

DECEMBER 15, 1956

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

Automatic Selling Boom Ahead for U.S.

New Equipment Dominates Outlook of NAMA Show; See \$4 Bil. Market in '60

By BOB DIETMEIER

CHICAGO -- Automatic selling's booming growth, outstripping the expansion rate of a record U. S. economy in 1956, is expected to continue at a faster clip thru the next four years.

Based on normal growth in current markets alone, vending machines will account for \$2.9 billion of retail sales in 1960-and could reach \$4 billion if new markets are tapped, John T. Pierson, president of the National Automatic Merchandising Association, and the Vendo Company, of St. Louis, told the NAMA convention last week (see story below).

In all product categories of vended products, the bustling expansion of automatic merchandising was reflected in the unprecedented number of exhibitors showing new equipment and products at the convention.

Over 150 exhibitors showed new products in nearly every machine and supply line to a total attendance of nearly 7,000 convention-

Both on the exhibit floor and in business sessions, new equipmentparticularly in hot foods and coffee -dominated the convention.

Industry growth measured in terms of two product categorieshot foods and coffee-is startling. At last year's convention, five hot food machines were shown by four n anufacturers; this year 18 models were shown by 13 manufacturers. Last year, 13 coffee venders were exhibited; this year 25 were shown, including 10 self-brew machines (venders in which coffee is brewed as opposed to using powdered or liquid concentrates) of which there were none shown last year.

In selectivity and capacity, venders are getting bigger. Candy and cigarette machines are both increasing along both lines.

Future Look In Vending

CHICAGO-Batteries of vending machines will ultimately replace small family-operated cafes.

Thus predicted John T. Pierson, NAMA president, last week. But he was quick to point out that venders would create an even greater employment demand rather than replacing people in the labor market. The number of people required for the sales, servicing, administration and general operation of venders would be more than are now engaged in small cafe opera-

Declaring that automatic mer-(Continued on page 82)

Business sessions on coffee vending and automatic feeding (in which batteries of food and beverage machines or "food banks" are used in large industrial locations) both pointed to increased activity

in these two fields during 1957. A panel discussion, conducted by representatives of operating firms, focused attention on equipment needs for the future. The need for new types of equip-

ment, standardization of machine nomenclature, delivery equipment and parts, a greater selection in colors, high cost of machines-not i. terms of intrinsic value but in utility value-were all pointed up.

Among the types of equipment called for were machines in outdoor vending, machines which combined cigarettes and candy in one unit, sandwiches and salads in one unit, each having adequate capacities in each product. Machines with two separate temperature controls and machines for vending frozen foods were called for by operators.

"We want machines which sell space-hot or cold," one panel member summed it up. At the same time, operators serving on the panel paid special tribute to the new equipment already being turned out by manufacturers.

Manufacturers themselves agreed (Continued on page 81)

PEARSON, ATW ACTORS OFF TO ICE AND SNOW

NEW YORK - In an attempt to encourage show show business personalities to visit the Armed Forces in peacetime as well as in war, Drew Pearson will shoot two 15-minute telefilms on entertainment and military activities in the U.S.' most vital area of defense, the Northeast Air Command.

Pearson will join a troupe organized by Michael Sean O'Shea, publicity director of the American Theater Wing, which makes its annual Christmas tour of bases in Greenland, Labrador and Newfoundland next week. Ella Logan, Lisa Ferraday and Hartford Agency models headline the unit, with baritone John Modenos, Siri, the Four Jumping Jacks and the comedy team of Cedrone & Mitchell featured.

The O'Shea groups, which are volunteer and do not come under U.S.O. jurisdiction, are the only ones to make regular periodic circuits for the Air Force, Pearson will host the show, "Arctic Capers," produced and directed by O'Shea, in bases closer to Moscow than to New York.

The only other unit traveling to give holiday shows is headed by Bob Hope in the Alaska area. The five-day O'Shea tour will play to some 25,000 servicemen.

Hey, Rub-a-Dub, Dub, Three Gals in a Tub In TV Commercials

Bath's Toughest of All Model Jobs; Many Move Up to 'Spokeswomen'

By DENNIS McDONALD

When you see a girl taking a bath on television, it's often three different girls you're actually seeing. The requirements of a pretty face, lovely back and a nice pair of gams are tough for one girl to fill, and so quite often the picture. as it appears in the commercial, is not Venus reincarnated but a composite of the best several gals have them fully clothed in either street,

The bathtub commercial is dirficult enough to film, but the stall shower with the gal sudsing herself behind a filmy curtain is murder. Models as a general rule are very modest, for one thing. Some of them have husbands who object; others have families in Boston or in the Midwest and are convinced that Mom and Dad back home would never believe that they really are adequately covered.

They are, of course, in a sort of flesh-colored leotard for either the bath or shower films. But it's the reaction from the public that makes many top models turn down such assignments. It's even been the cause of sending several to psychiatrists to get rid of their inhibitions.

Besides the humiliation of some-

times having to audition in a bathing suit-a necessity because so many are almost skeletal-these thy, modest creatures often draw quite a crowd at the actual shooting. As one agency casting director put it, no other type of commercial has so much supervision!

Of course, the majority of work for the female models presents home or boudoir attire. Most in demand are the high-fashion gals, the ones who wear clothes as no average housewife possibly could and who have been described as expressionless and thin."

They are just what a sponsor ordered when dressed elegantly, but present a problem frequently because of boney legs and lack of bust. Most of the high-fashion models are almost completely flat. Some rew are naturally thin fortunately, but the majority starve themselves into shadow proportions. It is not unheard of for one casting call to discover that some 25 or 26 models are hospitalized for undernourishment.

Howard Management

Besides the high-fashion gals, Ann Howard, of Howard Management, noted several other categorles, necessary for quick advertiser demands, that she previously used as a former casting director for several leading advertising agencies. They include beautiful, buxom, wholesome, general, mature, housewife and a special feature group, such as outstandingly beautiful hair, nice faces (not much else), lovely legs and either glamourous or housewife type of hands.

Many model agencies have been slow in realizing how much reve-(Continued on page 22)

Hairy Legs Hard to Find

NEW YORK -- Depilatory sponsors have their problems in filming "before" shots in TV film commercials. American women long ago began shaving their legs, and it's hard for sponsors to find models with beautiful, the hairy,

The solution now is generally to send out a call to the model agencies for European models. It seems that European women, in general, frown on the American custom and therefore are just what the sponsor needs to show off the effects of his product.

NEWS OF THE WEEK

Band Business Picks Up, With Colleges Adding to \$\$ Revenue . . .

Bands are doing better business on the road these days than they have in years, with college dates accounting for much of the increase. However, the students are doing more sitting than dancing, since more and more schools are scheduling two-hour pop concerts rather than terp affairs..... Page 29

NBC, ABC on Prowl for New Talent and Shows for '57 . . .

NBC-TV and ABC are on a wide ranging hunt for properties for next season, both in New York and Hollywood. Indications are that a huge number of current network TV properties are in their last TV season..... Page 2

Syndicated TV Films Barely Toe 1955's Rating Marks . . .

Syndicated TV film programs were barely holding their audience levels of last fall as the current season opened. A study of 20 markets, picked at random, found the average of the top 10 syndicated shows down in 12 with a mere hair's breadth increase in the two

Sen. O'Mahoney Advises Juke Box, Music Interests to Compromise . . .

Senator Joseph O'Maheney advises juke box and performance rights interests to get

together and work out a compromise on the whole issue of juke performance royalty exemption. The chairman of the Judiciary Subcommittee on Patents and Copyrights states that if this is not done, the conflict may be resolved in legislation drawn up in the upcoming session of Congress...... Page 28

Kiddielands to Be Encouraged To Join NAAPPB; Get Lower Dues . . .

Kiddielands, newcomers to the long-established field of amusement parks, will be encouraged to join with the full-sized fun spots in the National Association of Amusement Parks, Pools & Beaches. Directors set up a lower schedule of dues for Kiddielands. Page 65

DEPARTMENTS AND FEATURES

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	PROBE TO THE REAL PROPERTY AND THE PROPE

Communications to 1564 Broadway, New York \$6, N. Y.

'Project' Drubs

'Playhouse 90'

NEW YORK-NBC-TV's "Pro-

ject 20" gets credit for the first drubbing given CBS-TV's "Play-

house 90" this season, according to

Trendex figures for December 6. T

NBC telementary of "The Jazz

Age" scored 21.6 and 21.4 for an

average 21.5 during the 10-11 p.m.

time period. "Playhouse" scored

18.7, 17.5 and 13.8 for an average

NBC win was the sophisticated

comedy choice for "Playhouse," a

frothy Broadway vehicle called "Made in Heaven," which type has

been falling from popularity to the

point where producers of many

dramatic shows are turning thumbs

An interesting footnote to the

16.7 in its 9:30-11 p.m. berth.

NETWORKS ON SAFARI

Webs Haul Out Big Guns for Talent, Show Open Season

By LEON MORSE

NEW YORK-One of the biggest hunts for exciting new TV programming got under way this week. NBC-TV has begun a series of programming conferences with top program packagers, and ABC-TV followed suit shortly thereafter. The result could well mean as many as 50 new network properties breaking into those networks' schedules next fall.

The webs have assured the packagers that the doors are wide open for any and all ideas, so long as they have hit potential. This, in effect, marks a reversal of the trend toward tighter house control and ownership of shows airing on the networks, and should clear the way for an industry free-for-all in the rush to tie up any available top talent and properties.

While few specific current properties are yet marked for elimination, most of the present line-up on both networks will be on trial during the remainder of the season, with their fate decided by the success they achieve from now until summer.

There are, of course, some shows on both networks whose track record has been proved fast enough to insure their continuance. Among the secure ones on NBC are "You Bet Your Life," "Life of Riley," Perry Como and "Dragnet." On ABC, the solid stanzas are both Lawrence Welk programs, "Chey-enne," "Disneyland," "Wyatt Earp,

"Rin Tin Tin" and "Jim Bowie."
NBC, stimulated by a reorganized program department headed by Manie Sacks, is determined to

Disney, ABC Talk 3d Show

NEW YORK - Walt Disney, here last week to confer with ABC brass, will produce for ABC-TV a half-hour nighttime series to debut in October. This third Disney-ABC venture is expected to feature lighthearted documentaries using both animation and actors. The producer's agenda also included setting plans for "Disneyland" and "Mickey Mouse Club" for the 1957-'58 season. For the new film show, Disney is expected to seek a Fess Parker type to act as host.

ABC's programmers have now penciled in six new shows for the fall, with about a dozen others as "seemingly sure holdovers." The overhaul of network daytime programming is being held off until March in the belief that the web can wrap up the nighttime schedule at a record early date.

erase the rating reverses suffered uation which has found CBS dom- brass are not asleep at the switch. giving that network the top 15 shows and 26 of the top 30. Some Mason" and "The Big Record," in moves, in the form of program the house. And many other propshifts, already are under way at erties are also in various stages of NBC for the current season. But preparation. There are also no sait expects to provide a potent answer next season with the acquisi- CBS, and it may be expected that

Similarly, ABC's new leadership, deals on the fire.

With ABC and NBC on the this year. The web feels there is move, it may be expected that nothing irremediable about the sit- CBS-TV and its top programming inating the evening rating picture, They are already moving to with the October Nielsen ratings strengthen their programming for next season with two pilots, "Perry cred cows among the programs at tion and development of powerful the weaker stanzas will also be weeded out by next season.

Whether the three networks are headed by Ollie Treyz, is not con- to get the number of potent new tent to remain in third position shows they desire is the big quesamong the webs. Its recent pact- tion. Network execs looking for ing of Frank Sinatra was only the properties report that there are few first step to smash its way into impressive new ideas being subprogramming contention with its mitted thus far. However, many rivals. Walt Disney, for example, new pilots are in various stages of has a new show being blueprinted development, and it may be that (see other story this issue), and the by spring a number of top shows web is negotiating with two more will be ready to answer the current name personalities, among other need for dynamic TV entertain-

SHOW SHIFTS HALT

NBC Chess Game Stalemated by

The sponsor owns alternate weeks "Arthur Godfrey and His Friends" shifted when it, a long with P. tively. Lorrilard, canceled its sponsorship of Walter Winchell, 8:30-9 that erboarding being planned involves evening. Culf's "Life of Riley" will now go into the later half fact that these shows are not on

A decision to drop the time period would set off an NBC chain reaction involving Monday 8:30-9 p.m., now occupied by "Stanley" which seems slated for cancellation; Wednesday 10:39-11, the "Twenty-One" time period, and Sunday ments for many weak film shows 10:30-11 which is to be freed now on the webs. when "Championship Bowling" exits shortly.

These three time periods, plus Friday 8:30, would give the network some room for shifting. It would also allow NBC to program three new shows, some of which may be quiz properties. "Twenty-One" will, of course, remain on the web.

GF Desire

In spite of General Foods' desire to move "Hiram Holliday" from Wednesday 8-8:30, indications are

NEW YORK - The series of that such a shift cannot be brought programming shifts now in the off. The network is finding it diffiworks at NBC-TV is stalled, for cult to get another client to move the time being, because of Toni. in opposite "Disneyland," and 8-8:30, Fridays, where it was on ABC-TV, and CBS-TV, respec-

Interestingly enough the checkfour shows which are all live. The film has given the network more Toni must decide whether to room to maneuver, and has prokeep its alternate week Friday half | vided a safety valve with which hour and look for another program. NBC can deal with some of its current programming problems.

> This demonstration of the flexibility of live TV, it is said, has not been lost on many network advertisers who are in tough shape because of their long-term commit

MORE HOMES

Nielsen Says Audiences For TV Gain

NEW YORK-Speculation that TV audiences are smaller now than last year is not supported by Nielsen average audience figures, which indicate a slight gain: CBS scored an average 23.0 for October, 1955, and 23.8 for October, 1956. ABC scored a 14.0 for this year, figures not being available for last but conceded to have been lower. NBC was down from 21.5 to 19.6.

Trendex figures for the same months show a plus from CBS from 19.6 to 20.7, a plus for ABC from 9.5 to 10.1 and a loss for NBC from 16.9 to 15.1.

The average evening advertiser is reaching 17 per cent more homes this year and average daytime sponsor is reaching 22 per cent more homes, according to Nielsen January-to-October figures released by the Television Bureau of Advertising. The average evening show now reaches 1,000,000 more homes, the average daytime show reaches 457,000 more homes on weekdays and 770,000 on weekends.

CBS Gets 1st Look at Pilots

NEW YORK --- CBS-TV is getting first look at a raft of pilots now being completed. Among them are "Paul Bergere," an adventure show by Marc Brandel starring Jean Pierre Aumont; songs and scenes from the Gilbert and Sullivan repertory by the D'Oyly Carte Opera Company; "Emergency," a mystery stanza starring James Whitmore; the Joan Caulfield Founded 1894 by W. H. Donaldson show, starring Miss Caulfield, directed by her husband, Frank Ross, and produced by Caulross Productions, and an anthology of the fan-Munro).

Both CBS-TV and NBC-TV are reportedly interested in the TV rights to all 47 novels and some 200 short stories by Clarence Buddington Kelland. NBC is also considering buying the rights to 30 short stories by Hortense Calisher, most of which appeared in a volume called "In the Absence of Angels."

Revamp Tries May Not Save 'Stanley' Run

down on all such scripts.

NEW YORK-The TV career of "Stanley," Mondays 8:30-9 p.m., on NBC-TV, was hanging by thread last week, with all indications that a cancellation would be forthcoming shortly. Toni is said to be ready to cancel both time and program, and American Tobacco, the co-sponsor, reportedly is willing to keep its alternate half hour, if a satisfactory property can be found as a replacement.

What the replacement might be is not known. A great deal of work has already been done to revamp "Stanley," but so far the sponsors are said to feel that it has not ... made the grade.

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ABC Changes Keep Brass Hats Shifting

NEW YORK -- ABC-TV is on his duties as president of Amerihunting for a top-level executive can Broadcasting-Paramount Theato replace Robert Lewine, departing veepee of programming. Chief contenders are said to be Dave Levy, Young & Rubicam; Bob For- job. man, Batten, Barton, Durstine & Osborn; Tom McDermott, Benton & Bowles, and Hubbell Robinson, CBS-TV program topper, tho Robinson denied he was a contender at press time.

title of National Director of Spot West Coast operations, including Sales, a function absorbed by the an oversee job on the Warner Sales, a function absorbed by the network sales department several years ago. Tho talks have been held with at least two other execs, Jack Schneider, head of CBS Spot Sales, is reported in line for the January 1 appointment.

With Leonard Goldenson relinguishing in May his temporary solo.

as ABC president to concentrate division.

ters, it is expected that Ollie Treyz, ABC-TV chief, will assume that post, with Lewine's replacement moving into Treyz's current

John Mitchell, special assistant to Goldenson, has been given carte blanche to choose a new assignment when Goldenson bows out of the active web role he's now playing. Mitchell has reportedly The web is also recreating the decided on heading up the AB-PT

over single copy rates). Foreign rate \$15. Payment enclosed □ Billi me Occupation or Title_ Company. Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O. | quishing in May his temporary role Hudson, veepee of the Western magazine of automatic mer-

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NBC's Sessions in the Sun; Some Serious Talk and Fun

New Team Concept Calls for Some Confab, But Mostly It's Celebration

By SAM CHASE

affiliates began to gather here this of executive vice-presidents func- but that he may also use his inweek for a four-day convention, tioning under Sarnoff. The new there seemed little surface indica- design has been set up to meet tion of any discussion more serious today's challenges in an era of to NBC from other webs. than how to get the most out of the highly complicated operations. few days in the sun. With the web he newest group of executives taking over the new Americana Ho- entering the NBC picture are those tel for the conclave, which falls who will face the biggest prob- lades from the stations. Where during the celebration of NBC's lems. While business continues there were over 40 daytime quarter 30th anniversary, only one closed firm on the web's evening TV

ing the events on the packed social seek to remedy. schedule, which run from a golf basically, this is the chore contourney thru a maze of cocktail fronting Manie Sacks, newly parties to lobster roasts and yacht named to the post of program rides, the station execs are seen chief, and to Bob Lewine, who ligan took over the reins recently. certain to discuss a goodly number will work under Sacks. Improveof developments which have taken ment of the network's status in the leadership, including keen talent place since last year's sessions in ratings race is a prime problem, specialists on the program side, Chicago.

leadership chain of command.

MIAMI BEACH—As the NBC gated responsibilities, with a group bring new sponsors to TV via NBC,

business session was on the agenda. schedule, there are unquestioned are only about 10. And the revi-Nevertheless, between and dur- soft spots which the new team must

and the solutions are expected to with nighttime billings maintaining High among the chatter is apt extend in many directions. Accel- themselves while the daytime picto be a considerable amount of erated talent and program devel- ture gets better, the affiliates are talk about the streamlining of the opment drives are anticipated (see not likely to be too restive as they NBC top executive echelon, and other story on page 2), with steps enjoy the Florida climate. Everythe effect this is likely to have on taken to hurry the arrival of thing is not perfect in this best of future operations. Gone from the new strong shows, such as the new possible worlds, but then, things scene is Pat Weaver, who at last Milton Berle series. Just as inter- aren't too tough either. year's meet ascended from the presidency to the board chairmanship. In his place as top man now is Bob Sarnoff, working with a new will exercise his known sales tal-

braces a "team" concept of dele-only will take part in efforts to fluence where it can count to swing

critical programs and sponsors over

Daytime TV progress since the affiliates last met has been strong and steady, and is due for accohours unsold last year, there now sions now occurring in the morning hours are apt to make NBC yet more potent in that area.

Even the radio picture has taken an encouraging turn since Joe Cul-

With a stabilized executive

Geared to be a structure for the times, the new NBC operation em Indications are that Kintner not For 11:30 a.m.

NEW YORK - NBC-TV last week set "Truth or Consequences" to go into its 11:30-12 noon time period shortly when its revamp of its morning programming is completed. The web will tee off 10-11 a.m. with "Home" and move "The Price Is Right" to its 11-11:30 slot.

"Truth" still needs an emsee and will probably be done as a simulcast on the NBC radio web. The Music Corporation of America continued thru 168 outlets at the end tract with NBC for "Truth" is said of 1953, until, at the recent World to allow the show to be used on a different network if a sponsor apup by a second outlet for simul- ada carried the games to an esti- pears who wants the property but cannot get time on its web.

TV Coverage Grows Over 17-Year Period

NEW YORK-The NBC tele- | the time the Coast-to-Coast cable vision network has been operating opened September 4, 1951, NBC for 17 of the 30 years that NBC had 64 affiliates, including one in has been in existence. What Mexico. started as a tiny, experimental aspect of the huge NBC organization now is the dominant factor.

taneous re-telecast was the visit to mated audience of 58,000,000. the 1939 New York World's Fair of King George VI and Queen Elizabeth of England. The New York signal was picked up direct by WRGB, Schenectady, N. Y., in the first of what was to become a regular schedule of relays. Currently, NBC-TV has 207 affiliates, of which 134 are equipped to air web-originated color shows.

In the intervening years, affiliate growth proceeded slowly at first, then began to snowball in the past few years. Philadelphia was the third city to join the network when the first link of the coaxial cable ily which have contributed much in major markets. went thru. This enabled a TV pick-up of the Republican National Convention from Philadelphia in 1940.

Commercial TV

When commercial TV was authorized in 1941, WNBT (now WRCA-TV) took over the equipment and facilities of W2XBS, New York, broadcasting only 65 hours monthly to 5,000 TV homes, a schedule which was cut back to four hours weekly during World

In the post-war era, TV speeded up. By 1948, the cable ran from Boston to Washington, and seven NBC stations were linked. At the end of that year, extension to Chicago and St. Louis raised the total to 25 affiliates. In 1949, 30 more affiliates came into the fold. By



Since then, progress has con-The first program to be picked Series, 201 stations plus 17 in Can-

New Wings Added To NBC Mansion

MIAMI BEACH-As the NBC | NBC in seven cities, and NBC Spot network celebrates its 30th anni- Sales represents these and other versary here this week, the net- non-owned stations for national work will be joined in the festivities sales. In all, NBC Spot Sales repby two other key units of the fam- resents 14 TV and 11 AM stations to the growth of the organization. These are California National Productions, a wholly owned NBC Manager Robert D. Levitt, and the NBC-owned stations and NBC Spot Sales division of the web, guided by Vice-President Thomas B. Mc-

name from Kagran Corporation and acquired NBC Television Films in the film syndication field, the NBC Theatrical division which administers both the "NBC-TV Opera Theater" and the touring NBC Opera Company, and the exclusive use of four sound stages for TV film production in Hollywood. NBC-TV Films, with the addition of the new "Silent Service" series, now distributes 19 series.

Sales Division

radio and TV stations owned by

Among the owned stations, each outlet's manager has a large measure of autonomy and full operatsubsidiary, headed by V.-P.-General ing responsibility to enable him to match his station's policies and programming with the needs of the community. The owned stations include WRCA and WRCA-TV, New York; WRC and WRC-TV Both set-ups have grown rapidly Washington; WRCV and WRCVinto major entities. California Na- TV, Philadelphia; WMAQ and tional, for example, since last year's WNBQ, Chicago; KRCA, Los An-affiliate convention changed its geles; KNBC, San Francisco, and WBUF, Buffalo.

When the spot sales business began in 1932, NBC participated, with spot being handled as a function of the network sales organization. In 1939, the départment was made a separate entity and in 1949 became an autonomous operation.

Other Stations

In addition to the owned stations, the other TV stations represented include WRGB, Schenectady, N. Y.; WCKT, Miami; Studebaker Corporation (AM-TV) The web's Owned Stations and WAVE-TV, Louisville; KSD-TV, U. S. Playing Card Company Spot Sales division supervises the St. Louis; KOA-TV, Denver; U. S. Treasury (Continued on page 6)

EDITORIAL

The First 30 Years

This week affiliates of NBC meet in Florida for their annual convention. It is fitting that these stations' representatives will gather together at a time when NBC is marking its 30th anniversary of service to the nation. It is a truism that the network and its affiliates are dependent upon each other for

The 30 years just past have underscored this interdependence. When NBC broadcast the world's first network program November 15, 1926, there were 25 radio stations linked together to air jointly a four-and-a-half-hour extravaganza featuring many of the most prominent names in the show business of the day. It was an inspiring event. Yet, today, with nearly 10 times as many television stations of the NBC family joining forces to present many of the most prominent names in the show business of our day, we are prone to accept the daily miracle of networking as standard operating procedure.

It is good, therefore, to pause for a moment and look back over NBC's three decades of accomplishments, which must, of course, include mighty technological and electronic advances, and programming of a quality and cost which would have seemed inconceivable in 1926.

Most of all, however, the network should be lauded for its sense of responsibility, without which the other successes would have added up to little. On this occasion, therefore, we join the nation and the broadcasting industry in congratulating NBC for all its many attainments. Above all, we salute the network because, under the inspired guidance of Brig. Gen. David Sarnoff, its officers always have been conscious of the vast power at their command. They have used it in the service of the public in peace and in war, to meet the nation's need for information, elevation and inspiration, as well as entertainment.

May there be many more prosperous and happy birthdays.

MILESTONES PASSED BY NBC IN 30-YR. HISTORY

Thirty years of broadcasting have who this season continue to use brought many changes to NBC's the network's facilities, radio and/ line-up of talent, programs and or TV as indicated in parentheses. sponsors. But a surprising number in all three categories are still talent and programs also shows

via NBC during 1927 points up 17 for industry veterans.

around and doing pretty well. debut dates on NBC, and should provide some mellow recollections

1927 NBC **SPONSORS**

The Acolian Company American Maize Products Company Atwater Kent Manufacturing Company Jacob Auslander & Son Beech-Nut Packing Company (TV) Bristol-Myers Company (TV) Brunswick-Balke-Collender Company Burger Brothers Company California Advertising Service California Petroleum Company Centaur Corporation Champion Spark Plug Company Cities Service Company Clicquot Club Co. Climax Hosiery Company Coca-Cola Company (TV) Colgate-Palmolive-Peet Company Columbia Phonograph Company Thomas Cook & Son James S. Coward Crosley Radio Corporation Crowell Publishing Company (AM-TV) Dairymen's League R. B. Davis Company Dodge Brothers Company (AM) Fansteel Products Company, Inc. Federal Reserve Bank First National Pictures, Incorporated Ford Motor Company General Electric Company General Foods Corp. (AM-TV) General Mills, Incorporated (AM) General Motors Corporation (AM-TV) Buick Motor Company Cadillac Motor Car Company Oakland Motor Car Company B. F. Goodrich Rubber Company Great A & P Tea Company John Hancock Life Ins. Company (TV) Hilo Varnish Corporation Charles E. Hires Company M. Hohner Company Hoover Company Houghton Mifflin Company Hygrade Sylvania Corporation Iodent Chemical Company Keystone Watch Case Corporation P. Lorillard & Company (TV) Metropolitan Life Ins. Company Nash Motors Company (AM) National Carbon Company (TV) Philco Radio & Television Corporation Physical Culture Shoe Company Producers Distributing Corporation RCA Victor Company (AM-TV) Royal Typewriter Company, Incorporated Ruud Manufacturing Company (TV) Scott & Browne, Incorporated Sealy Corporation (TV) Seiberling Rubber Company (TV) Shell Oil Company Smith Brothers A. G. Spalding Brothers

(Continued on page 6)

Standard Oil of California

Stetson Shoe Company

Standard Oil Company of New York

Stromberg-Carlson Tel. Mfg. Company

NBC PREMIERES

Radio Talent Nov. 22, 1926-Eddie Cantor (guest) Jan. 4, 1928-Al Joison Jan. 18, 1929-Rudy Vallee Aug. 19, 1929-"Amos 'n' Andy" Nov. 30, 1930-Fred Allen (guest) Nov. 3, 1931-Walter Winchell Feb. 4, 1932-Jane Froman April 26, 1932-Ed Wynn May 2, 1932-Jack Benny Sept. 8, 1932-Jack Pearl Nov. 28, 1932-Groucho Marx May 9, 1933-Jimmy Durante June 8, 1933—Bob Hope (guest) April 16, 1935—"Fibber McGee and Molly" Dec. 5, 1935-Bing Crosby Jan. 17, 1936-Fred Waring July 1, 1936—Ralph Edwards May 9, 1937—Edgar Bergen March 30, 1938-Kay Kyser Sept. 27, 1938-Bob Hope (series)

June 3, 1949-Jack Webb

Radio Programs Feb. 6, 1927-Collier's Hour Feb. 18, 1927-Cities Service Concerts Dec. 2, 1927-Palmolive Hour Oct. 2, 1928-National Farm & Home Hour Dec. 4, 1928-Voice of Firestone Nov. 20, 1929-Rise of the Goldbergs April 29, 1932-One Man's Family Oct. 6, 1932-Maxwell House Showboat Aug. 19, 1933-National Barn Dance Nov. 8, 1934-Kraft Music Hall Oct. 14, 1939-Grand Ole Opry April 12, 1940-Telephone Hour June 3, 1949—Dragnet June 12, 1955—Monitor

TV Talent May 3, 1939-Fred Waring Dec. 13, 1939-Fred Allen (guest) Dec. 27, 1939-Dinah Shore (guest) June 8, 1948-Milton Berle Aug. 3, 1948-Martin and Lewis (guests) Jan, 28, 1949-Sid Caesar April 16, 1949-Dave Garroway Jan. 30, 1950-Robert Montgomery April 9, 1950-Bob Hope Sept. 10, 1950-Eddie Cantor Sept. 25, 1950-Kate Smith Oct. 5, 1950-Groucho Marx Nov. 1, 1950-Jimmy Durante Oct. 1, 1952-Ralph Edwards June 13, 1953-George Gobel (guest) March 1, 1954—Arlene Francis Sept. 27, 1954—Steve Allen Sept. 17, 1955—Perry Como

NBC-TV Shows Sept. 29, 1944-Gillette Fights May 7, 1947-Kraft Theater Nov. 6, 1947-Meet the Press March 22, 1948-Voice of Firestone Oct. 3, 1948-TV Playhouse Jan. 30, 1950-Robert Montgomery Presents Feb. 25, 1950-Saturday Night Revue July 10, 1950-Your Hit Parade Sept. 10, 1950-Comedy Hour Oct. 5, 1950-Groucho Marx Dec. 16, 1951-Dragnet Jan. 14, 1952-Today Dec. 7, 1952-Hallmark Hall of Fame March 1, 1954-Home Sept. 27, 1954-Tonight

CINDERELLA STORY

New Billings Boost Grey to \$40 Mil.

Cinderella stories among adver- nual management conference, this tising agencies in 1956 is the rise one to be held at the Bucks of the Grey Advertising Agency. County Playhouse, New Hope, Pa. The agency last week picked up Last year's management conferthe Greyhound account, and sev- ence, which was held in Ridgeeral weeks ago brought Youngs- field, N. J., had as its objective town Kitchens into the shops, an the diversification of the agency's estimated \$7,000,000 in billings.

Its projected earnings for 1957 evidently has been reached. are said to be \$40,000,000. In 1955 Grey grossed \$30,000,000. the agency has added Vice-Presi-Most important, the agency made dent Hal Davis, formerly at Kenits reputation for its handling of soft goods clients, but now it has moved into the hard goods field on a major basis. Its new 1956 clients include Procter & Gamble for Lilt, Fluffo and Velvet Blend shampoo; Whitehall for Kolynos toothpaste, the flashbulb division of General Industry Pioneer Electric and the Hoffman Beverage division of Pabst.



OUTRATES



COMPETITION



BY 76.1%*



IN FRESNO

The all-family popularity of this famous classic is highlighted by its sensational 63.8% share in Fresno, topping all competition!

"Good, action-packed drama," says Biliboard.

Choice markets still available.

Write, wire, phone.

Source: ARB

ABC SYNDICATION

10 E. 44th St., New York 17, OXford 7-5880

NEW YORK - One of the week took off for their second anaccounts, an objective which

> Indicating the importance of TV, yon & Eckhardt, to its staff. He will report to Al Hollander, veepee in charge of radio and TV.

Kesten, 58, Dies,

Top brass at the agency last executive vice-president and vice-preside of CBS, Inc., died at 58 in Great Barrington, Mass., on December 4. He had been with CBS for 16 years prior to his retirement in continued as a consultant.

Kesten was also a director of the National Association of Broadcasters from 1942-'44. His wife, the former Joanne Kendall Gardner, survives.

In Line for Buy of 'Godfrey Friends'

NEW YORK--CBS-TV has two prospects for the alternate half hour of "Arthur Godfrey and His Friends" which will be available when Toni bows out shortly. They are Singer Sewing and Hormel the last third of the Steve Allen Packing.

Only one of the sponsors will be able to buy the open alternate week slot. The prime prospect is telecast Wednesday, 8-9 p.m.

LOCAL REALTOR **USES WEB TV**

BOYNTON BEACH, Fla.-Rolling Green Ridge, a new 2,000-acre home site development project here on the "Gold Coast," is believed to be the first local real estate outfit to buy into network TV. The firm has bought 13 one-minute spots on "Today" for a daily run until Christmas. Telecast over 55 stations in 31 States as far west as Colorado, the spots will cost \$80,000.

The purchase was made on the theory that people all over the U. S. would like to live in Florida. Home sites range from \$2,000 to \$3,600, and TV viewers writing in for brochures and subsequently buying will get a 10 per cent discount on the price as a "Christmas gift." Dave Garroway will do the commercials.

CBS Weighs

NEW YORK-CBS-TV is considering the slotting of a new daytime dramatic series, "True Story," 1946 due to ill health, but had in the 1:10-1:30 p.m. strip. It would replace "Stand Up and Be Counted," a quiz show.

The Wilbur Stark-Jerry Layton package is based on the files of True Story, a long established mass circulation women's magazine. It is reported that Sterling Drug is interested in buying two quarter hours of the strip.

Vitamin of Amer. **Buys Allen Third**

NEW YORK - The Vitamin Corporation of America has bought Sunday night show on NBC-TV.

The advertiser in January will replace Polaroid, a seasonal sponsor for the holiday season. Other said to be Hormel. Godfrey is Allen advertisers are Brown & Williamson and Jergens.

SECOND 10 UP

Allen's Ratings Gain In Battle Vs. Sullivan

impressive progress. In the 20 ning. weeks that the program has been on the air, it has averaged an 18.7 CAN'T RETIRE, Trendex during its second 10 weeks, compared with the 15.0 it PIX SO GOOD received as an average during the first 10 weeks of its career.

The show is now consistently getting a 30 per cent share of the audiences rated by Trendex, and on many weeks between five and 10 points higher. Its lowest Trendex was on July 29, when it received 10.8 opposite Sullivan's presentation of the circus. It's highest Trendex was the 24.8 it got when Sullivan went longhair.

When Allen finishes shortly with his Wednesday, Thursday and Friday chores on "Tonight," it is expected that further improvements in the show will be made. Allen will be on hand for more rehearsal and will be able to contribute more ideas. It is also hoped that Allen's "Tonight" fans will tune into his Sunday show, since they will not be able to view him elsewhere.

The producers of the show are playing with the idea of using different themes each week to tie the

NEW YORK - It's been a long | variety program together. So far, tough battle for the Steve Allen however, the exigencies of week to show in its struggle to overtake week production have not allowed Ed Sullivan, but it has made some for sufficient pre-production plan-

NEW YORK-At least one protest has been received by WCBS-TV that its newly launched M-G-M feature film schedule is too potent for-comfort. Alice Wolf, time buyer for Grey Advertising Agency, wrote CBS Spot Sales that she is hardly able to keep her eyes open as the result of watching last week's pictures.

"If you expect alert buyers responsive to your sales pitch," her letter began, "see to it that WCBS changes its programming. Could you arrange to schedule a real corny one in order for me to get my beauty sleep?" All Miss Wolf has to do is switch her clients to WABC, WRCA, WABD, WPIX, WOR or WATV. Enough switches and WCBS would have to oblige.

for November

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

Top 20 Network Shows

TOP ZU TIOUTION ONONG	
3.00	Avg.
Rank Show, Sponsor & Web 1Ed Sullivan, Lincoln-Mercury (CBS)	Rating
1 Ed Sullivan Lincoln-Mercury (CRS)	46.8
2You Bet Your Life, De Soto-Plymouth (NBC)	41.5
3Perry Como, Sunbeam, Gold Seal, Noxzema, RCA, S&H Stamps,	77 (9)
3Perry Como, Sunbeam, Gold Seal, Novicema, RCA, Seria Stamps,	90.9
Kimberly-Clark (NBC)	39.3
4 364.000 Question, Revion (CBS)	50.0
5 Producer's Showcase, RCA, Whirlpool, Buick (NBC)	38.0
6G. E. Theater, General Electric (CBS)	36.0
7I Love Lucy, P&G, General Foods (CBS)	35.9
8I've Got a Secret, R. J. Reynolds (CBS)	35.6
9Disneyland, Partic. (ABC)	35.2
10Climax, Chrysler (CBS)	34 8
10Climax, Chrysler (CBS)	24 5
11What's My Line, Remington-Rand, Montenier (CBS)	24.5
12People Are Funny, Toni, R. J. Reynolds (NBC)	34.1
13Lawrence Welk, Dodge (ABC)	33.0
14Alfred Hitchcock, Bristol-Myers (CBS)	32.9
15Red Skelton, S. C. Johnson, Pet Milk (CBS)	32.3
16 Your Hit Parade, American Tobacco, Hudnut (NBC)	32.0
17Phil Silvers, R. J. Reynolds, Colgate (CBS)	31.6
18\$64,000 Challenge, Revlon, P. Lorillard (CBS)	31.4
19George Gobel, Pet Milk, Armour (NBC)	29.7
19 George Godel, Fet Milk, Atmout (NBC)	20.6
20Dragnet, L&M (NBC)	29.0

• Top Net Shows Among Men

Rank Show, Sponsor & Web Per Sc	A STATE OF THE STA
1Cavalcade of Sports, Gillette (NBC)	
2Steve Allen, Brown & Williamson, Maybelline, Jergens (NBC)1.08	The second secon
3Goodyear Playhouse, Goodyear (NBC)	A Company of the Comp
4Air Power, Prudential (CBS)	
4 Wednesday Night Fights, Pabst, Mennen (ABC)	
6Omnibus, Aluminium, Union Carbide (ABC)	4.7
7 Meet the Press, Pan-American, Johns-Manville (NBC)	
7Amateur Hour, Serutan (ABC)	
7Ed Sullivan, Lincoln-Mercury (CBS)	
10National Bowling, General Cigars (NBC)	
11 Caesar's Hour, B. T. Babbitt, Knomark, Quaker, Wesson (NBC)1.01	
12You Asked for It, Skippy, Best Foods (ABC)	
13G. E. Theater, General Electric (CBS)	
14\$64,000 Challenge, Revlon, P. Lorillard (CBS)	
14Lawrence Welk, Dodge (ABC)	
16Alfred Hitchcock, Bristol-Myers (CBS)	6 32.9
17Perry Como, Gold Seal, Celucotton, RCA, S&H Stamps	
Kimberly-Clark (NBC)	39.3
17 Welk's Top Tunes, Dodge-Plymouth (ABC)	
19Bengal Lancers, General Foods (NBC)	
20 Private Secretary, American Tobacco (CBS)	
20Jackie Gleason, P. Lorillard, Bulova (CBS)	

• Top Net Shows Among Women

We	men	AVE.
Rank Show, Sponsor & Web Per	Set	Rating
1Ed Sullivan, Lincoln-Mercury (CBS)	.27	46.6
2 Amateur Hour, Pharmaceuticals (ABC)		9.5
2Private Secretary, American Tobacco (CBS)	.22	28.6
4Voice of Firestone, Firestone (ABC)		7.0
5What's My Line? Remington Rand, J. Montenier (CBS)1		34.5
6Omnibus, Aluminium, Union Carbide (ABC)		4.7
6\$64,000 Challenge, Revlon, P. Lorillard (CBS)		31.4
6 Playhouse 90. Singer, Ronson, Bristol-Myers (CBS)		27.4
9Treasure Hunt, Mogen-David (ABC)		13.0
9Twenty-One, Pharmaceuticals (NBC)		18.5
11G. E. Theater, General Electric (CBS)		36.0
11Life Is Worth Living, Sust (ABC)		7.3
11Big Surprise, Speidel, Purex (NBC)	.16	21.7
11 Alfred Hitchcock, Bristol-Myers (CBS)	.16	32.9
11The Vise, Sterling Drug (ABC)	416	6.0
16You Bet Your Life, Plymouth-De Soto (NBC)	.15	41.5
17 Walter Winchell, P. Lorillard, Toni (NBC)	.14	20.0
17I Love Lucy. P&G, General Foods (CBS)	.14	35.9
17 December Bride, General Foods (CBS)	1.14	25.0
17 Name That Tune, Whitehall, Lanolin (CBS)	1.14	23.5
17 This Is Your Life, P&G, Hazel Bishop (NBC)	1.14	28.9
17 Climay Chrysler (CRS)	1 14	34 9

Top Net Shows Among Kids

Kids	AVE.
Rank Show, Sponsor & Web Per Set	Rating
1Cartoon Show, Sweets (CBS)	7.2
2Mighty Mouse, General Foods (CBS)	13.6
3 Uncle Johnny Coons, Sust., Swift (NBC)	4.7
4 Howdy Doody, Sust., Saturday (NBC)	6.7
5 Mickey Mouse Club, Partic. (ABC)	17.5
6Fury, Borden, General Foods (NBC)	14.1
7Captain Kangaroo, Partic., Saturday (CBS)	8.7
8 Tales of the Texas Rangers, Curtiss, General Mills (CBS)	14.6
9Winky Dink & You, Sust. (CBS)	4.9
10 Wild Bill Hickok, Kellogg (CBS)	7.9
11Captain Kangaroo, Partic. (CBS)	8.3
12Roy Rogers, General Foods (NBC)	15.8
13Rin Tin Tin, National Biscuit (ABC)	19.9
14 Circus Time, Hartz, Remco, American Metal Toys (ABC)1.46	6.1
15Lone Ranger, General Mills (CBS)	10.1
16, Lassie, Kellogg, Campbell (CBS)	27.6
17Lone Ranger, General Mills, Swift (ABC)	15.3
17 My Friend Flicka, Colgate (CBS)	21.0
17Big Top, National Dairy (CBS)	11.7
20Disneyland, Partic. (ABC)	35.2

Y.&R. May Nix 'Rob Roy' Pix

NEW YORK-Young & Rubi-Dave Ingman of its London office. for sale.

The projected series was reportedly made for General Foods in an effort to duplicate the success of "Robin Hood," which is co-sponsored by another Y. & R. client, Johnson & Johnson.

The quality of the pilot is said to be good, but the agency decision not to go ahead is probably cam reportedly has thrown in the based on the fact that it has been towel on its production of a new unable to get a definite commit-vidfilm series, "Rob Roy," the pilot ment from one of its clients. The of which was made in England by pilot and rights to the series are



Sponsors Big and Little Up Local, Regional Cut-Ins Use

by makers of packaged products, has grown in 1956 to a widespread practice for an amazing variety of purposes. Advertisers large and small are dividing their comn ercials in what amounts to a network and spot combination for seasonal and sectional copy, limited distribution, dealer identification and product tests of all kinds.

TV PROGRAMMING

To attain maximum fluidity and flexibility while retaining sponsorship of coast-to-coast programs, huge advertisers like Procter & Gamble and Lever Bros. employ the cut-in for local market tests of new products, area promotions and differences in copy slant. The U.S. Rubber Company feeds commercials on particularly appropriate products (footwear, seed protectant, certain chemicals) to Canadian stations only. Gruen and Firestone use cut-ins for local dealer identification, while Life magazine tries subscription tests and parallels its varying mailing dates.

Weather differences in season or geographical location affect Goodyear's campaign for its rainwear and ice-guards and International show was telecast Mondays, 10-11 Cellucotton's Kleenex. Beechnut can display its baby foods nationally, but its coffee, being limited Friday 8-9 for another showing of in distribution, is advertised on the network cut-in. Pet Milk recently employed the device to introduce youngsters. Nonfat Dry Milk; General Foods, to expose Minute Potatoes.

Weather Changes

Small advertisers often throw their weight only where they are strong, to preserve and increase Hard by CBS-TV good markets, with the cut-in elim-

reigonal cut-in, originally used only the prestige and bigger audience of a network show, the system functions better than reliance on local spots, these sponsors main-

> Magazines Magazines, to compete with the pull of TV as a medium, are now beginning to offer a similar plan.

Bell Asks 2 Time Shifts

NEW YORK-Bell Telephone has made requests of CBS-TV for two time shifts. It has asked that its "Telephone Time" be shifted from Sunday night, 6-6:30 p.m., to a later time period and is reportedly considering Friday 8-8:30 on NBC-TV, if it should spring

Another request is for an earlier time period for its one-shot scientific documentaries, the first of which was "Our Mr. Sun." The p.m., in the "Studio One" slot. Bell wants to use either Wednesday or "Our Mr. Sun," so that it can expose the property to more

'Mason' Pitched For P.&G. Catch

NEW YORK -- CBS-TV is pitching its new "Perry Mason" heur dramatie series hard at Procter & Gamble. The pilot film of the show has already been shown to the client and won his approval, but P.&G, is not ready to make any move at present.

It is committed to "Hey, Jeannie," Saturday 9:30-10 p.m. on CBS. The program is ticketed for an hour Saturday night slot, probably next season.

New NBC Wings

Continued from page 3.

KOMO-TV, Seattle; KPTV, Portland, Ore., and KONA-TV, Hono-

California National, with such widely varying interests, has become a real glamor operation. Its NBC Theatrical division is administering six TV opera telecasts this season by the "NBC-TV Opera Theater," and a 10,000-mile tour of 47 cities by the NBC Opera

The NBC TV Films operation continues to expand under the California National banner, as does the studio set-up, which involved acquisition of four new, air-conditioned stages at California Studios. Hollywood. The original functions of Kagran, CNP's predecessor, were mainly merchandising, and CNP continues to handle these operations as well, on an expanded basis, for a long list of shows and personalities.

1927 NBC Sponsors

Continued from page 3

Vacuum Oil Company R. L. Watkins Company M. J. Whittall Associates, Ltd. Wittnauer Company Wm. Wrigley Jr., Company Yale University Endow, Fund Comm. Young & Rubicam, Incorporated

NEW YORK-The local and inating unwanted markets. With In addition to regional editions, they are letting advertisers buy split-runs. Collier's, Ladies' Home Journal, Saturday Evening Post and Holiday are selling the West, the South or the remainder of the United States in blocks. McCall's offers East as a unit for buying as well as the other categories. True offers any one State or combina-

> The trend toward the most mobile, individual system possible to benefit the advertiser reflects the rise in the number of products, due to either the development of new goods via research or buy-out of other companies; the increase in the number of companies now us- ID'S . ing TV as an advertising medium and the rise in number of dollars they are spending. Networks this year have co-operated to help them pinpoint their campaigns to the finest degree. The outlook for 1957 is along the same line and more so.

Air Force Sets **Musical Stanza**

NEW YORK -- Interim programming changes before the "new look" is unveiled continue at ABC-TV, with the U. S. Air Force bringing in a musical stanza December 27 in the Thursday 10-10:30 p.m. slot. Vaughn Monroe will host the variety series, with the guest list to include Eddie Fisher, Patti Page, Jaye P. Mor-gan, Joel Grey and Sammy Davis Ir. Bands and choirs of the Army Air Corps will be featured, plus recruiting commercials.

"It's Polka Time" will depart from the network as soon as a replacement is found for the Tuesday 10-10:30 p.m. time period. Pabst is eying the show for a Chicago-only buy in a Saturday night one-hour format.

General Cigar Picks UMP Tab On John Daly

NEW YORK -- General Cigar Company, for Robert Burns, has signed for full sponsorship of "John Daly and the News" Monday thru Friday, 7:15-7:30 p.m., over ABC-TV, effective immediately. On March 14, General Cigar will cut back to sponsorship of three nights of the news show, with E. I. du Pont taking over the other two.

The sale of the Daly strip leaves only two serious sponsor holes in the ABC evening picture, "Omnibus" and "Wire Service," both reported exiting at renewal time. With this \$2,000,000 sale, the Daly show will improve its station clearance from 55 to 70 per cent.

Also on the sales front, Ford Motor is among the many advertisers mulling co-sponsorship with Liggett & Myers for the Frank Sinatra half-hour series and onehour specials next season.

RTES to Throw Fund Raising Yuletide Party

NEW YORK — The Radio & Television Executive Society will throw its annual Christmas party this Friday (14) at the Roosevelt Hotel to raise money for its various services, especially personnel placements. Sam Levenson will emsee the entertainment, which begins at 2 p.m., following luncheon at 1

COMMERCIAL CUES

CIGARETTES SIT ONE OUT

Ray Harryhausen has filed suit in Federal Court, New York, against the American Tobacco Company, Sarra, Inc.; Foote, Cone & Belding; Valentino Sarra and John Freese for use of the commercial idea of having dancing cigarettes form LSMFT. He asks \$500,000 damages and claims to have disclosed the idea to the agency and Freese, who was then a TV director there. He says Sarra was called in and that the tobacco firm was to be advised of the idea. Harryhausen further says that, due to contractual disagreement, he requested the return of his films in 1947. Also, says the defendant, the idea has been in use by the tobacco firm since 1948.

OF BLURBS AND GOBS

Transfilm, Inc., with the co-operation of the U. S. Navy, turned a new trick in filming an Old Gold commercial. They went to the Brooklyn Navy Yard drydock where the aircraft carrier U.S.S. Intrepid was moored. A special platform carried two civilian shipfitters, a Navy officer, a cameraman and assistants-10 in allup the side of the ship to the flight deck. The commercial was given with the ship's hull as background. Sailors' fees for the job-\$216.50-were turned over to the ship's welfare fund, since regulations forbid any salary being paid.

Signal Productions is the first New York producer to lease the Du Mont Electronicam Film System, using it first on a series of Kelvinator blurbs thru the Geyer agency. They will be able to see the commercials as they make it and show it instantaneously to the sponsor.... Minnie Pearl, of NBC's "Grand Ole Opry," has completed 22 blurbs for Pillsbury.... KTVT, Salt Lake City, won an award for the best locally produced film blurb in an 11 Western State area. . . . With residual snags ironed out, the Screen Actors' Guild has re-instated Roland Reed TV, Inc. ... MPO Television Films has completed commercials for Acrilan thru Doyle Dane-Bernbach... Playhouse Pictures has signed its eight beer account—Regal Pale—and is doing new series for Richfield Oil and Ford Trucks. . . . Burton Neuberger has joined Shamus Culhane Productions as Midwest sales manager, with headquarters in Chicago, Culhane's third office.

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)

		Producer
1 (60)	LA	Fred Niles
3 (20)	FA	Transfilm
3 (60)	LA, SA	Fred Niles
1 (20)	. SE, M, LA	Transfilm
1 (100)	LA	Transfilm
1 (30)	. LA	Academy Film
1 (30)	. LA	Academy Film
1 (60)	. NA .Anima	ted Production
covered to		The Designation of the Control of th
GALOGERO	20100	HONEY EARL WATER OF THE PARTY O
resource of the		NORTH CONTRACTOR OF THE
ACCUPANTAL STATES		2000-200-1000-1000-000-000-000-000-000-0
215 (-800) 80 (00 000-000)		es commune establication estab
1 (300)	LA	Lalley & Lov
1 (60)	LA (C)	Roger Wad
hters	STATE OF THE STATE	(V (1)
1 (60), 1 (50)	LA	Transfür
1 (90), 3 (60)	IA	Transfillr
1 (60)	LA	Fred Nile
2 (20)	SM Anii	mated Product's
1 (20)	SM Anii	mated Product's
1 (60)	IA	Fred Nile
10-11-1-1-1		543
	3 (20)	1 (20) LA 1 (20) LA 1 (300) LA (C) 1 (60) LA (C) 1 (60) LA (C)



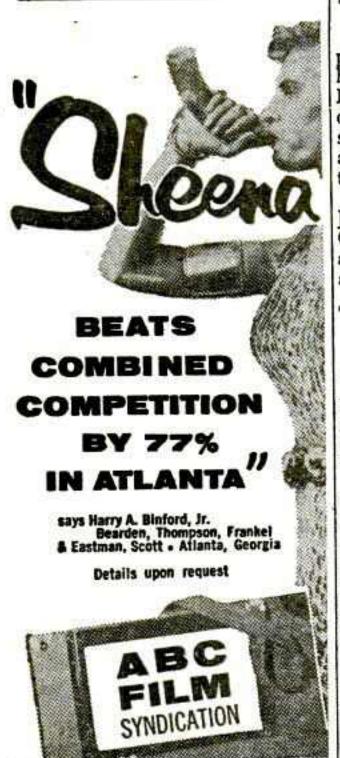
Robert Hall Clothes, Clothes, Frank

Chemstrand Corp., Acrilan, Doyle,

Adams (Today, Tonight, Home).... 1 (20) FA, SETransfilm

Dane Bernbach (High Finance).... 1 (10) LA MPO

Sawdon.... 3 (50) LA, FA, M.....Transfilm





10 E. 44th St., New York 17, OXford 7-5880

TRIANGLE STATIONS ADD WARNER BROS. LIBRARY

angle stations last week bought the as some of the top packages, inentire Warner Bros. library (754 cluding the first 20th Century-Fox. feature films) from Associated Art- WFIL - TV, Triangle's flagship ists Productions. It took the second here, is now estimated to have a major deal in AAP's new Program backlog of over 2,500 first-run pic-Profit Plan. This means that be- tures. It plays over 25 pictures yong a cash down payment, Tri- a week. angle will pay AAP a percentage All four of the Triangle TV of the gross revenue it makes on stations have been having tremenits sales of the Warner pictures. dous sales success of their big new AAP's first major PPP deal was movie programs this season. with WGN-TV, Chicago, a week With the Triangle sale, AAP has

has under contract all three major markets, in about half of which it libraries in TV: It already has the has sold out the entire library.

PHILADELPHIA — The Tri- | RKO and M-G-M libraries as well

New NTA 20th Pix Sell to 25 in Week

Only 7 Out of 78 Films Saved for Web; 71 of 20th Package of 86 Are First Run

NEW YORK -- National Tele- Joyce and Don DeFore and "A film Associate's new package of Very Young Lady" with Jane With-20th Century-Fox pictures went on ers and Nancy Kelly. sale last Monday and was sold in NTA and 20th are still clearing about 25 markets by the end of the the titles. NTA is telling stations week. About 75 per cent of the that up to six of the first-run titles stations buying the new package in the list may be replaced by picwere purchasers of the first 20th tures of equal quality. package, which NTA put on the market last spring.

ture, only seven were held out for been playing the network, and a the NTA Film Network. Those few other items, including "Prinseven, plus four others, are now cess Cinderella," "Intimate Relacirculating the network stations tions," a 1939 Bela Lugosi picture the average was held up by three and will keep it going thru the end and a Lilli Palmer picture.

sponsor before January. The proget from 20th.

The seven 20th films now playing the network are also part of the 86-picture package NTA started distributing last week.

First-Runs

The first-run 20th films in the package include "Laura," "Snake Pit," "Second Fiddle," "Four Sons,"
"Jane Eyre," "Bell for Adano,"
"This Above All," "Cluny Brown,"
"Charley's Aunt," "House of Rothschild," "The Moon Is Down," "In Old Chicago," "Under Two Flags" and "On the Avenue."

The seven 20th pictures now on the network are "Margin for Error," "Barricade" with Alice Faye and Warner Baxter, "Tonight We Raid Calais" with Annabella and Lee J. Cobb, "Manila Calling" with Lloyd Noland and Cornel Wilde, "Whispering Chosts" with Milton Berle, Right to the Heart" with Brenda

TPA to Shoot 'Service' Pix

HOLLYWOOD -- Television Programs of America will produce up a 14.7 compared to a 2.7 in a best position of all because ahead back and enjoy all by himself the a new international cloak and dagger series titled "Secret Service," it was reported last week. Also, it is WBBM-TV into second place with repertoire will be premiered De- at his competitors with the view understood that TPA will go into 12.3; WGN-TV, also showing film, cember 15 and the audience for that they're "doing nothing to forfull production of "Charlie Chan" next month, making that show a NBC's WNBQ to last with 7.6. doubtedly intensify the fight. On just forwarding the interests of the Readied by Enders possibility for syndication in the The ratings came out of a special the negative side for the CBS out- nickelodeon concept." As an NBC spring.

There is also scripting activity Thompson Agency. at TPA on two other shows. The firm has hired Lee Loeb to be standings in the regular rating for rivals in head-on struggle at 10 NBC's color experimental outlet, under way Monday (10). Rights to story editor and associate producer November showed WGN-TV the p.m. On Sundays, Mondays, Tues- These factors tend to force Herbu- stories from the magazine were acon "New York Confidential," on leader with 18.1, showing film; days and Thursdays, however, pre-veaux's anti-film position, trade quired by the Robert Enders which TPA has a pilot film. Loeb WBBM-TV second with 14.6 and vious sponsor commitments will sources maintain. has the assignment of getting 38 WNBQ third with 12.9. WBKB had postpone picture showings until 11 more scripts for that show. TPA trailed weakly with its 2.7. "Mr. Digby" show.

With the Warner deal, Triangle sold Warner features in about 60

Other Films In addition to the 20th pictures, Out of the 78 pictures that NTA the new NTA packages include acquired from 20th at this junc- "Enroce" and "Trio," which have

NTA is understood to have set a The network has apparently much higher price on the new given up hope of landing a national package than it did on the first place with a seven-day average of 20th group. Here in New York, gramming for the network from where it got \$10,000 per picture WPIX was fifth with a five-day January on will come out of the from WATV on the first group of next group of 78 that NTA will 52, it is reported to be asking eye" was tied for eighth with 6.4 \$12,000 to \$14,000 apiece on the new batch of 86.

'Barbary Coast' Pilot

HOLLYWOOD-Pilot on 19th to 12.3). century San Francisco life is being prepped by Gene Autry Enterprises 10 average were registered in the TV market on a new package for early 1957 filming. Show will Cleveland (16.7 to 19.8) and Day- of 52. This would be Republic's be titled "Tales of the Barbary ton (24.1 and 28.7) and Seattle first post-1948 release to TV. The Coast."

SOME MAJOR RACES

Syndicated Program Ratings Barely Toe Last Year's Mark

By CENE PLOTNIK

NEW YORK—Syndicated film programs were barely holding their audience levels in a number of major markets as the new season opened, a development not unlooked for since a number of network shows are also meeting a similar fate.

A comparison study of 20 major markets turned up 12 in which the average of the top 10 syndicated shows, October Telepulse, was down as against the year before.

The top syndicated rating, as well as the top 10 average, was down in the following seven markets (among the 20 picked at random): Los Angeles, San Francisco, Washington, St. Louis, New Orleans, Milwaukee and Minneapolis.

On the credit side, both the top show and the top 10 average increased in the following six markets: Chicago, Columbus, O. Cleveland, Dayton, O.; Atlanta and Seattle.

In the two biggest markets the top 10 average was up by only a hair's breadth. In Chicago, altho the top syndicated rating rose con-siderably from 17.5 for "Wild Bill Hickok" in October, 1955, to 20.0 for "Dr. Hudson's Secret Journal" this year, the top 10 average was up only insignificantly, from 14.7 to 15.0.

New York Up

In New York, whose top 10 was up by a squeak from 7.2 to 8.0, shows made up of Associated Artists Productions' cartoons. "Looney Tunes" on WABD was in third 8.4. The weekday "Popeye" on average 7.3. The Saturday "Pop-

The greatest declines in the top 10 average were registered in Minneapolis (21.0 to 15.8), Milwaukee (21.5 to 16.4), Washington (15.3 to 12.4) and Los Angeles (15.1)

(17.8 to 20.6).

Cincinnati, and, in Ohio, "Man Be-hind the Badge" in Columbus, In every one of the 20 markets

Older Shows

In another six markets last fall's top syndicated show was down in rating this October. In only two markets did last year's top show 250G in 30 Days improve its rating this fall: In Seattle "Life of Riley" was up from 23.1 to 27.6. In Detroit "Highway Patrol" was up from 22.5 to 25.2. year's leader maintain its leadership: Seattle, Detroit and New Orleans, where "San Francisco Beat" declined slightly.

The show that did the most to Seattle. Patrol." It pulled this off in four advertiser.

The top shows of last season's markets, the only show to do so in opening were generally not doing more than one of the markets so well this October. In 12 of the studied. In addition to Detroit, 20 markets last year's topper was where it improved its own position, out of the top 20 listing altogether it pulled this feat in Columbus, this year. Among such casualties Dayton and Cleveland, in Ohio. were "Confidential File" in Los An- where it was bettering the "Man geles, "Stories of the Century" in Behind the Badge" high of last

Dayton and Cleveland, where it in this study, the top network ratwas successfully sponsored by Ohio ing was down. The show at the top in almost every case was "The \$64,000 Question.'

'Digest' Racks Up

NEW YORK — The first 30 days selling of "TV Reader's Digest" racked up a lush \$250,000 In only three markets did last in billings by Bernard Schubert, Inc. Among the stations buying the vidfilm series are KTTV, Los Angeles; KDTV, Denver, KEYD-TV, Minneapolis, and KTWT,

up the top syndicated rating among In the negotiation stage is a deal those 11 (out of the 20) markets in for a 50-market buy of the propwhich it was raised, was "Highway erty by an unanamed regional

ABOUT 100 MORE

Post-1948 Pix Due From Republic, UA

was reported here last week.

UA was said to be readying its second group of 39 for TV. In the new group it is expected that 26 will be in color.

Republic's Hollywood TV serv-The greatest increases in the top ice was reported to be feeling out Republic package would probably

NEW YORK -- Close to 100 | include "Wake of the Red Witch" post-1948 pictures may be put into and "Sands of Iwo Jima." Repub-TV right after the first of the year lic is not expected to put "The by Republic and United Artists, it Quiet Man" into TV, preferring to re-issue it theatrically.

The release of these two groups does not depend on a settlement with the Guilds on repayments. UA's first batch of 39, which it started selling late in the summer. was all post-1948. UA, not being in the production business itself, cannot be bound by the Guilds as the other motion picture companies can be.

Talent Formula

UA, it is understood, has been putting 25 per cent of its gross on TV sales into escrow pending agreement on a talent repayment formula.

Republic, reported on the verge of discontinuing motion picture production for good, would thus be free to follow in the path of UA in regard to post-'48 product.

UA's sales of its first group of 39 have apparently lived up to the company's expectations. With only a one-man sales force (John Leo), which keeps distribution cost to a rock bottom, it has sold the package in close to 75 markets in these four months.

Republic's last feature release to TV was in January, 1956, when it launched its Silver Group (24 features) and its Nuggett Group (51 Westerns). Those releases were understood to have finally cleaned out Republic's pre-1948 stock.

'Post' Anthology

Agency, which produces.

First episode will be a June p.m., possibly too late to garner The future strength of "Tonight" Lockhart starrer, "The Marriage also is working on scripts for its WGN-TV claimed a first-round mass audiences for a 90-minute to is a puzzle on which many eyes are That Couldn't Succeed." Ted Post

WBKB Takes Top Slot in Chi TV Film Package Sweepstakes CHICAGO-The war in which opened its 20th Century-Fox treas- and Fridays matters are worse

ARB rating zoom from the bottom were still uncocked. to the top of the station heap for

victory three weeks ago when it two-hour show. On Wednesdays

all belligerents claim to be the win- ure trove with "How Green Was forcing a film start at midnight, ner, the battle of the big film My Valley" and hung up a rating An additional victory claim packages among Chicago stations, of 28.1, or 73.8 per cent of the strangely, comes from WNBQ and hit an important new stage Mon- viewing audience. Two weeks its manager, Jules Herbuveaux, who day (3) with a new claim of victory. later, WGN pacted the RKO library has bought no films at all. He pre-Taking the bows this time is of more than 700 pictures, avail- dicted flatly Thursday (6) that his WBKB, ABC o.&o. outlet, which able beginning January 1, so they sagging rating would snap back in fired off the first of its 742-film remained unruffled by this week's a month. His theory is that, first, RKO ammunition and watched its rating setback as their big guns the supply of really top-rank films

WBBM-TV Claims

the 10 p.m. time slot. Its opening Meanwhile, WBBM-TV made eat each other up fighting for the show, "The Velvet Touch," racked nervous claims that they are in the film audience, he'll be able to sit corresponding period for Novem- of them lays the unfolding of the audience which prefers live TV ber. Thus the ABC station pushed mammoth M-G-M library. This Meanwhile, he took a verbal crack to third with 11.3, and sinking Leo the Lion material will un- ward the interests of TV. They're ARB survey made by the J. Walter let, however, were some complica- flagship, WNBQ is committed to the HOLLYWOOD—Production on the tions in scheduling. On Saturday airing "Tonight" no matter what, a new anthology series, "Best of the complex of th Compared to these figures, nights, WBBM-TV will engage its added to the station's status as The Saturday Evening Post," gets

would soon dwindle and, second, that while the other three stations

"Tonight" Puzzler (Continued on page 11) directs.

'Stage' Into Eleven Marts for Drewry's

bought "Stage 7" from Television California, which calls it "Chevron Programs of America for its 11 Hall of Stars." With the Drewry Midwestern markets. To put its deal, "Stage 7" is sold in 120 own identification on the dramatic markets. anthology it is getting Don Ameche to serve as host. In Drewry terri- Aveyard, here. Among the martory the show will be given a spe- kets in which it places its show are cial long title, "Don Ameche Pre- Detroit, Toledo; South Bend, Ind.; sents the Drewry's Play of the Grand Rapids, Mich.; Indianap-Week." TPA is filming Ameche's olis and Fort Wayne, Ind. continuity on the West Coast this

seems to be continuing its effort to get a well-rounded adult audience, including a fair share of the females. It is currently sponsoring "Susie" (re-issue of "Private Secretary" starring Ann Sothern), which it also bought from TPA. Last year it had the "Eddie Cantor Comedy Theater."

Rheingold Pattern Its reshaping of "Stage 7" is a gimmick that Rheingold Beer has been using in New York for four years. Rheingold has Douglas Fairbanks Jr. hosting his own show, which it titles "The Rheingold Theater." Last season it also had Henry Fonda hosting "Star and the Story" for it, also using its own title.

The very first buyer of "Stage 7" also put its own title on the

SG Negotiates 'Hickok' Buy

NEW YORK—Screen Gems is negotiating a deal for the purchase of "Wild Bill Hickok" from William Broidy. Also involved in the negotiations is a long-term sponsorship commitment from Kellogg, its current bankroller, to make the purchase worthwhile from the Screen Gems point of view.

The owner of the Western series is William Broidy who is ill and is said to want to bow out of his production chores. The show is on 110 CBS-TV stations for Kellogg.

Cliffwood to Produce 'Express' for NBC-TV

HOLLYWOOD — Cliffwood Productions, new independent TV company headed by Frank Rosenberg, this week signed with NBC-TV for the production of the Western series, "Pony Express."
"Express," written by Sam Pick-

inpah, is based on an original story by Rosenberg. Shooting is scheduled to start January 3 at California National Productions.

CHICAGO-Drewry's Beer has show. That was Standard Oil of

Drewy's agency is MacFarland,

week. The brewery will start airing the show in April. On the West Start airing the show in April. On the West Start airing the show in April. On the West Start airing the show in April. On the West Start airing the show in April. Rating at Peak

NEW YORK—With the first November Nielsen report, "General Electric Theater" has reached its peak ratings. Aired at 9 p.m. in the East on CBS, it racked up a 41.3, as compared with NBC's "Alcoa Hour's" 24.1 and ABC's "Omnibus'" 12.3. This tops a previous record for the show set in the second October report which gave the program a 37.4 Nielsen and a 35.4 American Research Bureau rating.

Also the latest ARB scorings on October surveys have given the feature film competition. In six major markets, the tallies are as follows:

Detroit, 25.6 vs. "The Champion," 6.8; Los Angeles, 28.6 vs. "The Farmer's Daughter," 3.5; Minneapolis-St. Paul, 24.8 vs. York, 26.9 vs. "The Life of Jimmy Dolan" on WABD, 1.2, and "Way Back Home" on WOR-TV, 0.5; San Francisco, 26.3 vs. "Man Bait," 1.3; Washington, 35.5 vs. "My Dream Is Yours," 2.4.

'Annapolis' Up 21 More; Total Now 91 Marts

NEW YORK-Ziv-TV racked up 21 new sales last week on "Men of Annapolis," bringing the current total to 91 markets. Kroger Stores bought the series in three Midwest markets. Safeway Stores signed for Oklahoma City. Other sponsor buys include Fidelity Trust Company, Pittsburgh; Marine Trust Company, Buffalo; Kohn-Cox Baking, Austin, Tex.; Steams Packing, Portland, Me.; Coca-Cola, two Midwest markets; South Carolina Electric & Gas, two cities, and Royal Crown Cola and Ess-Kay Meat Packing, Baltimore.

for Mobile, Ala.; Dallas, Houston, Albuquerque, N. M.; El Paso, by 495,000 and 180,000 homes Tex., and others.

Solid Movies Cause of Red Eyes in N. Y.

NEW YORK-A sleepy New York was trying to recover this week from the all-time greatest line-up of feature films presented so far by the local stations during December rating week ending last Friday (7). WCBS-TV started its M-G-M pictures on its "Late Show" and expanded "Early Show." WATV had "The Ox Bow Incident" on its "All-Star Movie," and WOR-TV had "Mr. Blandings Builds His Dream House" on its "Million-Dollar Movie."

WCBS had special Trendex studies made, by recall for the "Late Show" and coincidental on the "Early Show."

The Trendex research strongly indicated two things: That lots of people will stay up to near 2 a.m. weekdays to see top pictures that are heavily promoted, and that virtually all of those show's alltime high ratings were shattered last week.

The "Late Show," which had an October Telepulse average (to midnight) of 7.5, drew Trendex recalls last week as follows: Satur-G. E. show some wide leads over day, "Command Decision"-28.4. Sunday, "Come Live With Me"-18.9. Monday, "Random Harvest" -21.1. Tuesday, "Sahara" - 15.3. Wednesday, "Above Suspicion"-

WCBS' minimum share of audi-Minneapolis-St. Paul, 24.8 vs. ience during "Late Show" hours "Phantom Caravan," 1.4; New was 65.0. The "Early Show," which had an October Telepulse average 6.7, drew Trendex coincidentals last week as follows: Monday, "They Met in Bombay" - 12.0. Tuesday, "Act of Violence" - 9.4. Wednesday, "A Night at the Opera"-13.0. Thursday, "Calling Dr. Kildare"-9.3.

The "Early Show" had the dominant share of audience each of these nights, but it ranged only between 26.0 and 36.0.

'Sheena' Puts WPIX Ahead

NEW YORK - For the first time in its history, WPIX here dominated the Saturday 6;30-7 p.m. time slot, according to American Research Bureau figures for November, when "Sheena, Queen of the Jungle" beat its nearest competition by 95 per cent, with a 33.2 share of audience.

In another WPIX win over its six competitors, "Popeye" scored a 12.0 ARB rating for November, Station purchases were reported beating its competitors' "Looney or Mobile, Ala.; Dallas, Houston, Tunes" and "Mickey Mouse Club" respectively.

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.

Top 20 Film Shows

127	Avg.
Rank Show & Distributor	Rating
1Life of Riley (NBC)	16.4
2Highway Patrol (Ziv)	15.7
3 Science Fiction Theater (Ziv)	12.5
4Patti Page (Oldsmobile)	
5Dr. Hudson's Secret Journal (MCA)	11.3
6Douglas Fairbanks Presents (ABC)	
7Death Valley Days (Pacific Borax)	11.0
7 I Led Three Lives (Ziv)	
9I Search for Adventure (Bagnall)	
9Man Called X (Ziv)	
11Badge 714 (NBC)	
11I Married Joan (Interstate)	
11Superman (Flamingo)	10.5
14Star and the Story (Official)	
14Annie Oakley (CBS)	
16Amos 'n' Andy (CBS)	
17Waterfront (MCA)	
18 Dateline Europe (Official)	
19Celebrity Playhouse (Screen Gems)	
20 Man Behind the Badge (MCA)	9.6
20Studio 57 (MCA)	

Top Film Shows Among Men

	Men	
A COLUMN TO THE	Per 100	AVE.
Rank Show & Distributor	Homes	Rating
1 Highway Patrol (Ziv)	88	15.7
2Confidential File (Guild)		6.2
3Man Called X (Ziv)	85	10.6
4 Dateline Europe (Official)	84	9.9
4Ellery Queen (TPA)	84	8.4
4Overseas Adventure (Official)		7.1
4San Francisco Beat (CBS)		8.1
8Foreign Intrigue (Official)	83	8.4
8Waterfront (MCA)	83	10.1
10The Falcon (NBC)	82	4.6
10 I Led Three Lives (Ziv)	82	11.0
10The Whistler (CBS)	82	5.3
13 Death Valley Days (Pacific Borax)	81	11.0
13Inspector Mark Saber (Thompson)	81	8.7
13Lone Wolf (MCA)	81	7.0
13Mr. and Mrs. North (Schubert)	81	4.5
13Public Defender (Interstate)	81	6.9
13Racket Squad (ABC)	816	5.3
19Boston Blackie (Ziv)	80	6.8
19Crosscurrent (Official)	80	8.8
19Dangerous Assignment (NBC)	80	5.7
19The Hunter (Tafon)	80	2.8
19Inner Sanctum (NBC)	80	3.5
19 Man Behind the Badge (MCA)	80	9.6
19Mr. District Attorney (Ziv)	80	7.9
19Sherlock Holmes (Guild)	80	3.6

Top Film Shows Among Women

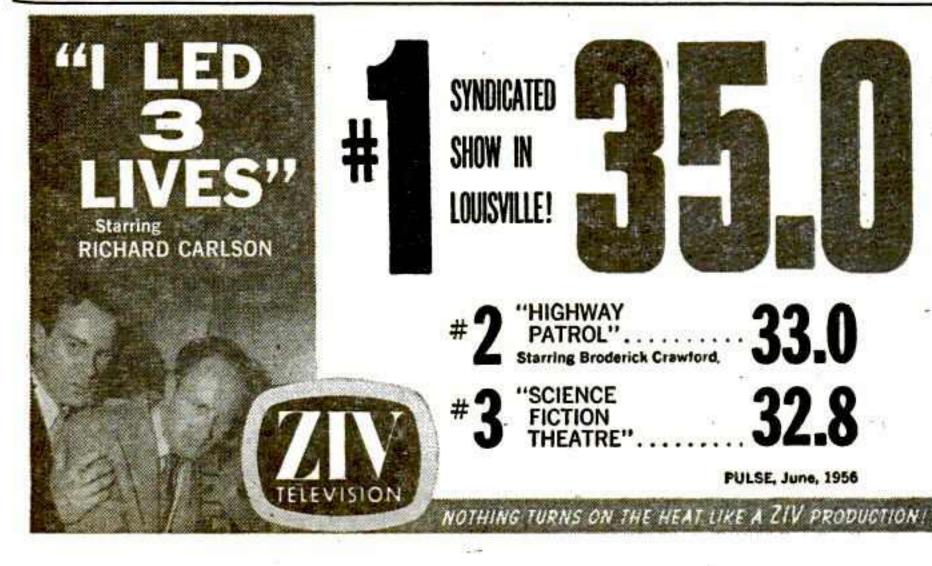
	Women	
	Per 100	Avg.
Rank Show & Distributor	Homes	Rating
1Star Performance (Official)	94	3.9
1Douglas Fairbanks Presents (ABC)		31.1
3Dangerous Assignment (NBC)	91	5.7
3Liberace (Guild)		3.8
3Lilli Palmer Presents (NTA)		3.2
3Conrad Nagel Theater (Guild)		1.9
7Celebrity Playhouse (Screen Gems)	90	9.8
7Foreign Intrigue (Official)		8.4
9Life With Elizabeth (Guild)		5.6
9Mr. and Mrs. North (Schubert)	89	4.5
9My Little Margie (Official)		7.0
9Public Defender (Interstate)	89	6.9
9Dateline Europe (Official)	89	9.9
9Ellery Queen (TPA)		8.4
9 I Led Three Lives (Ziv)	89	31.0
16Crosscurrent (Official)	88	8.8
17Mr. District Attorney (Ziv)	87	7.9
17 The Whistler (CBS)	87	5.3
17Your TV Theater (Ziv)	87	2.4
20Dr. Christian (Ziv)	86	7.7
20 Stars of the Grand Ole Opry (Flamingo)	86	4.9
20Guy Lombardo (MCA)		5.2
20Man Called X (Ziv)		10.6
20Patti Page (Oldsmobile)		12.2
20Ray Milland Show (MCA)		5.3
20Stage 7 (TPA)	86	9.4
20 Star and the Story (Official)	86	10 4

Top Film Shows Among Kids

12	Kids	
Property Commission Co	Fer 100	AVE.
Rank Show & Distributor	Homes	Rating
1Little Rascals (Interstate)	105	7.0
2Captain Midnight (Screen, Gems)	98	8.5
3Buffalo Bill Jr. (CBS)		7.4
3Ramar of the Jungle (TPA)		7.5
5Superman (Flamingo)		10.5
6Popeye (Associated Artists)		7.0
7Looney Tunes (Guild)		8.9
8Annie Oakley (CBS)		10.4
9Laurel and Hardy (Governor)		3.8
10Wild Bill Hickok (Flamingo)		9.3
11Gene Autry-1/2 Hour (CBS)	88	5.2
11Hopalong Cassidy-1/2 Hour (NBC)		8.4
11Hopalong Cassidy—1 Hour (NBC)	88	3.7
14Cisco Kid (Ziv)	87	7.7
14Cowboy G-Men (Flamingo)	87	6.5
14Sky King (Nabisco)	67	8.2
17Range Rider (CBS)		6.8
17 Cone Auto: 1 Hour (CDC)	80	
17Gene Autry—1 Hour (CBS)	80	3.8
19Long John Silver (CBS)	84	4.4
20Steve Donovan, Western Marshal (NBC)	83	7.2

TV advertising

programming



TWO-WAY MOVE

SG Absorbs Hygo, Reslots Bob Salk

Cems executives have predicted tures from Columbia. that when the formative years are over there will be only half a dozen companies in the TV film business and Screen Gems will be one of them. Last week Screen Gems made two moves to broaden its operation and get thru with the formative years.

It reslotted Bob Salk, former director of syndication sales, to the new post of director of station operations. Salk will spearhead SG's attempt to acquire station ownership and will also serve as consultant on station operation and programming.

The firm then completed the absorption of Hygo Television Films and named Jerry Hyams, Hygo Television Films and named Jerry Hyams, Hygo president, to Salk's former post.

The acquisition of Hyams, his second-in-command, Bob Seidelman, and the Hygo staff and catalog will undoubtedly strengthen SG in feature film distribution, a phase of the business it got into only one year ago. Other Expansion

This is not the end of Screen Gems expansion. Now busily turning out pilots for the spring sales season, the firm has nevertheless been trying to enlarge its production still further. It has been dickering for some time with Bill Broidy about taking over production of the long running "Wild | Bill Hickok."

In its present set-up Screen Gems is operative, to some degree, in seven different phases of TV: Program production, commercial production, national sales, first-run syndication, half-hour station libraries, feature films and station ownership, making it one of the most versatile operations in the industry.

About the only enterprise left for it to tackle is networking. And already there is speculation that the outfit is laying plans to set up some kind of film network. Certainly it has the resources to work out a plan along the lines of the NTA Film Network. But whether it will try any such plan in the present climate seems doubtful.

Background Hygo was considered the largest of the so-called independent distributors. Its sellout is attributed to the difficulty it anticipated in acquiring new product in view of the entry of the majors into TV and the tightness of bank money.

Founded five years ago by Hyams and Louis Goldtsein, Hygo has long had a friendly relationship with Columbia Pictures, SG parent, due to Goldstein's 30-year association with the firm. Hygo has

Hitchcock Show Abroad

HOLLYWOOD - The Alfred Hitchcock show will make its debut on British TV early next year. Deal for 39 of the half-hour episodes was closed between Granada TV and MCA-TV here last week.



NEW YORK--For years Screen | cartoons, Westerns and a few fea-

Hyams' philosophy of feature film distribution, it is understood, is to release small parcels of a high quality quotient at fairly short intervals, four to six months. This is not too far from the policy Columbia management laid out to its stockholders a week ago. Since it will undoubtedly be Hyams guiding SG's feature distribution henceforth, this is quite likely to be the TV release pattern for the sound pictures remaining in the Columbia vaults.

ANIMAL WEEK IN VIDEO LAND

NEW YORK -- It's been Animal Week in TV land. with announcements of the first mammal ever to die during a telecast.

Interstate Television will send an Indian clephant, owned by Sabu, to 40 cities to plug its upcoming "Sabu" adventure series. The bull which co-stars with the actor. will eventually be offered as a prize in a nation-wide contest.

Baby, pet monkey star of the "Buckskin Bill Show" over WFAB-TV, Baton Rouge, La., was stricken during a commercial in which he was participating and died in the emsee's arms. Some blamed the copy.

Baptists Start New 13-Week 'Answer' Pix

HOLLYWOOD-Family Films has started shooting the second 13week series of "This Is the Answer," a weekly dramatic show sponsored and produced by the Radio and Television Commission of the Southern Baptist Convention. The series is the only religiously motivated series filmed in color and will cost the convention \$250,000.

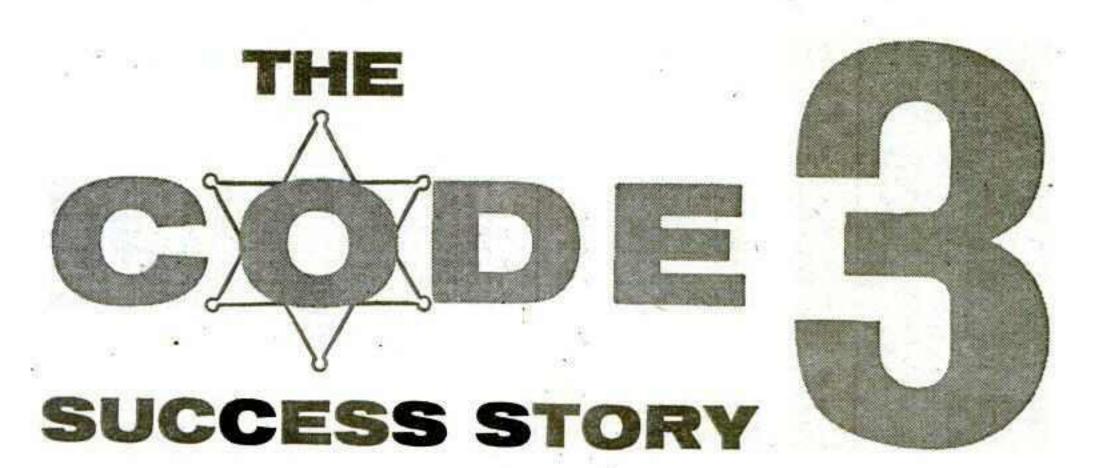
able to stations eight months ago and are now being shown regularly in public service time on more than 100 TV outlets in the U.S. and Alaska. The series is non-sec-

NEW BID?

Para Casts Eyes at Two TV Stations

NEW YORK-Paramount Piotures is reportedly considering bid for some of the Consolidated Television properties recently made available when Crowell-Collier was unable to finance its intended purchase of the stations. The two sta-The first 13 were made avail- tions said to be of most interest to Paramount are WFBM-TV, Indianapplis, and WTCN-TV, Minneapolis.

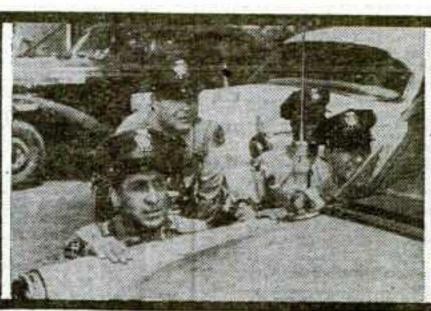
Paramount now owns KTLA-TV. tarian in dramatic form and non-denominational in content, stressing interests in WABC, here, and the basic lessons of Christianity. WTTG-TV, Washington.



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 worldfamous Sheriff Eugene W. Biscailuz, of Los Angeles County



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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.





10 East 44th St., New York City, Oxford 7-5889

Pearl Beer on 'Grief' for Eight

SAN ANTONIO --- The Pearl Brewery has bought "Captain David Grief" from Guild Films on its eight-market spread thru the Southwest. It took a 52-week firm deal for Houston and Dallas and options for six other markets pending time clearances.

Pearl previously sponsored "Passport to Danger," the Cesar Romero starrer out of ABC Film Syn-

dication.

The Pearl deal is Guild's fourth regional sale on "Grief," the previous three being Standard Oil of California, Stroh Brewery and D-X Sunray Oil.

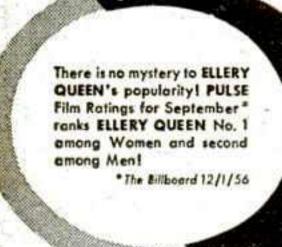
Guild last week also took its first four station deals on "Grief," bringing its total sales to 78 markets.

