize Cue Balls **\$29.50**

RACK POOL TOPS
All new! Rack, oversize Cue Ball, reg. size.... **\$25**

FINEST SLATE TOPS
Regulation 32"x48". Best rubberbacked billiard cloth, jumbo Plastic Bumpers..... **\$67.50**

ARCADE
Wms. FOUR BAGGER. \$375
Mutoscope K.O. CHAMP, Floor Sample 345
C.C. TWIN HOCKEY .. 310
Wms. ALL STAR
C-PL. BASEBALL ... 175
SIDWALK ENGINEER 165
C.C. BASKET CHAMP. 145
Wms. STAR BASEBALL 135
Wms. DEL. BASEBALL 135
Cap. MIDGET MOVIES. 135
Auto. ROCK 'N' ROLL. 115
Evans BAT-A-SCORE.. 105
Bally BIG INNING 95
Chi Coin GOALEE 95
TELEQUIZ (w/film) .. 95
Scienc. BATTING PRAC. 75
Amuse. BOOMERANG. 65

LORD'S PRAYER VENDOR
Greatest Money Maker in History!

Exclusive Distributors for **CHICAGO COIN EXHIBIT INT. MUTOSCOPE**

FIRST COIN MACHINE EXCHANGE, INC.
 EXPORT BUYERS! Send for Price List and Literature. Cable: "FIRSTCOIN"—Chicago
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Paul Price Set on Snapper Charm

NEW YORK—Paul Price, Inc., local charm manufacturer, has designed a new mold for a snapper charm small enough to fit into a bulk vending machine.

The charms, which are currently in production, have recesses for rhinestone or plastic jewels so the operator can vend snapper bracelet sections and jewels as a tie-in.

Price has set up an exhibit in Chicago's Congress Hotel so that visitors at the NAMA show, currently in progress, can see his line.

Tap-Rite Displays Hose Assemblies

CHICAGO—Tap-Rite Products Corporation bowed its new line of standard and special hose assemblies and fittings for premix drink machines at the NAMA show here.

The stainless steel armored hose assemblies have a PEC inner tube, reinforced with stainless steel wire braid and sealed with a plastic cover.

Another series of assemblies come equipped with their re-usable or crimped fittings.

Kwik Kafeteria

Continued from page 70

perature limit is 300 degrees. Front of the unit is completely enclosed and no access beyond the serving compartment is possible.

Six-Second Cycle

Delivery cycle time is six seconds, with the average heating time for 22 eight-ounce servings at 38 to 180 degrees one hour. Dimensions are 81 inches high, 14 inches wide, 22 inches deep at the floor, 32 inches deep at the serving shelf and 30 inches from the floor to the top of the serving shelf. The two other units have the same dimensions and appearance so that when they are placed side by side they give the impression of one unit.

The hot canned food machine offers four selections with a total capacity of 104 cans. Each column may be individually priced at 5-cent increments from 15 cents up. The insulated oven permits placement of the machine next to a refrigerated unit.

The sandwich, bun or pastry vender has two columns, each one with a capacity of 25 products. It vends any commodity which fits into a 4 9/16 by 4 9/16 by 1 5/16 box. The refrigeration unit is 1/2 horsepower, self-defrosting and has a controlled temperature of 40 degrees.

Like the hot plate vender, the sandwich machine can be put next to an auxiliary unit—with another two selections—working from the same master unit and coin mechanism.

In the case of the hot plate machine, two slave units—each with another two selections—work from the same coin mechanism and heating system as does the master unit.

Panoram Operators! FOR SALE

We carry a full line of genuine Panoram Projector Parts—sold with a money-back guarantee.

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Good Working Order
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Drivemobiles (1955) 425.00
Genco Sky Guns 75.00
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INCREASE YOUR SEEBURG* EARNINGS

... the greatest thing in music

50c-PLAY!

yours, for ...

\$99.50

Less than the price of a Wallbox puts a profit proven ROYAL 50¢-PLAY Unit to work for you NOW!

The Royal 50c-PLAY Unit...

—the greatest money maker in music since the 100-Record Phonograph!

EXTRA PROFIT PLUS \$1000.00 IN YOUR POCKET

Your 100-Record is a proven profit maker.