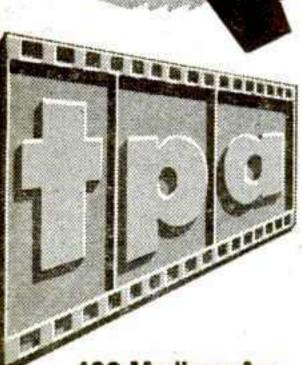
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PULSE LOCAL RATINGS FOR NOVEMBER

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

DALLAS

4 TV STATIONS—206,100 TV HOMES Population—792,400 (21st in U. S.) Buying Income—\$1,506,285,000 (21st)

Retail Sales-\$1,231,752,000 (19th) Food Sales—\$230,643,000 (21st) Drug Sales—\$36,357,000 (21st) Automotive-\$306,088,000 (12th) Above figures include following counties:

TOP NETWORK SHOWS

	TOT METHORN SHOTES
1.	\$64,000 Question, KRLD, T 32.8
2,	1 Love Lucy, KRLD, M31.8
3.	Ed Sullivan, KRLD, Su31.4
4.	\$64,000 Challenge, KRLD, Su 30.0
	Jackie Gleason, KRLD, S29.5
	Burns and Allen, KRLD, M28.5
	December Bride, KRLD, M 28.0
	Phil Silvers, KRLD, T27.8
	What's My Line? KRLD, Su 26.5
10.	Lawrence Welk, WFAA, S26.4

TOP MULTI-WEEKLY SHOWS

	IAL LIARLI METHEL SHAME
1.	News (10 p.m.), WFAA, TF13.:
	Weather, Sports (10:15 p.m.),
	MF11.
3.	Gulding Light, KRLD, MF 11.
3.	Texas News (10 p.m.), WBAF,
[0.7]	MF11.
5.	Search for Tomorrow, KRLD,
	MF10.
6.	Love of Life, KRLD, MF 10.:
7.	Mickey Mouse Club,
	WBAP, MF10.

KRLD, M.-F. 9.6

8. Valiant Lady, KRLD, M.-F. 10.0 9. Kit Carson, WBAP, W.-F. 9.8

p.m.), WBAF, M.-F. 9.6

10. Weather, News Final (10:15

10. World Today (6:15 p.m.),

	TOP FEATURE FILMS	
	Once Weekly	
1.	Movietime, U.S.A., WBAP,	
u/	Su10:30-12:00 midnight	3.9
2.	Arlington Matinee, KFJZ,	••
2	Su4:30-6:30 p.m	3.8
3.	Movie, WBAP,	•
	S10:45-12:00 midnight	3.3
•	Western Time, KFJZ, M5:00-6:00 p.m	21
	Catandar Theater WEIT	3.1
•	Saturday Theater, KFJZ, S10:15-11:30 p.m	• •
	510:15-11:50 p.m	3.4
2	Multi-Weekly	
1.	Nighttime Movie, KRLD,	
-	WF., Su11:00-12:00 mid	1.4
2.	Channel 8 Theater, WFAA,	
	MSu11:00-12:00 midnight	6.0
3.	Million S Movie, KFJZ,	
	MW., FSu7:00-9:45 p.m	0.3
•	Matinee, KRLD,	
	MF., 3:30-5:15 p.m	P.0
•	Starlight Theater, KFJZ, MF., Su10:15-12:00 mid	
		7.4
	TOP SYNDICATED FILMS	
•	Dr. Hadron's Secret Journal	

	MF., Su10:15-12:00 mid 4.1
	TOP SYNDICATED FILMS
ı.	Dr. Hudson's Secret Journal
-	(MCA), KRLD, T7:3026.0
2.	I Led Three Lives (Ziv),
	KRLD, T8:3025.3
1.	Thinkson the town 1 (The) Think A
0	W9:30
	T9:30
5.	Rosemary Clooney (MCA),
	WFAA, M8:3017.8
5.	Dr. Christian (Ziv), WFAA,
	Th7:3016.0
7.	Man Called X (Ziv), WFAA,
	F9:30
1.	Fabian of Scotland Yard (CBS),
	KRLD, S10:0015.3
).	Sheena, Queen of the Jungle
	(ABC), WFAA, Su4:0014.8
).	The Whistler (CBS), WFAA.
	M., S9:3014.3
),	M., S9:30
	Su9:3014.3
),	Star and the Story (Official),
	WFAA, S8:3014.3
١.	Stars of the Grand Ole Opry
	(Flamingo), WFAA, S6:0013.8
١.	Science Fiction Theater (Ziv),
	WFAA, Su8:0013.3
١.	Steve Donovan, Western Mar-
	shal (NBC), WFAA, Su3:0013.0
	Buffalo Bill Jr. (CBS),
	KRLD, S10:30 a.m12.8
	Indea Day Dane (Commence)

17. Judge Roy Bean (Screencraft),

18. Mr. and Mrs. North (Schubert),

18. Cowboy G-Men (Flamingo),

20. Janet Dean, R.N. (Guild),

WFAA, Su.-3:3012.5

WFAA, S.-9:0012.0

WFAA, Su.-2:30......12.0

WFAA, Su.4:30......11.8

ATP Countering

IRB's New Look

HOLLYWOOD--The Allianceof

of Telefilm Producers last week

took measures to counter the Inter-

nal Revenue Bureau's sweeping

At Film Taxes

DAVENPORT-ROCK ISLAND-MOLINE

2 TV STATIONS-71,000 TV HOMES Population-253,800 (90th In U. S.) Buying Income-\$463,891,000 Retail Sales—\$315,583,000 (79th) Food Sales—\$66,830,000 (82d) Drug Sales—\$10,049,000 (73d) Automotive-\$61,016,000 (79th)

Above figures include following counties:

TOD NETWODY CHOWS

Rock Island, III.; Scott, Ia.

	ION WELMOKY SUOMS
1.	1 Love Lucy, WHBF, M46.0
	George Gobel, WOC, S45.3
3.	Godfrey's Talent Scouts, WHBF,
	M44.0
4.	Burns and Allen, WHBF, M 42.8
8.	Do You Trust Your Wife?
	WHBF, Th42.3
6.	Ed Sullivan, WHBF, Su41.1
7.	Person to Person, WHBF, F 40.8
8.	Jackie Gleason, WHBF, S40.1
9.	Studio One, WHBF, M39.4
10.	December Bride, WHBF, M 39.3
10.	Phil Silvers, WHBF, T39.3
-	TOP MULTI-WEEKLY SHOWS

10,	rnn Suvers, WHBF, 1
1	TOP MULTI-WEEKLY SHOWS
1.	Mickey Mouse Club, WHBF,
	MF
2.	News-Jim Kock (10:30 p.m.),
	WHBF, MF22.
3.	Little Rascals, WHBF, MF 19.
4.	News, Sports (10:30 p.m.),
	WOC, MF18.
5.	Grandpa Happy, WHBF, MF16.
6.	Eddie Fisher, WOC, W., Th15.
7.	Love of Life, WHBF, MF15.
8.	Valiant Lady, WHBF, MF14.
9.	Guiding Light, WHBF, MF14.
10.	Search for Tomorrow, WHBF,
	Search for Tomorrow, WHBF, MF14.

TOP FEATURE FILMS
Once Weekly
1. Saturday Night Theater,
S11:15-12:00 midnight22
2. Sunday Night Theater, WOC,
Su10:30-12:00 midnight15
3. Western Playhouse, WHBF,
54:00-5:00 p.m
4. Western Playhouse, WOC,
S10:30-5:00 p.m
5. Western Theater, WHBF.
Su2:30-3:30 p.m10
Multi-Weekly

	Multi-Weekly
1.	Theater 4, WHBF,
	M., T., Th., F10:45-12:00 mld15.0
2.	Morning Movie, WOC,
	MF11:00-12:00 p.m12.9
	Circle 6 Ranch, WOC,
	MF4:00-5:25 p.m 9.2

TOP SYNDICATED FILMS

1. Superman (Flamingo), WHBF,

	Carrior tresserves erresserves erresserves
2.	Celebrity Playhouse (Screen
	Gems), WOC, T8:303
3.	Mr. District Attorney (Ziv),
	WOC, W8:303
	Highway Patrol (Ziv), WOC,
	Th10:00
5.	Man Called X (Ziv), WOC,
	W9:302
6.	†Sky King (Nabisco), WHBF,

7. Susie (TPA), WHBF, T.-8:30....29.0 8. Stars of the Grand Ole Opry (Flamingo), WOC, S-9:0028.8 9. Annie Oakley (CBS), WHBF, W.-6:0026.5 10. Science Fiction Theater (Ziv),

WOC, Su.-8:3025.3 10. Man Behind the Badge (MCA), WHBF, S.-10:0025.3 10. Sheriff of Cochise (NTA). WOC, M.-8:3025.3 13. Soldiers of Fortune (MCA).

WHBF, M.-6:0025.0 14. Wild Bill Hickok (Flamingo), WHBF, T.-6:0024.5 15. I Led Three Lives (Ziv), . WHBF, W.-10:0021.8

16. Waterfront (MCA), WOC, F.-9:3020.8 17. Captain Midnight (Screen Gems), WHBF, S.-11:3019.8

18. Little Rascals (Interstate), WHBF, M.-F.-4:3019.5 19. Victory at Sea (NBC), WHBF,

T.-10:0018.8 19. Stories of the Century (Hollywood), WOC, F.-10:0018.8 21. Looney Tunes (Guild). WHBF. M.-F.-4:0016.5

WHBF, Su.-5:0015.5

22. Ethel Barrymore (Interstate),

ing its attorney, Dean Johnson, to such as many stars, e.g., Groucho spearhead the drive to protect the Marx, Jack Benny, Danny Thomas, industry's interest.

Of most vital concern is the pro- high personal income taxes. on quick recoupment in order to for \$150,000.

make a profit. reappraisal of the TV and motion ance is a change in the regulations income taxes on only about \$75,-

(45th) Retail Sales-\$629,861,000 (42d) Food Sales—\$115,271,000 (53d) Drug Sales—\$23,359,000 (35th) Automotive—\$147,269,000 (30th) Above figures include following counties: Tarrant

FORT WORTH, TEX.

Buying Income-\$844,333,000

4 TV STATIONS—140,700 TV HOMES Population—507,000 (45th in U. \$.)

TOP NETWORK SHOWS

ı.	Ed Sullivan, KRLD, Su29.9
2.	I Love Lucy, KRLD, M 29.8
	Groucho Marx, WBAP, Th29.3
4.	\$64,000 Question, KRLD, T 28.3
	Perry Como, WBAP, S27.6
	\$64,000 Challenge, KRLD, Su 27.2
	Disneyland, WBAP, W27.0
	Burns and Allen, KRLD, M 26.3
137	Lux Video Theater, WBAP, Th25.8
10.	Phil Silvers, KRLD, T25.5
	TOP MULTI-WEEKLY SHOWS
1.	Texas News (10 p.m.), WBAP,
	MF

V.	Phil Silvers, KKLD, 125.3
	TOP MULTI-WEEKLY SHOWS
1.	Texas News (10 p.m.), WBAP,
	MF18.3
2.	Weather, News Final (10:15
	p.m.), WBAP, MF16.5
3.	Mickey Mouse Club, WBAP,
	MF16.0
4.	Kit Carson, WBAP, W., F14.6
5.	Queen for a Day, WBAP,
	MF12.1
6.	Million \$ Movie, Misc., KFJZ,
	MW., F10.6
7.	Ramar of the Junele KF17.
	TF. 9.5
8.	Guiding Light, KRLD, MF. , 9.7
	Search for Tomorrow, KRLD,
	MF 9.5
	Modern Romances, WBAP,
-55	MF 9.3
	TOP FEATURE FILMS

Difficult to the control of the cont
TOP FEATURE FILMS
Once Weekly
1. Arlington Matinee, KFJZ,
Su4:30-6:30 p.m 8.
2. Saturday Theater, KFJZ,
S10:15-11:30 p.m 7.
3. Movie, WBAP,
S10:45-12:00 mldnight 6.
4. Movietime, U. S. A., WFAA.
Su10:30-12:00 midnight 6.
THE RESERVE OF THE PROPERTY OF
Multi-Weekly
1. Million S Movie, KFJZ,
MW., FSu7:00-9:45 p.m 10.:
2. Movietime, U. S. A., WBAP,
MF3:00-4:15 p.m 7.
3. Starlight Theater, KFJZ,
MF., Su10:15-12:00 midnight. 6.
4. Nighttime Movie, KRLD,
WF., Su11:00-12:00 mid 4.
5 Channel 8 Theater WEAA
5. Channel 8 Theater, WFAA, MSu11:00-12:00 mld 4.
TOP SYNDICATED FILMS
1. I Led Three Lives (Ziv),

	KRLD, T8:3022
	Dr. Hudson's Secret Journal
	(MCA), KRLD, T7:3016.
	Gene Autry (CBS), KFJZ,
	Su7:0016.
	Badge 714 (NBC), WBAP,
٠	M7:0016.
	Superman (Flamingo), WBAP,
	T_6-3A

6. Annie Oakley (CBS), WBAP, T.-6:0016.0 7. Celebrity Playhouse (Screen

Gems), WBAP, M.-9:3015.8 8. Kit Carson (MCA), WBAP, W., F.-6:0014.6 9. Cisco Kid (Ziv), WBAP, Th.-6:0014.3 10. Studio 57 (MCA), WFAA,

Т.-9:3013.5 11. Sheena, Queen of the Jungle (ABC), WFAA, Su.-4:0013.3 12. Science Fiction Theater (Ziv), WFAA, Su.-8:0012.3

12. Dangerous Assignment (NBC), WBAP, S.-9:0012.3 12. Dangerous Assignment (NBC),

WBAP, T.-10:3012:3 12. Rosemary Clooney (MCA), WFAA, M.-8:3012.3 16. Star and the Story (Official),

WFAA, S.-8:3011.5 17. Highway Patrol (Ziv), WFAA, W.-9:3011.3

18. Range Rider (CBS), KFJZ, M.-6:0011.0 18. Gangbusters (RKO), WFAA,

(Flamingo), WFAA, S.-6:00....11.0

et al., have set up to get around

posed change in the period of It has been the practice in the amortization of TV film (The Bill- past for stars to sell themselves as board, December 8), which the a package and claim corporate taxes Bureau is reportedly considering altering from one to five years. This example, a star would fix the cost would hit especially hard at small, of his services at \$50,000, and pay independent producers who usually five other persons in the package are forced to borrow money at rela- \$50,000. He would then sell the tively high interest rates, and rely package to a sponsor or network

On the \$100,000 actual profit he Of lesser the corallary import- would then have to pay personal All the news of your industry picture film tax structure, appoint- for personal holding corporations, 000, and be able to claim corporate every week in The Billbeard . . .

HOUSTON-GALVESTON

3 TV STATIONS-324,000 TV HOMES Population-1,076,200 (15th In U. S.) Buying Income—\$1,937,585,000 (15th)

Retail Sales—\$1,340,018,000 (16th) Food Sales—\$308,506,000 (15th) Drug Sales—\$40,807,000 (17th) Automotive-\$281,344,000 (14th) Above market statistics are for Houston only and include following county:

TOP NETWORK SHOWS

George Gobel, KPRC, 535
Your Hit Parade, KPRC, S 32
Perry Como, KPRC, S30
I Love Lucy, KGUL, M29
\$64,000 Question, KGUL, T 29
This Is Your Life, KPRC, W28
Jackie Gleason, KGUL, S28
Ed Sullivan, KGUL, Su28.
Groucho Marx, KPRC, Th 27
Phil Silvers, KGUL, T27

TAB MILLTI WEEKLY CHAWS

	ION MORII-MEEVEA 7HOM?
1.	My Little Margle, KGUL,
	MF17.1
2.	City Detective, KGUL, T., F16.
3.	Queen for a Day, KPRC,
	MF12.
4.	Mickey Mouse Club, KTRK,
	MF12.
4.	Roy Rogers, KPRC, M.Th12.5
6.	Modern Romances, KPRC,
	MF10.0
7.	World, Sports (6 p.m.), KPRC,
	TF10.4
8,	Newsreel, Weather (6:15 p.m.),
	KPRC, TF10.0
9.	Late Show, KGUL, MTh 9.4
10.	I Married Joan KPRC
	MF 9.1
	SEN (2c. 18 II.) . [18 14 15 15 16 17 17 17 16 16 16 16 16 16 16 16 16 16 16 16 16

8.	Newsreel, Weather (6:15 p.m.),
	KPRC, TF10.0
9.	Late Show, KGUL, MTh 9.4
10.	I Married Ioan KPRC
	MF 9.3
	TOP FEATURE FILMS
	Once Weekly
1.	Million S Movie, KPRC.
	Su12:30-2:00 p.m18.1
2.	Weekend Theater, KGUL,
	F10:30-12:00 p.m
3.	Saturday Matince, KTRK,
	12:30-5:00 p.m 5.5
4.	Star Steel Playhouse, KTRK,
	Su10:00-12:00 midnight 4.3
	Sagebrush Theater, KTRK.
1000	S11:00-12:00 p.m 2.4

Multi-Weekly

1. Late Show. KGUL, M.-Th., S., Su.-10:30-12:00 mid. 9.5 2. Late Matinee, KGUL, M.-S.-3:30-5:00 p.m. 6.7 3. Movie Date, KPRC, M.-F.-11:00-12:30 p.m. 6.1 4. Movietime, U. S. A., KTRK, M.-S.-10:15-12:00 midnight 4.4 5. Hollywood Theater, KTRK,

M.-F.-9:30-11:00 a.m. 4.0 TOP SYNDICATED FILMS 1. Dr. Hudson's Secret Journal (MCA), KPRC, M.-8:30......21.8 2. Rosemary Clooney (MCA), KPRC, T.-8:3020.4 4. Susle (TPA), KPRC, Su.-8:30. .18.0 4. Count of Monte Cristo (TPA), W.-7:0017.7 7. Passport to Danger (ABC), 9. Confidential File (Guild), 9. Amos 'n' Andy (CBS), KPRC,

Su.-9:0017.0 11, Annie Oakley (CBS), KPRC,

KPRC, F.-9:3016.5 13. Stage 7 (TPA), KPRC, W.-7:3016.4 14. Slenderella Theater (Official), KGUL, S.-10:0016.1

14. City Detective (MCA), KGUL, T., F.-10:0016.1 16. Dr. Christian (Ziv), KPRC. F.-10:0015.9 17. Superman (Flamingo), KPRC,

Th.-6:3015.5 18. Racket Squad (ABC), KTRK, F.-8:3014.7 19. Star and the Story (Official),

taxes on \$25,000. Under the new regulation he could no longer claim the latter sum as corporate profit. Just what steps the Alliance will take are not yet certain, Johnson

said, because not enough information has been received. A spokesman for the Bureau of Internal Revenue said that the government itself is still vague about how much effect the new regulations will have and that it will probably take some time to interpret the complicated legal language.

McCANN-ERICKSON

Co-creativity's Key To Rise in Billings

Co-creativity is the watchword serve. "But the days when the for the making of TV commercials picking of an independent producer at McCann-Erickson. Each one is ended your work are waning," he guided by a team of three (writer, adds. "Now we analyze along with art director and production direc- him every step of the way." tor) backed by a team of 24 in the twin departments of live and instituted by Valentine, airs everyfilm, with the result that billings one's opinions and grievances. The are going up, up and up.

supervisor in charge of radio and them to answer their needs.

TV live commercials, the McCann

A bi-monthly screening of them to answer their needs. staffs are given "flexible freedom" to draw on outside talent as part of this "let's pool our strong points" concept.

As Valentine explains, "Our job is to be advertising men, hence we draw in others who are entertainment, motion picture, choreography or costume specialists."

Valentine is administrator over a department which has quadrupled in size since his arrival in 1954 from the Biow agency. A believer in New York as the commercial capital, he is nevertheless fully responsible for McCann's busy West Coast film operation, too, and commutes regularly between offices. Under him, three group heads, Ken Gammage, Bob Nathe and Jim Manilla, handle specific clients and supervise many accounts. There are no secretaries, but production assistants capable of doubling.

Film Production McCann's film commercials run as long as three minutes, tho Valentine feels 90-second films are as long as is ordinarily practical and effective. About 20 per cent are made in color today, a figure he is sure will increase steadily. His staffing aim is to find 10 "thinking" producers for a kind of permanent pool, with perhaps six more in re-

Four Trends Tally on '56 Blurb Score

- Live-action films 40% of those in BB
- Full animation near 23% in 10 months

In the first 10 months of 1956, The Billboard's "Commercials in Production" chart tabulated the production of 3,321 TV film commercials. Nobody knows for sure the total number of film commercials that are made each year. But it is probably safe to assume that this chart covered between 15 and 30 per cent of all major production. . At any rate, the chart undoubtedly represented a sound enough sampling of all production to base some over-all generalities on it.

Slightly over 40 per cent of all the commercials reported were live action. This does not preclude the possibility that there was some animation work in this group, but the method of reporting requires that this group be essentially live-action in format.

Animated commercials accounted for 23 per cent of all the production reported during those 10 months. Another 24 per cent of the film commercials combined live action and animation in about equal parts.

About 5 per cent of all commercials were produced in color.

Food Spenders The food business, which usually (Continued on page 14)

A bi-monthly sound-off session, open forum, where majority rule Under the imaginative leadership often modifies work procedures, of Chris Valentine, supervisor in also brings to the home team charge of TV film commercials guests from related fields, who production, and Charles Powers, clarify what McCann can do for

> A bi-monthly screening of commercials in each separate group and a monthly reel of all for the full department allow him and his staff to praise, criticize and learn. Like the sound-off sessions, these screenings give the department a strength and growth, Valentine is convinced.

Naturalness

He spots a trend toward naturalness, simplification and a feeling of believability in today's commer-cials. He finds producers with artdirector experience better for color commercials, where composition and hue are so important. He expects that 60 per cent of all commercials filmed will continue to be all or partly animation. In five years, Valentine predicts, McCann's billings in film commercials will have risen to \$10,000,000 per year.

Both he and Powers, who occasionally draw upon each other's manpower, agree that commercials cannot be rushed if they are to be of high quality. From first discussion before McCann's Creative Plans Board to on-the-air can take many months-when necessary.

Like the film department, the live makes a cost estimate before the outside talent is approved for hire. Powers has seven producerdirectors (two in Hollywood) who are responsible for putting together the jigsaw puzzles. The art director is drawn from an agency pool, and scenery and crews usually come from networks or other outside sources. Casting is done by the producer.

Rehearsals minutes for a participating spot to four hours for many color commercials. Most live black-and-white even more care must be taken it to life. commercials require about two than if the setting were to be the hours of rehearsal. Color produc- center of attraction. tion will grow easier, Powers

THE BILLBOARD'S WINTER TELEVISION COMMERCIALS QUARTERLY

The TV Commercials Outlook for 1957

The pressure for more pre-planning and more realistic budgeting seems to be having some effect. Advertising agencies will be giving more thought to the emotional effect of their commercials. Simpler, more entertaining blurbs will probably be the result. The producers are making more use of their associations to promote an upbeat in quality and ethical standards.

Unobtrusive Detail Plagues Commercial Scene Designer

· Sets provide theme, tone of blurbs and must establish contrast without obtruding

Simplicity, costs, taboos are important to be considered in establishing proper backgrounds

By PAUL PETROFF MPO Television Films, Inc.

The writer is executive art director of MPO, where he has been working for the past six months. He has been designing sets for films and film commercials for the past 10 years. Before joining MPO he was with Transfilm.

The set designer for a TV commercial must be like a good barber. He labors carefully upon the subject, with the utmost attention to the tiniest detail and when he has finished, the customer must appear as if he didn't have a hair-

And the commercial must ap-Rehearsal time varies from six pear as if it doesn't have a background.

(Continued on page 20) work so diligently at invisibility, ticular location.

but achieving the desired effect certainly has its own rewards.

The basic objective in designing a setting for a TV commercial is to avoid distracting conflict. Picture a scene of a girl wearing a skimpy polka dot bathing suit against a leopard skin background. The eye of the poor viewer would be distracted so completely that he probably wouldn't see the girl at all.

Contrast, Too

Of course, in avoiding contrasts it is also important not to go to the other extreme and provide backgrounds which are of exactly the same general tone as the product being featured. One is as bad as the other. In this case, the object of interest would fade completely into its background and no lighting, close-ups or finger point-For an effect which is so subtle, ing by an announcer would bring

There are situations where a background is important to set a It can be frustrating at times to mood or to set the theme of a par-The problem

here is to accomplish the effect without being too "busy" and, equally important, without taking up too much time.

Television commericals are the epitome of efficiency. They are so limited in time that every word, every motion must be used to move the action of the situation forward in a minimum of time.

A recent commercial completed by MPO involved a location at Grand Central Station. How easy it would have been to film a long shot of the stattion, then a shot of the crowds entering the terminal from 42d Street and Vanderbilt Avenue, then a long shot of the inside of the terminal with the crowds bustling and, finally, the close-up of the subject.

Of course by this time we (Continued on page 22)

FPA Widens **Activity Area**

- Builds own strength for new leadership
- May lead the way to forming national org.

Efforts to form a national association of producers of TV film commercials have been at a standstill thruou most of the second half of 1956. But meanwhile the Film Producers Association of New York, which celebrates its sixth anniversary on December 26, has begun stepping up its activities. If its build-up develops as FPA intends, it may well be strong enough to call most of the shots in the establishment of a national organization when that finally comes to pass.

The first step in the FPA buildup was the hiring in October of Wally Ross as administration coordinator and public relations counsel. But even before Ross had laid out his attack, a couple of trade events cued co-ordinated action by FPA.

When certain major ad agencies took on a centralized print procurement and shipping operation for their TV spots, FPA had to launch a program on print quality and standards. When Lever Bros. asked for a top-to-bottom examination of film quality, FPA had to (Continued on page 23)

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The Girl in the Bathtub Is Not Alone 22	Song Ad Film-Radio Productions 26
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DON'T DISREGARD

Overhead a Factor In Cost of Blurbs

- Agencies must know producer financing
- Many costs peg down actual pricing

By MICHAEL A. PALMA Secretary-Treasurer, Transfilm, Inc.

entire film production function and to maintain a high level of film commercial quality, advertising agencies must recognize producer cost factors.

Most of us know that basic costs cover out-of-pocket expenses which go toward the purchase of labor, rentals and materials used in the production process.

We know that we must estimate cost for raw film stock, laboratory loss services, studio and equipment rentals, recordings, construction and striking crews, film crews, etc., all of which are direct items that go into production. But, unfortunately, in too many cases, the calculation of costs ends here.

Overhead

How many producers truly know the expense of keeping their organizations running smoothly? Have they figured accurately the cost of indirect labor, depreciation, insurance, secretarial staff, rent, telephone, legal and auditing fees, stationery and the hundreds of other overhead costs which are necessarily incurred to keep cameras rolling?

Of those producers who do recognize these factors, how many provide for recovery of these items when they submit production bids? Advertising agencies, long experienced in pricing, usually more than double their direct labor charges to recover overhead costs. These agencies certainly recognize that producers, too, have overhead expenses which must be reflected in production bids.

If a producer retains a permanent staff, he must determine the true cost of each employee. These are expenses worth considering . . taxes, insurance, vacations, sickness, severance pay, welfare and

employees. of the time. What of staff costs during the unproductive hours? An idle employee with a base pay of \$100 per 40-hour week is actually receiving the equivalent of \$200 April and October. when he works productively for not serve as a deterrent among espermanent staffs. Such staffs enable the producer to offer services not available otherwise. More important, this continuity of personnel assures a constancy of creative technique and guarantees to agencies equal standards on all jobs.

Technician Producers

There has arisen in our industry a growing number of good technicians who, spurred by the desire to be in business for themselves, have become producers. They are cameramen, directors, top anima-tors, etc., who have something substantial to offer. As competitive producers, they are called upon by advertising agencies to submit bids for commercial production. These new producers, in their eagerness to become established, often submit bids without any knowledge of costs. Their bids frequently overlook some of the items already mentioned as well as the price on their own time as cameramen, directors or animators. The usual feeling is that the profit on the job will more than compensate for

their own time. These producers, after a period

of operation under these conditions, report that they have made a profit which, in the final analysis, is no more, and sometimes less, than what they might have earned in the employ of another producer. On the surface, this might not appear too bad but consider the To maintain stability of the risk of initial capital plus the infinite problems of the new producer for which he had no financial return.

Once the new producer has established his prices, he finds it difficult to alter them without the loss of business. As a result, he finds himself operating at a low margin and more probably at a

Continual losses, of course, can mean bankruptcy. But, by this time, he has contributed to the damage of the entire production industry. In many cases, he has forced established producers to accept work at unreasonable prices and, more important, he has created the impression with film buyers that film production can be had at bargain prices.

With union scales at the levels they are and with materials costs steadily increasing, film productions cannot and should not be bargain priced. We feel it extremely important that all producers be made more conscious of the many cost elements which should be considered before quoting prices.

By the same token, advertising agencies, who are themselves faced with these situations, should understand the problems of the producer. All must realize that costs cover a lot more than readily meets the eye.

'56 Blurb Output

• Continued from page 13

heads any list of spending in TV, was also the largest buyer of film commercials. Food accounted for other benefits accrued by full-time | 15 per cent of the commercials reported to The Billboard from Jan-Few producers are busy 100% uary thru October, 1956. More than 20 per cent of the food industry's commercials were reported in January issues. Other heavy reports on food commercials were in

The reporting, incidentally, only 20 hours. However, this does reaches the pages of The Billboard one or two months after actual tablished producers from retaining completion of the commercial. The second heaviest period of food commercial production was in the September 29 thru October 13 issues, which covers production work done in August.

Close behind food as a buyer of film commercials was the auto and auto accessory field, which accounted for 14 per cent of the commercials reported by The Billboard. Judging by issue dates, the period of heaviest production for autos seemed to be February thru April.

Next in line was beer and wine, which reported 9 per cent of the total, its heaviest production being in April and May.

Tobacco, toilet goods and household cleaners each accounted for per cent of total reported production. Household appliances was right behind them with 6 per cent.

PROGRAMMINGthe key to successful TV advertising THE BILLBOARD-

ADVISORY BOARD SURVEY

Agencies Air Figures, Facts on Com'cials



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

The agency wing of The Billboard's TV Editorial Advisory Board tackled a subject all alone this time out-a subject with which it is most concerned-that of commercial budgeting and production.

It was pointed out that an informed estimate had it that only about 5 per cent of the money invested for TV advertising annually goes into the production of commercials. Asked if they considered that adequate, 64 per cent said no, and 24 per cent indicated they were undecided.

What would be the optimum industry-wide expenditure for commercials? The answers ranged between 10 and 20 per cent of the total spent for time, talent and production.

Do you follow any rule of thumb in allotting a specific part of a client's TV budget for the production of the commercial? "No," said 65 per cent of the agency respondents, while another 26 per cent said "Sometimes."

Animated Commercials

The leaders in the field of animated commercials could well puff with pride over what the agencies had to say about them. Of all the voting on the most commendable, interesting, dynamic trend in blurb formats, the animators specifically earned 52 per cent of votes. Cartoon characters led the pack with 27 per cent, and abstract animation pulled an additional 25 per cent. Music and jingles were third with 19 per cent.

The Advisory Board also went further to name specific cartoon characters and the commercials they liked-Mr. McGoo, Ford, Bank of America, UPA Quartet and, of course, the Piel Brothers, Bert and Harry. The soft sell with entertainment is here to stay, they indicate. Also commendable trends are the move to believability and the willingness of the advertiser to depart from the old-fashioned ideas.

The agencies also had pet peeves and were not loathe to express opinions on what they con-

25%

sidered the most backward trend in commercial formats in 1956. Summarizing some of these comments, here are the general impressions: Oh, those doctors-"five New York doctors, etc." Pitchmen also ought to go, they say, likewise those unbelievable star testimonials. Some are too cute; the lip-smacking and smoke-puffing ads are too much! Another sad trend is the negative approach as typified by the "before" type in commercials. That relaxed sell-announcer in his armchair is a backward step, and the tendency to jump right into a hard sell should be stopped.

Repetition is the bane of most agency men on the look for something new continually. Many of these factors, it was felt, would be all right, if they hadn't been done to death.

The Advisory Board was further asked to grapple with the point of whether agencies and their film producers should form a continuing working relationship and have all the film commercials for a particular brand done by one producer. Here the agencies split right down the middle on opinion, with 52 per cent saying "yes" and 48 per cent saying "no."

Working Relations

Those in agreement said that this relationship would give the production people a familiarity with the product, a fuller understanding of the product's problems and a better base on which to contribute ideas to the commercial. It also makes the adaptation of previously shot footage to the new campaign easier, and, of course, they also point to the cost factor.

Those in disagreement claim for their side of the argument better quality resulting, in part, from the producers' competition, a wider range of new ideas and thinking and freedom to turn to specialized firms for specific needs. They also thought that there is less chance of a producer going stale on a product if the work is spread

HOW THEY VOTED

What do you think was the most commendable, interesting dynamic trend in the formats of TV commercials during 1956?

Spectacular Music and Comedians Abstract Cartoon Dance on Voice Over Productions Jingle Characters Animation

19%

If you do use any rule of thumb for commercial budgets, would you please tell us the ratio (based on each dollar in the total budget) you use?

PROGRAM | COMMERCIAL = TIME SPOTS 80\$ 11% 11% 23% VOTES PROGRAMS 204 504 404 404 400 16 % 16% 17% 17% VOTES 34%

What They Say . . . ROBERT EDRINGTON, radio-TV director, Henry

www.americanradiohistory.com

Quednau, Inc., Tampa: "Since competition is forcing quality upward, 20 per cent can hardly be too large. Particularly in the case of spot TV, a program is only as good as the commercial presenta-

DONALD SHEERIN, Webber Advertising Agency, Grand Rapids, Mich.: "There should not be a budget on creativity. While it's quite possible to turn out an excellent commercial on a low budget basis, the creator should not be tied down on a cost basis. Basically, the idea should determine the budget.

LES DUNIER, radio-TV director Emil Mogul, Inc., New York: "With so many commercial messages on the TV screen, in our opinion it has almost become mandatory to entertain while selling in order to get maximum attention."

CHANNING M. HADLOCK, radio-TV director, Rose-Martin, Inc., New York: "Obviously abstract animation can be-and is-overdone, and sometimes done entertainingly without sales effectiveness, but to capture an audience with entertainment and then sock 'em with an effective sales message can best be done with this treatment."

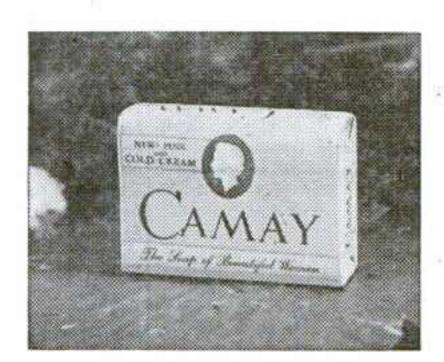
T.V. spot editor

A column sponsored by one of the leading film producers in television

SARRA

New York: 200 East 56th Street

Chicago: 16 East Ontario Street .



A beautiful young girl in a fairyland setting is the background for the story of new Pink Camay . . . the soap of fabulous fragrance! It's an appeal that goes directly to the feminine heart! An unusual photographic sequence utilizes the shimmering reflections in a forest pool to demonstrate Camay's soothing, softening effect on lovely hands. The fragrance of Pink Camay and the fact that it's made with cold cream are linked with the brand name for high memory recall. Every moment of this series of spots holds attention—and sells Camay, in both English and French versions. Produced by SARRA for THE PROCTER & GAMBLE CO. OF CANADA, LTD., through THE F. H. HAYHURST CO., LIMITED.

SARRA, INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street



Hit Parade cigarettes are sure to get plenty of attention from this series of 10 second I.D.'s, and 20 and 60 second commercials. Live action, stop motion, animation and a very "whistleable" jingle keep these spots crisp and fast moving. Clever use of the Hit Parade trademark plus product-in-use, picturing folks enjoying the new cigarette, fix the brand name firmly in the viewer's mind. "Your taste can't tell the filter's there!" is the promise of smoker enjoyment that clinches the selling message. Produced by SARRA for THE AMERICAN TO-BACCO COMPANY, through BATTEN, BARTON, DURSTINE & OSBORN, INC.

SARRA, INC.

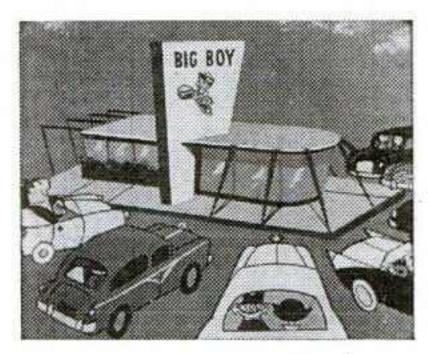
New York: 200 East 56th Street Chicago: 16 East Ontario Street



This unique one minute spot for Pet Milk was a Medal Award winner at the 24th Annual Art Directors' Club of Chicago. The subject has universal appeal—a mother and her baby. Perfect casting, simplicity of action and the musical background of Brahms' Lullaby create a most effective mood. This commercial is another one of the SARRA series for Pet used on the George Gobel and Red Skelton shows. Produced by SARRA for the PET MILK COMPANY, through the GARD-NER ADVERTISING COMPANY.

SARRA, INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street



Sparkling animation and a catchy jingle keep this series of short commercials for Frisch's food products lively and entertaining. These fast paced spots—only 10 and 20 seconds long—show how tasty Frisch's products (Big Boy Hamburgers, Brawny Lad Steak Sandwiches and Fresh Fish Sandwiches) supply an abundance of quick energy when plenty is needed. Produced by SARRA for FRISCH'S BIG BOY RESTAURANTS, INC., through ROLLMAN ADVERTISING AGENCY. If you'd like to see other recent SARRA commercials, drop a line to SARRA and ask for Reel 5.

SARRA, INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street



No matter how good your show—no matter what your time slots—the effectiveness of your TV advertising is reflected in sales of your product. That puts it squarely on the selling power of your commercials. "Selling" commercials, prepared by an expert staff of visual specialists, are SARRA's stock in trade. When it's a SARRA commercial you're sure it's a "selling" commercial.

SARRA, INC.

New York: 200 East 56th Street Chicago: 16 East Ontario Street

Motivation Research Invades Area From Viewing to Sale

- Institute hunts out missing link thru study of viewers' response patterns to commercials
- Living laboratory with Animatic camera records patterns, seeks quotient for promoting sales

Research is located atop a high, rugged hill overlooking the Hudson River, 40 miles north of Manhattan Island. When the head thinkers from that hill descend to the noisy valley of Madison Avenue, watch out.

Two weeks ago Dr. Ernest Dichtrade conference on Madison Avenue and said some newsworthy . "The critical missing link is a

The Institute for Motivational things about testing of TV commercials.

Some quotes:

"Major advertisers, particularly those in the costly TV field, are demanding new techniques that usefully what really goes on besumer and a purchase."

sound basis for judging the cost per 1,000 'responsive' viewers.'

nition and recall were not the key factors that differentiated successful commercial campaigns that we have studied from unsuccessful campaigns."

One-Way Street

that the process of viewing is a since, to this date, has fully conone-way street, where the audience firmed this finding." represents passive and captive subtypes of TV commercials."

"Perception is not a one-way and feeling and thinking."

street, but a two-way continuous response.

process something happens that modifies the basic structure of the TV commercial. Studying these patterns of distortion, these Motivating Response Patterns, is the key to understanding the real comcommercial and today's viewer."

"We found that 85 per cent of into the category of these emotional response patterns, not expert or critical patterns, not ex-

"Viewers can see your message, jects; in one way or another these remember it in most details, and measure more accurately and more techniques try to measure the yet it is often only intellectually depth of the groove made by the perceived, it does not pass the ter, head of IMR, came down to a tween a TV commercial, a con- stimulus represented by different critical threshold of active integra-

"Useful testing has to accept the interchange between stimulus and responsibility for helping the creative practitioners to build more "In the course of this perceptive rebroadcast power into their commercials."

New Technique

Dichter went on to announce that the IMR has developed a new TV testing technique designed to unveil the heretofore hidden re-"Such criteria as attention, recog- munication process between today's sponse factors in commercials. Developed under the direction of the IMR's executive vice-president, Al spontaneous viewer reaction fell Shepard, the technique goes by the code name, MRP (for motivating > response patterns).

MRP involves 12 types of depth "All these approaches assume perience in hundreds of studios and projective tests, the details of which will not be disclosed for a while.

> One of the tools in the new MRP is what the IMR people call their "living laboratory."

About a five-minute drive from IMR headquarters, high on another tion into their daily way of living hill near Ossining, N. Y., is the home of Dr. Dichter. (Some social scientists have been speculating about the motivational factors in Dichter's preference for hills.) Ir the guest house there is a charming living room with a builtin-the-wall TV screen. This is the living lab.

A dozen to 20 local citizens are invited up to the lab to watch some programs and commercials and then participate in a group- discussion that tries to bring out their motivational responses. The Institute has psycho-socio-economic dossiers on more than 500 families in the region that it calls on for these

studies. Viewing Viewers A hidden weapon in this technique is a system of observing the physical responses of these viewers while the commercials are on the screen. Without the panel's being aware of anything, an Animatic camera is trained on them, taking

These pictures can later be synchronized with the actual commercial to show the client how viewers were behaving while his sales message was presented to them. These physical feactions are regarded as one more clue to their emotional responses to the com-

a shot every second or half second.

The MRP technique does not probe for any one type of response but rather for a vast, complex pattern of responses. Says Dichter: "Our new technique employs Gestalt criteria; it studies and measures the total impression."

mercial.

MRP theory breaks down the response complex to four major dimensions. The first is "Interaction," or the extent to which the viewer becomes emotionally involved with a commercial. The second is "Integration," or the total impression that all the elements in the commercial together make on the viewer. ("Present tests view commercials like a microscope technician, while the viewer sees the commercial much more thru the eyes of an impressionist painter.")

Inter-Relation

The third MRP dimension is "Inter-Relation." The viewer doesn't see one commercial, he sees 100. He perceives your commercial within the framework of four inter-relations: (a) the program in which it is placed; (b) your other commercials for the same brand; (c) other advertiser's commercials for the same product and, (d) other commercials he has seen on TV in general over the past

few months.' The fourth dimension, and possibly the most important, is "Activation."

"Purchase action has to be preceded by a sequence of small steps leading from the commercial toward the purchase, a process of activation that either is or is not started in the very process of watching the commercial."

Shepard estimates that it will take four to six weeks for IMR to run thru a complete MRP test on a (Continued on page 18)

Every step in the production of a Caravel commercial is handled by Caravel personnel, with Caravel equipment and at Caravel headquarters. This complete control enables us to accept a full measure of responsibility for the prompt and efficient handling of your tv commercial needs.

A SPECIALIZED DEPARTMENT

. . . specifically built, staffed and equipped for the imaginative development and creative production of tv spots.

COMPLETE COMPANY-OWNED FACILITIES

. . . for every phase of controlled production: studio . . . direction . . . art . . . animation ... editing ... optical effects ... interlock projection.

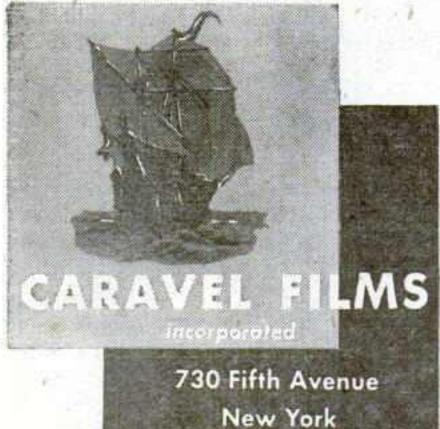
A PROVEN SUCCESS RECORD

. . . the kind that can serve, with complete satisfaction, the exacting requirements of the leading advertising agencies and advertisers in America.

Responsibility

All of these famous names were recently featured in tv spots produced by Caravel Films (b&w and color):

- American Standard
 Ballantine Beer Bufferin
 Geritol
 Goodyear
 Gillette
 - Griffin Shoe Polish
 Lysol
 Nabisco Procter & Gamble
 Remington Shaver
 - Republican National Committee Simmons Beauty Rest • Socony Mobil • Filter Tip Tareyton • U. S. Savings Bonds

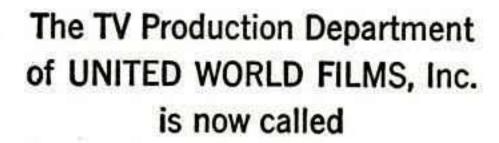


Over thirty-five years of experience in the making of business films for America's leading advertisers.

THE BILLBOARD

We've changed our spots... but not yours!





UNIVERSAL PICTURES TELEVISION DEPARTMENT

Universal-International Pictures has taken over the TV production department of United World Films, its wholly owned subsidiary ... so our "spots" have changed—but not yours. The same high quality ... the same professional touch at low cost per production dollar are inherent in every TV commercial made by Universal with its unparalleled production facilities and technical know-how.

New York Office-445 Park Avenue

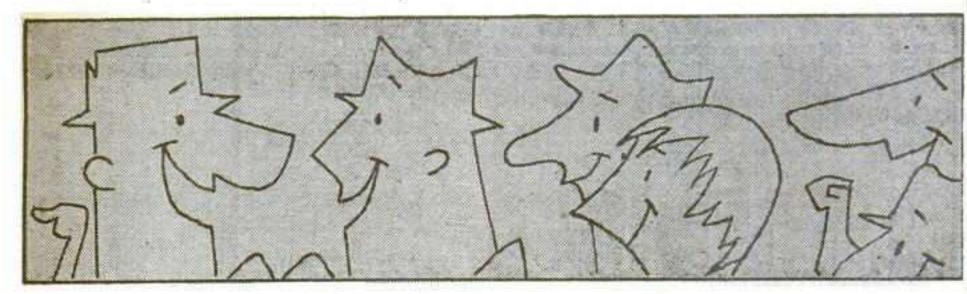
Telephone: PLaza 9-8000

Hollywood Office-Universal Studio, Universal City

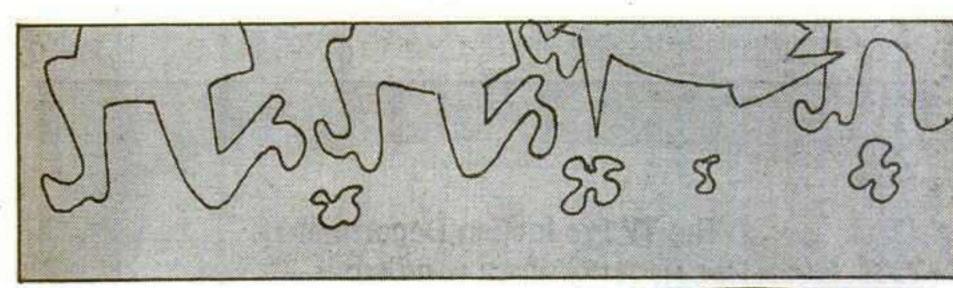
Telephone: STanley 7-1211

Some of our clients: BUDWEISER BEER
CAMPBELL'S SOUPS
COLGATE-PALMOLIVE
DE SOTO
DUPONT

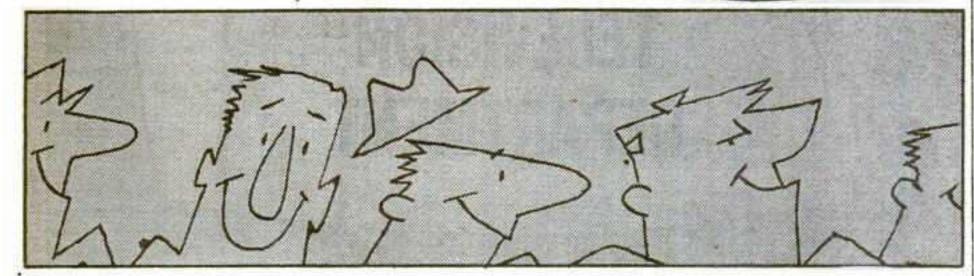
EASTMAN KODAK FALSTAFF BREWING CO. FORD GENERAL ELECTRIC B. F. GOODRICH KELLOGG COMPANY LEVER BROTHERS MARLBORO OLIN INDUSTRIES PABST BEER PEPSI COLA
PHILIP MORRIS
PROCTER & GAMBLE
RCA
SCOTT PAPER CO.



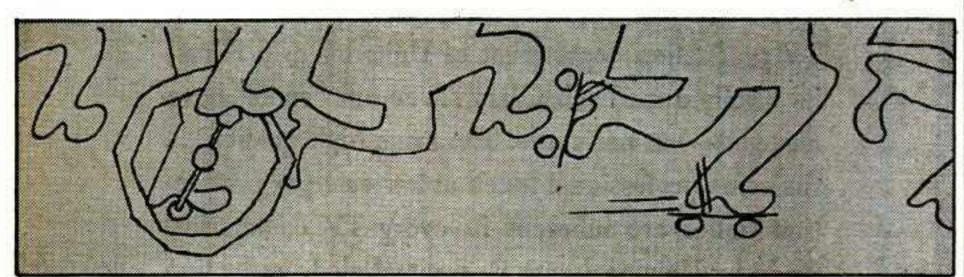
TUNDED CLIBITS



RETURN TO KLING



I AND AGAIN FOR



TY, CREATIVITY
D SERVICE..



CHICAGO

WASHINGTON BOULEVARD

HOLLYWOOD

1416 NORTH LA BREA

HOLLYWOOD 3-2141

Pix Blurb Shooting On a Local Level

- Miami, Philadelphia outlets equipped
- Others also turning out 1st-class ads

While New York, Hollywood and Chicago, in that order, are the main centers of production for TV film commercials, they are by no means the only towns in which the advertiser can get his commercials filmed. Contributing to the continued activity "out of town" is the fact that a few stations have the personnel and equipment to film first-class blurbs.

Herewith are profiles of commercial production operations associated with two stations on the East Coast, one a veteran concern and the other a relative newcomer.

Miami TV

MIAMI-Whether the advertiser's TV message is to be delivered in English for domestic audiences or in Spanish for Latin American countries, Reela Films is in a position to serve its clients.

Reela, a part of the Wometco Theater and Television Company, operator of a large chain of movie Henry Krause and Bill Lawrence, houses in greater Miami as well as TV station WTVJ, has chalked up for over 3,000 news programs to an astounding growth in its five date. years of existence and today serves the industry in many ways.

It was formed in July, 1951, when Wometco recognized the potential for film business in Florida also bequeathed it a virtually inand decided to open its own film exhaustible backlog of stock shots production studio. WTVJ has just which has proved invaluable in cregone on the air, and Reela was in business shortly after.

The film company grew with the industry. Originally, the operation consisted of two employees and a one-room combination office and studio. Today, Reela employs some 50 people and its facilities sprawl over a square-block area that includes two air-conditioned sound stages; production equipment for 16mm. and 35mm. work, a fully staffed creative office for script service, editing rooms, trucks for location photography, negative, positive and reversal processing laboratories; 16 and 35mm. CinemaScope screening rooms and a complete still department for TV slides and production stills.

Reela's Staff

Reela's staff is made up of experienced film personnel from studios in New York, Chicago, Detroit, Hollywood and other parts of the United States and Europe.

Stanley Stern is president, Richard Wolfson, vice-president; Charles Goldstein, vice-president; Frank Brodock, general manager; Arthur Gray, sales manager, and Michael Brown, executive producer.

Since its beginning, Reela has served such TV advertisers as Cities Service, Pabst Beer, International Harvester, Pick Ice, Tinge Shampoo, Kellogg's, Coca-Cola, Chevrolet, Eastern Airlines and Gillette.

Reela's Latin American activities include TV films with Spanish language sound tracks produced for Canada Dry, Listerine, Marlboro, Lipton, DuBarry, Texaco, Stokely's, Philip Morris and Clapps.

Miami's proximity to Latin America and fast airplane service to these countries are factors which have not been overlooked by TV film buyers.

Low Overhead

has is its exceptionally low over-

Cost corners are cut by the ings.

multiple use of carpentry, art and other departments. All these technicians are employed by the same company, so its is a simple matter to shift them to Reela when the need for a particular task arises.

Reel's affiliation with WTVJ affords TV advertisers still another service. When a client comes to Rella, he has a chance to watch his finished project on closed circuit thru the facilities of the station, so he can see what the televised commercial will like before it actually goes on the air.

PHILADELPHIA--Economy is the password at WFIL-TV's Commercial Film department, which was established in March, 1956. Integrated as it is with the station operation, the department is not saddled with continuing overhead costs. It requisitions studio space, cameras, sets and props and personnel only as its flow of business requires.

The nucleus of WFIL's Commercial department was its Newsreel department, set up some 10 years ago as a pioneering station news effort. Under the direction of the department has turned out film

This gave WFIL not only the skill and equipment to make film commercials (as well as documentary and industrial films), but it ating commercials.

WFIL-TV carries a rather heavy schedule of local live programs. But however heavy its production schedule on live, its plant is large enough so that studio space can at almost any moment be found for shooting of a commercial.

The commercial filming operation was originally conceived as an extra service to local advertisers. By helping them produce solid commercials which they could amortize over several airings, the station thought it would induce local clients to buy more time.

The operation quickly proved so effective that the station's management signaled the WFIL National Sales department in New York to offer it to the major agencies while they made their rounds.

The whole operation is still quite young. But to date it has turned out TV commercials for such national clients as RCA Victor, Life magazine, Du Pont and Flav-R-Straws.

Motivation

Continued from page 16

series of commercials. However, on the basis of past research they will be able to give quickie (one to four days) judgment on certain particular problems. Shepard has yet to figure out the costs of a complete MRP analysis. But he hopes to have clients sign on a continuing retainer basis, since the TV advertising process is in itself a continuing one.

The institute will not be satisfied with merely passing judgment on commercials already aired. Out of its MRP analysis, it will present advertisers with "blueprints for action."

The institute has hired Harry McMahan, well-known production (Five-Star Productions) and agency (McCann-Erickson) man, as its TV creative consultant. He will turn Another advantage that Reela MRP's research terminology into creative guideposts" for adverhead, and its rates reflect this tising and agency. In the case economy. This advantage is due of medium-size agencies he will, to the film division's particular also on a confidential basis, actuposition in the Wometco organiza-tion. ally develop shooting scripts for commercials based on MRP find-



BBDO Network TV

American-Standard

Plumbing Fixtures, Heating-Cooling Equipment "Home"t

The American Tobacco Company

Lucky Strike Cigarettes "Your Hit Parade"** "The Jack Benny Program" *
"Private Secretary," *
starring Ann Sothern

Armstrong Cork Company Resilient Floors

"Armstrong Circle Theatre"

Bristol-Myers Company "Ban" Deodorant-Trushay

"Alfred Hitchcock Presents" *†
"Arthur Godfrey and His Friends" *†
"Arthur Godfrey Time" **
"Garry Moore Show" **
"Playhouse 90" **

Campbell Soup Company

"Lassie" "On Trial".

of America

De Soto-Plymouth Dealers

"You Bet Your Life," .

starring Groucho Marx

E. I. du Pont de Nemours & Co. (inc.)

"Du Pont Theater"

General Electric Company

"The General Electric Theater" "Cheyenne".

The B. F. Goodrich Company

"Life-Saver" Tubeless Tires "The George Burns & Gracie Allen Show".

Lever Brothers Company

"Valiant Lady"†
"Giant Step"

"Lone Ranger"†

"Bob Crosby Show"+*
"The George Burns &
Gracie Allen Show"*
"Garry Moore Show"**

General Mills, Inc.

"Art Linkletter's House Party" •• "On Trial" •

Betty Crocker Mixes, and Other General Mills Products

Minnesota Mining & Manufacturing Company

"Scotch" Brand Cellophane Tape, Others

"Mickey Mouse Club" **

Revion Products Corp. 'Satin-Set,' 'Touch-and-Glow,'
Lipsticks, 'Futurama,' and Nail Enamel

"The \$64,000 Question"
"The \$64,000 Challenge"
"Can Do"

United States Steel Corp. "United States Steel Hour"

Vick Chemical Company Vicks Products Division "The Big Story".
"The Jonathan Winters Show"

Westclox Division of General Time Corp. Clocks, Watches and Timers,

"Today"t Wildroot Company, Inc. Wildroot Cream-Oil Hair Tonio "The Adventures of Robin Hood".

*Alternate weeks **Segment †Participating

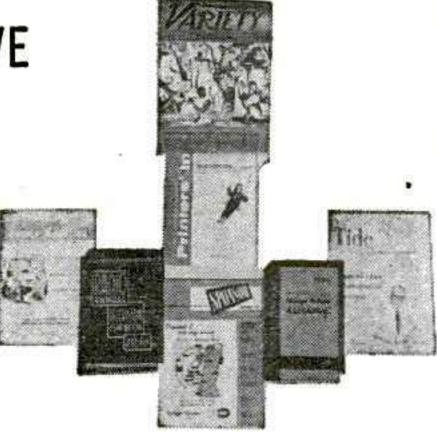


Advertising

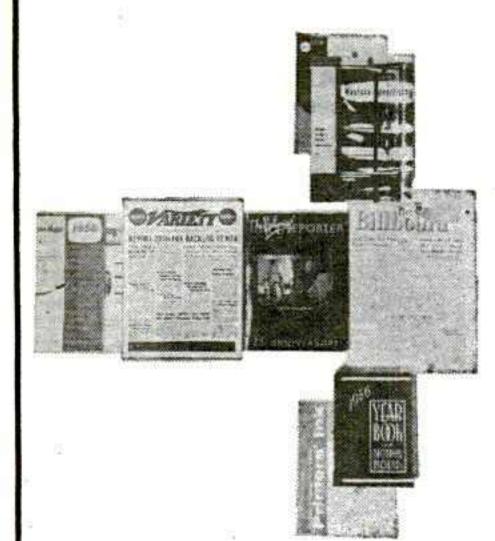
BATTEN, BARTON, DURSTINE & OSBORN, INC.

NEW YORK - ATLANTA - BOSTON - BUFFALO - CHICAGO - CLEVELAND - DALLAS - DETROIT - HOLLYWOOD - LOS ANGELES - MINNEAPOLIS - PITTSBURGH - SAN FRANCISCO - SEATTLE - TORONTO

LOOKING FOR EFFECTIVE FILM COMMERCIALS?...



Everything Points to



HAL ROACH STUDIOS

EVERYTHING UNDER ONE ROOF - including the knowhow!

When you aim at sales targets through television, anything but the very best is wide of its mark. Let HAL ROACH STUDIOS' skilled craftsmen, unsurpassed facilities and years of commercial experience add greater marksmanship to your TV campaign.



HAL ROACH, JR., Owner-President and Executive Producer S. S. VAN KEUREN, Vice-President and General Manager Cecil Underwood, Managing Dir., Commercial Div. Jack Reynolds, Prod. Mgr.

8822 W. Washington Blvd., Culver City, Calif. 729 Seventh Ave., New York City . Circle 5-4135

McCann-Erickson Co-Creative

Continued from page 13

thinks, but now each one must be treated as a prototype.

The live department also supervises production of commercials on local stations thruout the country, supplying slides, art work, telops and so on. In special instances, it stages closed circuit telecasts for clients, sends a producer traveling SWIFT USES 30 with a show like the "Wednesday Night Fights" or dispatches personnel to oversee a one-market test

campaign. In each case, the writers, art directors and production directors are responsible to a group head under Powers. McCann's compart-mentalized chain-of-command system seems to pay off here as in all its departments, because it tells a man in detail what he does, where he stands and to whom he reports, while letting him both learn and teach as he moves thru each phase of inter-activity.

Powers and Valentine report to senior veepee Jack Tinker, whom they agree knows all there is to know about commercials.

With McCann's TV millions currently setting an all-time high, Valentine and Powers have the job of turning out pace-setting, salesprompting commercials on an unprecedented scale.

VOICES IN SPOTS

Allen Swift, the man with a thousand voices, had about 30 of his voices on display at Animation One, the New York cartoonists' festival two weeks ago. Out of about 75 animated commercials that were screened at the event, Swift worked on 12, on which he did from two to seven different voices each.

The Swift voices were on commercials presented by Anderson Craig, Academy, Storyboard, Terrytoons and UPA Pictures.

Need RUSH RUSH SERVICE On Your TV Commercials?

Maybe we could help you

We recently completed a couple of 90-second Sheaffer Pen spots for our friends at Russel M. Seeds in five working days. (They're the Christmas spots you may have seen on The Brothers show.)

Shot on Monday, edited on Tuesday, approved on Wednesday, these spots were duped on Thursday and negatives cut Friday morning. Answer prints went to the client before noon Monday morning.

Give us a buzz or drop us a line. We can do the same thing for you.

> Five Star Productions, Inc. 6530 Sunset Boulevard Hollywood 28, California Tel. Hollywood 3-4807

Cancer strikes one in

STRIKE BACK

Give to Conquer Cancer!

AMERICAN CANCER SOCIETY

CARTOONISTS ON DISPLAY

24 N. Y. Producers Exhibit Wares at 'Animation One'

had the batter with the butter.

tically no copy.

- 73 animated commercials on reel shown at first annual festival with enthusiastic response
- Crowd of 3,000 attend screening characterized by applause and laughter at firms' showings

By GENE PLOTNIK

A crowd of over 3,000 persons went into the Hotel Pierre in New York on Monday evening, November 26, and sat thru a screening of over 75 TV film commercials, shown with but two brief intermissions. To judge from their applause and laughter, they liked it. There are two probable reasons for this reaction: All the commercials were animated, and almost all the people in the audience were in the business of making animated commercials or of buying them for advertisers.

The occasion was "Animation One," New York's first annual cartoon festival sponsored by the Screen Cartoonists, Local 841, with the participation of 24 local an-

imation producers.

In addition to four minutes of screen time in the 90-minute master reel each producer had a graphic display on three-sided columns placed thruout the suite.

After viewing the master reel, some practitioneers and experts went muttering about the suite, "They're all the same. They're all copying each other."

High Points

But to most of the visitors, the industry-wide show must certainly have been interesting. To this disinterested observer the whole thing was most entertaining. A number of high points stand out in recollection.

John Hubley's Storyboard was the third outfit in the master reel, and he started out with a bang with his "bloodhound and the fox" fable for Five-Day Deodorant Pads. With the sniffing dog close behind him, the scampering fox retreats to a boudoir, where he tries every kind of lotion to get the dog off his scent. Finally he finds the advertising product, the use of which leads to a loving re-conciliation with his pursuer. It drew a big laugh from the crowd. Storyboard followed this up with

a charmer for Maypo cereal in which, in caricature, a stubborn kid and a gruff father are sitting a breakfast, the former absolutely refusing to take his cereal. The big father vainly tries all the arts of persuasion to no avail until they both accidentally taste Maypo, find it delicious and dig in.

The Storyboard part of the show wound up with the highly amusing "lion and the mouse" fable for Prudential Life.

Shamus Culhane

Shamus Culhane Production tickled the viewers with its circus commercial for Esso and its crazy pop trio for Oscar Mayer frankfurters. It got a nice effect in one of its Halo Shampoo commercials, combining simple animated col-lege background and a lovely live-action girl as the center of attraction.

Fletcher Smith Studios screened its parade commercial for Sunbeam Bread, but aroused more interest with an excerpt from an education film it made for the Air Corps. Cave men in limited animation were used to show aviators the best way to prepare memos. It was in color, and it was cute.

UPA Pictures got a rousing hand the moment the brothers, Bert and Harry, appeared on the screen. UPA also had a stunning job-and entirely different-in its semi-abstraction in color for Talon zippers. Titled "snip-sew-zip," it moved

goes all the way out over the water to fix it.

some amusing characters in its designed by Burt Freund and dialong to a jazz jingle with pracseries for Canada Dry: A pompous, fumbling little herald and a sleepy Bill Sturm Studios drew a big little old fellow riding in the spare inative can do. The viewer couldn't laugh for its Harlequin blurb for tire of an old car. Nabisco's Lorna Doone shortbread

house keeper whose TV set goes on

the fritz, but the representative

of RCA Victor's Factory Service

THE BILLBOARD

cookies. Quickly switching the let- a commercial for Ballantine beer ters A and U, the cartoon clown and ale that had Sherlock Holmes, Sturm also got a few giggles dors of an old hotel.

most unusual effect upon the as- the audience. semblage with a non-commercial insert. It was the two-minute sequence that Cineffects produced last year for the NBC documentary about the atomic bomb, "Three, Two, One . . . Zero."

With soft violin music of Robert Russell Bennett in the background, the voice of Alexander Scourby was heard delivering an the workings of the atomic bomb. Anderson Craig Studios showed With this audio the animation, rected by Phil Klein, did what only animated art at its most imagbe sure just what he was seeing, Preston Blair Productions showed but it moved in perfect harmony and rhythm with the audio.

kept repeating that these cookies in caricature, trailing a masked screen, turned out and then in what a zany outfit it was. Terrybandit thru the rooms and corri- upon itself, burst out with the toons also showed its new series symbols of neutronics and fission for Tootsie Roll, starring tycoon for its color tale about a light- | Cineffects, which screened West- and flowed on again, winding up

inghouse and Gulf commercials, with the mushroom-cloud exploalso cast what was probably the sion and a burst of applause from

Lars Calonius

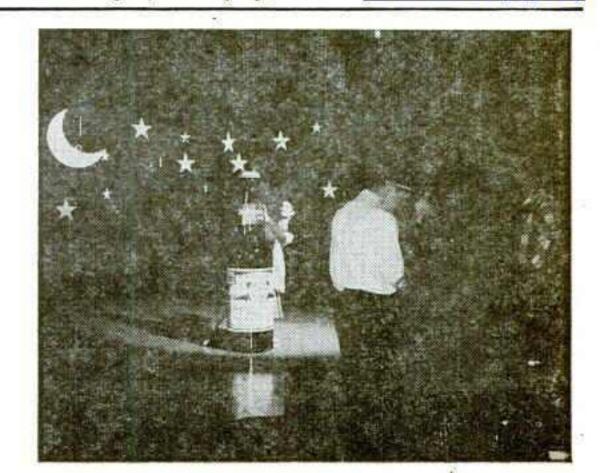
Lars Calonius Productions made its biggest hit with the new Kent cigarette semi-abstraction announcing that new factory methods have brought the price of the cigarette down.

Transfilm charmed the audience with its timid, chubby little shopper framing the General Electric involved technical patter about radio pitch and with the stylized door-to-door survey story for RCA TV sets.

Terrytoons, which is just breaking into the commercial field after 30 years in the entertainment business, prepared a special sequence announcing that fact with cartoon tongue in cheek. It showed the porter cleaning up the studios The abstraction flowed past the at night while muttering about

(Continued on page 23)





NAMES THAT GO TOGETHER IN T. V.

Sponsor

Ford Motor Company

Anheuser-Busch, Inc.

Peters Shoe Company

Greyhound Corporation

Agency

J. Walter Thompson Co.

D'Arcy Advertising Co.

Henri, Hurst & McDonald

Beaumont & Hohman

Producer

Wilding

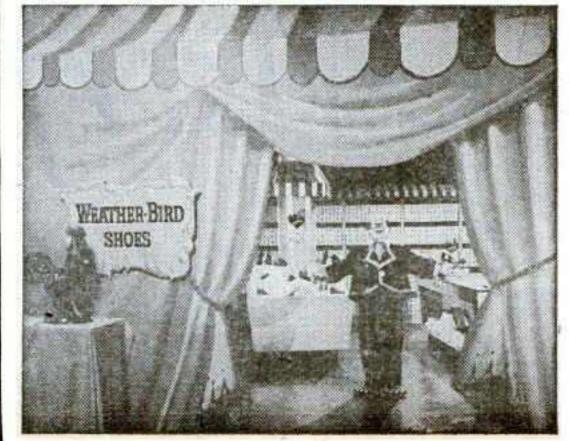
Wilding

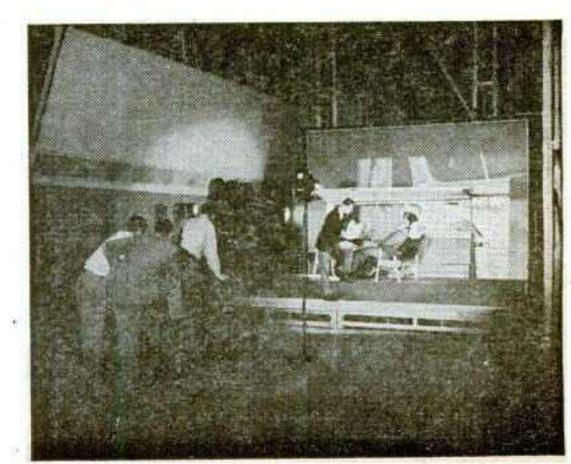
Wilding

Wilding

WILDING PICTURE PRODUCTIONS, INC.

NEW YORK HOLLYWOOD **PITTSBURGH CHICAGO DETROIT ORLANDO** CLEVELAND CINCINNATI ST. LOUIS





22 West Hubbard Street the address of Chicago's

PAGE-SETTING

FILM COMPANY

In TV commercials and shows, industrial and public relations films, Fred Niles Productions is setting the pace with

CREATIVITY, the combination of originality and good advertising logic in television commercials.

TALENTED STAFF of film specialists in Chicago and Hollywood, each with an average of 10 years experience in the active film field. Housed in modern studios, with new and complete sound and editing equipment.

HOLLYWOOD DIVISION,

also operating as RKO's animation unit. Creating and executing animated custom and syndicated spots.

"CAMTRONIC", cost cutting filming method, saving up to 35% from the cost of filming TV shows, industrials, lectures, musicals, conventions, etc.

SERVING THE NATION'S LEADING ADVERTISERS

Kraft Foods Johnson's Wax Campbell's Soups Standard Oil

Swift & Company Admiral Corp. Quaker Oats Co. American Dairy Assn.

Proctor & Gamble Colgate-Palmolive

Pabst Beer Kellogg Wilson & Co.

Aunt Jemima Corn Products Refinery

Call or write for a sample reel of pace-setting TV commercials.

FRED A. NILES Productions, Inc.

Films for theatre, TV and industry

22 W. HUBBARD ST., CHICAGO 10, ILL.

In Hollywood: RKO-Pathe Studios, Culver City

Gals in Tubs

· Continued from page 1

nue is involved in TV film commercials. In the beginning of this mushrooming business, some were negligent in seeing to it that their models kept shooting appointments. Some even went so far as to cancel dates at the last minute and send the model to a photography job instead.

They had been operating for so long on a "pay-and-play" basis that the factor of subsequent payments was unknown to them. Even today a few of the model agencies are unaware of the way re-run payments work and never check on the use of the model's commercial.

Pay Scale The pay scale is nothing to sniff at either, and more agencies should be aware of the importance of TV commercials to them. At present, a great number of agencies have no pay scales for the different types of work the girls do in TV, even tho in the print field a scantily clothed female in many cases rates a higher salary than one fully clothed.

In television the scale is the same no matter the type of work. Either the model gets a flat \$650 for unlimited runs of the film or she gets a \$70 fee for making the film and for one use, plus \$50 for each re-use. The cycle of commercial runs is sometimes over a 13week period, and this re-use fee can run into a lot of money. A few of the gals in top demand get a bonus of perhaps \$250 or \$500, and some earn as much as double scale for use of the film.

Among the most alert and busiest agencies in placing models on TV commercials are said to be the Ford Agency, Harford Agency, Conover, Plaza Five and Bev Salie. An agency of this type not only is increasingly aware of TV commercials' lucrative pay-off, but has helped some models to move from the straight model class into what burlesque used to refer to as "talk-ing women." In TV they are referred to as spokeswomen or "actresses."

There are a number of models who have become TV spokeswomen. Several are already well known and earn as high as \$100,-000 a year on spiels. Among them are Carolyn O'Connor, Julia Meade, Betty Oakes and Pat Burability take drama coaching and the posing class.

Any way you look at it, whether years.

Unobtrusive Detail a Plague

Continued from page 13

would be well over into the next program.

Grand Central

structed a set in the studio which plicity." When there is too much showed our traveler glancing in the background the product beup at a sign at a train gate comes either absorbed or is lost with the words "New York Central" thru distraction. Actually, the reon it and a board listing the sta- sult should be just the opposite: tions along the commuter route. The product should absorb the In seconds we had said all that background. could be said, and certainly as

setting are many. Even when no least expensive. specific location is involved, the whole theme of the spot is set by the background. Whatever the mood, it is up to the setting to convey it instantly and without doubt. The background must be subtle and inconspicuous, but its effect, paradoxically, must be so telling that there can be no doubt concerning what it has to say.

The scene, also, is of vast importance in setting the time of the Whether it must commercials. indicate the past or the future or the hour of the day, it is the job of the background to carry across the message.

Some Taboos There are few taboos when it comes to the design of settings, but perhaps the most obvious, and often the most difficult, is that of avoiding conflicts with other products. This is especially true in general scenes of outdoor locations where signs, passing automobiles, or even the clothing worn by actors and actresses may present a conflict either with the sponsor or an affiliate company. What is even worse, in this day of co-sponsorship of programs, one never knows when something may conflict with the product of one of the other sponsors of the same

With all of these complications the thoughts arises "Why bother with a set at all?" Why not, you might ask, show everything in limbo. The answer lies in the importance of the setting, while ever so subtle, in actually contributing to emphasizing and highlighting the product.

in the tub or standing up and derage. These are gals with poise, livering the message, it's a lucraand they and others who have tive field. The gals have really a hand, commented, "I thought proved their worth, too, because they were wonderful, but what diction lessons to move up from the demand has increased by leaps and bounds over the past two

It would seem to me that if there were one single, primary element to keep in mind in filming a TV Instead, we designed and con- commercial, it would be "sim-

In line with this thought is eloquently as the involved estab- the fact that keeping the set simlishing shots might have made it. ple ties in logically with budget. The functions of the commercial Most often the best sets are the

Santa Claus

Last winter we did a Christmas commercial for a large appliance manufacturer. The theme was Santa Claus visiting the people in a town, and the sets had everything but gingerbread on the houses for a total estimated set cost of \$15,000.

I seriously doubt that this comn erical was more impressive or effective than one we did last summer for a sun-tan losation showing a girl on a beach. Instead of knocking ourselves out to re-create a beach, we painted some wavy lines on a flat to represent the water and some other painted effects for the sand. Altho it borrowed some techniques from abstract art, it clearly identified the scene as a beach. It was neat and smart, and it cost only about \$1,500.

Take Marble

Economy and simplicity are an advantage to the sponsor and also an advantage to the scenic designer. With these two factors in mind, the designer can resort to simulated items which not only keep the cost down, but can also be controlled and styled to the best advantage.

Take marble, fo. example. The real thing is impressive, but it is also expensive, heavy and difficult to light. Marble paper looks as good, perhaps even better than the real thing, and has all the advantages.

But, whatever the method, it's the results that count. And the best result that a TV commercial scenic designer can achieve is the typical response I received from an acquaintance who, after seeing several commercials in which I had did you do?"

Obviously, I had accomplished my job with maximum effect.

ONE OF AMERICA'S LEADING TELEVISION COMMERCIAL PRODUCERS

Dwen Murphy Recent Clients:

Firestone Tire & Rubber Co. American Bakerles Co. American Tobacco Co. Whitehall Pharmaceutical Co.

Hills Bros.' Coffee

Productions, Inc.

723 SEVENTH AVENUE . NEW YORK 19, N. Y. . PLAZA 7-8144

Stars Shine for the Sponsors

- Upped income breaks down resistance
- Syndicators make big use of name plugs

The star of a TV program has become an integral part of selling that program, and the product for the sponsor. In a corollary fashion, this is making it possible for producers and distributors to sell an advertiser on the show.

This is especially true in the syndicated field, so much so that Ziv-TV, for instance, will not sign a star for a series unless he agrees to do commercials also. According to Herbert Gordon, the company's vice-president in charge of programming, the practice is paying dividends for all concerned.

In many instances the stars are, at first, reluctant to cast themselves in the role of the pitchman. Once under way, however, many of them take to the job with relish, partly perhaps because of the money involved: An extra \$15,000 to \$30,000 a year.

An Essential

For the distributors it is, in many

N. Y. Producers

• Continued from rage 21

P. J. Tootsie, who never gives his agency man a chance to demonstrate the storyboard he'd worked out.

Academy Pictures showed its versatility with both characters (Don Quixote for Jell-O's three new flavors and a bumbling drunk with straggly hair trying to buy Wildroot Cream Oil) and abstraction (the bouncy Ed Sullivan show opening).

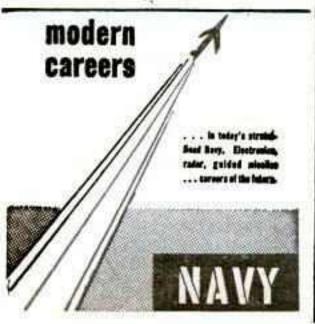
Animation Associates

Animation Associates displayed an unusual technique that gave a 3-D effect to cartoons. The characters, which seemed to be cut out rather than painted on a cel, all cast a shadow against the backgrounds. They seemed to have been photographed while lifted out a fraction of an inch rather than lying flush against the background. This was demonstrated in a Buick and a Nestle's Quik commercial. It was a charming, interesting effect, and can probably be used to greatest advantage for kiddie products.

Abe Liss' new Electra Film Productions showed its colorful new

"Hit Parade" opening. Film Graphics amused the crowd with a sequence for Guenther Beer, burlesquing the production of an olu-time Western movie.





cases, essential in the making of a some commercials. This is particularly true where regional deals are involved.

The general practice is for the star to make the openings and closings for each half-hour, plus eight one-minute middle commercials during the course of 39 weeks. Most of these can be shot at the close of a regular work day, thereby considerably reducing the cost.

An additional incentive for the star is the fact that each is given a percentage in the series, and that, therefore, his revenue increases as sales go up.

Personal appearances are also sale that the star be willing to do tied in closely with the various sponsors, and their drawing power and sales effectiveness have now been proved beyond doubt. Actor Ross' first concern. On Monday indorsements are available to an advertiser only in those markets in Lever Bros. and its agencies at newsletter and a personnel service. which he sponsors the program.

Adolphe Menjou, of "Favorite Story," leads in the number of sponsors, having done commercials for 14. Breweries, one of the main buyers of syndicated product, have made the most frequent use of star endorsements, some 20 of them work on FPA's broader program. problem, it is toying with the idea employing the actors to do the commercials.

FPA Expands Activity Area

• Continued from page 13

throw its resources into the cru- | more major New York producers,

Ross Projects

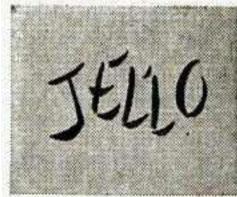
which its experts will give the soap areas of film production. It will thus be the first in the TV industry of New York film production. to make a tangible step in line with Lever's crusade.

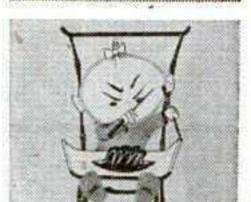
to bring membership up to 35 firms. He is framing a form letter These two projects became to ad agencies intended to gain greater recognition of the FPA (17) FPA will stage a seminar for symbol. He has started a monthly

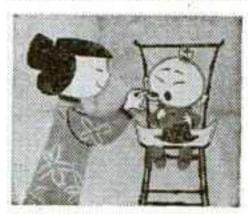
FPA met with a group of lab company answers on how to executives last week as the first achieve maximum quality in seven step in a program to co-ordinate related industries in the promotion

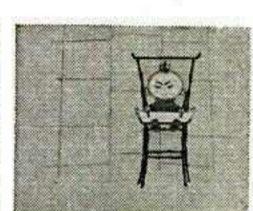
FPA plans to stage its quality seminar on an open-industry basis Meanwhile, Ross has begun some time in January. On the print He is organizing a membership of setting up a central cataloging drive in the hope of pulling in 10 system for commercial negatives,

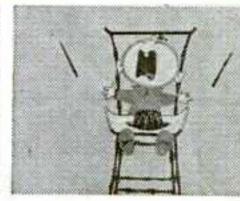
CONFUCIUS SAY:

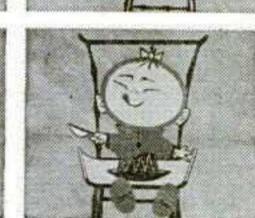


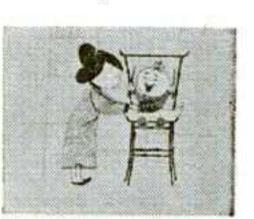


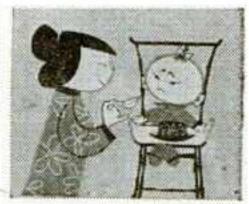


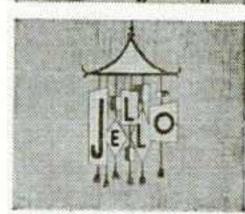




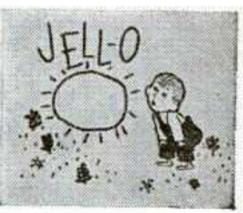








AMERICANS SAY:



















and, in much less than a thousand words, Young & Rubicam and Ray Patin Productions worked together to produce two animated TV commercials to tell the world how good Jello is.

PRODUCTIONS 6650 SUNSET BOULEVARD HOLLYWOOD 28, CALIFORNIA

PRODUCER The Billboard Scoreboard FILM

plete list available of producers of TV film commercials, and the advertisers for whom they turned out commercials during the past year.

This list is the result of crosschecking the extensive material carried in each issue of The Billboard in the weekly "Commercials in Production" feature against the massive research done by Jerry Leichter's Television Index, Inc., for Ross Reports on Television, 551 Fifth Avenue, New York 17, N. Y.

> ACADEMY PICTURES 588 FIFTH AVE., N. Y. C.

Armstrong Cork, Sal Hepatica, Calso Gas & Oil, Windex, Jello, Sanka, Gulf Oil, Hills Bros. Coffee, Lipton Tea, Lincoln Cars, Marathon Gas, Meister Brau Beer, Plymouth Cars, Spic & Span, Remington-Rand Shavers, U. S. Steel, Wildroot.

ACADEMY FILM PRODUCTIONS 123 W. CHESTNUT, CHICAGO 10, ILL. Budweiser Beer, Campbell Soup, Chesty Potato Chips and Ruffles, Bendix Gas Dryer, Enden Dandruff Shampoo, Hy-Grade Frankfurters, Coco-Wheats, McGraw Toastmaster and Fry Pan, Turtle Wax Car Polish.

ALEXANDER FILM CO. COLORADO SPRINGS, COLO. American National Bank of Denver, Carl- Miss Wisconsin Cheese, Acro Shave, Camp- Cheer, Remington-Rand Shaver, RCA Re-

Merchants Biscuit Co., Peter Pan Bread.

ALL-SCOPE PICTURES BOX 16813, HOLLYWOOD, CALIF. Sunsweet Prunes, Challenge Milk, Sunny Bank Margarine, Faze Glass, Kaiser Aluminum Roofing, Lucky Lager Beer, Magna

ALL STAR FILMS 517 S. W. 13TH ST., PORTLAND, ORE.

Safeway Stores. AMERICAN FILM PRODUCERS 1600 BROADWAY, NEW YORK, N. Y. Borden Instant Coffee, Ipana, Duff's Low Calorie Mix, Esso Gas, Medigum, Progresso

AMENIC TELEVISION 2421 N. RAMSEY, SPRINGFIELD, MO. Springfield Grocery, Brooks Potato Chips, Dickinson Theaters.

LEONARD ANDERSON 112 W. 44TH ST., NEW YORK, N. Y.

Effanbee Oil, Gund Toys. ANIMATED PRODUCTIONS, INC. 1600 BROADWAY, NEW YORK 19, N. Y. Tareyton Cigarettes, Buick Cars, Corning Dustop Filters, Coty Cosmetics, Eastman-Kodak, Effanbee Dolls, Gold King Fried Shrimp, Ronson Lighters and Shavers, Scripto Pens.

ANIMATIC PRODUCTIONS 15 W. 46TH ST., NEW YORK, N. Y. Dulaney Frozen Foods. ANIMATION, INC.

8564 MELROSE AVE., HOLLYWOOD 46, CALIF.

Batten, Barton, Durstine & Osborn, Inc.

The Allman Company, Inc.

Leo Burnett Company, Inc.

Campbell-Ewald Company

N. W. Ayer, Inc.

Ted Bates & Company

Benton & Bowles, Inc.

Campbell-Mithun, Inc.

Young & Rubicam, Inc.

Coca-Cola, Columbus and Southern Ohio Fish Sticks, Singer Sewing Machines, Whit-Electric Co., C. D. R. Rotor, Detroit and man's Chocolates. Northern Saving and Loan Assn., Dodge Used Cars, Grape Nuts, Regal Pal Beer, Floyd Rice, Used Cars, R. O. W. Windows, View-Master, Super Kemtone, Speedway 79 Gas, Baron Supreme Gas, Twin Pines Milk, Winterscal,

ANIMATION ASSOCIATES 48 W. 53RD ST., NEW YORK 19, N. Y. Bluebird Shoes and Madison Square Shoes.