The 50¢-play chute — until now only available on expensive, new models — is a proven extra profit maker.

NOW The ROYAL 50¢-PLAY Unit gives you this proven extra profit combination for just \$99.50.

You need nothing else and YOU PUT ALMOST THE ENTIRE PRICE OF A NEW MODEL IN YOUR POCKET!

OPTIONAL EXTRA PLAY BONUS

No matter how many plays you now sell for 25¢, our ROYAL 50¢-PLAY Unit delivers twice as many.

AND, optional to you — EXTRA play bonus to your customers for using half-dollars!

NO HAULING! NO LOST EARNING HOURS!

Install the ROYAL 50¢-PLAY Unit on location in half an hour with a screw-driver.

NO soldering, welding, cutting, filing! NO marred cabinets!

PROFIT PROTECTION

National slug rejector coin mechanism as standard equipment.

EXTRA PROFITS PROVEN

Test locations prove the ROYAL 50¢-PLAY Unit increases earnings substantially. (Test data by independent researchers available on request.)

*

Available now for all Seeburg Models from the A to the VL-200. (Be sure to specify when ordering.)

Make no mistake! The ROYAL 50c-PLAY Unit is the greatest thing in music since the 100-Record!

FOR THE DEALER NEAREST YOU
WRITE NOW

ATTENTION: LOUIS E. WOLCHER
ROYAL MANUFACTURING COMPANY
1360 Howard Street, San Francisco, Calif.

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- Variety \$100
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- Beach Beauty . 275
- B'way 350
- Nite Club 400
- Parade 425
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Premier COIN MACHINE DIST. INC.
214-20 S. Howard St. Baltimore 1, Md.
Phone: MUIberry 5-1420

when answering ads . . .
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And A

Happy New Year



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120E A.M.I. . 475.00

120F A.M.I. . 675.00

B Seeburg .. 450.00

C Seeburg .. 550.00

Cleveland Coin Machine Exchange, Inc.
2029 Prospect Avenue
Cleveland, Ohio
Phone: Tower 1-6715

Mull Coffee Vending Future

Continued from page 70

coffees, they were unanimous in looking for further improvements in coming months to help meet growing self-brew competition.

It was felt that instant venders would continue to fit into top volume spots where customers did not insist on a brewed type of coffee.

Self-Brew

Generally—sanitation and profits were the chief concern of operators eyeing self-brew units. "If the self-brew equipment is not cleaned correctly it will vend a cup of coffee inferior to the average instant machine," stated one operator.

And the proper servicing and maintenance of the self-brews takes time—and "time is money." Another operator who had recently entered the self-brew field, stated, "It took my routeman two hours to service one machine properly, including disposal of grounds, cleaning lines, etc."

"Self-brew," many operators pointed out, "is strictly a 10-cent seller, while instant can be vended at an odd-cent or even a nickel per cup and still remain profitable."

But such problems were not considered as limiting self-brew's ultimate possibilities, profit and expanded-market-wise. "Self brew is still in its infancy as a vended product. If it were started at the same time as instant coffee vending, self-brew would have progressed at a faster pace and evolved into a better product than did instant during the same period," operators agreed.

It was further emphasized that self-brews can mean a greatly expanded coffee vending market. Some operators saw it as the first big step into a mass market for vended coffee, opening up new locations and attracting new customers who had never been attracted to instants.

Instant Improvements

While recognizing that self-brews would not take over from the instants on a wholesale basis, operators suggested several steps to be taken that would improve the

instant drink, using present concentrates and equipment:

Increase water temperature from the usual 170-175 degrees to 210 degrees. "This single move alone

will result in a drink that compares with self-brew," it was brought out.

Previously operators were limited to using the lower temperature due to the quality of paper cups. Improvements in this area, tho, make the use of higher temperature feasible as well as desirable.

Combining fresh cream with the hotter instant drink would also

create a noticeable improvement in the taste problem.

With 35 per cent of the coffee prepared in the American home being of the instant type, operators felt that the better aroma created by the use of higher temperature water, combined with the use of fresh cream, where practical, would enable instant coffee to more than hold its own.