ARCO PRODUCTIONS 568 FIFTH AVE., NEW YORK, N. Y. Prudential Life Insurance.

J. ARMSTRONG AND COMPANY 19 W. 44th ST., NEW YORK, N. Y. Cleveland Dairy, Pearl Beer, Silver Bar Beer and Ale.

ATLAS FILMS 111 S. BOULEVARD, OAK PARK, ILL. Rath Meats, Standard Oil. ATV FILMS

3901 NORTHERN BLVD., LONG ISLAND CITY, N. Y. Woodbury Soap, Frigidaire Appliances, Cavalier Cigarettes.

AUDIO PRODUCTIONS 630 NINTH AVE., NEW YORK, N. Y. Chef Boy-Ar-Dee Products, Cloverbloom Margarine, Dash Dog Food, Mum Mist, Chesapeake & Potomac Extension Sales and Home Planning, Telechron Clocks, Sanka Coffee, Goodyear Tires, Ethyl Products, Gulf Oil, Johnson & Johns n, Lucky Leaf Applesance and Apple Juice, Lincoln Cars,

The following is the most com- son-Frink Dairy Products, Maplecrest Farms, bell V-8 Juice, Carling Black Label Beer, mote Control, Scapak Fresh Shrimp and

BANDELIER FILMS 1839 LOMAS BLVD., ALBUQUERQUE, N. M.

Pearl Beer. THOMAS J. BARBRE PRODUCTIONS 2130 S. BELLAIRE ST., DENVER 22, COLO.

Gates Sprinkler Systems and Tires, BAY STATE FILMS AGAWAM, MASS. Columbia Bicycles.

BEACON TV FEATURES 118 NEWBURY ST., BOSTON, MASS. Dawson Beer and Ale, Marshmallow Fluff, Mutual Savings of Mass., Old Stone Bank JACK BERCH PRODUCTIONS 5 E. 47TH ST., NEW YORK, N. Y.

Fanny Farmer Candies. BKB PRODUCTIONS 73 MT. VERNON ST., BOSTON, MASS.

Hood Dairy Products. GEORGE BLAKE ENTERPRISES 1600 BROADWAY, NEW YORK, N. Y. Chef-Boy-Ar-Dee Products, Lucky Strike Cigarettes, Armstrong Cork, Bissell Carpet Sweeper, Omega Oil, Ban Deodorant, Chevrolet Cars, Vu-Writer Pens, White Owl and Robert Burns Cigars, Jello, Sanka, Satina, General Motors Car Batteries, Sentrol, Laxium, Omega Oil, Lincoln Cars, Piel's

S. W. CALDWELL, LTD. 447 JARVIS ST., TORONTO, ONT. Palmolive Soap, Dunlop, Procter Electric,

Beer, F&B Schaefer Beer, Camel Cigarettes,

Shell Oil, Philishave. JERRY CALLNER 400 W. CAPITOL DRIVE, MILWAUKEE, WIS.

Encore Cigarettes, Utica Club Beer,

Capitol Lumber and Services. LARS CALONIUS PRODUCTIONS 45 W. 45TH ST., NEW YORK, N. Y. Nucoa, Bissell Carpet Sweeper, Analoze, Cluett Peabody, Falstaff Beer, Bond Bread, General Electric Air Conditioners, Food Mixers, Ranges, Refrigerators, Steam Irons, Television Sets, Vacuum Cleaners and Washing Machines, Birds Eye Products and Jello, Cheerios and Gold Medal Flour, Gulf Gasoline, Dole Pineapple Juice and Chunks, Hires Root Beer, Glade, Lipton Tea, Kent Cigarettes, Nehi Beverages, New York Telephone, Marafuel, My-T-Fine, Mounds and Almond Joy, Plymouth Cars, Big Top Peanuts, Biz, Cascade, Comet, Dash, Gleem, Ivory Snow, Robin Hood Cake Mix, Singer Pies, Life Magazine, Army Recruiting, Wild-

root Hair Cream. CAMPUS FILMS PRODUCTIONS 114 E. 53RD ST., NEW YORK, N. Y. Boys Club of America, Greater New York

CARAVEL FILMS, INC. 730 FIFTH AVE., NEW YORK, N. Y. Nash Cars, American Radiator and Standard Sanitary, Gem Razor, Ballantine Beer, Borden Products, Griffin All-White, Microsheen, Scuff Cover, Sani-Flush, Wizard Wick, Bufferin, Dan River Wrinkl-Shed, Postum, Air Foam, H. P. Hood Dairy Products, John's Manville, Lysol, Niagara Electric Pad. Sominex, Dash, Recipe Foods-Fix-a-Drink, Remington-Rand Auto Shaver, Socony Mobil Oil, U. S. Savings Bonds.

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CHRISTENSEN-KENNEDY 3553 FARNAM, OMAHA, NEB. Omaha Public Power District, Skinner Macaronl, and Raisin Bran.

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Tire, Superior Provision. CINEFFECTS, INC. 115 W. 45TH ST., NEW YORK, N. Y. Westinghouse, Gulf Anti-Freeze,

CINEGRAPHICS, INC. REO STUDIOS, HOLLYWOOD, CALIF. Cities Service, General Tires. CINETECH COMPANY 106 W. END AVE., NEW YORK, N. Y.

CINE-TELE PRODUCTIONS 6325 SANTA MONICA BLVD., HOLLYWOOD, CALIF. California Highway Patrol, National Guard

COFFMAN PILM CO. 4519 MAPLE AVE., DALLAS, TEX. Betty Pickles, Dickie Work Clothes, Community Chest, Texlite, Pest Guard. **COLMES-WERRENRATH**

Recruiting.

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COMMERCE PICTURES 525 PYDRAS ST., NEW ORLEANS, LA. Blue Ribbon Dairy, Normandy Park, Southern Tailoring, Ozone Water, Brown's Milk and Ice Cream.

CONDOR FILMS 1006 OLIVE ST., ST. LOUIS, MO. Banquet Caper Dog Food, Puring Chows.

CONQUEST 10 ROCKEFELLER PLAZA NEW YORK, N. Y. Rheem Mfg., Glamorene, Longines-Witt-

nauer. JERRY COURNEYA 633 N. ALMOUNT DRIVE, WEST HOLLYWOOD, CALIF. Ken-L-Ration, Murphy Owens, Quaker Oats, Thoro-Fed Dog Food, White King Soap. CLAYTON COUSENS

436 W. 57TH ST., NEW YORK, N. Y. Chrysler Cars, Coca-Cola, Loblaws Products, Minute Maid Chocolate Milk, Snow Crep, National Education Assn., Orange Crush, Camay Soap, Swift's Table Ready Meats. THOMAS CRAVEN FILM CORP.

108 W. 56TH ST., NEW YORK, N. Y. Nucoa, Arrid, Steuben Glass, Fire Underwriters, Cheerios, Wheatles, Trix, Sugar Jets, Dreft, Oxydol.

CRAWLEY FILMS, LTD. 19 FAIRMONT AVE., OTTAWA, CAN. Rolaids, Appleford Paper Products, Bufferin. Ipana. Canadian National Railway. King's Beer, Kellogg Breakfast Foods, Allsweet, U. S. Army Recruiting, Sunbeam

SHAMUS CULHANE PRODUCTIONS 207 E. 37TH ST., NEW YORK 16, N. Y. A&P Canned & Frozen Meats, Aluminum Co. of America, American Beer, Atlanta Baking, Phillies Cigars, Best Foods Mayonnaise, Borden Instant Coffee, Ipana, Mum, Theradan, Vitalis, Halo, Peak Anti-Freeze, Cross Canada Hit Parade, Detroit Free Press, Dominion Rubber, King's Beer, Esso Gas and Oil, Cheerios, Sugar Jets, Hellmann's Mayonnaise, Heinz Canned Food, Hometown Bread, Imperial Esso and Service, Jergen's Lotion, Woodbury Shampoo, Lowe Paint, Oleomargarine, Oscar Mayer Meats, Mutual Life Insurance, National Trust Co., New York Herald Tribune Contest, Noxzema, 3-Way Shave, Omar Bakerles, Ice Cream and Coffee, Pan-Am Gas, Feen-a-Mint, Poll Parrot Shoes, Q-Tips, Quaker Oats, Remington-Rand Typewriters, Silvikrin Shampoo. Packard Cars, Around the World in 80 Days, Buckingham Cigarettes and Marguerite C'gars. U. S. Army Recruiting, U. S. Air Force Recruiting, U. S. Rubber, Wise Potato Chips, Whitfield Pickles.

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> DE FRENES COMPANY 1969 BUTTONWOOD ST., PHILADELPHIA, PA. Atlantic Gas, B. C. Tablets and Powders, Tasty Kake and Tasty Pies. JACK DENOVE PRODUCTIONS

7142 SUNSET BLVD., HOLLYWOOD, CALIF. General Electric Lamp Division, Pacific Telephone and Telegraph. DEPICTO FILMS

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BOLLYWOOD, CALIF. Chevrolet Cars, Sanka Coffee, DOUBLE S. PRODUCTIONS 617 E. 28TH ST., CHARLOTTE, N. C. Roddey Meat Products,

DOUGLAS PRODUCTIONS 1425 S. RACINE, CHICAGO, ILL. Bulko Gas, Chicago Federal Savings & Loan, Fairbanks Morse Mower, Golden Mix, Helzberg's Diamond Shops, Hollywood Ice Revue, King Korn Premium Plan, National Chemical Paints, Quaker Gas-Oil Heaters, Reed's Candy, All-In-One, Tote-Brush, Wrigley Spearmint Gum.

DYNAMIC FILMS 112 W. 89TH ST., NEW YORK, N. Y. Charles Antell Formula 9, Make-Up and Hair Spray, Anti-Defamation League, Insul-Ease, Bulova Watches, Coty Perfumes and Make-Up, Feature Rings, Hexavite Plus, Muscular Dystrophy Fund Raising.

EAST COAST PRODUCTIONS 45 W. 45TH ST., NEW YORK, N. Y. Pall Mall Cigarettes, Gillette Foamy and Safety Razor, Gunther Beer, Molson's Beer and Ale, Julienne Salad Makers, Noxzema, Phileo TV, Piel's "eer, RCA TV, Simoniz, EDWARD PRODUCTIONS

6548 ST. HUBERT ST., MONTREAL, CAN. Belanger Stoves, Dominion Dairies, Seven-

PETER ELGAR PRODUCTIONS 75 W. 45TH ST., NEW YORK, N. Y. Beeman's Pepsin Gum, Clorets, Chiclets, Domino Sugar, American Telephone-Long Distance and Modern Home Service, Beechnut Chewing Gum, Parliament Cigarettes, Bon Ami, Burmill Stockings, Valcream, Dodge Cars, Dromedary Cake Mixes, Jello, B&B Mushrooms, Gulf Oil and Gulf Spray, Hoffman Beverages, Hanes Knitting, Jergens Lotion, Deep Cleanser, Woodbury Soap and Shampoo, Jubilce Wax, Surf, Lux, Summer Shower, Cheer, Drene, Ivory Snow, Whirl, RCA Radios, Missile Test, Tele-Timer, Remington-Rand Shavers, Bayer Aspirin, Lyons Toothpowder, Energine Lighter Fluid, Phillips Milk of Magnesia, Pepsamar, Anacin.

ELLIOT, UNGER AND ELLIOT 414 W. 54TH ST., NEW YORK, N. Y. Ipana, Campbell Soup, Eastman-Kodak, Gallo Wine, Max Factor Creme Puff, Betty Crocker, Jergens Lotion, Woodbury Soap and Shampoo, Scaforth, Nabisco Vanilla Wafers, Modess, Meister Brau Beer, Cheer, Spic & Span, Crisco, Tide, Prudential Life Insurance, Remington-Rand Duchess and Shaver, Revlon Lanolite Lipstick, Nail Polish, Satin Set, Touch and Glow, Schaefer Beer, Vick Chemical, Wildroot.

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HOLLAND-WEGMAN

BUFFALO, N. Y. Fanny Farmer, Frontier Oil Heating Equipment, Manufacturers and Traders Trust,

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HOLLYWOOD, CALIF. Florida Shores, Fritos, Folger's Instant and Regular Coffee, Folger's Doorbell Promotions, International Raw Silk Assn. of Japan, Ship 'n' Shore Blouses, Planters Peanut Butter, Standard Oil Petroleum Products, White King "D", White King "D" Barbecue Contest, White King House Contest.

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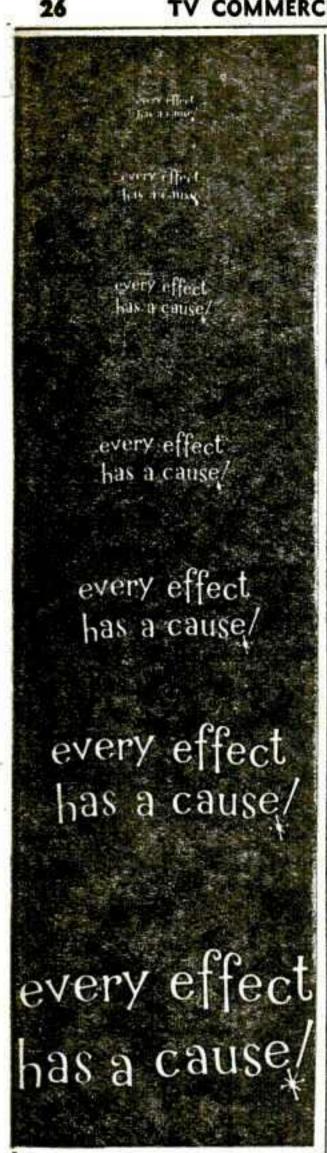
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Montreal Pharmacy. MASTERS MOTION PICTURES BOSTON, MASS.

Savings Bank Assn. of Connecticut, Southern New England Telephone. MERCURY-INTERNATIONAL PICTURES 6611 SANTA MONICA BLVD.

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Aluminum Co. of America, Auto Lite Spark Plugs and Batteries, Burry's Chocolate Cookies, California International Flower Show, Campbell Soup, Dairy Queen Ice Cream, Eskimo Pie Products, Ponds, Wildroot Hair Tonic.

STANLEY NEAL PRODUCTIONS 475 FIFTH AVE. NEW YORK, N. Y.

Gruen Watch, Sinclair Oil, Armour, Philips Packing. TED NEMETH STUDIOS

729 SEVENTH AVE. NEW YORK, N. Y. Armour Premium Offers, Dash Dog Food, General Electric, Goodyear Tires, Philip

Morris Cigarettes. FRED A. NILES FILMS

22 W. HUBBARD ST. CHICAGO 10. ILL.

American Dairy Association Butter Cookies, Milk and Dairy Products, Birck-Fellinger Dry Cleaners, Boushelle Rug Cleaners, Colgate Shaving Cream, Cook Chemical Real Kill, Corn Products Refining, Baby Ruth, First National Bank, Jello, Kellogg's Corn Flakes, Kelsey-Fraser Electric Appliances. Kraft Foods, Leonard Gas, Lion Oil, Ohio Beil Telephone, Oklahoma Gas, Orange Crush, Presto Appliances, Aunt Jemina Corn Bread, Robin Hood Flour, SSS Tonic, Standard Oil Heater Oil, Storz Beer, Brown 'n' Serve Table Meats, Webb Coffee, Martha White Bread, White Rose Gas, Ideal Dog Mum. Food, Bake-Lite Shortening.

NEW WORLD PRODUCTIONS 5746 SUNSET BLVD. HOLLYWOOD, CALIF. H. P. Hood Dairy Products. OMEGA PRODUCTIONS, LTD. 1960 DORCHESTER ST.

MONTREAL, QUE. Mazola Oil, Crocker-Anglo Natl, Bank, Dow Ale, Du Pont Nylon,

PAUL PARRY PRODUCTIONS 7557 SUNSET BLVD. HOLLYWOOD, CALIF. Jim Clinton Clothing Stores, Geretl Beer,

The Squirt Co. PATHESCOPE PRODUCTIONS 580 FIFTH AVE. NEW YORK, N. Y.

Carrier Air Conditioners, Q.T. Instant Frosting, Mazola Oil, Lederle Labs., Nabisco Shredded Wheat.

RAY PATIN PRODUCTIONS 6650 SUNSET BLVD.

HOLLYWOOD, CALIF. Blue Plate Peanut Butter, Jellies and Mayonnaise, Carrier Air Conditioners, Tree Top Apple Juice, Citizens' Committee Proposition #198, Crocker-Anglo National Bank, Day & Night Air Conditioners, Dodge Trucks, Baker's Chocolate, Jello, Sperry Flour, Drifted Snow, Godchaux Sugar, Grand Union Stores, Green Giant Peas, Gulf Oil, Heileman's Beer, Spray Net and Helene Curtis Children's Spray, Contadina Tomato Paste, Hoover Vacuum, Hudepohl Beer, Jax Beer, Stride, Lever Bros.-Canada, Coca-Cola, Water Maid and Mahatma Rice, M. J. B. Coffee, Minnesota Mining Scotch Tape, Motorola TV, National Bohemian Beer, Royal Crown Cola, O'Keefe & Merritt Gas Ranges, Olympia Beer, Pabst Blue Ribbon Beer, Pan Am Gas, Purex Tissue, Ken-L-Ration, Rainier Beer, Richlube, Santa Fe Wine, Deep Magic, Guild Wines.

PELICAN FILMS 41 WEST 47TH ST. NEW YORK, N. Y.

American Legion Auxiliary, Dash Dog Food, Armour Premium Offers, Babo Cleanser, Ballantine Beer, Jet Bon Ami, Cinzano Vermouth, Wonder Bread, Continental Cans and Containers, Kit Kat Candy Bars, Falstaff Mayflower Dairy Products.

Beer, Fedders Air Conditioners, Post Toasties, Robert Hall Clothes, Camel Cigarettes, White Rose Redi-Tea, Packard Cars, U. S. A. Reserves, Whitman's Choco-

> TONI PETRI STUDIO 144 WESTMINSTER ST. PROVIDENCE, R. I.

Jewelry, Cady Moving-Storage, Cheney Nail Set Hammer, East Greenwich Dairy, Made Rite Potato Chips, Gorman Baked Goods, Seal-A-Tube, Hanley's Ale & Beer; Industrial National Bank, Providence; Restmaster, St. Regis Packaging Machines, United Fund Appeal.

PHOTO ART PRODUCTIONS 2330 MARKET ST. PHILADELPHIA, PA. Richardson Mints, Sandura Floor Covering. PLAYHOUSE PICTURES 749 N. HIGHLAND HOLLYWOOD, CALIF.

American Telephone & Telegraph, A-1 Beer, Campbell Pork and Beans, Challenge Creamery, Commonwealth Edison, Community Chest, Cracker Jacks, Campfire Marshmallows, DeSoto Cars, Douglas Plywood Paul, Old Tap Lager, Inka Ink, Falstaff Beer, Ford Cars for 1956 and 1957, Fuller Paint, Dream Whip, Meister Brau Beer, Heinz Tomatoes and Ketchup, Heinz Minute Meals, Heinz Pickles, Helms Olympic Bakeries, Kaiser Aluminum Distributors, Kellogg Corn Flakes, Rice Krispies, Vim, Tums, Lima Bean Assn., Milky Way, Maytag, M.J.B. Coffee and Tea, Eastside Old Tap Lager, Pacific Coast Automatic Controls, Pacific Telephone Yellow Pages, Remington-Rand Razors, Rexall 1-Cent Sale and Lucky Seven, Richfield Ethyl Gas.

RABBITT & PYLE 149 WEST 51ST ST. NEW YORK, N. Y.

REID H. RAY FILM INDUSTRIES 2269 FORD PARKWAY

ST. PAUL, MINN. Charmin Tissue, Cream of Wheat, Deere Farm Equipment, Lube Oil, Temple Wine, Northern States Power, Peter's Meat Products, Pillsbury Mixes, Schmidt Beer, Speed Queen Washers.

> RKO PATHE DIV. OF RKO TELERADIO PICTURES 1270 SIXTH AVE. NEW YORK, N. Y.

Toy Guidance Council, Lionel Corp., General Tire & Rubber, Olin Mathieson, Natl. Infantile Paralysis Foundation.

REELA FILMS, INC. 17 N. W. 3RD ST. MIAMI, FLA.

Cities Service Gas and Oil, Gold Crown Beer, Diamond Ale, Delta Airlines, Grapette Soft Drinks, Tinje, Pink Ice Cosmetics, Western Blue Seal Frozen Meats

ROBERT U. RICHIE 9 WEST 61ST ST. NEW YORK, N. Y. United States Steel.

REPUBLIC PICTURES STUDIO CITY TELEVISION PRODUCTIONS 4020 CARPENTER HOLLYWOOD, CALIF. General Cigar, Gulf Productions. RIVIERA PRODUCTIONS

1713 VIA EL PRADO REDONDO BEACH, CALIF. Alfa Toothpaste Dispenser, Jet Play Pen, Millers-Falls Power Tools, National Rubber Garbage Dispensers, Super Jet Spray Gun,

Pontiac Cars, Vinyl Paints, Vic Tanny HAL ROACH STUDIOS

8822 WEST WASHINGTON BLVD. CULVER CITY, CALIF.

American Tel. & Tel. Co., Chevrolet Cars and Trucks, Sanka Coffee, Gulf Products, Hills Bros.' Premium Offer, S. C. Johnson Hard Gloss Glo-Coat, Multi-Product and

BILL ROHRER FILMS 1011 S. W. SIXTH PORTLAND, ORE.







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LESLIE ROUSH PRODUCTIONS, INC. 35 WEST 53RD ST. NEW YORK, N. Y. Telechron Clocks.

SARRA STUDIOS 1 EAST ONTARIO CHICAGO, ILL.

Tareyton Cigarettes, Busch Bavarian Deer, Armour Franks, Treet, Cain's Coffee-Regular and Instant, Pink Liquid Vel, Wonder Bread, Helene Curtis Shampoo Plus Egg. Stopette, Spray Net, Dodge Cars, Jax Beer, Jeregns Lotnon, Robert A. Johnson Products, Mennen Shave Cream, Stopette, Monsanto Chemical, O'Keefe Beer and Ale, Parker Pen, Pet Evaporated Milk, Instant Pet, Ritz Pies, Mexsana Medicated Powder, St. Joseph Aspirin, Prudential Life Insurance, Aunt Jemima Pancake Mix, Purina Chows, Remington-Rand Shavers, Seevn-Up, Skelly Oil, Standard Knitting Mills, Simoniz, Frozen Swanson Dinners, Wesson Oil.

SCHEFFER STUDIOS 1016 BALTIMORE KANSAS CITY, MO. Associated Grocers.

SCREEN GEMS, INC. 711 FIFTH AVE. NEW YORK, N. Y.

American Dairy Assn., Pall Mall Cigarettes, Ford Theater Trailers, Anacin, ABC Network, Ban, Columbia Pictures Trailers for "Werewolf" and "Solid Gold Cadillac," Easy Washers and Dryers, Sugar Jets, Hood Dalry Orange Juice, Players Cigarettes, Wisk, Seaforth, Shredded Wheat, Purex, Vapo Rub.

HAL SEEGER 200 WEST 54TH ST. NEW YORK, N. Y. Sunoco Oil and Gas.

AL SIMON PRODUCTIONS 1040 N. LAS PALMAS HOLLYWOOD, CALIF. Chevrolet Cars.

> FLETCHER SMITH STUDIOS 321 EAST 44TH ST. NEW YORK, N. Y.

Elmer's Glue-All, Super Amm-I-Dent, Bufferin, Congress Beer, Consolidated Edison, Dencorub, Doeskin Tissues, Glamorene, Grand Union Stores, 4-Way Cold Tablets, Metro-Goldwyn-Mayer's "The Bar Sinister," "Guys and Dolls," "Oklahoma," "The Tender Trap," Sunbeam Bread, Republican Party, Robertshaw-Fulton Temperature and Pressure Controls, Roto-Broil, Vick Chemi-

WARREN SMITH PRODUCTIONS 7117 4TH AVE. PITTSBURGH, PA.

Gulf Products, Restonic Mattress. SOUNDAC PRODUCTIONS, INC. 2133 N. W. 11TH, MIAMI 37, FLA. Frontier Gas and Oil.

SOUNDMASTERS 165 W. 46TH ST., NEW YORK, N. Y. Aluminum Co. of America, Dash Dog Food, Amm-I-Dent, Greenmint, Borden's Ice Cream, Borden's Coffee, Borden's Biscuits, Carter Products, Citroid Cold Compound, G. E. Lamps, Grape-Nut Flakes, Fedders Air Conditioner, Hum Detergent, Nestle Products, Plymouth Cars, Cheer, Gleem, Crisco, Bisodol, Infra-Rub.

SOUTHWESTERN FILM LABS SOUTHWEST FILM CENTER DALLAS, TEX. Purina Startena Chick, Mobile Gas.

MARK STEVENS PRODUCTIONS 7324 SANTA MONICA BLVD.

LOS ANGELES, CALIF. Heinz Pork & Beans, Soup, Ketchup, Minute Meals and Spaghetti.

STOCKDALE & CO. 1065 MILITARY DRIVE, SALT LAKE CITY, UTAH

American Savings & Loan, Holsum Bread, Browning Guns, Clover Club Potato Chips, Crawford Doors, Cloverleaf Dairy, Mrs. Condie's Packaged Vegetables, Crown Tile, Dunfield Durkee Miracle Trim, First Federal Savings, First Security Bank, Marine Milk, Hi Land Dairy Products, Park & Save, Pet-Colville Ice Cream, Ford Cars, Pullman Tailors, Pyke Sports Clothes, Sego Evaporated Milk, Souvall Drug Supplies, Utoco Oil, Utah Power & Light, Walker Sporting Goods.

STORYBOARD, INC. 8590 MELROSE, HOLLYWOOD, CALIF. A. C. Spark Plugs, Oil Filters and Fuel Pumps, Ipana, General Motors Automobile Parts, Keebler Biscuits, Bohemian Beer, Insurance, Reddi-Whip, Stokely-Van Camp, Speedway Gas, Snowdrift.

JACK STRAUSBERG PRODUCTIONS 225 N. MICHIGAN AVE., CHICAGO 1, III. Colonial Frankfurters, Farm House Frozen Pies, Sugardole Provision.

WILBUR STREECH PRODUCTIONS 135 W. 52ND ST., NEW YORK, N. Y. R&J Gallo Wine, Polaroid Land Camera.

STUDIO CITY TELEVISION **PRODUCTIONS** 4020 CARPENTER ST.

NORTH HOLLYWOOD, CALIF. Fuller Paints, General Cigar, General Electric Refrigerators, Goodyear Tires, Gulf Oil and Gas, Hunts Beans and Catsup, Kaiser Foll Wrap, Foll Fire Suit and Shade Screening, Pep, Fizzade, Petri Wines, Cheer, Crisco, Ivory, Joy, Lava Soap, Rainler Ale, Union 76 Gas, White King Soap.

BILL STURM STUDIO 723 SEVENTH AVE., NEW YORK, N. Y. American Radiator & Standard Sanitary, Bosco, Cliquot Club, Flowing Velvet, Doro-Company Cinnamon Crunch and Vanilla Wafers, Philips Petroleum, RCA Service, Ronson Electric Shaver, Standard Oil, Krispy, Hi-Ho and Hydrox Cookies.

SUN DIAL FILMS, INC. 341 E. 43RD ST., NEW YORK, N. Y. and Dolls."

J. SUTHERLAND PRODUCTIONS, INC. 201 N. OCCIDENTAL BLVD.

LOS ANGELES 26, CALIF. American Savings & Loan, Lucky Strike Cigarettes, Meadow Gold Products, Chevrolet Cars, Ajax Cleanser, General Motors Car Batteries, Hardware Mutual Life Insurance, Delsey Tissue, May Co., Kool-Shake, Eveready Batteries, Pioneer Savings.

RUDY SWANSON PRODUCTIONS 161 LEHMAN AVE., APPLETON, WIS. South Side Laundry and Dry Cleaning.

SWIFT-CHAPLIN PRODUCTIONS 1136 N. HIGHLAND, HOLLYWOOD, CALIF. Crosley Refrigerators and Freezers, Crosley Ranges, Shelvador Twins, Super Shelvador Hamm's Beer, Lucky Lager Beer, SOS

Magic Pads, Top Value Stamps, Ovaltine. TELECINE FILM STUDIOS 100 S. NORTHWEST HIGHWAY,

PARK RIDGE, ILL. Chicagoland Packard Dealers, Minneapolls Honeywell, Standard Knitting Mills, American Bible Society, Kleenex.

TV & MOTION PICTURE PRODUCTIONS 117 E. MAIN ST., RICHMOND, VA. Virginia State, First & Merchant's Bank, Westinghouse Air Conditioner, Virginia Elec. & Power, Solite.

TELEMATED CARTOONS 70 E. 45TH ST., NEW YORK, N. Y. Advertising Council on Better Schools.

TELENEWS FILM CORP. 630 NINTH AVE., NEW YORK, N. Y. Schick Elec. Razor, Esso Gas, Jackson Brewing, General Mills, TELEVISION SCREEN PRODUCTIONS

17 E. 45TH ST., NEW YORK, N. Y. American Legion Poppy Campaign, Pequot Sheets, Benrus Watch, Presalite Car Lighter,

TEL RA PRODUCTIONS 1518 WALNUT ST., PHILADELPHIA, PA. Goebel Beer, Miller Beer, National Brew-

TRANSFILM, INC. 35 W. 45TH ST., NEW YORK 36, N. Y. ALCOA Aluminum, Acronized Chicken, Ballantine Beer, Banker's Trust, Black Flag Insecticides, Griffin ABC Polish, Ban, Sentry, CBS TV Sets, Chemical Corn Exchange, Chunky Chocolate, CIL Paints, Coca-Cola, Brisk Fluoride Toothpaste, Lustre Net, Staff and Profile Bread, Dow Chemical Magnesium, Saran Wrap, Styron Wall Tile, Tri-Nut Margarine, du Pont de Nemours Duco, Flow Kote, Rose Insecticide, Wax and House Paint, Exquisite Form Bra, 5-Day Deodorant Pads, Fragrance Foundation Perfumes, G. E. TV Sets & Radios, Gaines Dog Foods, Betty Crocker, Pontiac Cars, Cadillac Cars, Buick Cars, Grand Union Stores, Griffin Shoe Polish, Gruen Watch, Robert Hall Clothes, Hoffman Mixers, Playtex Bras & Girdles, King-Kup Candy, Kreuger Beer, Spry, Imperial Margarine, Rheingold Beer, Old Gold Cigarettes, Scotch Tape, Sasheen Ribbon, Minute Maid Orange Juice, NBC-Peter Pan Station Promotion, Amitone, Noxon Metal Polish, Camay, Fluffo, Lilt, Spic & Span, Tide, RCA Victor Records, RCA TV Sets, Whirlpool Washer, Camel Cigarettes, Cayalier Cigarettes, Salem Cigarettes, Winston Cigarettes, Rival Dog Food, John Roosevelt Political Spot, Security First National Bank, Seeger Corp., Old Spice for Men, Simplicity Pat-terns, Shywader Bros., Speidel Watchbands, Prestone Anti-Freeze, End Curl Permanent, Duplexin, U. S. Rubber Chemicals for Farm Use, U. S. Garden Hose, Keds, Kedettes, Koylon, U. S. Rubber Tires and

TV CHICAGO 210 E. OHIO, CHICAGO, ILL. Libby Furniture.

TV GRAPHICS, INC. 245 W. 55TH ST., NEW YORK, N. Y. Aero Wax, Campbell Soups, Easy Washers & Dryers, Bond Bread, Grossinger Rye, General Electric Lamps, Sanka, International Salt, Monsanto Chemicals, People's Gas, Fluffo, Vapo Rub,

TV SPOTS 1037 N. COLE AVE., LOS ANGELES, CALIF. American Dairy Assn. Ice Cream, Chev-

rolet Cars, Chrysler Cars, Dodge Cars, Anti-Freeze, Falstaff Beer, General Elec-Bank, Weber Central Milk Products, Zinik's tric Products, Jello, Pontiac Cars, Glamorene, Johnson's Wax, L&M Cigarettes, Lucky Lager Beer, Nabisco Food Products, NBC Time Spots, Northern Mills Paper Napkins and Tissues, Plymouth Cars, Ivory Snow, Prudential Life Insurance, Bar S. Supers, Bar S Meats, Dieldrin, Shell, Endrin Cotton, Super Permalube Motor Oil, Prudential Life Mobil Gas, S&H Green Stamps, Standard Oil of Indiana, Esso Gas, Veedol Flying "A," Life Magazine, Union Bank & Trust.
TWENTIETH CENTURY-FOX

HOLLYWOOD, CALIF. Danish Creamery Milk, General Electric Major Appliances.

RICHARD H. ULLMAN, INC. 295 DELAWARE AVE., BUFFALO 2, N. Y.

American Fire & Casualty, Carolina Pride Meats, Carpetland, Claussen's Bread, Courier Express, CVC Wine, Fontier Gas, Ideal Bread, Margo Wine, Reese's Peanut Butter Cup.

UNIFILMS, INC. 329 E. 47TH ST., NEW YORK, N. Y. Vicks, NBC, JFD Mfg., Pontiac Cars. UNITED FILM AND RECORDING 301 E. ERIE ST., CHICAGO 11, ILL.

Kroger Stores, Libby Foods, NuMaid Margarine, Rislone Oil, Zesta Crackers, Streitmann's Club Crackers, King Edward Cigars. UNIVERSAL PICTURES

445 PARK AVE., NEW YORK, N. Y. American Stock Exchange, Armour Franks, thy Gray Cosmetic Gifts, Antizyme, Lysol, Campbell Soups, Coca-Cola, Lustre Creme Hinds, Lovable Bras, M-G-M-"Tea and Sym- Shampoo, Consolidated Oil, DeSoto Cars, pathy," "High Society," National Biscuit du Pont de Nemours Car Wax, Falstaff Beer, Wheat and Rice Honeys, National Biscuit General Electric Lamps, Goodrich Tires, Lux, Chesterfield Cigarettes, Scotch Tape, Pabst Blue Ribbon Beer, Pepsi-Cola, Philip Morris Cigarettes, Scott Paper Co., Stude-baker Cars, U.S.A.F. Recruiting, Lucky Strike Cigarettes, Budweiser Beer, Birely, Conoco Oil, Chevrolet Cars, Eastman-Kodak Chevrolet Cars, Shulton Products, Girl Cameras and Film, Ford Cars, Heinz Prod-Scouts, Lydia E. Pinkham, M-G-M-"Guys ucts, Quick, Lux, Rinso, Olin Batteries, Prell, RCA.

670 FIFTH AVE., NEW YORK, N. Y.

Borden's Instant Coffee, Ipana, Sal Hepatica, Chevrolet Cars, Chrysler Cars, Coco-Cola, Florient, Dubonnet Wine, Duffy-Mott, Foulds Macaroni, G. E. Products, Jello, Gold Medal Dancer, Woodbury Soap, Chesterfield Cigarettes, C. F. Mueller, Nabisco Macaroons, NBC Convention Opening & Closing, Oldsmobile Cars, Old Spice, Pacific Telephone & Telegraph, Piel's Beer, Burgermeister Beer, Scott Paper Towels, Seabrook Frozen Vegetables.

VAN PRAAG PRODUCTIONS 1600 BROADWAY, NEW YORK, N. Y. Chevrolet Cars and Used Cars, Ford Cars, Mercury Cars.

VIDICAM FILMS

210 E. 5TH AVE., NEW YORK, N. Y. Fruit of the Loom Underwear, General Electric Lamps, Washers, Automatic Blankets, Vacuums, General Foods, Glade, Kellogg Cereal, Lipton Tea, Royal Crown Cola, New York City Clean-Up Campaign, Silken Net, Pink Ice, United States Steel.

VISION FILMS 520 ROYAL ST., NEW ORLEANS, LA. Citizens Homestead Savings & Loan

VIDEO FILMS 1004 E. JEFFERSON, DETROIT 7, MICH. Auto Club of Michigan, Awrey Bakery, Chevrolet Dealers, Detroit Free Press, Detroit Harvester Moto-Mower, Detroit News, Famous Potato Chips, Federal Dept. Store, Manufacturers National Bank, H. R. Marsh Cars, Michigan National Bank, Oldsmobile Cars, Pfeiffer Beer, United Foundation, Montgomery Ward, Youngstown Sinks, VIDEO PICTURES

500 FIFTH AVE., NEW YORK, N. Y. Pall Mall Cigarettes, Tareyton Cigarettes, Anson Jewelry, Milton Bradley Games, Arrid, Rise Shaving Cream, Halo, General Motors Ball Bearings, Micro-Sheen, Gruen Watches, Mutual of Omaha Insurance, Noxzema Skin Cream, Oldsmobile Cars, RCA Service, Old Spice, Simoniz Floor Wax, Speidel Watchbands and Jewelery, S&H Green Stamps, Ironized Yeast, Double Dandrene.

VOLCANO PICTURES 1041 N. LAS PALMAS,

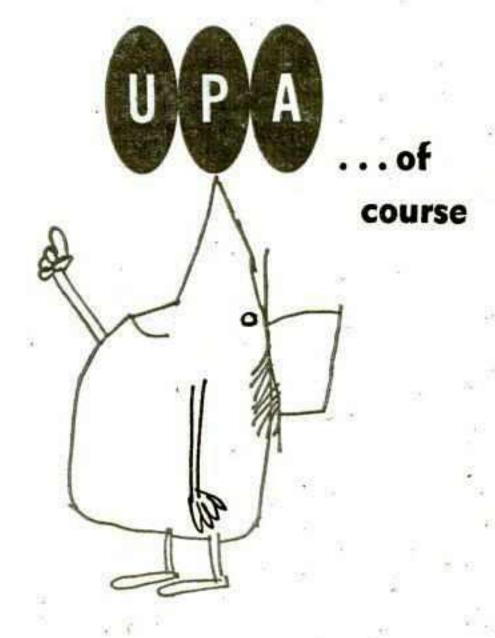
HOLLYWOOD, CALIF. Bank of America, Campbell Soups, Chesterfield Cigarettes, L&M Cigarettes, Pacific Telephone & Telegraph, Standard Oil Petroleum Products and Institutional,

ROGER WADE PRODUCTIONS 15 W. 46TH ST., NEW YORK, N. Y. American Optometric Assn., Carrier Conditioners, Fisk Tires, Western Almond Ice Cream, Nepco Franks.

WILDING PICTURES 1345 ARGYLE ST., CHICAGO, ILL. Atlantic Refining Gas, Crosley Dryer and Duomatic, Dominion Rubber, White Owl Cigars, Goodyear Tires, Lincoln Cars, Marathon Gas, Weatherbird Shoes, Standard Oll, United States Steel,

JOHN WOLFE & CO. 345 SUTTER ST., SAN FRANCISCO, CALIF. . Bonnie Dog Food, Crystal Dairy Foods, DPM Franks and Prepared Meats, McCurry

TELEVISION COMMERCIALS??



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Call for Compromise on Juke Royalty Exemptions

Get-Together Demanded by O'Mahoney

By MILDRED HALL

WASHINGTON - Juke box and performance rights interests will get together and work out a compromise on the whole issue of juke performance royalty exemption-or it may be worked out for them in legislation drawn up on the Hill early in the upcoming session of Congress.

This was the general tenor of a final call by Sen. Joseph O'Mahoney (D., Wyo.), chairman of the Judiciary Subcommittee on Patents and Copyrights, to both sides to submit a compromise to the Senate group-or have the matter taken out of their hands. O'Mahoney also announced last week (6) that the full report of the Subcommittee, soon to be available: "Undertakes a concise analys' of the issues"-but proposes no specific legislation. Informal hearings held last session by O'Mahoney were originally called to consider the controversial Kilgore exemption.

Industry reaction to the Senator's proposal was traditional. MOA president, George Miller, conferring with MOA attorney, Sidney Levine, at an MOA board

Unique Maps 1957 Release Of 100 LP's

HOLLYWOOD --- Unique Records, RKO disk subsidiary, can be expected to release 100 LP's during 1957, according to Secretary-Treasurer Mary Machat, with the firm currently laying the groundwork for greater expansion in the coming

Machat, here last week for a series of studio huddles, disclosed Capitol Sales that the company is currently negotiating with the American Federation of Musicians to determine the possibility of using old motion (Continued on page 31)

Glaseman Named Decca Distrib V.-P.

CLEVELAND--William Glaseman, manager of Decca Records' North Central Division here, has been appointed a vice-president of the Decca Distributing Corpora- York; George Gerken, Chicago; and strengthened c.&w. departtion.

Glaseman has been with Decca kels, Dallas; Don Comstock, At- announced Thursday (6). since the company was formed in lanta; Bob Camp, Los Angeles; 1934. At first a salesman with the national Sales Manager Max Calli- president, and Harold (Pappy) Chicago Branch, he became man- son; Joe Bour, manager of the Dailey, a.&r. chief, move into the and returned to Chicago three Coveney, national sales manager for Starday's artists and physical propyears later to take over as assistant classical records. manager of the Midwest division. to 1945, he held the Midwest divi- Vice-President Lloyd Dunn, along the Mercury sales apparatus. Headsion post until 1948, at which time with sales and merchandising top- quarters will be set up in Nashdivision.

honey statement: "There will be Subcommittee positively no compromise in any manner, shape or form, as far as MOA is concerned. We consider the present law fair, equitable and Report Sounds perfectly satisfactory. No further comment will be made until we Neutral Note have an opportunity to see the whole report."

ASCAP's Washington spokesmen expressed pleasure in the O'Mahoney compromise proposal, but added that official comment would be made after they had seen the Subcommittee's full report (see separate story).

Last Chance Offer

juke boxes") will form the basis of a arate story). last-chance offer to let the antagonists write their own bill, subject mittee Report poses two basic to Committee approval. O'Ma- questions: honey points out that the report does not make any recommendation for the solution of this con-(Continued on page 88)

WASHINGTON -- In the climaxing tussle over juke box exemption from performance royalty, the long awaited Senate Patents and Trademarks Subcommittee Report out last week (7) plays a strictly neutral role. The 35-page report presents the arguments in the controversy without coming to any conclusions, as was promised by POP POTENTIAL The Subcommittee report ("A Senator O'Mahoney (D., Wyo.), review of the evidence relating to the group's chairman, in his statethe Copyright Law as it applies to ment earlier in the week (see sep-

The Senate Judiciary Subcom-

1. Should the juke box exemption be repealed at all? 2. If it is repealed, should detailed provision troversy." It summarizes the views, be made in the legislation for fixing (Continued on page 88)

Muskrat' Decision bill (S. 590), which would have swept aside all juke box royalty May Spark Hasse

ASCAP Denies Credits Ruling Sets Precedent, But Trade Is Wondering

meeting in Chicago, had this to troversy may have been touched Heretofore when the work was say when notified of the O'Ma- off in the Brill Building by a performed as an instrumental Orv recent decision by lyricist Ray Gil- collected 100 per cent of the bert's protest against the allocation | credits, as well as 50 per cent on of credits on the oldie, "Muskrat all vocal performance credits. Ramble," handed down by the writers Classification Committee of Eastman, lodged the protest with the American Society of Compos- ASCAP in 1951, Eastman's conteners. Authors and Publishers.

third of all performance credits on the song-vocal or instrumentalretroactive to 1950, with the re-

Execs in '57

Policy Meets

and policy for 1957.

HOLLYWOOD -- Capitol Rec-

ords' district sales managers gather

here December 10-14 for a series

of conferences with home office

executive personnel to cement plans

NEW YORK—A storm of con-1 maining two thirds going to Ory.

Gilbert, thru his attorney Lee tion being that Gilbert's lyric gave The committee decreed that the composition a new impetus,

JAZZ ARTIST'S

and package records field.

potential of record programming.

BILLBOARD TO EXPAND

During 1957 The Billboard will publish four Disk Jockey

These quarterlies will expand the tradition established by

The decision to replace the annual issue with four quarter-

The quarterlies will be loaded with the type of information

Programming Quarterlies, edited specifically to give up-to-theminute programming ideas and information. The first quarterly

the year-end Disk Jockey issue, one of the most widely used

lies is predicated on the rapidly moving record business and the constant need for jockeys to keep abreast of trends in the singles

deejays have told us they want and need. We believe the issues

will help deejays and program managers realize more fully the

DJ PROGRAM SERVICE

is scheduled for the January 26 issue.

single issues published by The Billboard.

NEW YORK - The current issue of The Billboard lists Chris Connor's Atlantic disk, "I Miss You So," in the pop Best Buys and Coming Up Strong charts. This is one of the rare occasions that a jazz vocalist's disk has proven to be a strong pop seller.

Atlantic signed Miss Connor as an album artist, and then decided to chance a couple of singles for the pop market. "I Miss You So," the second of these singles. based on an old rhythm and blues hit, was released in August. Diskery worked on it a long time until it finally broke with heavy action in Detroit, Boston and Cleve-

Merc. to Cut

CHICAGO-Mercury Records, which stepped up its album issuance to 50 titles in December after supporter of country and western Gilbert, who wrote a lyric titled and that, therefore, he should be a prolific output for several "Muskrat Ramble" for Edward entitled to share equally with Ory months, will revert to more con-(Kid) Ory's instrumental "Muskrat the credits for the original intru- centrated promotion on a reduced Ramble" in 1950, is entitled to one mental version, as well as for per- release schedule with the turn of (Continued on page 31) (Continued on page 31

NEW YORK - Cadence Records has inked a contract with Siemens of Brazil, whereby the latter firm will distribute Cadence disks under the Polydor label in that country. The deal, which marks Ca-

With Siemans

Cadence Pacts

Brazil Deal

dence's entry into the Brazilian market, was set up by Cadence sales chief, Bob Kornheiser, and Rudolf Straus, of Siemens, London Records has world-wide distribution rights to Cadence platters. with the exception of Canada, South America, and, of course, the

Meanwhile, Cadence fem exec. Bobby Dieterle, whose recent resignation from the firm becomes effective January 1, reportedly will take over an important post with a top indie label on the West Coast in January.

Foley to Air New C&W Seg Over ABC

NEW YORK-ABC, staunchest talent among the radio networks. will air a new half hour c.&w. show, starring Red Foley, on Saturday afternoons at 12:30 p.m., starting January 19. The program will be sponsored over 300 ABC stations by Dow Chemical.

Foley also emsees the "Ozark Jubilee" on ABC-TV, and his new radio show will originate in Springfield, Mo., and will feature the regular "Ozark Jubilee" cast, along with name record stars as guests.

Rose Hits The Blues

Jackpot OLD HICKORY, Tenn.-Publisher Wesley Rose, of Acuff-Rose, is feeling no pain these days. This week, for what is believed to be the first time in Billboard chart history, one tune - Acuff-Rose's "Singing the Blues"-is a double-Triple Crown Winner by virtue of two different recordings of the

Guy Mitchell's pop version heads all three pop charts, while Mary Robbins', the original counumph of last week on the c.&w. charts. Both recordings are on he was named manager of the pers Mike Maitland and Bud Fra- ville. Previously, Pierce maintained sion of "Just One More." Now a Columbia. The Mitchell also (Continued on page 31)

Mercury to Absorb Starday Diskery

Five-Year Deal Aimed to Expand Label's C.&W. Catalog Potential

By BERNIE ASBELL and JOEL FRIEDMAN

CHICAGO—Mercury Records will absorb the Starday country Scheduled to take part in the label effective January 1 and utildiscussions are Irv Jerome, New ize it as a framework for a rebuilt Tom Morgan, Cleveland; Bill Mi- ment, Art Talmadge, Merc veepee,

Starday's top brass, Don Pierce, erties. Distribution of records, to Meetings will be helmed by be labeled "Mercury-Starday his office in Los Angeles and

Dailey managed a.&r. affairs from Houston, Tex. Under the new set-up, Dailey will keep control of a.&r. functions, assisted by Pierce, while Pierce stays closer to sales and promotion matters.

Heretofore, Dailey has doubled as Mercury's distributor in Houston and Dallas, a connection he'll keep.

Biggest talent properties to move into the Mercury fold, as a result of the deal, are George Jones and ager of the Detroit Branch in 1938 firm's accessories division, and John Mercury organization along with Benny Barnes, both prominent on the sales charts during the past year. Barnes has been riding The Billboard best seller chart with Except for Army service from 1943 Capitol President Glenn Wallichs, Country Series" will move thru "Poor Man's Riches," while Jones try version, repeats its triple tricurrently is enjoying a top territorial sale in Houston with his ver-(Continued on page 31)

FADED SUMMER

DECCA 30078 (78 RPM) • 9-30078 (45 RPM)



GEORGIE SHAW



REVIEW

Gilbert Tome Abounds in Anecdotes

HOLLYWOOD—L. Wolfie Gilbert, a young gent just recently turned 70 and responsible for such hits as "Waiting for the Robert E.

Lee," "Ramona," "Jeanine," "Peanut Vendor," ad infinitum, has bared his colorful career in a hilarious autobiography titled "Without Rhyme or Reason," published last week by Vantage Press (\$3.50).

Gilbert's tome is essentially a romp thru vaudeville, his early days as a columnist, tunesmith, publisher and, more recently, his career division. here in Hollywood. Unlike other "and then I wrote yarns," Wolfie makes no pretense about the eccentric Tin Pan Allevites with whom he's been associated. He details anecdote after anecdote, all told in his own brand of Broadway lingo and chock full of humor. Tho it's true that many of the stories have been told before, there's more than enough to sate the appetite of anybody in the music business.

and toss a brickbat at BMI, and there are a number of genuine Rican Label warm spots certain to soften the heart. It's a good book and a delightful peek into the trials and new record company, Discos tribulations of one of our better Caribe, will be set up in Puerto writers. -Joel Friedman.

Sale of Haydn Society Gets Court Okay

Haydn Society to a syndicate known as Portchester Properties, Inc., has received a court okay in Federal Court here. Creditors' it's possible that some of the matecommittee had previously ratified rial cut here will be issued in the

According to Victor Cohen, who at Latin-American countries. is now managing the firm for the Portchester group, old repertoire engineer, also operates his own concerts rather than terp affairs. which had been stored for months pressing plant in Stamford, Conn., is now being pumped out to market. As fast as these issues are sold out, he said, much of the existing catalog will be re-pressed with more playing time per disk, improved sound quality and new packaging.

Fifteen brand new releases have already been pressed, Cohen said, and will be issued in January, February and March. He added that plans are in the works for recording in Denmark and Sweden, and that existing working agreements with French and Danish affiliates will be continued.

Ted Fullmer has been named to Records distributing branch in San Francisco. Fullmer formerly was associated with Kierulff Sound Corporation and Music City, Los Angeles. Lee Palmer, branch manager of the firm's Los Angeles office, is JASRAC, the Japanese authors' continues as western division re- society, which also acts as agent gional manager.

area. The survey also reveals that

POPS TOPS WITH TEENERS

Kids Dig Pop Vocal Most

But Don't Always Buy Them

NEW YORK - Artists and rock and roll takes a back seat to

groups named favorite among high the "pop vocals" category among

not necessarily the heaviest sellers, Among high school girls, for

according to the seventh annual example, 19 per cent named Doris

school and college teen-agers are the youngsters casting ballots.

Victor Execs Descend on West Coast

NEW YORK-The journeying of RCA Victor disk execs to the Coast last week took on some of the aspects of a mass migration, altho apparently none of the visits Protecting a is related to the others.

Hitting the Westward trail were Jim Davis, operations manager; Bill Miltenburg, manager of recording and chief engineer; Ben Selvin, artist and repertoire director for Thesaurus and Camden; Irwin Tarr, director of syndicate and rack sales, and Ralph Williams, exec in the custom disk

Meanwhile, Bill Bullock, manager of Victor's singles records division, and Joe Carlton, head of pop a.&r., returned from their European inspection tour. Ed Welker, pop album a.&r. head, returned from the Continent a week earlier.

Cook, Harman Wolfie manages to kudo ASCAP Plan Puerto

SAN JUAN-Come January, a Rico, with financing and producing to be handled by several wellknown American music people. On the manufacturing end, production facilities are being put together by Emory Cook and by High-Fidelity, equipment, which operates a plant here. Carter Harman, music editor of Time magazine, will move here. Inc., a manufacturer of phono and repertoire.

nite plans along this line at present,

Upcoming ASCAP Membership Meet Earmarks Vital Import

Writer Income Major Issue

NEW YORK—General membership meeting of the American Society of Composers, Authors and Publishers-likely to be held very most important in the history of that additional revisions of the dis-

tribution formula are upcoming, and (4) present to the writers a Gwirtz Coast re-definition of the concept of seniority.

very important, in that it will be presented as a means of safeguarding writers against undue diminution of that part of their income derived from the seniority pool.

Cleffer Pinky Herman, of the writers' classification committee, and for a long time one of the early in January-is expected in stormy petrels of the Society, last many quarters to be one of the week broke a long silence and urged all writer members to atthe Society. In addition to airing tend the upcoming membership opinions of publishers with regard meeting. Herman pointed out that to the distribution, it has been at the membership meeting of learned that an attempt will be November 29 there was insufficient made to educate writer members time for an airing of membership to (1) the complexities and work- problems. At this time Herman ings of the classification system; asked that another meeting be (2) apprise writers of improve- held. Hans Lengsfelder stated he ments already made in the writer felt similarly on the matter, and distribution; (3) inform the writers subsequently Herman sent a letter (Continued on page 31,

This last is construed as being Push Disputes Weighted Vote

HOLLYWOOD --- The drive for a general meeting of the American Society of Composers, Authors and Publishers gathered steam on the West Coast last week, with Irving Gwirtz, president of Viking Music Corporation and Diamond Records, mailing leters to approximately 2,700 publisher-writer members soliciting their support.

Gwirtz revealed that he is working in conjunction with ASCAP member Hans Lengsfelder on the project, in addition to a number of other "prominent members of ASCAP" he would not name. The Gwirtz letter challenged the "weighted vote," and said "we must put an end to this unfair, un-American method of voting."

The letter further declared, "A special meeting is necessary. Otherwise, the present board of directors could stay in office as long as they liked if we continue to permit this weighted vote."

Letter also noted that "It is the intention of the members already contacted, that the attorney general and the assistant attorney general be invited to attend this meeting." Gwirtz reported that he has written the Department of Justice for an opinion concerning the validity of separate meetings that might be held in New York, Chicago and Los Angeles if the cumulative representation at such meetings met the 15 per cent membership requirements. A previous letter to Victor R. Hanson, of the Department of Justice, regarding the availability of an ASCAP membership list was reportedly answered, "The Department of Justice does to Gwirtz.

Gwirtz told The Billboard that he had gueried ASCAP comptroller George Hoffman, during his last visit here, whether or not it could be possible that all stations in Also big on the college concert Southern California could be circuit is Les Brown, who is prac- missed in logging performances for tically booked solid on one-nighters an entire quarter. Gwirtz main--many of them school concerts- tains that the Society "spends thru April 27. The rest of the enough money to be able to get campus concert dates set by Asso- enough electronic equipment to log

Upsweep in Road **Band Business**

Ork Booking Four Months 'in Front' as Pop Concerts Steal Play From Terping

By JUNE BUNDY

of Time magazine, will move here days than they have in years, with NEW YORK - Sale of the from New York to handle artists agencies currently booking orchestras four months "in front" and in While the owners have no defi- some cases five, as compared to a top of eight weeks at this time last year.

College dates account for much the proposed sale plan last sum- States on Cook's domestic label. of the increase, but the student Generally, the stuff will be aimed patrons are doing more sitting than dancing, with more and more Cook, well-known recording schools scheduling two-hour pop

For instance, Associated Bookwhere he has developed his own ing here, which handles many top "microfusion" process, which uti- dance bands and jazz outfits, has (Continued on page 31) lined up more than 150 college

concert one-nighters for 1957 booked for 30 more college concerts from January 1 thru March 23. Dave Brubeck, who helped pioneer the jazz concert concept at colleges, will play 30 school concerts from March 1 thru March 30, at fees ranging from \$1,250 to \$1,750, plus percentage.

Duke Ellington, booked solid until March 24, will do 16 school not yet have such a list," according concerts thruout the East and Midwest during that period. Woody Herman, booked thru March 10, is set for 12 university concerts. George Shearing is scheduled for five, and Richard Maltby, six.

ciated will be played by Lionel every station in the country." Hampton and Gerry Mulligan.

Armstrong's box-office draw has increased so much since his appearance in the Bing Crosby-Frank Sinatra movie, "High Society," that he is currently doing from 50 to cording to an Associated spokesman. He grossed \$20,500 in guarantees on college one-nighters from December 3 thru December 9, and his guarantees run from \$2,500 to \$5,500 on the 40 school concerts he is set for next year, with the week of March 15 alone scheduled to bring him in \$24,000 in guarantees, plus possible additional loot in percentage.

The Associated exec estimates that college concert business (mostly for pop concert courses) has increased at least 30 per cent more than college dance dates over the past year, and he predicts that than one-fifth of the alleged eventually campus or e-nighter amount, and insisted that part of business will be all concerts, with this already has been made good | dancing virtually out of the picture.

He notes that a similar trend can publishers have a stake in the is starting to show up in the nitery field, with more and more clubs

Stanton Named Writer Boss By Goldmark

NEW YORK—Al Stanton has been named writer relations counse! for the Sheldon, Shalimar, Springfield, Stratton publishing empire, according to Goldy Goldmark, mahoff of the firms. Stanton, upped from the professional department, will be in charge of contact work with writers for new material and special projects.

According to Goldmark, the "special projects" angle has to do with production of legit Broadway shows. Stanton will be instrumental in pairing composers and lyricists with this end in view. Stanton will also be heavily involved in contact with artists and repertoire men at not only the major diskeries, but all indies as well.

In other expansion moves, Max Lutz has been added to the West featuring music-for-listening-only Coast a.&r. contact and promotion conducted on a quarterly basis the singer's records. In third place, for American tunes and artists, shows (Birdland and Basin Street operations, while Richard Gale, reamong nearly 10,000 high school however, was Joni James, with 13 JASRAC, it is recalled, represents here, the Blue Note in Chicago, cently out of the Air Force, has and more than 5,000 college teen- per cent naming her their favorite BMI and has a reciprocal collec- Zardi's and Billy Berg's on the been placed in charge of writers ers in the New York metropolitan vocalist. Of this number, however, tion deal with ASCAP. It acts as West Coast, and several spots in and artists with the Springfield (country and western) firm.

JASRAC Has a Yen To Find 20 Million

TOKYO - According to the cuntries, including the United commercial broadcasting corpora-

"The Association," it develops, for music publishers of some 20

> An Association spokesman admitted to the diversion of no more

(Continued on page 31)

Mainichi, local news chronicle: States. The allegedly "pocketed" "Executives of the Japan Music money included sums due U. S. Copyright Association" are seri- publishers. A JASRAC member, ously perplexed with the discovery identified only as "M," submitted 65 per cent better maney-wise, achead the operation of the Mercury that association employees have his resignation to Takemi Masupocketed about 20 million yen zawa, director-general of the So-(over \$60,000) in royalties paid by ciety, taking full responsibility for the embezzlement on himself. The case itself came to light when one of the broadcasting outfits checked the Society's books, provoked by persistent rumors that the broadcaster had been lax in its royalty pryments. The accountants found that, altho the broadcaster had proof of payment, the books failed to register such. It subsequently was found that other broadcasters had been similarly victimized.

to the broadcasters.

An increasing number of Amerireport, just issued by Teen-Age Day their favorite girl singer, of Japanese music business these Survey, Inc. The study has been which 41 per cent said they bought days, what with the current vogue

(Continued on page 31) Las Vegas.)

EMPLOYEES TOAST THE BOSS

Sam Goody's Cup Runneth Over at 'Surprise' Party

By REN GRAVATT

NEW YORK-More than 50 audio manufacturers and employees of Sam Goody gathered at Johnny Johnston's Charcoal Room here Thursday (6) to pay tribute to the renowned disk dealer. What started as a spontaneous movement among the employees to pay their respects to their boss, blossomed forth as a highly successful party, with in Goody's own words, was a complete surprise to him.

Audio Department, sparked the affair and acted as informal toastmaster. In a glowing tribute to Goody, Mandler called attention to the "excitement, drive, courage and vitality that permeates the Goody business." He further com-

'HUNTING'

Tunes Plus Merman and More Merman

NEW YORK-Ethel Merman's new starring vehicle, "Happy Hunting," opened at the Majestic Theater here, Thursday (6). The show, which has garnered a near record amoung of pre-Broadwayopening disk activity from every major label, can be summed up Ethel Merman, some funny gags about Philadelphia's elite mainliners and more Ethel Merman.

A fairly thin story line ties the colorful doings in with the Kelly-Rainier nuptials and many of the smartest comedy bits find a sharp needle aimed right at the Quaker City's politest society.

In addition to Miss Merman's socko stage presence and her wonderful, full-decibel pipes, there are other agreeable performances by e Myers was appointed sales man-Fernando Lamas, Virginia Gibson, Gordon Polk and a cast of color-

ingly unclad) chorus performers. from the Matt Dubey-Harold Carr now on disks, lead off by "Mutual Admiration Society" and "If'n." Platters on these two are already heavy on sales and with jockeys, and other tunes like "New Fangled Tango," "The Game of Love" and "This Much I Know," are strong enough to make themselves heard. Another tune, which will probably never find its way onto a pop platter, is Miss Merman's showstopper, "Mr. Livingston," whose numerous sly verses keep audiences doubled up with laughs. Ren Grevatt.

SOMEONE OUGHT TO BE CAGED

NEW YORK --- M-G-M Records is sending Japanese cricket cages to key disk jockeys to introduce "August Moon," initial disking for the label by Japanese film star Shirley Yamaguchi. Cages are accompanied by a gag letter signed in Japanese script by promotion chief Sol Handwerger. If recipients fail to trap their own crickets, Handwerger offers to follow up with shipments of crickets.

Since crickets can be assumed to either die or burrow under the solidly frozen ground in the winter season, Handwerger will likely be spending his spare time in the backyard digging into the ground with a diamond needle to locate the chirpers. plimented the dealer for "always giving counsel and time to manufacturers with their problems whenever they needed it."

Later, Norman Long, chief of the firm's audio section, added more words of commendation as he presented Goody with a tremendous silver cup, inscribed, "Presented to Sam Goody in recognition of his achievements as a master audio merchant."

Goody, obviously deeply Henry Mandler, of the Goody touched, said it was the first cup he had ever been given. "I can't wait to fill it up with that Manischewitz wine," he added.

Luther Sandwick, of Pilot Radio Corporation, added his own words of praise as he presented Goody with a handsome wrist watch, a gift of the employees. Abner Levin, right hand man for Goody, then presented Mrs. Goody with a stunning gold wrist watch, also from the employees.

everyone in the room was asked to Victor Brociner, a speaker manudidn't come here to ask you for money, we came to give you credit." One of Goody's newer salesmen later quipped, "Mr. Goody, I've only been with you three months, but it feels like a lifetime."

New Exec Posts

CHICAGO --- Realignment of exec duties at Mercury Records this week found Kenny Myers and Johnny Sippel with broadened responsibilities.

ager of pop singles, a new title in the Merc organization. He adds it fully clad (and sometimes refresh- to his current function as director of promotion and advertising. At Record-wise, a lot will be heard the same time, Myers was relieved of duties in connection with disscore. Eight of the 17 songs are play and album production to enable better co-ordination of his general promotion and singles sales

> Sippel, a one-time Billboard staffer, was promoted to the newly created post of sales manager of packaged goods. Teaming with him will be Jim McCormack, who assumes full charge of album production and art, and Pete Fabri on displays and merchandising aids.

in their new functions to Morrie Price, over-all sales manager of the firm. Previously, Sippel was a special assistant to Price in working with the company's distrib branches.

Disney Label '56 Gross to Pass Half Mil.

HOLLYWOOD -- Disneyland Records, the Walt Disney disk subsidiary, will gross in excess of a half-million dollars this year, with the expectation that this figure will be more than doubled in 1957, according to National Sales Manager One - Spot Record Distributors, Al Latauska.

With the Disneyland LP prod-

READING, Pa .- "When is the Baron coming back?" This has become a common query in the Pennsylvania Dutch country, where Mickey Addy, Dot Records' promotion man, has been regaling the natives under the guise of Baron Von Schnipplepp. As the Baron he was interviewed over WHUM here by Professor Schnitzel, Pennsylvania Dutch deejay. "This was a great program," Mickey recounts. "We fractured the English language in two distinct dia-lects!"

Vic Damone Charms 'Em At Waldorf

NEW YORK --- Vic Damone takes over in the Waldorf's Empire Following these formalities, Room for a considerably class appearance. As a matter of fact, the stand up and introduce himself. singer seems to grow in nitery stature each time out, since his facturer, rose to tell Goody: "We ingenuous delivery, as if he were singing to a few old friends, is gaited to warm up any room.

> Currently, he builds his program around a dozen old standards, plus an interlude of special material in which he spotlights hit numbers that he missed out on. Practically all selections are in his slow ballad groove—"Lover," "The Nearness of Check," "You groove-"Lover," "The Nearness of You," "Cheek to Cheek," "You Can't Take That Away From Me," etc., and, of course, "The Street A Where You Live." However, for pace breaks he tosses in a touch of "Fascinatin' Rhythm" and even essays a bit of heel-and-toe. Overall, it adds up to a provocative, warm personal appearance build and should win him additional following. Only criticism is that he does not include more of his own late recordings, a neglect that doesn't seem gaited to help sell personal disks.

Hal Schaeffer, as usual, provides effective accompanying pianistics and Nat Brandywynne's ork further Bob Francis. solid backing.

Selvin Skeds **Waxing Dates** With Welk

NEW YORK-Ben Selvin, recording chief for RCA Thesaurus, left for the Coast Sunday (9) for series of transcription dates with Both Myers and Sippel report orkster Lawrence Welk. Six Welk dates have been scheduled for the

> According to Selvin, the halfhour Welk Show has turned out to be the most successful in the Thesaurus line-up during the five years Selvin has been with the company. Small-town local stations, principal users of the series, have had little trouble selling the seg. They are finding local Dodge dealers particularly interested in latching on, since Dodge sponsors the maestro's network TV shows.

> On the way back, Selvin will stop off in Chicago for confabs with Magnecord personnel. Latter outfit is the outlet for RCA's background music repertory in the "industrial" tape field.

Memphis.

In addition, Si Paul, previously uct to be increased next year; La- with ABC-Paramount Records and tauska predicted a banner year for before that with Capitol, was tion of operatic arias sung by sevthe young company in '57. Three named assistant sales manager, re- eral young artists of the Metopera, ducer, radio personality and art new distributors have recently been porting to Latauska. Paul is due and an unusual novelty in the dealer. Bach is a TV and radio named, said Latauska, the F&F here shortly for a six-week stay to "Sacred Mass for the Kings of producer, associated with "What's Distributing Company, Charlotte, orient himself with the operation France," composed by a contemporary priest, Father Emile Martin. other shows.

AMISHERS WANT PUBS JOIN PARADE ON THE BARON BACK 'DO-IT-YOURSELF' DISK

The "Play-Along, Sing-Along" each tune, printed after the do-it-yourself disk library is ex- "straight" chorus. panding rapidly. This week, the combination at \$1.50 list price.

tro and one chorus for each tune. | singers. "Honey."

"Belections are good, useful ones, with "My Blue Heaven," "Laura," "Don't Blame Me," "I'll See You in My Dreams," "Ja-Da," "Blue Moon," "I'm Nobody's Baby," "Coquette," "Wang Wang Blues and "Honey."

Kaye Signs

Kaye Signs

Signs

A Year Pact

The main flaw here, as with Morris' first folio, is the failure to include chord symbols in the proper keys in the instrumental parts. With so many tyro instrumentalists today aspiring to play jazz, these are vital. The tyros are accomodated, however, with a very simple "improvisation on

Album Producer

HOLLYWOOD - John Palladino, for the past eight years a sound mixer in the recording department of Capitol Records, has been promoted to the post of album producer, reporting to Francis Scott, director of album repertoire for the diskery.

Palladino will devote much of his time to special album projects, according to Scott. Succeeding him in the recording department is Luis Valentine, who joins Capitol after nine years with Radio Recorders

On another front, Capitol renewed its contract with maestro Mickey Katz, signing him to a new five-year contract, Producer Voyle Gilmore will continue to handle the Katz sessions.

Concord Label Sets 1st LP's

NEW YORK-A new classical disk package firm, Concord Records, will make its debut this week with the release of four LP's. The corporation is headed by Wesley Smith, veteran sales agent and head of Musart Distributing Cor- | self. poration in Mt. Vernon, N. Y.

two sets leased from Eli Oberstein's Allegro catalog and two items from a European source. Heading the list is a "Do-It-Yourself H.M.S. Pinafore." Disk provides the instrumental score (which doubles the lead voice line at all times) and music. It's aimed at tyros for private or public group participation, and like all sets in the line, sells for \$3.98 list.

Also released is a coupling of two Beethoven Sonatas played by Egon Petri, with printed score provided gratis. Concord has a collec-

Today, with the number of in-Big Three publishing combine strumental students and vocal as-(Robbins, Feist and Miller) has pirants at an all-time high, these joined the parade started several folios should become standard inmonths ago by Edwin H. Morris ventory in all music and record Music, issuing its own disk-folio shops. It has been demonstrated that a customer for one do-it-your-The format is almost identical self disk eventually will buy them with Morris', except that where all. Certainly, it's one of the best Morris' accompaniment rhythm ways for a student to prepare himsection was on a seven-inch 331/3 self for "clubbing" and jazz imr.p.m. disk, Robbins' is on 45 r.p.m. provising, and for weekend musi-There are separate folios (but the cians to keep up their lips and same recording) for C, B flat, E fingers between jobs. Important to flat and bass clef instruments. both musicians and publishers is Each also contains a simple piano that this is a way to learn tunes. accompaniment and lyrics to the It's a healthy condition for any songs, so vocalists can use any of publisher's catalog when his standthe folios. The four-man rhythm ards are second nature to a whole section (unidentified) plays an in- young generation of musicians and Bill Simon.

With Capitol

NEW YORK-Danny Kaye has signed an exclusive three-year disk pact with Capitol Records. Confirmation of the deal came last week in the wake of conflicting reports regarding Kaye's possible affiliation with several other disk-

The artist's first single release, "Ciu Ciu Bella" and "Love Me Do" was issued this week. The former song was inspired during his trip to Rome on a mission for the United Nations International Children's Fund (UNICEF) when a seven-year-old polio victim sang the song for Kaye. The disk was plugged during a recent visit of the Ed Murrow "Person to Person" CBS-TV show to Kaye's home.

Monitor Waxes 1st 3 Albums

NEW YORK - Monitor Records, a new company specializing in folk and classical LP's, released its first three disks last week.

All of the material making up this release and the company's next release as well has been leased by Monitor from Leeds Music, the music publishing house and exclusive import agent for music from the Soviet Union. Deal was set between Monitor's President, Rose Rubin, and Leeds exec, Michael Stillman. The first issue includes a coupling of Bach and Prokofieff concertos by pianist Sviatoslav Richter and violinist Leonid Kogan; a set of encore pieces by David Oistrakh, and a volume of folk songs sung by Ivan Skobtsov, basso. Latter set features a fullcover color photo of a Moscow Cathedral taken by Stillman him-

Packaging and promotion for the Smith's initial release includes company is being handled by the indie contractor, Adrian Associates, Inc. The disks will list for \$4.98.

New Harlequin Label Makes Album Debut

NEW YORK - The first LP plus a printed edition of the words release from the new Harlequin diskery, owned by Dick Kollmar and Bob Bach, was put into circulation last week. It's a volume of Martin and Blane songs, performed by the composers, with Ralph Burns' ork and the Martins.

Originally the label was tagged "Elf." Kollmar, of course, is the well-known legit actor, legit pro-

'Muskrat' May Spark Hassle NYARD Aims

Continued from page 28

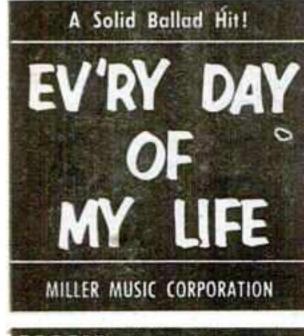
1950, the tune has piled up more copyrighted in 1926. Publisher than 71,000 instrumental credits George Simon took the tune with as compared to less than 10,000 him when he left E. H. Morris' vocal credits.

On the other hand, Ory con- firm. tended that in the absence of an express agreement on the part of recordings of the two versions as was clear at a meeting of the New the composer, the composer's share an index of popularity, with the York Association of Record Dealers Mercury holding five-year renewal ter it has ever had, making it a of performance credits should not be diluted regardless of the increase of instrumental performances that may have occurred after the addition of the lyric.

Altho Ory did not give his consent for Gilbert to write the lyric, Eastman's position was that by failing to protest, Ory tacitly con-



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





LOOK OUT FOR . . .



BIG RECORDS

formances using his lyric. Since | sented. The Ory instrumental was Melrose Music to set up his own

instrumental, and five, vocal.

attempting "to establish a yardstick tributor can protect his." for all time to come and for all other cases," adding "In the future, tered around several types of alposer of the melody-for some other subjects of dealer disapproval. basis of sharing.

In spite ASCAP's disavowal of setting a precedent, the decision is regarded as likely to spark similar protests on the part of other lyricists who have added words to established instrumentals in the past. It also raises something of a ther than to begin tackling specific moral issue in that the trade is wondering if the decision bespeaks ASCAP approval of publishers adding lyrics to an instrumental work without the consent of the composer.

Unique Maps

Continued from page 28

picture sound tracks for a series of albums. Most of the films are pre-1941, according to Machat, and include a number of Fred Astaire-Ginger Rogers musicals with music

by Irving Berlin. Unique is currently building its talent roster, and plans to augment its New York recording and repertoire operation with the appointment of a full-time a.&r. man on the Coast by next spring. For the time being, however, free-lance conductors will be used here, with each ostensibly a candidate for the new post. Machat disclosed the appointment of nine promotion men who will headquarter out of the RKO film branches in Philadelphia, Pittsburgh, Cleveland, Chicago, Boston, Los Angeles, New York, Baltimore and St. Louis. Group will primarily handle the exploitations of Unique singles and packages, but will also join other tub-thumpers in the promotion of RKO musical property.

While here, Machat discussed music plans for four recently completed RKO productions, "The Girl Most Likely," "The Young Stranger," "Run of the Arrow" and "Public Pigeon No. 1."

Merc. LP Sked

Continued from page 28

the year, Art Talmadge, vice-

president, said. The rate will be the "more

normal" one, according to Talmadge, of 15 to 20 per month. Of these, about 60 per cent will be pop packages and the remainder divided about equally between jazz albums on the EmArcy label and classics.

output for some months.

called a moratorium on recording York, followed by a week at the weeks with a load of portable reof pop singles material until after Fox Theater in Detroit. January 6, cording gear. He intends to do

At Strong Org

NEW YORK - Stronger motivation for a permanent organization of metropolitan record retail- Edwards, Jeanette Hicks and artists, Mercury now can exploit its Both Gilbert and Ory cited ers than has existed in a long time former noting 14 lyric versions had recently. Thirty dealers from the been cut-including sides by the Greater New York area were in Andrews Sisters, the McGuire Sis- appearance. A spirit of moderation ters, and Louis Armstrong; while marked the proceedings. "We are Ory reported that in 1954 there not out to get anybody," Allen were 63 listed recordings currently Blankfield, president pro tem of ment," tho Starday will receive a Hank Laughlin as well as of on sale-52, instrumental, were 11, the group, commented. "We only substantial monthly retainer, an George Jones and Leon Payne. vocal-and in 1956 there were 42, want to unite dealers in an influ-override on sales, in addition to Pierce has been active in record ential enough organization so that publishing rights to new original manufacturing and music publish-In handing down the decision, their interests can be protected as material. Starday will continue to ing as well as disk sales. ASCAP stressed that it was not readily as a manufacturer or dis- operate only as a regional label

Discussion from the floor cenif a subsequent lyric is added to legedly "unfair" competition, with ferred to Mercury-Starday and rea work which has been previously the whole principle of rack jobbing leased nationally. established as an instrumental coming in for greatest denuncianumber, the lyric writer will not tion. Preferential treatment of bigshare in performances unless they volume dealers (who in effect are cury agreed to let Pierce and are reported as using the new distributors but sell as retailers) Dailey continue to distribute "Poor lyric, in the absence of an agree- and the practice of appliance Man's Riches" and "Just One ment between the two writers-the stores of using records as loss lead- More" as a Starday product until author of the lyric and the com- ers to lure customers were other March 1, 1957. But after that two-

stressed, as did the guest speaker, Morris Kosut, that the major objective of the association for the imn ediate future was simply to recruit membership and unite them the way for distribution. in a permanent organization, radealer problems now while the group is still in a formative stage. "Stabilizing of the retailing phase | • Continued from page 29 of the record industry can be achieved thru skilled public rela- to ASCAP President Paul Cunningdetermination to be consulted sion. when great changes occur in this field," Mr. Kosut insisted.

Kids Dig Pop

Continued from page 29

70 per cent said they bought her best for the Society.'

In the college boys category, the same pattern holds. Teresa Brewer won top honors as favorite in this grouping but again Joni James had a substantially greater record buying following. Miss James was tied for second place with Doris Day and Patti Page. In the favorite male singer category, Elvis Presley was the favorite of both high school boys and girls with Frank Sinatra and Perry Como taking top places with college girls and boys, respectively. In three out of the four balloting areas, however, Harry Belafonte who placed no better than second in any group, was the artist with the highest percentage of record buyers.

In the "favorite music" voting area, which listed pop vocals, rock and roll, semi-classical, jazz, show tunes, instrumen.als, ballads, etc., rock and roll was the favorite form only of high school boys, with pop vocals the winner in all other groups.

In answer to a question, "What does success mean to you?" the teen-agers placed money, security, good job and attainment of goal, all well above happy marriage and

Rose Hits Blue

• Continued from page 28

placed No. 13 on the Best Selling Rhythm and Blues chart.

Meanwhile, the emergence of Mitchell as a hit maker after sev-The company has a heavy inven- eral very lean years, has hypoed tory of unreleased album material a big demand for his services on day (11), he opens for a week at pounds. At the same time, Talmadge the Town and Country in New New Year's to enable concentrated he's scheduled to appear on the most of his recording in the field, push on current promising releases. Steve Allen show.

Mercury to Absorb Starday

• Continued from page 28

staffer on WSM's Grand Ole Opry | merger when Mercury's former money on his last five releases.

James O'Gwynn,

options. Artists who sign with the major contender in the field. new management after January 1 will be signing with the Mercury year veterans in the c.&w. field. organization. No cash exchange Dailey was instrumental in launchwas involved in the "lease agree- ing the careers of Webb Pierce and after March of 1957, ostensibly releasing "test material" only which if successful would then be trans-

One problem of last-minute negotiations was resolved when Mermonth grace perio-l, mop-up sales Officers of the organization of the two hits would belong to

> Immediately after the absorption takes effect in January, Pierce will tour Mercury branches to grease

The way became open for the

Writer Income

tions and a diplomatic show of ham formally requesting the ses-

Herman stated he does not see eye to eye with Lengsfelder on various of the Society's problems. "But altho we don't work together as we once did, I respect the fact that he (Lengsfelder) has a right to do what he thinks is

Herman stated: "I have not been making the old outcries. As a member of the writers' advisory committee, I feel that improvements and revisions have beenand are being made-in the distribution, and at the upcoming meeting writers will be given a lucid analysis."

Herman alluded to the 60-20-20 formula, which he points out subsequently became the 30-30-20-20 formula, and stated that the interpretation of the 20 per cent allocated to seniority has never met with his approval. He said that a plan would be presented at the meeting which will place the concept of seniority on a sounder basis, and which would, in effect, be a forward step in giving security

Herman urged all cleffers within a 100-mile radius to attend.

JASRAC Yen

Continued from page 29

agent for Harry Fox, American publishers' agent, and thru Fox handles most of the U. S. songs. Its deal with Fox was set up by Fox's attorney, Julian Abeles who came here in 1953 for a look-see. Prior to Abeles' visit, most of the American music interests were represented here by George Thomas Folster. Folster still acts as rep for ASCAP and for NBC.

Cook, Harman

Continued from page 29

lizes powdered material instead of which will comprise much of the the nitery and TV circuits. Tues- the more conventional biscuit com-

Harman will arrive in several

in Nashville, Jones has hit the c.&w. chief, "D" Kilpatrick left a few weeks ago to assume charge of Other talent moving in the the WSM Artists Bureau and the switch includes Leon Payne, Tibby Grand Ole Opry. With Starday's strong distrib structure with the The deal is for five years with most formidable c.&w. talent ros-

Both Pierce and Dailey are ten-

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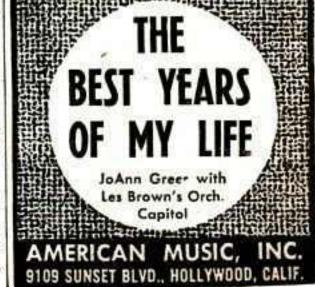
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SUPER-SALESMEN Part I:

Dealer Finds Way To Retail Riches

brother, Mannie) of the Manhasset LP the following month. Music Center. "A dealer has to do something more to be a suc- and the customer must fill in his PHONO QUIZ cess.

pushed the gross to a realistic estimate of \$200,000 for the brothers in 1956. This area, incidentally, was regarded as a "dead" territory for records when they opened up six years ago. But even more important is the fact that, of the 5.000 homes in the territory, the Manhasset Music Center has sold merchandise into 3,800 of them.

How They Did It The Secunda brothers used no magic formula. They applied techniques that any dealer can imitate. a direct-mail piece into every home in the area at least once a month. In a month like December they would send out their regular monthly mailing piece and, in addition, a special Christmas promoter. This practice proved ss successful that it is continued today.

The promotion pieces are simple "self-mailers" which contain a listing of all the latest LP merchandise. At first, they were simply were transferred to an addressograph plate.

Clever Discounting ers decided that they would have seen. to compete. They have, and very

successfuly. cent discount on every LP over the Manhasset Music Center. The \$3 list, but they don't earn it all | Secunda brothers expect changes at once. When they make their and adjust their thinking to conpurchase, they get 15 per cent off. form to new ideas. When Colum-Thus, a \$3.98 LP sells for \$3.45. bia introduced its LP Record Club,

MANHASSET, N. Y. - "If I get a special "discount certificate" just stocked merchandise and which entitles the customer to an opened my door to the public, I'd additional 10 per cent discount be out of business today," says Leo (\$.40), providing the certificate is Secunda, co-owner (with his presented in purchase of another

The certificate is not transferable name and address. Needless to That "something more" has say, the name and address goes on the addressograph plate for the permanent mailing list. But the most important thing about the coupon is the way it brings the customer back to the store to earn the extra 10 per cent discount.

Gift Certificates This year, the Music Center is putting special emphasis on gift certificates. These are offered at a 10 per cent discount. A \$5 gift gift certificate costs \$4.50. The customer can buy as many as he likes, but a time limit is placed on During their first year, they sent their redemption. After January 15, 1957, the certificate is redeemable at the \$4.50 purchase

The store occupied by the Music Center was once a supermarket. As a result, the main traffic area is large and airy with plenty of room between aisles. The Secunda brothers took a tip from the former occupant and set up their retailing operation for 98 per cent selfservice. The main floor area is addressed to "Occupant," at what- dotted with browser boxes in What size are they? ever the address happened to be. which records are grouped accord-But gradually, thru special gim- ing to "type." The walls are lined micks, an authentic, accurate mail- with self-service racks that double ing list was compiled. A sample as displays for attractive album gimmick is the "special prize covers. These wall displays are drawing." On the back page of changed frequently and kept upthe printed sheet this notice ap- to-date with the newest merchanpeared: "Free. Win a valuable dise. All of the fixtures were deprize. Bring this page to the Man- signed by the Secunda brothers hasset Music Center on or before and built by a local carpenter. November 15. Drawing will be The principal material used is held December 1, 8:30 a.m." rough-textured plywood and all Then there was a place for the units are uniform in appearance. prospect's name and address. When | One of these wall racks is worth the coupons were submitted for the special attention. It extends updrawing, the names and addresses ward over 10 feet and is 24 feet long. An array of 176 LP jackets are shown in a profusion of color that dazzles the eye and invites The Music Center is on the purchases. Multiple record sets fringe of the New York City price- are wisely displayed on the top cutting area where discounts as tier where they will be handled high as 40 per cent are considered least and kept from being shopcommonplace. The Secunda broth- worn. Still, they can easily be

Supported Club New development within the Customers are offered a 25 per industry present no problems for At the time of purchase, they also they were ardent supporters and



This illustration of the Manhasset Music Center gives a partial view of the main traffic area. Notice that an uninterrupted view of the entire store, from front to rear, is possible because the fixtures in the center of the store are low. Along the walls, higher displays are used. Merchandise in the wall racks is changed frequently. Latest LP album releases are lined-up in full-face display to achieve maximum visual impact from their brightly colored sleeves.