BEST IN THE MIDDLE WEST

Now Delivering

GENCO

SKILL BALL
CHICAGO COIN
SKI-BOWL
EXHIBIT

RINGER BALL

ROYAL 50¢ UNITS FOR SEEBURG PHONOGRAPHS

1/2 deposit, balance C.O.D. or S/D

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from Ed Ravreby and
ASSOCIATED AMUSEMENTS, INC.

Exclusive Distributors for
THE NEW

Rock-Ola
200 SELECTION **1455**

1455-S STANDARD
1455-D DELUXE

and the ever popular
120 SELECTION

EXCLUSIVE DISTRIBUTORS FOR ALL NEW ENGLAND!

associated amusements, inc.

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Gala Christmas Party Showing of the NEW MODEL 1455 DEC. 21 and throughout the Holiday Season!

Thank YOU for your WONDERFUL RECEPTION to GENCO'S OFFICIAL SKILL BALL

Watch NEXT WEEK'S IMPORTANT ANNOUNCEMENT

about our exciting NEW OFFICIAL SKILL BALL

6-PLAYER SKILL BALL

"Keep On The Go With GENCO"

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RECONDITIONED FIVE BALLS

Auto Race	\$235.00
Arabian Knights	99.50
C. O. D.	49.50
Colors	129.50
Dealer	39.50
Derby Days	225.00
Diamond Lil	149.50
Dragonette	129.50
Easy Aces	199.50
Fairway	49.50
Frontiersman	194.50
Gladiator	175.00
Gold Star	134.50
Grand Champion	59.50
Grand Slam	69.50
Gun Club	39.50
Gypsy Queen	149.50
Harbor Lifes	179.50
Hawaiian Beauty	114.50
Jockey Club	114.50
Lady Luck	119.50
Lazy Q	59.50
Lovely Lucy	114.50
Lulu	149.50
Marble Queen	89.50
Peter Pan	134.50
Pin Wheel	99.50
Poker Face	69.50
Scoreboard	269.50
Screamo	79.50
Shindig	89.50
Skill Pool	49.50
Sea, Belles	324.50
Skyway	114.50
Southern Belle	164.50
Add A Line	174.50
Thunderbird	99.50
Wonderland	149.50

MISCELLANEOUS

Genco Hi Fly Baseball	\$229.50
Mutoscope Rock & Roll	75.50
Mutoscope Movie (new)	195.00
Bally Crosswords	200.00
Ex. Shooting Gallery	99.50

NEW GAMES Immediate Delivery

Bally Key West	
Gottlieb Rainbow	
Gottlieb Fair Lady	
Gottlieb Register	
Genco Skill Ball	
Chi Coin Ski Bowl	
Exhibit Ringer Ball	
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BOWLERS

Chi Coin Bowling Team	\$295.00
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\$24.50 EACH

United Super 6 Player	
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Chi Coin Match Bowler	

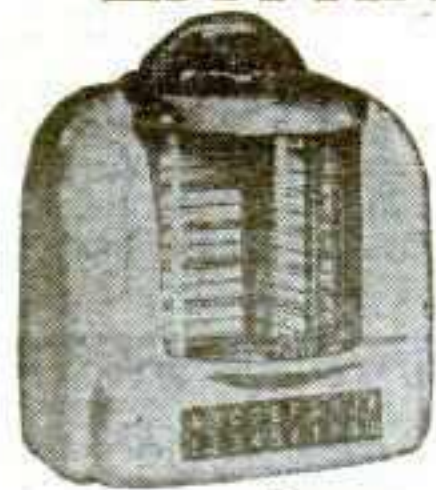
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Seeburg 100 Chrome	\$ 89.50
Seeburg 100 Hammertone	44.50
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Terms: 1/2 Deposit, Balance C.O.D. or Sight Draft.