You Know This Unit?

NEW YORK-The phonograph pictured above is the Columbia Model 524, newest in the "360" series and one with which every dealer should be familiar. How well do your phonograph salesmen know the important features of this popular unit? Let them check their knowledge with the simple quiz below. But before you show it to anyone else, better check yourself. It's important to your

1. In how many finishes is this unit available?

2. How many watts of power has the amplifier?

3. How many and at what different record speeds will it play?

4. What kind of needle has it? 5. How many speakers has it?

6. Will it shut off automatically after the last record is played?

7. How much does it weigh? (Answer within five pounds.)

8. What is the frequency response-in cycles per second?

9. How many controls has it? Name them.

The answers are given at the bottom of this page, right-hand

actively campaigned for members. Their only disappointment came as a result of a not-too-great response to a direct-mail promotion for the club. Leo Secunda reasoned that the Columbia Club promotion was too complicated. So, he created a simpler mailing piece, had it printed at his own expense and mailed it to his list. The response was better.

Are clubs good for dealers? Leo has a ready answer.

"I don't know of a single dealer who has suffered or gone out of business because of record clubs,' says he. "After all, the club wasn't aimed at the customers we already had. It was geared for those who didn't collect records. I certainly have no complaints. Every once in a while, I get a check from Columbia for which I've done no work - aside from enrolling the

members in the beginning." His only complaint about clubs is the way they "sell price." It cheapens the product, he thinks. The clubs should put more emphasis on product.

"After all," says Leo, "records Raleigh Music Sales have plenty of appeal on their Agent for Sock Tune . . .

itself, using the music appreciation theme. And they get \$3.90 for their records-R.F.

Next Week: Leo Secunda examines rack-jobbing.



ADVERTISERS know exactly what THE BILLBOARD

delivers because The Billboard is a member of the Audit Bureau of Circulations.

Demo Is Important To Phono Sales

By RALPH FREAS

NEW YORK--Ask any successful dealer what's the most important element in the sale of a phonograph, hi-fi or otherwise, and the answer nine times out of ten will be "demonstration." It's important then to know what to do and what to avoid in showing a phono to a prospect.

Know your product. It is hard to know what specific point will has nothing with which to comsell a particular prospect. The prospect will give you a clue while you are demonstrating. But, to be able to sell that prospect, you must know every sales feature of the phonograph you are demonstrating. Study the manufacturer's specifications until you are able to recite them without hesitation. If you think you already know your product, try the phono quiz in the

column at left as a check on yourself.

Let the customer participate. When a customer has the product in his hands, the "urge to own" is greater. So, put him at the controls. Let him lower the bass, lift the treble, use the "reject" button,

change the record.

Play familiar disks. If you play an unfamiliar record, the prospect pare the playing quality of the unit you are demonstrating. This is especially true when you are trying to sell a high-profit, high-fidelity unit. As an example, use the Presley recording of "Love Me Tender." The chances are that your prospect has been hearing it fairly regularly on a car radio or on a small table radio at home. The difference in reproduction on a hi-fi set then will be startling. He will hear nuances of sound on a hi-fi set that he never heard

Top Console To Dealers

NEW YORK -- Stromberg-Carlson has begun shipping the top model in their new phono line, the Emporer. The unit includes an AM-FM receiver, four speakers and hardwood cabinetry of early American design.

The Emporer leads the line by virtue of 17-tube radio, tuning eye, separate bass and treble controls, 32-watt amplifier with less than 1 per cent distortion at 20 watts, 30 to 20,000 cps frequency response and push button selector switch. The speaker system is comprised of a 12-inch woofer, two 8inch mid-range speakers and a 3inch tweeter. Other "extras" are automatic shut-off, rubber matted turntable, four-pole motor, lightweight tone arm with magnetic pick-up and diamond needle.

The Emporer is priced a \$499.95 in mahogany. There are six other console phonos in the

1957 line.

Music as Written

Latin Quarter Song Bird On Brand New Label . . .

Lynn Christie, vocalist currently featured with the Latin Quarter band, has been signed and recorded by a brand new label, NAR, named by its two youthful owners after their home town, Narberth, Pa. Miss Christie is only 21, but USO camp shows, TV and night listing. club work. She is currently in her second stint at the Latin Quarter. NAR is owned by Demetrios Chios and Joseph Spinelli, who have just returned from a nation-wide tour releases on the label are by the Points and by Toni Taylor. Offices will be maintained in New York and Philadelphia.

Dave Dreyer's Raleigh Music He believes that the record clubs firm last week was signed as sales generally should follow the lead agent for the smash' "Goodnight, of the Book-of-the-Month Club's My Love." Tune, written by Jerry "Music Appreciation Records." The Lieber and Mike Stoller, is pub-BOM Club promotes the record lished jointly by Quintet Music and House of Fortune. Original hit version was cut by r.&b. artist, Jesse Belvin, for Modern. It has been covered by the McGuire Sisters on Coral and Earl Grant on Decca. All of the publishers involved are affiliated with BMI.

> of The Billboard erroneously cred- | Solution of the Billboard erron ited Capitol's "La Femme" album senidques owT . (87 bas & , 68 to Nelson Riddle. The package '91) mod 'c 'Jeq-e-pue-mod '8 was recorded by Les Baxter.

MFRS.' AIDS

To Help You Sell

NEW YORK-Promotional aids from manufacturers are bigger and better then ever. Here are two of the latest, designed to help dealers turn prospects into sales.

New Angel Disk Catalog Angel Records has put together a 240-page catalog of their records, intelligently conceived and executed. The catalog is designed for use by both clerks behind the counter and their customers. It differs from other record catalogs in several important respects. Biographical sketches of important artists are included with the listings of their recordings. As one thumbs thru the catalog, full pages devoted to illustrations of album covers are seen. Thruout the book, at the foot of each page, quotations from outstanding music critics are printed. They describe individual recordings of the Angel repertory in general. When the reader comes alphabetically to "Pianists," a complete listing of pianists on the Angel label is given. The same is true of other categories of performers, such as, "Violinists," "Orchestras," etc. For recordings such as "Vocal Recitals," in which several works are performed, complete contents of has had considerable experience in the recording is included in the

> In short, this catalog provides dealers with plenty of sales ammunition if used intelligently.

Walco Needle Manual The Electrovox Company, mansetting up distribs. Other current facturers of Walco needles and other accessories, has produced a "needle manual" which contains many tips on selling high-profit accessories. The manual shows how to operate a needle clinic, how to answer customers' questions about needles and record care, how to remove and replace needles, how to follow-up for more

> sales, etc. The manual is simply written and can be understood by the rawest novice. It can be also recommended as a refresher course in accessory sales for record dealers of greater experience.

Three (Loudness, bass and treble). weight). 8, 30 to 18,000 cps, 9, 8. Yes. 7. 32 pounds (shipping A story in the December 1 issue (opersonos) and pur your gowt) I. Two (mahogany and blonde).

RCA VICTOR RECORD BULLETIN



Harry Belafonte MARY'S **BOY CHILD**

VENEZUELA

20/47-6735

Henri René and his orchestra LOVE ME TENDER THE LITTLE WHITE HORSE 20/47-6728

WATCH THESE THEY'RE COMING UP FASTI

And keeping Victor the hottest label in the business

☐ MITCHELL AYRES

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

☐ JIM EDWARD, MAXINE and BONNIE BROWN

A Man With A Plan c/w Just-A-Lot-Of Sweet Talk 20/47-6730

☐ STUART HAMBLEN

Desert Sunrise c/w The Whistler's Dream 20/47-6714

STUART HAMBLEN

The Sweetest Story Ever Told c/w God Is A Good God 20/47-6736

☐ JOE REISMAN

Armen's Theme c/w I'll Take You Dancing 20/47-6740

☐ HANK SNOW

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

HUGO WINTERHALTER

The Boulevard Of Love c/w All That I Ask Is Love 20/47-6701

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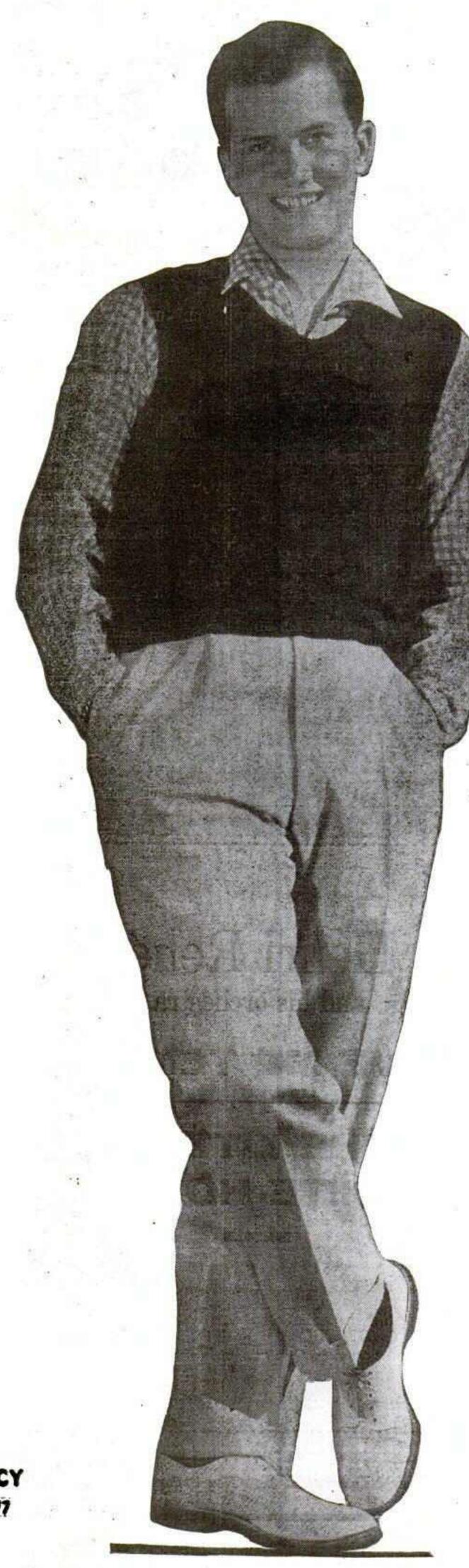


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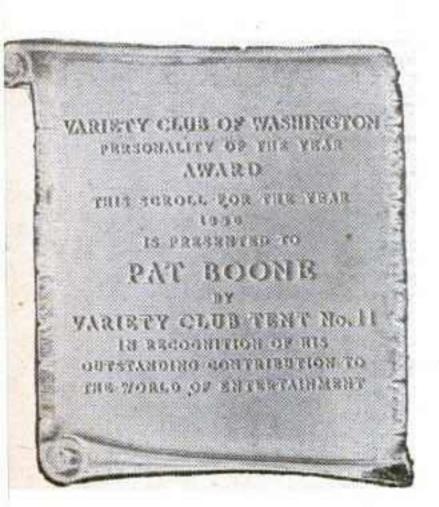
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THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide

Best Selling Popular 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 PresleyRCA Victor LPM 1382
2. CALYPSO-Harry BelafonteRCA Victor LPM 1248
3. THE EDDY DUCHIN STORY-Sound Track Decca DL 8289
4. MY FAIR LADY-Original CastColumbia OL 5090
5. THE KING AND I-Sound Track
6. HIGH SOCIETY-Sound Track
7. ELVIS PRESLEYRCA Victor LPM 1254
8. SONGS FOR SWINGIN' LOVERS-Frank Sinatra Capitol W 653
9. BELAFONTE-Harry Belafonte
10. OKLAHOMA!-Sound Track
11. SAY IT WITH MUSIC-Lawrence Welk Coral CRL 57041
12. ELLA AND LOUIS-Ella Fitzgerald and Louis Armstrong Verve MG V 4003
13. MANHATTAN TOWER-Cordon Jenkins Capitol T 766
14. THE PLATTERS Mercury MG 20146
15. THE ELGART TOUCH-Les ElgartColumbia CL 875

Pop Albums Coming up Strong

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

1.	This Is Sinatra Frank Sinatra
	Capitol T 768
2.	Merry ChristmasLawrence Welk
	Coral CRL 57093
3.	Ski TrailsJo Stafford
	Columbia CL 910
4.	Merry Christmas Jackie Gleason
	Capitol W 758
5.	Jerry Lewis Just Sings Jerry Lewis
	Decca DL 8410
6.	Calendar GirlJulie London
	Liberty SL 9002

Most Played by Jockeys

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

Review Spotlight on . . .

Popular Albums

THE PLATTERS VOL. II (1-12")-Mercury MG 20216

Hits have come in a steady stream for the Platters, thru a number of best-selling singles and a previous album, one of the label's alltime top packages. Flock of appealing standards have been packed into volume two, with not only Tony Williams, but Paul Robi and Zola Taylor also in solo spots. Arrangements and vocalizing hit the mark solidly and should stir immediate action at counters and on jockey turntables. Four cover shots of the group in action add a strong extra sales fillip.

THE TEEN-AGERS (1-12")-Gee GLP 701

Frankie Lymon and the Teen-Agers are hot in the single field and their first LP should move out briskly in the package field in both the pop and the r.&b. market. Album spotlights 12 rhythmic sides - all previously released as singles-including their biggest hit, "Why Do Fools Fall in-Love?" and "I Want You to Be My Girl." Excellent display value in color photo of quintet on cover.

Classical Albums

VERDI: IL TROVATORE (COMPLETE) (3-12") Renata Tebaldi; Mario del Monaco; Chorus of the Maggio Musicale Fiorentino; L'Orchestre de La Suisse Romande; Alberto Erede, Cond. London XLLA 50

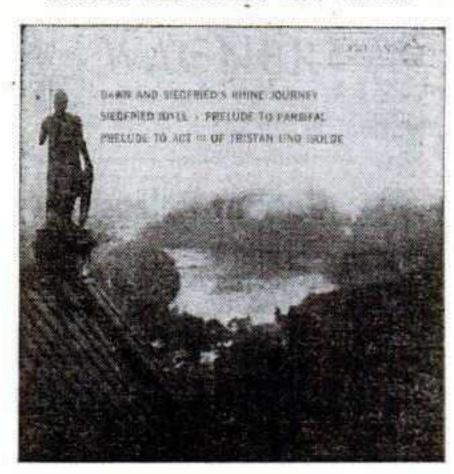
It is obvious that this newest complete package of "Trovatore" is must inventory for stores catering to opera buyers. Verdi's warhorse is an item which belongs in any opera fan's complete collection. The edition is splendidly sung by such artists as Renata Tebaldi, Mario Del Monaco and Guilietta Simionato and the label has come up with a small masterpiece of sound. The packaging is particularly plush, containing (in addition to the six full sides) the complete score of the opera, as well as Italian and English versions of the libretto. Should definitely keep sales pace with London's previous operatic groovings. -

Jazz Albums

THE MODERN JAZZ QUARTET AT MUSIC INN (1-12")-Atlantic 1247

This should be still another best-seller for the MIO. The program is typical, except for the addition, on several tracks, of clarinetist Jimmy Giuffre. The cover is a stunning full-color photo. Several of the items were featured by the group on the recent Jazz at the Philharmonic tour, including the Variation on "God Rest Ye Merry, Gentlemen." John Lewis does "The Man That Got Away" as a particularly sensitive piano solo. Plenty here for the modern jazz coterie.

Album Covers of the Week —



WAGNER: Rhine Journey, Siegfried Idyll, Parsifal & Tristan Preludes, Mercury MG 50107. Quiet, but eye-catching good taste is apparent in this scene of the Rhine Valley. Various blues surround a beautiful viridian area around a picturesque little village on the banks of Wagner's famous river. Type is in red and black. Certainly, the picture is appropriate to the contents of the package.

Reviews and Ratings of New Albums

Popular

Coral CRL 57094

This is a fine package for the whole family, altho material is obviously" dedicated to the kids. Welk plays a dozen beloved faves from Disney pizs and "Mickey Mouse Club" TV shows, with vocals ably contributed by his assistants. Such favored items as "Whistle While You Work," "Ballad of Davy Crocket," "Zip-A-Dee Doo-Dah," "Heigh Ho," are represented. Attractive packaging should spark sales interest from both Disney and Welk fans.

AFTER THE LIGHTS GO DOWN LOW78

Al Hibbler (1-12") Atlantic 1251

is a top-notch showcase of the talent that can both cry and laugh so con-

vincingly on a fine tune. The material consists of singles and couplings from a slightly earlier day, including the original version of "After the Lights Go Down Low," which recently enjoyed a resurgence on Decca. Most of the songs are fine relatively old-timers but not familiar enough to qualify as standards. Parts of the charm, however, is this stamp of newness, deriving from unfamiliar but well-chosen tunes. Artist is hot right now and this package can help keep him that way. Cover photo is revealing enough to be considered in bad taste by some, sock display by others.

For those lovers of Hibblerana, this

Rudy Vallee (1-12")

Unique LP 116 Vallee chants a dozen of his Turbulent Twenties faves, and they hold up right well. Matters such as "Sposin'," "As Time Goes By" and "Deep Night," of course, are included. Pipes may not be all they once were, but new sound adds a big lift, and Vallee salesmanship projects all the old, nostalgic, Ivy League (Continued on page 38)

Classical

THE MUSIC OF WALT DISNEY 79 RAVEL: DAPHNIS AND CHLOE (COMPLETE) (1-12") - Minneapolis Symphony Orchestra, Antal Dorati,

This same recording has been available in the past on the label's package number 50048, a de luxe edition with photos and drawings, and a retail price of \$6.95. Now the same material has been re-issued in this lower-priced conventional cover form. Little need be said of the exceptional quality of the recording and interpretation of the work. It's an admirable set and this lower-priced edition should do a fine counter business. Cover of ballerina Diana Adams performing before a backdrop of classic Greek columns should spur additional sales interest.

BORODIN: POLOVETSIAN DANCES (FROM "PRINCE IGOR"): RIMSKY-KORSAKOV: LE COQ D'OR SUITE (1-12") - London Symphony Orchestra and Chorus; Antal Dorati, Cond.

Mercury MG 5012285 A smart commercial coupling of two dazzling, rather exotic Russian works. They receive outstanding interpretations by Antal Dorati, The repertoire, of course, is strongly represented on many labels, but this coupling is peculiarly fortunate in conveying much of the character of Slavic composition, plus superb sound. Good liner notes by Harold Lawrence. A good sale may be expected, particularly to hi-fi fans.

WAGNER: DAWN AND SIEGFRIED'S RHINE JOURNEY: SIEGFRIED IDYLL: PRELUDE TO "PARSIFAL"; PRELUDE TO ACT III OF "TRIS-TAN UND ISOLDE" (1-12")-Detroit Symphony Orchestra: Paul Paray, Cond. Mercury MG 50107......83

This grouping of selections from the 'Ring" and other Wagner operas can hardly miss. The noble, other-wordly mood of this music is beautifully captured by Paul Paray. The "living presence" recording job is superior in its bold relief realism. Harold Lawrence's notes make clear the significance and scope of the works, and the color cover has tremendous display value. This should

(Continued on page 39)

Jazz

THE WORLD OF ALCINA.......85 Bill Russo (1-12") Atlantic 1241

A brilliant synthesis of Jazz and serious music materials and methods that is bound to cause a lot of talk - and many sales - this winter, "Alcina" is a ballet conception with music to be provided by large jazz orchestra with added horns, tuba and saxophones doubling other woodwind instruments. It is an ambitious undertaking, but thoroughly valid as either jazz or longhair music. Fans of either idiom will feel at home here, and recognize the solidity of Russo's writing. The flip offers six selections for septet and for quintet, all of them featuring some very fine work by Russo on valve trombone. Potential sales are great, once hipsters spread the word.

BETHLEHEM'S GIRL FRIENDS 84 Julie London; Carmen McRae, Bethlehem BCP 6006

Bethlehem now shapes up as a prophetic label, being able to pull these sides out of the can by three thrushes who have come a long way in the last couple of years, since these were made. The McRae's and Connor's are from older 10-inch sets, while the London's are new to LP. All are great for pop and jazz trade alike -smart tunes, sensitive and swinging performances. Try Miss London's "Foggy Day," or any other track, for that matter. Good, full-color cover helps a very salable item.

SYLVIA SYMS SINGS80

(1-12")Atlantic 1243

Most of the material here has been available previously on assorted Atlantic singles, EP's and 10-inch I.P's. Miss Syms' current splash in the pop market, however, makes this prackage a "new" and highly desirable product to most customers. The program consists of standards like "Comes Love," "There's Something About an Old Love," "Imagination," etc. Backing on

(Continued on page 38)



with orchestra conducted by Gus Levene



Reviews and Ratings of New Popular Albums

Continued from page 36

chanting appeal. Kids will likely pass up this package, but it can have a solid drag for oldsters with memories. Cover featuring old drawing of Valley in his hey-day by James Montgomery Flagg will add interest.

Tex Beneke Ork (1-EP)

Camden CAE 400

The collection for this month's Camden 79-cent EP includes "Petticoats of Portugal," "Hey! Jealous Lover," "Singing the Blues" and "Tra La La," all of which are way up on the "hit" or "most likely to succeed" lists, Good, danceable versions by the Miller-type band, with vocals on the second two by Beneke, and on the last by an unidentified thrush. Fine value here for the racks and bargain outlets.

LOVE THEMES FROM THE CLASSICS75 Ralph Marterie Ofk (1-12")

Mercury MG 20174 Marterie is off his usual terping beam here with a dozen classical adaptations which add up to great mood listening. Themes from Rachmaninoff, Offenbach, Chopin, Liszt, Tchaikovsky, Grieg and Delibes give fine scope to the maestro's sweet trumpet arrangement. There is plenty here to Intrigue listener interest and stores can move it as a package that is considerably different in its appeal. Jocks also can pick some solid bands.

THE ONE AND ONLY PEARL BAILEY SINGS74

Mercury MG 20187

Singer has combined a dozen numbers gaited to showcase her sleepy, relaxed delivery. Over-all results are solid, but as this is obviously a family package her lyrics have undergone a thoro soaping. There is next to none of the double entendre here, familiar to her nitery listeners. Selections have good variety, and such items as "A Man Is a Necessary Evil," "Easy Street," "My Man" and "The Gypsy Goofed" will delight her admirers. Don Redman gives her just the kind of backing support she needs.

THE VAGABONDS74

(1-12")

Unique LP 112 Zany quartet's first album has plenty of steam in it, altho the group's sight comedy in their more hilarious projection of necessity is lost, Included in their baker's dozen offering are their happily rowdy "Salt" and "The Queen's Hula." However, the boys do a bang-up job on the sweet side, with "I Wonder" and "Wrong" just for a change of pace. Package's primary appeal will be gaited to those familiar with their musical clowning. As there are plenty of the latter its potential should be regarded accordingly.

THE MASTER MAKES MELODY73 Eddie Dunstedter, Organ (1-12") Foremost FML 1003

Dunstedter, well-known veteran of radio and TV, uses a four-manual pipe organ and a specially built Hammond (three manual) on these sides. Pop organ and audio fans will find this well-recorded variety show to their taste, "Parade of the Wooden Soldiers," once again proves a good demo selection. Cover isn't particularly striking.

SOLID GOLD HORN73 Charles Margulis (1-12")

Grand Award 33-344 This disk has a rich-and unusualsound. The trumpet of Charles Margulis is backed by two guitars, those of George Barnes and Art Ryerson. The combination produces a lush, singing effect. One side presents the music of the bull ring, including "La Macarena," "Fandango," etc., and the other is made up of pop standards, such as "Embraceable You," "I Surrender, Dear," etc. An eye-catching cover by Tracy Sugarman makes the package a good display piece. Deejays will find the disk of considerable programming value.

Jose Valdes Y Los Embajadores (1-12")

Vox VX 25140 "Cook's Tour" series is an Iberian instrumental junket in 16 items, comprising for the most part familiar numbers in Spanish rhythm tradition. All are well delivered for solid local flavor, ranging from Andalusia to Castile. Album should interest many in view of current popularity of Spain as a tourist objective. Excellent sound and cover.

IMAGINATION 69 Jean Ash (1-12")

M-G-M E 3459 Thrush's recording debut stacks up as a pleasing potpourri of intimate,

nitery-type singing. Only two of her program of 11 items can be rated standards, but all numbers are gaited to showcase an ear-easy brand of relaxed projection. Bill Hendricks' similar backing arrangements are decidedly a plus asset. Platter can stir some store interest and locks find some bands for relaxed-hour listening.

THE DYNAMIC MISS DOUGLAS65 (1-12")

Unique LP 114

The pianist-thrush, who has impressed visually in Fred Waring's "Hear, Hear" and on TV, is less effective as a purely recorded entity.

Her planistics are flashy, but emphasis is on "hard-sell" vocals, somewhat in the "Red-Hot Momma" vein. Tunes, all standards, are appropriate to the idiom. Examples: "Hard-Hearted Hannah," "Darktown Strutters' Ball," etc. Set isn't likely to stir much action.

· Continued from page 36

eight selections is provided by the Barbara Carroll Trio, on the remainder by an ensemble conducted by Johnny Richards. Solid inventory in both jazz and pop departments.

SING! BABY! SING!80 Jackie and Roy Kral (1-12") Storyville STLP 915

The public is starting to catch up with this delightful, smart jazz vocal act, and this conversion should fare much better than did the original 10-

inch version. Four tunes, including title song, have been added. One of the better demo tracks is still "Yesterdays," from the original group. Pop and jazz jocks alike will dig this program.

ILLINOIS JACQUET75

(1-12")Aladdin 803

> The material of this LP has been available previously on Aladdin 10inch LP 708 and on singles. It's a lively collection of "go, go, go" instrumentals, including the celebrated Jacquet "Flying Home," "Blow, Illinois, Blow," "Illinois Blows the Blues," and "Big Dog." Much of the material sounds very dated now, but the vitality of the blowing will still win plenty of customers.

KINSEY RHYTHM60

Tony Kinsey Quartet (1-12") London LL 1517

The increasingly overcrowded jazz

repertoire gains little from this English import. The quartet-bari sax, vibes, bass and drums-is modernist, with a suggestion of Mulligan. But there's nothing original or inspired, the company provides no notes on the players, performances or intent of the set. In fact, it doesn't even bother to identify the musicians, Hardly a way to make friends for British jazz. Sales are extremely

Rhythm & Blues

(1-12") Atlantic 1248

The Clovers are one of the label's strongest singles entries and this album of a dozen of their top performances figures to kick up a solid share of new interest. Here are



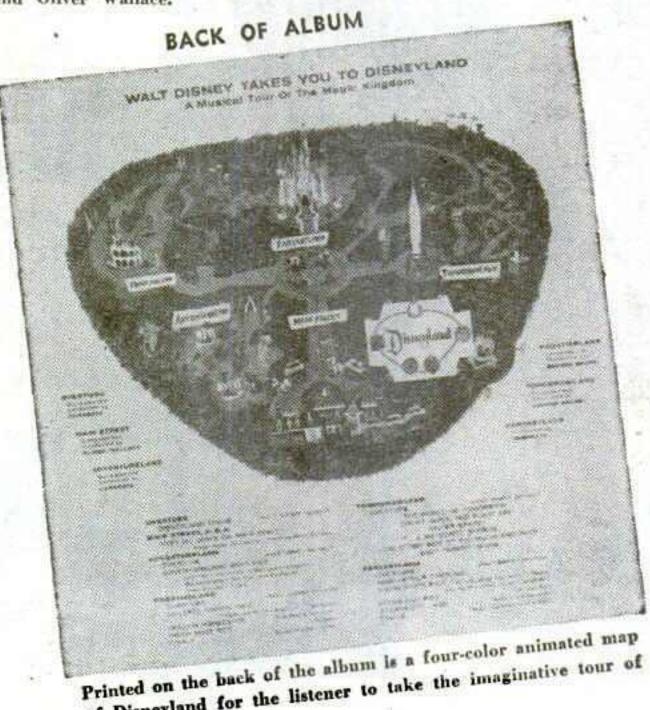
COVER OF ALBUM



Walt Disney is heard on records for the first time when he introduces you briefly to each of the lands of his fabulous kingdom of Disneyland. The Disneyland concert orchestra performs superbly under the direction of Cameratta, George Bruns and Oliver Wallace.

WALT DISNEY TAKES YOU TO DISNEYLAND A Manifel Time of The Morale Sample in or Authorn, College, liker st Francy

Millions of people from all over the world have visited Disneyland. Now, for the first time, the perfect souvenir album is available to them-filled with rich musical interpretations of the unforgettable memories of the



of Disneyland for the listener to take the imaginative tour of Disneyland.



"Love, Love, Love," "Lovey Dovey," "I Played the Fool," "Ting-a-Ling," and others, all of which have had strong sales as singles. Albums like this can add gravy. Fans will certainly want the package and deejays will find lots of powerful programming all on the single disk.

MUSIC WITH THE BIG BEAT79 Sam (The Man) Taylor Ork (1-12") M-G-M E 3473

Here's one that musicians and the hipsters will appreciate. It is not only music with a big beat. It's much more. It's a disk conveying the art and flavor and style of a soloist whose contributions to the present recording industry are many, Taylor's tenor sax is featured here in driving arrangements, in soulful blues and in jazz of a cool and frantic quality. Sides include "The Big Beat," "Sam's Blues," "Road Runner," etc. Good listening.

(1-12") Aladdin LP 805

All of the material here has been issued previously, much of it on Aladdin 10-inch LP 707, the remainder as singles. It's an instrumental package with a variety of standards, blues and jump numbers, all good for dancing. The beturbaned tenor man has a numerous following,

and they'll buy fair quantities of this.

Country & Western

RED SÖVINK74 (1-12") M-G-M E 3465

Country weepers, novelties, boogiesan extremely wide range of material -is represented in this package. Red Sovine sings them in the traditional

country style, with a forthright de-

livery. There's a lot of varied repertoirs on this disk for decjays. Included are "If You'll Be a Baby." "The Intoxicated Rat," "Sundown Sue," "Farewell, So Long, Goodbye."

Sister Rosetta Tharpe (1-12") Mercury MG 20201

As the liner notes say, in quoting the Methodist divine, John Wesley: "Why should the devil have all the good tunes?" Sister Tharpe shows that he hasn't, and she does this with her well-known rocking rhythm and zest. "Jericho", "I Shall Know Him," "All Alone," etc. A choir accompanies the sister. When they all feel the spirit on them it adds up to a whale of a performance.

Folk

THE PRIZE-WINNING KATZENJAMMERS 76 Percy Thomas Steelband

THE CHAMPION STEELBANDS OF TRINIDAD74 MUSIC TO AWAKEN THE

BALLROOM BEAST74 Brute Force Steelband

(3-12")Cook 1046, 1047, 1048

When you hear three of these disks -all of them on-the-scene recordings made in the British West Indiesyour protoplasm will be jumping. Disks are in the "Sounds of Our Times" series, and are notable examples of the art of the authentic steelband. Tunes are calypsos, meringues, tangos and pops. Most interesting group is the "Katzenjammers," which has a mellow quality and intricate arrangements by Percy Thomas, The Brute Force band sounds like its titledriving and pulsating. The third disk is made up of many groups, and gives a one-disk sampling of the leaders in the field. Sound of these three disks is excellent, in the Cook tradition.

(1-12")

Cook 1180

This is one of a number of new albums from the Cook label, all oriented to the Caribbean area. There's a little of everything from the calypso world on this disk, with variations of the form by such venerables in the art as Johnny Gomez, Small Island Pride, Dictator, and Lord Cristo, all from Trinidad, and Herbert Howard and the Brute Force Steelband from Antigua. Calypso is a fascinating idiom, and with the help of Harry Belafonte, its following has broadened considerably. Thus, this album, as a genuine packaging of the form, can, with the companion releases, draw more attention and sales interest than ever.

SONGS AND DANCES

OF YUGOSLAVIA72 Yugoslav National Folk Ballet-

Tanec. (1-12") Folkways FP 80-3

A fascinating package, This ballet group came to the United States as the first cultural importation from Yugoslavia, a nation composed of many ethnic groups. The music and dance material herein goes back to the pre-classic Greek era. Some of the instrumentation is as follows: Bagpipe with violin; shepherd's flute; "zurlas" and drum, etc. Package includes a booklet of interesting notes and illustrations. A limited sale indicated, mostly among special geographical areas and to educational groups.

The Tower Islanders (1-12")

Fiesta FLP 1212

This group, recorded in Jamaica, has a slightly different kick from that of, for example, the Trinidad exponents, The group has a trumpet and clarinet and occasionally these take off on solo flights akin to jazz. The vocals are in the traditional calypso groove, however, and the tunes all have that characteristically wry approach to life. Very entertaining fare, altho the locale for the session could have been better chosen for better sound quality. With the increasing market for this idiom, however, this package can account for some action.

Cooken Word

THE POETRY OF

PERCY BYSSHE SHELLEY76 Vincent Price (1-12")

Caedmon TC 1059

A distinguished addition to the category of spoken word disks. The great romantic poet is represented in these sensitive readings of Vincent Price by some of the language's most beautiful lyric and other verse forms. The selections include the great elegy, "Adonis," "Ode to the West Wind," perhaps the outstanding example of terza rima in English, and such other noted pieces as "Hymn to Intellectual Beauty," "Prometheus Unbound," "With a Guitar to Jane," etc. The selection is such as to be of utmost value in illustrating Shelley's prosody, his lyric quality and his verbal magic to students. Cover is a reproduction of Morris Graves' water-color, "The Bird." For class shops, educational groups, etc.

Classical

Continued from page 36

step out as a major addition to existing versions of the repertoire.

ELGAR: ENIGMA VARIATIONS: PURCELL: SUITE FOR STRINGS (1-12") Halle Orchestra; Sir John Bar-

birolli, Cond. Mercury MG 5012581 The presence of a sensuous-faced young lady on the cover is somewhat enigmatic in its own right, but certainly an attention-getter. There are several good versions of the reasonably popular Elgar work, with Toscanini the nameleader. Barbirolli's is elegant, with excellent sound. To many connoisseurs, however, the flip will be the attraction, especially to those who recall his 1939 Victor shellac version with the N. Y. Philharmonic. Oddly, this side is even more hi-fi-genic than the more modern

HANDEL: MESSIAH (EXCERPTS) (1-12")-Zimbler Sinfonietta: Thompson

Stone, Cond. Unicorn UNLP 1043 79

Elgar work.

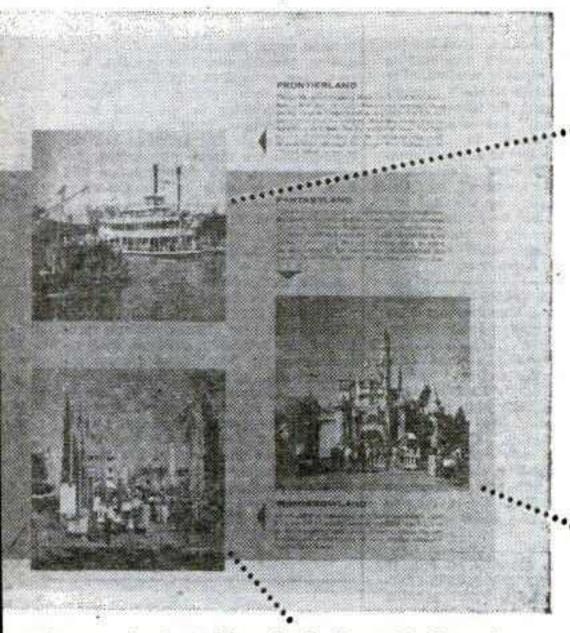
Excerpts from the Handel and Haydn Society of Boston's complete "Messiah" (Unicorn UN S1), which is still the only American version in the catalog. The soloists are among the best known American oratorio singers: Adele Addison, Lorna Sydney, David Lloyd and Donald Gramm. Miss Addison is a particular stand-out; her "I Know That My Redeemer Liveth" is beautifully done and would make a fine demo band. All the most popular solo, chorus and orchestral portions of the "Messiah" are included. Makes a very fine Christmas

cntry. KODALY: HARY JANOS SUITE: STRAVINSKY DIVERTIMENTO

(Continued on page 40)

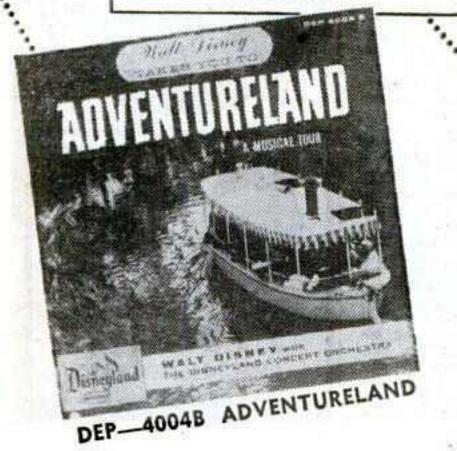
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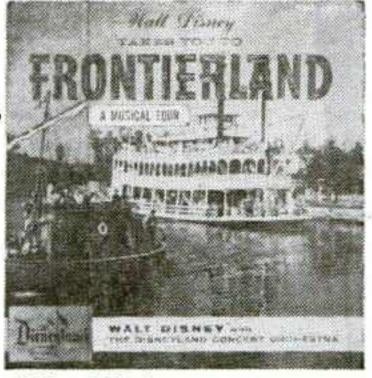


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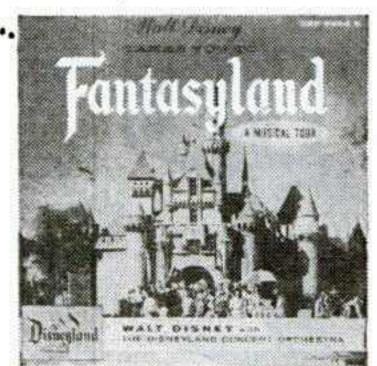
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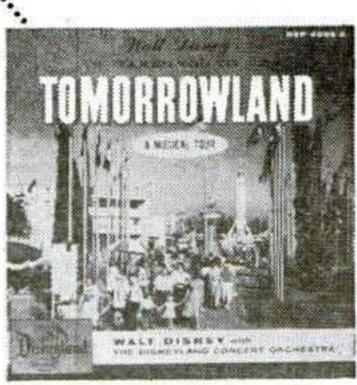
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Reviews and Ratings of New Classical Albums

Continued from page 39

(SUITE DU BALLET "LE BAISER DE LA FEE" (1-12" -RIAS Symphony Orchestra, Berlin; Ferene Friscay, Cond. Decca DL 985578

After Mitropoulos' recording of "Hary Janos," many thought that the last word on the subject had been spoken. However, Fricsay's version here must be considered a serious competitor, for it offers some of the same high artistic and hi-fi values of the Columbia issue. The flexible, springy rhythms, the sharply etched colors, the pervading esprit of this reading make it most desirable. Competition is rough when it comes to the Stravinsky work, too; again, Fricsay stands up well under careful comparison. This would be a terrific hi-fi demonstration LP, especially "Hary Janos."

GRIEF: LYRIC SUITE; TCHAIKOV-SKY: MARCHE SLAV; SIBELIUS: FINLANDIA; LISZT: HUNGARIAN RHAPSODY NO. 4 (1-12") - Danish State Radio Symphony Orchestra; Eric Tuxen, Cond. London LL 131378 Popular classics with a strong appeal

to the neophyte collector. The performance by Eric Tuxen is excellent, as is the engineering. Surfaces are glossy. A broad musical sampling that is a bargain for the price.

GRIEG: LYRIC SUITE; TCHAIKOVchestra. Unicorn UN LP 103877

Don't Let the customer lead himself to believe that he's going to get "Pop Goes the Weasel" or the "Blue Danube" in this "light music" package. Neel has too much taste and too many programming ideas to include anything obvious. The first side is devoted to Handel's overture to "Faramondo" and the dream music to his opera "Alcina" and to dances by Handel's contemporary in England, Thomas Arne. The second explores Scandinavian by-ways: Sibelius' "Romance in C Major," two "Melodies" by Grieg, "Sacterjentens Sondag" by Ole Bull and "Sinfonia in F Major" by Johann Agrell, an obscure 18th century composer. These are short pieces of musical substance, beautifully played. A real buy.

OPERA BALLETS (1-12")-Pro Musica Symphony, Vienna Wnerttemborg State Orchestra, Stuttegart; Jonel Perlea, Cond. Vox PL 955077

An attractive listening package combining the ballet music from "Faust," "Sampson and Delilah," "La Gioconda," "Aida" and "Djamilah." Both orchestras under Perlea's baton give all of it a glossy, tuneful reading. Collectors of ballet music will thoroly enjoy this combination of the familiar scores, and it should find favor with anyone in search of light-mood listening. Cover drawing of ballerina in dressing room will spark

MOZART: PIANO CONCERTO NO. 17 IN G MAJOR (K. 453); PIANO CON-CERTO NO. 15 IN B FLAT MAJOR (K. 459) (1-12")-Leonard Bernstein, Piano; The Columbia Symphony Orchestra; Leonard Bernstein, Cond.

In classic style, Bernstein is both soloist and conductor here. While he has a good reputation in both capacities, his playing is not of the same cut as his batoning. He does have an expansive, unprecious keyboard approach that has great appeal. Comparing his reading of the B Flat concerto to that of Wilhelm Kempff, however, a lack of subtlety and of complete planistic command is revealed. There is no completely satisfactory version of the G Major Concerto, and Bernstein does as well as any of his competitors. A respectable issue that should have respectable sales.

DVORAK: CELLO CONCERTO IN B MINOR, OP. 164; TCHAIKOVSKY: VARIATIONS ON A ROCOCO THEME, OP. 33 (1-12")-Gaspar Cassado, Cello, Pro Musica Orchestra, Vienna; Jonel Perlen, Cond. Vox PL 9360 76

Cassado has two earlier versions of the Dvorak on lower-priced labels, but here, for the first time, he gets first-rate collaboration from conductor, ork and engineers. The result is a recording that rates with the best available of the popular romantic work. Flip side performance has its minor flaws, but the cellist is a stylist in the grand virtuoso tradition, and the total coupling is one that can be recommended and sold to a broad audience.

WAGNER: THE FLYING DUTCHMAN (COMPLETE) (3-12") Astrid Varnay, Soprano; Hermann Uhde, Baritone; Bayreuth Festival Chorus and Orchestra; Joseph Kellberth, Cond. London

XLLA 4275 A recording of an actual performance at the 1955 Bayreuth Festival. Much of the "atmosphere" and dramatic realism of a "live" production is convincingly projected at considerable expense to hi-fi values. The conductor and soloists are veterans of the post-war Bayreuth conclaves, but unfortunately are not heard here up to their usual standards. Hermann Uhde (the Dutchman) has a lackluster tone and Astrid Varnay (Senta) shows faulty production throughout. Ludwig Weber (Daland) is also painfully insecure. While the chorus is a joy, the orchestra's

performance is uneven. Over-all, the Decca "Dutchman" remains a better buy, tho it also has an unimpressive Senta. The definitive performance still seems a long way off.

SPOTLIGHT ON BRASS (1-12")- Roger Volsin; Harold Meek; Joseph Orosz.

A fascinating demonstration of the many instruments and sounds of the brass family. Three soloists take turns manipulating such oddities as elephant horns, the Wagner bass tuba, heralding trumpet, euphonium, hunting horn, church serpent-as well as the more familiar brass instruments. Each is demonstrated in a characteristic piece: e.g. the post horn in Mozart's "Post Horn Serenade," the piccolo trumpet in Bach's "Brandenburn Concerto No. 2." Accompanying the specially boxed package is a lengthy dissertation by R. D. Darrell on "Brass and Music." An educational and enjoyable LP, particularly for the student and the hi-fi fan.

SPOTLIGHT ON KEYBOARD (2-12")-Bruce Simonds; Claire Coci; Martin Hoherman; Harold Thompson, Vox DL

36273 Audio bugs who went for the Biggs organ survey sets on Columbia, and for Vox's Spotlight On Percussion set undoubtedly will want to follow this Spotlight series thru. This brilliantly produced package features a couple dozen keyboard instruments, from a primitive bamboo zanza, thru a variety of virginals, spinets, harpsichords, hurdy-gurdies, barrel organs, accordions, clavichords, square pianos, modern pianos and various organs, culminating in the West Point Chapel instrument. Most of the musical examples are pleasing as music and the comparisons are thoroly provocative. Excellent booklet, with documentation and data. Great recording by Van Gelder.

SCHUMANN: PIANO CONCERTO IN A MINOR; MOZART: PIANO CON-CERTO NO. 23 IN A MAJOR, K. 488 (1-12") - Monique Haas, Piano. Berlin Philharmonie Orchestra; Eugen Jochum, Ferdinand Leitner, Conds.

Coming so soon after Gieseking's reading of the Schumann Concerto (and remembering the Lipatti and Novaes interpretations), Miss Haas suffers inevitably, on comparison. However, hers is a sensitively felt rendition, aimed at reproducing the poetry and romantic emotion of the Concerto, rather than make a crude pyrotechnic display. The Mozart also has superior versions available. Fair sales are possible.

BRUCH: CONCERTO NO. 1 IN G MINOR FOR VIOLIN AND ORCHES-(Continued on page 54)





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• Review Spotlight on . . .

CHRISTMAS SING WITH BING AROUND
THE WORLD (1-12")-Bing Crosby, Decca DL

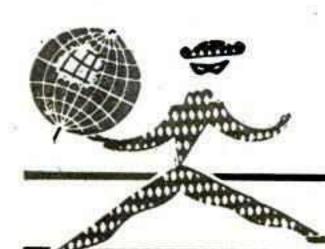
This borrowing from the CBS radio program makes one of the solidest holiday packages to makes one of the solidest holiday packages to come along, a prime candidate for immediate store exposure. Singer brings superb projection to nine out of 19 selected Christmas carols tion to nine out of 19 selected Christmas carols and hymns, with smoothest of assists from the and hymns, with smoothest of assists from the land hymns, with smoothest of assists from the land hymns are contributed by various Cana-Other bands are contributed by various Cana-Other bands are contributed by various Helding the land and European choruses, including the land and European choruses, of each number by Crosby add a fine personalized touch, ber by Crosby add a fine personalized touch, and his arrangement of "Silent Night" should and his arrangement of "Silent Night" should be on every jock's Christmas Eve agenda. Cover, featuring Crosby photo backed by Cover, featuring Crosby photo backed by United Nations motif, is sound sales bait.

The Billboard December 8, 1956

DECCA'S GREAT CHRISTMAS ALBUM FOR '56

DL-8419 (Long Play.)

ED-850 (Extended Play 45)





TRADE MARK REG.

THE NATION'S TOP TUNES For survey week ending December 5

This Week		Last Week	On Chart	This Week		Last Week	Week or Char
1.	Singing the Blues By Endsley—Published by Acuff-Rose (BMI) BEST SELLING RECORDS: G. Mitchell, Col 40767; M. Robbins, Col 21545.	2	7	6.	Blueberry Hill By Lewis Stock-Rose—Published by Chappell (ASCAP) BEST SELLING RECORD: F. Domino, Imperial 5407. RECORD AVAILABLE: L. Armstrong, Decca 24752.	6	10
2.	Love Me Tender 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.	1	9	7.	Cindy, Oh, Cindy By Barron-Long-Published by E. B. Marks (BMI) BEST SELLING RECORDS: E. Fisher, Vic 20-6677; V. Martin, Glory 247.	7	9
3.	Green Door By Davie & Moore—Published by Trinity (BMI) BEST SELLING RECORD: J. Lowe, Dot 15486.	3	12	8.	Hey! Jealous Lover By Cahn-Walker-Twomey—Published by Barton Music (ASCAP) BEST SELLING RECORD: F. Sinatra, Cap 3552.	8	g .
4.	Just Walking in the Rain 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. Rich Col 21532; J. Wallace, Mercury 70758.		14 Zack,	9.	Friendly Persuasion By Webster-Tiomkin—Published by Leo Feist (ASCAP) BEST SELLING RECORD: P. Boone, Dot 15490. RECORDS AVAILABLE: L. Busch, Cap 3520; G. Cates, Coral 61702; Four Aces, Dec 30041; M. Legrand, Col 40751; A. Perkins, Epic 9181; D. Rose, M-G-M 12336; Bob Graybo, RKO-Unique 355.	9	13
5.	True Love	5	12	9.	Honky Tonk	10	16
	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 Doggett, Sheperd, Scott & Butler—Published by Bilace (BMI) BEST SELLING RECORD: B. Doggett, King 4950. RECORD AVAILABLE: T. Brown, King 4976.	10	
	***	S	econ	d Te	n	_	
11.	Rose and a Baby Ruth	12	5	16.	Garden of Eden	18	6
	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			2	By Dennise Norwood—Published by Republic (BMI) BEST SELLING RECORD: J. Valino, Vik 0226.	8	
	20-6719; E. Fontaine, Dec 30108.			17.	Canadian Sunset	13	22
12.	*Love Me By Jerry Leiber-Mike Stoller—Published by Hill & Range (BMI)	16	4	NESSEE	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.	0.000	1800
	BEST SELLING RECORD: E. Presley, Vic.			752			
13.	Two Different Worlds 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.	14	7	18.	Tonight You Belong to Me By Billy Rose & Lee David—Published by Bregman, Vocco & Conn (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55022, RECORDS AVAILABLE: K. Chandler-J. Wakely, Dec 30040; Lennon Sisters, L. Welk, Coral 61701; Tonettes, Modern 997; Tracy Twins, Reserve.	15	
14	Don't Be Cruel	**	19_	19.	Mutual Admiration Society	20	4
17.	By Otis Blackwell—Published by Elvis Presley & Shalimar (BMI) BEST SELLING RECORD: E, Presley, Vic 20-6604.	••	10.		By Matt Dubey-Harold Karr—Published by Chappell (ASCAP) BEST SELLING RECORD: T. Brewer, Coral 61737. RECORDS AVAILABLE: C. Applewhite, M-G-M 12365; E. Arnold-J. P. Morgan, Vic 20-6708.		
15.	Mama From the Train	17	6				
ngo	By Irving Gordon—Published by Remick (ASCAP) BEST SELLING RECORD: P. Page, Mercury 70971.	d		20.	Gonna Get Along Without Ya Now By Milton Kellem—Published by Kellem (ASCAP) BEST SELLING RECORD: Patience & Prudence, Liberty 55040,	27	2
N.		- '	Third	Ten		_	
91	Claw, Walls	95					_
~1.	Slow Walk By Cil Austin—Published by Norbay (BMI) RECORDS AVAILABLE: B. Doggett, King 5000; S. Austin, Mercury 70963.	25	2	25.	Moonlight Gambler By Hilliard-Springer—Published by E. H. Morris (ASCAP) RECORD AVAILABLE: F. Laine, Col 40780.	-	J
21.	Since I Met You, Baby By Ivory Joe Hunter—Published by Progressive (BMI) RECORDS AVAILABLE: M. Bee, Dot 15517; I. J. Hunter, Atlantic 1111; M. Cars Col 40789.	22	2		Allegheny Moon By Hoffman-Manning—Published by Oxford (ASCAP) RECORDS AVAILABLE: G. Martin Five, Dec 30022; P. Page, Mercury 70878; B. Regis, Vic 20-6551; L. Welk-Lennon Sisters, Coral 61679.	21	24
23.	Night Lights By Sammy Gallop-Chester Conn—Published by Bregman, Vocco & Conn (ASCAP)	19	6		Hound Dog 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.	29	20
24.	Record AVAILABLE: N. (King) Cole, Cap 3551. Rock-a-Bye Your Baby By Jean Schwartz, Joe Young, Sam Lewis—Published by Warock-Mills (ASCAP)	23	3	28.	Whatever Will Be, Will Be (Que Sera Sera) By Livingston, Evans—Published by Artists Music (ASCAP) RECORDS AVAILABLE: D. Day, Col 40704; E. Howard, Mercury 70881.	26	26
6 -	RECORD AVAILABLE: J. Lewis, Dec 30124.			30.	Any Way You Want Me	29	5
Z 5.	Confidential 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.	27	4	-	By Aaron Schroeder-Clift Owens—Published by Ross Jungnickel (ASCAP) RECORD AVAILABLE: E. Presley, Vic 20-6643. *Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in the RC	CA Vie	tor

WARNING-The title 'HONOR ROLL OF HITS' is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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.

*Not available as a Pop Single. Available on RCA Victor 45 EPA-992 and in the RCA Victor 331/5 "Elvis" LPM 1382

BUSTING!
BLASTING!
SMASHING!
POP SALES HIT!



Record No. 3602



Best Sellers in Stores For survey week ending December 5 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 Week Chart Week leading side on top. 1. SINGING THE BLUES (BMI)-G. Mitchell..... Crazy With Love (ASCAP)-Col 40769 2. LOVE ME TENDER (BMI)-E. Presley..... Any Way You Want Me (ASCAP)-Vic 20-6643 3. GREEN DOOR (BMI)-J. Lowe..... 3 (Story of) The Little Man in Chinatown (BMI)-Dot 15486 4. BLUEBERRY HILL (ASCAP)-F. Domino..... Honey Chile (BMI)-Imperial 5407 **8. JUST WALKING IN THE RAIN** (BMI)-J. Ray..... 5 15 In the Candlelight (ASCAP)-Col 40729 6. TRUE LOVE (ASCAP)-B. Crosby-G. Kelly...... 6 Well, Did You Evah? (ASCAP)-Cap 3507 7. ROSE AND A BABY RUTH (BMI)-G. Hamilton IV..... If You Don't Know-(BMI) ABC-Paramount 9765 8. DON'T BE CRUEL (BMI)-E. Presley.. 7 HOUND DOG (BMI)-Vic 20-6604 9. *LOVE ME (BMI)-E. Presley...... 13 Vic EPA 992 10. HEY, JEALOUS LOVER (ASCAP)-F. Sinatra..... You Forgot All the Words (BMI)-Cap 3552 11. HONKY TONK (Parts I & II) (BMI)-King 4950 12. FRIENDLY PERSUASION (ASCAR)-P. Boone..... 11 . Chains of Love (BMI)-Dot 15490 13. GARDEN OF EDEN (BMI)-J. Valino...... 16 Caravan (ASCAP)-Vik 0226 14. ROCK-A-BYE YOUR BABY (ASCAP)-J. Lewis...... 15 Come Rain or Come Shine (ASCAP)-Dec 30124 15. CINDY, OH, CINDY (BMI)-E. Fisher..... 12 Around the World (ASCAP)-Vic 20-6677 16. CINDY, OH, CINDY (BMI)-V. Martin. 14 Only If I Praise the Lord (BMI)-Glory 247 17. SINCE I MET YOU, BABY (BMI)-I. J. Hunter..... 19 You Can't Stop This Rocking and Rolling (BMI)-Atlantic 1111 18. GONNA GET ALONG WITHOUT YA, NOW (ASCAP)- Patience & Prudence 25 Money Tree (ASCAP)-Liberty 55040 19. CONFIDENTIAL (BMI)—S. Knight... — Jail Bird (BMI)-Dot 15507 20. MAMA FROM THE TRAIN (ASCAP)-P. Page...... 17 Every Time-I Feel His Spirit (BMI)-Mercury 70971 21. SLOW WALK (BMI)-S. Austin..... 20 Wildwood (BMI)-Mercury 70963 22. NIGHT LIGHTS (ASCAP)— To the Ends of the Earth (BMI)-Cap 3551 23. TWO DIFFERENT WORLDS (ASCAP)-D. Rondo...... 23 He Made You Mine (BMI)-Jubilee 5256 24. CITY OF ANGELS (BMI)-Highlights. -Listen, My Love (ASCAP)-Bally 1016 25. MOONLIGHT GAMBLER (ASCAP)-F. Laine..... Lotus Land (ASCAP)-Col 40780 *(Not Available as a Pop Single. Available on RCA

Victor 45 EPA 992 and in RCA Victor 331/2 "Elvia"

LPM 1382)

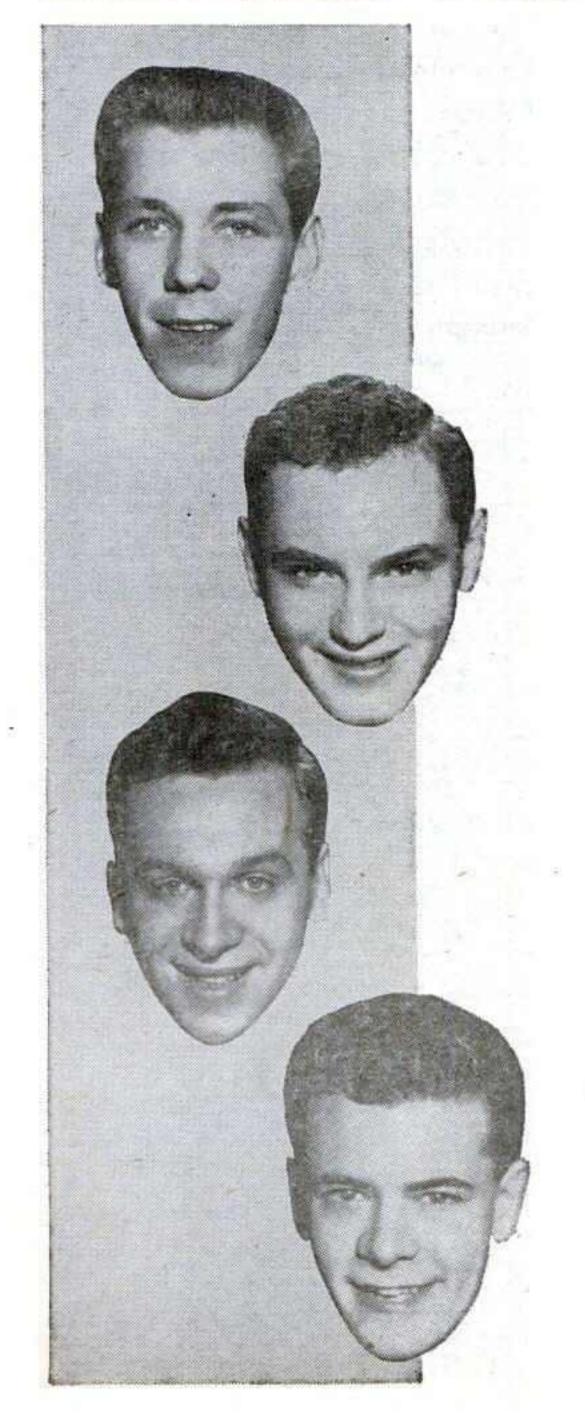
	Charts POP RECORDS &	
M	ost Played in Juke Box For survey week ending December	000,120
jeke b	RDS are ranked in order of the greatest number of play	rs in ard's
	survey of the nation's juke box operators. When signif- play is reported on both sides of a record,	cant
This	on the chart. In such a case, both sides are Last	ooks on
Week	SINGING THE BLUES (BMI)—	
m#i	G. Mitchell	8
	OVE ME TENDER (BMI)-E. Presley 1	
	NY WAY YOU WANT ME	•
	(ASCAP)—Vic 20-6643	
3. (TREEN DOOR (BMI)-J. Lowe 2 (The Story of) The Little Man in Chinatown	10
	(BMI)—Dot 15486	
4. J	UST WALKING IN THE RAIN (BMI)—J. Ray	13
	In the Candlelight (ASCAP)—Col 40729	200550
5. E	F. Domino	0
	Honey Chile (BMI)—Imperial 5407	
6. I	IONKY TONK (PARTS I & II)	14
	(BMI)-B. Doggett 8 King 4950	14
7. 1	RUE LOVE (ASCAP)-	23
	B. Crosby-G. Kelly	7
8. I	OON'T BE CRUEL (BMI)-E. Presley. 6	19
	HOUND DOG (BMI)-Vic 20-6643	
9. I	IEY, JEALOUS LOVER (ASCAP)— F. Sinatra	4
	You Forgot All the Words (BMI)—Cap 3552	
10. C	CINDY, OH, CINDY (BMI)-V. Martin 10 Only If I Praise The Lord (BMI)-Glory 247	6
11 6		5
11. (Around the World (ASCAP)—Vic 20-6677	D
12. N	MAMA FROM THE TRAIN (ASCAP)-	
	P. Page	2
	Mercury 70971	
13. 6	CARDEN OF EDEN (BMI)-J. Valino. 17 Caravan (ASCAP)-Vik 0226	2
14. Y	OU'LL NEVER, NEVER KNOW	
	(BMI)-Platters	10
15. C	ANADIAN SUNSET (BMI)-	120201
	H. Winterhalter-E. Heywood 15 This Is Real (ASCAP)—Vic 20-6537	18
16. T	ONIGHT YOU BELONG TO ME	*
	(ASCAP)—Patience & Prudence 18 A Smile and a Ribbon (ASCAP)—Liberty 55022	15
17. R	OSE AND A BABY RUTH (BMI)-	
	G. Hamilton IV	3
35.0	ONFIDENTIAL (BMI)-S. Knight 20	4
	Jail Bird (BMI)—Dot 15567	-
	RIENDLY PERSUASION (ASCAP)— P. Boone	11
	Chains of Love (BMI)—Dot 15490	11
	LOVE ME-E. Presley	1
	Not available as a Pop Single, available on	
- 1	RCA Victor 45 EPA-992 and on RCA Victor 331/2 "Elvis" LPM 1382	
• B	est Selling Sheet Music	
	Tunes are ranked in order of their current national elling importance at the sheet music fobber level.	
This Week	Last	ea.
1. True	Love (Buxton Hill)	13
3. Sing	Mo Tender (Presley)	*
4. Just	Walking in the Rain (Golden West) 3	10
6, Bluc	ty, Oh, Cindy (E. B. Marks-Bryden)	
8. Two	Different Worlds (Spier) 8 adiy Persuasion (Feist) 9	
10. Ton	ight You Belong to Me (Mills)	19
	gheny Moon (Oxford) 12	15
13. Wha	stever Will Be, Will Be (Que Sera, Sera)	
I3. Who	atterer Will Be, Will Be (Que Sern, Sern) Artists)	13 1

• Most Played by Jocke	
For survey week ending Dece SIDES are ranked in order of the greatest number of p disk jockey radio shows thrucut the country. Results are based on The Billboard's weekly This survey among the nation's disk jockeys. Last Week The reverse side of each record is also listed. Week	Wooks
1. SINGING THE BLUES (BMI)— G. Mitchell	,
2. LOVE ME TENDER (BMI)-E. Presley Any Way You Want Me (ASCAP)-Vic 20-6643	. 0
3. GREEN DOOR (BMI)-J. Lowe S (Story of) The Little Man in Chinatown (BMI)- Dot 15486	12
4. TRUE LOVE (ASCAP)— B. Crosby-G. Kelly	11
5. HEY, JEALOUS LOVER (ASCAP)— F. Sinatra	8
6. JUST WALKING IN THE RAIN (BMI)-J. Ray	12
7. BLUEBERRY HILL (ASCAP)— F. Domino	9
8. *LOVE ME (BMI)—E. Presley 7 Vic EPA-992	3
9. FRIENDLY PERSUASION (ASCAP)— P. Boone	13
10. ROSE AND A BABY RUTH (BMI)— G. Hamilton IV	8
11. CINDY, OH, CINDY (BMI)-E. Fisher. 17 Around the World (ASCAP)-Vic 20-6677	8
12. MAMA FROM THE TRAIN (ASCAP)— P. Page	7
13. GARDEN OF EDEN (BMI)-J. Valino. 12 Caravan (ASCAP)-Vik 0226	5
14. NIGHT LIGHTS (ASCAP)— Nat (King) Cole	7
15. TWO DIFFERENT WORLDS (ASCAP)-D. Rondo	7
16. GONNA GET ALONG WITHOUT YA, NOW (ASCAP)—Patience & Prudence	2
17. PETTICOATS OF PORTUGAL (BMI)—D. Jacobs	B
18. MOONLIGHT GAMBLER (ASCAP)— F. Laine	1
19. I DREAMED (BMI)-B. Johnson If It's Wrong to Love You (BMI)- Bally 1020	1
20. HONKY TONK (PARTS I & II)— B. Doggett	13
21. SINCE I MET YOU, BABY (BMI)— I. J. Hunter	2
22. CINDY, OH, CINDY (BMI)-V. Martin 22 Only If I Praise The Lord (BMI)-Glory 247	6
23. AUTUMN WALTZ (ASCAP)— T. Bennett Just in Time (ASCAP)—Col 40770	4
24. MUTUAL ADMIRATION SOCIETY (ASCAP)—T. Brewer	1
25. CANADIAN SUNSET (BMI)— H. Winterhalter-E. Heywood 21 This Is Real (ASCAP)—Vic 20-6537	21
*Not available as a Pop Single, available on RCA Victor 45 EPA-992 and on RCA Victor 331/6 "Elvia" LPM 1382	**************************************
B.	33

SWINGING SOLID AGAIN!

THE PRICELESS

DIAMONDS



SWING WITH

A Thousand Miles Away

and

Ev'ry Minute Of The Day

MERCURY 71021 (





GET OFF {

THE

STOOL

THE WAY

THAT YOU'RE

LIVING

MGM 12370 * K12370

THE WAY

THAT YOU'RE

LIVING

MGM 12348 . K12348

COUNTRY

CATTIN'

Territorial Best Sellers

For survey week ending December 5

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

Atlanta

- 1. Green Door, J. Lowe, Dot
- 1. 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. Just Walking in the Rain, J. Ray, Col.
- 7. Clady, Oh, Clady, E. Fisher, Vic.

Baltimore

- 1. Singing the Blues, G. Mitchell, Col. 2. Love Me, E. Presley, Vic.
- 3. Love Me Tender, E. Presley, Vic.
- 4. Priscilla, E. Cooley, Rst. 5. Just Walking in the Rain, J. Ray, Col.
- 6. Mutual Admiration Society, T. Brewer, Cor.
- 7. Rock-n-Bys Your Baby, J. Lewis, Dec. S. True Love, B. Crosby-G. Kelly, Cap.
- 9. Blueberry Hill, F. Domino, Imp. 10. Ain't Got No Home, C. Henry, Ago,

Boston

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

Buffalo

- 1. Love Me Tender, E. Presley, Vic. 2. True Love, B. Crosby-G. Kelly, Cap.
- 3. Green Door, J. Lowe, Dot
- 4. Mama From the Train, P. Page, Mer.
- 5. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
- 6. Singing the Blues, G. Mitchell, Col. 7. Slow Walk, S. Austin, Mer.
- 8. Just Walking in the Rain, J. Ray, Col.

Chicago

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

Cincinnati

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

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. Blueberry Hill, F. Domino, Imp.
- 5. Just Walking in the Rain, J. Ray, Col. 6. Green Door, J. Lowe, Dot
- 7. Rock-a-Bye Your Baby, J. Lewis, Dec.
- 8. Friendly Persuasion, P. Boone, Dot
- 9. Two Different Worlds, D. Rondo, Jub. 10. Gonna Get Along Without Ya, Now,
- Patience & Prudence, Lbt.

Dallas-Fort Worth

- 1. Love Me Tender, E. Presley, Vic. 1. 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. Garden of Eden, J. Valino, Vic. 7. Blueberry Hill, F. Domino, Imp.

Denver

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

Detroit

- 1. Blueberry Hill, F. Domino, Imp. 2. Rock-a-Bye Your Baby, J. Lewis, Dec.
- 3. Singing the Blues, G. Mitchell, Col. 4. Since I Met You, Baby,
- I. J. Hunter, Atl.
- 5. True Love, B. Crosby-G. Kelly, Cap. 6. Green Door, J. Lowe, Dot
- 7. Love Me Tender, E. Presley, Vic.
- 8. Gonna Get Along Without Ya, Now,
 - Patience & Prudence, Lbt.

9. Hey, Jealous Lover, F. Sinatra, Cap. 10. I Miss You So, C. Connor, Atl.

Kansas City

- 1. Love Me Tender, E. Presley, Vic.
- 2. Rudy's Rock, B. Haley, Dec. 3. Singing the Blues, G. Mitchell, Col.
- 4. Rose and a Baby Ruth,
- G. Hamilton IV, Pmt.
- 5. City of Angels, Highlights, Bly.
- 6. Honky Tonk, B. Doggett, Kng. 7. Blueberry Hill, F. Domino, Imp.
- S. I Dreamed, B. Johnson, Bly.
- 9. Slow Walk, B. Doggett, Kng. 10. Two Different Worlds, D. Rondo, Jub.

Los Angeles

- 1. Love Me Tender, E. Presley, Vic.
- 2. True Love, B. Crosby-G. Kelly, Cap.
- 3. Green Door, J. Lowe, Dot
- 4. Jost Walking in the Rain, J. Ray, Col.
- 5. Singing the Blues, G. Mitchell, Col. 6. Friendly Persuasion, P. Boone, Dot
- 7. Hey, Jealous Lover, F. Sinatra, Cap. 8. Don't Be Cruel, E. Presley, Vic.

Milwaukee

- 1. Singing the Blues. G. Mitchell, Col. 2. Jamaica Farewell, J. Belafonte, Vic.
- 3. Rose and a Baby Ruth,
- G. Hamilton IV. Pmt. 4. True Love, B. Croshy-G. Kelly, Cap.
- 5. Love Me Tender, E. Presley, Vic.
- 6. Garden of Eden, J. Valino, Vik. 7. Hey, Jealous Lover, F. Sinatra, Cap. 8. City of Angels, Highlights, Bly.

Minneapolis-St. Paul

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

New Orleans

- 1. Love Me Tender, E. Presiey, Vic.
- 1. Green Door, J. Lowe, Dot 3. Singing the Blues, G. Mitchell, Col.
- 4. Hey, Jealous Lover, F. Sinatra, Cap. 5. True Love, B. Crosby-G. Kelly, Cap.
- 6. Clndy, Oh, Clndy, E. Fisher, Vic.
- 7. Blueberry Hill, F. Domino, Imp. 8. Just Walking in the Rain, J. Ray, Col.
- 9. City of Angels, Highlights, Bly. 10. Garden of Eden, J. Valino, Vik.

 - New York
- 1. Love Me Tender, E. Presley, Vic.
- 2. True Love, B. Crosby-G. Kelly, Cap. 3. Singing the Blues, G. Mitchell, Col.
- 4. Green Door, J. Lowe, Dot
- 5. Rey, Jealous Lover, F. Sinatra, Cap. 6. Don't Be Cruel, E. Presley, Vic.
 - 7. Just Walking in the Rain, J. Ray, Col.
 - 8. Honky Tonk, B. Doggett, Kng. 9. Rock-a-Bye Your Baby, J. Lewis, Dec.
- 10. Blueberry Hill, F. Domino, Imp.

Philadelphia

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

Pittsburgh

- 1. Singing the Blues, G. Mitchell, Col. 1. Love Me Tender, E. Presley, Vic.
- 3. Rose and a Baby Ruth, G. Hamilton IV, Pmt.
- 4. Cindy, Oh, Cindy, V. Martin, Gly.
- 5. Green Door, J. Lowe, Dot 6. Slow Walk, S. Austin, Mer.

7. Rock-a-Bye Your Bahy, J. Lewis, Dec.

St. Louis

- 1. Singing the Blues, G. Mitchell, Col. 2. Green Door, J. Lowe. Dot
- 3. Hey, Jenlous Lover, F. Sinatra, Cap. 4. Just Walking in the Rain, J. Ray, Col.
- 5. Rock-a-Bye Your Baby, J. Lewis, Dec. 6. Confidential, S. Knight, Dot
- 7. Cindy, Oh, Cindy, V. Martin, Gly. 8. Sadie's Shawl, B. Sharples, Lon
- 9. Blueberry Hill, F. Domino, Imp. 10. Gonna Get Along Without Ya, Now,

Patience & Prudence, Lbt,

San Francisco

- 1. Love Me Tender, E. Presley, Vie. 2. Green Door, J. Lowe. Dot
- 3. Just Walking in the Rain, J. Ray, Col. 4. Singing the Blues, G. Mitchell, Col.
- 5. Blueberry Hill, F. Domino, Imp. 6. True Love, B. Crosby-G. Kelly, Cap.
 - 7. Don't Be Cruel, E. Presley, Vis.

(Continued on page 50)



Don Rondo

"TWO DIFFERENT WORLDS"

JUBILEE 5256

The Gallahads
"TAKE MY LOVE"

b/w

"I GIVE YOU MY WORD"

JUBILEE 5259

Bobby Sherwood
"SIXTH FINGER TUNE"

b/w

"STREET OF TEARS"

JUBILEE 5261



The Stylers

"CONFESSIONS OF A SINNER"

JUBILEE 5253

"STOLEN LOVE"

b/w

"YOU I'M GONNA MARRY"

JUBILEE 5260

BRAND NEW RELEASES

Della Reese "IN THE MEANTIME"

"THE MORE I SEE YOU"

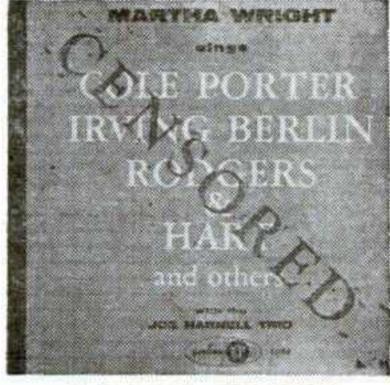
JUBILEE 5263

Rosalie Michaels "BONJOUR TRISTESSE"

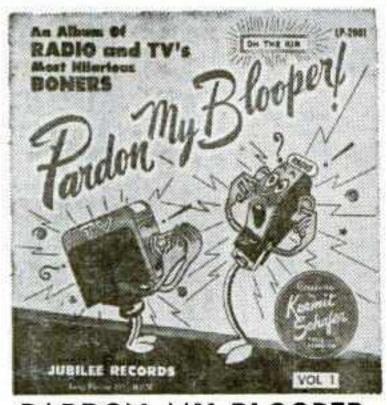
"THE STORY OF LOVE"

JUBILEE 5264

BEST SELLERS from a CATALOGUE of BEST SELLERS



MARTHA WRIGHT
sings
CENSORED
with the JOE HARNELL TRIO
JUBILEE LP 1028



PARDON MY BLOOPER

Vol. 1—Jubilee LP 2001 Vol. 4— Jubilee LP 2011

Vol. 2—Jubilee LP 2002 Vol. 5— Jubilee LP 2012

Vol. 3—Jubilee LP 2003

and SPECIAL EDITION LP 1000



OVER SEXTEEN

- JUBILEE 2017

DELLA REESE-MELANCHOLY BABY

- JUBILEE LP 1026

DWIGHT FISKE—SONGS HIS MOTHER NEVER TAUGHT HIM

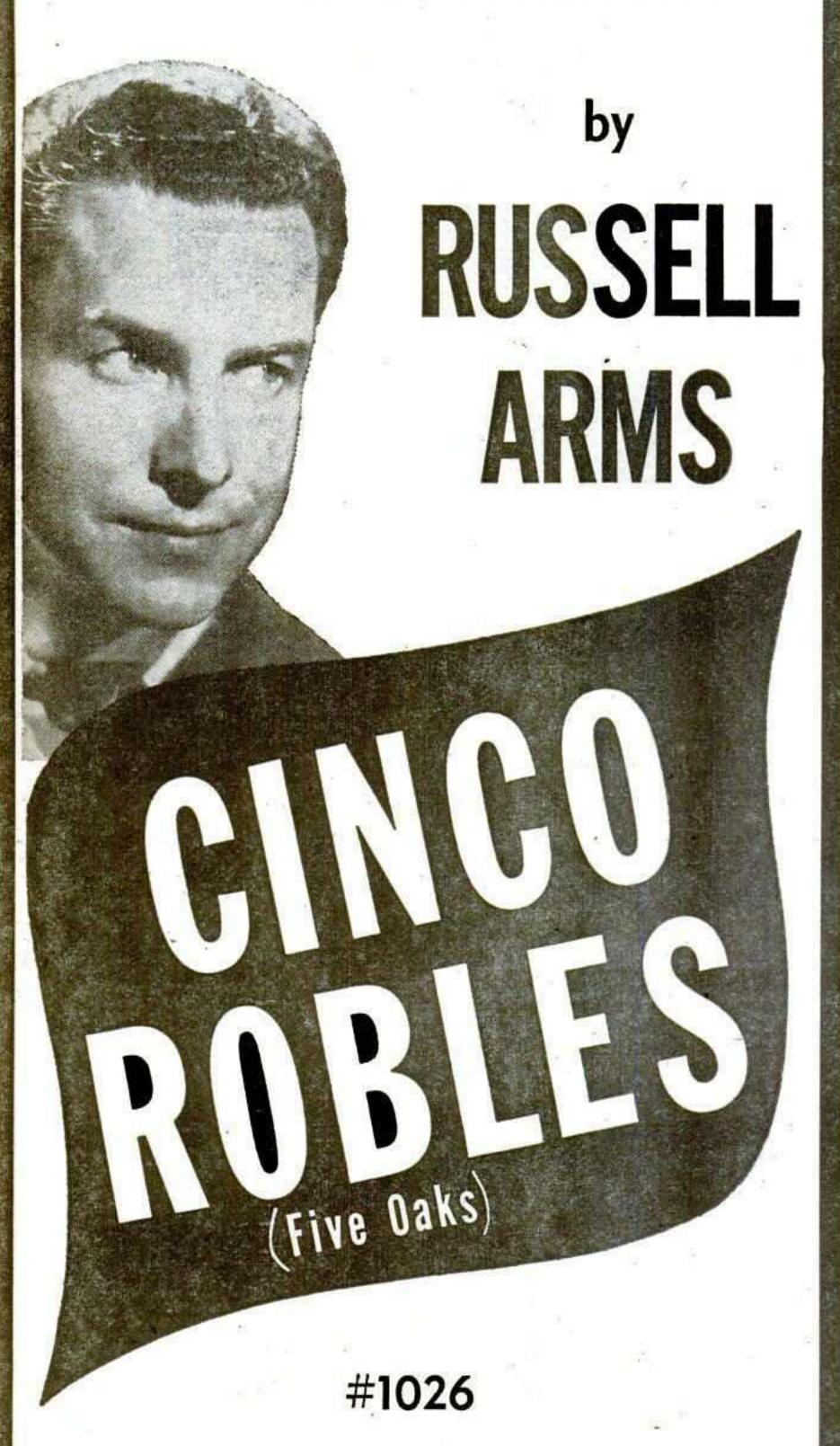
- JUBILEE LP 2004

BOB PECK—SONGS THAT NEVER MADE THE HYMNAL

- JUBILEE LP 2006

1650 BROADWAY, N. Y. C.

THE ORIGINAL and SMASH HIT VERSION



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1481 No. Vine St. Hollywood 28, Calif.

THE TOP 100

For survey week ending December 5

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.

1. SINGING THE BLUES—G. Mitchell, Columbia 2. LOVE ME TENDER—E. Presley, Victor 3. GREEN DOOR—J. Lowe, Dot 4. JUST WALKING IN THE RAIN—J. Ray, Columbia 5. BLUEBERRY HILL—F. Domino, Imperial 6. TRUE LOVE—B. Crosby-G. Kelly, Capitol 7. HEY, JEALOUS LOVER—F. Sinatra, Capitol 8. ROSE AND A BABY RUTH—G. Hamilton IV, ABC Paramount 9. LOVE ME—E. Presley, Victor 10. CINDY, OH, CINDY—E. Fisher, Victor 10. HONKY TONK—B. Doggett, King. 12. GARDEN OF EDEN—J. Valino, Vik 13. FRIENDLY PERSUASION—P. Boone, Dot 14. DON'T BE CRUEL—E. Presley, Victor 16. CINDY, OH, CINDY—V. Martin, Glory	Pos. Song, Artist,	Label	La
3. GREEN DOOR—J. Lowe, Dot 4. BUST WALKING IN THE RAIN—J. Ray, Columbia. 5. BILUEBERRY HILL—F. Domino, Imperial 6. TRUE LOVE—B. Crosby-C, Kelly, Capitol 7. HEV, JEALOUS LOVER—F. Sinatra, Capitol 8. CINDY, OH, CINDY—E. Fisher, Victor 8. CINDY—E. CONTROL OF CONTROL 8. CINDY—E. CINDY—E. Fisher, Victor 8. CINDY—E. CINDY—E. Fisher, Victor 8. CINDY—E. CINDY—E. Fisher, Victor 8. CINDY—E. CINDY	1. SINGING THE B	LUES-G. Mitchell, Columbia	
4. JUST WALKING IN THE RAIN—J. Ray. Columbia. 6. TRUE LOVE—B. Crosby-G. Kelly, Capido 1. HEX, ERALOUS LOVER—P. Sinatra, Capido 1. HEX, ERALOUS LOVER—P. Sinatra, Capido 1. HEX, ERALOUS LOVER—P. Sinatra, Capido 1. HONGY TONK—B. Doggett, King. 1. CONDY, ON, CINDY—E. Fisher, Victor 10. HONKY TONK—B. Doggett, King. 12. GARDEN OF EDEN—J. Valino, Vik. 13. FRIENDLY PERSUASION—P. Boone, Dot 14. HONKY TONK—B. Doggett, King. 13. FRIENDLY PERSUASION—P. Boone, Dot 14. MANA FROM TIL TRAIN—The Fage Metrory 15. MANA FROM TIL TRAIN—The Fage Metrory 16. HONKY TONK—B. DOGGETT, King. Cole, Capido 18. GONNA GET ALONG WITHOUT VA NOW—Patience & Prudence, Liberty 19. IWO DIFFERENT WORLDS—D. Rondo, Jubilee 19. CONFIDENTIAL—S. Knight, Dot 19. WOONLIGHT GAMBLE—F. Laine, Columbia 19. CONNA GET ALONG WITHOUT VA NOW—Patience & Prudence, Liberty 19. MOUNTIGHT GAMBLE—F. Laine, Columbia 19. CONNA GET ALONG WITHOUT VA NOW—Patience & Prudence, Liberty 19. MUTUAL ADMIRATION SOCIETY—T. Brower, Coral 10. SINCE I MET YOU, BABY—I. J. Hunter, Atlantic 19. SHOW THE TOWN TH			
6. TRUE LOVE—B. Crosby-G. Kelly, Capitol 7. HEY, IEALOUS LOVER—P. Sinatra, Capitol 8. ROSE AND A BABY RUTH—G. Hamilton IV, ABC Paramount 9. LOVE ME—B. Presley, Victor 10. CINDY, OB. CINDY—E. Fisher, Victor 11. GARDEN OF EDEN—J. Valino, Vik 13. FRIRNDLY PERSUASION—P. Boone, Dot 14. MAMA FROM THE TRAIN—P. Page, Mercury 16. CINDY, OB, CINDY—V. Wartin, Glory 17. NIGHT LIGHTS—NIK (King) Cole, Capitol 18. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty 17. NIGHT LIGHTS—NIK (King) Cole, Capitol 18. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty 18. HONG THE COLORISM COLORISM COLORISM 18. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty 19. MOONLIGHT GAMBLE—F. Laine, Columbia 19. GONJERNATA—S. MELDON Kondo, Justine 19. GONJERNATA—S. MELDON TO ME—Patience & Prudence, Liberty 19. JUSTINE MET YOU BELONG TO ME—Patience & Prudence, Liberty 19. JUSTINE MET SONDO, JUSTINE 19. JUSTINE MET SONDO, JUSTINE	4. JUST WALKING	IN THE RAIN-J. Ray, Columbia	
8. ROSÉ AND A BABY RUTH—G. Hamilton IV, ABC Paramount 9. LOVE Me.—P. Pesley, Victor 10. CINDY, OB, CINDY—E. Fisher, Victor 10. CINDY, OB, CINDY—E. Fisher, Victor 11. GARDEN OF EDEN—J. Valino, Vic. 12. GARDEN OF EDEN—J. Valino, Vic. 13. FRIENDLY PERSOLASION—P. Bonne, Dot. 14. MAMA PROM THE TRAIN—P. Page, Mercury 16. CINDY, OB, CINDY—V. Martin, Glory 17. NIGHT LICHTS—Nat (King) Cole, Capitol 18. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty 19. TWO DIFFERENT WORLDS—D. Rondo, Jubilee 10. CONFIDENTIAL—S. Knight, Dot 10. MOONLIGHT GAMBLER—F. Laine, Columbia 10. MOONLIGHT GAMBLER—F. Laine, Columbia 10. ROCK—ABYE YOUR BABY—J. Lewis, Decca. 10. SINCE I MET YOUR BABY—J. HUNTER, Allantic 11. WALK THE LINE—J. Cash, Sun 18. YOU'LL NEVER, NEVER KNOW—Platters, Mercury 19. BULEBERRY HILL—L. Armstong, Decca. 10. PETITICOATS OF FORTUGAL—D. Jacobs, Coral 11. AUCHTORER—L. Van Dyke—Dot 12. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 13. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 14. PRISCILLA—E. Cooley, Roost 15. HOUND DOG—E. Predey, Victor 15. LAY DOWN YOUR ARMS—Chordettes, Cadence 16. SILOW WALK—B. Doggett, King 16. LAY DOWN YOUR ARMS—Chordettes, Cadence 17. SLOW WALK—B. Doggett, King 18. LAY DOWN YOUR ARMS—Chordettes, Cadence 19. TONIGHT WOU BELONG TO ME—Patience & Prudence, Liberty 19. I DERAMED—B. Johnson, Bally 10. I DERAMED—B. Johnson, Bally 11. TWO DIFFERENT WORLDS—R. WIlliams & J. Morgan, Kapp 12. I DIRAMED—B. Johnson, Bally 13. IN YM SAY YOU WANT ME—E. Presley Victor 15. HOUND DOG—E. Predey, Victor 16. JUST IN TIME—T. Bennett, Columbia 16. JUST IN TIME—T. Bennett, Columbia 17. IN THE STILL OF THE NIGHT—Satins, Ember 18. HOUND SHILL OF THE NIGHT—Satins, Ember 19. HULL DAY P. WORLDS—R. Resp. Victor 19. JAMAICA PAREWELL—B. WILL BE—DOTS DAY, COlumbia 20. GINCHERNINGER—P. Compo. Victor 21. GOODNIGHT, MY DU BELONG TO ME—Elenon Sisters, Loral 22. FIRST BORN—Tennessee Ernie, Capitol 23. HULL DAY—P. RESPONDENCE COLUMBIA 24. HULL DAY—P. RESPONDENCE COLUMBIA 25. HULL DAY—P. RESPONDENCE COLUMBIA 26			
9. LOVE ME—E. Presley, Victor 6. KINNY, ON, CINDY—E. Fisher, Victor 6. HONKY TONK—B. Doggett, King. 6. KINNY, ON, CENDY—C. Valino, Vik. 6. RINENDLY PERSUASION—E. BOOND DOT. 6. FRIENDLY PERSUASION—E. BOOND DOT. 6. FRIENDLY PERSUASION—E. BOOND DOT. 6. CINDY, OR, CINDY—V. Martin, Glory 7. NIGHT LIGHTS—NAI (King) Cole. Capitol 8. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty 9. TWO DIFFERENT WORLDS—D. Rondo, Jubilee 8. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty 9. TWO DIFFERENT WORLDS—D. Rondo, Jubilee 8. CONFIDENTIAL—S. Knight, Dot 8. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty 9. TWO DIFFERENT WORLDS—D. Rondo, Jubilee 9. CONFIDENTIAL—S. Knight, Dot 9. MONICHT GAMBLER—F. Laine, Columbia 1. CANADIAN SUNSET—E. REYMON—Patience, Columbia 1. CANADIAN SUNSET—E. REYMON—Patience, Microry 1. MULUAL ADMIRATION SOCIETY—T. Brewer, Coral 1. SILOW WALK—S. AUSIEN, Mercury 1. MULUAL ADMIRATION SOCIETY—T. Brewer, Coral 1. SILOW MALK—S. AUSIEN, Mercury 1. WILL STAN SUNSET SUNS	7. HEY, JEALOUS L	OVER-F. Sinatra, Capitol	ount.
0. HONKŸ TONK—B. Doggett, King. 2. GARDEN OF EDEN—J. Valino, Vik 3. FRIENDLY PERSUASION—P. Boone, Dot 4. MAMA FROM THE TRAIN—P. Page, Mercury 4. MAMA FROM THE TRAIN—P. Page, Mercury 5. CINDY, DR. CINDY—V. Martin, Glory 6. CONY, DR. CINDY—V. Martin, Glory 7. CINDY, DR. CINDY—V. Martin, Glory 8. RONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty 9. TWO DIFFERENT WORLDS—D. Rondo, Jubilee 9. CONFIDENTIAL—S. Knight, Dot 9. CONFIDENTIAL—S. Knight, Dot 9. MOONLIGHT GAMBLER—F. Laine, Columbia 2. CANADIAN SUNSET—E. Heywood & H. Winterhalter, Victor 3. ROCK—ASPY YOUR BASP—J. Lewis, Decca 9. SILOW WALK—S. Austin, Mercury 9. BLUEBERRY HILL—L. Armstrong, Decca 9. FEITICOATS OF PORTUGAL—D. JACObs, Coral 1. AUCTIONEER—L. Van Dyke—Dot 1. AUCTIONEER—L. Van Dyke—Dot 1. AUCTIONEER—L. Van Dyke—Dot 2. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 9. SILOW WALK—B. Doggett, King 1. SINDING THE BLUES—M. Robbins, Columbia 1. SINDING THE BLUES—M. Robbins, Victor 1. TWO DIFFERENT WORLDS—W. WILLISME—DIFFERENT WORLDS—W. WILLIAM M. ROBBINS—M. ROBBINS—M. ROBBINS—	9. LOVE ME-E. Pro	esley, Victor	
2. GARDEN OF EDEN—J. Valino, Vik 3. FRIENDLY PERSUASION—P. Boone, Dot 4. DON'T BE CRUEL—E. Presley, Victor 4. DON'T BE CRUEL—E. Presley, Victor 4. MAMA FROM THE TRAIN—P. Page, Mercury 6. CINDY, OH, CINDY—V. Martin, Glory 7. NIGHT LIGHTS—NAY (King) Cole, Capitol 8. GONNA CET ALONO WITHOUT YA NOW—Patience & Prudence, Liberty 8. GONNA CET ALONO WITHOUT YA NOW—Patience & Prudence, Liberty 8. GONNA CET ALONO WITHOUT YA NOW—Patience & Prudence, Liberty 8. GONNA CET ALONO WITHOUT YA NOW—Patience & Prudence, Liberty 8. GONNA CET ALONO WITHOUT YA NOW—Patience & Prudence, Liberty 8. MUTUAL RAYLES—B. Laine, Columbia 8. GONNA GET ALONO WITHOUT YA NOW—Patience & Prudence, Liberty 8. MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral 6. SINCE I MET YOU, BABY—J. J. Hunter, Allantic 7. I WALK THE LINE—J. Cash, Sun 8. YOU'LL INSURE, NEVER KNOW—Platters, Mercury 8. BUUERERRY HILL—L. Armstrong, Decca 8. YOU'LL NEVER, NEVER KNOW—Platters, Mercury 9. BUUERERRY HILL—L. Armstrong, Decca 9. CUCTTOMEORY OF OUR TOAL—D. Jacobs, Coral 9. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 9. SINGING THE BIUES—M. Robbins, Columbia 9. PRISCILLA—E. Cooley, Roost 9. LAY DOWN YOUR ARMS—Chordettes, Cadence 9. LOY OF ANGELS—Highlights, Baily 9. LI DERAMED—B. Johnson, Bally 9. LI DERAMED—B. JOHNSON Bally 9. LI DERAMED—B. JOHNSON BALLY 9. LOY EM TENDER—H. Ren, Victor 9. ON LONDON BRIDGE—J. Stafford, Columbia 9. LOY MET RENDER—H. Ren, Victor 9. ON LONDON BRIDGE—J. Stafford, Columbia 9. LIY H. THE FILL OF THE NIGHT—Satins, Ember 9. THE LAY LA—G. Gibbs, Mercury 9. WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Prestey Victor 9. ON LONDON BRIDGE—J. Stafford, Columbia 9. THE LAY LA—G. Gibbs, Mercury 9. WHEN MY BLUE—MOON TURNS TO GOLD AGAIN—E. Prestey Victor 9. WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Prestey Victor 9. ON LONDON BRIDGE—J. Stafford, Columbia 9. THE LAY LA—G. GONDON MERCURY—B. COLUMBIA			
4. DON'T BE CRUEL—E. Presley. Victor 4. MAMA FROM THE TRAIN—P. Page, Mercury 5. MAMA FROM THE TRAIN—P. Page, Mercury 5. CINDY, OH, CINDY—V. Martin, Glory 7. NIGHT LIGHTS—Nat (King) Cole. Capitol 8. GONNA GET ALDNG WITHOUT YA NOW—Patience & Prudence, Liberty 9. IWO DIFERENT WORKING) 8. GONNA GET ALDNG WITHOUT YA NOW—Patience & Prudence, Liberty 9. IWO DIFERENT WORKING 8. CONFIDENTIAL—S. Knight, Dot 8. GONCA-BYE YOUR BABY—J. Lewis, Decca 9. ROCKA-BYE YOUR BABY—J. Lewis, Decca 9. SILOW WALK—S. Austlin, Mercury 9. MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral 9. SILOW ALK—S. Austlin, Mercury 9. MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral 9. SINCING THE YOU, BABY—J. J. Hunter, Atlantic 7. I WALK THE LINE—J. Cash, Sun 9. YOU'LL NEVER, NEVER KNOW—Platters, Mercury 9. BLUEBERRY HILL—L. Armstrong, Decca 9. PETITCOATS OF PORTICAL—D. Jacobs, Coral 1. AUCTINEEEU—YAND DACA 1. AUCTINEEUU—YAND DACA 1. AUCTINEEEUU—YAND DACA 1. AUCTINEEUU—YAND DACA	2. GARDEN OF EDI	EN-J. Valino, Vik	:
4. MAMA FROM THE TRAIN—P. Page, Mercury 4. CRIDNY, OH, CINDY—V. Martin, Glory 7. NIGHT LIGHTS—Nat (King) Cole, Capitol 8. GONNA GET ALONG WITHOUT VA NOW—Patience & Prudence, Liberty 9. TWO DIFFERENT WORLDS—D. Rondo, Jubilee 8. ONONIGHT GAMBLER—F. Laine, Columbia 8. MOONLIGHT GAMBLER—F. Laine, Columbia 8. MOONLIGHT GAMBLER—F. Laine, Columbia 8. MOONLIGHT GAMBLER—F. Laine, Columbia 8. ROCKA-BYE YOUR BABY—J. Lewis, Decora 8. ROCKA-BYE YOUR BABY—J. Lewis, Decora 8. ROCKA-BYE YOUR BABY—J. Hunter, Atlantic 7. WAIK THE LINE—J. Cash, Sun 8. YOU'LL NEVER, NEVER KNOW—Platters, Mercury 8. YOU'LL NEVER, NEVER KNOW—Platters, Mercury 9. BLUEBERRY HILL—L. Armstrong, Decora 9. PETITICOATS OF PORTUGAL—D. Jacobs, Coral 1. AUCTIONER—L. Van Dyke—Dot 1. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 9. SINGING THE BLUES—M. Robbins, Columbia 1. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 9. SINGING THE BLUES—M. Robbins, Columbia 1. PRISCILLA—E. Cooley, Rosat 1. FROM WAIK—B. Doggett, King 1. ID BRAMED—B. Johnson, Bally 9. I DRRAMED—B. Johnson, Bally 9. I DRRAMED—B. Johnson, Bally 1. I DRRAMED—B. JOHNSON, Bally 1. JAMAICA FAREWELL—H. Belafonie, Victor 1. TWO DIFFERENT WORLDS—R. Williams & J. Morgan, Kapp 2. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzle, Vic 3. ANY WAY YOU WANT ME—E. Presley, Victor 4. LOVE ME TENDER—H. Rene, Victor 5. ON LONDON BRIDGE—J. Stafford, Columbia 6. HIST IN TIME—I. Bennett, Columbia 7. INT THE STILL OF THE NIGHT—Satins, Ember 7. MILKIN MORN—THOODER STAR—B. Armold-J. P. Morgan, Victor 7. THE LOVE—I. Powell, Verve 7. SINCE I MET YOU, BASE—M. Carson, Columbia 7. WHATH YOU BASE—M. CAIDNING 7. WILLIAM YOU WELD FOR THE WILLIAM STAR STAR STAR STAR STAR STAR STAR STAR			
7. NIGHT LIGHTS—Nat (King) Cole, Capitol 7. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty 7. TWO DIFFERENT WORLDS—D. Rondo, Jubilee 7. CONFIDENTIAL—S. Knight, Dot 7. MOONLIGHT GAMBLER—F. Laine, Columbia 7. ROCKA-BYE YOUR BABY—J. Lewis, Decca. 7. ROCKA-BYE YOUR BABY—J. Lewis, Decca. 7. SIOW WAIK—S. Austie, Mercury 7. MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral 7. I WAIK THE LIRE—J. Cash, Sun 7. I WAIK THE LOR—J. Cash, Sun 7. I WAIK THE LIRE—J. Cash, Sun 7. I WAIK THE LOR—J. Cash, Sun 7. I WAIK THE LIRE—J. Cash, Sun 7. SILUERARY HILL—J. D. Jacobs, Coral 7. I WAIK THE LIRE—J. Cash, Sun 7. SINGING THE BLUES—M. Robbins, Columbia 7. I WAIK THE LIRE—J. Cash, Sun 7. SINGING THE BLUES—M. Robbins, Columbia 7. I WAIK THE LIRE—J. Cash, Sun 7. SIOW WAIK—B. Dogest, King 7. I WAIK—J. SUN 7. SIOW WAIK—B. Dogest, King 7. I WAIK THE LIRE—J. Cash, Sun 7. I WAIK THE LIRE—J. SHAIFORD, WIGHT 7. I WAIK THE LIRE—J. SHAIFORD, WIGHT 7. SHAIK THE LIRE—J. SHAIFORD, Columbia 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. WITHAL ADMIRATION SOCIETY—E. Annold J. P. Morgan, Victor 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. MUTUAL ADMIRATION SOCIETY—E. Annold J. P. Morgan, Victor 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. WUTUAL ADMIRATION SOCIETY—E. Annold J. P. Morgan, Victor 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. WUTUAL ADMIRATION SOCIETY—E. Annold J. P. Morgan, Victor 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. WUTUAL ADMIRATION SOCIETY—E. Annold J. P. Morgan, Victor 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. WUTUAL ADMIRATION SOCIETY—E. Annold J. P. Morgan, Victor 7. STILL—SOUND SOURCE—SAND SOUND—SOUND	4. MAMA FROM TH	E TRAIN-P. Page, Mercury	:
8. GONNA GET ALONG WITHOUT YA NOW—Patience & Prudence, Liberty 9. TWO DIFFERENT WORLDS—D. Rondo, Jubilee 9. CONFIDENTIAL—S. Knight, Dot 9. CONFIDENTIAL—S. Knight, Dot 9. MOONLIGHT GAMBLER—F. Laine, Columbia 2. CANADIAN SUNSET—E. Heywood & H. Winterhalter, Victor 3. SLOW MALK—S. Austle, Mercury 3. SLOW WALK—S. Austle, Mercury 3. SLOW WALK—S. Austle, Mercury 5. MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral 6. SINCE I MET YOU, BABY—I. J. Hunter, Adiantic 8. SINCE I MET YOU, BABY—I. J. Hunter, Adiantic 8. SINCE I MET YOU, BABY—I. J. Hunter, Adiantic 8. POU'LL INVERE, NEVER KNOW—Platter, Mercury 9. BULKEERRY HILL—I. Armstrong, Decca 9. PETITICOATS OF PORTUCAL—D. Jacobs, Coral 1. AUCTIONEER—I. Van Dyke—Dot 1. AUCTIONEER—I. Van Dyke—Dot 1. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 3. SINGING THE BLUES—M. Robbins, Columbia 4. PRISCILLA—E. Cooley, Roost 5. HOUND DOG—E. Presley, Victor 5. LAY DOWN YOUR ARMS—Chordettes, Cadence 7. SLOW WALK—B. Doggett, King 8. I DREAMED—B. Johnson, Bally 9. JAMAICA FAREWELL—H. Belaforth, Victor J. Morgan, Kapp 2. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzle, Vik 4. LOVE ME TENDER—H. Rene, Victor 5. NO LONDON BRIDGE—J. Statiford, Columbia 6. JUST IN TIME—T. Bennett, Columbia 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 8. SANE WAY SOLVE—P. SOWN, WALKER SOLVE—P. SOWN SOLVE—P. SOWN SOLVE—P. SOWN SOLVE—P.			
8. CONFIDENTIAL—S. Knight, Dot 9. MOONLIGHT GAMBLER—F. Laine, Columbia 2. CANADIAN SUNSET—E. Heywood & H. Winterhalter, Victor 3. SLOW WALK—S. Austin, Mercury 5. MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral 6. SINCE I MET YOU, BABY—J. Lewis, Decca 6. SINCE I MET YOU, BABY—J. Hunter, Atlantic 7. I WAIK THE LINE—J. Cash, Sun 8. YOU'LL NEVER, NEVER KNOW—Platters, Mercury 9. BILUEBERRY HILL—L. Armstrong, Decca 6. PETITICOATS OF PORTUCAL—D. Jacobs, Coral 6. AUCTIONER—I. Van Dyke—Dot 7. TONIGHT YOU BELONG TO ME—Pasience & Prudence, Liberry 7. SINGING THE BILUE—M. Robbins, Columbia 7. SINGING THE BILUE—S. M. Robbins, Columbia 7. SINGING THE BILUE—S. M. Robbins, Columbia 7. SLOW WALK—B. Dougett, King 8. CITY OF AMGELS—Highights, Bally 9. I DRAMED—B. Johnson, Bally 9. I DRAMED—B. HOLDEN—R. Williams & J. Morgan, Kapp 9. STAR YOU WISHED UND N. AST NIGHT—G. Mac Kenzle, Vik 9. ANY WAY YOU WANT ME—E. Presley, Victor 1. TWO DIFFERENT WORLDS—F. SHIGHT—S. Man Kenzle, Vik 9. ANY WAY YOU WANT ME—E. Presley, Victor 1. OLNODON BRIDGE—J. SHIGFORD, Columbia 1. IN THE STILL OF THE NIGHT—Satins, Ember 1. MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 1. WHUND MAR MEMORY SOCIETY—E. Arnold-J. P. Morgan, Victor 1. TWO DIFFERENT MORDS OF THE NIGHT—Satins, Ember 1. MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 1. TWO DIFFERENT MORDS OF THE NIGHT—Satins, Ember 1. MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 1. TWO THE STILL OF THE NIGHT—Satins, Ember 2. WHEN MY BILUE MOON TURNS TO GOLD AGAIN—E. Presley Victor 2. TRA E. ALA—G. Globs, Mercury 2. FIRST BORN—Tennessee Ernie, Capitol 4. TONIGHT SOU BELONG TO ME—Lennen Sisters—L. Welk, Coral 2. MINDS YOU SCLE—J. Powell, Victor 3. MINDS YOU SCLE—J. Fowell, Server 3. WHEN THE YOU, BABY—M. CARSON, Columbia 3. WHATEVER WILL BE—Doris Day, Columbia 4. WILL BELLONG—F. Page, Mercury 5. SINGN ON FROM THE WILL BELL SHIP SOURCES 5. MINDS YOU SCLEED—SATINS, COR	8. GONNA GET ALO	NG WITHOUT YA NOW-Patience & Pro	idence, Liberty
9. MOONLIGHT GAMBLER-F. Laine, Columbia 2. CANADIAN SUNSET—E. Heywood & H. Winterhalter, Victor 3. ROCK-A-BYE YOUR BABY—J. Lewis, Decca. 3. SLOW WALK—S. Austin, Mercury 5. MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral 6. SINCE I MET YOU, BABY—J. J. Hunter, Atlantic 7. I WALK THE LINE—J. Cash, Sun 8. YOU'LL NEVER, NEVER KNOW—Platters, Mercury 9. BLUEBERRY HILL—L. Armstrong, Decca. 9. PETITICOATS OF PORTUCAL—D. Jacobs, Coral 1. AUCTIONEER—L. Van Dyke—Dot 1. AUCTIONEER—L. Van Dyke—Dot 1. AUCTIONEER—L. Van Dyke—Dot 2. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 3. SINGINO THE BLUES—M. Robbins, Columbia 4. HINDRO DOC. 7. PRISCILLA—E. Cooley, Roost 8. HOUND DOG—Presley, Victor 8. SLOW WALK—B. Dorrett, King 9. LAY DOWN YOUR ARMS—Chordettes, Cadence 9. SLOW WALK—B. Dorrett, King 9. LAY DOWN YOUR ARMS—Chordettes, Cadence 9. SLOW WALK—B. Dorrett, King 9. LAY DOWN YOUR ARMS—Chordettes, Cadence 9. SLOW WALK—B. Dorrett, King 9. LAY DOWN YOUR ARMS—Chordettes, Cadence 9. SLOW WALK—B. Dorrett, King 9. LAY DOWN YOUR ARMS—Chordettes, Cadence 9. SLOW WALK—B. Dorrett, King 9. LAY DOWN YOUR ARMS—Chordettes, Cadence 9. SLOW WALK—B. Dorrett, King 9. LAY DOWN YOUR ARMS—Chordettes, Cadence 9. SLOW WALK—B. Dorrett, King 9. LAY DOWN YOUR ARMS—Chordettes, Cadence 9. SLOW WALK—B. DORRETT, KINGLER, VICTO 9. LAY DOWN YOUR ARMS—Chordettes, Cadence 9. SLOW WALK—B. DORRETT, KINGLER, VICTO 9. LAY DOWN YOUR ARMS—Chordettes, Cadence 9. WHEN MY BULE MOON TURNS TO GOLD AGAIN—E. Presley Victor 9. WHEN MY BULE MOON TURNS TO GOLD AGAIN—E. Presley Victor 9. TRUE LOVE—J. Powell, Verve 9. WHEN MY BULE MOON TURNS TO GOLD AGAIN—E. Presley Victor 9. TRUE LOVE—J. Powell, Verve 9. WHEN MY BULE MOON TURNS TO GOLD AGAIN—E. Presley Victor 9. TRUE LOVE—J. Powell, Verve			
3. ROCK-A-BYE YOUR BABY—J. Lewis, Decca 3. SLOW WALK—S. Austin, Mercury 5. MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral 6. SINCE I MET YOU, BABY—I. J. Hunter, Atlantic 7. I WALK THE LINE—J. Cash, Sua 8. YOU'LL NEVER, NEVER KNOW—Platters, Mercury 9. BLUEBERRY HILL—L. Armstrong, Decca 1. AUCTIONEER—L. Van Dyke—Dot 1. AUCTIONEER—L. Van Dyke—Dot 1. AUCTIONEER—L. Van Dyke—Dot 1. AUCTIONEER—L. Van Dyke—Dot 2. TONIGHT YOU BELONG TO ME—Patience & Frudence, Liberty 3. SINGING THE BLUES—M. Robbins, Columbia 4. PRISCILLA—E. Cooley, Roost 5. HOU'ND DOG—E. Presley, Victor 5. LAV DOWN YOUR ARMS—Chordettes, Cadence 7. SLOW WALK—B. Dorgett, King 8. CITY OF ANOELS—Highlights, Bally 9. I DREAMED—B. Johnson, Bally 1. TWO DEFERENT WORLDS—R. Williams & J. Morgan, Kapp 2. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzie, Vik 1. INVO DEFERENT WORLDS—R. Williams & J. Morgan, Kapp 2. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzie, Vik 1. LOVE ME TENDER—H. Rene, Victor 1. IN THE STILL OF THE NIGHT—Satins, Ember 7. MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 1. IN THE STILL OF THE NIGHT—Satins, Ember 7. MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 1. TRUE LOVE—J. Powell, Verve 1. I SAW ESAU—Ames Brothers, Victor 2. TRA LA LA—G. Gibbs, Mercury 2. FIRST BORN—Tennessee Ernie, Capitol 4. TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral 5. I MISS YOU SO—C. Connor, Atlantic 7. MONOHY TREE—M. Whiting, Capitol 7. GOODNIGHT, MY LOVE—McGuire Sisters, Coral 7. AUTUMN WALTZ—T. Bennett, Columbia 7. MONOHY TREE—M. Whiting, Capitol 7. HIS YOUR SOLO—SORD—THE ACE, Dors Day, Columbia 7. MONOHY TREE—M. Whiting, Capitol 7. HIS YOUR SOLO—SORD—THE ACE, Dors Day, Columbia 7. MONOHY TREE—THE CORD—THE SISTERS, CORA 7. HIS YOUR SOLO—THE SOLO—THE SISTERS 7. SEE SIGHT, OUT ON HIS HORDON SISTERS 7. SEE SIGHT,	0. MOONLIGHT GA	MBLER-F. Laine, Columbia	
3. SLOW WALK—S. Austin, Mercury 5. MUTUAL ADMIRATION SOCIETY—T. Brewer, Coral 6. SINCE 1 MET YOU, BABY—I. J. Hunter, Atlantic 7. I WALK THE LINE—J. Cash, Sun 8. YOU'LL NEVER, NEVER KNOW—Platters, Mercury 9. BLUEBERRY HILL—L. Armstrong, Decca 9. PETITCOATS OF PORTUGAL—D. Jacobs, Coral 1. AUCTIONERR—I. VAN Dyke—Dot 2. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 3. SINGING THE BLUES—M. Robbins, Columbia 4. PRISCILLA—E. Cooley, Roost 5. HAY DOWN YOUR ARMS—Chordettes, Cadence 7. SLOW WALK—B. Dogsett, King 8. CITY OF ANGELS—Highlights, Bally 9. I DREAMED—B. Johnson, Bally 9. I DREAMED—B. Johnson, Bally 9. I AMAICA FAREWELL—H. Belafonite, Victor 1. TWO DIFFERENT WORLDS—R. Williams & J. Morgan, Kapp 2. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzle, Vik 3. ANY WAY YOU WANT ME—E. Presley, Victor 4. LOVE ME TENDER—H. Rene, Victor 5. ON LONDON BRIDGE—J. Stafford, Columbia 5. JUSI IN TIME—I. Bennett, Columbia 6. JUSI IN TIME—I. Bennett, Columbia 7. IN THE STILL OF THE NIGHT—Statins, Ember 7. MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 7. HAY BLUE MOON TURNS TO GOLD AGAIN—E. Presley Victor 7. TRUE LOVE—J. Spowl, Verve 7. HAY BLUE MOON TURNS TO GOLD AGAIN—E. Presley Victor 7. TRUE LOVE—J. Spowl, Verve 7. SAN SAL—Ames Brothers, Victor 7. SINCE J MET YOU, BABY—M. Carson, Columbia 7. HUNCHT YOU BELONG TO ACCOUNT AND ACCO			
6. SINCE I MET YOU, BABY—I. J. Hunter, Atlantic 7. I WALK THE LINE—J. Cash, Sun 8. YOU'LL NEVER, NEVER KNOW—Platters, Mercury 9. BULDEBERY HILL—I. Armstrong, Decca 0. PETITICOATS OF PORTUGAL—D. Jacobs, Coral 1. AUCTIONEER—I. Van Dyke—Dot 1. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 3. SINGING THE BLUES—M. Robbins, Columbia 3. SINGING THE BLUES—M. Robbins, Columbia 4. PRISCILLA—E. Cooley, Roost 5. HAY DOWN YOUR ARMS—Chordettes, Cadence 7. SLOW WALK—B. Doggett, King 8. CITY OF ANGELS—Hignlights, Bally 9. I DRRAMED—B. Johnson, Bally 9. I DRRAMED—B. Johnson, Bally 9. I DRRAMED—B. Johnson, Bally 10. IAMAICA FAREWELL—H. Belafonte, Victor 1. TWO DIFFERENT WORLDS—R. Williams & J. Morgan, Kapp 2. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzle, Vik 2. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzle, Vik 3. ANY WAY YOU WANT ME—E. Presley, Victor 5. ON LONDON BRIDGE—J. Stafford, Columbia 6. JUST IN TIBLE—Bennett, Columbia 6. JUST IN TIBLE—BENDEN, Columbia 6. JUST IN TIBLE—BENDEN, TO GOLD AGAIN—E. Presley Victor 7. MUTUAL ADMIRATION SOCIETY—E. Armold-J. P. Morgan, Victor 7. MUTUAL ADMIRATION SOCIETY—E. Armold-J. P. Morgan, Victor 7. WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley Victor 7. HAW SEM—Ames Brothers, Victor 7. HAW SEM—Ames Brothers, Victor 7. SINCE I MET YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral 7. SINCE I MET YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral 7. SINCE I MET YOU SOLONG TO ME—Columbia 7. WINCH SITE—M. Whiling, Capitol 7. SINCE I MET YOU SOLONG—TO ME—COLUMBIA 7. WINTER—TO THE MEMORITE SOLONG—TO ME—COLUMB	3. SLOW WALK-S.	Austin, Mercury	
7. I WALK THE LINE—J. Cash, Sun 8. YOU'LL NEVER, NEVER KNOW—Platters, Mercury 9. BLUEBERRY HILL—L. Armstrong, Decca 1. AUCTIONEER—L. Van Dyke—Dot 1. AUCTIONEER—L. Van Dyke—Dot 2. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 3. SINGING THE BLUES—M. Robbins, Columbia 4. PRISCILLA—E. Cooley, Roost 5. HOUND DOG—E. Presley, Victor 5. HOUND DOG—E. Presley, Victor 6. LAY DOWN YOUR ARMS—Chordettes, Cadence 7. SLOW WALK—B. Doggett, King 8. CITY OF ANCELS—Highlights, Bally 9. I DREAMED—B. Johnson, Bally 9. I DREAMED—B. Johnson, Bally 1. JAMAICA FAREWELL—H. Belafonie, Victor 1. TWO DIFFERENT WORLDS—R. Williams & J. Morgan, Kapp 2. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzie, Vik 3. ANY WAY YOU WANT ME—E. Presley, Victor 4. LOVE ME TENDER—H. Rene, Victor 5. ON LONDON BRIDGE—J. Stafford, Columbia 6. JUST IN TIME—T. Bennett, Columbia 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 7. WHURLA ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 7. WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley Victor 7. BRUE LOVE—J. Powell, Vere 7. IT SLAW ESAU—Ames Brothers, Victor 7. SRUDY'S ROCK—B. Haley, Decca 7. SINCE J MET YOU, BABY—M. Carson, Columbia 7. SINCE J MET YOU, BABY—M. Carson, Columbia 7. SINCE J MET YOU, BABY—M. Carson, Columbia 7. SINCE J MET YOU, SABY—M. Carson, Columbia 7. WONEY STREE—M. Whiting, Capitol 7. SINCE J MET YOU, SCHOL, Prese Keys, Capitol 7. SINCE J MET YOU, SCHOL—Pive Keys, Capitol 7. SINCE J MET YOU SCHOL—Pive Keys, Capitol 7. SINCE J MET YOU SCHOL—Pive Keys, Capitol 7. SINCE J MET YOU SCHOL—Pive Keys, Capitol 7. SOME YOUN SCHOL—Pive Keys, Capitol	5. MUTUAL ADMIR. 6. SINCE I MET YO	U. BABY—I. J. Hunter, Atlantic	
9. BLUEBERRY HILL—L. Armstrong, Decca 1. AUCTIONEER—L. Van Dyke—Dot 2. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 3. SINGING THE BLUES—M. Robbins, Columbia 4. PRISCILLA—E. Cooley, Roost 5. HOUND DOG—E. Presley, Victor 5. LAY DOWN YOUR ARMS—Chordettes, Cadence 7. SLOW WALK—B. Doggett, King 8. CITY OF ANCELS—Highlights, Bally 9. I DREAMED—B. Johnson, Bally 9. I DREAMED—H. Selafonde, Victor 1. TWO DIFFERENT WORLDS—R. Williams & J. Morgan, Kapp 2. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzie, Vik 3. ANY WAY YOU WANT ME—E. Presley, Victor 4. LOVE ME TENDER—H. Rene, Victor 5. ON LONDON BRIDGE—J. Stafford, Columbia 6. JUST IN TIME—T. Bennett, Columbia 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. MUTUAL ADMIRATION SOCIETY—E. Armold-J. P. Morgan, Victor 7. MUTUAL ADMIRATION SOCIETY—E. Armold-J. P. Morgan, Victor 7. WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley Victor 7. TRUE LOVE—J. Fowell, Verve 7. I SAW ESAU—Ames Brothers, Victor 7. TRUE LOVE—J. Fowell, Verve 7. TRA LA LA—G. Gibbs, Mercury 7. FIRST BORN—Tennessee Ernie, Capitol 7. TRUE TOWN TOWN TOWN TOWN TOWN TOWN TOWN TOWN	7. I WALK THE LIN	E-J. Cash, Sun	
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3. TONIGHT YOU BELONG TO ME—Patience & Prudence, Liberty 3. SINGING THE BLUES—M. Robbins, Columbia 4. PRISCILLA—E. Cooley, Roost 5. LAV DOWN YOUR ARMS—Chordettes, Cadence 7. SLOW WALK—B. Doggett, King 8. CITY OF ANGELS—Highlights, Bally 9. CITY OF ANGELS—Highlights, Bally 9. I DREAMED—B. Johnson, Bally 1. JAMAICA FAREWELL—H. Belafonie, Victor 1. TWO DIFFERENT WORLDS—R. Williams & J. Morgan, Kapp 2. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzle, Vik 1. ANY WAY YOU WANT ME—E. Presley, Victor 1. IOVE ME TENDER—H. Rene, Victor 1. ON LONDON BRIDGE—J. Stafford, Columbia 1. INT ITME—TIRE BENNER—H. Rene, Victor 1. ON LONDON BRIDGE—J. Stafford, Columbia 1. IN THE STILL OF THE NIGHT—Satins, Ember 1. MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 1. WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley Victor 1. TRUE LOVE—J. Powell, Verve 1. I SAW ESAU—Ames Brothers, Victor 1. TRA LA LA—G. Gibbs, Mercury 2. FIRST BORN—Tennessee Ernie, Capitol 1. TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral 1. RUDY'S ROCK—B. Haley, Decca 1. IMISS YOU SO—C. Connor, Atlantic 1. SINCE I MET YOU, BABY—M. Carson, Columbia 1. MONEY TREE—M. Whiting, Capitol 2. CHINCHERINCHEE—P. Como, Victor 3. OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol 3. CHINCHERINCHEE—P. Como, Victor 4. OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol 3. WISDOM OF A FOOL—Five Keys, Capitol 4. WHATEVER WILL BE, WILL BE—Doris Day, Columbia 4. WISDOM OF A FOOL—Five Keys, Capitol 5. GOODNIGHT, MY LOVE—McGuire Sisters, Coral 5. WHATEVER WILL BE, WILL BE—Doris Day, Columbia 4. WISDOM OF A FOOL—Five Keys, Capitol 5. FADED SUMMER LOVE—G. Shaw, Decca 5. FOOL—S. Clark, Dot 5. CHAPLA SUMMER LOVE—G. Shaw, Decca 6. CANADIAN SUNNET—A. Williams, Cadence 6. WHATEVER WILL BE, WILL BE—Doris Day, Columbia 6. WISDOM OF A FOOL—Five Keys, Capitol 6. WISDOM OF A FOOL—Five Keys, Capitol 7. FADED SUMMER LOVE—G. Gibson, ABC-Paramount 7. MONEY TREE—Betters, Mercury 7. CHERLE—SOOR OF THE EARIT—NAI (King) Cole, Capitol 7. ARMEN'S THEME—J. Reisman, Victor 7. MERCURY STREE—Batters, Mercury 7. SA	, PETTICOATS OF	PORTUGAL-D. Jacobs, Coral	1
3. SINGING THE BLUES—M. Robbins, Columbia 4. PRISCILLA—E. Cooley, Roost 5. HOUND DOG—E. Presley, Victor 5. LAY DOWN YOUR ARMS—Chordettes, Cadence 7. SLOW WALK—B. Doggett, King 7. LAY DOWN YOUR ARMS—Chordettes, Cadence 7. SLOW WALK—B. Doggett, King 7. LITY OF ANGELS—Hignlights, Bally 7. I DREAMED—B. Johnson, Bally 7. JAMAICA FAREWELL—H. Belafonte, Victor 7. ITWO DIFFERENT WORLDS—R. Williams & J. Morgan, Kapp 7. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzle, Vik 7. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzle, Vik 7. LOVE ME TENDER—H. Rene, Victor 7. ON LONDON BRIDGE—J. Stafford, Columbia 7. IN THE STILL OF THE NIGHT—Stains, Ember 7. MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 7. MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor 7. TRUE LOVE—J. Powell, Verve 7. SAS SAS—M-Ames Brothers, Victor 7. TRA LA LA—G. Gibbs, Mercury 7. FIRST BORN—Tennessee Ernie, Capitol 7. TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral 7. HOUNGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral 7. HISS YOU SO—C. Connor, Atlantic. 7. SINCE I MEIT YOU, BABY—M. Carson, Columbia 7. MONEY TREE—M. Whiting, Capitol 7. CHINCHERINCHEE—P. Commo Victor 7. OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol 7. IT INST RIGHT—Platters, Mercury 7. GOODNIGHT, MY LOVE—McGuire Sisters, Coral 7. WHATEVER WILL BE, WILL BE—Doris Day, Columbia 7. WINDOM OF A FOOL—Five Keys, Capitol 7. FADED SUMMER LOVE—G. Shaw, Decca 7. SOMEONE TO LOVE—Four Aces, Decca 7. CANADIAN SUNSET—A. Williams, Cadence 7. FOOL—S. Clark, Dot 7. MY PRAYER—Platters, Mercury 7. ARMEN'S THEME—J. Reisman, Victor 7. HERENTON OF HERENT, Area 7. HERENTON OF PORTUGALE, Decca 7. HERENTON OF PORTUGALE, Decca 7. SARY WITH LOVE—T. Brewer, Coral 7. ALLEGHENY MOON—P. Page, Mercury 7. ARMEN'S THEME—J. Selisman, Victor 7. HERENTON OF PORTUGALE, Liberty 7. PETITICOATS OF PORTUGAL—B. Vaughn, Dot 7. MONEY TREE—Patience & Prudence, Liberty 7. PETITICOATS OF PORTUGAL—B. Vaughn, Dot 7. MONEY TREE—Patience & Prudence, Liberty 7. PETITICOATS OF PORTUGAL—B. Vaughn, Mercury 7. SEE SAW—D. Cornell			
S. HOUND DOG—E. Presley, Victor S. IAY DOWN YOUR ARMS—Chordettes, Cadence S. SLOW WALK—B. Doggett, King S. CITY OF ANGELS—Highlights, Bally J. I DREAMED—B. Johnson, Bally J. JAMAICA FAREWELL—H. Belafonie, Victor TWO DIFFERENT WORLDS—R. Williams & J. Morgan, Kapp S. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzle, Vik ANY WAY YOU WANT ME—E. Presley, Victor J. LOVE ME TENDER—H. Rene, Victor ON LONDON BRIDGE—J. Stafford, Columbia J. UST IN TIME—I. Bennett, Columbia J. IVIST IN TIME—I. Bennett, Columbia J. IVIST IN TIME—I. HE NIGHT—Satins, Ember MUTUAL ADMIRATION SOCIETY—E. Arnold-J. P. Morgan, Victor WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley Victor TRUE LOVE—J. Powell, Verve J. SAW ESAU—Ames Brothers, Victor J. TRUE LOVE—J. Powell, Verve J. TRA LA LA—G. Gibbs, Mercury FIRST BORN—Tennessee Ernie, Capitol J. TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral J. TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral J. MONEY TREE—M. Whiting, Capitol J. CHINCHERINCHEE—P. Comp. Victor J. GOODNICHT, MY LOVE—McGuire Sisters, Coral J. HIST STRIGHT—Platters, Mercury J. GOODNICHT, MY LOVE—McGuire Sisters, Coral J. WHATEVER WILL BE, WILL BE—Doris Day, Columbia J. WHATEVER WILL BE, WILL BE—DOR'S DAY,	3. SINGING THE BI	UES-M. Robbins, Columbia	
5. LAY DOWN YOUR ARMS—Chordettes, Cadence 7. SLOW WAIK—B. Doggett, King 8. CITY OF ANGELS—Highlights, Bally 9. I DREAMED—B. Johnson, Bally 9. JANAMICA FAREWELL—H. Belafonie, Victor 1. TWO DIFFERENT WORLDS—R. Williams & J. Morgan, Kapp 2. STAR YOU WISHED UPON LAST NIGHT—G. Mac Kenzle, Vik 3. ANY WAY YOU WANT IME—E. Presley, Victor 4. LOVE ME TENDER—H. Rene, Victor 5. ON LONDON BRIDGE—J. Stafford, Columbia 6. JUST IN TIME—T. Bennett, Columbia 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. IN THE STILL OF THE NIGHT—Satins, Ember 7. WHUTAL ADMIRATION SOCIETY—E, Arnold-J. P. Morgan, Victor 7. WHEN MY BLUE MOON TURNS TO GOLD AGAIN—E. Presley Victor 7. TRUE LOVE—J. Powell, Verve 1. I SAW ESAU—Ames Brothers, Victor 2. TRA LA LA—G. Gibbs, Mercury 2. FIRST BORN—Tennessee Ernie, Capitol 4. TONIGHT VOU BELONG TO ME—Lennon Sisters-L. Welk, Coral 7. RUDV'S ROCK—B, Haley, Decca 7. RUDV'S ROCK—B, Haley, Decca 7. SINCE I MET YOU, BABY—M. Carson, Columbia 7. MONEY TREE—M. Whiting, Capitol 7. HINCHERINCHEE—P. Como, Victor 7. OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol 7. HI SINT RIGHT—Platters, Mercury 7. GOODNIGHT, MY LOVE—McGuire Sisters, Coral 7. WHATELER WILL BE, WILL BE—Doris Day, Columbia 7. AUTUMN WALTZ—T. Bennett, Col	5. HOUND DOG-E.	Presley, Victor	
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2. TRA LA LA—G. Gibbs, Mercury 2. FIRST BORN—Tennessee Ernie, Capitol 4. TONIGHT YOU BELONG TO ME—Lennon Sisters-L. Welk, Coral 5. RUDY'S ROCK—B. Haley, Decca 7. SINCE I MET YOU, BABY—M. Carson, Columbia 7. SINCE I MET YOU, BABY—M. Carson, Columbia 7. MONEY TREE—M. Whiting, Capitol 7. CHINCHERINCHEE—P. Como, Victor 8. OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol 8. OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol 8. IT ISN'T RIGHT—Platters, Mercury 8. GOODNIGHT, MY LOVE—McGuire Sisters, Coral 8. WHATEVER WILL BE, WILL BE—Doris Day, Columbia 8. WISDOM OF A FOOL—Five Keys, Capitol 8. FADED SUMMER LOVE—G. Shaw, Decca 8. CANADIAN SUNSET—A. Williams, Cadence 8. CANADIAN SUNSET—A. Williams, Cadence 8. WRITTEN ON THE WIND—Four Aces, Decca 8. CARAY WITH LOVE—T. Brewer, Coral 8. CALEGHENY MOON—P. Page, Mercury 8. CHEAT—S. Clark, Dot 9. CHEAT—S. Clark, Dot 9. CHEAT—S. Clark, Dot 9. AINT GOT NO HOME—C. Henry, Argo 9. ARMEN'S THEME—J. Reisman, Victor 9. I FEEL GOOD—Shirley & Lee, Aladdin 9. AINT GOT NO HOME—C. Henry, Argo 9. ARMEN'S THEME—D. Seville, Liberty 9. ARMEN'S THEME—D. Seville, Liberty 9. LET THE GOOD TIMES ROLL—Shirley & Lee, Aladdin 9. PETTICOATS OF PORTUGAL—B. Vaughn, Dot 9. MONEY TREE—Patience & Prudence, Liberty 9. LET THE GOOD TIMES ROLL—Shirley & Lee, Aladdin 9. I WOULDN'T KNOW WHERE TO BEGIN—E. Arnold, Victor 9. MIRACLE OF LOVE—P. Gibson, ABC-Paramount 9. MONONLIGHT LOVE—G. Gibson, ABC-Paramount 9. CRAZY WITH LOVE—G. Gibson, ABC-Paramount 9. CONDONIGHT LOVE—P. Comp. Victor 9. CRAZY WITH LOVE—B. Comp. Victor 9. CRAZY WITH LOVE—B. Comp. Joid 9. TRA LA LA—L Baker, Adantic 1. ULILE—Doris Day, Columbia 1. THAPPENED AGAIN—S. Vaughan, Mercury 1. SEE SAW—D. Cornell, Coral 1. SADIE-S SHAWI—B. Sharples, London 1. TRA LA LA—L Baker, Adantic 1. VOU DON'T KNOW ME—J. Vale, Columbia	O. TRUE LOVE-J. P.	owell, Verve	4
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9. CHINCHERINCHEE—P. Como, Victor 10. OUT OF SIGHT, OUT OF MIND—Five Keys, Capitol 10. IT ISN'T RIGHT—Platters, Mercury 12. GOODNIGHT, MY LOVE—McGuire Sisters, Coral 13. WHATEVER WILL BE, WILL BE—Doris Day, Columbia 14. AUTUMN WALTZ—T. Bennett, Columbia 15. WISDOM OF A FOOL—Five Keys, Capitol 16. FADED SUMMER LOVE—G. Shaw, Decca 17. FOOL—S. Clark, Dot 18. SOMEONE TO LOVE—FOUR Aces, Decca 18. CANADIAN SUNSET—A. Williams, Cadence 19. WRITTEN ON THE WIND—FOUR Aces, Decca 19. WRITTEN ON THE WIND—FOUR Aces, Decca 10. WRITTEN ON THE WIND—FOUR Aces, Decca 11. BABY DOLL—A. Williams, Cadence 12. FRIENDLY PERSUASION—FOUR Aces, Decca 13. CRAZY WITH LOVE—T. Brewer, Coral 14. ALLEGHENY MOON—P. Page, Mercury 16. AILEGHENY MOON—P. Page, Mercury 17. ARMEN'S THEME—J. Reisman, Victor 18. I FEEL GOOD—Shirley & Lee, Aladdin 19. TO THE ENDS OF THE EARTH—Nat (King) Cole, Capitol 19. AIN'T GOT NO HOME—C. Henry, Argo 19. AIN'T GOT NO HOME—C. HERRY 19. ARGONIA HIDDORY 19. AIN'T GOT NO HOME—C. HERRY 19. ARGONIA HIDDORY 1	7. MONEY TREE—M	. Whiting, Capitol	6
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3. WHATEVER WILL BE, WILL BE—Doris Day, Columbia 3. AUTUMN WALTZ—T. Bennett, Columbia 5. WISDOM OF A FOOL—Five Keys, Capitol 6. FADED SUMMER LOVE—G. Shaw, Decca 7. FOOL—S. Clark, Dot 8. SOMEONE TO LOVE—Four Aces, Decca 8. CANADIAN SUNSET—A. Williams, Cadence 9. WRITTEN ON THE WIND—Four Aces, Decca 1. BABY DOLL—A. Williams, Cadence 1. FRIENDLY PERSUASION—Four Aces, Decca 3. CRAZY WITH LOVE—T. Brewer, Coral 4. ALLEGHENY MOON—P. Page, Mercury 6. MY PRAYER—Platters, Mercury 7. ARMEN'S THEME—J. Reisman, Victor 8. I FEEL GOOD—Shirley & Lee, Aladdin 9. TO THE ENDS OF THE EARTH—Nat (King) Cole, Capitol 9. AIN'T GOT NO HOME—C. Henry, Argo 9. SOFT SUMMER BREEZE—E. Heywood, Mercury 9. ARMEN'S THEME—D. Seville, Liberty 9. PETTICOATS OF PORTUGAL—B. Vaughn, Dot 9. MONEY TREE—Patience & Prudence, Liberty 9. LET THE GOOD TIMES ROLL—Shirley & Lee, Aladdin 9. GIVE ME—E. Rodgers, Columbia 9. I WOULDN'T KNOW WHERE TO BEGIN—E. Arnold, Victor 9. MIRACLE OF LOVE—G. Gibson, ABC-Paramount 9. MOONLIGHT LOVE—P. Como, Victor 9. CRAZY WITH LOVE—G. Mitchell, Columbia 9. IT HAPPENED AGAIN—S. Vaughan, Mercury 9. SEE SAW—D. Cornell, Coral 9. SADIE'S SHAWL—B. Sharples, London 9. TRA LA LA—L. Baker, Atlantic 9. JULIE—Doris Day, Columbia 9. STILL—Fontane Sisters, Dot 9. AFTER THE LIGHTS GO DOWN LOW—A. Hibbler, Decca 9. YOU DON'T KNOW ME—J. Vale, Columbia	0. IT ISN'T RIGHT-	Platters, Mercury	4
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3. CANADIAN SUNSET—A. Williams, Cadence 3. WRITTEN ON THE WIND—Four Aces, Decca 4. BABY DOLL—A. Williams, Cadence 5. FRIENDLY PERSUASION—Four Aces, Decca 6. CRAZY WITH LOVE—T. Brewer, Coral 6. ALLEGHENY MOON—P. Page, Mercury 7. CHEAT—S. Clark, Dot 7. MY PRAYER—Platters, Mercury 7. ARMEN'S THEME—J. Reisman, Victor 8. I FEEL GOOD—Shirley & Lee, Aladdin 8. TO THE ENDS OF THE EARTH—Nat (King) Cole, Capitol 8. AIN'T GOT NO HOME—C. Henry, Argo 8. SOFT SUMMER BREEZE—E. Heywood, Mercury 8. ARMEN'S THEME—D. Seville, Liberty 8. PETTICOATS OF PORTUGAL—B. Vaughn, Dot 8. MONEY TREE—Patience & Prudence, Liberty 8. LET THE GOOD TIMES ROLL—Shirley & Lee, Aladdin 8. GIVE ME—E. Rodgers, Columbia 8. I WOULDN'T KNOW WHERE TO BEGIN—E. Arnold, Victor 9. MOONLIGHT LOVE—P. Como, Victor 9. MOONLIGHT LOVE—G. Mitchell, Columbia 9. IT HAPPENED AGAIN—S. Vaughan, Mercury 9. SEE SAW—D. Cornell, Coral 9. SADIE'S SHAWL—B. Sharples, London 9. TRA LA LA—L. Baker, Atlantic 9. JULIE—Doris Day, Columbia 9. STILL—Fontane Sisters, Dot 9. AFTER THE LIGHTS GO DOWN LOW—A. Hibbler, Decca 9. CHAINS OF LOVE—P. Boone, Dot 9. YOU DON'T KNOW ME—J. Vale, Columbia	7. FOOL-S. Clark, I	Oot	7
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4. TRA LA LA—L. Baker, Atlantic 4. JULIE—Doris Day, Columbia 6. STILL—Fontane Sisters, Dot 6. AFTER THE LIGHTS GO DOWN LOW—A. Hibbler, Decca 7. CHAINS OF LOVE—P. Boone, Dot 7. YOU DON'T KNOW ME—J. Vale, Columbia	3. SADIE'S SHAWL—	B. Sharples, London	
6. STILL—Fontane Sisters, Dot 6. AFTER THE LIGHTS GO DOWN LOW—A. Hibbler, Decca 7 6. CHAINS OF LOVE—P. Boone, Dot 7 7 7. YOU DON'T KNOW ME—J. Vale, Columbia 7	4. TRA LA LA—L. B	aker, Atlantic	
6. AFTER THE LIGHTS GO DOWN LOW—A. Hibbler, Decca	6. STILL-Fontane Siz	sters, Dot	-
P. YOU DON'T KNOW ME-J. Vale, Columbia	6. AFTER THE LIGHT	TS GO DOWN LOW-A. Hibbler, Decca .	7
O. GIANT-L. Baxter, Capitol	9. YOU DON'T KNOW	W ME-J. Vale, Columbia	-
	0. GIANT-L. Baxter,	Capitol	7

CAUTION TO DEALERS AND JUKE BOX OPERATORS

The Billboard's Top 100 is NOT designed to provide tested information for buying purposes. This function is most reliably served by other regular weekly features: Best Sellers in Stores, Most Played in Juke Boxes, Coming Up Strong and Best Buys.

A ... 19

DESTINED TO BE A HI!

THE CREWCUTS



Young Love

featuring the voice of Rudy Maugeri

coupled with

Little By Little

MERCURY 71022



RCA VICTOR presses most independent label discs that hit the top ... yet costs no more. Why take chances with your pressings when RCA Victor Custom Service gives you all these "bonus extras" at no extra cost! brilliant sound engineering fifty years experience! · vast facilities-newest equipment to service every need! · individual attention for all clients-big or small! · 3 strategically located plants-East, Midwest, and West-to assure fast deliveries plus drop-shipping and warehousing! Got a hit in the offing? Make it sure! Call RCA Victor Custom Record Sales-todayl

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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

A Rose and a Baby Ruth (R)-Bently-BN1 | Blueberry Hill (R)-Chappell-ASCAP Anastasia (R) (F)-Fiest-ASCAP Armen's Theme (R)-Bourne-ASCAP Baby Doll (R) (F)-Remick-ASCAP The Banana Boat Song (R)-E. B. Marks-Bryden-BMI

Canadian Sunset (R)-Meridian-BMI Cindy, Oh, Cindy (R)-E. B. Marks-Bryden-

Friendly Persuasion (R) (F)-Feist-ASCA Green Door (R)-Trinity-BMI Hey! Jealous Lover (R)-Barton-ASCAP Hey! Jealous Lover (R)-Barton-ASCAP I Don't Know Enough About You (R)-

Porgie-BMI Jubilation T Cornpone (R) (M)-Commander-ASCAP Just in Time (R)-Stratford-ASCAP

Just Walking in the Rain (R)-Golden West-BMI Love in a Home (R)-Commander-ASCAP Mama From the Train (R) - Remick-

ASCAP Money Tree (R)-Frank-ASCAP

Mutual Admiration Society (R) (M)-Chappell-ASCAP Night Lights (R)-Bregman, Vocco & Conn -ASCAP

One Little Boy (R)-Harms-ASCAP The Party's Over (R)-Stratford-ASCAP Petticoats of Portugal (R)-Christopher-

Rock-a-Bye Your Baby With a Dixie Melody (R)-Mills-Warock-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 The Star You Wished Upon Last Night (R -Robbins-ASCAP

True Love (R) (F)-Buxton Hill-ASCAP Two Different Worlds (R) - Princess-ASCAP

Winter Wonderland (R)-Bregman, Vocco & Conn—ASCAP

Television

Canadian Sunset (R)-Meridian-BMI Cindy, Oh, Cindy (R)-E. B. Marks-Bryden-BMI

Don't Be Cruel (R)-Presley-BMI First Born (R)-Bradshaw-BMI Friendly Persuasion (R) (F)-Feist-ASCAP Green Door (R)-Trinity-BMI Happiness Street (R)-Planetary-ASCAP Hound Dog (R)-Presley-Lion-BMI

Don't Know Enough About You (R)-Porgie-BMI

I Love My Baby (R)-Shapiro-Bernstein-ASCAP

Saw Esau (R)-Towne-ASCAP I've Grown Accustomed to Your Face (R) (M)-Chappell-ASCAP

Just Walking in the Rain (R)-Golden West -BMI

Looka-Me (R)—Chappell—ASCAP Love Me Tender (R) (F)-Presley-BMI Mama From the Train (R) - Remick-ASCAP

March of the Ill-Assorted Guards (R)-Chappell—ASCAP Money Tree (R)—Frank—ASCAP Moonlight Love (R)-Elkan-Vogel-ASCAP Mutual Admiration Society (R) (M)-

Chappell—ASCAP New Fangled Tango (R)—Chappell—ASCAP Night Lights (R)-Bregman, Vocco & Conn -ASCAP Rock-a-Bye Your Baby With a Dixie Mel-

ody (R)-Mills-Darock-ASCAP Silver Bells (R)-Paramount-ASCAP Singing the Blues (R)-Acuff-Rose-BMI True Love (R) (F)-Buxton Hill-ASCAP Two Different Worlds (R) - Princess-ASCAP

Where I Am I'm Home-Desilu-ASCAP

Best Selling Sheet Music in Britain

(For Week Ending December 1)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

More-Berry (Shapiro-Bernstein) Just Walking in the Rain-Frank (Golden

Autumn Concerto-Macmelodies (Symphony) A Woman in Love-Morris (Frank)

The Green Door-Francis Day (Trinity) Two Different Worlds-Spier (Spier) A House With Love in It-Lawrence Wright

Lay Down Your Arms-Francis Day (Howie Richmond) Whatever Will Be, Will Be-Melcher-Toff (Artists)

True Love-Chappell (Buxton Hill) St. Therese of the Roses-Dash (Dennis) When Mexico Gave Up the Rhumba-Feist (Copar) In the Middle of the House-John-Fields

(Shapiro-Bernstein) Christmas Island-Macmelodies (Pete- Mau-

Rockin' Through the Rye-Sterling (Valleybrook) Cindy, Oh, Cindy-Dash (E. B. Marks-Bryden)

Walk Hand in Hand-Duchess (Republic) Christmas and You-Duchess (Leeds) My Prayer-World Tide (Skidmore) Rock Around the Clock-Kassner (Myers)

"Two titles tied for 19th position.

Best Selling Pop Records in Britain

(For Week Ending December 1)

This Week	Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.	Last Week
I. JUST	WALKING IN THE RAIN-Johnnie Ray (Philips)	1
2. GREE	EN DOOR-Frankie Vaughan (Philips)	3
3. WOM	AAN IN LOVE-Frankie Laine (Philips)	2
4. RIP 1	IT UP—Bill Haley Comets (Brunswick)	4
4. ST. T	THERESE OF THE ROSES-Malcolm Vaughan (HMV)	10
	ND DOG-Elvis Presley (HMV)	
	PRAYER-Platters (Mercury)	
	E-Jimmy Young (Decca)	
	E MOON—Elvis Presley (HMV)	
HOUSE STREET,	E LOVE-Bing Crosby & Grace Kelly (Capitol)	minning ggs
	DY, OH, CINDY—Eddie Fisher (HMV)	
	N MEXICO GAVE UP THE RUMBA—Mitchell Torok (Brunswick) :	
3 (2) (2) (2) (2) (3) (3) (4) (4) (4) (4) (4) (4) (4) (4) (4) (4	DIFFERENT WORLDS—Ronnie Hiltofi (HMV)	
	E IT A PARTY-Winifred Atwell (Decca)	
	E ME AS THOUGH THERE WERE NO TOMORROW—	13
	t (King) Cole (Capitol)	17
16. ROCE	KING THROUGH THE RYE—Bill Haley Comets (Brunswick)	17
	SE WITH LOVE IN IT-Vera Lynn (Decca)	
	SING THE BLUES-Guy Mitchell (Philips)	
	DLE OF THE HOUSE—Jimmy Parkinson (Columbia)	
	K AROUND THE CLOCK—Bill Haley Comets (Brunswick)	
au, Rock	K ANOUND THE CLOCK—bin Haley Cometa (binnswick)	10

Territorial Best Sellers

Continued from page 46

Seattle

- 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. Blueberry Hill, F. Domino, Imp. 6. Don't Be Blue, E. Presley, Vic.
- Green Door, J. Lowe, Dot 8. Mama From the Train, P. Page, Mer. | 6. Cindy, Oh, Cindy, V. Martin, Gly.

Toronto

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

I want to thank everyone for helping me with the songs I have written thru the years and wish I could personally say Merry Christmas to you - Johnny Marks

CURRENT SONGS

For Peace on Earth

BING CROSBY

sings

I HEARD THE BELLS ON CHRISTMAS DAY

(DECCA)

Words adapted from Henry Wadsworth Longfellow





With his Fabulous "Rudolph" touch

GENE AUTRY

sings

EVERYONE'S A CHILD AT CHRISTMAS

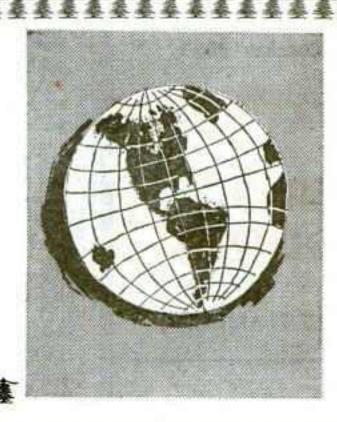
(COLUMBIA)

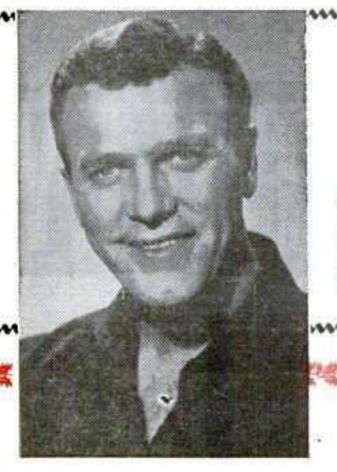
THE WORLD

sings

RUDOLPH THE RED-NOSED REINDEER

over 25,000,000 Records sold in the U.S.A.





Emerging as the First Hit of 1957

EDDY ARNOLD

sings

I WOULDN'T KNOW WHERE TO BEGIN

(VICTOR)

These Songs published by

ST. NICHOLAS MUSIC, INC.

1619 Broadway, New York 19, N. Y.

New York Sam Wigler Tommy Tempesta

Sol Wagner

Los Angeles Joe Whalen Milt Stein

JIM McCARTHY, RECORD PROMOTION—Marvin Drager Office, Public Relations

Commenced and the contract of the contract of

They're

BICGER!

They're



They're



Argo #5259

AIN'T GOT NO HOME

CLARENCE "FROG MAN" HENRY

Chess #1645

HAVANA MOON

YOU CAN'T CATCH ME

CHUCK BERRY

Chess #1646

OVERANDOVER AGAIN*

THE MOONGLOWS

Checker #853

JUST FORAKICK

WOULD I BE CRYING"

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VOX JOX

DORSEY MEMORIALS: Deejays across the country paid tribute to the late Tommy Dorsey in the manner he surely would have liked best. Musical memorial segs-featuring all the great Dorsey platters from the last two decades-were immediately assembled and played on the air following the news flash of his death November 26.

Jerry Marshall, WNEW, New York, for instance, scheduled a Dorsey quarter on his "Make Believe Ballroom" that very afternoon. One of the most elaborate tributes was presented by KYW, Cleve-land, via a three-hour show, featuring Dorsey platters, and 20 especially taped statements by Jo Stafford, Dick Haymes, Paul Weston, Paul Whiteman, Johnny Mercer, Toots Shor, Hugo Winterhalter, and other Dorsey pals. The station also set aside 15 minutes of every record show for music by the "Sentimental Gentleman" the preceding week.

THIS 'N' THAT: ABC's Martin Block and Alan Freed, WINS, New York, carried the emsee-ball at Broadcast Music, Inc.'s annual awards dinner last week, while WCBS's Jim ("Green Door") Lowe Portland, Ore. shared the talent spotlight with Bally's Betty Johnson and Frankie Lymon and the Teen-Agers at the same affair. Both Freed and Block confessed they'd like to pick Leew's best selling platter, "Green Door," as a hit, but Block tongue-in-cheeked that he'd predicted the flip, "Little Man From China Town," would go far.

Lee Coffee, KTTR, Rolla, Mo., has been looking for a "suitable rendition of the tune, 'Coffee Time,' for the last year and a half to use as a theme" on his show.... Bill Johnson, KRUS, Ruston, La., recently devoted a full hour to Elvis Presley platters on his Saturday night show. . . . Candlelight Records' young thrush, Susan Silo, is sandwiching in deejay phone interviews with top jocks after school. She recently completed her third interview spot with Howard Miller on his CBS network program.

CHANGE OF THEME: Chuck McPherson, formerly with WSAV-TV, Savannah, Ga., has joined WJAT, Swainsboro, Ga., and pilots two daily pop shows. . . . Bob Castellon, ex-spinner at KLFY, Lafayette, La., is the new "Night Mayor of Big B. R." over WLCS, Baton Rouge, La. . . . Bud Arkell, who used to spin 'em over WLOH, Princeton - Bluefield,

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

DECEMBER 15, 1956

1. Ole Buttermilk Sky

2. The Old Lamplighter

3. Rumors Are Flying My Song

5. (I Love You) For Sentimental

6. The Things We Did Last Summer

7. White Christmas

8. Five Minutes More

9. Zip-A-Dee Doo-Dah 10. You Keep Coming Back Like a Song

DECEMBER 15, 1951

1. (It's No) Sin

2. Because of You

3. Cold, Cold Heart 4. Down Yonder

5. Slow Poke

6. Undecided

7. Domino

8. Ialousie

9. Charmaine 10. Shrimp Boats By JUNE BUNDY .

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.

Raleigh, N. C.

"A Rose and a Baby Ruth," George Hamilton IV, ABC-Paramount Detroit

"The Star You Wished Upon Last Night," Giselle MacKenzie, Vik

St. Louis "The Party's Over," Doris Day, Columbia

Hartford, Conn.

"Dancing Trumpet," Ralph Marterie, Mercury Seattle

"Two Different Worlds," Don Rondo, Decca

Baton Rouge, La. "Heyl Jealous Lover," Frank Sinatra, Capitol

San Diego, Calif. "Singing the Blues," Guy Mitchell, Columbia

"Love Me Tender," Elvis Presley, RCA Victor

Wichita, Kan. "Green Door," Jim Lowe, Dot

Trenton, N. J. "What Happens in Buenos Aires," Les Baxter, Capitol

W. Va., has joined WNDB, Daytona Beach, Fla., with "The Night Show." . . . New jock at KWDM, Des Moines, is D. J. MacKennon, who emsees two nightly disk shows, both pop and rhythm and blues.

New programming policy at KQV, Pittsburgh, puts rock and roll on the shelf, according to station manager James Murray. Bulk of disks will be taken from the "100 current favorites and several hundred records which have sold more than 1,000,000 copies," with emphasis on "bright music in the morning." Jim Westover continues as emsee on the 6-9:30 a.m. seg (new name, "Contact,") and Al Nobel is the 3:30-6 p.m. jock on the newly tagged "Showcase." Dave Scott handles the Saturday morning show, while Al Nobel will be permitted to spin r.&r. platters only on his Saturday afternoon show, when a large teen-age audience is available."

GAB BAG: Kenny Vincent, WEOL, Elyria, O., appropriately introduced Jay Cee Hill's new Epic disk, "Crash Out" and "Bump," from an automobile showroom last week. Vincent, incidentally, bravely predicts in his local Chronicle-Telegram music column that: "Hill will bump Elvis off his throne." . . . A study in guest-con-3. The Whole World Is Singing trast was presented recently by John Bassett on WBZ, Boston, when he interviewed Guy Lombardo and Dizzy Gillespie on the same show.

> The Thomas Alva Edison Foundation Award this year went to WOWO, Fort Wayne, Ind., as "The Radio Station That Best Served Youth in 1956." The station was praised for its various youth programs-particularly "Junior Town Meeting"-and for making its deejays available as emsees at teen-age record hops and supervised fundraising functions for such projects as buying band uniforms and instruments for schools, financing senior class trips to Washington, D. C., etc.

TREMENDOUS COMEDY SMASH

Review Spotlight on . . .

POP NOVELTY

Flair-X 3007. AROUND THE WORLD WITH ELWOOD PRETA Flair-X 3007. AROUND THE WORLD WITH ELWOOD PRET, Lee, BMI)

ZEL (Parts I and II). (Lee, BMI)

Using the "Flying Saucer" technique, and with some elever lines

and situations, Tully conducts a mythical radio round-up of on-thespot reactions to "Elwood." Spotted thruout are imitations of Press

spot reactions to "Elwood." Spotted thruout are imitations of Blue Suede Shoes.

Jocks will find some value here.

The Billboard, December 8, 1956

AROUND THE WORLD WIII ELWOOD RETZEI

PARTS I and II FLAIR-X 3007



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Stanley Black and his orchestra STARLIGHT SERENADE PLAY A SIMPLE MELODY

Cyril Stapleton and his orchestra

The Great TV Theme

HIGHWAY PATROL

MAIDS OF MADRID

Dave King

YOU MAKE NICE

CHRISTMAS AND YOU

London Records' First Rock & Roll Hit Tommy Steele

SOME ROCK

ELEVATOR ROCK

1706







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BOSTIC

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OTIS WILLIAMS AND HIS CHARMS

GYPSY LADY I'LL REMEMBER YOU

DE LUXE 6098

LITTLE WILLIE JOHN

I'VE BEEN AROUND SUFFERING WITH THE BLUES

KING 4989

COME ON AND GET IT

THE MIDNIGHTERS

FEDERAL 12285

BUBBER

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JAMES BROWN and FAMOUS FEDERAL 12290

JOE WARD NUTTIN' FOR XMAS CHRISTMAS QUESTIONS

KING 4854

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Reviews and Ratings of New Classical Albums

Continued from page 40

TRA; WIENIAWSKI: CONCERTO NO. 2 IN D MINOR FOR VIOLIN AND ORCHESTRA (1-12") - Mischa Elman, Violin; London Philharmonie Orchestra; Sir Adrian Boult, Cond. London LL 148671

Elman has to buck a field that includes Heifetz, Oistrakh, Stern, Milstein, etc., on the Bruch, and the first twonamed on the Wieniawski. While still a name to reckon with, Elman's performances don't measure up, and most dealers can skip this entry. In its favor are Boult's fine conducting and marvelous örchestral sound.

MOZART: PIANO SONATAS NOS. 1-4 (K. 279-K. 282) (1-12") -Carl Seeman,

Piano. Decca DL 986767 These are early works of the composer and have no abundance of virtuoso fireworks. Under the unpretentious facades of these Sonatas, however, is music of charm and effervescent spirit. Seemann, a German Mozart specialist, has a knowing way with this material. His clean playing, with its subtle coloristic nuances and its good Mozart style, should be a model to piano students. All these Sonatas have been recorded before, but Seemann merits careful consideration and will win many discriminating buyers,

MOZART: SONATA FOR PIANO AND VIOLIN IN F MAJOR, (K. 377); SONATA FOR PIANO AND VIOLIN IN B FLAT MAJOR, (K. 454) (1-12")-Carl Seeman, Piano; Wolfgang Schneiderhan, Violin Decca DL 986265

Dedicated, musicianly chamber playing in the Central European style, which is to say small-toned, sweet-tinged fiddling, The balance and rapport between violinist and pianist are excellent. This is the only K. 377 available outside of a multipledisk set, altho there is strong competition on K. 454. For a limited connoisseur

CONTEMPORARY MUSIC FOR STRINGS (1-12")—Stuttgart Chamber Orchestra; Karl Munchinger, Cond. London LL 139564 Ensemble noted for its playing of

Number of Releases This Week

Г	Label	Pop	RAB	CAW
ı	ABBOTT			1
u	ABC-PARAMOUNT			1
٠	ALADDIN		. 2 .	
ń	ANTLER			1
J	APOLLO		. 1 .	
l	ATCO		. 2 .	
ı	BALLY			
Г	BELL			
ŀ	CADENCE	_		
ľ	CAPITOL			
L	CHART			
	COBRA			
ľ	COLUMBIA			1
ŀ	CORAL		500	2008 <u>-</u> 2
Ų,	DECCA			1
И	DE LUXE		1 1	
	DOT			
	DOOTONE			
	EPIC			
	ESTA	. 1		1
	FIESTA	. 3		
	HERALD			
1	HOLLYWOOD		.* 2 .	
ľ	J & S			
М	KAPP			
	KING			2
ı	LIBERTY	. 3		
	MARILYN		. 1 .	
	MERCURY			
	M-G-M			2
	MODERN		. 1.	
	RODEO			1
1	SHOW TIME		. 1 .	
1	SOMA		. 1.	
1	STARDAY			3
1	STYLECRAFT			
	VICTOR			2
	WANDA			
1	WANDERLUST	. 1		
1		-		-

Airers Team on New Disk Label . . .

Joy Records was formed this week by John C. Greene, Jr., and Wes McWain. The home office will be in Durham, N. C., where Greene operates Station WSRC. McWain will suprevise production and recording from a New York office to be maintained by the firm. The latter is currently a producer at Mutual Broadcasting System and is also the composer of several successful popular songs. The first Joy record is a Christmas | Street Address..... disk that is now being mailed to 2,000 deejays across the country.

TOTAL 38 19 16

baroque and classical works does well by these moderns, tho not all are so deserving. Most interesting are the Hindemith "Pive Pieces for String Orchestra" and Barber's familiar "Adagio for Strings." Also here are Martin's "Passacaille" and Berkeley's "Serenade." Only limited sales

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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. Slow Walk Bill Doggett
(BMI) King 5000

3. I Dreamed Betty Johnson (BMI) Bally 1020

4. Armen's Theme David Seville (ASCAP) Liberty 55041

5. Don't Knock the Rock
Choo Choo Ch'Boogie Bill Haley
(ASCAP); (BMI) Decca 30148

6. Don't Forbid Me

7. Goodnight, My Love McGuire Sisters (BMI) Coral 61748

8. The Banana Boat Song..... The Tarriers

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.

DON'T FORBID ME (Roosevelt, BMI)

ANASTASIA (Feist, ASCAP)—Pat Boone—Dot 15521—Boone has a two-sided powerhouse here that has been clicking from the word "Go." Upon delivery, every major market has reported immediate take-off. "Don't Forbid Me" is the preferred side, but only by a little. "Anastasia" is leading rival versions of the tune by a considerable margin. A previous Billboard "Spotlight" pick.

THE BANANA BOAT SONG (E. B. Marks-Bryden, BMI) — The Tarriers—Glory 249—The public is giving this "quality" item a terrific run for its money. It has captured the fancies of most Eastern and Midwestern markets in record time. Reports from New York, Boston, Chicago, Milwaukee, Detroit, Philadelphia and Baltimore are exceptionally good. The few days' jump the disk had over the competition looks now as if it might be decisive. Flip is "No Hidin' Place" (Bryden, BMI). A previous Billboard "Spotlight" pick,

WISDOM OF A FOOL (Planetary, ASCAP)—The Five Keys—Capitol 3597—Out three weeks, this disk has moved steadily forward, shaping up as a powerful contender. New York, Buffalo, Baltimore, Atlanta, Milwaukee and Minneapolis are representative cities that indicated unusually good retail and juke box action. Flip is "Now Don't That Prove I Love You" (ABC, ASCAP). A previous Billboard "Spotlight" pick.

I MISS YOU SO (Leeds, ASCAP)—Chris Connor—Atlantic 1105—The sales history of this record is quite a story—and it is given in the Music-Radio section of the current issue. There are still some areas that are not aware of the commercial dynamite in this disk, current "Best Buys." It has a lot of mileage to go. Flip is "My Heart Is So Full of You" (Frank, ASCAP). A Billboard "Disk Jockey Programming Pick.

YOUNG LOVE (Lowery, BMI)-Sonny James-Capitol 3602-See this week's Country and Western "Best Buys" section.

CHRISTMAS

I HEARD THE BELLS ON CHRISTMAS DAY (St. Nicholas, ASCAP)
Bing Crosby—Decca 30126—At deadline time, not many of this
year's Christmas issues had shown much action. This new Crosby
record, however, was off to a promising start. As fast as it is
catching on early in the month, it is easy to project the impressive
volume it will rack up the last half of December. Flip is
"Christmas Is A-Comin'" (Frank, ASCAP). A previous Billboard
"Spotlight" pick.

MARY'S BOY CHILD (Schumann, ASCAP)—Harry Belafonte—RCA Victor 6734—The public has not been the least bit reluctant to latch on to this unusual holiday entry, either. Belafonte is "hot" clear that this will be one of the important Christmas sellers this year. Flip, "Venezuela" (P.D.) is also helping to build up big sales. A previous Billboard Christmas "Spotlight" pick.

• Review Spotlight on . . .

POP RECORDS

FATS DOMINO....Imperial 5417.....

..... WHAT'S THE REASON I'M NOT PLEASING YOU

(Bourne, ASCAP)

BLUE MONDAY (Commodore, BMI)

See Spotlight Review in Rhythm and Blues section.

EDDIE FISHER....RCA Victor 6746......SOME DAY SOON

(Lamas-Ramrod, ASCAP)
ALL ABOUT LOVE.....(Lamas-Ramrod, ASCAP)

Eddie Fisher, currently hot as a pistol as a result of his "Cindy" waxing, has two very attractive tunes on this disk, both of them by Myrow and Gordon from the Fisher flick, "Bundle of Joy." The top-mentioned is a rich, easily-remembered ballad, done beautifully by the chanter. Flip presents Fisher in an exuberant mood, which sells the tune solidly.

JIM LOWE.... Dot 15525...... BY YOU, BY YOU, BY YOU

I FEEL THE BEAT......(Trinity, BMI)

Jim Lowe is up there right now with "Green Door" and this could be a two-sided follow-up. The "By You" etching is an exceedingly catchy honky tonk rhythm job with solid selling on the vocal, while the flip, with accent on a rhythmic beat, is a natural for boxes. Both bear watching.

DEAN MARTIN....Capitol 3604....... I KNOW I CAN'T FORGET (Central, BMI)

Martin has not had a big one since "Memories Art Made of This," but this distinctly mellow ballad side could put him back in business. Martin sings at his very best and there's not a little touch of the relaxed Crosby crooning style which is a heavy plus value. The fans may well rally around the counters. Flip is "Just Kiss Me" (Roosevelt, BMI).

POP NOVELTY

LARRY HOOPER WITH LAWRENCE WELK ORK....Coral 61763......

Basso Hooper cuts a humorous side with the Welk crew in a sound-effects-packed backing. This is about a chemistry-minded kid who grew up to just about set the world on fire. Big boom sounds accompany the effort which could win good jockey response and sales could follow. Flip is "The 4th 'r' Religion" (Shapiro-Bernstein, ASCAP).

POP DISK JOCKEY PROGRAMMING

MONA BAPTISTE....Decca 30089......IT'S BEEN A LONG, LONG TIME
(E. H. Morris, ASCAP)

A sultry new Deutsche Gramophon chick makes her bow here in a style that's bound to have its impact. The thrush sings this standard of the World War II era in English in a slow, sexy way that will make jockeys and audiences sit bolt upright. As usual the DGG recording job is superior. Very fancy late night programming material.

Reviews and Ratings * *

THE DREAM WEAVERS

Till We Meet Again....78

The threesome give a nice harmony version of the standard. Brightly arranged piece could be a juke threat. (Remick, ASCAP)

THE SABRES

VICTOR 6754 - New group is in the idiom of the Crew Cuts. It makes an interesting, potentially commercial debut

on this catchy, lilting I. Caesar-B. Fenstock song. (Caesar, ASCAP) Pity Me....75

A more simple pop tune here, with a rockin' background. This coupling could turn out at least one sleeper. (Fairway, BMI)

DOROTHY COLLINS

Baby Can Rock....75

Rock and roller with a novelty lyric.

Miss Collins' vocal is belted out to a smart instrumental arrangement by Dick Jacobs. Merits a good whirl.

(Vernon, ASCAP)

(Continued on page 58)



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Reviews of New Pop Records

Continued from page 56

TED NORMAN

M-G-M 12389-Well-made side. Norman has a smart rhythm song, and he's backed by a chorus and ork which gives a full, driving sound to the number. Merits exposure. (Robert Meilin, BMI)

Exciting 75 Another nice one. Slower in tempo than the flip, but with the same wellmarked rhythm pattern and full sound. (Robert Mellin, BMI)

JEANNIE CARSON

DECCA 30151—The attractive ballad from "Happy Hunting" gets a dramatic reading by Miss Carson, Should be plenty of plays on this tune and the Carson version is good enough to get a share. (Chappell, ASCAP)

Isle of Skye 70 This pretty tune, on which the gal is a co-cleffer, has the flavor of the bonnie laddies and the heelands. Nice reading of the expressive ballad but show plugs will get a better listen for the flip. (Mecca, ASCAP)

PEARL WOODS

DOT 15508 - A bluesy rock and roller, with impressive, insistent beat and - despite its pop quality - a funky sound. (Barton, ASCAP)

Let the Good Things Start 75 Like the flip in quality, but with a faster tempo. Pearl Woods sings it with style. (Home Town, ASCAP)

PEREZ PRADO

VICTOR 6752 - Attractive, exciting instrumental merengue, with mucho bongo and screaming brass. Good deejay opener for pop or Latin shows. (Peer, BMI)

Donna....75 An exceptionally danceable, fistenable cha cha. Piano solo is simple and flashy, stratospheric brass, Good melody here, too. (Peer, BMI)

ALAN FREED

Rock 'n' Roll Boogie74 CORAL 61749-The Freed band cuts loose with a swingin' instrumental job calculated to reach the fitterbuggers, with the rockin' beat and it could corner a healthy slice of juke coin. (Bonita, BMI)

The Grey Bear 74 More band kicks on the same swinging beat with plenty of horns to keep up the decibel 'level. Another Juke candidate. (Boutta, BMI)

ROBERTA SHERWOOD

A Woman Ages Quicker Than a Man. .74 DECCA 30138-A sentimental heartbreaker which is right in the moody Sherwood style. Has a sophisticated air that some jocks will doubtless take to their hearts. (Woodbine, ASCAP)

fears Don't Care Who Cries Them....73

Another philosophical observation most suitable to the blue-lighted club floor. (Shapiro - Bernstein, ASCAP)

MARY KAYE TRIO

DECCA 30145-The gal sings this pretty ballad very straight in a change from the usual gimmickladen approach. An appealing side worthy of attention. (Maries, ASCAP) Fools Rush In

(Where Angels Fear to Tread) 70 The group turns out a fast-moving, bright interpretation of the standard. Could be a great "in person" item but may be over-arranged for the buying public. Some jocks will spin it, however. (Bregman, Vocco & Conn, ASCAP)

JUDY VALENTINE

I'd Give You74 MERCURY 71013 - Thrush brings quality to a tricky Latin-type tune with good backing. Pleasant listening likely to get exposure on deejay segs. (Peer, BMI) I'll Be Following You....68

Another nicely delivered sentimental tune. Backing, however, is more or less run-of-the-mill. Not up to quality of flip. (Metropolitan, ASCAP)

ROBIE LESTER With You Where You Are73

LIBERTY 55033-Here's a harmony dual-tracking job by the gal on a bouncy tune. Songstress has an easygoing style with potential to break thru on future sides. (Remick, ASCAP)

Listen to the Wind....70

The new thrush offers a slightly mystical, minor-key ballad that has charm. Organ backup makes the whispering wind sound. (Jan-Lee, ASCAP)

DANNY KAYE

CAPITOL 3603-Sentimental ballad delivered in light, swingy style. Comic's first outing on the label has some spinner appeal. (Zodiac, BMI)

Cin Ciu Bella 69 Kaye gets ear-easy projection into a Italian flavor with mandolin sound featured. (Dena, ASCAP)

THE LORELEIS

Your Love71 BALLY 1024-The girls get good listening appeal into a slow rhythm song. Ork and chorus add pleasant backing. Can shape up for moderate play. (Village, BMI)

Jimmy, Jimmy, Jimmy....69 Lighter tempo and beat on a frolicsome little tune, exposed with good delivery. (Monitor, ASCAP)

FOUR SPICES

M-G-M 12397-Vocal cover of muchcut pop item. Good straight harmony here with canny backing by Leroy Holmes. (Bourne, ASCAP)

Fire Engine Boogle 60 Group gangs up on a boogie beat with dull effect. (Coachella, ASCAP)

THE KOSSOL SISTERS

Kissin' Cousins70 EPIC 9195 - Thrushes put over a happy little tune with considerable ability. Over-all combination of vocal and backing is pleasant. But, there is not much to send the sales thermometer soaring. (World, ASCAP)

Mr. Winter....69 Slow side carries about the same impact as the flip. A nice timely tune, well delivered, but that's about all. (Southern, ASCAP)

JOSEPH GERSHENSON

DECCA 30154-Another culling from the same source. Arrangement imag-Ination and instrumental use again apparent. (Northern, ASCAP) Four Girls in Town....69

Maestro batons pic music from "Four Girls in Town."- Sample is aurally impressive via intriguing use of brass and tympani. Similar in style to "Man With the Golden Arm" theme, but less appealing pop-wise. (Northern, ASCAP)

LILYANN CAROL

Stop the Clock70 MERCURY 70997-A bright, amusing rock and roller with a swingy beat. Miss Carol gives a throaty delivery in the way the teen-agers like these days. Good juke box disk. (Parkdale, ASCAP) So Used to You....66

A melodramatic ballad done in slow blues style. Backing by the Jan Raye Quartet is tasty and gives a fine assist. Light material is major drawback. (Tee Pee, ASCAP)

D'ARTEGA ORK

Journey's End70 M-G-M 12378-A pleasant bit of full ork mood listening. Styled in a semiclassical vein, the side lends itself to dreamy jockey shows. (Broude Bros., ASCAP)

Daily Double Gallop....65 This focusses on the racetrack with the sound of whips cracking, horses neighing and everything moving at a galloping pace. Might be good for sound effects for radio and TV. (Broude Bros., ASCAP)

ORLANDO MARIN ORK

Lucky Cha Cha Cha69 FIESTA 074 - Authentic cha-cha. More suitable for regional broadcasting than broad distribution. (Pemora, BMI)

Cha Cha for Chicks 69 Like the flip, with strident brass and slow tempo. (Morro, BMI)

CLAIRE HOGAN

If I Had a Talking Picture of You....69 M-G-M 12390-Miss Hogan, former Jimmy - Dorsey vocalist, does a polished vocal job on the oldie. Could be worth a late jockey spin

(I'm a Dreamer) Aren't We All 69 Another warm and listenable oldie with comment ditto.