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- Completely Reconditioned
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SEEBURG		ROCK-OLA	
HF100G	\$675.00	1436	\$179.50
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M100A	225.00		
AMI		WURLITZER	
E-120	\$395.00	1650 (48 sel.)	\$325.00
D-80	295.00	1500A	
D-40	175.00	(104 sel.)	249.50
		1400 (48 sel.)	179.50
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\$1 MILLION IN ONE ROOM

CHICAGO—Vendo played up the \$1 million cup of coffee theme at a press and public relations dinner and showing at the Conrad Hilton Hotel here. The idea, designed to show the developmental and quality factors in back of its new self-brew coffee vender, was built around the display of 1,000,000 dollar bills under a special six-man guard in the tower suite of the hotel.

CIAA Expects

Continued from page 74

license," may make a difference to city officials.

In other business, the CIAA's labor committee was given authority to negotiate a contract with the Electrical Workers' Union here (the same union with which local juke box operators are associated).

A contract with the union was expected to be consummated this week.

CIAA operators voiced approval of a group health insurance plan presented by Continental Casualty Company. The program is set up to pay monthly cash benefits to the operator in the event of disability due to accident or sickness, plus additional benefits while confined to a hospital.

One change in city licensing that will affect local operators in January is the substitution of the license decal previously required to be placed on each machine, with a metal plate which will be attached to each machine. In addition, operators will be required to place an ID card along with the license plate at the location.

NEW 5 BALL PIN GAMES

- GOTTLIEB**
 Register
 Fair Lady
 Rainbow
GENCO
 Davy Crockett
WILLIAMS
 Super Score
 Perky
 and Sensational
 6-Player Roll-Ball
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CHICAGO COIN

Blondie Capri Call for Prices

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 Derby Days \$225.00
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ARCADE MACHINES

- Genco 1 Player Basketball \$185.00
 Sky Gun 85.00
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 Mutoscope Boxing Champ 225.00
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SPECIAL CIGARETTE MACHINES

- New . . . Electro-Rowe-National
 Used . . .
 16 Keeney 9-Col. Electric, Ea. . . \$110.00
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 8 8-Col. Electro Cig. Mach. Ea. . . 80.00

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Rock-Ola 200, Now delivering. You will be glad you waited after you have one on location.
 Seeburg H F 100 "G" \$650.00
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 Seeburg Hid Unit H. N. P. 100 R. 725.00

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 Bally Big Time 250.00
 Bally Variety 125.00
 Bally Palm Springs 65.00
 Bally Yacht Club 50.00
 Bally Beach Club 65.00

- Rifle Gallery \$195.00
 Wild West 325.00
 Big Top 325.00
 Sky Gunner 95.00

BOWLERS

- C.C. Championship Bowler Write
 Bally ABC Write
 United Regulation Write
 C.C. Triple Strike \$235.00
 C.C. Fireball 195.00
 C.C. Feature Frame 145.00
 C.C. Super Frame 110.00
 C.C. Advance 95.00
 C.C. Criss Cross Bowler 115.00
 C.C. Miami Shuffle Write
 Un. Lightning 195.00
 Un. Clipper 235.00
 Un. Rainbow 110.00
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1/3 deposit with order, balance C.O.D. or sight draft

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COLOR... ACTION... PLAYER APPEAL!

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- COMPLETED RAINBOW LITES CENTER HOLES FOR SPECIAL SCORES
- ADDITIONAL ROLLOVERS INCREASE SPECIAL SCORING IN CENTER HOLES
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 as American as Baseball and Hot Dogs!

BUY THE BEST... WE DO!

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS.

M-S Shows Mdse. Vender

CHICAGO — Mechanical Servants Company, Chicago, previewed Valet, a four-column, table model, merchandise vender, at the National Automatic Merchandising Association Convention. The unit is intended for use in small traffic locations that can't support a larger model, such as the firm's 11-column unit.

Valet has been in production for a month and features interchangeable item vending. Shoe-shine cloths, handkerchiefs, nail clippers and pocket combs are some of the selections available.

Price ranges from \$50 to \$60, depending upon volume purchased.

Season's Greetings From



Gil Kitt



Joe Robbins



Jack Burns



Le Roy Hokbein

Exclusive Distributors in Northern Illinois, Eastern Iowa, Northern Ind. & Mich. for . . .

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To Like IT Means \$\$\$\$\$

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Optional "MATCH" Feature! **EXTRA BALLS**

Single-Double and Triple Scoring

ROLL a BALL

Super Deluxe in every detail

It's Fast!