CYRIL STAPLETON ORK The Song That Haunts My Heart69

M-G-M 12391 - Stapleton's ork, which has had some success with "Italian Theme" on another label, turns out another listenable mood disking with an easy-going Continental lilt. (Pickwick, ASCAP) You Know (Tu Sals)....66

This pleasing melody has a tango rhythm and the side makes for an agreeable bit of hearing. Flip may have an edge. (Pickwick, ASCAP)

MEG MYLES Language of Love69

LIBERTY 55038 - Lots of loveydovey expressions here fail to get things off the ground. It's the chick's first disk for the label and the picture could improve with other releases. (Spina, ASCAP) Thirteen Men 65

This is a saga of what happened when the H-bomb hit and left the gal alone with 13 men. Has an upbeat special-material feeling that doesn't get over too well on a disk. (Fisher, ASCAP)

"ANASTASIA" ROGER WILLIAMS

Kapp 161

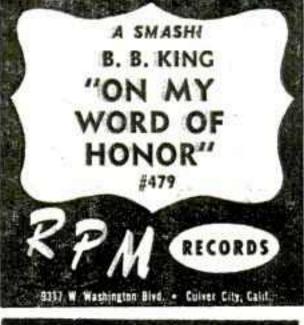


LINCOLN CHASE SINGS "SHE WALKED ME BY"

THE LOVE I HAVE FOR YOU"

Dawn 221





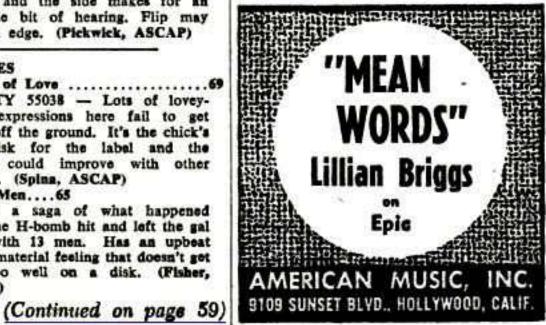
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Reviews of New Pop Records

Continued from page 58

THE HOLIDAYS

Catalina Honeymoon68 BELL 1001-Group features Jo Ann McNamara in lead for over-all pleasant projection and quality, Jocks could give it a whirl, (Bulls-Eye, ASCAP)

It's Not the Heart

(It's the Humidity) 66 Group gets together on a sharper beat for moderate results. Nothing here to ring a special sales bell, but generally pleasant listening. (Souvenir, ASCAP)

MILT HERTH TRIO

Snowflower 66 A.-G-M 12388-The guy with the Hammond is back and he offers an agreeable, sprightly tune in fast three-quarter time. Possible seasonal juke entry. (Leeds, ASCAP) Icicle Wing Ding ... 64

This has the spirit of winter in a bright upbeat framework, Jingling sleighbells help in the backing. (Pickwick, ASCAP)

THE HOLIDAYS

BELL 1003-Good group singing and arrangement on a pleasant tune with a bounce. Poor sound will discourage plays, however. (Souvenir, ASCAP) Romance Polka 58

A briskly-paced but very badly recorded instrumental polka. Bad sound will limit action on this. (Olander, ASCAP)

DON WAYNE

I Was a Doggone Fool63 ESTA 283-Singer belts out a fast tempo tune to a honky tonk backing sound. Not much distinguishment involved to spark it counterwise.

I'm Lonesome for You....61 An able vocal on a sentimental lament, but nothing outstanding either in imagination or projection, Counter action even less likely here.

CAROLE HARMON

WANDA 3275-Thrush sings creditably in a slow ballad, with ultrasweet backing. Nothing here out ot the ordinary, and over-all looks to attract only spasmodic counter inter-

I Hate to Get Up

in the Morning Blues 60 Very little in this blues number to rate more than passing listening. More effort than imagination involved. Little sales spark indicated.

BILL LAWRENCE ORK

STYLECRAFT 5100-A light ballad in three-quarter time. The vocalist has a little of the quality of Judy Garland's voice when the latter was a teen-ager. Interesting, but not commercially. (Adirondack, BMI)

Didja Didja Do....50 Miss Richards is miscast in this novelty in Latin rhythm. Ork is competent and that is about all. Prospects here are slim. (Adirondack, BMI)

JOAN VAN ARNEM

WANDERLUST 2010-Thrush gives pleasant vocal treatment to a nostalgic Hawaiian theme. Unprofessional backing limits potential, (Bulls-Eye, ASCAP)

Little Billy Dreamer 56 Singer brings similar quality to a Iuliaby. (Souvenir, ASCAP)

Reviews of New Polka Records

SIX FAT DUTCHMEN

Ursczula Polka85 VICTOR 1229-A top-notch Polishtype polka that should be a favorite nickel-nabber in any polka location. Clean, crisp brass and saxes, accordion and tuba make for a beautifully balanced side.

Chickadee 79 Lilting Polish-style waltz in Germanic brass-band orking. Vocal by Bob Smith. A good Midwestern juke bet, and for most Polish and German locations.

GENE WISNIEWSKI ORK

Blonde Secretary Polka84 DANA 3242-The Harmony Bells ork belts out this attractive instrumental tune with real class and vigor. Popular band and good material, very well recorded, should add some life to the polka market. Cuban Polka 84

Interesting combination of mambo and polka rhythms should intrigue many deejays and dancers. Clever disking, well played, with a little group chanting.

POLKA ALL STARS ORK

JAY JAY 163-A very strong instru-

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

WLW's "Midwestern Hayride," which disbanded suddenly a month ago, has been reorganized and will resume * January 5 as an hour-long Saturday show, 6:30-7:30 p.m., over WLW-T, Cincinnati. Willie Thall, who piloted "Hayride" for a number of years in the past, will again take his place in the driver's seat. . . . John Kelly has a "Grand Ole Opry" package, headed by Lonzo and Oscar, set for a one-night stand at the 14,500seat Cincinnati Garden, New Year's Eve. . . . Mae Boren Axton has joined American Folk Publications, publishers of Country Song Round-Up and Country and Folk Songs. Does that mean she has severed connections with the Hank Snow organization?

"D." Kilpatrick, WSM Artists Service Bureau manager, has added another name to the "Grand Ole Opry" roster in Stonewall Jackson, a Georgia lad, new to the country and western field. . . . Joe Maphis and Rose Lee are back on KTTV's "Town Hall Party," Los Angeles, after a trip east which included a stopover at Nashville and a visit with friends on "Old Dominion Barn Dance, Richmond, Va. . . . Smiley Wilson and Kitty and Rita Fave have just waxed Rex Griffin's new tune, "Thunder and Lightning," for M-G-M Records. Griffin's two daughters also have gone in for songwriting and already have had one of their efforts accepted by Acuff-Rose.

Dave Rich joined "Louisiana Hayride," Shreveport, Saturday (8) as a regular. James O'Gwynn is another new "Hayride" regular. . . . Wanda

Other Records Released This Week

Popular

El Pescador: The Hiss-ing Cha Cha Cha-Jose Curbelo Ork, Fiesta 073 Follow the Leader; Sixth Finger Tune-Pete King Ork, Liberty 55039 El Guayabero; Oye Mi Son Cha Cha Cha-Orlando Marin Ork, Fiesta 072

Christmas

The Story of Christmas; We're All Kids at Christmas-Betty Madigan, M-G-M 12093

Sacred •

What I Want for Christmas Is Christmas; Candles in Heaven-Randy Brent, Highway 1007

Polka

Billy Goat Polka; Waltz With Me-Steve Adamczyk, Dana 2111 Bing Bang Polka; Lovers Polka-Johnnie

Bomba Ork, Dana 3237 The Mistletoe Polka: Seein's Believin'-The Galanlads, Piv 1005 Milwaukee's Favorite Waltz; Just Because

Polka-Li'l Wally, Jay Jay 166 Jingle Bells Polka; Sleigh Bells Waltz-Li'l Wally, Jay Jay 150 Call Me Modern: Na Prawo-Lewo-Scharf-

Antonuk Ork, Mark 102

mental coupling for international jukes and deejays. The orking is Polish-style, with good clarinet, trumpets and big beat. Tempo on the polka is brisk. (BMI)

Goodnight Waltz 80 A bright, compah waltz with wide international appeal, (BMI)

ED WOJCIK

Sparrow Polka79 DECCA 30133-Catchy, Polish polka, based at least partially on a traditional tune, is orked in shrill, typical Polish style by Wojcik's Five. Okay fuke possibility, particularly in Polish nabes. Instrumental. (Sajewski, SESAC)

Green Peas 70 A Polish oberek with a strong rhythm and typical instrumental flavor. Mainly for Polish trade.

Jackson, now sojourning with the home folks in Oklahoma City, cuts another Capitol session in late January. . . . Jim Halsey, of Thunderbird Artists, Inc., Independence, Kan., is currently on tour with Hank Thompson and His Brazos Valley Boys in California. Jim will be on deck when Hank cuts another session for Capitol's Ken Nelson on the Coast this week. Thompson made an appearance on Cliffie Stone's "Hometown Jamboree" last Saturday (8).

George Jones occupies the guestar slot on "Big D Jamboree," Dallas, December 22, with the Georgia piano player, Giddy Smitty, closing out the year as "Big D" guest on the 29th. . . . Sonny James, whose newest on the Capitol label, "Young Love," is reported bustin' out in great style, will spend the holidays with the home folk in Hackleburg, Ala. . "Ozark Jubilee" shifts back to its old Saturday night TV slot beginning December 29, when it comes on immediately following the Lawrence Welk show, an ideal

Leon McAuliffe and His Cimarron Boys are slated to cut 24 selections for the World Transcription library this month. . . . Billy Walker is set for a string of holiday dates thru Oklahoma, Texas and New Mexico, and heads for California in January. . . . Country comic Bob (Luke) lones is appearing with the Charlie Monroe (Decca) show based in Winston-Salem, N. C. Monroe currently has two TV shows, one on Saturdays over WSJS-TV in Winston-Salem, and another on Wednesdays over WSLS-TV, Roanoke, Va. The show's sponsor plans to add another station soon.

The Country Pardners, whose latest on RCA Victor is "I Chose the Wrong Girl" b.w. "Pretty Polly," will cut "Why Ain't I Good Enough for You?," by Bill Price and Wiley Birchfield, on their next session coming up soon. . . . Andy Jackson and His Tuxedoed Texans, currently holding forth at the Paramount Lounge, Cicero, Ill., are now heard each Tuesday night, 10:30-11, over WOPA, Chicago, in a program of country and western music. Group comprises Andy Jackson, bass and voice; Roy McCoy, (Continued on page 62)

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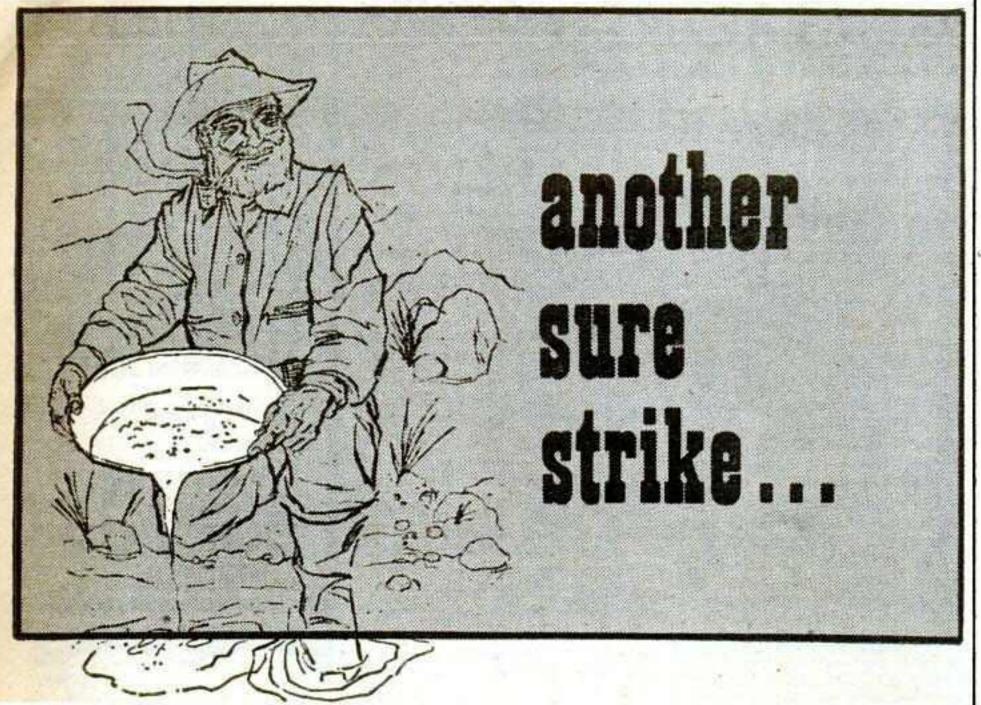
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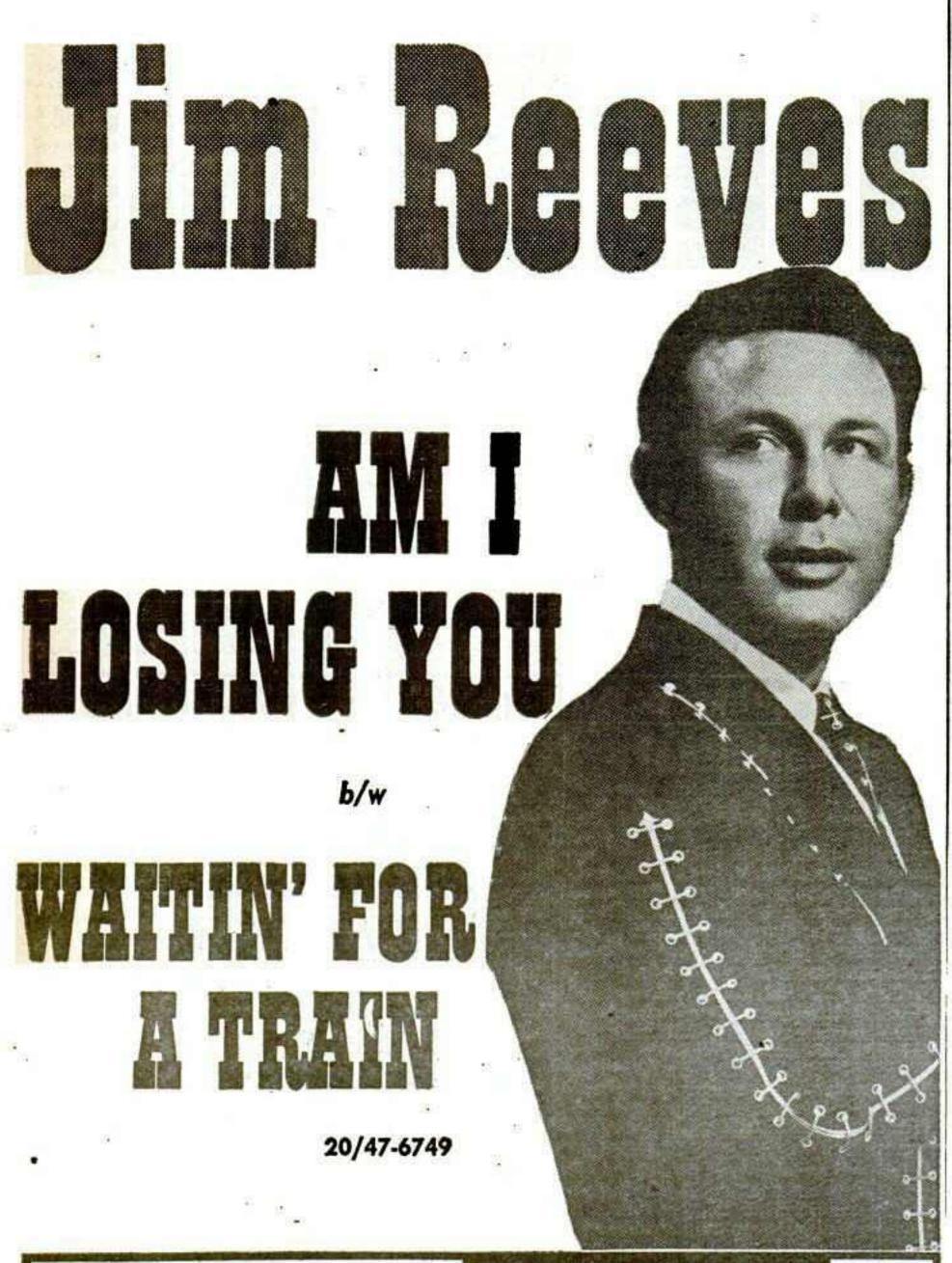
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• C&W Best Sellers in Stores

For survey week ending December 5

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 throut 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 of combined to determine position on the chart. In such that case, both sides are listed in bold type, the lead week side on top.		Weeks on Chart
1. SINGING THE BLUES (BMI)-M. Robbins	1	13
2. CRAZY ARMS (BMI)—R. Price	2	28
3. LOVE ME TENDER (BMI)—E. Presley ANY WAY YOU WANT ME (ASCAP)—Vic 20-6	643	9
4. I WALK THE LINE (BMI)-J. Cash		28
5. DON'T BE CRUEL (BMI)-E. Presley HOUND DOG (BMI)-Vic 20-6604	3	20
6. I'VE GOT A NEW HEARTACHE (BMI)-R. Pric WASTED WORDS (BMI)-Col 21562	ce 7	5
7. SEARCHING (BMI)-K. Wells	6	24
8. SWEET DREAMS (BMI)-F. Young	8	26
9. YOU'RE RUNNING WILD (BMI)—Louvin Broth CASH ON THE BARREL HEAD (BMI)—Cap 35		7
10. BEFORE I MET YOU (BMI)-C. Smith WICKED LIES (BMI)-Col 21551		8
11. ACCORDING TO MY HEART (BMI)-J. Reeves	s 11	7
12. STOLEN MOMENTS (BMI)-H. Snow		. 1
13. CONSCIENCE, I'M GUILTY (BMI)-H. Snow	9	20
14. TEEN-AGE BOOGIE (BMI)-W. Pierce I'm Really Glad You Hurt Me (BMI)-Dec 30045	13	8
15. REPENTING (BMI)-K. Wells	12	3

Most Played C&W in Juke Boxes

the country, as determined by The Billboard's weekly survey of operators using a

I'm Counting on You (ASCAP)-Dec 30094

For survey week ending December 5

RECORDS are ranked in order of the greatest number of plays in juke boxes through

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. Week Chart Week 1. SINGING THE BLUES (BMI)—M. Robbins...... I Can't Quit (BMI)-Col 21545 2. POOR MAN'S RICHES (BMI)—B. Barnes..... Those Who Know (BMI)-Starday 262 3. JUST ONE MORE (BMI)—G. Jones..... GONNA COME GET YOU (BMI)-Starday 264 4. I WALK THE LINE (BMI)-J. Cash..... Get Rhythm (BMI)-Sun 241 5. DON'T BE CRUEL (BMI)-E. Presley..... HOUND DOG (BMI)-Vic 20-6604 6. CRAZY ARMS (BMI)-R. Price......
You Done Me Wrong (BMI)-Col 21510 LOVE ME TENDER (BMI)—E. Presley.......
 Any Way You Want Me (ASCAP)—Vic 20-6643 8. I'VE GOT A NEW HEARTACHE (BMI)-R. Price... WASTED WORDS (BMI)-Col 21562 9. BEFORE I MET YOU (BMI)-C. Smith..... WICKED LIES (BMI)—Col 21552 10. STOLEN MOMENTS (BMI)—H. Snow.....

Most Played C&W by Jockeys

shows thruout the country according to The Billboard's weekly survey of top disk lockey shows in all key markets.

SIDES are ranked in order of the greatest number of plays on disk lockey radio

Two Won't Care (BMI)-Vic 20-6715

For survey week ending December 5

Cap 3443—BMI

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• Review Spotlight on . . .

C&W RECORDS

WEBB PIERCE.
I'm Tired (Cedarwood, BMI)
I'm Tired (Cedarwood, BMI)—Decca 30155—Pierce shows his list My Way (Cedarwood, BMI)—Decca 30155—Pierce shows his usual style and complete command of the traditional country usual style and country usual style and complete command of the traditional country usual style and country usual st

THE BILLBOARD DECEMBER 8, 1956



A NEW WORLD OF SOUND



This Week's C&W Best Buys

YOUNG LOVE (Lowery, BMI)-Sonny James-Capitol 3602-This disk has been a runaway ever since it was issued a little over two weeks ago. It has an unusual quality that is proving commercially potent as much in the pop market as in country and western. The possibilities of its placing on both the pop and country charts is very good, judging from surveys of markets of both fields. Flip is "You're the Reason" (Beechwood, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . .

C&W DISK JOCKEY PROGRAMMING

THE NEW BLOCKBUSTERS

Rock and Roll Guitar-Parts 1 and 2 (Personality, BMI)-Antler 4001-Here's a strong, hard-driving country blues with a showmanly vocal on one side and a standout instrumental on the other. Both have a solid rockabilly feeling, but the instrumental stacks up as the most effective programming side for jocks.

Reviews of New C&W Records

LITTLE JIMMY DICKENS

COLUMBIA 40801 - Strongest disk Little Jimmy has turned out in a while. This is a rollicking ballad, with a touch of novelty in the lyric. Jimmy belts out the vocal in traditional style. (Hill & Range, BMI)

Say It Now 80 This side is a weeper, and a strong one, with the standard ingredients of cheating and broken hearts. Little Jimmy packs emotion in his warbling. (Singing River, BMI)

EDDIE NOACK

She Can't Stand the Light of Day 80 STARDAY 276 - A very forceful weeper that will command a lot of attention. Noack has perhaps his strongest entry of the year in this powerful reading. Could be a sleeper. (Starrite, BMI)

The Worm Has Turned 77 A lively up-tempo comic piece, in which the nagged husband finally gets his dander up and tells his wife a thing or two. Should be popular with deejays. (Starrite, BMI)

DON GIBSON

M-G-M 12393-Tune has an old style melody but the performance rates kudos. Gibson sells the lyric in fine style and the jocks should pay attention. Payoff potential here. (Acuff-Rose, BMI)

You're the Only One for Me 69 Gibson gives a robust reading to this lovely rural ballad. Strength is lacking in the tune but the talent shows thru. Flip is the side, however. (Acuff-Rose, BMI)

MAC CURTIS

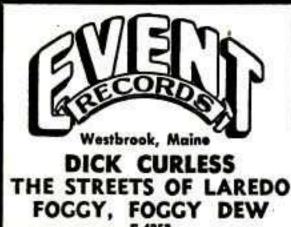
KING 4995 - An intense pleader styled a la Presley. The singer belts the message out with force and gets a hefty assist from the stomping beat in the backing. (Armo, BMI)

That Ain't Nothin' But Right 76 Another Presley style shouter that is equally appealing. The lyrics are excellent, and are read in the feverish manner of E. P. Good performance. (Armo, BMI)

JUDY LYNN Tip Toe76

ABC-PARAMOUNT 9767 - A real cute lyric, telling of the strategems of the chick who is not big enough to have a beau. Plenty of lively tempo and novelty here. (Acuff-Rose,





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I Slipped Off My Wedding Ring....74 A strong weeper, slow in tempo, with the sadness really registering. Thrush sings it soulfully, and jocks will give it a good whirl. (Cedarwood, BMI)

TIBBY EDWARDS

STARDAY 278 - Edward bemoans his stupidity in trusting a woman. He packs a solid punch on the tearful lyrics. The backing is properly bouncy. Could grab juke box coin. (Starrite, BMI)

I Don't Want to Say I Love You....69 Reluctantly, Edwards admits to an absent sweetie that he hasn't been able to forget her. Some cute moments here, but the material is not very fresh. (Starrite, BMI)

LES YORK

You Get Mad74 KING 4994-A humorous side, in which York lets out at a nagging wife. Smoothly styled and rates gencrous decjay play. (Mar-Kay, BMI)

Wages of Sin....73 His wife has become a slave of drink, and the singer philosophizes over the situation sadly. The material has an tive. (Lois, BMI)

DAVE RICH

Lonely Street72 VICTOR 6753 - Poignant theme. Rich uses his nasal tone and humming gimmick to good effect, but he has had more promising sides. (Four Star, BMI)

Didn't Work Out, Did It? 66 A sly little number with a good beat, but actually very little content. (Tree.

HARRY CARROLL

Checkerboard Lover71 STARDAY 277-This weeper features some rather fanciful imagery. Carroll gives it a sincere, weepy Intonation. Fair example of the traditional weeper. (Starrite, BMI)

Two-Timin'....70 Another weeper in traditional style. Fair commercial possibilities, (Star-

JOE MONTGOMERY

Cool Cat69 ABBOTT 189-Singer belts a rocking rhythm for considerable effect, Backing is likewise on the beam. A slick reading that has deejay appeal. (Dandelion, BMI)

Walking With Memories . . . 60 Slow ballad kick, which never seems to get off the ground. Able chanting seems gaited to only passing interest. (Dandelion, BMI)

MR. SUNSHINE (CÀRL SWANSON)

M-G-M 12395-Mrs. Sunshine joins the Mr. in a languid harmony effort on the Western oldie. Heavy action is not predicted, the it's a pleasant spinnable side. (Peer, BMI)

My Carolina Sunshine Girl ... 63 Mr. Sunshine goes it alone on this Jimmie Rodgers oldie. Action in today's market isn't too likely. (Peer,

JEWELL AND CURLEY MYERS

Since We Parted67 RODEO 119-Duo may touch off a moderate sales play with this typical lament. But there seems little heart or originality here. (Flex, BMI)

Crazy Love and Foolish Lies 65 Similar in theme and treatment but not as good as the flip. Limited sales potential. (Flex, BMI)

EDDIE PING

You Can't Have Two Sweethearts 6 ESTA 282-Real two-timing country flavor here both in material and projection. Production is only fair, as will be its commercial prospects. (BMI)

Bolt Up the Kitchen Door 62 Lively little complaint from a tired field hand. Amusing material, well delivered; may appeal to some dec jays. (BMI)

FOLK TALENT AND TUNES

• Continued from page 59

steel guitar; Harold Jones, guitar with Bobby Lord, Pete Stamper, and voice, and Pat Perry, drums.

The Blackwood Brothers Quartet is set for the remainder of December as follows: Gadsden, Ala., December 13; Louisville, 14; Indianapolis, 15; Knoxville, 29; and Birmingham, 31. . . . The new Sonny James album on Capitol, due out soon, will be titled "Sonny James - The Country Gentleman." . . . Disk jockeys may obtain a copy of Jimmy Martin's new Decca release, "Hit Parade of Love' b.w. "You'll Be a Lost Ball." by writing to Wade Birchfield. 1298 St. Jean Avenue, Detroit

Big Red Furniture Warehouses of Oklahoma, who sponsor a Saturday afternoon show with Hank Thompson and His Brazos Valley Boys and a Wednesday night show with Leon McAuliffe and His Cimarron Boys, both carried on a network of Oklahoma TV stations, have started another TV show over the same Oklahoma net. The new half-hour is done remote from the Cimarron Ballroom, Tulsa, from 10-10:30 p.m., Saturdays, featuring the music of either McAuliffe or Thompson, whoever happens to be in the ballroom that night.

The Lilley Brothers, Everette and Mitchell B., formerly at Hillbilly Ranch, Boston, have transferred their activity to the Novelty Club in the same city. Featured with the Lilleys is Don Stover, five-string banjo wizard. Ev and Mitch appear on the Event label. . . . Brenda Lee. "Ozark Jubilee" kiddie star, opened last Thursday (6) at the Flamingo Hotel, Las Vegas, where she's appearing on the same bill with the Ink Spots in Christmas presentation which runs thru December 26. Brenda is accompanied by her parents and "Ozark Jubilee" tub-thumper, Don Richardson, Also on deck for the opening was Pat Black, wife of the late Lou Black, who served as personal manager to Brenda.

The Porter Wagoner Trio, along Kind-Hearted."

Ted Rains, Jimmie Gately and Harold Morrison, played five days in Florida last week for promoter Scott Purcell. . . . Gary Williams recently appeared with the Sons of the Pioneers, Merle Travis, Tex Williams, Tex Ritter and others in Screen Gems' TV filming of "Western Ranch Party" from Art Linkletter's Playhouse in Hollywood Williams toured with Lefty Frizzell thru Washington and Oregon early in November and November 27 was Hank Snow's guest at the Sports Arena, San Diego, Calif.

Mitchell Torok reports that plans for a three-month tour of England have been completed, with the trek slated to get under way February 15. . . . Harold Carter's newest on the Event label, "The Hot Mockin' Bird" and "The German Waltz," hit the music racks last week. Deejays may obtain samples of this and other Event platters by writing to B. L. Hawkes, Event Records, Westbrook, Me. . . . Hal Lone Pine and Betty Cody and their "Kountry Karaven" are reported to be drawing well on personals thru Maine and New Hampshire. Their shows on WMTW-TV, Mount Washington, N. I., have been shifted from 3:45-4:15 p.m. to 1:30-2 p.m., Monday thru Friday.

With the Jockeys

Jack Brown currently spinning the platters six nights a week over KYA, San Francisco. . . . Little Brother Cyclone Wayne is heard regularly over KVSM, San Mateo, Calif. . . . Chester Smith (Capitol) is holding down a c.&w. mike at KTRB, Modesto, Calif. . . . According to Curley Gold, deejays may get the following Cavalier waxings by writing to the firm's president, Tom Spinnosa, at 298 Ninth Street, San Francisco: Ozzie Johnson and the Flying I Ranch Boys' recording of "Everything Happens to Me," Red Murrell's "Two Evil Eyes," Marvin and Millie and the Western McGee Gang's waxing of "Give Your Heart Another Chance," and Vance Marshall and the McGee group's recording of "You're Not

Rhythm & Blues Notes

- By GARY KRAMER

The Alan Freed movie, "Rock, Rock, Rock," opened in New York Wednesday (5) amid considerable hoopla. The principal festivities were at the Loew's Victoria Theater uptown, where Freed appeared in person with Chuck Berry and Connie Francis (who did the dubins for the fem lead) in tow. Seeing the film, a few words of comment and commendation are in order for the r.&b. acts taking part. Records, unfortunately, reveal only a part of the showmanly talents of many singers and groups active in this field. Visually, they are doubly impressive, and it is a boon to the teen-agers to see what fine entertainers their favorite recording artists are.

Chuck Berry is certainly one of the foremost song stylists of the day, regardless of category tag. His gestures, body movements and facial expressions act out the lyrics of "You Can't Catch Me" in the film so completely that if the sound went dead, the viewer would not be lost. One can virtually see the words. Seeing Frankie Lymon and the Teen-Agers work is also an exciting experience. Apart from the singing, these youngsters can dance and put on a show that makes most pop entertainers very pale by comparison.

With "Rock, Rock, Rock" at the Loew's theaters all over New York, the Apollo Theater in Harlem is meeting the competition with a "Rhythm and Blues Week" starting Friday (7). Besides showing the film, "Rhythm and Blues Review," a live revue that includes Big Maybelle, the Clovers, Etta James and the James Moody band, will be at the Baby Grand; and same time, Clyde McPhatter, the Heartbeats, Della Reese and Jimmy Cavallo and his House Rockers will be at Neapolitan City, New York's rock 'n' roll palace; Gene and Eunice and Claudia Swan will be at the Baby Crand; and Krazy Kris Kolumbo (recently recorded by King) returns to Small's Paradise, where he made his debut a few weeks ago. And with Dinah Washington coming into Basin Street, it looks like everybody is working the "apple" this month.

B. B. King has formed a record label of his own, to be called Blues Boy Kingdom. Since he is still under contract to RPM himself, the talent that will be recorded will be confined to new talent that King discovers in the course of his extensive tours all over the country. Headquarters of the label will be in Memphis. . . . Ralph Stein has been named rhythm and blues a.&r. director for Flair-X Records. Stein is a musicianwriter - arranger - conductor who previously handled a.&r. chores for Original Records.

Buck Ram, the busy one, has now taken on a.&r. responsibilities for a new firm, Antler Records. First release is "Rock and Roll Guitar" by the Blockbusters, the group that did "In a Little Spanish Town" for Aladdin. The new issue is a rockabilly opus that Ram hopes will do well in all fields. . . . Joe Louis gets partial writer credit on Solomon Burke's new release. "You Can Run, But You Can't Hide." The title, of course, is the champ's famous remark to Billy Conn. Here it has a religious connotation. . . . Atlantic Records has issued its first instrumental in a long time: "Hey, Tiger," by Chuck Calhoun and the Atlantic All Stars. . . Roost's Bowties now have an accessory in the Cuff Links, who bowed on Dootone this week.

C&W Territorial Best Sellers

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. Love Me Tender, E. Presley, Vic. 2. I've Got a New Heartache,

R. Price, Col. 3. Singing the Blues, M. Robbins, Col. 4. Cat Came Back, S. James, Cap.

5. Turn Her Down, F. Young, Cap. 6. Young Love, S. James, Cap. 7. Repenting, K. Wells, Dec.

Charlotte

1. Singing the Blues, M. Robbins, Col. 2. Love Me Tender, E. Presley, Vie. 3. Crazy Arms, R. Price, Col. 4. Don't Be Cruel, E. Presley, Vic. 5. I Walk the Line, J. Cash. Sun

Dallas-Fort Worth

1. Singing the Blues, M. Robbins, Col. 2. Crazy Arms, R. Price, Col. 3. I Walk the Line, J. Cash, Sun 4. Love Me Tender, E. Presley, Vic. 5. Don't Be Cruel, E. Presley, Vic.

Houston

1. Singing the Blues, M. Robbins, Col. 2. Just One More, G. Jones, Sdy.

6. Hound Dog, E. Presley, Vic.

ENE STERLING

MECCA 591 - A familiar country theme with no new embellishments. Sterling has a good, natural voice for the idlom and in stronger material and in a more professional production, could do well, (Mecca Enterprises, BMI)

Won't Be Back No More 63 In the tradition of the country blues, Interest here, as above, is limited strictly to singer's voice and style. (Mecca Enterprises, BMI)

3. Poor Man's Riches, B. Barnes, Sdy. 4. I Walk the Line, J. Cash, Sun 5. Love Me Tender, E. Presley, Vic. 6. Hound Dog, E. Presley, Vic. 7. Craxy Arms, R. Price, Col.

8. Don't Be Cruel, E. Presley, Via. 9. Before I Met You, C. Smith, Col. Memphis 1. Singing the Blues, M. Robbins, Col.

4. Crazy Arms, R. Price, Col. 5. Stolen Moments, H. Snow, Vic. 6. Go Away With Me, Wilburn Brothers, Dec.

2. Ubangi Stomp, W. Smith, Sun

3. Repenting, K. Wells, Dec.

Nashville

1. Singing the Blues, M. Robbins, Col. 2. I've Got a New Heartache, R. Price, Col.

3. Go Away With Me, Wilburn Brothers, Dec. 4. Wasted Words, R. Price, Col. 5. According to Your Heart, J. Reeves, Vic.

6. Love Me Tender, B. Presley, Via. 7. There You Go, J. Cash, Sun . 8. Crasy Arms, R. Price, Col.

9. Turn Her Down, P. Young, Cap.

Richmond, Va. 1. Love Me Tender, B. Presley, Vic.

2. Singing the Blues, M. Robbins, Col. 3. Hound Dog, E. Presley, Vic. Don't Be Cruel, B. Presley, Vic. 5. Poor Man's Riches, B. Barnes, Sdy. 6. Crazy Arms, R. Price, Col.

St. Louis

1. Just One More, S. Jones, Sdy. 2. Poor Man's Riches, B. Barnes, Sdy. 3. Singing the Blues, M. Robbins, Col. 4. I Walk the Line, J. Cash, Sun 5. Wasted Words, R. Price, Col.

R&B Best Sellers in Stores

For survey week ending December 5

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 througt the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are

	This Week		Last Week	Weeks on Chart
7	1.	BLUEBERRY HILL (ASCAP)-F. Domino Honey Chile (BMI)-Imperial 5407	. 1	10
	2.	HONKY TONK (PARTS I & II)-B. Doggett	. 2	18
	3.	SINCE I MET YOU, BABY (BMI)-I. J. Hunter You Can't Stop This Rocking and Rolling (BMI)-Atlantic 1111	. 3	3
	4.	SLOW WALK (BMI)—S. Austin	. 4	5
	5.	I FEEL GOOD (BMI)—Shirley & Lee Now That It's Over (BMI)—Aladdin 3338	. 6	4
	6.	OH, WHAT A NIGHT (BMI)-Dels	. 5	6
	7.	AIN'T GOT NO HOME (BMI)-C. Henry Troubles, Troubles (BMI)-Argo 5259	. 15	2
	8.	SLOW WALK (BMI)—B. Doggett	. 12	3
	9.	GREEN DOOR (BMI)-J. Lowe	. 7	8
	10.	THOUSAND MILES AWAY (BMI)—Heartbeats Oh, Baby, Don't (BMI)—Rama 216	. 13	5
	11.	LOVE ME TENDER (BMI)-E. Presley	. 8	9
	12.	GOODNIGHT, MY LOVE (BMI)-J. Belvin I Want You With Me Christmas (BMI)-Modern 1005	. 10	2
	13.	SINGING THE BLUES (BMI)-G. Mitchell Crazy With Love (ASCAP)-Col 40769		1
	14.	YOU GOT ME DIZZY (BMI)-J. Reed		1
	15.	JIM DANDY (BMI)-L. Baker	. –	1

Most Played R&B in Juke Boxes

For survey week ending December 5

RECORDS are ranked in order of the greatest number of plays in luke boxes thruout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to de-

This Week		Last Week	Weeks on Chart
1.	BLUEBERRY HILL (ASCAP)-F. Domino	. 1	10
2.	HONKY TONK (PARTS I & II)-B. Doggett	. 2	15
3.	SINCE I MET YOU, BABY (BMI)-I. J. Hunter You Can't Stop This Rocking and Rolling (BMI)-Atlantic 1111	. 3	3
4.	SLOW WALK (BMI)-S. Austin	. 6	2
5.	I FEEL GOOD (BMI)—Shirley & Lee	. 4	3
6.	OH, WHAT A NIGHT (BMI)-Dels	. 5	4
7.	GOODNIGHT, MY LOVE (BMI)-J. Belvin I Want You With Me Christmas (BMI)-Modern 1005	-	1
8.	CONFIDENTIAL (BMI)-S. Knight	. 10	4
9.	IN THE STILL OF THE NIGHT (BMI)-Satins Jones Girl (BMI)-Ember 10005		` 11
10.	SEE-SAW (BMI)-Moonglows		5

Most Played R&B by Jockeys

For survey week ending December 5

SIDES are ranked in order of the greatest number of plays on disk lockey radio
shows thruout the country according to The Billboard's

This		Last Week	Weeks on Chart
1.	BLUEBERRY HILL-F. Domino	. 1	11
2.	HONKY TONK-B. Doggett	. 2	16
3.	I FEEL GOOD-Shirley & Lee	. 14	4
4.	LOVE ME TENDER-E. Presley	. 3	8
5.	OH, WHAT A NIGHT-Dels		3
6.	SINCE I MET YOU, BABY-I. J. Hunter	. 4	3
· 7.	DON'T BE CRUEL-E. Presley		
8.	CONFIDENTIAL—S. Knight	. –	1
9.	GREEN DOOR-J. Lowe	-	3
10.	BROWN-EYED, HANDSOME MAN-C. Berry	. 8	7
11.	ON MY WORD OF HONOR-B. B. King	. 6	2
	ANY WAY YOU WANT ME-E. Presley		1
-13.	*LOVE ME-E. Presley		2
14.	SLOW WALK-S. Austin	7	3
15.	TRICKY-G. Jenkins	-	1
	*(Not available as a Pop Single, available on RCA Victor 45 EPA-992 and in RCA Victor 331/3 "Elvis" LPM 1382		

R&B Territorial Best Sellers

For survey week ending December 5

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

- Blueberry Hill, F. Domino, Imp.
 Since I Met You Baby,
 I. J. Hunter, Atl.
- 3. Honky Tonk, B. Doggett, Kng.
- 4. Green Door, J. Lowe, Dot 5. Ain't Got No Home, C. Henry, Ago.

· Charlotte

- Blueberry Hill, F. Domino, Imp.
 I Feel Good, Shirley & Lee, Ala.
 Honky Tonk, B. Doggett, Kng.
- Ain't Go No Home, C. Henry, Ago.
 Brown Eyed, Handsome Man, C. Berry, Chs.
- Oh, What a Night, Dels, VJ
 Since I Met You, Baby, I. J. Hunter, Atl.
- 8. Jim Dandy, L. Baker, Atl.

Chicago

Slow Walk, S. Austin, Mer.
 Singing the Blues, G. Mitchell, Col.
 Don't Be Cruel, E. Presley, Vic.
 Love Me Tender, E. Presley, Vic.
 Blueberry Hill, F. Domino, Imp.

Cincinnati

Honky Tonk, B. Doggett, Kng.
 Slow Walk, B. Doggett, Kng.
 Slow Walk, S. Austin, Mer.
 Blueberry Hill, F. Domino, Imp.
 Thousand Miles Away Heartbeats, Rma.
 On My Word of Honor,

 B. King, RPM

 I Feel Good, Shirley & Lee, Ala.
 I Can't Quit You Now, O. Rush, Cba.

Detroit

Slow Walk, S. Austin, Mer.
 Since I Met You, Baby,

 J. Hunter, Atl.
 Blueberry Hill, F. Domino, Imp.
 Ain't Go No Home, C. Henry, Ago.
 Slow Walk, B. Doggett, Kng.
 I Feel Good, Shirley & Lee, Ala.
 You Got Me Dizzy, J. Reed, VJ

Los Angeles

Goodnight, My Love, J. Belvin, Mod.
 Oh, What a Night, Dels, VJ
 Honky Tonk, B. Doggett, Kng.
 Blueberry Hill, F. Domino, Imp.
 Don't Be Cruel, E. Presley, Vic.
 Since I Met You, Baby,

 J. Hunter, Atl.

 Love Me Tender, E. Presley, Vic.
 Green Door, J. Lowe, Dot
 Slow Walk, B. Doggett, Kng.
 Should I Ever Love Again, W. Carr, Spe.

New Orleans

Since I Met You, Baby,
 I. J. Hunter, Atl.
 Blueberry Hill, F. Domino, Imp.
 I Feel Good, Shirley & Lee, Ala.
 Slow Walk, B. Doggett, Kng.
 Just to Hold My Hand
 P. Perryman, Duk.

New York

 Honky Tonk, B. Doggett, Kng.
 Blueberry Hill, F. Domino, Imp.
 Thousand Miles Away, Heartbeats, Rma.
 Green Door, J. Lowe, Dot

5. Singing the Blues, G. Mitchell, Col. 6. Oh, What a Night, Dels, VJ

Philadelphia

Blueberry Hill, F. Domino, Imp.
 Thousand Miles Away, Heartbeats, Rma.
 Since I Met You, Baby,

 J. Hunter, Atl.

4. Honky Tonk, B. Doggett, Kng. 5. Slow Walk, B. Doggett, Kng.

St. Louis

1. Blueberry Hill, F. Domino, Imp.
2. Since I Met You, Baby,

I. J. Hunter, Atl.

3. Oh, What a Night, Dels, VJ

4. Honky Tonk, B. Doggett, Kng.

5. On My Word of Honor,

B. B. King, RPM

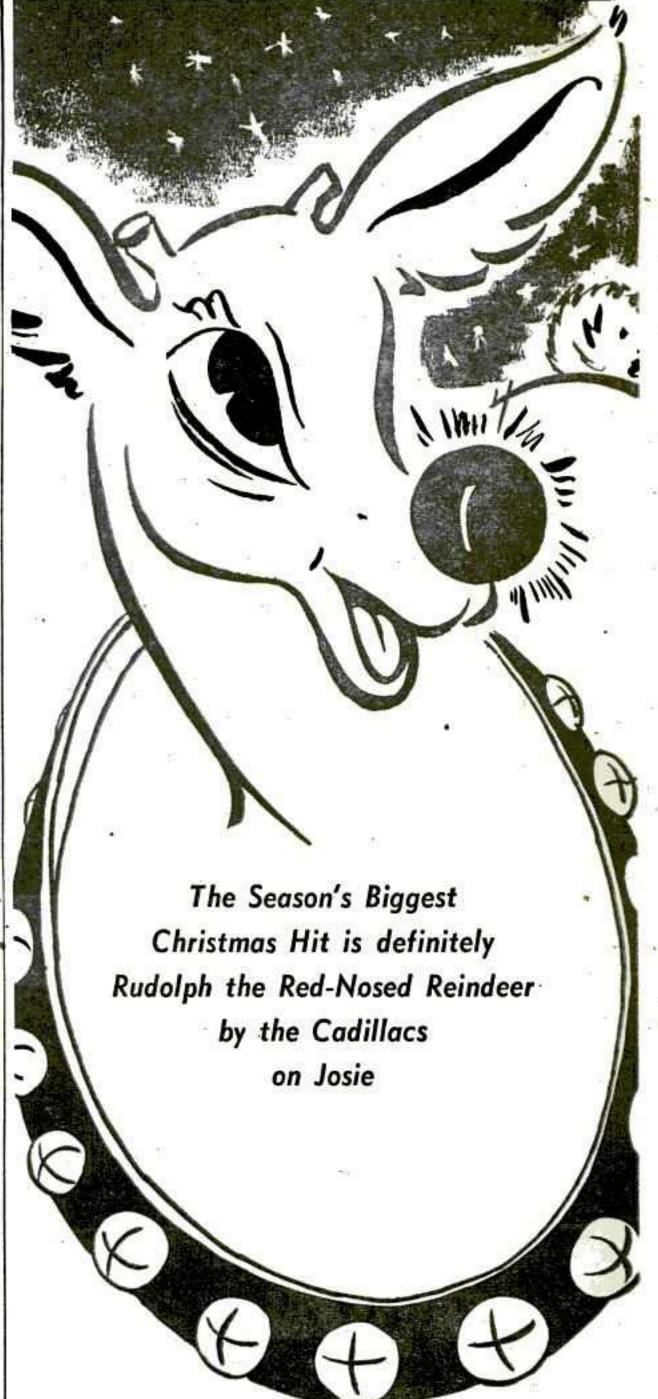
6. Thousand Miles Away,
Heartbeats, Rma.

10. Priscilla, E. Cooley, Rst.

Slow Walk, B. Doggett, Kng.
 Do Right, Baby,
 I. Turner-B. Gayles, Fed.

Washington, D. C.

1. Slow Walk, S. Austin, Mer.
2. Blueberry Hill, F. Domino, Imp.
3. Green Door, J. Lowe, Dot
4. Honky Tonk, B. Doggett, Kng.
5. Ain't Got No Home, C. Henry, Ago.
6. Singing the Blues, G. Mitchell, Col.
7. Love Me Tender, E. Presley, Vic.
8. You Got Me Dizzy, J. Reed, VJ
9. Oh, What a Night, Dels, VJ



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"IF IT AIN'T ONE THING" (IT'S ANOTHER)

b/w

"I FOUND SOMETHING"
Peacock #1769

!!! PEACOCK DOES IT AGAIN!!!

GEE...
WHAT RATINGS!!!

Spiritual

THE DIXIE HUMMING BIRDS

Thank You for One More Day....86

PEACOCK 1764 — A slow, emotional expression of the power of prayer. Lead man sells in a sensational manner. Should copplenty of loot in this market.

(Lion, BMI)

Get Right Church....84

THE SENSATIONAL NIGHTINGALES

CLARA WARD

DUKE RECORDS
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when answering ads . . .

Say You Saw It in The Billboard

Shirley _ee

(Sweethearts of the Blues)

THE HOTTEST ACT IN THE COUNTRY!

2 SMASH HITS ON ALL CHARTS

> FEEL GOOD

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3325

and

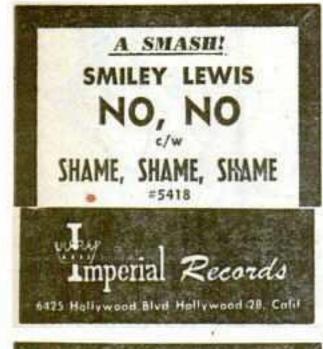


TERRIFIC! Vee Jay 228

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Sonny Til's ORIOLES

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BIG SOUND!!! LOVE IS STRANGE

MICKEY & SYLVIA

Groove 4G-0175



CIVE TO DAMON RUNYON CANCER FUND

This Week's R&B Best Buys

LOVE IS STRANGE (Ben Ghazi, 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 Ghazi, BMI).

Review Spotlight on . . . **R&B RECORDS**

FATS DOMINO

What's the Reason I'm Not Pleasing You (Bourne, ASCAP) Blue Monday (Commodore, BMI)-Imperial 5417-Fats Domino, who has long been king in r.&b. realms, and more recently has dominated the pop scene with an equally strong grip, offers another dealer bonanza in this fine disk. The ASCAP tune is an oldie on which Domino puts his characteristic stamp, giving it a whimsy and beat it's never known before. "Blue Monday" is an imaginative original with memorable lyrics and firm rhythm. On either side, pop and r.&b. dealers alike can clean up.

GENE AND EUNICE

Bom Bom Lulu (Aladdin, BMI) Hi Diddle Diddle (Aladdin, BMI)-Aladdin 3351-"Lulu" is a lively, up-tempo opus with swingy little catches that shows the duo at its best. "Diddle" is an amusing adaptation of the nursery rhyme, with a striding, tenor-led backing to spark excitement.

OTIS RUSH My Love Will Never Die (Armel, BMI)-Cobra 5005-Rush, who had a surprise smash recently in "I Can't Quit You Now" puts in another strong bid for chart honors in this unusual vocal. The conception is reminiscent of "I Put a Spell on You," altho in a much more restrained way. Very effective in any case. Flip is "Violent Love" (Armel, BMI)

HADDA BROOKS

Old Man River (T. B. Harms, ASCAP) - Modern 1008 - The thrush's first disk in quite a while, is also one of her best ever. The styling of this standard is in a jazz vein, but is so swingy and kicky that it could easily go pop, jazz and r.&b. Flip is "Close Your Eyes" (Miller, ASCAP), in a quiet, intimate reading. Two classy readings that deejays will savor.

Reviews of New R&B Records

SOLOMON BURKE

You Can Run, But You Can't Hide 85 APOLLO 505-The title, of course, is the famous remark made by Joe Louis to Billy Conn. Here it is used in a religious sense, and Burke has a strong piece of material in it. Has the pop and r.&b. possibilities of the Roy Hamilton records. (Bess, BMI) A Picture of You....79

A pretty weeper-ballad given a subdued reading by Burke. An unusual effect is achieved by the upbeat backing by chorus and ork while the singer muses quietly to himself. Another potent side. (Bess, BMI)

THE NUTMEGS

A Love So True......80 HERALD 492-The Nutmegs have an appealing ballad here. It's an especially good showcase for the lead, and he lobs in the message with impact. A "natural" for the teen-agers. (Angel, BMI)

Comin' Home....79 This side has an interesting gimmick. With the lead swinging on a fast, happy lyric, the bass member of the group sputters out a rhythm figure something like a faulty outboard motor. Novelty that might click. (Angel, BMI)

OCIE SMITH

the big instrumental hit. Ocie Smith sings it with a good blues feeling. Instrumentation retains the striding rhythm and driving tempo of the original. (Norbay, BMI)

Forbidden Fruit....77 Unusual material, chanted to a lively rhythm pattern. Easily remembered melody line will draw requests. (Hill & Range, BMI)

HERB ZANE

DE LUXE 6099-Watch this one. It's a slow, swingy melody, with elements of pop, country and r.&b .- something for everybody. Zane sings it with zest to a background which includes a catchy guitar figure and a chorus. No horns, (Men-Lo, BMI)

By You By You....71 This side is the rhythm item. Plenty of beat, and a pop flavor, (Herbert, ASCAP)

JOY SHAW

Daddy, You Lied to Me......76 S'IOW TIME 1110-Unique quality to this side. Joy Shaw's high-pitched vocal is backed by a rhumba beat; and the lyric has some gimmick elements. Some deejays will ride this one. (BMI)

WILBURN WHITFIELD Here I Stand All Alone....73

> Whitfield sings a relaxed blues, Nothing outstanding in the material; but, nevertheless, the side has typically satisfying blues flavor. (BMI)

HAROLD BURRAGE COMBO

You Eat Too Much75 COBRA 5004-Comical blues number on a somewhat old-fashioned idea. Enough smiles here for moderate sales, however. (Armel, BMI) One More Dance....74

Another old-style number, this time without the funny stuff. (Armel,

KING PLEASURE BAND

ALADDIN 3352 — A remake of "Moody Mood for Love," The vocal will appeal to jazz deejays. Lyric has several hip references in addition to the straight verbiage of the tune. (Robbins, ASCAP)

At Your Beck and Call 74 Relaxed vocal reading of the Eddie DeLange tune. Like the flip, there's a jazz feeling here which many deejays will like, (ABC, ASCAP)

JIMMY WITHERSPOON

comeback trail on his new label with a belting effort that rocks and transmits a load of good feeling. Material could be stronger, but he makes the most of what he's got. (Progressive, BMI)

Still In Love 74 Another impressive warbler, this time on a gentle, slower love ballad. A classy effort by the versatile Witherspoon. (Progressive, BMI)

WALLY FUTCH

She Loves Me So70 CHART 632-The singer has a big, deep voice, and it crackles with excitement in this spiritual-based material. If the disk gets exposure, could enjoy healthy sales, (Pelican, BMI)

My Baby's Comin' Home....68 A happy, outgoing side with another appealing reading by Futch. The instrumental backing also is solid and full of kicks. (Pelican, BMI)

PHIL FLOWERS

What It Means to be Blue68 HOLLYWOOD 1070-Flowers has a "Deep South" style on this slow blues job. Possibility for territorial markets, but so-so material holds it back. (Action, BMI)

I'm a Lover Man....66 Here's a shouter with Flowers beating his chest with pride. A good performance, but again the tune is a drawback. (Golden State, BMI)

THE CUFF LINKS

DOOTONE 409-New group bows on label with a vigorous, upbeat ballad that shows off their highvoice lead to good advantage. It will take stronger material, however, to make the big money. (Williams, BMI)

Guided Missiles 65 A slow cry-ballad that is interesting mainly for the work of the lead. Again, material is lightweight. (Williams, BMI)

JOE LYONS AND HIS ARROWS

HOLLYWOOD 1071-A run-of-themill tune that has country overtones. Lyons gives it his all, which isn't quite enough. (Golden State, BMD)

No End to True Love 65 Here's another belted ballad by Lyons. Fails to register as a commercial item, however. (Claibourne, BMI)

EDDIE HOPE AND MANISH BOYS

A Fool No More64 MARILYN 804-A "down home" blues with a funky, flavorsome backing. The vocalist is fair, but has nothing very fresh in the way of material. Some Southern markets may go for this. (Sherlyn, BMI) Lost Child 62

Similarly styled material. Some instrumental kicks and a solid beat are the main assets. (Sherlyn, BMI)

THE JAY NETTS

J & S 1765-Soloist wails unconvincingly on this plaint. A dubious entry. (Zell's, BMI)

Where Are You Tonite? 58 Here's a confusing melange that adds up to not only unlistenable stuff but a poor recording job as well. Can write this one off, (Zell's, BMI)

THE FOUR NORTHMEN

Stop Look and Listen60 SOMA 1050 - Up-tempo rock and roller. Routine material and routine chanting. (Swaylo, BMI) Three Seasons 60

A ballad of the tender sort, Arrangement and chanting is indifferent. (Four-Star, BMI)

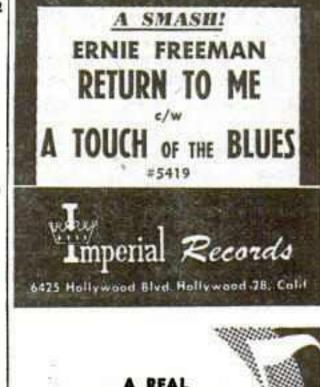
Herb Gronauer Launches Dallas Management Office . . .

After six years on the road as manager for ork leader Ted Weems, Herb Gronauer has launched the Artists Management Company at 6400 Forest Lane, Dallas, Gronauer is repping George Guest, Fred Lowery, the Bill Gannon orchestra, and Ted Stanford, former Weems singer. The Gannon ork, with Stanford, begins a three-week stand at the Adolphus Hotel, Dallas, December 11. Gamon was formerly arranger and pianist for Weems.

Copied Tune, Says Stasny

NEW YORK - Stasny Music Corporation filed suit in Federal Court here last week against Mills Music, Mercury Records and Coral Records. The action was based on alleged infringement on the tune, Forevermore.

Complaint states that prior to May, 1954, defendants infringed by publishing and recording the tune, which was allegedly copied from the plaintiff's 1927 copyrighted tune, "In a Babbling Nook by a Babbling Brook," by Ed Nelson and Harry Pease. Suit seeks injunction against further infringement and an accounting.







This twice-a-month display poster service brings you:

· "Honor Roll of Hits" Poster-17"x22", flashy two colors. Lists the Top 10 Tunes of the week, plus the up-and-coming hits.

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OUTDOOR

Final Circus Plan Set for Palisades

nouncement of the plan to present cus Combined. an under-canvas circus at Palisades (N. J.) Amusement Park next Rosenthal, park operator, held a spring was made Friday (7).

formation contained in recent issues of The Billboard. The phy- of the Bert Nevins office, park sical equipment of Hunt Bros. publicists. Harry Hunt, who was Circus, a 64-year-old organization to have participated, was delayed well known in the restricted Eastern territory it plays, will provide the nucleus of the presentation. Talent from the Hamid-Morton Circus will provide virtually all of the one-and-one-half-hour presentation and the show will be billed as the

LITTLE ACTION

Booking Light At Western Fair Conclave

CORONADO, Calif. — Altho few if any contracts were actually signed for grandstand shows or attractions, a record number of performers and bookers were on hand for the 34th annual Western Fairs Association convention during the four days ending here Thursday (6) at the Hotel del Coronado.

Spade Cooley appeared on Monday (3), the session's first day, with Preston Foster, of the television film, "Waterfront," arriving that night. Leo Carrillo visited the convention on Tuesday with Jimmy Wakely apppearing that night as well as a musical group from the All-Star Theatrical Agency, The Frontiersmen, Kayletta (Kay Burns), Cottonseed Clark and His California Hayride, Monte Montana, Tom Handforth, Larry (Bozo the Clown) Valli, Hank Christensen, of Christensen Bros.' Rodeo, and Popo de Bathe were on hand almost thruout the entire meeting.

Cooley was accompanied by Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, while Carrillo came with Clyde Baldschun, his booking agent. Wakely, along with Foy Willing, (Continued on page 69

New Executive Plan Is Set For Allentown

ALLENTOWN, Pa. - A fulltime manager and an executive committee, elected by the board of directors, will operate future Great Allentown Fairs. The plan is expected to go into effect with a meeting of the organization set for Wednesday (12).

In the past the fair has functioned under the direction of a president and other officers, a board of directors and a full-time total of three auto races during the secretary. According to plan, future run. contracts and staging plans will be decided by the executive commit- night of big car races at the Newtee and fulfilled under the direc- port, Tenn., Fair, which will opertion of the fair manager.

in radical changes, include the sale ing the Chicago meetings was one of all or part of real estate initially plication of these funds to major big car races at the Tennessee State Laden. He will also act as partner expects to play 25 weeks in the will operate individually if there plant improvements.

NEW YORK - A public an- | Hamid-Morton & Hunt Bros. Cir-

George A. Hamid Sr. and Irving press conference at the GAC-The announcement repeated in- Hamid Fifth Avenue offices. The press was handled by Sol Abrams by traffic conditions.

Tent Shows Lauded

In making the announcement, Hamid took exception to statements, resulting from the closing of the Ringling Circus last summer, that tented shows are dead. He said they will never die and he hopes to prove the appeal of a tented circus in this unique NAMES showing.

Rosenthal echoed Hamid's statements and, in addition, stressed the service it was hoped would be recognized in presentation of top talent in a three-ring circus at moderate fees ranging to a top of \$1.50, with free parking and admission to the park included.

While Rosenthal is primarily interested in the circus as a stimulant for his park activities, it was stressed that the circus would be a full and complete performance of high caliber, and may turn into an expanded annual event if success results from the initial effort.

Acts Named

Hamid said talent would include Pat Anthony, wild animal act; Jack Joyce with his trained camels, llamas and ponies; the Dorchesters, bareback troupe; Flying Malkos, and the Zacchini cannon act.

(Continued on page 80,

Henry Fillmore, Noted Bandman, Dies in Miami

MIAMI-Henry Fillmore, noted Cincinnati band leader and composer of more than 400 marching songs, died here Friday (7) of pneumonia at the age of 75. Fillmore, who became known as the march king following the death of John Philip Sousa, was the most famous of a family of Cincinnati composers and was president of the old Fillmore Music Company of Cincinnati, absorbed by the Carl (Continued on page 68)

Sweeney Adds To Race Sked

CHICAGO-Al Sweeney, top man of National Speedways, Inc., this week announced several additions to his auto race schedule at

The Missouri State Fair, Sedalia, will run six races next year under the Sweeney banner, the addition being a night program of stock car races. The Wausau, Wis., Fair has added an extra stock car meet for a

Other contracts include one ate in May next year rather than in Other plans, which may result | the fall of the year. Also closed durday of big car races at the Eldon acquired as a new site, and the ap- and West Union, Ia., fairs and two things moving in place of Lenn then to Australia by boat. Snyder and both the star and the rodeo Fair, Nashville.

'STAND CIRCUS AND EATERY POSED FOR ESE

WEST SPRINGFIELD, Mass. — Jack Reynolds brought home more than the presidency of the International Corporation of Fairs and Exhibitions, when he returned from the Chicago convention to the Eastern States Exposition. Reynolds reported that the 1957 fair will see a large and new restaurant on the grounds, plus considerable new lighting, and the probable innovation of a circus to be staged afternoons on the racetrack infield, supplanting the auto races and thrill shows which have been the usual presentation.

Western Yen Is Detected **Among Fairs**

NEW YORK - A yen for names, particularly those of a Western character appealing to children, was reported by the GAC-Hamid sales force after the outdoor meetings in Chicago.

To what extent the yen of fair managers and their directors will be satisfied will have to wait the digesting of and decisions on the hefty prices asked. A decision to buy may well be tempered by the advice of this agency, at least, that an event interested in names had better be prepared to spend an additional bundle on selling the attraction if it is to earn a proper

Hamid said he found buying interest high at Chicago, as far as his agency was concerned, and predicted the consummation of many

mately 125 fairs were represented at the 34th annual Western Fairs Association convention, which ended its four-day session here Thursday (6) with the election of Everett Estes, Fresno, as president and the selecting of Fresno for the 1957 meeting.

A record attendance of nearly 600 managers and directors from Pacific Coast fairs attended with carnival owners and agents, theatrical bookers, attraction producers and supply house representatives on hand to map plans for the com-

A. A. Jensen, manager of the Lassen County Fair in Susanville, was elected vice-president of the association to serve with Estes, a director of the Fresno District Fair and who served this past year as the group's vice-president. Estes succeeds Joseph Whitaker, secretary-manager of the Butte County

The convention featured an ac-

Busy Sessions

Business sessions were opened Monday (3), with registration taking up most of that morning. Also during that time WFA directors held meetings while committees moved to rooms for discussions of the projects.

The "College of Fairs Ad Clinic" was held thruout the second day, with speakers from the various ad-

Western Fairs Assn. Pulls 600 to Confab

Everett Estes Elected President; Schedule '57 Meeting for Fresno

By SAM ABBOTT

CORONADO, Calif.-Approxi-

Golden Feather Fair in Gridley.

tivity-packed program, with Paul T. Mannen, secretary-manager of the Southern California Exposition in Del Mar, representing the host exposition. While the business sessions were concluded Thursday, the social activities continued thru Fri- Ring Circus on the closing afterday (7), with bus loads of dele- noon. The circus set up in the Patio gates being taken from here to Garden for the 40-minute show. Anaheim for a tour of Disneyland.

(Continued on page 68) vertising and promotional media.

Informal discussions followed the addresses.

The morning session of the third day was devoted to reports of the Subcommittee on Fairs and Expositions of the Assembly Interim Committee on Agriculture, State of California. William O. Goold, exhibit supervisor, Fairs and Expositions Division, gave a summary of his inspection of various fairs in the study of California Industrial

Wednesday was designated for the first time as Western Dress Day, with the delegates wearing (entering into the project) all the way from a gambler's string tie to Daniel Boone buckskins and Indian headdress. Prizes were awarded that night at a presentation of the "California Hayride" show, headlining Cottonseed Clark.

Merrill Speaks

Thursday's program was filled with the report of committees. At the noon luncheon in the glamorous Coronet dining room, Louis A. Merrill, WFA general manager, summarized the work accomplished during the first three days. A semiformal dance ended the day as well as the convention.

One of the features was the appearance of the John Strong One-

Special events were planned for the ladies, with Mrs. Barbara Whitaker welcoming them on the evening of the opening day. These events included a shopping tour to Tijuana, Baja California; visit to the San Diego Zoological Gardens across the bay; "Pageant of Flowers," which explained flower arrangements, and a charm school.

Nightly thruout the convention, service members, which includes show owners, booking agents, concessionaires, suppliers and producers, entertained at cocktail parties in their suites.

AUSSIE TOUR SET

22 Wks. Abroad Booked Rex Allen, For Snyder Water Unit

for a 15-week tour of Australia and New Zealand on a reported guar- is Lillian Grey. Also new is dancer antee of \$225,000 plus percentages. The show will open in Adelaide, ica player Chet Clark will go along, January 16, and will go from there and Mary Dwight, synchronized to Melbourne and Sidney. The in water events, will likely flock to an organized water show featuring one of their national champions, Kevin Newell.

Three weeks in New Zealand Dillydallies, comedy divers. will follow, then a four-week stopover in Manila before returning to the United States for the opening of the U. S. tour in May at San Theatrical Enterprises. Francisco. Last year Snyder's troupe made a 20-week tour overseas with a total draw of 706,000, which grossed more than a quarter flight to Australia. A company of million dollars.

Approximate cost of this year's show is reportedly \$100,000. Added this year are Renald and Rudy, from Copenhagen, a handbalancing act.

Thomas New Emcee

to comedian Eddie Rose, who does | U. S. after his return in May.

BOSTON - Sam Snyder will a comedy water act. Girl singer Gene Cooper. Last year's harmonswimming champ, will again be water ballets.

Mitchell, Don Franklin, and the

Laden, last year's emcee, is in New York, helping frame a com-

Snyder's show is in rehearsal now and will leave the Hub for New York around January 5 for the 35 will travel and 10 water ballet girls will be recruited in Australia, bringing the total touring complement to 45.

equipment along, consisting of two 1954. portable pools, 150x40 feet. This Emcee Mal Thomas will keep will go by train to San Francisco,

Christensens

CORONADO, Calif.-Rex Allen, star of Republic Pictures and Decca recording artist, has bought an interest in Christensen Bros. Olympics-mad Aussies, who starred choreographer and director of the Rodeo Producing Company and will appear at their events next Newell, Australian diving champ, years. Allen announced the purwill appear along with Stan chase for an undisclosed sum here Wednesday night (5) when he appeared at the 34th annual Western Fairs Association convention.

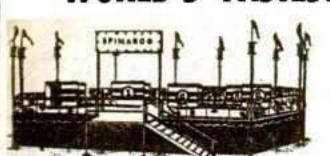
Allen said that under the arbined ice-water-stage show for rangement with Henry Christensen, co-owner with his brother of the 50,000-acre ranch near Eugene, Ore., the plan is to open new towns and strengthen rodeos where they are lagging.

The film and television star, whose "Frontier Doctor" series will be shown on over 150 channels starting in January, appeared last with the Christensen Bros.' Rodeo The troupe will have 35 tons of in the San Francisco Cow Palace in

> The agreement will not restrict Allen to his personal appearances is need for such an arrangement.

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WITH THE LADIES:

Gowns, Jewels Hit New High At Showmen's League Ball

By VIRGINIA KLINE

CHICAGO—The 44th annual banquet and ball of the Showmen's League of America, long the climax of a busy social week here, was conceded to be the most colorful Twins. M. J. (Mike) Doolan's party and beautiful on record. All the feminine members of outdoor show business were attired in the latest styles embellished by sparkling pace. jewels and fragrant corsages.

dent, was hostess. Next on the pro- young Jimmie Conklin. gram was the cocktail party given by Mrs. Carl Sedlmayr Sr., Mrs. C. J. Sedlmayr Jr. and Ida Cohen, who were assisted by the Belmont was highlighted by the presence of Leo Carrillo, who told stories and kept the party going at a rapid

Penthouse. Mrs. Henry Bowen, wife lavish than usual, served to intro-

Lof the organization's 1956 presi-duce Norma Woodruff, fiance of

Ohrens Lead March

Notwithstanding the color and excitement of these preliminary events, the banquet and ball topped them all. The grand march, directed by J. P. (Jimmy) Sullivan, started the festivities. Mr. and Mrs. Maurice Ohren and Mr. and Mrs. Al Sweeney led the procession, Lou Dufour was credited with each wife carrying the traditional Preceding the big Wednesday the most unusual party. In addition bouquet of American Beauty roses. night (28) banquet and ball was a to the usual delectable refresh- Mrs. Sweeney was attired in a continuous round of events, which ments, snails, grasshoppers and white Sophia gown, the moonlight started off Sunday with the park prawns were served. The annual white of the chiffon draped into a association tea in the Sherman Conklin party, bigger and more long torso bodice outlined by black at the low neckline. Mrs. Ohren chose a Ritter with white bodice. rounded shoulder line and winged sleeves, the skirt black and floorsweeping.

> Mrs. Jack Duffield, next in line, chose a black Rentner and Mrs. William Carsky a blue Don Loper model. Mrs. John Gallagan sparkled in misty pink lace and Mrs. Bernie Mendelson wore a gold beige lace by Harvey. Mrs. J. W. (Patty) Conklin came in a special Irene number, the cloth muted blue, the bodice long lined. A Ceil Chapman





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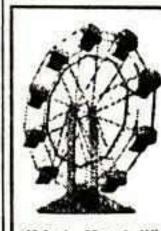


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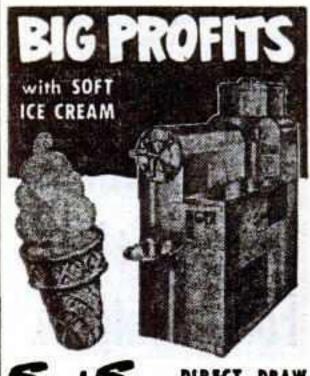
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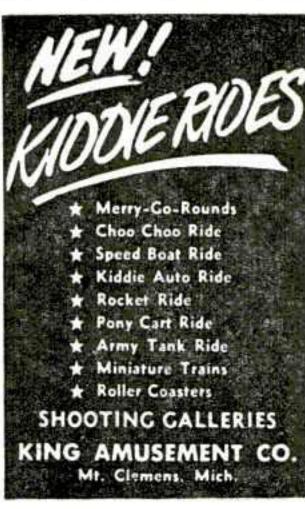
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gown of cloisonne blue with low and white lace was selected by Mrs. Adrienne of black lace and Mrs. in a blond yellow deb frock.

Mrs. Huedepohl in Gray

Mrs. Paul Huedepohl chose a mauve gray number with a soft rose background, Mrs. Margaret Hock came in a Paquin gown of Chantilly lace while Evelyn Hock wore a Fath frock of absinthe green, the bodice held close with a pattern of beaded inserts. An attractive gray gown, topped by a pink corsage, was chosen by Mrs. Frank Duffield while Mrs. Ned Torti's gown was a white Berlin with topaz beige subtly edged into the yolk lines. Mrs. William Doolan's gown was of empress blue, the sequin trim repeated at shoulder and waist and trimmed in silver. Mrs. E. J. line.

Mrs. Robert Zirzow wore a Pauline with soft draping while Mrs. John Bermele chose black and Mrs. Walter White a new black spice shade. Mrs. Robert Zirzow Jr. selected an emerald green by Aldrich and Mrs. Steve Vaughn a form-fitting white lame gown from Lang of Wilshire Boulevard. Kitty Doolan selected a blue Sondheim with a mink wrap while Elinor Hallaman came in a black after-five model. Viola Parker was dressed in a pearl-white Dior, the neckline square, the shoulder straps splashed with rhinestones.

Mrs. Pitcher in Beige

Mrs. Don Pitcher wore a creamy beige lace frock and Mrs. H. Jones Mrs. N. W. Symonds a Montreal a black number with dove gray in folds at neckline and waist. An emerald green Harvey Berin was chosen by Mrs. Dollie Young while Mrs. Leonard Dille wore a Neiman-Marcus original of domino black. A cloud-white number was selected by Mrs. Ralph Woody while Mrs. Charles Moss selected her blue frock from the Neiman-Marcus of gray. Mae Sullivan was in formal shop. Mrs. Pearl Vaught was seen dancing in a Suzy gown of charcoal gray while Mrs. Grace Tinder came in a bronze Copeland. An Eisenberg ballerina-length was worn by Mrs. Margaret Pugh and Mrs. Marie Broughton came in a black Cotillion number. Mrs. Denis Sheehan chose a sapphire blue gown and Mrs. Pat Purcell a Nettie Rosenstein of lame black and gold blended into elongated torso styl-

Mrs. Ralph Pope selected a Juillard in silver white. Mrs. Lucille Hirsch a Mangone model of French blue. A red moire costume by Philip, was worn by Mrs. James Fredericks while Mrs. Mabel Saunders wore black Chantilly lace. A Trigere number with black skirt

back was worn by Mrs. Neil Webb Viola MacLeod with her close com- Clint Shuford a clever combinawhile Miss Woodruff was attired panion, Nellie Vaughn, in a tion of black lace and chiffon. Mrs. black velvet Castillo, trimmed in Homer Briant wore a gown of gold. Mrs. Bennie Weiss came in a canary yellow and Mrs. Mae Oakes gown especially designed for her. a Mollie Parnis number of rose It was in two shades of gray with glow beige. white bodice and floor-length panels. A subtle black gown of satin was chosen by Mrs. Jack Desplen-

Selects a Thorpe

Mrs. Charles Golding wore a dinner dress by Thorpe, the trim in rhinestones and the jewelry designed to add to the glitter. A powder blue Larry number was worn by Mrs. E. O. Bradley while Mrs. B. O. Tucker selected a royal blue evening dress, the skirt long Desplenter was in a safari gray dinner dress while Mrs. Solly Wasserman chose a Balmain vin rose pink. Joan Kornell wore sub-deb frock in palm green and Mrs. Ruth C. Hartkopf wore a black Jeny model.

Mrs. Bob Parker was in her favorite color in a Carnegie design of beige. Mrs. Frieda Rosen, new president of the League's Ladies' Auxiliary, was charming in a Schiaparelli gown of cruise blue with a lace top. A sheath frock by Renault was worn by Mrs. Ben Glosser while Mrs. Eph Glosser chose a bronze gold number from a Florida designer. Mrs. Howard Jones wore a dinner dress of stained glass window colors and designer's number in smoke gray. Mrs. John Perkizas wore a special import from Vienna in black.

Wears Blue Sheath

A slender blue sheath was selected by Mrs. Al Kaufman while Mrs. J. P. (Jimmy) Sullivan was dock, a Rosenfield of black with in a Dache model in several shades a deb frock of wave blue and Mrs. blue highlighted by a single rose Ed Race came in a Lily model of black velvet. Mrs. Harry Liberman's gown was of imported Capri lace while Mrs. Ed Sopenar chose a Paquin model of black velvet. The much-traveled Mrs. Sophia Carlos wore black Venetian lace over carmine red. Her close friend, Mrs. Minnie Simmonds, was in a Patou model of rose beige lace. Mrs. F. E. Gooding was attractive in a black lace Rosenfield with form-fitting lines.

Mrs. Syd Jessop wore a sophisticated gown of hushed blue and Mrs. Richard McIntosh a glittering evening sweater with bouffant swirling velvet skirt. The senior Mrs. Harry Batt's gown was purchased during her recent European trip, a Hervey from Paris. The cloth was gold lame. Mrs. Lou Leonard, a recent bride, wore an

in nude pink, her stolle white and luxurious. Mrs. Gyp McDaniels came in a blue Fath number while Mrs. Hy Wasserman was dressed in a black evening suit of charcoal with white evening hat. Empress blue with a corsage of tiny roses was worn by Mrs. Ethel Wadoz while Connie Bauer selected a daring frock of gold-tinged rose. I caught up with Mrs. K. H.

Black Popular

black lace from Gruffee and Mrs.

Richard Horan a Pierre black

with full white skirt. Sharon

Horan's gown was a sub-deb model

Mrs. John Kennedy selected a

Carman just as she left their table. She was in a black Perette gown, one shoulder bare, the other outlined with a lei of rich red carnations. Mrs. Christy Obrecht was in ice blue, a Herbert design with soft lines while Mrs. Vern Day wore black tabbed with rhinestones. Black, draped in classic smartness, was worn by Mrs. John Dailey and Mrs. Martha Mallure's frock was of the newest orchid shade. A hibiscus pink number with new capelet collar was chosen by Mrs. Joe Porcheddu and Mrs. May Smith chose a black Charles model.

Chose Red, Black

Mrs. Fred H. Kressmann wore black Alencon lace in a Lavin model while Mrs. Jack Eyerly selected a Givency frock of gypsy red. An ebony lace from a Hollywood designer was worn by Mrs. Ross Davis and Mrs. Boots Padsheath lines. Mrs. Sam J. Levy Sr. chose a Mainbache in Minnetonka at the bodice. Her haughter, Mrs. Mel Kurlander wore a blonde evening suit of satin. White in ballerina style was chosen by Mrs. Don Greco, and Mrs. Anthony Baress selected a short Adele frock, its torso lines figure-fitting.

Mrs. C. J. Sedlmayr Jr. wore a licorice Juillard model, the sheath nipping into a diminutive waist line. The personable Belmont twins were in identical costumes of subtle black. Mrs. Louis J. Berger was in a short sheath in white lace by Balenciaga and Mrs. Evie Belew wore a Joselli in bright green.

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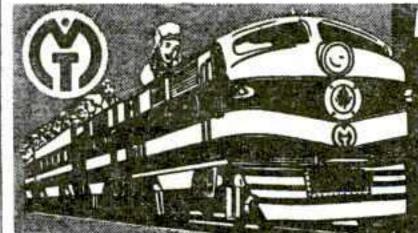
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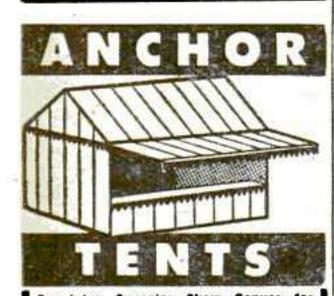
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Postpone Proposed **R-B Directors Meet**

has been canceled for the time meeting with Mrs. Irene Ringling

John F. Reddy, corporation secretary, told directors that John Ringling North, president of the corporation, had asked that Monday's meeting be "adjourned." It was understood North had indicated that he and the directors he has appointed would not appear at the meeting and it would be ineffectual because it would lack a

The cancellation came on the heels of an earlier statement by former Judge Jacob J. Herzog, representing minority stockholders who sought information from North about policies and plans for the circus.

as county treasurer at the end of port is a certainty." this year, said he had been engaged thru a close friend of Stuart the move by North was inter-Lancaster, son of Mrs. Hester Ringling Sanford, who holds power of

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Miller, Ralph R.: Allemands, La.; Race-land 17-22. Shop-O-Rama: Oasa Grande, Ariz. Scott, Turner Rides: (College Park) Or-lando, Pia., 10-Jan. 5.

Circus Routes

Gould, Jay: Viroqua, Wis., 11; Temah 12; Rushford, Minn., 18; New Prague 14; Springfield 15; Appleton 17; Pulda 19; New Richland 20; Chaska 21; Northfield

Ice Shows

Ice Capades, 16th Edition: Phoenix, Ariz., 25-Jan. 2; Spokane, Wash., 6-13.
Ice Capades, 17th Edition: Springfield, Mass., 11-16; Boston, Mass., 28-Jan. 13.
Shipstads & Johnson's Ice Pollies of 1957: New Haven, Conn., 11-16; Philadelphia, Pa., 25-Jan. 13.

Miscellaneous

Burke's Wild Cargo: Gainesville, Fla., 11 13; Sanford 14-18. Hitler's Personal Armored Car, Jack W. Burke, Mgr.: Knoxville, Tenn., 11-15.
O'Day, Marie, Palace Car: Allemands, La., 11-12; Houma 13-15; Thibodaux 17-18; Morgan Oity 19-23.

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NEW YORK - A meeting of attorney for his mother in this ac-Ringling Bros. and Barnum & Bai- tion. Mrs. Sanford, daughter of ley Circus directors, originally Charles Ringling, one of the show's scheduled for last Monday (10), founders, called for the special

\$6 Million Business

Bon Seigneur, also a director.

He said the circus has been doing a \$6,000,000 business annually and that the minority stockholders are opposed to abandonment of the traditional annual circus tours.

"They do not feel, as Mr. (John Ringling) North does, that the day of the traveling circus is over," Herzog said. "They question Mr. North's decision merely to stage the circus as an extravaganza in an arena or coliseum such as Madison Square Garden, and only a few other places. They feel the future of the tent show is limitless; that American tradition demands this Herzog, who completes his term type of show and that public sup-

> In Sarasota, Lancaster said that preted as a postponement. He said they "very definitely intend to have the meeting" and that "no statement would lessen that de-termination."

Monarch Ends Winning Tour

CHICAGO-The Henry's Monarch Productions closed a successful season in mid-November and plans a tour of the Southwest in the spring. Show played one-day stands, with the exception of two two-day stops thru the Upper Middle West.

Appearances were in ball parks and stadiums. Jack Poster was

On the circus program were: Glen Henry Dogs; Eddie Frisco, slack wire and comedy car; Barth and Meier, hand-balancing and perch; Gladys McNeese, ladder number and elephants; Studs Foster, clown juggling; Capt. Eugene Christy's Lions; Glen Henry, rolling globe; McDermott Bears; Johnny Guiterez and John Facer, trampoline, and Johnny Guitierez, tight wire.

Todd Henry was equestrian director and announcer. Ernie and Gloria Stibel supplied the music. Clowns were John (Chuckles) Facer and Studs Foster. Frank Cain was with it for part of the tour.

Booking Light

Continued from page 65

the latter formerly of the singing group, Riders of the Purple Sage and Foster were hosts at a cocktail party in the Music Corporation of America suite with Brent Wilson, the representative.

GAC-Hamid was represented by George Burke and Elkan Kaufman in a suite where nightly cocktail parties were held. Isabelle Whall, of Fun Unlimited Productions, San Francisco and Sacramento, also entertained. The Al Wager Theatrical Agency gave frequent demonstrations of the "talking tea kettle" with Kirk Kirkam handling.

John Billsbury, of the John H Billsbury Agency, Hollywood; Helen Hughes and Earle Caldwell, of H-C Associates; George Ball, of Celebrity, Hollywood; Russel A. Stapleton, Franchon & Marco, Hollywood; Jack Shafton, Shafton's Puppets, Los Angeles, and Bernie Schepper, of Schepper Bros., San Bernardino, were in attendance thruout the full convention time, discussing talent and budgets.

Alfred Osborn, of Sterling, Colo., Central California.

THE FINAL CURTAIN

BELDEN-Ann,

74, concessionaire at amusement parks in the Chicago area for 45 years, recently in Chicago. She was one of the organizers of the Ladies' Auxiliary of the Showmen's League of America and was a past president of the ladies' group. In addition she was a member of the Order of Eastern Star. Her husband, Henry, survives.

COLLINS-Allen J., 62, veteran outdoor showman,

BIRTHS

COLUCCI-

A daughter, Susan, November 26 in New York to Mr. and Mrs. Iohn Colucci, of Brooklyn. Mother was Jeanie Kerin, comedienne.

FORD-

A daughter, Nancy Ann, October 3 in St. Joseph's Hospital, Elmira, N. Y., to Douglas and Eleanor M. Ford. Parents have trouped with the James E. Strates Shows and other carnivals, and last season worked novelties at New York and Pennsylvania parades and celebrations. Home address is 450 Riverside Avenue, Elmira.

DOLAN-

A son, November 12 in Chester, Pa., to Mr. and Mrs. Howard (Red) Dolan. Father formerly worked as an usher and on the front door for Ringling Bros. and Barnum & Bailey Circus.

Henry Fillmore

Continued from page 65

Fischer Company of New York in

A past president of the American Bandleaders' Association, Fillmore and his band had played at the Cincinnati Zoo, city parks and other outdoor events before his retirement 25 years ago and moved to Florida where he made a hobby of assisting high schools in forming bands. He is credited with having made the University of Miami one of the country's best and was head of that institution's music department at the time of his death.

Originally a trombonist, Fillmore's most famous composition probably was "Lassus Trombone." Another was his "Whistling Farmer Boy," featuring the barks of his dog, Mike, at cued intervals during the rendition. He also wrote "Men of Ohio" in honor of President Warren G. Harding, "His Honor" in honor of former Cincinnati Mayor Russell Wilson, and "Crosley March" in honor of Powel Crosley, Cincinnati radio manufacturer and station operator. Other compositions were "Gifted Leader-ship," "Americans We," and "Military Escort." He had also composed under the names of Harold Bennett, Al Hayes and Harry Hart-

Western Yen

• Continued from page 63

tentative deals in the next few

Altho fairs are in a transitory period, he said he found most of the larger events reluctant to dump revue presentations. Their reasons, he said, hinged on the need for light and color, scenery and costuming to create a proper show activity in front of the large stands.

represented "Dancing Waters." He left the convention Wednesday afternoon (5) to negotiate for 1957 appearances of the attraction in

December 4 in Chicago. Collins had toured with such organizations as the Joseph G. Ferari, Bernardi and World of Mirth shows. At the time of his death he was working for the Burlington Railroad. Survived by his widow, Madeline, a former show girl, and four sons, Allen, Hugh, Ronald and William, Burial in Chicago.

FILLMORE-Henry,

75, noted former Cincinnati band leader, December 7 in Miami. (Details in General Outdoor section.)

HILLIS-Mrs. Goldie Irene,

66, former rodeo performer, November 29 at Brooks, Alta. A bronk rider at 14, she was a feature with the 101 Wild West Show, the Buffalo Bill Show and the Will Rogers troupe. She competed in the first Calgary Stampede in 1912 and held the women's world bronk riding championship for several years beofre retiring from competition. She kas the former Goldie St. Clair.

HOLDRIDGE-Willard D. (Red), 62, head of the James E. Strates Shows' painting department, December 2 in Syracuse. (Details in Carnival section.)

LOMAS-Charles A.,

formerly for many years an advertising salesman in the New York office of The Billboard, in New York December 5. In recent years he had been affiliated with a news photo service in New York.

McGEE-Richard (Pat),

54, concessionaire who toured the past season with the Buff Hottle Shows, December 3 in Tampa. Survived by his widow, Virginia; a brother, Leon; a sister, Jossie M. Flynn, and three nephews, Thomas, Jack and Louis Flynn Jr. He was a member of the Greater Tampa Showmen's Association and the International Association of Showmen, St. Louis. Services in St. Louis December 7 and burial in St. Peter's Cemetery there.

PICKENS-Bertha,

73, recently in Dallas. Survivors include a sister, Mrs. Alyne Morency, and two brothers, Luther and J. N. Howell. Interment in Grove Hill Cemetery, Dallas.

SCHLUETER-Eva,

mother of Lillian Gonne, the original Sassy Little of Gus Edwards' "School Days," November 21 in St. Louis. Burial November 24 in that city.

WILSON-George B.,

66, former minstrel performer, including the Dockstader show, at Binghampton, N. Y., November 15. He had been with the Endicott-Johnson Company for about 30 years.

In Loving Memory of our dear

Dainty Dotty Jensen

Wife and Mother

who passed away December 17, 1952

OWEN JENSEN & Son, Cadet Sgt. OWEN JENSEN JR.

IN LOVING MEMORY OF RALPH H. BARR

Passed away December 10, 1954. FRANCES BARR HOLTZMAN

28 Sell-Outs, Park Date Set for Hunt

opening stand at Palisades (N. J.) Amusement Park and 28 additional sell-outs already set, the 1957 season looms as one of the very best for Hunt Bros. Circus.

Manager Harry Hunt, in here Friday (7) to finalize some of the planning for the opening stand, said that he hoped to sign up as many as 50 sell-outs well in advance of the opening date. The announced plan to present a combined Wild West-circus program has won wide acceptance, he said.

TELEPHONE SALESME

Six Phonemen for steady year 'round work in Ontario. Tickets and Book, 25%. Four different offices with deals contracted five years ahead. If you are sober and can stand prosperity,

BILL HORRIGAN Jackson 9-1641—Hamilton, Ontario,

Canada No collects. Or write

CAPITOL ENTERTAINMENT BUREAU

145 Main St. E. Hamilton, Ontario P.S.: Ken Clarke is with us.

Best deal yet. Strong auspices. Topnotch show. Daily pay. UPC's, program and new, unusual ad medium. Permanent connection. No lay-offs. RALPH BRODWIN, BOB STEVENS, GENE FORD and BOB RICHMAN, please call.

ORchard 3-4052 Houston, Texas

PHONEMEN

FOR TWO TOWNS

Opening Wednesday, December 12. Must clear thru Marietta, Ga., office. Phone 8-7647 or 7-3382. Ask for the Office Manager. Charlie Smith, call me.

More towns to follow.

SAM BUZZARD

Phone: UN 7-2191 Bethiehem, Pa.

2 PHONEMEN

Steady work-UPC, Book, Tickets

Contact

Phone 9217, Sandusky, Ohio, or Room 204, Jackson Hotel, Fremont, Ohio, days

5 TOP PHONEMEN 5

per week. Three months, one location. Win your winter B.R. here. Write

BOX 92

KALAMAZOO, MICH. P.S.: Brodwin, call collect.

REWARD

Whereabouts Information ELMER YATES May be working Toledo or Youngstown

> Contact Ed Ayers Agency Huntington, Indiana

Book, Banners and UPC, Tix. Phones in, ready to go. Want capable Men not afraid to ask for money. Paid collectors, advance daily. Bill Stover, Duncan, Bob Ford, Bob Beck, Bill Marshall, come on in.

DIRECTOR

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Dayton, Ohio

HENSON BROS.' INDOOR CIRCUS

Want Agent, must set phone; also Phoneman. Want Acts doing two or more, Trampoline, Traps, Wire, Perch, Juggimg, or what have you? Re-opening

W. E. PAGE, Mgr. Box 244, Springfield, Tenn. Phone 1528

NEW YORK-With a 16-day The early contracting of a number of dates resulted.

> A new 100-foot cable big top is being built by the O. Henry Tent and Awning Company, Chicago. It will be ready and used for the opening date, which is expected to reap a publicity bonanza for the show.

be the addition of three tiers to the grandstands for a total of 12. Hunt said this would increase the show's seating capacity by about onefourth.

Sullivan Band Set

Mickey Sullivan's band, used this year for the first time, has been set for the 1957 season. Sullivan will wave the baton himself on several of the dates but, for the most part, the group will be led by John De Fronzo. De Fronzo, a sax and clarinet player, has trouped with the Mills and King Bros. eircuses, among others. The unit will be attired in Western outfits during the regular season.

All but seven of the show's mobile units have been repainted since coming off the road, Hunt said. A new horse trailer has been

constructed.

are now being installed at the show's New Jersey winter quarters. the show's proposed indoor unit. They will be turned on a week annually.

Hagen Adding Animals, Top

CHICAGO -- Owner Howard Suesz reports that Hagen Bros. Circus will have separate menagerie and Side Show tops next season, He has bought a number of additional animals for the expanding

Suesz said that recent additions include a young elephant from the North Atlantic Fertilizer Company, a zebra, three camels, two llamas, two ostriches, two burros and a bison,

A new elephant barn is being with six compartments for accommodation of personnel. It is inprivate automobiles.

BACKFIRE

Spoils USSR Circus Gains

NEW YORK-Russia had been reaping a lush propaganda harvest until the Hungarian and Polish incidents of last month, with circus Another major improvement will and variety acts as their weapon. Many of the performers have been asking asylum rather than return to their homelands. The results have their good and bad sides.

CRISTIANI ADDING Hungary Fight TRUCKS, SEATING

Agent Foresees March-April Opening; Animals, Horses to Be Added to Show

Cristiani Bros.' Circus for its 1957 February. tour, it was announced here last week.

The Cristiani show is at winter quarters on a 30-acre site on Gocio Road. There are permanent building for elephants and horses, cookhouse and working men's quarters.

Paul Cristiani, general agent, said plans call for opening the next Several organized state circus season in late March or early April. units have been touring England Before then, new wardrobe will and the Western European nations have been completed for a spec for some time, and a major propa- on an India theme. Harry Dann (Continued on page 74) will be in charge of wardrobe de-

SARASOTA, Fla.-New rolling | sign. Some acts now are in rehearstock and new seating accommoda- sal at quarters. New trucks and tions are to be added to the new office wagon are expected in

> Cristiani also said that the show plans to buy animals for its menagerie and is expecting to add some high school and Liberty horses.

> He did not indicate whether the "new seating accommodations" would be new blues, new seat wagons or some other type of additions.

1957 was announced:

Lucio Cristiani, general manager; Daviso Cristiani, personnel director; Paul M. Cristiani, general agent; Bud H. Fisher, director of public relations; Ed Hiler, Jack Arnott, Charles Blaum and Charles Underwood, contracting agents; Elmer Kaufman, car manager: Harry Dann, equestrian director; Marion Cristiani, wardrobe; Walter Rice, electrical effects, and Phil Doto, bandmaster.

NEW 'LITTLE GARDEN'

R-B Revamps WQ Shop For Arena Rehearsal

SARASOTA, Fla.-- A building at Ringling Bros. and Barnum & fitted with aerial rigging and the Bailey winter quarters here has More than 4,000 colored lights been converted into a circus arena for use in framing and rehearsing

The building, formerly used as before Christmas and remain in a car barn and paint shop, is use thru New Year's. The elaborate 80x200 feet, the same measuredisplay attracts several thousands ments the show requires for indoor presentations. Part of the sides of the building are being knocked out so that seat wagons may be placed there.

Meanwhile, the outdoor arena, known in the past as "Little Madi- been Rudy Bundy, Pat Valdo, Bob son Square Garden" because it Dover, Hugo Schmitt, Trevor Bale, duplicated the Garden measurements and was used for rehearsing past performances, has been covered over by the old menagerie the cookhouse has not been retop, and other seat wagons are

Loyal Receives

SARASOTA, Fla.—A new big built in quarters. New rolling stock top has been delivered to the Loyalwill include a 36-foot semi-trailer. Repenski Family here for use in their upcoming tour of Cuba with lights department. their own show. The top is a 100 tended to cut down the number of with three 40s. The Circo Loyal is to tour Cuba this winter.

The old car paint shop is being

ceiling has been painted.

rails were torn out of the floor.

Winter tourist trade is reported to be considerably below the level of recent years. Observers guess this may be due to the adverse publicity about the show's closing in mid-season, to competition for the same patronage by the Sullivan Circus Hall of Fame, or to other reasons.

Seen at quarters recently have Dr. J. Y. Henderson, Albert White, and Walking Mike Doyle. A few workingmen have been hired but opened and is not expected to be open in the immediate future.

New spec floats are being built at the Circus Hardware and Supply Company. One depicts Cinderella, another the Old Woman in the Shoe, still another a schoolhouse. Several green wagons also are in

Costumes, horse blankets, elephant blankets, trappings and building decorations are being made in the winter quarters sail loft. There is other activity in the

FOR SALE One 130 with three 40's. One 120 with three 40's. No poles. No side-walls. Delivered in Chicago.

\$1,000 Cash

CONTRACTING Must be first-class man. Must have car, typewriter.

JACK MILLS MILLS BROS.' CIRCUS

Cleveland Heights, O. FAirmount 1-0700

TICKETS & PROGRAM, COOD SPON-SORS, WORK ALL WINTER IN VALLEY WHERE WEATHER IS WARM AND RESPONSE GOOD.

Real Show that is clicking; thousands in taps on repeats. Only sober, reliable Men who want to work need answer: come on, phones are ready in four valley towns or apply 419 Houston Bidg., San Antonio, Tex., Capitol 62922. P.S.: Jimmy Lewis, Carl Ward, Allan Tobell, contact.

-PHONEMEN-

Hospital Benefit, 2 months here, other deals to follow. No layoffs. Pay daily. Tickets and Program Books. ALEX VAN CLEVE, come in. Phone: Amherst 2-2046. No collects.

1081/2 W. Douglas Wichita, Kans.

BERT SIMPSON

UNDER THE MARQUEE

exhibit of clown paintings at the Autry show January 24. Hotel Sherman, Chicago, Clowns John (Chuckles) Facer and Stud Foster worked in the display area on the opening day.

playing home show dates in Wis- is owned by Alton Freeman, presiconsin. . . . Charles (Slim) Pearson | dent of the animal farm business. is home in Milwaukee after a stay Assisting Eldredge is Harry Rooks. in the hospital. . . . Clown Leo Freeman said the act soon will be DeMers also is resting at home in ready to work and will include Wisconsin, as is Jake J. (Clown Liberty and novelty routines. Two Cop) Disch.

Ed Widaman and his elephants will play the Christmas shows for six-zebra act next. industrial groups around Cincinnati. . . . Tony Gentry will have his animals on Gus Sun dates. . . . Happy Kellems, at the Fort Worth | collection agency and tax service Shrine show, has made a string of in Dayton, O. He will enter Grand-TV and luncheon club appearances (Continued on page 74)

Mrs. Dane Clark, known in the and received a gold key to the city art world as Veres, has her annual from the mayor. He joins the Gene

Art Eldredge, veteran circus man and trainer, is with the Miami Rare Bird Farm, Kendall, Fla., where he has been breaking a new George Bink and his dogs are act using six all-white llamas. Act men and a girl will handle the act on the road. Eldredge and Rooks will stay at the farm and break a

> Jack S. Smith, formerly with the Cole show and others, now has a

WANTED

SHERIFF'S SPONSORSHIP FOR COUNTY-WIDE SAFETY PROGRAM 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.

Sheriffs and Contracting Agents, write: A. E. FORTIER & ASSOCIATES, 6 NORTH MICHIGAN AVENUE

\$1,000.00 bonus for right county. Bob "Christy" Milman, please get in touch. ******

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Don't call unless qualified. Pleasant working conditions. Air conditioned offices, immediate draw can be arranged if you are producing. Need 10 Salesmen or Saleswomen to sell National Radio and TV Show nationally. First time offered In St. Louis. If you are a Producer you can make \$119.50 to \$208.75 per week.

Apply TOM RYAN Suite 601, 706 Olive St. (Phone: CHestnut 1-6656 or CHestnut 1-4654), St. Louis, Mo.

For long winter season indoor and summer under canvas opening week of January 15. Circus Acts doing two or more. Especially want Acts that can work on stage. Need 2 or 3 more Girls for web and ladder. Want Circus Organist with organ and need Circus Drummer. Can use Prop Men and Riggers. Larry Carlton, answer. Can use 2 or 3 more Clowns that can clown and not drink. In answer state lowest for the longest season of any circus on the road. Phone or wire:

Sevierville, Tenn. 3602. MILLER BROS. Write Pigeon Forge, Tenn. P.S.: Have one Elephant priced for quick sale. Tame, gentle and well trained.

Communications to 188 W. Randolph St., Chicago 1, Ill.

ROLLER RUMBLINGS

'My Answer to Victor J. Brown'-Artie Busk

MINEOLA, N. Y .-- Artie Busk, | In part, the Busk reply reads co-editor of Bumps and Falls, house as follows: organ of Earl Van Horn's Mineola Roller Rink and advocate of a plan to merge the competitive skating interests of the Roller Skating Rink Operators' Association of America and the United States Amateur Roller Skating Association, last week replied in his publication to the RSROA's rejection of his proposal.

The Busk plan was advanced last spring via a series of articles in the Mineola publication and The Billboard, and the RSROA's rejection, carried in that organization's organ, Skating News, and The Billboard, was reprinted in Bumps and Falls of October 25.



SKATING RINK TENTS

42 X 102

53 X 122

IN STOCK AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

CAMPBELL TENT & AWNING CO. 00 Central Ave. Alton, III.

PORTABLES ARE THE ANSWER Porto-Bilt W. T. SHACKELFORD

Box 425, Smyrna, Ga. Phone 5-5978 Phone: 8-2183, Marietta, Ga.

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!

" . . . This statement of policy by the Advisory Council of the RSROA, thru its chairman, Victor J. Brown, was in reality an answer to the many articles I have written and caused to be written in my fight to eliminate misunderstandings, the petty jealousies and the foolish bickerings that exist among leaders of our great industry. . . .

"I have known Mr. Brown for 25 years. I have great admiration and respect for him. . . . I know he has done much to gain recognition and fame for our sport. I know his efforts are sincere and his ideals admirable in the stand he has taken as spokesman for his great organization, the RSROA. However, I must take exception to parts of the statements of policy he has issued.

"I speak to you . . . as one who is interested in the promotion and growth of our sport, primarily for the skaters themselves. I am not remotely connected with roller skating in any way financially. My sole interest is in seeing the competitive skater gain his or her rightful recognition. It is with this thought in mind that I present my exceptions to the RSROA statement of policy as presented by Victor J. Brown in the June, 1956, issue of Skating News.

"Mr. Brown states almost from the beginning that there is no chance of America's skaters ever getting the break they deserve when he says there will be abso- More High Rides lutely no merger. He further states that the RSROA has no inducetones of 'a deal' or 'attached strings.' I say the problems of a merger can be talked out without any deals or strings attached, and the inducement to get together is the greatest in the world-the youth of America, who are the backbone and the only reason for the existence of roller skating. . . I have never implied that either organization should abandon its hardearned laurels. I have said that they should, by getting together, advance them further. There is no

can't solve. "Mr. Brown further makes reference to a suggestion I made in print to inter-organizational competition along the lines of major league baseball. He says it is not practical. I would like to refresh his memory. The National leagues in both baseball and football, who

LONG SERVICE

They are CHEAPEST

in the LONG RUN

QUALITY remains

after price is

forgotten

It Pays to Play

Order Yours

problem so great that great men

(Continued on page 80)

6 Bills Urge N. J. Closing On Sundays

NEW YORK-In addition to concession game setbacks, New Jersey resorts are faced with another problem which would affect an even wider range of business than the Statewide ban on games.

Sunday closing is the latest situation against which shore communities are setting their sights. The New Jersey Resort Association has raised \$15,000 and hired an attorney and public relations firm, to

combat pending State legislation.

To date six bills have been sponsored and are in committee, proposing Sunday closing in one form or another. A Sunday law is on the books but lacks any penalties. Some local leaders say that simply because a toothless law is on the books, that should not be reason for businessmen to be satisfied, Geist Suggests since the courts may some day rule that enforcement in some way is required. The concession ban is cited as an example.

Opponents of Sunday closings include the Grange, Poultrymen's Association, and State Resort Association. They are wary of stirring up a religious controversy, however, since the closings are strongly supported by the Catholic bishop of the Essex County diocese. Support for the measure is also strong in Passaic County.

Says Europe Uses

CHICAGO - George Whitney ment to merge because of over- Jr., of Disneyland, said at the NAAPPB convention here that he made the same full use of observation tower rides that Europeans badges was greater than the supply. have made.

because of the unusual view they were used up this time. afforded of surrounding activity.

At the same time, Whitney said that Europeans apparently operate that a National trackless train, on the idea if a patron gets hurt owned by the Sheraton Hotel here, it is his own fault, and he should will be used in the Presidential know better than tangle with machinery. Whitney said safety One plan would provide for guards of various types were nota- NBC-TV cameras to be mounted bly absent in many cases.

NAAPPB Cuts Dues For Kiddielands

Directors Vote Approval of Plans To Admit Kid Spots; Specify Rules

for membership of kiddielands have been written into the by-laws of the National Association of Amusement Parks, Pools & Beaches.

The action was taken at a special meeting of the NAAPPB board of directors following the association's annual convention here.

Main provision is that a new and lower minimum level for dues was established for kiddie parks. Where the minimum dues for a park are \$90, the new minimum for kiddielands is \$50.

Paul Huedepohl, secretary of NAAPPB, said that apart from the change in minimum dues, the formula for determining the amount

Non-Member Fee

CHICAGO-Richard Geist, of Rockaway Beach, New York, suggested that NAAPPB consider the possibility of charging an admission fee for non-members at the trade show during the park association's national convention here each year.

The suggestion was made during the NAAPPB sessions. Secretary Paul Huedepohl replied that it probably would not be practical to limit the attendance thru use of a large fee because exhibitors want to see as great a turnout as possible.

Conventioners Use All Park Badges

CHICAGO-For the first time believes U. S. ride makers have not in memory of park convention executives the demand for convention

Paul Huedepohl said that 1,250 He told of several kinds of tower lapel badges were on hand, but rides he spotted on a tour of they were given out before the Europe. The generally high and four-day run was over. Some of slow-moving devices were popular last year's were left over and they

> WASHINGTON—Prospects are Inaugural parade in January.

aboard the train.

CHICAGO—Special provisions of dues remains unchanged. That is, the sum is set at a rate of 73 cents per employee. The employee count is made at the peak time of year. The maximum dues for both parks and kiddielands is \$300.

NAAPPB directors also established new definitions and limitations for kiddielands to use in deciding which amusement centers are qualified for the new designa-

One requirement is that the spot have at least six kiddie rides and no more than two major rides. There were indications that some discretion would be used in this area because of the great variety of establishments and different local conditions.

Another requirement is that to be eligible a kiddieland must have operated two full seasons as a regular, major business. It must be in a permanent location.

NAAPPB directors ruled out membership by drive-in theaters and some other set-ups when they put in the specification that member kiddielands may not be "adjuncts or accessories to some other business."

Aquafair to Open in Fla.

MIAMI — Aquafair, the new George A. Hamid attraction, is slated to open this month with a marineland setting.

Featured, besides Hamid's diving horse attraction, will be trained porpoises, flamingos, monkeys and other animals, and Indian alligator wrestlers.

The spot, as well as being a commercial venture, will provide a training ground for animal acts which will be featured in Hamid dates booked with the Hamid-Morton Circus and also with fair grandstand shows.

AVAILABLE

100'x140' open air in amusement park on Boardwalk, Daytona Beach, Fla.

FOREST AMUSEMENT PARK, INC. 31 North Atlantic Avenue Daytona Beach, Florida

PRESTIGE AND PROFITS A HOLMES MINIATURE GOLF COURSE

Adds prestige to your location and makes more money for you, Each Holmes Cook Custom Built Course can handle up to 200 persons per hour.

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Portable Speedway Platform. Framework and Canvas in good condition. Price \$5,500.00.

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TODAY ROLLER SKATE CO. CHICAGO

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EStebrook 9-3800

GENUINE "CHICAGO" SHOE SKATES -

Are known for their HIGH QUALITY and

Chicago 24, Illinois

DARTO AND TOYS

Nantasket Shuttered, But Two Spots Keep Grinding

beautiful weekends go to waste, altho all but one other beach businessman have long since closed.

Sammy Simmons, owner of Sammy's Amusement Center, located on the sheltered south end of the resort, is doing a brisk business on Saturdays and Sundays with five kiddie rides - Merry-Go-Round, Sky Fighter, Roto Whip, Water Boat and Jeep ride.

Simmons also has four games working, and on Saturday nights, in a 100 by 60 area, he also operates a Darto. The game room seats 100 and on most Saturdays has been filled. Simmons also has a large black-topped lot on which he runs dances for the young set some Saturday nights during the summer.

All his concessions are enclosed

NANTASKET, Mass. -- One in a heated, steel structure in operator at this almost-deserted which he operates the winter beach spot isn't letting the recent months from October to April. Only other competitor on the beach is Dave Baker's big Funland, also an enclosed structure with a half-dozen kiddie rides and several games. Baker's main winter business is in discount toys which he has run here for four years.

This year Baker has enlarged his facilities and extended his building to make more room for the toys. A well-known spot by now, it has drawn good retail business.

High Quality KIDDIE RIDES

ROTO WHIP—KIDDIE WHIP—SPEED BOATS—PONY CARTS— GALLOPING HORSE CARROUSEL Illustrated Circulars Free

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

FAIRS-EXPOSITIONS

FAIR ASSN. MEETINGS

Schroeder Hotel, Milwaukee, January 2-4, Win H. Eldridge, 3151/2 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, secre-

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.

North Dakota Association of Fairs, Decotah Hotel, Grand Forks, January 10-12. A. D. Scott, Fargo, 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.

January 16 Tom Craig, 618 Montgomery Building, Spartanburg, sec-

Association of Tennessee Fairs, Hotel Andrew Jackson, Nashville, January 17-18. L. E. Griffin, P.O. Box 90, Nashville, secretary-treas-

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.

A NEW GRANDSTAND SHOW FOR 1957 FOR FAIRS AND CELEBRATIONS SAM HOWARD'S

Beautiful Bathing Girls, Novelty Acts, all necessary scenery, music and narvelous lighting effects.

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Flying Trapeze Artists MIKE MALKO P. O. Box 332



Wisconsin Association of Fairs, 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, secretarytreasurer.

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.

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, sec-

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 Comhusker, 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 Joseph C. Bartlett, North Haven, Conn., secretary.

Swift Current Elects McIntosh, Reports 13G Net

SWIFT CURRENT, Sask. --Jack McIntosh was elected president of the Swift Current Agricultural and Exhibition Association at its annual meeting recently. Vicepresidents are Sidney Oldon and Mrs. E. C. Shook. Irving Hansen continues as managing director and secretary-treasurer. McIntosh succeeds Cliff Sherriff.

A net operating profit of \$13,- JACKSON, Mich.-Roy Hatt, 618 was reported on the year's Napoleon, was re-elected president operations, with one day of the of the Jackson County Fair here. three-day fair being practically A net profit of \$706.75 was rerained out.

SOUND-COLOR

1956 Scenes Added to ESE P. R. Movie

WEST SPRINGFIELD, Mass. -The fifth edition of the Eastern States Exposition's motion picture 'Show Window of the East" is available for free booking by organized groups and associations.

The quarter-hour color-sound film has the addition of scenes filmed during the 1956 fair, as well as new narration and musical score. Added are the U.S. Navy Band's music, the Royal Canadian Mounted Police, the ESE's horse show, Storyville kiddie attraction, and new displays in the Industrial Arts Building.

Prints of the film are sent free upon written request to the fair.

The fair, in its latest information bulletin to concession, exhibit, and other interested people, cautions them to make early hotel reservations for the 1957 edition, September 14-22, since September 13-14 will find Springfield occupied by the Northeast Shrine Association for its annual convention of more than 5,000 members, wives and other guests. This will severely tax hotel and motel facilities in this area.

Attendance 455,877

Final attendance recap showed Rocky Mountain Association of a total turnout of 455,877 for nine grounds.

> New executive committee members named from the board of trustees are Donald S. Watson, editor of the New England Homestead and director of the exposition's livestock department, and Robert S. Atkinson. Committeemen re-elected included R. DeWitt Mallary, president; J. -Loring Brooks Jr., vice-president; Laurence R. Wallace, treasurer; Albert C. White Jr. and Ernest J. Wheeler, assistant treasurers, and Jack Reynolds, secretary.

Lockett Sets Beauty Bally At Petersburg

PETERSBURG, Va.—A beauty contest co-sponsored by WXEX-TV has been added to the Petersburg Fair promotional effort. Fair manager Ralph Lockett says the contest will cover a 14-county area.

winner and a companion will be provided by the tourist board of that country. The winner's title means that many more potential will be Maid of Virginia.

The fair will be held from September 30 thru October 5. The Vivona Bros. Shows have been awarded the midway contract.

Jackson Renames Roy Hatt President

ported for the '56 run.

Indiana State Fair Inks C&W, Swenson

will be the thrill show at the performance. Hoosier fair.

and the Swenson show were going to Jack Kochman's Thrill awarded at meetings of the fair Show. Tommy and Larry Holden board Tuesday and Wednesday also submitted a bid for the thrill

The Gooding Amusement Company, Columbus, also bid for the midway contract, which went to C. & W. by an 8-5 vote, a spokesman for the fair board said. The award gives the midway contract to Cetlin & Wilson for the 10th

The Swenson show was contracted for three performances-a Friday and Sunday matinee and a Sunday night show. One or two additional performances also may

INDIANAPOLIS - The Cetlin be given by the Thrillcade, with & Wilson Shows will be on the the board reserving final decision midway at the 1957 Indiana State on a second show on Sunday after-Fair and Aut Swenson's Thrillcade noon and a possible Friday night

The contract to Swenson was Contracts to Cetlin & Wilson given by a 7-6 vote, with six votes show contract.

The board deferred action on awarding contracts for the night grandstand show but heard representatives of three booking officials outline suggested shows. Eldred Stacy was on hand for the Music Corporation of America; Ernie Young and Frank Taylor, for GAC-Hamid, and Sam J. Levy Sr. for the Barnes-Carruthers Theatrical Enterprises.

PROMOTION:

Western Execs Receive Tips At Ad Clinic

CORONADO, Calif. — A six-South Carolina Association of Fairs, Northern Hotel, Billings, days of the exposition, with the hour discussion by representatives Fairs, Jefferson Hotel, Columbia, Mont., January 27-29. Clifford D. total being better than last year's of various media on ways and also will benefit. Harry Linden has Coover, Shelby, Mont., secretary. by 42,325 and short of the 1953 means to create and hold interest been re-elected president. New York State Association of all-time record by 493. Best day in fairs was the feature of the "Colwas the final Saturday, when lege of Fairs Ad Clinic" Tuesday 74.087 persons visited the 175-acre (4), the second of the four-day Western Fairs' Association convention at the Hotel del Coronado

The speakers for the media were: Ben Reddick, Newport Beach, newspapers; Sam Abbott, The Billboard, Hollywood, national trends; J. Rembrandt George, Foster & Kleiser, San Diego, outdoor; Nelson McIninch, KNX, Hollywood, radio; Terry Lee, KOVR, Stockton, television, and Leon Pratt, Larry E. Klump Company, Stoctkon,

Reddick, who opened the morning session, advised that advertising is an investment in good will and not an expense. He added that it should, however, be keyed to the temperature of people who are constituents to be a continuing invest-

Abbott, who closed the morning session, reviewed the reports of The Billboard's Advertising-Promotion-Publicity clinic held in Chicago iast March. This meeting was an informal discussion by the press chiefs from the nation's major fairs.

George based his talk upon a survey made by his outdoor advertising firm in which he pointed out that Californians earn 15 per cent more money than the national average and of this spend 12 per A round trip to Jamaica for the cent over the average. Each year, he added, the Pacific Coast gets 500,000 new consumers, which fairgoers.

McIninch, who is well known as "The Farm Reporter," outlined the advantages of radio. Lee, who spoke on television, said that television had competed with fairs but no more so than other means of entertainment. Television, he cited, had drawn people away from other forms of entertainment. Because of this, the medium offers fairs the ways and means to "win back" the fair visitors.

Pratt illustrated his talk with chalk drawings.

Spokane Moves To Sept. Dates

SPOKANE, Wash .-- The 1957 Spokane Interstate Fair will be held September 18-22 instead of in August as has been the annual custom in recent years.

Directors said the new dates will make the Spokane Fair the last in this region and will fit in better with the travel patterns of livestock exhibitors. Farmer exhibitors



We are presenting for Public, Semi-Public and Private Social Appearances, the greatest versatile genius ever in-separably a part of Man into Woman transition. Unmatchable in vocal man-tery, exquisite femininity, a fascinating personality, a challenge to the world to produce her duplicate equal.

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OPEN HOUSE:

Western Ops, Agents Host Fair Executives

owners and their staffs were hosts at a series of functions. at a series of cocktail parties during the 34th annual Western Fairs' As- arrangements for booking his snake

Crafts Exposition, 20 Big and contacts for the J. Lynch Enter-Fiesta units; West Coast Shows, prises, a food concession operation. operators of West Coast Shows and Out-of-State show owners in-West Coast Exposition Shows: Fair cluded P. W. Siebrand, of the Sie-Time Shows, Inc., and Foley & brand Bros.' Circus and Carnival in Burke Combined Shows maintained Phoenix, and K. R. (Andy) Anderopen house thruout the meeting. son, of the Ranier Shows, Tacoma.

Representing the Crafts' organization were Eleanor and Orville attended to line up dates for their N. Crafts, Charlotte and Frank game concessions. Steve Vaughn Warren, Larry Ferris and W. Lee represented Pinky's game conces-Brandon. Entertaining for the West sions, which he operates with Joe Coast group were Mike Krekos, Harry Myers, Bobby Cohn, E. W. Coe, Al Roden and Eddie Hellwig.

Fair Time Shows, Inc., was represented by Olivia Waldron, president; George Waldron, Chet Barker and Martha and Larry Nathan, the latter helping out here as an agent.

L. G. Chapman, owner of F&B, was in attendance with Flossie and Ernest Fitzgerald, general agent, serving in their suite.

Huddle With Fairs

Bill Overly represented Pan American Amusement Company, while Frank W. Babcock, F. M. (Pete) Sutton and Edward Harris talked to prospective customers of the Frank W. Babcock United Shows. Jane and Charles Albright, respectively. Announcements of of the newly formed Golden Gate their appointments were made at He is the retiring president of the Shows, answered questions regarding their organization. Ray Cox Western Fairs' Association, which tion in Los Angeles. remained thruout the convention closed a four-day session here in the interest of his Great Western | Thursday (6) at the Hotel del Coro-Shows. Ted Levitt acted as agent for Gold Coast Shows, headed by William Meyer.

Gail and Louis Cecchini entertained guests of Cecchini & Le-

Detroit Club Sets Yule Party

DETROIT — The Michigan Showmen's Association will hold its annual Christmas party for underprivileged children December 23 in the clubrooms, Paul Greeley, secretary, announced.

Other events on the winter proburning celebration.

CORONADO, Calif.—Carnival vaggi, amusement concessionaires,

Cal Lipes made the preliminary sociation convention here last week. and pygmy horse attractions. Jo-Crafts Shows, which includes sephine and Jimmy Lynch renewed

Joe Blash and Lloyd Hildigoss (Red) Dauer and Bob Vaughn.

Joseph Archer, of Archer Enterprises, taffy and fudge stands, spent the first two days of the convention contacting the fair representa-

FIRST MIDWAY PACT INKED AT WFA MEET

CORONADO, Calif. - For the first time in the history of Western Fair Association conventions a carnival contract was actually signed, sealed and delivered here Thursday (6) as the group ended its four-day session at the Hotel del Coronado.

Parties completing the details were Olivia Waldron, president of Fair Time Shows, Inc., and Norman Sundborg, secretary-manager of the Contra Costa County Fair in An-

During the convention, Mrs. Waldron entertained in what she called the "Hospitality Suite." Sundborg and the show owner signed the deal in the presence of several of the fair's directors. The fair manager said that the delegates were instructed to complete all the details before returning home. And they did.

show business for a number of

years. Prior to joining the West

Coast company, he trouped with

other shows out of San Francisco.

Both Krekos and Babcock

pointed out that Harris resigned

from the West Coast organization

to enable him to operate out of

Los Angeles, where he recently

purchased a home in the city's

suburb of San Gabriel. West

Coast's route is mostly in Northern

nia fair concessionaires urged longer contracts for those making capital expenditures, and a ceiling on space rates charged by carnival owners at the service members' meeting of the 34th annual Western Fairs Association convention which closed at the Hotel del Coronado here Thursday (6).

Calif. Concession Ops

Seek Longer Contracts

The meeting of the service members, that category of the association which includes non-voting concessionaires, suppliers, show owners and others, was held Monday (3), the first of the four-day convention. Under the chairmanship of Stuart Waite, secretary-manager of the Yolo County Fair in Woodland, the session ended with the announcement that the group's dues would be increased in 1958 on the basis of gross done at the expositions.

Wants 3-5 Years

Jack Richardson, representing the Pacific Catering Company of San Francisco, proposed the queswere empowered to issue anything more than a year-to-year pact. He sought longer terms, from three to five years, to protect, he said, investments that might run to \$15,000 for an installation that would comply with food health Panacek Pacts would comply with food health laws and allow for the proper Shows, considered the No. 1 unit. Harris, too, has been in outdoor

> chief of the division of fairs and expositions of the California State Department of Finance. He advised that the "department frowns | TO | III | TO | Ted upon a contract for longer than three years." He added that the question had been proposed before Shows has signed to provide the and urged that the service members appoint a committee to meet with Department of Finance representatives in an effort to iron out this matter.

> James Lynch, of Lynch Enterprises, San Francisco, deplored the footage rate charged concessionaires by carnival owners, particularly food stands such as he operates. Lynch added that the rate sociation of Fairs, includes seven on the independent midway if space was available had been fair. He claimed that the rate had skyrocketed because carnival owners were bidding too much for the privilege of playing fairs.

realize that I must have quite a spread of footage," Lynch said. "We little fellows have to keep working. When the rate is too high, there is nothing to do but lay off."

Discuss Local Ops

had free labor, often donated mer- Wilson,

CORONADO, Calif. — Califor- chandise and were unfair competition for the professional caterer.

> Lynch asked, too, that fairs set the price of food products to govern both the professional as well as the "amateur" concessionaire. He cited the fact that at one fair a local booth was selling packaged popcorn for 5 cents. He added that the cost was 51/2 cents per package and that the competition was such that he could not fight it.

> George Charboneau, of Calimesa, suggested that fairs do something about giveaways. At one fair, he declared, he was forced to pull out after the second day because local markets were giving away cotton candy, candy apples and other products that he was trying to sell.

As the session that lasted about an hour and a half came to a close, Waite advised that the \$50 service membership dues structure would be abandoned in 1958. The new rate will be \$50 for those members doing a gross business up to tion as to whether fair managers \$5,000; \$100 for those grossing \$5,000 to \$10,000; \$200 for business from \$10,000 to \$20,000, and \$250 over \$20,000 per year.

Chairman Waite referred the question to George Miller, assistant Wis. Fair Loop

MILWAUKEE -- Belle City midway attractions at the Northern Wisconsin Fair Circuit, Charles Panacek, show's owner-manager, announced last week. The organization played the loop for the first time in 1955 and again made the circuit in 1956.

The loop, which normally awards its midway contract at the annual meeting of Wisconsin Asevents-Antigo, Merrill, Neillsville, Ladysmith, Medford, Wausaukee, Shawano and Weyauwega.

Following the last-named fair, Belle City will play the Redsburg, Wis., Street Fair. Also on its route "Those who know my operation for next year are the Kenosha, Wis., Jaycee Celebration. Plans are to open on Milwaukee lots in mid-April for six weeks and then hit the industrial towns of Wisconsin until fairs begin, Panacek said.

The matter of local group food | Robert (Slim) Curtis is back in stand operation was hit by Rich- Tampa after a good tour with the ardson, who pointed out that they Hodges' Side Show on Cetlin &

Roden, Harris to Manage Krekos, Babcock Units

CORONADO, Calif. -- Al Roden | tinue to manage the West Coast and Edward L. Harris were named managers of the West Coast Exposition Shows and a unit of the Frank W. Babcock United Shows the 34th annual convention of the Pacific Coast Showmen's Associa-

Mike Krekos, West Coast Shows president, said that Roden will assume his duties immediately. He succeeds Harris, who held the post for six years.

The appointment of Harris to California. head a unit of the United Shows was made by Frank W. Babcock, the owner. He added that Harris will direct one of the units, with F. M. (Pete) Sutton, who joined the show in early 1956, continuing in his present position also as a manager.

Was Assistant Manager

Roden joined the West Coast gram include the banquet and ball organization 18 years ago when the on January 20 which will also in- West Coast Shows was the only clude installation of officers of both unit operated by the corporation. the men's club and auxiliary, a past In the past three years he has been president's night and a mortgage- assistant manager of the unit he is to direct. Ed Hellwig will con-

SLA Auxiliary Remembers Past Prexies

CHICAGO—The Ladies' Auxiliary of the Showmen's League of America paid tribute to its past presidents at the recent annual banquet here in the Hotel Sher-

Margaret and Evelyn Hock supervised the dinner arrangements and Phoebe Carsky served as presiof Ann Doolan. Margaret Fillograsso delivered the invocation and a moment's silence was observed for departed members. Gifts were presented each past president from the late Mrs. Doolan. Prize winners included Mrs. L. M. Brumleve and Helen Vaughn. Virginia taining talks.

Those present included Phoebe

and Phoebe Carsky served as president pro-tem, due to the death Reithoffer Adds Ride Units; **Favors Split-Week Operation**

the acquisition of new ride equipment at the Chicago outdoor convention by the Reithoffer Shows.

Pat Reithoffer said that a Spinaroo was contracted for at Chicago and tentative arrangements were made for the addition of several new kiddie rides.

Expansion plans also include the construction of a new glass house on a trailer and the construction of a new girl show front.

Dixie Dates Set

NEW YORK—A first-time ven- Union, S. C., fairs. Several other ture into Southern fair territory, Southern dates are sought and and a growing route, resulted in booking efforts are continuing along these lines.

> In the North, Reithoffer is faced with a growing list of split weeks in fair operations. This results in weekend operation and, with Sunday play allowed, is regarded as advantageous for his flexible operation. He said he is in favor of other New York fairs, where the trend has been most pronounced, adopting a split-week policy.

Allan Travers, general agent of the James E. Strates Shows, was The show is contracted to play instrumental in securing the South-

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Canadian Still Dates, U. S. Fairs to Form Reid Route

ator of the shows bearing his name, several years. will practically split his 1957 sea-United States.

According to present plans, Reid will open and close his still date season in the Dominion. He will return to the United States for fairs. The latter will again apparently be limited to the Northern sector.

Reid said that he would open his sho / later than usual in an effort to avoid the spotty weather and earnings generally associated with the early weeks of spring.

Seven Weeks in Canada

Approximately seven weeks will be played in Canada. These dates, reportedly set, will again be confined to Eastern Canada, a terri- area.

NEW YORK-King Reid, oper-tory which Reid has played for

With the recent addition of the son between Canada and the Champlain Valley Exposition, Essex Junction, Vt., to his fair route, Reid has reason to be pleased with his potential route of fairs. Other annuals set include the Rutland (Vt.) Fair and the Skowhegan (Me.) Fair. He will be playing the latter Kline and Lillian Glick gave enterevent for the ninth year.

The Essex Junction contract is for one year and includes the en- Carsky, Kathryn Doolan, Elsie tire midway. At Rutland, which Miller, Margaret Fillograsso, Ethel he played for the first time last Wadoz, Mae Smith, Dorothy Kenyear, he plans an extended Kiddie- nedy, Mary Lou Callbeck, Ida land. Other projects for that event Chase, Mable Brown, Helen include additions to the paved Vaughn, Mary Frestel, Viola midways which he installed last Parker, Delgarian Hoffman, Ollie year and the filling in of some Glosser, Margaret Hock, Mrs. ground to provide additional mid- Brumleve, Mae Taylor, Lucille way space adjacent to the main Hirsch, Lillian Glick, Evelyn Hock,

Frieda Rosen and Carmelita Horan. the Orangeburg, Newberry and ern dates for Reithoffer.

MIDWAY CONFAB

C. A. (Curly) Vernon, owner of United Exposition Shows, and Charlie McCarthy, the show's business manager, scored well on their recent deer hunt in Texas. Both bagged their limit. . . . Mr. and Mrs. Al Wallace recently stopped off at Ocala, Fla., to visit Mr. and Mrs. Jay Williams. . . . Rebecca Castle, cookhouse op, left for Hot Springs for the baths after being confined for some time.

Robert (Bobby) Mansfield, veteran director and producer of midway shows, is partially paralyzed suppliers an opportunity to visit Phoenix, Ariz., while Mr. and Mrs. and confined to a nursing home at leisurely. 1725 N.W. 21 Terrace, Miami. During his years in the business, Silver Dollar Fair in Chico, athe was with the Barkoot, Jones, Rubin & Cherry, Beckmann & Gerety and Royal American shows. . . Mrs. Bertha Nakunz, of Houston, and Mr. and Mrs. W. H. Hester, of chief of the Division of Fairs & Ex-Ennis, Tex., recently visited the Mrs. L. A. Bolenbarker in Aransas their granddaughter to the meet-Pass, Tex., where they got in some good fishing.

Louis (Frenchy) Brown, concession op at Rockaway Beach, N. Y., is in Europe hunting for new ideas. . . . John Cargan, concessionaire at an Akron park, is convalescing in the Paul Revere Hotel, Detroit, following surgery. . . . Bill Green, Detroit press rep, is enjoying a portable television in his New Grace Hospital room. The set was provided by the Michigan Showmen's Association. . . . Marvin Keys, concession op, left Detroit for a three-month Miami sojourn.

Mr. and Mrs. Charlie Klausen. concessionaires who are wintering Saugus, announced that his comin Brownsville, Tex., supplied fish pany is again concentrating on for several fish fries for personnel pyrotechnic displays after several of the Valley Exposition Shows years in government defense work. which played Brownsville recently.

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Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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For the first Big Celebration of 1957 On the Streets of Cameron, Louisiana, week Jan. 7 to 12, Fur and Wildlife Festival sponsored by nine parishes. Bands, Free Acts, Parades, Now selling exclusive on all Stock Concessions. No alibi. Flat or percentage, Merchandise only. Have plenty Shows and Rides. All contacts to RALPH R. MILLER SHOWS, Allemands, La., week Dec. 10 or Route 1, Box 351. Phone Walnut 15068, Baton Rouge, La.

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Portable Scooter, must be in first-class condition (no junk) and not too large. Write, wire or phone where same can be inspected. Address:

DOC OSBORNE Miami, Florida 597 N. E. 121 Street Phone: Plaza 92659

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> ETHEL RAILEY Fruitland Park, Fla.

RIDES WANTED

Cash waiting for 2-abreast Merry-Go-Round and adult Ferris Wheel. Will consider small Show, priced right, good condition. Illinois area. For Sale-Schiff Speed Liner.

JACK LINDLE Beardstown, III.

GIVE TO DAMON RUNYON CANCER FUND

CHIT-CHAT

Show, Fair Reps Busy

CORONADO, Calif. - The four-day Western Fairs' Association convention that ended Thursday (6) at the Hotel del Coronado here afforded many fair managers and

Ed Warrener, manager of the tended on crutches. He injured his leg when he was thrown from a motor scooter earlier this year. . . Nan and George Miller, assistant positions in Sacramento, brought ing. . . . Eric McLachlan and wife spent several days at the meeting. McLachlan was on hand to explain the auditing of fair accounts. He is with the Department of Finance.

Holter Busy

Gene Holter made contacts here for the appearance of his wild animal show during the coming year. He was assisted by Harrold Harper, who attended with his wife, Betty. . . W. C. McCafferty talked up his ice show, "Stars Over Ice. George Hunt, of George Hunt & Associates in Hollywood, is booking the attraction. . . . Patrick Lizza, president of the Golden State Fireworks Manufacturing Company in

. . Rufe Davis on hand to meet fair managers at the suite of Isabelle Whall's Fun Unlimited Productions. . . . Guy Mitchell autographed pictures for delegates at the cocktail parties given by George Burke and Elkan Kaufman at the GAC-Hamid suite. . . . The Frontiersmen, presented by Jo and Newton (Carolina) Brunson, of the Strates Painter, Hollywood Theatrical Agency, appeared with Rex Allen at the dinner Wednesday night (5). . . . Cotton Rosser, of Marysville, revealed that he will supply rodeo stock for a series of bookings starting in Red Bluff in April. One of the fairs he will supply is that of the Eastem Sierra Tri-County Fair in Bishop. O. F. (Tad) Davis is the

fair manager. John Mette, of John Mette & Associates, Altaville, handled the news coverage of the convention with Bob Stein, of the WFA staff covering the spot news for the dailies. . . . Bill Reed represented the Jimmy Lynch Death Dodgers. . . . Bert and Ed Lang, of "Mom's Aid," stroller and wheel chairs, visited here with Frank Pipitone and wife who have the Italian Village at the Arizona State Fair and Los Angeles County Fair. . . George N. Goodman, executive secretary of the Arizona State Fair. and Ralph Watkins Jr., assistant secretary, attended their first WFA convention. . . . Knox Bronson, of Duchess Catering, Oakland, supplied special sandwiches in a bread-loaf container to some of the suites where cocktail parties were held. . . . W. S. (Little Mac) Mc-Donald, of Duchess Catering, was the host in the firm's suite. . .

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M. Whitey Monette, well-known

15-KW. GENERATOR Complete with Louis Alles single phase 110 Volt AC 144 amp. type alternating 1200 r.p.m. frame 5006 Generator; with Class 5118A Louis Alles Excitor, with 4 cyl. Model D3400 Caterpillar Diesel Engine #8J4905; with 2 cycle starting engine, 60 gallon fuel tank, mounted on the lakids and completely boursed in steel skids and completely housed in wood housing. In excellent condition; subject to inspection our yard. Terms: \$2100 net cash, f.o.b. St. Louis, Mo. For further details wire, write or telephone. ALLIED CONSTRUCTION EQUIPMENT CO. 4015 Forest Park Ave., St. Louis 8, Mo. (Telephone No.: FRanklin 1-1818 or 1-7132)

Great Western Ends Best Tour Since 1954 Bow

CARUTHERS, Calif. -- Great Western Shows, formerly the Ray Amusement Company, closed its third season on the road and is now stored on the fairgrounds here for the winter. Ray Cox, ownermanager, said the 28-week tour produced the best grosses since the show first went out in 1954.

Prior to heading for their homes, the show personnel were guests of Cox at a farewell barbecue. Mr. and Mrs. Slim Harrison went to Ivy Gates will winter in Santa Cruz, Calif. John Enos added a new Trolley Car to his string of kid devices. Mr. and Mrs. Raymond Ray took their diner, gallery and pony ride to their Stockton, Calif., home. Dewey Blair joined as ride and lot superintendent and will manage winter quarters here. Red Crawford, electrician and mechanic, will be his assistant.

Patty Conklin Off to Germany

BRANTFORD, Ont. -- J. W (Patty) Conklin, of the Conklin Shows, left here Friday (7) for New York, from where he was scheduled to fly Saturday (8) to Hamburg, Germany, where he plans to visit the Dome Carnival and arrange for shipment of rides and other equipment he purchased on a recent trip to Germany.

Herman Larsen, Conklin head mechanic, left Thursday (6) for Copenhagen and will join Conklin in Germany and assist in arrangements for the shipment of rides and other equipment. Conklin plans to return here in time for the December 22 wedding of his son, Jimmie.

Willard Holdridge, Dies in Syracuse

 SYRACUSE—Willard D. (Red) Holdridge, 62, artist and head of the James E. Strates Shows' painting department since 1940, died December 2 of a heart attack at his home here. He had come here to spend the holidays with his brother and sister. Services and burial took place December 5 in

Holdridge was a stagehand with Claw & Erlanger's "Ben Hur" in 1913 and later trouped with Fred Buchanan's Yankee Robinson Circus and the Robins 3ros. Show. He had been connected with numerous Eastern carnivals, including the Otis L. Smith Shows, before joining Strates.

Emmet-Percilla Signed To Tour With Gooding

COLUMBUS, O .-- Emmet and Percilla, Alligator Boy-Monkey Girl Show, has been signed to go out with the Gooding Amusement Company next season, Floyd E. Gooding announced here last week.

novelty man, flew here from San Francisco. . . Cecil Matthews, manager of the Mother Lode Fair in Sonora, on hand following an illness. . . . Alex Freedman, of Freedman Concessions, brought along some new items to show. . . Russell E. Pettit, formerly manager of the Santa Clara County Fair in San Jose, accompanied William A. Straub and Sal Milan, of the fair's staff. Pettit pushed for San Jose for the next convention. . . . Los Angeles put in a bid for the convention with Robert Downie pitching for the event for the Pacific Coast Showmen's Association.

SLA to Host 200 at Kids' Yule Party

CHICAGO -- Final arrangements were completed here last week for the annual Christmas party for underprivileged children to be sponsored by the Showmen's League of America on December 16 in the Hotel Sherman. Al Sweeney, League president, is chairman of the party with Solly Wasserman as co-chairman.

As in previous years, 200 needy children will be hosted and transported to the hotel in buses, entertained with a 90-minute show, filled with refreshments and then sent home with huge bags of clothing, toys and favors. The party is financed thru donations by club members.

Harold Barrows is in charge of transportation along with Chick Bohden, Jack Kwiet and Manuel Blasco. Charles Zemater Sr. will handle the entertainment along with his son, Chuck; Dick Ware and Sam Levy Jr. Hy Neitlich is chairman in charge of packaging, assisted by Chick Schloss, Andre Dumont, Bill Carsky, Ned Norti, Jack Duffield, Mickey Blue and Andy Kasin. Food and beverages will be handled by a committee headed by Max Brantman, assisted by Tom Sharkey, Sheik Lempart and Jimmy Stanton. Wasserman is in charge of toys and clothing with Nat Green and Dave Friedman handling the press. Louie Berger will again handle the cloak room and club members and the Ladies' Auxiliary will assist with other

Regina to Run 9-Day Race Meet

REGINA, Sask. -- The Regina Ehibition, a six-day show, will have nine days of horse racing in 1957.

The fair opens July 29 and racing will continue until August 7.

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CLUB ACTIVITIES

Showmen's League of America.

CARNIVALS

CHICAGO -- President Al Sweeney handled the gavel at his first meeting which was also the first regular meeting to be held in the new clubrooms. A total of close to 150 members were present. On the platform with Sweeney were Iack Duffield, first vice-president; Bernie Mendelson, treasurer; George Johnson, secretary; Homer Kaplan, John DeMarco, Thomas Briant, executive secretary, and M. Deemer, George Malango, Jimice Ohren.

National Showmen's Association, was present and sat on the platform. Snellens invited all members Sweeney reciprocated.

Shelby and Patrick Delaney.

Several more donations were made to be Christmas party for ny Murphy, Ed Frisbie. underprivileged children.

Ladies' Auxiliary

Open house was held in the Hotel Sherman November 24 27 Dorothy Kennedy was chairman of the bazaar, assisted by Geraldine Padden, Viola Parker and Frieda Rosen. Hostesses for luncheon included Delgarian Hoffman, Marand Hannah Forman.

it, and Ethel Wadoz took it on the members present. second round.

Crystal Ballroom, with Margaret Hock and Viola Parker as installing Rosen, president; Dorothy Ken-Sedlmayr, vice-presidents; Evelyn Hock, treasurer, and Mrs. Robert H. (Elsie) Miller, secretary for the 15th straight year.

President Rosen and Al Sweeney made brief talks. Carmelita Horan presented gifts to all her officers. decorations.

Among those present were Margaret Hock, Morris Haft, Elsie Miller, Joseph M. Hyman, Frieda Rosen, Dorothy Kennedy, Phoebe Carsky, Egle Sedlmayr, Evelyn Hock, Viola Parker, Carmelita Horan, Delgarian Hoffman, Mrs. L. M. Brumleve, Lee Gluskin, Deidra Jeanine Gluskin, Lillian Glick, Mae Taylor, Lucille Hirsch, Ida Chase, Lena Schlossberg, Hannah Forman, Bella Lazar, Lillian Freeman, Ruth Bernauer, Mrs. Rod Link, Kitty Glosser, Elaine Blasco, Claire Sopenar, Josephine Haywood, Lucille Anthony, Geraldine Padden, Mae Smith, Ethel Wadoz, Ruth Nosanor, Minnie Simmonds. Leona Carsky, Monica Baress.

Also Evie Belew, Elsie Johnson, Dolly Young, Mary D. Frestel, Helen Vaughn, Mabel Brown, Kathryn Doolan, Alice Johnson, Lynn Carsky, Mrs. M. Rosenberg, Mrs. Joseph Hyman, Max Rosenberg, Mrs. Louis Rosen, Jeanette Rosen, Max Rosen, Mary Haft, Edna Burrows, Lucy Metz, Antoinette Rohe, Alda McCue, Catherine Potenza, Frances Berger, Mollie Zimbler, Leona Cornfield Rose Lorek, Sharon Horan, Lillian Law-rence, Marianna Pope, Marion Falco, Arna Blazy, Loretta Gwizelak, Vickie Lester, Ann Sleyster, Grace Weiner, Veronica Potenza, Lois McCue, Lucille Correnti, garet Pugh, June Kurlander, Mrs. from Milwaukee while Walt and tional circuses for tours in Scandi- the Olympia Music Hall, Paris, and Martha Moss, Barbar Woody, Mar- Margaret Filograsso.

Miami Showmen's Association

MIAMI -- Among those who have paid or pledged \$50 toward the cemetery plaque fund are the following:

John Payne, William (Red) Hicks, Sam Solomon, Dutch Saltus, Mel Smith, Conn Weiss, Johnny Hoffman, Max Glynn, George Whitehead, Charles Thomson, Sam three past-presidents, Sam J. Levy my Finn, Johnny Keeler, Lew Sr., Fred H. Kressmann and Maur- Lange, Ben Cohn, Claude Sechrest, Harry Nelson, Lou Meyers, Jack Gerald Snellens, president of the Martin, Mark Reilly, Johnny Canole, Roy Lollar.

Also, Al Trudeau, Joseph Wilkins, Nick Lecardo, Jack Ressel. to visit the New York club when Harry Errigo, J. D. Frisbie, Bill they were in the East and President | De Costas, Ed Strassberg, Albert Freeman, James E. Strates, Willie Names to be added to the plaque Libak, Sam (Bagel) Grossbarth, Al that will grace the walls include Williams, Morris Lipsky, Russ Er-Lou Keller, Jack Nelson, Max dele, Joe Galvin, Louis Zukerman, Brantman, Max Friedman, Hank William Sullivan, James E. Perry. Hyman Feldman, Joe Bellinger, Jake (Doc) Fisher, Art Lewis, Dan-

> Also, Rhody Ridings, Irving Biscow, Frank (Pascow) Hamilton, H. E. (Colonel) Stahler, Johnny Applebaum, Barney Tassell, Irving Merson, Jack Weiss, Johnny Miller, absence. Berny Feldman, Rod Link and Harry Stevens.

Ladies Auxiliary

garet Filograsso, Lillian Freeman the meeting to order. On the ros-Dolly Young took the portable first vice-president; Ann Whitetelevision set on the cancer award head, third vice-president; Lois lawn. booklets. Winners in Dorothy Ken- Weiss, treasurer; Hilda Roman, renedy's dollar bazaar books were cording secretary, and Rhea Carson, presented and enjoyed luncheon Morris Haft, Walker Holden, corresponding secretary. Chaplain served by George Reinhardt. Jeanette Martindale and Dorothy Elsa Bryant gave the invocation, Kennedy. Miss Kennedy won the followed by the salute to the flag. bedspread she donated, returned Tyler Evelyn Taylor reported 104

Officers and board of directors Officers were installed in the for 1957 include: Kitty Closser, president; Frances Deemer, first vice-president; Rosita Dell, second officers. Taking office were Frieda vice-president; Kay Leisure, third vice-president; Lois Weiss, treasnedy, Phoebe Carsky and Egle urer, and Hilda Roman, recording

Board of directors: Betty Endy. Leona Parker, Raynell Golden, Louise Endy, Hilda Roman, Martha Weiss, Dolly Young, Mae Levine, Ruth Schreiber, Sidney Thomas, Ada Cowan, Agnes Grosso, Viola Parker supervised the table Estelle Bell, Nancy Whiteside, Ella Dodson, Helen Eule, Peggy Heiman, Onalee Jones, Lola Kochenour, Myrtle Duncan, Zella Travers, Irene Moore, Dorothy Miller Cohn, Ellen Coleman, Julia Sarama, Dora Pierson, Anne Whitehead, Pearl Ridings, Molly Strauss, Lillian Sylvester, Charlotte Wright, Annalee Wilkins, Anna Tara, Marie Vivona, Judith Solomon and Lillian Reilly.

Welcomed to their first meeting were Rose Westlake, Emily Hunsaker, Concetta Senna and Kathryn Curry. Rhea Carson read correspondence from Edna Fester, Louise Endy and Alton Pierson. Ann Whitehead, of the sick committee, reported that Ann Neal, Louise Endy and Mickey Hawkins were

Whitey Tara, of the men's club, reported that there are 435 pints of blood on hand and that the mobile unit would be at the club December 20 to collect an additional supply of blood. Mae Levine, co-chairman of the Cemetery Plaque Fund, reported 40 pledges have been paid. Out-oftown members wishing to send in their pledges are asked to do so immediately.

Ada Cowan announced that the testimonial dinner for President Grosso will be held Tuesday (18) at the Bon Fire Restaurant.

Jeanette Martindale, Katie Little, Sam J. Levy Sr., Viola Kline and Billie Wyatt left for Tampa. Mon- navia and Western Europe. But has been booked into Cirque Royal

Greater Tampa Showmen's Association

TAMPA—President Sam Gordon conducted the weekly meeting, assisted by Bucky Allen, first vice-president; Joe Fontana, third vice-president, and Vernon Korhn,

The membership was saddened by the death of Pat McGee.

several weeks. Tony Waddell is still confined to St. Joseph Hospital here, and Harry Wilson is reported recuperating at his Gibsonton, Fla., home.

Lloyd Serfass presented the club with a \$4,500 check collected by him and Harry Rubin on Penn Premier Shows. Jack Wright Jr. antuberculosis sanitarium.

Irish Gaughn and Earl Maddox discussed plans for the Christmas party, where 500 underprivileged children will be entertained. Toys, candy and fruit have already been purchased or donated.

The Saturday night dances are pulling good crowds. The anniversary barbecue will be held January 6. Vice-president Allen was welcomed back after an

Charlie Spivak and band will play for the annual New Year's Eve party to be held in the local President Agnes Grosso called armory. Eddie Zacchinni is lining up the floorshow. The Tampa trum with her were Kitty Glosser, Electric Company donated a large Christmas tree for the clubhouse

A total of 126 members were

Arizona Showmen's Association

PHOENIX -- President P. H. Siebrand called the Monday (3) meeting to order, assisted by W. J. Siebrand, first vice-president; J. L. Brown, second vice-president, and Earl Salter, secretary.

The sick list included Elsie Brezendine Kennedy, recuperating at the Palm Circle Motel here; Louis Bennett, in Fort Whipple Veterans' Hospital, Prescott, Ariz.; Mrs. Charles Denny and J. M.

Harry Lucas reported on arrangements for the December 17 banquet and ball. Memorial services were to be held at 11 a.m. December 16. President Siebrand named several additional members to the banquet committee, Ann Horstman, Janelle Siebrand, Ruby Freeman and Margaret Hanna.

Pot of Gold went to George Redwood. Mr. and Mrs. Norman Prather were visitors.

Lone Star Showmen's Club of Texas

is convalescing at home.

tion. Paul Juhlin and Ed Meek had to go unanswered. are fishing at Port Isabel, Tex. Joe Fain, Bob and Bette Harris, Mrs. dominated states. Katie Little and Johnny Gerie. Grace Tinder visited at Decatur.

UNDER THE MARQUEE

• Continued from page 69

view Hospital there in January for | U. S. A." Miller, who was with major surgery. . . . International King Bros., Leonard Bros. and News Service carried recently a Hagen Bros. circuses last season, story from Obert Miller, Dick was with Chicago, Pittsburgh and Scatterday and Art Miller, of the Wheeling, W. Va., stations previ-Kelly-Miller show, in which they ously. The program features intersaid that circus busines has been views with circus people and magood and that they disagree with terial about circus background and John Ringling North's words to the experiences. Many performers and contrary.

Some TV work having material-Chaplain George Ringlin was ized, Jack and Ruby Landrus, welcomed back after being ill for midget clowns, have shifted their winter location to Trailer City, Corpus Christi, Tex.

The Conley family, veteran performers who left the circus field at the close of the 1955 season to operate a Kiddieland and zoo on their farm at Batavia, O., will have a representative in the circus field nounced that the club would put again next season, altho Jim and on a special show soon at the local Fred Conley Sr. will continue to manage the Batavia operation. Fred Jr. and his wife are framing a sixpeople act for the 1957 season. The act will carry four horses and will offer other turns, including juggling, by performers formerly with the old Conley act.

> Pilade Cristiani is working overtime in three acts at the Lorry cabaret, Copenhagen. First he works three chimps, then with the Five Pilars, tumbling, and finally the same group is the Munoz Brothers, knockabout and clowning. Bill also has Frank Jackson with four Shetland ponies, and Tam Kay & Co., contortion and plate-spinning.

> N. Y., after touring with three circuses this season. When Ringling closed, he went to Cristiani, and when it finished its tour he hopped to the Beatty show. . . . Frank Cain, clown and big head supplier, will make Christmas dates at Wichita, Kan., for Jack Collins Agency and at Cincinnati for the Barney Rapp Agency. Cain then goes to Hawaii for John Billsbury and Wally Yee.

> Kelly-Miller Circus rented five camels to the Shrine at Shreveport, La., for a Christmas parade. . . Ray Brison has been working for the Bobbie Dease office, booking the Mervin Ray Circus in schools. ... Dr. Otto Schlack is wintering at Sarasota, Fla.

KIHN, Hugo, Okla., has hired gram called "Hugo, Circus Town, Bertram Mills Circus.

two circuses, as well as other shows, winter at Hugo.

Red Gallagher is Von Bros.' elephant man. . . . George W. Allen writes that he is back at Boston University after a season with the Hunt Bros.' Circus, where he had the front door, Hal Haviland, who had the Side Show door with Hunt, is working club dates in Boston. They and Joe Rallston visited Roy Bush and Junior Clark, of the Hunt show, when Bush and Clark had the Hunt elephants at a shopping center for Mickey Sullivan. At Boston Garden, they caught Hamid-Morton and visited with Miriam France and the Al Vidbels.

Arthur (Bum) Henry and the Jimmy Conners returned to Gainesville, Tex., after making the Evansville, Ind., stand. . . . Todd Henry and Bob Haaks left Gainesville for Phoenix, Ariz. . . . The Glenn Henry family and the Johnnie Guitterez family worked the Fort Worth Shrine show. . . . The Ralph Dukes have a new home about 20 miles from Dallas. . . . Clark Me-Dermott was at the Gainesville, Tex., fairgrounds for a few days recently prior to departing for California. He and Hazel King were to Bill Taggart is back in Clyde, catch the Fort Worth Shrine show.

> The Carl Romigs and Irvin Romigs were guests when 27 circus fans from three States met recently at the Detroit home of Don F. Smith. Among those attending were Pop Hausman, the Dick Conovers, the Otto Hausmans, the Robert Ungwitters, the Richard Montgomerys, the Paul Toepps, the Jack Haleys, George DeDeppo, Henry B. Kraeutler, Albert Conover, Mrs. Grace Smith and the Don Smiths.

> Digger Pugh, who has had troupes of English performers with several U. S. shows, now has aerial ballets with the Chipperfield and Tom Arnold circuses in England and will have one with the Circo Americano in Spain.

Malakova, high-wire, has her act Calvin (Curley) Miller to do a pro- in England for an engagement with

Fight Spoils USSR Circus Gains

Continued from page 69

government-endowed circus. A of organized circuses. DALLAS - The dedication of great many acts with British units Now, not only has the plan fizthe new clubhouse will be held are nationals of other countries, and zled, but many of the acts abroad December 15. Also on the future for a producer to assemble a suit- have seized on the political upschedule is the election of officers. able unit would have involved ne- heavals as an excuse to seek asylum Tom Morris is back in the Vet- gotiations with members of quite in other countries, and not return eran's Hospital here. Jo Ann Mill- a number of circuses, as well as behind the Iron Curtain. This has er's mother is ill and J. D. Taylor with acts playing independently in backfired the Red propaganda efvariety. Good acts ask good money, fort, and also provides Western Simmy and Inez Carroll left so the project was frought with bookers and viewers with many Dallas after several weeks' vaca- headaches and the Russian offer new acts. There is some concern,

Murphy, Simmy Carroll and Tex countries have sent touring circuses weight of extra acts made homeless Chambers report a successful fish- into other countries and many did by the revolt. ing trip. Back from the Chicago very well, popularizing Communist meetings are Margaret Pugh, entertainment and, presumably, learned, to send one or more of Chuck and Martha Moss, Bernice weakening opposition to Red- its state circuses into the Scandi-

Eight Hungarian Units

tene Wilder is sporting a new Ford. the recent revolt stopped this plan in Brussels.

ganda victory was the successful in its tracks. It occurred just when British appearances of the Moscow the buildup was at its height, as State Circus. Russia invited the Czech, Russian and Hungarian British to send a like unit to Mos- troupes had been making frequent cow, but the plan folded for several appearances thru local bookers at circus and variety locations. The For one thing, there is no British next step was to be a virtual deluge

however, that the theatrical and In the last two years Red bloc circus market will sag under the

Russia was dickering, it has been navian countries; now this plan has been dropped. The Pekin Circus The Russian show's success in (Red China) does not seem to have Ill., and Pearl Vaught at Cleveland. England was successful enough to been affected by the current situa-Johnny and Marie Obluck are back lead Hungary to organize eight na- tion. It has completed a run in

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1116 S. Halsted St., Chicago 7, III. L. D. Phone: MOnroe 6-9520 pitch folks are looking for Christ-mas work, it is suggested that they homa.

MERCHANDISE TOPICS

sample and complete prices are mail. available for \$1.

North Cicero, Chicago 44, has in- cially the rum and brandy kind, augurated a policy of around-the- two pounds in weight which come clock operations, seven days a packed in tin continers. Hall of week, with Joe Adess as foreman Distributors, Inc., 8713 12th Street, of the night crew. This new convenience is in line with Arcade's customer policy which also includes the slogan, "We will not be dozen minimum drops to \$9 per undersold." Featured currently is a nine-piece Sheffeld steel steak pound cake can also be had at knife and carving set called on of \$2.50 each in lots of six, or \$2 each the hottest articles on the market, if you order a dozen. The firm The attractive set has matched stresses the fact that the cakes are Brazilian horn handles, six serrated not loaded with raisins as are steak knives, a three-piece handforged carving set and the case has a 24-carat gold tooled drawer chest. The set sells at \$3.60 each in lots of 12 with samples at \$5 each. Arcade's new 1957 catalog is available at its showrooms.

Some of New York's largest retailers, including the Davega Store, bracelet and necklace. The firm plus such out-of-State firms as says that every set is an exceptional Bernie Wolfe of Maine, the Mouli bargain, as simulated pearls and Company and Herman Frederich brilliant stones in assorted colors Ranch Supplies are exhibiting at are effectively used to create topthe 16-day Madison Square Garden | quality, popular styles. Four fash-Toy and Gift Sale, which got under ion designs, 24K gold-plated pieces, way December 5, according to in satin-lined gift box, priced to World Wide Expositions Corpora- close out at the reduction price of tion, sponsor of the event. Advance \$12 per dozen. Sample available interest in the show was high, ac- for \$1.50, Send for the firm's Barcording to World Wide, indicated gainteer showing other specials.

Alrich Manufacturing Company, by a sellout of booth space two Box 469, Great Neck, N. Y., has weeks before the show opening. A color to any black and white TV variety of merchandise, from bigset. Called Color-Pix Screen Filter, ticket to impulse items, is on exit is attached to any 21-incl. screen hibition. WABD, Du Mont station, in seconds without tools. Instantly is doing remote telecasts from the color takes the place of the usual Garden of its "Sandy Becker," black and white. It also eliminates "Freddie the Fireman," "Captain glare and snow in fringe areas. Video" and "Looney Tunes" shows, Important to specialty workers is and NBC scheduled a remote radio the fact that the low price can broadcast from the show via its bring up to 300 per cent profit WRCA. The event is backed with and that the item is compact, light an \$80,000 advertising campaign in weight and easily handled. A in newspapers, radio, TV and direct

The word is out that fruit cakes Arcade Sales Company, 610 are genuine money-makers, espe-Detroit, says the cakes are loaded with selected cherries, choice fruits and nuts. The price of \$10 per dozen if you order a gross. A fivecheaper cakes. They guarantee the quality.

> An exceptional while-they-last jewelry offer is being made by Cel-Max, Inc., 582 S. Main Street, Memphis. These are gift-boxed sets made of hand-set sparkling stones consisting of high-style earrings,

PIPES FOR PITCHMEN

By BILL BAKER

LOIS D. BATES . . . secretary of the Atlantic City be set up immediately." Lois closes pitchmen's club, about which she her pipe with a plea for members wrote recently in this column, re- of the fraternity to send the club ports that the article brought a deluge of inquiries to the club from all parts of the country and visitors too numerous to mention. Among the more noteworthy callers, said Lois, was Leonard Rosen, president of Charles Antell, Inc., who presented the club with a color TV set and passed on word to the frater- "JUDGING . . . nity that new faces are constantly by the folks on hand at the Noneeded for TV pitching. Many vember 27 opening of the Knoxpitch people have picked up a good ville, Tenn., tobacco market, it day's pay on TV, comments Lois, looked more like a convention of who suggests that interested parties sheetwriters," writes Doc Gentry, contact Dave Newman at club Dixie News Agency, Lenoir City, headquarters, 1119 Boardwalk, Tenn. Among the veteran sheeties stating your qualifications and en- noted at the market were Jimmy closing a photo if possible. The club Wilson, Fred Alemy, Earl Smith, is holding several letters for Al Willie the Weeper and Jam-Up. Goldstrom, who is requested to "All were working paper and send in his address so that they may seemed to be getting the geetus, no be forwarded. Word from John doubt due to the good growing Spiker and Helen Collins is that season," said Doc. Frank Cox, the hair preparation business was working med, was also noted in good at fairs. Martha Hosburg re- Knoxville. Doc sends in word of ported the Raleigh, N. C., Fair off the illness of Bill Baker in a San for most workers, but that she did Antonio hospital. Doc plans to open well at the annual. Henry Sommer his news agency in January and is was a recent visitor in A. C., and hoping to hear from the gent in since he was driving a spanking California who publishes a health new Cadillac convertible it was as- paper. He also asks for one of sumed that his foot remedy business Madaline Ragan's sale lists and has been good. "Christmas being pipes from Bottles Stover, Al Harthe time of year when the sick, vey and Doc Rowe, with whom he lame and lazy can get rich," com- worked on med shows in the '30's. ments Lois, "we are flooded with A "P.S." sends best regards to Joe help wanted requests. If any of the and Rosie Starr and hopes for good

write or phone Archie Morris and old musical instruments for which they have no further use, members having decided to form a marching unit. "We'll pay the freight and give the instrument a good home," she said. Bert Cramer is in charge of the project. All noisemakers should be sent to him c.o.d.

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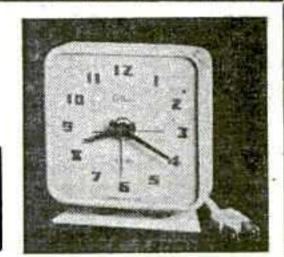
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You can't match this Gilbert Electric Alarm Clock for its alim, trim styling—you can't beat it for electrical performance. It fea-tures a seamless metal case; baked enamel finish in Pink, Green, White and Blue. New electric movement 60 cycle synchronous AC type for 105-120 volts. 24 to a case, approx-imate shipping weight 24 pounds.

*A special price is being offered in Billboard only to test the pulling power of this pub-lication.



Suggested Retail \$5.95 Samples \$3.00 each postpaid Payment with order—F.O.B. Sofid., Mass. Individually boxed—I yr. Factory Guarantee.

HALLMARK HOUSE • 1862 Main St. • Springfield, Mass.

76



Choice Lot 6 FOR C All famous 4 makes - complete with expansion bands. Reconditioned and guar-(Sample, \$9.95)

10 Assortment, Men's Complete with \$69.50 Expansion Bands.

\$6.45 SPECIAL LOT-Men's Elgin, Waltham Watches Reconditioned and Guaranteed, Expansion Bands Included.

(Sample, \$8.95)

Back Guarantee. 25% with order, bal. C.O.D. Send money order or certified check to avoid delay in shipment.

5-Day

Money-



SCENE-O-MATIC LAMPS

Full color revolving life-like scenes with beautiful gold base. Stands a full 11" high. Available in assorted patterns. Each lamp individually

25% deposit, balance C.O.D., F.O.B. Chicago.

& G SALES 1080 Milwaukee Ave., Chicago, III.

Acts, Songs, Parodies
Agents and Distributors
Animals, Birds, Pets

Supplies

Property
Help Wanted

☐ Formulas

Business Opportunities
Costumes, Uniforms, Wardrobes
Food and Drink Concession

For Sale—Secondhand Goods

For Sale-Secondhand Show

Type or print your copy in this space:

3 Indicate below the type of ad you wish:

if credit has been established.

CLASSIFIED SECTION

A Market Place for Buyers and Sellers **NEW ADVERTISING RATES**

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. cape, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, affew six words for the address.

Also include 25¢ per insertion additional to cover cost of handling replies.

RATE: 20c a word-Minimum \$4. CASH WITH COPY

DISPLAY-CLASSIFIED ADS

attract more attention and preduce quicker and greater results three the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material. 1-point rule border permitted on ade of 2 inches or more.

RATE: \$1 per agate line-\$14 per inch. Minimum \$10.

CASH WITH COPY

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

Did This Ad

ACTS. SONGS & PARODIES

COMEDY GIFT OFFER! "TEN PARODIES" free with your order of "Comedy Digest," the entertainer's gagfile, \$3. Showbis Com-edy Service (Dept. B-93), 1612 East 29th St., Brooklyn 29, N. Y.

This is a

DISPLAY CLASSIFIED AD

Your Advertisement displayed in a

space this size

will cost only

\$14 per insertion EMCEE—AMAZING ENTERTAINER'S PUBlication containing hilarious patter, skits, monologs, gags, parodies. Four different exciting issues, \$2. Emcee-B, Box 983, Chi-

23,000 PROFESSIONAL GAGS, ROUTINES, ad libs, doubles! 1,600 pages! For free comedy catalog write: Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. ja5'57

ACENTS & DISTRIBUTORS

ATTENTION-HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. delf

FABULOUS CLOSEOUTS

Rhinestone Earrings, Asst. 2.50 ds.

EXTRA SPECIAL IIII

BOXED SETS, Asst. STYLES.... 4.50 dz. Ornamentai Stay Combs.... 1.00 dz. Gen. Cultured Pearl Pine & Neck... 2.50 dz. Large Stone Earrings. 2.50 dz.
Ropes, Asst. 3.00 dz.
4 pc. Pearl Set, Boxed 13.50 dz.
Pearl Earrings, Asst. STYLES 1.50 dz.
24 HOUR SERVICE
20% Deposit with Order, Balance C.O.D.
FREE BOOKLET
DESCRIPTIVE LITERATURE
KAREN OBJECTIVE

KAREN ORIGINALS

Instructions, Books, Cartoons

Musical Instruments, Accessories

Photo Supplies and Developing

Magical Apparatus
Miscellaneous

Partners Wanted

Salesmen Wanted

Scenery, Banners
Tattooing Supplies
Wanted to Buy

Personals

Printing

45 No. Main St.

To Order Your Market Place Ad

USE THIS HANDY FORM TODAY

2 Check the heading under which you want your ad placed:

Bristol, Connecticut

ATTRACT YOUR ATTENTIONS Use DISPLAY CLASSIFIED

A sure way to attract more

attention and secure greater results.

RATE: \$14 PER INCH

Rule border permitted when using

two inches or more.

BEAUTIFUL CHRISTMAS BELL EAR-rings, \$3 dozen; de luxe Tree Earrings, \$6 dozen. Act quick: Voguecraft, 3617, W. Sarnow St., Milwaukee 8, Wis.

DECALCOMANIA TRANSFERS NOW OFfered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of automobile Initials and Sign Letters. Free samples, "Raico," XL, Boston 10,

EARRINGS — ASSORTED STONED AND tailored, \$6 per gross plus postage, c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I

HILARIOUS CHRISTMAS AND FUN Cards. Send \$1 for sample pack of each, wholesale prices. Ace Enterprises, Box 262, Lyndhurst, N. J.

FAMOUS MFR. CLOSEOUTS.

SAMUEL SILVERMAN & CO., INC. 1820 Westminster St.

JOKERS FUN SHOP—FULL CREDIT AL-lowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. de26 Akron 14, O.

NEW FLASHY 7x11" SIGNS; LIGHT REflecting, illustrated, color blended. 2,000 varieties. Sample, 10+; 12, \$1; 100 best sellers, \$6 postpaid U. S. Only. Koehler, 335 Goetz, St. Louis 23, Mo.

VITAMINS — BIG PROFITS, LOWEST prices. Best season, now free, details. DeLuxe Sales, DeLuxe Building, Blue Earth,

YOUR OWN BUSINESS - SUITS, \$1.50; Overcoats, 65¢; Mackinaws, 25¢; Shoes, 12½¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits; catalog free. Nathan Portnoy Associates, 605-AF West 12th Place,

ANIMALS, BIRDS, PETS

ANIMALS, BIRDS, REPTILES FOR SALE.
Write, visit Ross Allen's Reptile Institute
at Florida's Silver Springs.
del8

SPECIAL — ELEPHANTS

immediately available indian Assam female Bables, 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

FOR SALE—CLEVER PERFORMING DOG, Fox Terrier, female; nine tricks, including props and revolving table. Pamahasika's Studio, 3504 N. Eighth St., Philadelphia, Pa. SA-2-5536.

BUSINESS OPPORTUNITIES

BRAND NEW 50'x100' SECTIONAL MAPLE floor. None finer, only \$2,500. Top quality and workmanship. Bob Hoffman, Municipal Airport, Dubuque, Iowa. de22

Make \$125.00 Weekly! ADDRESSING POSTCARDS

Instructions, \$1.00 Money Back Guarantee

EWELL E. FARLEY

HOW TO MAKE MONEY WITH CARNIVAL Games. 144-page book, 35 illustrations, \$2 postpaid. Theron Fox Publishing, 1296 Yosemite, San Jose 28, Calif. fe4

SPARETIME ROUTE—NO SELLING. VEND-ing machine for ball pens. Imprinted, \$15 100; refills, \$35 1,000. FB Sales, 54 Jef-ferson St., Brooklyn 6, N. Y. del5

COSTUMES, UNIFORMS, WARDROBES

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. LEOTARDS BIKINIS, EXOTIC WEAR.
Lowest prices on mesh hose, tights, gloves,
leotards. List: Actual photos, \$1. Stan
Stanton, Liberty 4, N. Y.

FORMULAS & PLANS

ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10t. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS-CARAmel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill.

CONCESSION TRAILER — TWENTY-FOUR foot, Calumet, equipped with the following, new in May; Popcorn, Caramelcorn, Floss, Snowballs, Pizza Equipment, Peanuts, etc.; Cash Register. 11-foot Refrigerator; will lose about \$2,000. F.O.B. Chicago. Contact Krispy Kist Korn Co., 120 S. Halsted, Chicago. Chicago,

FOR SALE — SECOND-HAND SHOW PROPERTY

COMPLETE CARNIVAL — SIX MAJOR Rides, two complete Side Shows, eight Trucks. Sacrifice price due to illness. Daniel's, 4742 Kent, Montreal, Canada. CONCESSION BUILDING PLANS—SHAL-low joint (23 games), 4-Way (11), Ball Rack (13), African Dip, \$5 each; High Striker, \$3; all \$20; free catalog. Brill, Box 875, Peoria, Ill.

BARGAIN

22x8 ft. Dual Wheel, end glassed in with Drop Window, all aluminum, steel floor & supports. Factory made trailer, used one season for office; reasonably priced.

Contact PRATHER'S TRAILER VILLAGE 2005 McArthur Dr., Alexandria, Louisiana

FERRIS WHEEL, ADULT SIZE, TWELVE steel seats, V-belt, Le Roi powered, \$2,000; ten-car Kiddie Auto, newly decorated, \$600. Robert D. Kellogg, Stillwater, N. Y. de15

FOR SALE—7 "BIG BRONC" HORSES, 10e ride. Box C-114, c/o Billboard, Cincinnati 22, Ohio.

FOR SALE

ABT Rifle Sport, 3-gun size, canvas excel-lent condition, targets need some paint and adjustments. Only 2 guns, they need some repair. Never set up outdoors. Make on Offer

IDLE HOUR AMUSEMENTS ATLANTIC BEACH, N. C. Phone 64228

KIDDIE TRAIN RIDE—COMPLETE, FENC-ing, switches, lighting. Priced for quick sale. Write Kiddie Park, 163-50 Cross Bay Blvd., Howards Beach, N. Y., or call BE 6-7730; VI 6-3626.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. de22

THIS IS A 14-LINE AD FOR ONLY \$14

You can buy this space to profitably buy or sell Used Show Equipment

USED RIDES—LARGE STOCK OF ADULT and kiddle rides that have been traded in on new equipment. Write today for list. King Amusement Co., Mt. Clemens, Mich.

INSTRUCTIONS BOOKS & CARTOONS

HOW TO "RULE OTHERS WITH Thoughts." (Adults) Telepathy being controversial, no promises made. Satisfied or refund; \$2. Delmar Wisdom, \$46-E7 Sunnyside, Chicago 40.





582 SO. MAIN ST.

MEMPHIS, TENN.

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. PRICES

ANYWHERE 2126 Boyer St. Seattle, Wn

DO YOU HAVE OUR 480-PAGE FREE CATALOG

If not, you should have one—it's yours for the asking! Our only request is that you state your type of business in first letter.

FOR THE LATEST MERCHANDISE-PRICES - QUALITY - AND SERVICE

Contact:

Wisconsin DeLuxe Company 1902 No. Third St.

Milwaukee 12, Wisconsin

JEWELRY CLOSEOUTS

E-1-Tailoren earrings, asst. gr. \$18.00 E-2-Stone earrings, asst. gr. . . B-1—Bracelets, asst. gr. 24.00 T-1—Tailored Tie Sets, bxd., dx. 3.50 T-2—Stone Tieslide Sets, bxd.,ds. 4.50 O-1—Odd lot necks & bracelets,

W-1—6-piece Watch Set, each.
(Ladies' 30* more)
C-1—Cufflinks, carded, dz.
T-4—Tieslides, carded, dz.
WF-8—Men's stone dial watch,

above at reg prices. 20% deposit, balance c.o d Free Catalog. NEW ENGLAND JEWELRY BUYERS 124 Empire St., Dept. 8 Prov. R.