Williams ROLL-a-BALL defies comparison on its far greater money making power, superior construction and tremendous eye-appeal!

SOUND-PROOF BACKFIELD COLORFUL DURABLE FOAM PLASTIC

UNBREAKABLE PLEXI-GLAS FRONT

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EVER-LASTING PLASTIC CUPS

"Always on the ball!"

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10¢ Each Player

Hinged Front Door

2-Piece DELUXE CABINET

One person easily assembles front section to back section. Bolt 'em and you're in business!

CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.

Williams is Now Delivering "PERKY" 5-Balls

See Your Williams Distributor!



New Quarters For Mayflower

ST. PAUL — Mayflower Distributing Company, St. Paul music machine and game distributor, moved last week, to new quarters at 2227 University Avenue, directly across the street from their old site.

The move provides Mayflower with more spacious as well as air conditioned quarters—with the whole operation being housed on one floor, stated Kenneth Glenn, Mayflower spokesman.

NCMDA Meets

• Continued from page 74

its next banquet; voted to keep all members posted on used equipment prices.

Also under discussion were current and future operating trends in the coin machine industry.

Current officers of NCMDA are: Gil Kitt, president, Chicago; Milton Marmer, vice-president, Cincinnati; Irvin F. Blumenfeld, secretary, Baltimore; J. D. Lazar, treasurer, Pittsburgh.

On the board of directors are: David Bond, Boston; Ron Rood, Orlando, Fla.; John Bilotta, Newark, N. Y.; George George, Cleveland; Barney Sugarman, New York; Louis Wolcher, San Francisco; Joseph Kline, Chicago; Jack Bess, Richmond, Va., and Joseph Mangone, Miami. Al Schlesinger, Chicago, is managing director.

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BALLY & COTTLIEB games & GENCO, UNITED & WILLIAMS guns

We will purchase any amount—large quantity needed.

LISTED BELOW!

WRITE IMMEDIATELY LIST PRICES AND QUANTITIES

All Games must be complete and have clean cabinets

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Big Time
Broadway
Double Header
Gayety
Parade
Surf Club
Variety

Gottlieb

Auto Race	Grand Slam	Southern Belle
Classy Bowler	Gypsy Queen	Super Jumbo
Daisy Mae	Harbor Lifes	Sweet Add-A-Line
Derby Day	Jockey Club	Toreador
Dragonette	Jubilee	Tournament
Easy Aces	Queen of Hearts	Twin Bill
Frontiersman	Sea Belle	Wishing Well
Gold Star	Sluggin' Champ	

Genco

Rifle Gallery
Wild West
Big Top

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Bonus Deluxe

Williams

Polar Hunt
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1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.
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among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.



Bally ABC Bowling Lanes

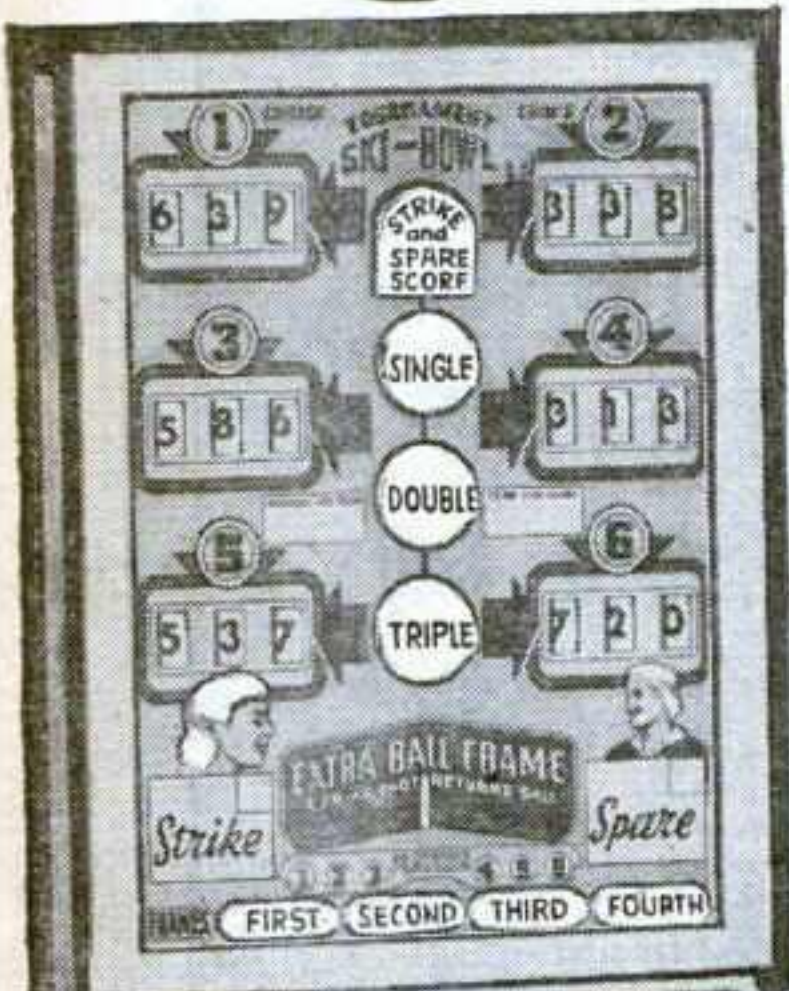
LOCATION TESTS, week after week, in territory after territory, prove Bally ABC BOWLING LANES biggest money-maker in years. Not another shuffle-puck game... but real bowling with 3 in. hard rubber balls... ABC BOWLING LANES is your insurance of a prosperous 1957. Avoid delays in delivery by ordering from your Bally Distributor today.

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The **GREATEST PROFIT MAKER** in 5 Years!



With The Exclusive . . . **DYNAMO STRIKE**
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The EXCITEMENT . . . The SUSPENSE . . . The OUTCOME OF THE GAME Is Not Determined Until THE LAST BALL IS ROLLED!
Player by skillfully striking in the 4th frame gets "bonus" balls . . . keeping his game alive and enabling him to re-shoot and score up to 3 extra strikes!

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★ Full Size Plastic Impregnated Balls!

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WILD BALLS
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MORE
FUN FOR
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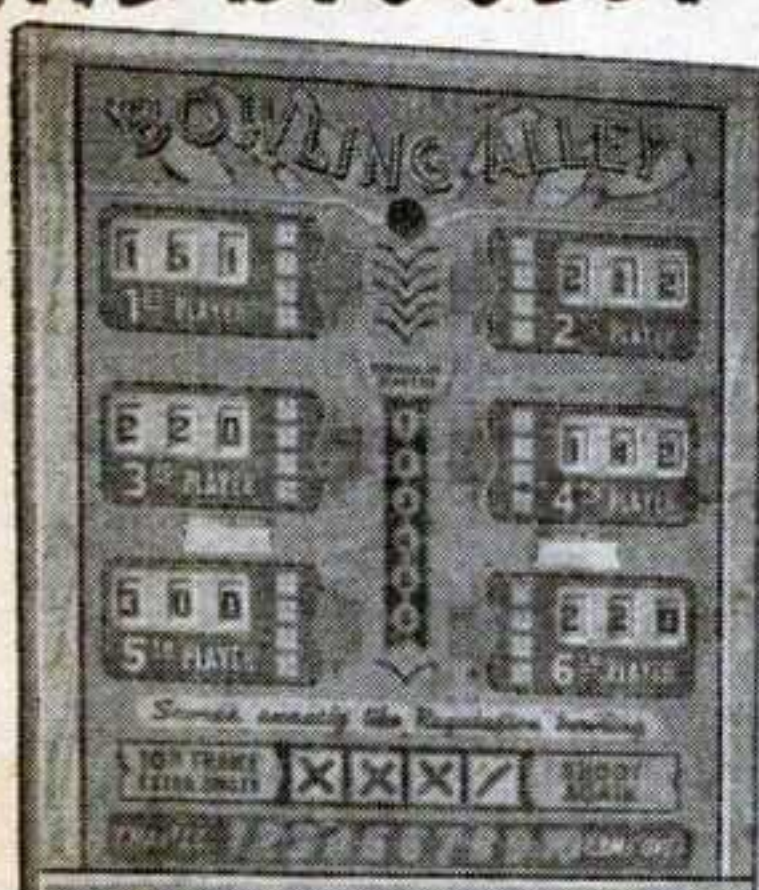
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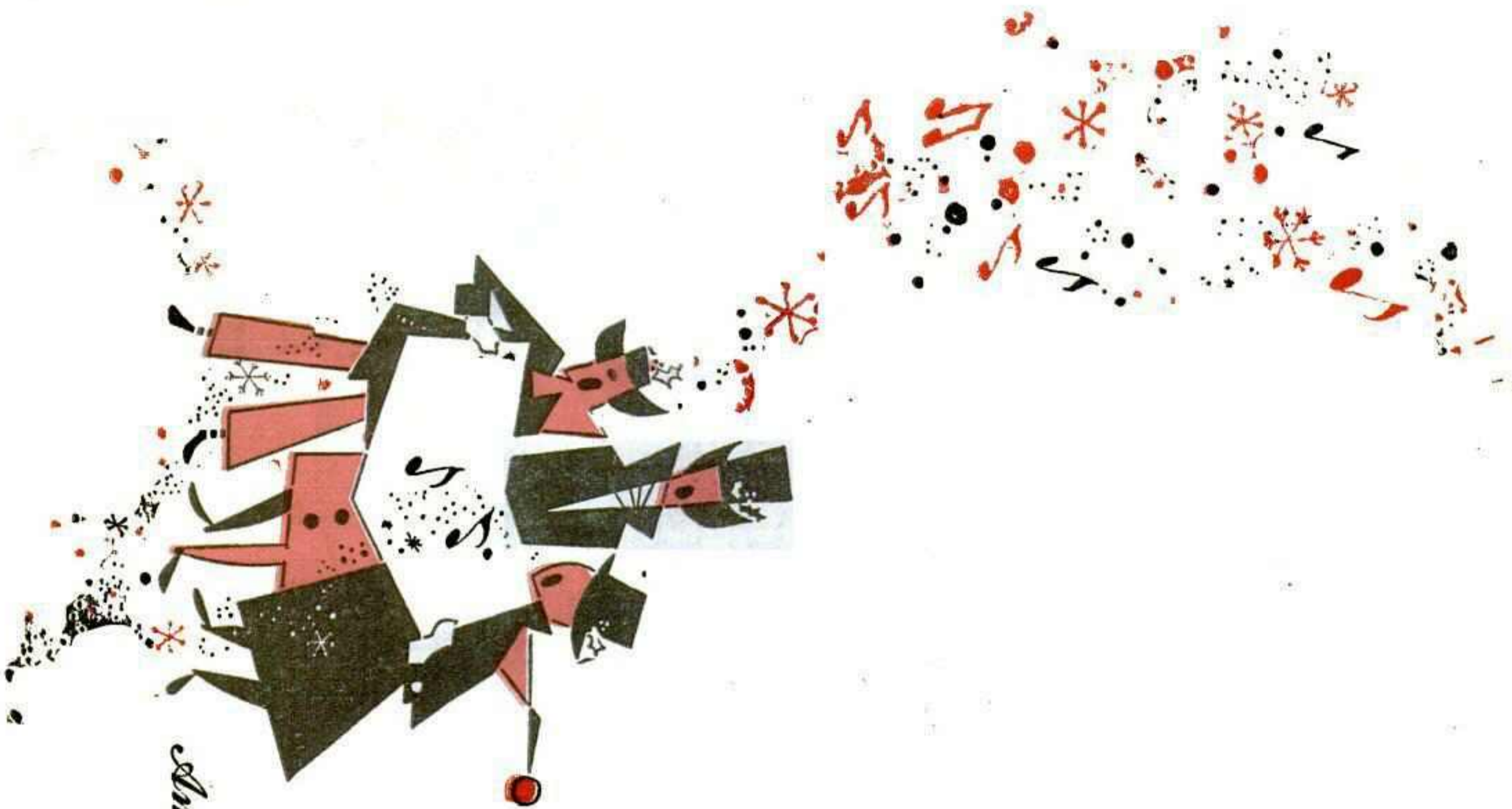
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