Copyrighted material

The Billboard 2160 Patterson St. Cincinnati 22, Ohio Please Insert the above ad in.......issue I enclose remittance of \$..... City State

REGULAR CLASSIFIED AD-20¢ a word. Minimum \$4.

DISPLAY CLASSIFIED AD-\$1 per agate line. One inch \$14.

(14 agate lines to the inch)

Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed

product the transfer



Band, 50¢.

only

Reconditioned and guaranteed like new. Latest style for men and women.

QUANTITY USERS-COME IN FOR SPECIAL PRICES

WATCH MAKERS' SPECIAL

All in running conditionfor \$10

Used Men's & Ladies' Wrist

Watches, also Pocket Watches.

Display Giff Boxes, 50¢.

5-DAY MONEY-BACK GUARANTEE-WE WILL NOT BE UNDERSOLD

New Big 1956 Catalog (re-funded on your first order) 25¢

Wholesale only. 25% with order, balance C.O.D. Immediate delivery.

OSEPH BROS. 55 Wallesh Ave

Get Your Sales Curve Spinning With Crisloid's

pocket roulette key chain charm and other novelty profit makers. The Crisloid line is priced low for volume sales and is attractively carded on colorful point of sales displays.

Cash in on quantity sales with Crisiold's dice, dominoes and plastic novelties. Where your sales curve stops, nobody knows. Order now. Write for Free catalog.

Gisloid plastics inc.

THE SILVERLOID CO. A SUBSIDIARY

55 Porter St. Providence 5, R. I. Successor to The Silverloid and Ideal Dice Companies.

!SENSATIONAL PROFITS! !! EVERY DAY !!



AN EYE CATCHER \$7.75 Doz. 230.00

Gross

Gold finish. White Brilliant Center, Red Sides or Three Sparkling Rhinestones.

PROVIDENCE RING COMPANY 49 Westminster St., Providence, R. I.

Free Wholesale Catalog CONTAINING

- Expansion & Photo Idents
- Heart & Disc Pendants Aluminum Chain Idents

Rings Pins Pearls Closeouts, Etc.

SEND FOR YOUR COPY TODAY Please state your business.

FRISCO PETE. 226 S. Wells St. Chicago 6, III. All Phones: Franklin 2-2567

40 YEARS OF VALUES

PERFUME ASSORTMENTS. Nationally advertised. 10 famous brands; for big, fast profits. 3 deals.

DOZEN......\$7.20, \$9.60, \$15.00

1001 items stocked. Fine selection. Toys. Jewelry, Novelties, Watches, Gifts, efc. DEALS of \$50, \$100, \$200, \$300; sells fast easily for double and more by Auctioneers, Dealers, etc. Nobody Undersells "MILLS." We meet or BEAT all current advertised prices. No catalog

Deposit or payment, F.O.B. New York.

Cut Rate WHOLESALERS Since 1916 26 West 23rd St., New York 10, N. Y.

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35c. Free! Show business book catalog. Ireland, B-109 N. Dearborn, Chicago 2.

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, 336 South High, Columbus, O.

VENTRILOQUIAL, \$75 UP; PUNCH FIG-ures, \$10. America's finest hand-carved wooden figures. Catalog, 10¢. Spencer, 3240 Columbus, Minnespolis 7, Minn.

MISCELLANEOUS

INEXPENSIVE CANVAS TRAILER AWN-ings. Closeouts, discontinued patterns, 10.10 ounce treated duck, valances, many colors. Write Canvas Center, Tampa 10, Florida. del5

M. P. FILMS & ACCESSORIES

TWO COMPLETE POWERS PROJECTORS Rectifors, strong Lamp House, RCA Sound Heads, Amplifiers. All complete. Cost over \$2,700. Sacrifice for \$275. Theater closed. Opera House, Milbridge, Me.

ROADSHOWMEN — 16MM. SOUND FEA-tures. New, late major titles: Ma & Pa Kettles, Abbott & Costellos, Heidi, Man With a Million. new Audie Murphys. Cata-log free. Minot Films, Inc., Milbridge, Me.

PERSONALS

ADULT NOVELTIES — LARGE ASST., \$5.
All orders express. None less sold. Free
Hists available. Discount Toy Shop, 5607 No.
Kimball, Chicago 45, III.

ANYONE KNOWING WHEREABOUTS OF Richard Broderic wire Cliff Frost, 417 Des Moines St., Des Moines, Ia., or call Cherry 46932, Des Moines, Ia., for liberal

IT'S DYNAMIC! IT'S EFFECTIVE! STOP bad debts! Now collect your money! New, quick, powerful aid for creditors! Special edition: "The Art of Collecting Tough Accounts." \$1 postpaid. B. G. Peretz, (1-B) 3938 Robley Terrace, Oakland 11, Calif.

REWARD IF YOU USE VITAMINS—YOU will be rewarded with 40% savings by writing for our free catalogue. Vitamin Sales, Box 4435, Philadelphia 40, Pa.

PHOTO SUPPLIES DEVELOPING-PRINTING

ENLARGEMENTS, HEAVYWEIGHT, EIGHT 5x7's or five 8x10's, \$1. No negative 25¢ 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

WOW - MOTION PICTURES OF BEAUTI-ful artists' models, 16mm. only, 300 feet, \$15 postpaid. Marvin Wasserman, 709 Flat-bush Ave., Brooklyn 25, N. Y.

PRINTING

MIMEO, BOND, DUPLICATING PAPERS, \$1 ream, samples. Brookman Paper Co., 555 Westchester Ave., New York 55.

200 81/2X11 LETTERHEADS AND 200 63/4 Envelopes, \$3.75; black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. ja7 ,000 EMBOSSED BUSINESS CARDS, \$2.95 postpaid. Request free printing and em-bossing price list. John Peper, Box 822, Chattanooga, Tenn.

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS-10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-135,

GOLDMINE OF 600 MONEY MAKERS— Free copy Specialty Salesman Magazine, desk 22-B. 307 North Michigan. Chicago 1. ch-tfn

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

ANYTHING, YES, ANYTHING ABOUT early days of flying; books, posters, etc. Write description, price to Ed Sterne, 2949 Balboa St., San Francisco 21, Calif.

WANTED - MERRY-GO-ROUND AND EXtra horses, Roll-o-Whirl, Laughing Mirrors, Kid and Adult Rides, Ground Cable and Junction Boxes, F. Allen, 1400 Brewerton Rd., Syracuse 11, N. Y.

WANTED—USED 45 PHONOGRAPH REC-ords, top price paid for late top numbers. Herbert Fischer. 14923 Edbrooke, Dolton, Ill. Dolton 5067. ja14'57 WILL BUY 2 GOOD USED 10¢ TELESCOPES,

one Bear Gun Machine. Johnnie McBroom, 311 23rd St., Canyon, Tex.

RECULAR CLASSIFIED ADS 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

KIDDIE RIDES, PUNCH AND JUDY (COME in, Drake), Singles, what have you for annual free Xmas show Dec. 22, Sarasota, Fla. Straight deals only, nothing sold on lot. United Productions, 208 Florida Theatre Bldg., Sarasota, Fla.

MUSICIANS — ALL INSTRUMENTS, steady employment. State all. Dave Brumitt Agency, 716 Bona Allen Bldg.,



WIND UP SANTA on sled w/bell \$3.00 dox. \$33.00 gr.

RUBBER REINDEER INFLATES

......\$1.75 dox. 6 4.20 doz. 6.25 dox. 13.00 dox. Streetmen

Specials



Plastic fur frim Santas\$1.80 \$21.00 Fur trim Santas, flannel suit 1.80 21.00 #11 Santa print balloons 5.00 #14 Kat w/Santa print 6.50 Rudolph red-nose balloons 7.50 H bomb balloons 6.00 14" clown toss-up with squeaky nose & feet 7.20 Spiral balloons, stretched 6.00 Spiral workers Each Special: Elvis Presley picture

Terms: 1/3 deposit, balance C.O.D., F.O.B. N.Y.

144 Park Row New York 7, N. Y.

MANAGEMENT OF THE PARTY OF 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 .a. 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, III.

FOR ENGRAVERS

Necklaces and Bracelets Boy Alone – Girl Alone Or Combination Made of Aluminum and Gold or Nickel Plated,

MILLER CREATIONS 7737 Sc. Avalon Ave. Chicago 19, III. Phone: WAterfall 8-8855

DAY AND NIGHT SERVICE



Quick Photo Invention! PDQ CAMERA

Makes finished

photos in 2 min-utes. Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guar-anteed not to fade. Photos taken on "SUPER SPEED"

in 2 Minutes

direct positive paper. Picture size 2½x3½ in. Complete, easy to operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTOMASTER Camera,

PDQ CAMERA CO. 1546 W. Cortez Chicago 22, III.

}***********************

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 & DOLLS YEAR ROUND

TOY MEG. COMPANY 536 Broadway, N. Y. C. WA 5-3234

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

BANDS & ORCHESTRAS

ENTERTAINING DUO—TWO MEN, SOUND like four. Trumpet, drums, piano, guitar, comedy, rock, western. 3 years Las Vegas, will produce. Toby Jack's Duo, 3725 East Colledge, North Las Vegas, Nev. de15

CIRCUS & CARNIVAL

CLOWNING RIDES, SHOWS, AND MID-ways of any carnival. Entire 1957 season; write immediately. Midway Clown, 1352 Webster Ave., Bronx, N. Y.

MISCELLANEOUS

AFTER JAN. 1—DICK & MARIE JOHNSON, Juggling Act, Roly Boly, Swinging Lad-der, MC,; Magic Act from 15 min. to full evening show. 5431 Cray Rd., Erie, Pa.

AVAILABLE IN GULF STATES, FOR club dates, special events, etc. Win Beaver, comedy magician and emsee; 10 to 40 minute acts for any type or size audience. Box 818, Aliceville, Ala., or phone 2364 Carrollton.

AVAILABLE! MARITA DELORES, THE Modern Miracle. Feature inimitable!
Auditorium, club or private shows. Capitol
Hotel, Richmond, Va. See display ad this
issue Billboard.

Manager busy N. Y. C. record store seeks similar position (or asst.), preferably outside N. Y. area. Thorough knowledge pop field. Young, single, personable, hard worker. Strong on selling and promotion ideas. Available January 31, 1957.

Box 81, THE BILLBOARD 1564 Broadway, New York 36

FEMALE IMPERSONATION ACT OPEN for club booking. Expensive wardrobe, rumba and exotic. S. L. Burgess, 339 W. Broadway, San Diego, Calif. de15

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.

"GILDA," THE SILVER BLONDE OF 1957.
Movieland's Delineator of song and fashion. Admired, copied, envied, but never equalled. Contact Gilda Lee, c/o Billboard Pub. Co., St. Louis, Mo.

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 COCKtail lounge, restaurant, rink. Address Organist, 601 W. 180th St., Apt. 45, New York, N. Y. de22

AT LIBERTY - GUITARIST, DOUBLING Fender bass, whisper vocals, flashy solos, driving beat; consider all offers. Mrs. Cleo Scroggins, 1424 West First Ave., Kennewick,

AT LIBERTY — RECORDING BASS DOU-bling string bass. Single, union. Any offer considered. Available January 1, 1957. L. P. Harris, 1003 So. Topeka, El Dorado,

BASS MAN FOR SMALL ENTERTAINING combo, sings parts and some comedy. Age 29. 3 years' authentic Latin experience; 5 years on present hotel job; need 2 weeks for notice. Write Musician, Box 1119, Fairhope, Ala.

COMMERCIAL LEAD, ALTO OR TENOR; double flute, ad lib clarinet, bass clar-inet; read shows well, consider combo or hotel work only. Available Jan. 1. Write Eddie Bean, Taycheedah, Wis.

ELECTRIC FENDER BASS MAN, DOUBLE others, vocal, experienced country-western field. Union. Available immediately. Write Jimmie Motis, 1411 Gurley St., Waco, Tex.

ELECTRIC ORGAN MUSIC FOR THE HOLIdays. Modern popular, old standards and Christmas music. Write to Organist, Box 391, Waterloo, Iowa.

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.

ORGANIST WITH ORGAN RINK EXPERI-ence. go anywhere. Majai Anderson, 1881 N. W. 47 Terrace, Miami, Fla. Phone New-ton 57652. de15

PIANIST-THOROUGHLY EXPERIENCED, play shows, jazz, commercial. Reggie Roman, Gladstone Hotel, 319 E. 9th St., Room 419, Kansas City, Mo.

PIANO, ORGAN, SONGS. A GOOD AT-traction. Union. Jane Peters, c/o Caron, 410 Church, No. Adams, Mass. de29 TROMPET MAN, UNION. WANT SECTION chair, no lead. Will travel. Art Athey, 143 Ridge Ave., New Kensington, Pa. del5

PARKS & FAIRS

AT LIBERTY AFTER NOV. 1: 1957 RAY'S Circus Revue, Dogs, Monks, Birds, small Pony and baby Elephant. Due to enlarging, Pony and baby Elephant. Due to larger quarters. acts forced to move to larger quarters. Mail Magnolla, Ohio. Route #1, Phone Canton, Ohio. Union 62010, H. R. (Rube) ja21'57

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind.

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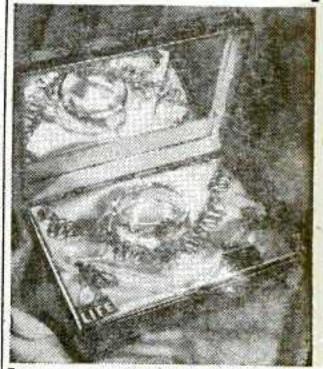
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Letters and packages addressed to persons in care of The Biliboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK, Mail is listed according to the office of The Biliboard 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

Adams, Nick
Adlen, Billy & Mrs.
Allen, Chas.
Allen, Chas.
Allen, Chas.
Allen, Chas.
Allen, Chas.
Allen, Charle & Mrs.
Allen, Mrs. Virginia
Allen, Mrs. Virginia
Allen, Mrs. Virginia
Allen, Roy & Mrs.
Allen, Mrs. Virginia
Allen, M

Bergman, Leo H.

Berk, Ben
Bernard, Bill
Biddle, Wm. J.
Blankenship, Walter
Bonner, E. R.
Boude, Clinton F.
Bowman, Chas.
Thornton
Boyd, Rodger & Mrs.
Brandenburg, Raleigh
Brown, Carl L.
(Signs Magazine)
Brown, Clarence E.
Brown, Fitzie
Brown, Fitzie
Burdge, Michaela A.
Burke, W. O. (Bill)
Byers, Betty A.
Camelison, Mrs. Wm.
Camelison, Wrs.
Carter, Chloe
Castle, Louise
Castle, Coulse
Castle, C

Clayton, Sue Collins, Jimmle Colman, Ray Condrick, Richard Luckett, Billy G.
Lund, Lucky (Land?)
Lynch, Bud
Lynn, Jada
McAtee, Elsworth &

Conn. Harold McAtee, Elsworth Conner, Gerald McClure, George Cook,
The Unpredictable McCoy, James E.
Cooper, Query R.
Corey, Jos. Edw.
Correll, Maran
Cory, Barney & Marie
Coyle, Joe

McCoyle, Joe

McCoy, James E.
McGinley, Barbara
McKinley, H. D.
McSpadden, J. R.
McSpadden, Mrs.
Myrtle

Cory, Barney & Marie
Coyle, Joe
Coyne, Thos. J.
Craig, Nina (c/o
Lucky Starnes)
Crawford, Richard
Critzer, Walter B.
(Paul)
Dabrimple, Mrs.
Eleanor
Daley, Russell & Ruth
Davidson, David
(Showman)
Davidson, James E.
Davis, Earl & Ruthle
Davis, Gean (c/o Tex
Davis, Chas.
Decker, Joe
Decker, Joe
Decker, Joe
Decker, Margo
Decker, Joe
Decker, Jo

Davis, V. A. Day, Chas. Decker, Joe Decker, Margo Decker, Jos.

Dees, John
DeLong, G. E. & Mrs.
DeRiskie, Frank
Del Grosso, Daniel
Del Rio, Carmen
Demetro, Archie
Demetro, Archie
Dentinger, Austin
Donnell, Skippy
Doto, Mrs. Christine
Douglas, Ed.
Mauricle
Montello, de Mrs. B
Morgan, Billy
Morgan, Louis P.
Mort, Louis
Mort, Louis
Morton, J. R. (Janet)
Mortellaro, J.
Mullins, James
Murphy, E. J.
Neal, Ruby
Neas, Paul
Neville, Jas.
Newbrey, Jerry

Del Rio, Carmen
Demetro, Archie
Demster Frank
Dentinger, Austin
Donnell, Skippy
Doto, Mrs. Christine
Douglas, Ed.
Droguett, Mauricio
Ducharme, Henry
Duchene, Mrs. Lewey
Duchene, Louis
Durham, John
Elerding, Pearl B.
Elmore, John
Emswiler, Albert
Emswiler, Sadis
English, W. H.
Entry, Chas.
Epperiy, Dailas
Epperiy, Dai Queen, Clyde Rabbit Foot Minstrels Hamilton, Bud Rabbit Foot Minstrels
Hampton, Mrs. Betty Rambo, Lenice J.
Hangsterfor, Alian
Harlon, Elmer & Mrs.
Harper, Daniel
Harris, Mrs. Mabel
Hauk, Mrs. Vera

Gueen, Ciyde
Rabbit Foot Minstrels
Rambo, Lenice J.
Ramsey, James Terry
Randolph, Ray
Ranko, Yam (Sam?)
Rates, Jim
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Robertson, Mrs.
Lucille
Robinson, Mrs. Alma
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Robinson, Leland
Rochman, Mrs. Ethel
Rodgers, Jack (Side
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Roper, Sam A.
Roscitto, Emil B.
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Rowan, Joe & Mrs.
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Subserts, Shorty & Sylvester, Shorty & Peggy
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Chidester, Carl
Lewis, Sammys
Line, W. J.
Link, Rodman T.
Little, Mrs. C. T.
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Loter, Marie
Chiaholm, Cave
Connell, Clinton
Chiaholm, Dave
Constell
Connell, Clinton
Chanking
Chiaholm, Dave
Constell
Connell, Clinton
Connelle, Clinton
Connelle, Co

Miller, Richard R.
Millett, Mr.
Michalson, H. E.
Pinque, Margaret
Pelloni, Ermino
Ozman, Al
Rosen, George
St. George, John
Smith, Goldie (Tiny)
n Smith, Ann
Sutton, Vivian Van R.
Whitmer, Kenneth M.
Williams, Victor G.

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Candrea, Joe
Clewis, John M.
Du Mont, Cleo
De Nise, William A.
De Winter, Mrs. Ann
Cley, Simon
Gargotto, Tony N.
Hannigan, Lorraine
Holden, Milo
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Knight, Frenchy
Lynch, Eddie Royce
Mitchell, Eddie Jim
Osterman, Fred
Stanley, Mrs. W. T.

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Kirkwood Montello, James T.
Adams, Michele
Baake, Fred

Bacon, William Barfield, John W. Barnes, Mrs. Lowell

Clark, Jack Cook, James Cozart, John Craig, Pat Craig, Par Crowe, Jesse Crowe, W. J. Davis, Edward B. Dei Ma, Lisa Dion, Ted Eckman, Fred Evans, Addie

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Stutzman, Mrs. Ella

Barry, A. J.

Battenfield, Mr. & Mrs. Olen
Berry, Mr. & Mrs. Mallman, Huge
Martel, A. E.
Matthews, Sport
Metzger, Burton
Moore, Carol
Moore, Carol
Moore, Carol
Moore, J. M.
Mounts, Mary Pauline
Moyer, James
Moyer, James
Neighburs, Barney
Neison, Carl E.
Nelson, Mrs. Tony
Carpenter, Walter E.
Camron, Biti
Carter, Chloe
Caudill, John Nelson
Chambers, Jesse
Chambers, Jesse
Chambers, Mrs.
Louise F.
Chisholm, Dais
Clark, Jack
Maliman, Huge
Matthews, Sport
Morton, J. M.
Mounts, Mary Pauline
Moyer, James
Neison, Carl E.
Nelson, Mrs. Tony
Odie, Buster
Pannebaker, George
Payton, William
Pendiston, C. T.
Chisholm, Dais
Clark, Jack
Maliman, Huge
Matthews, Sport
Morton, J. M.
Moore, Carol
Moore, Carol
Mover, James
Neison, Carl E.
Nelson, Mrs. Tony
Odie, Buster
Payton, William
Pendiston, C. T.
Chisholm, Dais
Clark, Jack

(Mike)
Pfleger, George
Ramseyer, Earl
Rawlings, James
Regan, Geo. W.
Resam, Lisa
Richards, J. T.
Riley, Louis
Robinson, Gordon W.
Rucker, Betty
Rogers, Gus
Sanduaky, A. D.
Saunders, Mr. & Mrs.
O. B.
Schwab, Alton H. Eckman,
Evans, Addie
Evans, Tom
Fergison, Tom
Flangan, Rita
Fortner, Ruth M.
Schwab, Alton H.
Sheean, Eddy
Shepard, Mr. & Mrs.
Good, Buyrl
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COMING EVENTS

Arizona

Phoenix-Ariz. Nat'l Livestock Show, Jan.

California

San Diego-Auto Show, Jan. 18-27. San Diego-All-Breed Cat Show, Jan. San Diego-National Doll Show, Feb. 4-9

Colorado Denver-National Western Stock Show, Jan.

11-19.

Connecticut

Hartford-Connecticut Sportsmen & Boat Show, Jan. 19-27. P. J. Byron Jr. Hartford-7th Annual National Autorama Show, Feb. 20-24.

Florida

Clewiston-Sugarland Expo., Jan. 31-Feb. 4. Doug Pearcy.

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. Fia. & 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. Lemar 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. 29-Feb. 3. Ben Cowall. 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. F. W.

St. Louis—Auto Show, Jan. 19-27. St. Louis—Midwest Sports Show, Feb. 23-March 3. Wendell Emrick.

New York

Buffalo-Buffalo Boat, Travel & Sports Show, Feb. 22-March 2. George W. Collins. New York-National Automobile Show, Dec.

New York-Retail Toy & Gift Sale, Dec.

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 Bost Show, Feb. 22-

March 3. The Oregonian.

Pennsylvania Harrisburg — Pennsylvania State Farm

Show, Jan. 14-18. H. R. McCulloch.

Houston-Fat Stock Show & Livestock Expo., Peb. 20-March 3. Herman Engle,

Laredo-Washington Birthday Oelebration, Feb. 19-March 3. Virginia

Richmond-WLEE Homemakers' Show, Jan. 29-Feb. 5.

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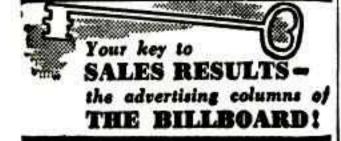
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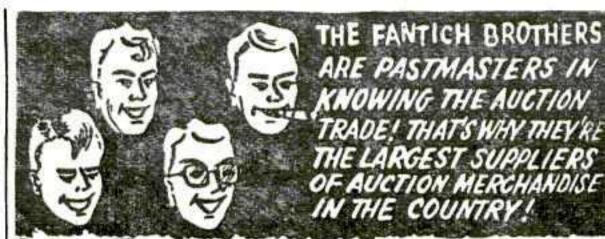
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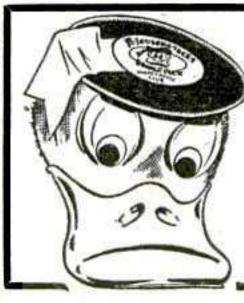
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DUCHESS gleaming diamonds set in attractive carved design. Smartly styled bracelet. White, 17 Jewels. Retail \$125.00

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Busk's Answer to Vic Brown

• Continued from page 70

were the senior organizations of RSROA or the ARSA, nor is either similar results.

Both the RSROA and the ARSA organizations are staffed by many great names in the skating world. These people all know and understand skating. There are also a great many wonderful amateurs Vic Brown, that you want to. in both camps, skating stars that would gain equal stature in accord Roller Skating Foundation with either organizations standards. The basic concept of skating prevails in both organizations' rules and requirements, so the statement that the RSROA champion's title would be degraded in competion with the ARSA standard bearer is both silly and without regard to the American way of good sportsmanship. The statement implies that only the RSROA governing body has the ability to choose between competitive groups and is a direct insult to the many fine professionals and amateur skaters who are within the framework of the ARSA organization.

"I have long labored my efforts to bring to the skaters of America unity and understanding in their ranks, to eliminate the petty arguments that keep this great sport divided. I have great respect for the wonderful job the RSROA has done equal respect for the many wonderful people of the ARSA who do scheduled to run a full half hour. so much for their amateurs in the making of champions. Roller skatwholesome and invigorating.

dal connected with the annual

their kind, both looked down on organization dependent on any the American League upstarts of other body for financial assistance. their time as a nuisance and a det- The amateur status rules are strict riment to the sport of baseball and and the amateurs are disciplined football. Cooler heads prevailed, accordingly in both. The only however, and today both of these blockade to a merger, of consegreat American sports are enjoying quence, is the tie-in that exists betheir biggest successes thru merger tween the ARSA and the Amateur of their interests. There is no rea- Athletic Union, which roller skating son in the world why roller skat- can do without. The petty differing competition could not achieve ences which exist between some of the leaders is the only reason "The statement of policy goes on for the split and they know it. to say that they have a duty to have talked with the skaters and keep faith with the RSROA Amer- professionals and the rink operators ican amateur roller skating cham- of both RSROA and ARSA, and pions; that they have worked dili- they feel as I do that merger or gently to secure the titles they inter-organizational competition have won. To this I agree, but so should be tried or at least talked have the ARSA champions. I am about in mutual get-togethers. 'In sure Mr. Brown and others of the Unity There is Strength' is still RSROA know this. They have one of the greatest basic concepts worked just as hard and spent for the world leadership that the their hard earned money the same United States enjoys. Our great as the RSROA skater. They de- country is founded on mutual unserve recognition on an equal basis. derstanding and unity for the betterment of all its citizens. Roller skating is not so big that it can deviate from the very reasons it owes its existence to. Let's get together, gentlemen, and I still think, day, with three on Saturdays and

> "The recent formation of the America by the Chicago Skate Company is a step in the right direction. My congratulations to you, gentlemen. Your thinking and efforts should go a long way toward bringing to the American public and the youth of America the right to exhibit their talents on RUBBER FREE! a national scale, together."

RSFA Snags Dec. 30 CBS-TV Shot for Skating Trade . . .

NEW YORK--A network television break for the roller-skating business has been arranged by the newly formed Roller Skating Foundation of America, in existence since November 1.

At RSFA suggestion, CBS-TV will build its Sunday (30) "Let's Take a Trip" show, seen on 80 stations, around the roller recreation. The setting will be the Earl Van Horn-Harry Bickmeyer (Mineola over the years for roller skating (N. Y.) Rink, selected after CBS and the amateur skater. I have scouted a half-dozen rolleries suggested by RSFA. The airing is

According to "Let's Take a Trip" producers, the show will picture ing is a truly great sport for the youngsters at the rink, interesting year. youth of America. It is clean, facets of the public skating session and shots of more proficient skaters "There has never been any scan- in action. The program is beamed mainly to the younger set, but has competitive meets of either the a wide family audience. Featured performers are host Sonny Fox and two attractive youngsters, Pud and from our factory. This is the fastest,

Before going on the air it will be necessary to hold a dry run at Mineola from 8 a.m. until noon on Satof the show. Before that, crews will be at the rink to plot lighting and camera positions.

Giveaway of Wrist Watches At Mineola Western Night . . .

MINEOLA, N. Y.—Four gold wrist watches have been announced as costume prizes for Western Night, an annual affair at Earl Van Horn's Mineola Roller Rink. The awards will be divided between postage and handling. men and women for the finest and funniest costumes. A jail house is to be constructed in the center of the rink, and a sheriff and judge will be on hand to sentence skaters caught by deputies.

Palisades Circus

• Continued from page 65

While it is hoped that the cannon act can be presented in the big top, the size of the tent, 100 feet, may make it necessary to stage it outside, in which case, Hamid said, the human projectile will be shot over the tent as an added free attraction.

Hunt's stock, including eight elephants, Liberty horses and ponies, will be used in the production. Other Hunt talent is expected to be on hand and ready to go on when the show leaves the park for its regular tour on April 28 after a 16-day park showing.

The Hunt side show will be included in the operation. Concessions in and around the circus will be handled by the management.

Big promotional plans akin to the tremendous job done annually by the park are in the works. Rosenthal said he had already contracted for a great many 24-sheet boards and that time on four television stations is also set.

Hamid-Morton promotion specialists will be used and tie-in deals will likely be sought with supermarkets and industrial firms.

The plan calls for two shows a Sundays. As many as four a day may be needed to care for the anticipated demand, the promoters

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This beautifully colored sample personalized door mat puts you in business. You send just \$1 for postage and handling!

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Clinic Spotlights Specialized Op

Mull Problems of Straight-Line Vending: Sales, Ads, Direct Sales

the specialized vending operator- and the forum was designed to and what he can do about them- deal with problems in these lines highlighted an operator workshop specifically. held Tuesday evening (4) at the NAMA show. The program was cussion were Ralph Dahl, Omaha, titled "Sales and Service Problems and Jack Gallarneau, Amarillo, Tex. of the Specialized Operator."

times heated, discussion by mem- chairman of the NAMA convenbers of the group, the workshop tion. was specifically designed to bring to light many of the problems faced by the specialized operator in his tools used by the operator, sales day-to-day business. While much training courses, novelty merchanof the regular convention business agenda was devoted to such topics as "full-line vending" and "automatic feeding" due to their relative newness, it was emphasized here that a very large percentage of today's vending operators were never-

Natl. Vendors Shows 22-Col. Cig Machine

CHICAGO-National Vendors, rad Hilton. 22-column manual cigarette machine during a private showing at the NAMA convention.

The vender - which has 11 column selector knobs in two horizontal rows across the fronthas total pack capacity of 616 and holds 500 match books. Price will be \$300 when the model is delivered in April. It is called National Series 222.

Features include: The double row of brand selectors across the middle and upper front panel; (Continued on page 95)

New Self-Brew Barvend Model Will Be \$995

CHICAGO—Barvend, San Marcos, Calif., introduced a self-brew coffee machine-Barvend 7-at the NAMA convention. The machine lists for \$995, has 600-cup capacity. It has the following ingredient capacities: 450 coffee, 150 chocolate (hot and cold), 100 juice. Delivery is planned to start within 45 days.

The firm also showed an instant coffee machine-CD-3-for \$289. Price includes stand, pump, container when a direct water hook-(Continued on page 96)

New S & L Cream Unit

CHICAGO-S & L Sales, Inc., Omaha, showed an electric refrigerated fresh cream and sugar dispenser for all types of coffee venders at its NAMA display Unit replaces firm's earlier cream-sugar dispenser using cracked iced for

Companion Cream Unit, has its own cabinet, 30 inches high, 13

CHICAGO - Major problems of theless engaged in specialized lines,

Acting as moderators of the dis-They were introduced to the group Marked by very spirited, and at by Wally Collett, Cincinnati, vice-

> The discussion was broken down into four main topics: Advertising

(Continued on page 86)

JOHN S. MILL **AWARD GOES TO** MAJOR BUSH

CHICAGO-NAMA's John S. Mill Memorial Award was presented for 1956 to Major Bush, Beech-Nut Life Savers, Inc. The annual award is presented to the person who, in the judgement of the special John S. Mill Memorial Award committee, chairmaned by William Fishman, made the outstanding effort in furthering automatic merchandising during the current year.

The award was presented to an operator in 1955. This year it went to a product supplier's representative. Biggest factor in the decision to present the plaque to Bush was his work at each of NAMA's regional meetings during 1956.

Automatic Selling Boom Ahead for U.S.

New Equipment Dominates Outlook of NAMA Show; See \$4 Bil Market in '60

Continued from page 1

their work for the future is all cut, ment in the future, as well as in out for them: full-line vending and the preparation of vended foods. automatic feeding will bear inof one type of equipment, said future.

of major significance in the industry, is expected to play a much greater role in machine develop- will be stressed.

Increased emphasis on public recreasingly dominant roles in auto- lations for the industry is set for the mi tic selling. Manufacturers not future. Public acceptance of vendalready in production on multiple ing machines-even today-is at lines turning out full lines, instead best average and, in many cases, poor, manufacturers agreed. Instithey planned to do so in the tutional types of advertising by manufacturers is in the wind in The role of electronics, already which the flavor of vended products, and other advantages of con-

> Operators can be expected to step up their activities in sales promotion of this type as well as increasing their participation in civio affairs.

Automatic Feeding From Sale to Service Detailed by NAMA Panel

Blueprint Planning and Sales, Physical Preparation, Post-Installation Stages

CHICAGO -- A basic blueprint | Moore continued, an operator inex- | changes and adjustments may well Association convention in the Con-

Company, Detroit, the panel consisted of Douglas Moore, Davidson Bros., Los Angeles, who spoke on planning and sales; Joel Kleinman, Automatic Canteen Company of America, Chicago, who addressed the group on physical preparation for service, and Marcus Kaplan, Select-O-Mat of Virginia, Inc., Roanoke, Va., who detailed operating problems following in-

panel, copies of which were released following the meeting (see complete figures elsewhere in this section).

Personal Experience

Moore stressed personal experience in automatic feeding as the only sure way an operator can become knowledgeable in the field. His advice to would be operators of automatic in-plant feeding: "Get Sanitation at NAMA your feet wet.

Automatic feeding is more a matter of problem solving than of selling, he said. An operator interested in entering it should study an account he already has to determine whether they have a feeding problem which he may be able to solve thru automatic feeding.

In approaching such an account, Public Health Service, who was to

ing firm planning to build this part should "lay all his cards on the made. of vending was drawn by a four- table"; in other words, he should man panel last week at the Na- make clear to the account that for tional Automatic Merchandising him this is experimental and that

Co - ordinated by James F. Wanink, Automatic Merchandising Company, Dates to the page 1 Jan. Delivery

CHICAGO — Bally Vending Corporation announced the price Sales statistics in a typical month cup machine during the NAMA a supplemental, not a primary feedfor eight firms' automatic feeding convention: \$1,095. With the hot ing medium. In short, said Moore, installations was obtained by the beverage unit only, it will list for automatic feeding "augments a

extra option. First deliveries will reach." be made in January.

versity, discussed sanitation prob-

lems with NAMA members at a

Tuesday night (4) business session.

scheduled, but W. C. Miller, U. S.

A sanitation seminar had been

Dr. Mallman Discusses

in automatic feeding for the operat- perienced in automatic feeding be required after the installation is

Advantages

However, said Moore, definite advantages of automatic feeding can be used by any operator in selling an account on its value from the outset. An account in which automatic feeding could be most useful would have one or more of these problems: Heavy loss by the company in subsidies of a cafeteria operation; a number of employee shifts, all of which could not properly be accommodated by a central cafeteria; large plant area which requires an employee to spend a good deal of his lunch time in going to and from a cafetria.

According to Moore, the autoof its hot-cold drink five-product matic feeding installation is only 1,015.

A two-price changer is a \$40 workers that a cafeteria can't Can Opener Set

(Continued on page 85)

IVI Self-Brew Also Offers Instant Drink

CHICAGO -- Industrial Vendors, Inc., Hammond, Ind., featured its self-brew coffee machine at the Chicago convention with a \$1,345 price tag. The machine used fine grind roasted coffee in bulk form, has a single brewing chamber. Used coffee grounds are deposited in a disposal bag.

The machine will also vend a liquid frozen coffee concentrate selection if desired.

Liquid cream and sugar are kept under refrigeration. Liquid choco-(Continued on page 96)

Self-Cleaning By Dazey Corp.

CHICAGO—The Dazey Corporation, St. Louis, showed a new type of self-sanitizing can-opening unit and cabinet at the NAMA meeting. One of the two models, a manual rotary opener and cabinet for approximately \$40, was aimed at the operator of hot canned food

The second can opening unit, an electrically operated opener in a larger cabinet weighing about 40

(Continued on page 100)

High Commission Lures Won't Gain Ind. Stops

ier looking equipment is remote.

This was the consensus of the "Your Customer Speaking" panel The new unit, called Custom at the final NAMA business session Wednesday (5).

(Continued on page 85) location management, consisted of

CHICAGO - If the industrial | George Berteau, director of perand institutional vending operator sonnel, American Motors Comis giving his locations the proper pany, Kenosha, Wis.; Mrs. Hildeservice, the liklihood of his losing garth Greenwaldt, general manager those locations to a competitor who of the Employees' Club, Falk Coroffers higher commissions or flash- poration, Milwaukee; Harriet Hays, director of food service, Board of Education, Youngstown, O.; Melvin F. Ogram, assistant secretarytreasurer, General Fireproofing Company, Youngstown, O., and The panel, selected to represent William Robertson, manager, in-

(Continued on page 96)

CHICAGO - Dr. Howard Mall-, have been moderator, was unable man, head of the Department of to attend, and Dr. Mallman spoke Public Health, Michigan State Uni- and answered questions instead.

He pointed out that on the manufacturing level, machines with high sanitary standards are usually the simplest and most economical ones. As an example, he cited the old-time complicated valve which created a sanitation problem, while the simple valves used in vending machines today are easy to clean and less apt to cause sanitation problems.

Five Factors

Dr. Mallman said that the vending operator should know five factors about every product he handles. They are:

1. How long can the product be kept in the machine?

2. What is the proper temperature range?

3. How safe are the products themselves in regard to preparation and packaging? 4. What about exposed contact

surfaces and the presence of insects and roaches?

5. What about the types of (Continued on page 85)

Re-Elect Full NAMA Slate

CHICAGO - John T. Pierson, president of the Vendo Company, Kansas City, Mo., was re-elected president of the National Automatic Merchandising Association for the 1956-1957 term at the annual convention in Chicago last week.

Also re-elected were: William S. Fishman, of the Automatic Merchandising Company, Chicago, first vice-president; Thomas B. Donahue, of the National Vendors, Inc., St. Louis, second vice-president, and Herb A. Geiger, Automatic

(Continued on page 95)

C. Co. inc.

Future Look In Vending

• Continued from page 1

chandising today has a "brand-new look" Pierson said that the vending industry has changed from a "supplemental to a primary industry," that instead of its being a new business, it's now an established one, that know-how and experience have been substituted for hopes and dreams.

The 3.1 million vending machines in operation today represent an increase in the number of units of 43 per cent since 1950 and T account for 46 per cent more in retail sales since that year, according to Pierson. He compared this with an expected increase in retail sales of 53 per cent and a 56 per cent increase in the number of machines in the next four years.

Hebel Food Vender \$595

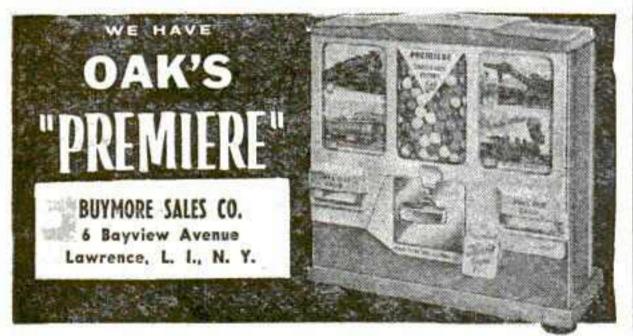
CHICAGO-Fred Hebel Corporation announced the price of its six-selection hot canned food machine (The Billboard, December 8) at the NAMA convention. The unit, set for January 1 delivery, will list for \$595.

The machine has a 228-can capacity, with an additional 200 cans in a pre-heated storage section. Shipping weight of the unit is 450 pounds. It vends at three prices.

CHARMS—Miniature Cigarette Lighter—It Worksl

Will vend with 210 ball gum. Asst. body designs: Chrome, Cable Car, Mesh, State of California, San Francisco Bay Bridge, Plaid Packed dozen to a box—asst. designs.

San Francisco, Calif. 397 Cortland Ave. Leon "Hi-Ho" Silver, Gen. Mgr.





OAK MANUFACTURING CO., INC. 11411 Knightsbridge Ave. Culver City, California

Food Service Sales

National Automatic Merchandising Association Analysist of Typical Automatic Food Service Installations (Based on Service for One Typical Month)

Information Obtained and Released by Automatic Feeding Service Panel, Convention, December 3, 1956; James F. Wanink, Co-Ordinator

	Co.A	Co.B	Co.C	Co.D	Co.E	Co.F	Co.G	Co.H
No. of employees served	2,800	400	700	900	600	220	3,000	650
Month's installa- tion in			₩.T.				Section 1	
operation	24	3	3	18	6	3	18	8
155	Indus-	Indus-			Indus-	Indu-	Indus-	Indus-
Type of location	trial	trial	Office	Office	trial	trial	trial	trial
E-E-Sunting Company of the Company o	all	all	Lunch	all	all	all	all	all
Machines available	day	day	only	day	day	day	day	day
Monthly per capita sales	.\$8.50	\$7.73	\$5.63	\$3.08	\$7.36	\$9.73	6-501.08X	\$6.91
Weekly per capita sales.	. 1.96	1.79	1.30	.71	1.70	2.23		1.60
CONTRACTOR OF CO	TENTE T	OF CITEC	AND DED	CHAIN	OF CROCE	CATTO		

SCHEDULE OF SALES AND PER CENT OF GROSS SALES BY PRODUCT BY COMPANY COMPANY A

	535	COMPANY A	20	E 88 E
	Product Selling Price	No. of Machines	Sales (\$)	% of Cross Sales
			12 - UNITED STATES IN 1	
	Soft Drinks	3	\$ 2,553.60 5,613.10	10.7% 23.6
	Milk (Pints)	3	2,410.70	10.1
	Sandwiches-Hot30	3	2,662.31	11.2
	Pastry	6	2,259.79	9.5
	Ice Cream	3	961.60	4.1
1	Hot Foods and Soup	3	2,542.43	10.7
8	Cigarettes	6	3,741.45	15.7
	Candy and Gum	12	1,055.85	4.4
	Total	42	\$23,800.83	100.00%
	~	COMPANY B		
	Soft Drinks	1	\$ 245.95	7.96%
ĺ	Coffee and Chocolate	2	596.40	19.30
	Milk (Pints)	1	258.93	8.38
	Pastry10	2	373.05	12.07
ı	Ice Cream	5	99.20 592.55	3.21 19.17
	(Also includes Hot Sandwiches .30 and		032.00	19.11
ı	Soup .15) Cold Foods	1	264.25	8.53
	(Also includes Cold Sandwiches .25)		201.20	0.00
ŀ	Cigarettes	1	459.00	14.85
	Candy and Cum	_2	201.10	6.51
1	Total	13	\$3,090.43	100.00%
		COMPANY C		
	Soft Drinks	1	\$ 84.10	2.13.%
١	Coffee and Chocolate10	2	618.15	15.62
	Milk (Half Pints)	2	490.10	12.39
١	Pastry	2	288.60	5.78
	Ice Cream	2	218.60	5.52
	Hot Foods	2	743.60	18.80
	.30 and Soup .15)		91 m25 35 37	
	Cold Foods	2	715.95	18.10
	(Includes Cold Sandwiches .25)	3	T00 T0	1400
1	Cigarettes	2	586.50 270.00	14.82
1		$\frac{2}{15}$		6.84
ľ	Total		\$3,956.20	100.00%
	S 5: D : 1	COMPANY D		505 55000000
	Soft Drinks	1	\$ 230.00	8.28%
	Coffee and Chocolate	1	642.00 373.00	23.13
	Sandwiches-Cold	1	225.00	13.44 8.11
į	Sandwiches-Hot20 to .35	î	76.00	2.74
	Pastry	2	404.00	14.55
	Ice Cream10	1	157.00	5.65
i	Hot Canned Foods, Soup20	1	157.00	5.65
ı	Soup, Foods	1	279.00	10.05
ı	Candy and Gum	2	152.00	5.48
	Canned Juice	1	81.00	2.92
ı	Total	14	\$2,776.00	100.00%
١		COMPANY E	ACTIVITY SECTION	
i	Soft Drinks	3	\$ 225.00	5.09%
1	Coffee and Chocolate10	3	1,724.00	39.02
	Milk (one-third Quart)	3	642.00	14.53
	Sandwiches—Cold	1	72.50	1.64
	Sandwiches—Hot20, .20, 30	1	231.25	5.23
	Pastry	3	316.30	7.15
	Ice Cream	J	242.30	5.48
	(One machine)	2	81.50	1.84
	Cigarettes	2 3 3	571.00	12.92
	Candy and Gum05 and .10		146.60	3.36
	Total	27	\$4,418.05	100.00%
1	AL PERSONNEL CONTROL CONTROL PRODUCTION OF THE SECOND			tinued on page 84
			- Harris	

. SCHOENBACH Distributor For oak Manufacturing Co., Inc. 1645 BEDFORD AVE., BROOKLYN 25, N. Y.

FResident 2-2900

PHONE or WRITE FOR PRICES

Cole Special Price: \$1,064

CHICAGO - Cole Products day delivery was promised on the in 1957, however.

unit which features a cherry cola drink as one of its seven selections. Changer is standard equipment, as is a one-third horsepower com-

pressor. Cole's bulk machine, tentatively Corporation put a \$1,064 price tag set for debut at the convention (The on its new 800-cup Cole-Spa Spec- Billboard, December 8) was not ial "7" cold drink machine. Thirty- shown. It will be announced early

Mills Ind. Adopts Outright Sale for Can Food Venders

Inc., announced both a new model December 8). Both units, however, hot canned food vender and a new will be sold outright rather than marketing policy during the placed on the lease plan under NAMA meeting. Price \$1,145

The line now includes a 72-can three as well as a 144-can six selec- November 30, it was revealed.

Vendo Sets Can Food, Coffee, **Qt. Milk Units**

CHICAGO—The Vendo Company took wraps off a six-selection canned hot food vender at the NAMA show. The unit, listing for \$495, will be delievered in late December. With eight different to Cost prices, from 5 to 55 cents, it features variable pricing and a 172can capacity.

Operation is of the post-selection type; delivery is automatic. Cabinet is 58 inches high, 27 inches wide and 16 inches deep.

ward for loading. Prices can be facturer of a self-brew coffee machanged by moving a slip-on clip chine, hosted a continuous crowd to the desired price peg. Cans are of operators at its booth in the released by selection cyclinder and Conrad Hilton's Williford Room. delivered to the reach-in tray.

on top of the cabinet features the while the price of the machine has six products vended.

\$1,151 on its new self-brew coffee the machine are carried in an vender (The Billboard, December earlier story (The Billboard, De-8). Delivery is set for late January. (With a chocolate selection and 10-cent changer, price is \$1,252).

Prices were also announced on Vendo's new three-selection quart milk machine: \$765. This includes a multiple price mechanism. The special outdoor station designed for the quart milk unit is priced at \$175. A lighted sign for the top is

How Ops Can **Build Respect** For Vending

CHICAGO—How can vending operators get the public recognition they want if they themselves don't mechanism holds 16 pounds of feel qualified?

That's the question posed by Carl Millman, of the Automatic ground and pushed thru the hop-Merchandising Company, Milwau- per to a cup mechanism. kee, in an address at the NAMA convention last week in which he outlined things operators can do in building more respect for their ered. Grounds are dropped to a business.

Millman pointed out that in a degrees is maintained. poll of operators, manufacturers and suppliers conducted for the association by the public relations firm of Selvage & Lee, a surprising brew coffee, as well as dry hot 75 per cent felt that the reputation chocolate and soup, is \$1,285. of the vending industry for the public was "poor to fair", and that only 1 per cent felt it was "excellent.

He listed five things an operator can do to build respect for his business:

1. Exercise the highest sanitation procedures possible, providing top service and paying employees a good wage.

2. Build management in his company and instill in employees pride for his work.

3. Use proper names to identify

the vending business.

4. Make it a practice to know making capacities, city councils.

NAMA, public service groups, mately 70 pounds. Delivery is imcharity, business, social groups.

CHICAGO - Mills Industries, 1 tion, food machine (The Billboard,

The lease plan was discontinued Heinz will finance purchase of either model.

The six-column unit lists for \$530, with three-price coin mechanism. Price remains the same for either cash or conditional sale. The three-column model lists for \$287 with base; \$249 without base, cash or on time.

January delivery is promised on either machine, according to Jack Patten, sales manager.

Silex Coffee Over \$1,700

CHICAGO -- The Silex Company, in its first appearance at a Product compartment tilts for vending convention as the manu-

Ford SeBastian, head of the A lighted product display case firm's vending division, said that not been set, it would be among Vendo also put a price tag of the upper price group. Details of cember 8).

> Price of the Silex coffee vender will be between \$1,700 and \$1,800.

C-M Self-Brew Vender Grinds 1 Cup at Time

CHICAGO-Coffee Mat's new self-brew machine was shown for the first time at the NAMA show here (The Billboard, December 8) The unit grinds and brews each cup individually.

A hopper atop the brewing whole coffee beans. In the vending be filled beginning in February. cycle, enough beans for one cup are

grounds dropping one level to be method as the predecessor unit. brewed with hot water, then filtdisposal unit. Temperature of 205 sitions refrigerated. Dimensions are

seconds. List price for the unit, \$895. which vends four selections of self-

Coan Shows 5c Gum Unit

CHICAGO—Coan Manufacturing Company added a nickel gum vender to its U-Select-It line last week. It uses the same cabinet as the firm's endless-chain principle candy, cigarette and cookie machines: 48 inches high, 9 inches wide, 101/2 inches deep. Price is \$107.50 f.o.b. Madison, Wis.

Gordon Haase, sales manager, people, including people in law- said that the unit displays 50 items in the front view window. Net 5. Be a joiner. Belong to weight of the machine is approximediate.

Cont. Self-Brew Coffee Vender

CHICAGO — The Continental Vending Machine Company's selfbrew coffee machine, exhibited at NAMA, will list for \$1,145 (The Billboard, December 8).

600 cups, and brews 12 cups at a time. The coffee is metered from the hopper to the brewing chamber, and is filtered. At the same time, hot water passes thru the grounds. Used grounds drop into a container under the brewing chamber.

When the brewed coffee drops to a reservoir, a motor opens the valve for dispensing. The reservoir is on a hot plate, with recommended thermostatic control set at 180 degrees.

Details of other new Continental equipment appeared in The Billboard last week.

Keeney Intros 22-Selection Cigarette Unit

CHICAGO — Keeney 22, new electric 22-selection cigarette vender was introduced by the J. H. Keeney and Company, Inc., Chicago, at the National Autoconvention last week.

The unit has a capacity of 539 packs, and is available in a variety of colors and finishes. Dimensions to have delivery of the vender is not quoted.

Vend-a-Frank Makes Debut

CHICAGO—The United States Vending Machine Company's Vend-a-Frank hot dog vender, in production four weeks, was displayed at the NAMA show.

According to Norman Kasser, president, 200 of the units have been put out and new orders will

Tho Kasser bought the patents of the old McCann hot dog vender, the unit has been completely re-The cup then tilts, with the fresh designed, using the basic heating

Capacity is 84 franks in vending and 70 in storage, with both po-72 inches high, 24 inches wide The vending cycle takes eight and 23 inches deep. List price is

Stoner Shows 260-Bar Candy, 15-Col. Cig Units

CHICAGO -- A second high-capacity candy bar vender and a new is that cabinet and base are one 15-column cigarette machine, up four columns over the firm's first cigarette unit which is continued, were introduced during the NAMA convention.

Stoner's initial bid for big candy capacity, the nine-selection Model The hopper holds 12 pounds of 208, is continued. The new unit, ground coffee, enough for about Model 410, holds 260 bars in 11 columns or "tiers of shelves," according to Bip Glassgold, sales manager.

> Prices were not announced on either of the new models, but the candy vender will list for under \$400. Delivery dates, however, were set for between 25 and 30 days after the show.

> With the standard 12th column for four selections of nickel gum and mints, the new candy machine has a total unit capacity of 410. The gum-mint selector holds 150 units.

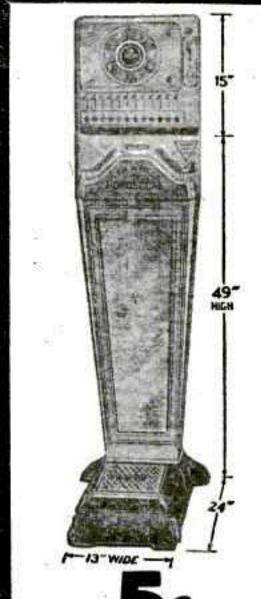
The new manual cigarette model, C-6, holds 520 packs and has five dual colums. The firm's multi-coin and multi-price coin units are extra options.

New Fronts for B. Mills Units

CHICAGO-The Bert Mills Corporation announced prices on its new M-57 hot instant coffee, Bevm tic Merchandising Association erage Bar and self-brew coffee machines at the NAMA show. Each of the venders features a redesigned front.

The M-57 instant unit now lists are 48 inches high, 32 inches wide, for \$729. Its predecessor, Model and 16 inches deep. Keeney plans M-56, listed for \$653. The Beverage Bar delivers for \$555. Mills' within two to three months. Price self-brew machine is priced at \$992, up \$30 over the 1956 model.

A feature of either new machine



OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

> DOWN BALANCE \$10.00 PER MONTH

4650 W. Fulton St., Chicago 44, III. Est. 1889 Telephone: Columbus 1-2772

Cable Address: WATLINGITE, Chicago

POPPERETTE

Fully Automatic Popcorn Machine

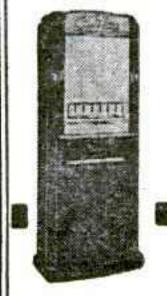
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Hi Profit %

TERMS: 1/3 Deposit With Order, Balance C.O.D. WRITE, WIRE OR PHONE

Mayflower Distributing Co.

2218 University Ave. Mldway 6-7901 St. Paul 4, Minn.



Cigarette Machine Conversions IMMEDIATE DELIVERY on 25c and 30c Coin Mechanism Conversions for

ROWE Imperials, Royals, Presidents, Crusaders

ALSO AVAILABLE: ROWE PRICE DIFFERENTIAL BARS . NEW CIGARETTE MACHINES (Containers) tor all DuGrenier and National Machines. Will vend King Size & Reg. In all Cols.

We can also "King Size" your old Rowe machines. TERMS ARRANGED—WRITE FOR INFORMATION

Inpeda vending service, inc. The Nation's Leading Distributor of Vending Machines" 250 Meserale Street . Brooklyn 6, N. Y. . HEgeman 3-6295

ROWE PRESIDENT & Cols., 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

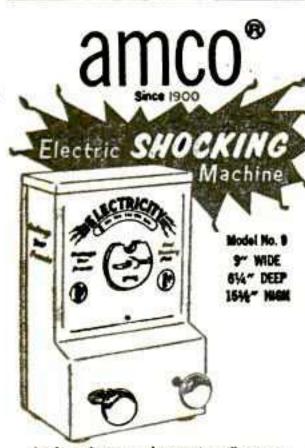
AND REFINISHED We Carry in Stock Every Make and Model of Name Brand Cigarette and

Candy Vendors. TRADE PRICES Vs deposit, balance C.O.D.

J. SCHOENBACH

VENDING MACHINES

Distributor For Harmon Machine Co., Inc. 1645 BEDFORD AVE., BROOKLYN 25, N. Y. PResident 2-2900 PHONE or WRITE FOR PRICES



Bright red case and attractive silk screen make this little money maker an eye catches.

Harmless vibrating electric current, inereased at operator's will, yields tremendous profit from one dry-cell bettery, good for up to 3,000 plays.

Write for Circular and Name of Nearest Distributor



Designers and Manufacturers of Quality Vending Machines

P. O. BOX 147 . WICHITA, KANS.

CIVE TO DAMON RUNYON CANCER FUND

Food Service Sales

Continued from page 82

	47)	COMPANY F		
	Product Price Soft Drinks .05 Coffee and Chocolate .10 Milk (Pints) .15 Sandwiches, Cold .25 Sandwiches, Hot .30 Pastry .10 Ice Cream .10 Soup .15 Cold Foods (Salads)	No. of Machines 1 3 1 1 2 1 1	Sales (\$) 156.55 651.24 350.35 89.15 374.30 207.95 83.55 62.70	% of Gross Sales 7.3% 30.4 16.3 4.1 17.4 10.1 3.9 2.9
	in Cold Sandwich Machine15 Cigarettes25 and .30 Candy and Gum05 and .10 Total	2 3 16	\$2.141.24	1.9 1.8 3.9 100.0%
	€.	COMPANY G		
	Soft Drinks .05 Coffee and Chocolate .07 Milk (Pints) .15 Sandwiches, Cold .20 Pastry .10 and .15 Ice Cream .10 Soup .15 Candy and Gum .05 and .10 Total	12 13 7 6 12 6 6 18	\$ 3,178.00 3,565.00 3,259.00 545.00 1,476.00 493.00 1,160.00 1,233.20 \$14,899.20	21.33% 23.92 21.87 3.66 9.91 3.31 7.78 8.22
1		COMPANY H		
	Soft Drinks	1 5 3 1 1 1 2 1 1 2 4	\$ 236.40 1,247.20 697.00 389.50 93.45 159.00 413.80 	5.3% 27.7 15.5 8.7 2.1 3.5 9.2 3.6 2.5 18.0 3.9

THE WOODPECKER THAT PECKS!

An action packed toy. Also see the vacuum plated POOL TABLE and new SHOE SHINE BOX.



Send 35c for Regular Sample Kit of Charms

"Patent #2762411"

SURE LOCK-the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line. EXCLUSIVE NAT'L SALES AGENT FOR **NEW IMPROYED** PENNY-NICKEL ATLAS MASTER



World's Largest Selection of Miniature Charms PENNY KING COMPANY 2538 MISSION STREET PITTSBURGH 3, PA.

New-For Additional Income **ADVANCE AMCO®** HANDY POCKET COMB **VENDOR**

Dispenses a Quality Comb for 10c

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

SPECIFICATIONS

Sturdy all steel construction, fine white synthetic enamel fin-ish, silk screened in blue letter-ing; height 33½" width, 4½", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet, capacity approxi-mately 200 combs; size of comb, 4¼" long, 1¼" wide, 7/64" thick.

Prices quoted are net. F.O.B. Brooklyn. Deposit required with order — balance C.O.D.

PRICE	OF	MA	CHI	NE
10c Ope	erati	on-	- 1	Each
Single				
2 to 11 12 to 49	•••••	•••••	••••	19,30
50 or mor	•			17.60

PRICE OF COMBS

Immediate Delivery on Machine and Combs. Order Today!

Write for information on other types of vending machines & merchandise also vends at three prices. Price, including the totalizer, is \$720.

CHOFNRACH 4645 Podent Avenue Procedure 25 M V

J. SCHOENBACH 1645 Bedford Avenue, Brooklyn 25, N. Y.

Lyon Ready on **New Drink Unit**

CHICAGO - Lyon Industries took the wraps off its new fourinches wide, 24 inches deep and last week. 68 inches high.

operator to control the carbonation his fortune told in virtually one for each flavor.

The dry refrigeration system willdeliver four drinks a minute at 40 degrees, while vending the first drink of the day at 40 degrees, according to Tom Rowan, sales

Another feature is a bleed-off mechanism. for each tank. The cabinet has an illuminated sign which gives the illusion of motion.

Vend-O-Matic **Bows New Hot** Food Venders

CHICAGO - Vend - O - Matic Inc., unveiled two new canned hot food machines at the NAMA convention. The Model 66 Junior has six selections, 90-can capacity, vends at three prices. Price is \$360. Price includes the coin totalizer; stand is \$15 extra.

Cabinet dimensions: 34½ inches high, 22% inches wide, 191/2 inches deep.

produce its first machine, the January 1 at \$38.

Scale-Fortune **Foot Relaxer** By Chi Coin

CHICAGO -- A new three-way selection cup drink machine at the scale, horoscope and foot relaxer NAMA convention here. The ven- was shown for the first time by dor has a drink capacity of 2,000 Chicago Coin Machine Company and a cup capacity of 1,000. List at the National Automatic Merprice is \$1,145. Dimensions are 30 chandising Association convention

Called Scale-O-Matic, the single On three of the four flavors, the unit permits the customer to relax sirup pressure system allows the his feet, obtain his weight and get operation.

> Scale-O-Matic has three separate coin chutes, penny for weight, nickel for the foot relaxer and a dime for the horoscope. Separate cash boxes with individual coin counters are also included in the

Cheat Proof

The step-on bottom of the unit has separate pedals for the scale and foot relaxer. The scale is equipped with a four-pound variance cut-off, which locks the scale if the weight in one operation varies by four or more pounds, prohibiting more than one person from getting weighed on one coin.

Customer obtains his horoscope by dialing to his birthdate and inserting a dime. The horoscope is bended in a small packet from the front of the unit.

The unit is finished in green and cream - baked enamel, with a chrome front panel. Dimensions are 72 inches high, 28 inches deep and 22 inches wide.

Model 66 six-selection unit bowed The second model, the 68, offers at the National Restaurant Show in Vend-O-Matic is continuing to unit is to be made available after

NAMA Elect Six to Board

CHICAGO—Six new members were elected to serve on NAMA Board of Directors, at the annual convention-exhibit held last week. Elected for one-year term: Russell L. Strain, vice-president, American Locker Company, Chicago. To serve for two years: Louis Risman, Mystic Automatic Sales Company, Medford, Mass.

The following will be members of the board for three years: Ernest H. Fox, Austin Packing Company, Baltimore, Md.; William C. McConnell, Jr., Automatic Merchandising Corporation, Medford, Mass.; William F. Courtney, Jr., Automatic Refreshment Company, Youngstown, O., and T. G. Thompson, Ideal Dispenser Company, Bloomington, Ill.



BRING 3-WAY PROFITS I

White FOR PRES CIRCULARS TODAYS J. H. Keeney & CO. INC. 2600 W. FIFTIETH ST. . CHICAGO 32, ILL.



BUBBLE . CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 276 lb.
210 ct.
210 ct.
276 lb.
Chicle Ball Gum, 130 ct. ...356 lb.
Clor-o-Vend Ball Gum ...406 lb.
Clor-o-Vend Chicks, 320 ct. ...406 lb.
Chicle Chicks, 320 & 520 ct. ...366 lb.
Bubble Chicks, 320 & 520 ct. ...276 lb.
Tab (short stick), 100 ct. ...386 box
5-Stick Gum, 100 packs\$1.90 F.O.B. Factory. 150 Lb. Lots AMERICAN CHEWING PRODUCTS 4th & Mt. Pleasant . Newark 4, N. J

Expertly RECONDITIONED

ROWE DIPLOMAT Electric 8 Cols., 380 Cap. 25c & 30c, King or ROWE CRUSADER 8 Cols., 380 Cap. 25c & 30c, King or Reg... 100.00 ROWE PRESIDENT 8 Cols., 340 Cap. 25c & 30c, King or Reg...

LEHIGH PX Electric B Cols., 320

Cap. 25c or 30c, King or Reg...

LEHIGH PX Manual B Cols., 320

Cap. 25c or 30c, King or Reg...

DuGRENIER 7 Cols., 270 Cap. 25c

or 30c, King & Reg......

EASTERN ELECTRIC B Cols., 290

Cap. 25c 30c & 35c Vend 75.00 Cap. 25c, 30c & 35c 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

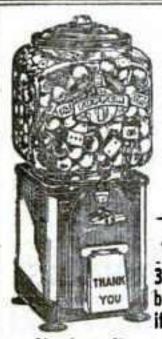
3967 Parrish St., Philadelphia 4, Pa. EVergreen 6-4244 • BAring 2-8710

NAMA Panel on Auto. Feeding

Continued from page 81

operators often buy product from stallations. the caterer handling other food operations or cafeteria.

that a brochure citing the main advantages of automatic feeding vides a dual means for these plants could be useful for the operator. to solve their total feeding problem. feeding than in straight-line vend-Of course, he said, the best selling arguments for an operator would be



VICTOR Standard OPPER 1c

BALL GUM VENDOR \$13.25 Each \$12.75 Each

100 or more 30 day moneyback guarantee if not satisfied

1/3 deposit on all orders Write for lowest prices on filled capsules. Immediate delivery.

> SPECIAL TRADE-IN OFFER As High as \$6.00 Per Machine on VICTOR TOPPERS Send Us Your List.

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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 Northwestern Stamp Machines Acorn You Name It! Watling Scales "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

\$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ \$ Victor's SUPER MART VENDORAMA (Trade Mark)



'Symbol of 49 Progress in 60 the Bulk Vending Field"

U. S. Patent Pending

Write for to complete to details and prices (A)

our specialty U. more opera- U tors make nore money.

STANDARD SPECIALTY CO. 5115 E. 14th St. Oakland, Calif. Phone: AN 1-9037

In being a supplemental service, references from other feeding in-

In selling, Moore pointed out method of feeding in some plants and that automatic feeding pro-

Physical Set Up

Kleinman, in outlining physical preparations necessary for setting up an automatic feeding installation, separated these into three stages: initial planning, plant survey and opening time.

In selling an account on automatic feeding, an operator will have made a proposal incorporating in it the vended products he will make available. In initial planning, Kleinman said, he will review at his headquarters this proposal, setting down the equipment requirements as promised.

Also at this time, an operator will draw up his electric power and water requirements and space to be occupied by the machines.

Next, he will make a plant survey accompanied by a responsible official with the account who has the authority to allocate space. The operator supplies his requirements and space is then selected.

plants are more liberal generally in stalled the second day. allocating space for food equipment than they may be for other equipment. The panel, said Kleinman, categories: recommends a separate area or room for placement.

Adequate Space

In addition to adequate space and utility requirements for equipment, he pointed out that space should be obtained adequate to servicing the machines and that a sink should be nearby to facilitate quired on a permanent basis. sanitary measures.

In the plant survey, the operator makes up a master plan in which he indicates where his machines will go and utility line placement. He also should consider future changes by requesting one more water line than necessary, two more electrical outlets. Waste disposal is another point to be covered with plant management at this time to determine who is responsible-the operator or the plant.

One question which will confront the operator is whether or not to have a panel front on the installation where possible. That is "a \$64 question," said Kleinman. On the one hand equipment changes with a panel front are costly, but on the other hand, it gives food presentation a cleaner appearance.

Opening Date

The opening date for the installation requires that the operator determine how long it will take to get | ing accounts justify any commission | set portion of cream, a one-fourththe equipment, how long the plant because of the greater costs of of- ounce per serving, and a choice of the machines to be delivered, when able food as opposed to other the coffee vender permits a single utility lines will be ready and how installation.

idea, said Kleinman. Including in vice and commissions.) such a notice menus of what will of a questionnaire asking what em- management's job to provide them

be offered is worthwhile. servicing, supervision and product such specifications must be exact. supply must be made.

or changes are made. food is a tremendous responsibility. an on-the-spot employee.

Food must be of a high quality, furnished at low cost, and still the 50c Changers Food must be of a high quality, operator must make a fair profit. He declared that the problem of automatic feeding for the operator might well be described in a humorous remark once made that it Moore mentioned that in Cali- is the problem of "keeping from fornia lunch wagons are a popular making a liar out of the operator's salesman and still making a profit."

General operating expenses overall are much higher in automatic ing, Kaplan said.

In starting the installation, an operator should figure on not realizing any profit initially because of the unique and high expenses involved meeting unexpected problems arising in the beginning. If power failure or trouble with equipment ever develops, declared Kaplan, it almost always seems to do so in the beginning. Therefore, to handle the unexpected problems which arise at this time, it is necessary that operators have their best personnel supervising the installation. Besides that, to introduce and sell quality service to a customer, a high-caliber representative of the firm should be on hand. First impressions of the service are extremely important to its continued success, he pointed out.

At this initial stage, too, customers should be encouraged to clean up their own paraphernalia, traffic patterns must be set up to facilitate faster service. In addition, an op-The best space, said Kleinman, erator should always buy more food is, of course, nearest a central than he believes will be required. location-near the center of plant Food not eaten the first day must population. He said that actually be discarded and a new menu in-

Under routine operating probtems, Kaplan outlined five major

Things to Do

ployees, not only to enable the operator to enlarge the offering but also to stimulate interest and increase per capita sales.

2. Adjust the number of supervisory personnel to the number re-

3. Make any adjustments necessary in the number and/or types of machines to keep in line with demand. These adjustments, he pointed out, cannot be put off. Employees must be provided with enough of what they want immediately.

Provide for frequent, effective supervision of equipment to keep it maintained in the best condition.

Enforce the highest standards of sanitation.

Finally, Kaplan explained that actually automatic food service is a misnomer because it is the human element that determines the success of such a service.

presentation, Kaplan answered a frigeration. questioner who asked whether prospective automatic feeding account separately or attached to a coffee should be offered a commission. Declared Kaplan: "Not many feed- it automatically dispenses a prewill require to get space ready for fering a quality service on perish- sugar quantity. The operation of vended products. We've found follow-up dispensing operation of long it will require to make the that service and food mean more the cream-sugar unit. When set up to a feeding account than a com- away from the vender, it can be A notice to the employees of the mission." (See separate story on equipped for penny operation (this coming food service is an excellent plant management's views on ser- is an extra cost option).

Asked who ordinarily supplies be available is a good idea; some- the utilities in an automatic feeding times putting a notice in the form location. Kleinman said that it is ployees prefer in types of food to and that they are included in the operator's list of requirements for Finally, he said, plans for the equipment. He pointed out that

Wanink, in answer to a question Kaplan, in discussing operating about whether it was necessary for problems following installation, di- an operator to have an employee vided major post-installation prob- available at every automatic feedlems into two parts: Problems im- ing installation-large or small, said mediately after opening the in- that his firm does have. But he stallation and routine operating agreed it does tie up a great amount problems after initial adjustments of money in labor cost. Kleinman also answered. He said some :: c-First of all, Kaplan pointed out, counts simply were not large providing a fast service for quality enough to justify the exepnse of

By Standard

CHICAGO-Two new series of coin changers-a 50-cent changer, and a 25-cent changer-were introduced by Standard Change-Makers Inc., Indianapolis, at the NAMA

The 50-cent series is available in six models, vending quarters, nickels, dimes, tokens, or any combination of the four types desired, in exchange for the 50-cent piece. The model is table sized, measuring 19 inches high, 8 inches wide and 7 inches deep. Price is \$114.50 for any of the 50-cent models.

The smaller series dispenses nickels, dimes or any combination desired in exchange for a quarter. Other models of the smaller series also dispense tokens, pennies for a nickel, or nickels for a dime.

Measurements are 17 inches high, 8 inches wide and 7 inches deep. All models of the smaller series are priced at \$89.50.

Dr. Mallman

Continued from page 81

spoilage to which the product is

susceptible? While Dr. Mallman said that there is little if any deterioration of food in cans, he warned hot food operators that some bacteria will grow at temperatures of 150 to 160 degrees.

Dr. Mallman cautioned operators about the adding new ingredients to old ones in the machine and said that sirup not under pressure is more likely to encourage bacteria growth. He added that while CO2 1. Learn the eating habits of em- does not prevent bacteria growth, it prevents mold.

> The need for a protected can opener for the vending industry was pointed out by Dr. Mallman. While he said the exposed can opener currently being used by hot food operators creates a problem, this same problem exists in restaurants and even in homes where wall can openers are used.

The proposed vending machine sanitation code being drawn up by the United States Public Health Service was discussed by Herb Beitel, NAMA counsel, and Art Nolan, Dixie Cup. A final draft of the code is expected early in 1957.

S&L Cream Unit

Continued from page 81

inches wide and 16 inches deep and weighs 75 pounds. Price is \$198.

It holds eight and a half quarts of fresh cream and eight and a During a question and answer half quarts of granulated sugar. A period which followed the panel's Tecumseh compressor provides re-

> The dispensers may be used vender. When latter set-up is used,



CHAMPION NUT CO.

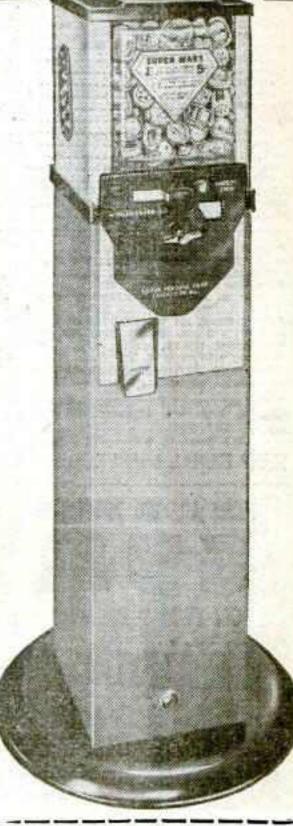
Boston 20, Mass.

1194 Tremont St.

SUPERMART VENDORAMA **CONSOLE®**

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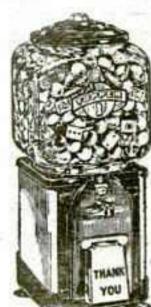
Truly a beautiful console for those choice Super Market Locations.



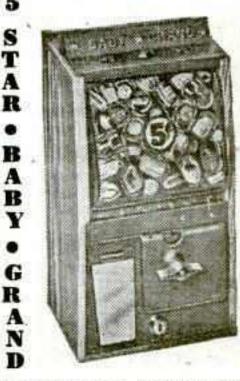


TOPPER DELUXE GLOBE STYLE

TOPPER DELUXE HALF-CABINET STYLE



The World Famous STANDARD TOPPER



your nearest VICTOR distributor. Victor Vending Corp. 8701-13 W. GRAND AVE.

CHICAGO 39, ILL. opyrighted material

MANDELL GUARANTEED USED MACHINES

VENDING MACHINES

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen\$.80 Pistachio Nuts, Large Tulip Pistachio Nuts, Vendor's Mix Pistachio Nuts, Sheik Cashew Whole Cashew Butts Peanuts, Jumbo Jelly Beens Assorted Fruit Charms, 100 ct. Hershey-ets

Rain Blo Ball Gum, 60 ct. 3.28 Rain Blo Ball Gum, 140 ct., 170 ct.,

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything 1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices . . Write

THERE ARE BIG PROFITS IN

GET YOUR SHARE WITH louthwestern



PACKAGE **GUM VENDOR**

This amazing

vendor is a sure bet for big gum profits. A rotating merchandise drum with five columns ends a total of 95 standard nickel packs. "Visidome" display top attracts

NORTHWESTERN SALES AND SERVICE CO. MOE MANDELL

446 W. 36th St., New York 18, N. Y.

LOngacre 4-6467

Clinic Spotlights Specialized Op Oak Bows New

Continued from page 81

operation.

Advertising Tools

a salesman's visit. He emphasized the importance of selling the "sizzle" of the vending operation. An effective direct-mail campaign should not only inform the locato do, but just how he will go about it.

His literature included not only a personal letter to the location owner but a copy of the NAMA Code of Ethics, a brochure about the vending industry and a brief description of how a vending operator conducts his business.

It was pointed out in subsequent group discussion that the public relations aspect of the business can-

Experienced Operators Say:

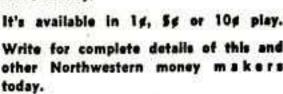
OU MAKE MORE

VENDING EQUIPMENT

PROVE IT TO YOUR-SELF



vender on your route and for yourself how you can make more money.



Morris, III. 21263 Armstrong St.



THE NORTHWESTERN CORP.

BIMMICKS () CHARMS (CHARMS GIMMICKS AT LAST—A FORTUNATE ITEM for "HOT-ACTION" WINTER VENDING! Loop-A-Links, Pops-On, Pops-Off, Endlessly. 100,000 lots & up, \$2.60 per 1,000 5,000 to 99,000, \$3.25 per 1,000 Buy Direct from EPPY; or at Distributors. Cost is Low-Load 'em in machines. FREE ADVERTISING LABELS 91-15 144th Place

VEND-PUBLISHED BY THE BILLBOARD HUNDREDS OF MONEY-MAKING MONTHLY **FEATURES VENDING IDEAS** Candy Cum & Nuts Beverages Tobacco **New Products** Cost you a fraction of a cent a Trends plece—when you subscribe to Vend—the Industry News magazine of automatic merchandising l Market Place Fill in—tear out—mail today l Articles **S** Editorials VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohlo Yes-Please sign me up for Vend for ☐ 1 year \$5. ☐ 3 years at \$10. (Foreign rate, one year, \$5)

Occupation

and individual problems faced in problems faced by all operators in malpractice and sufficient cause for the vending industry was the relatively poor reputation they held in Callarneau started the ball roll- the public eye. An effective educaing by showing a mailing piece that tional campaign should be conhis firm used in paving the way for ducted to inform the layman of the high standards and ethics of the business. Effective use of advertising literature to "spread the gospel" of truth should be fully utilized.

The dissemination of samples of tions of what the operator purports the vending line to prospective location owners was also stressed. What better way is there to sell sizzle than to let the man see, feel and taste the products that the operator proposes to put into vending machines in his locaion.

Candy samples, attractively packaged, was cited by Gallarneau as an example of the type of sales promotion samples he used. The suggestion of serving the location owner a cup of instantly brewed coffee made in some sort of small portable device was also suggested as a means of arousing interest,

Sales Training

The matter of sales training received considerable attention. Members stressed the importance of thoroly training the routeman to act as a representative and salesman of the company.

The idea of holding monthly sales meetings, with discussions and the showing of films on the vending industry was brought up by one company as the sort of thing they found to be very successful. There are very excellent films by the Coca-Cola Company and Vend Films depicting many of the route- chandise from the outside. They man's problems and suggested solutions.

Other practices employed by various companies were:

 Get across to the serviceman that he is a salesman, enroll him in a sales correspondence course and hold weekly or monthly discussions of the subject matter covered.

 Give your salesman literature, such as the Wheeler book in selling.

Use aptitude tests to carefully screen your prospective employees.

 Hold open-forum discussions on specific problems, with a "school solution" given at the end.

 Give the routeman a feeling of participation in the business. Solicit his suggestions and have him fill out a weekly questionnaire as to which brands seem to be in increasing public favor, etc.

Gifts and Gimmicks The use of give-away gifts and gimmicks was also brought up as a means of improving operatorlocation relations as well as relations of the operator with the general public.

The gift should not only be useful to the people, but should call attention to the operator's business. Some ideas along this line were candy Christmas cards, small packets of instant coffee with the operator's business card, door prizes at local functions, such as club meetings and athletic events.

Another suggestion that was well received along this line was the idea of raising the vending prices of all items at special events by a nickel and donating the extra money to some civic fund. This would be especially effective at something like a school or civic dance.

Direct Sales Hit

the No. 1 bug-a-boo, the direct firm showed the unit publicly. sale of venders to the locations by certain manufacturers.

be prohibited from exhibiting on model. the NAMA floor. They felt that the | Some of the other improvements selling of machines direct, accom-panied by the coercion used by the tem; simplified vending mechanmanufacturers in saying, "Buy my ism, and four-box storage capacity machine or I'll sell direct to the in the refrigerated base.

dise giveaway gifts and gimmicks, not be ignored. One of the main | location," was in itself a business exclusion from NAMA exhibitions.

> Others in the group tempered effect that a legitimate vending manufacturer should be recognized on the NAMA floor, even the many operators didn't approve of the selling practices employed.

While the group was unable to reach complete agreement on this point, a substantial segment felt balloons. that it was up to the individual operator to be prepared to meet firms older model and features all such competition by effectively selling the locations himself and pointing out to them the advantage of his service over the location's own ownership of machines.

Other Problems

Two other problems discussed were the use of trays or carrying devices for servicemen and the effective control of cigarette inven-

"We're paying \$29.50 for a tray now, and it's inadequate," stated one member. "We'd gladly pay up to \$40 for the right item."

Another member added that, "Our servicemen making calls are our best sales promotion. It's important that they have an attractive and practical carrying device for their wares."

One firm, which does considerable servicing in outside locations, stated they had success with a rack built upon the back of their truck. The serviceman doesn't always have to open the truck, but gets his meradded they had experienced no problem in the way of pilferage of the exposed stock.

Another operator who has routes in large plants, having to climb stairs with his cart, said that he had been successful by having bicycle tires installed on the cart, which were big enough to negotiate the stairs.

An operator who had been formerly in the appliance field, suggested the use of appliance servicing carts, which had a belt-type arrangement on the back that made going up stairs relatively easy.

Inventory On the subject of adequately controlling cigarette inventory, the group was divided. One operator felt that the only way he could keep adequate records was to service his machines by "individual packs" used. Take out the money and replace as many packs as were

On the other hand some felt that the open-carton problem resulting from this system was too time-consuming, and they preferred to just replace cigarettes in full carton increments, leaving the excess money in the machine for packs not re-

The group arrived at no final solution on this point, but felt that the decision had to be tailored to the individual operator's needs.

Frigid Fruit Apple Vender

CHICAGO — The first public showing of the Frigid Fruit Company's (Yakima, Wash.) new apple vender was at the NAMA conven-On the subject of special prob- tion last week. While the model lems faced by the operator, the has been in production for about group was unanimous in citing as a year, this was the first time the

The new model features an increased capacity of from 700 to 800 Many members went so far as apples in the vending compartment, to suggest that such firms should as compared to only 114 in the old

Balloon Vender

CHICAGO -- A new model F all-metal balloon service station was the feeling with statements to the introduced by the Oak Rubber Company, Ravenna, O., at the National Automatic Merchandising Association convention.

The unit dispenses a vari-colored paddle balloon in a package with a string for 10 cents. A buttontouch system also blows up the

The new unit is smaller than the metal, two-piece construction. A one-third h.p. motor operates the air compressor, 110 volts, 60 cycles.

Dimensions are 66 inches high, 18 inches wide by 18 inches deep.

THE HOTTEST ITEM IN YEARS **GUGGENHEIM'S**

Really glows

in the dark Plastic\$11.50 per thousand Vacuum Plated. 15.00 per thousand

at your distributor or . . .

33 UNION SQUARE N. Y. C. 3, N. Y. . AL. 5-8393

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..... Asco Hot Nut..... N. W. Model 39..... N. W. Model 33 Ball Gum.. Du Grenier 6-Col. 1c 14.50 Tab Gum ... Du Grenier 4-Col. 1c Tab Gum ... 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 All machines completely checked and ready for location—Order with complete confidence. 1/3 deposit, balance C.O.D.

Rake Coin Machine Exchange 609-A Spring Garden St., Philadelphia 23. Pa. LOmbard 3-2676

Fully reconditioned, complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—comparel 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..... DUGRENIER "W" CIGARETTE,

9-column, king-size..... DUGRENIER MODEL S 7-column, king-size. UNEEDA 6-COLUMN CIGARETTE, king-size

All equipment unconditionally guaranteed. Fast delivery. Onethird deposit, balance C.O.D. All 30c conversions avallable at \$20.00 extra.

NATIONAL VENDING SERVICE CO. 308 Furman St. Brooklyn, N. Y. TRiangle 5-1857

THE BILLBOARD INDEX

Advertised Used Coin Machine Prices

How to Use the Index

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

HIGHS AND LOWS. Equipment and prices listed above are taken from advertisments in The Billboard for the period shown. Listings are the highest and lowest prices advertised on music machines which have been advertised 10 times or more for the four-week period, and on all other equipment which has been advertised five times or more. "Highs" and "lows" are most meaning when used with mean average listing.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised at for the four-week period indicated and reflects the dominant advertised price. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MOST ACTIVE LIST. The Most Active Equipment list shows which machines in major categories have been advertised the greatest number of times for the four-week period indicated. In the case of pinball games only most advertised games are listed of each manufacturer who has eight games or more listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

MOST ACTIVE EQUIPMENT

(For four-week period ending with lesse December 15, 1956)

December 15, 195	6)	
ARCADE EQUIPMENT HIGH		
2. BALLY— Undersea Raider 125.00	See A Constitution of the	The more and
3. CHICAGO COIN—		
Midget Movies 145.00 3. WILLIAMS—	100.00	125.00
Sidewalk Engineer 175.00	145.00	165.00
MUSIC MACHINES 1. AMI—Model D-80\$299.00 2. AMI—Model E-120. 475.00 3. WURLITZER—1800. 845.00	395.00	435.00
SHUFFLE CAMES 1. CHICAGO COIN— Tenth Frame Bowler.\$ 75.00		
2. CHICAGO COIN— Criss-Cross 150.00		
2. CHICAGO COIN— Thunderbolt 350.00	175.00	265.00
VENDING MACHINES 1. Rowe Crusader\$105.00 2. P X 90.00 2. Rowe Diplomat Electric.105.00	\$ 60.00 75.00 95.00	\$ 95.00 85.00 95.00
PINBALL GAME	S	
BALLY 1. Miami Beach\$245.00 2. Palm Springs 85.00 3. Variety	49.50	T/I
COTTLIEB 1. Wishing Well\$235.00 2. Easy Aces	125.00	
UNITED 1. Pixie	\$195.00 125.00	
WILLIAMS 1. Quarterback \$285.00 2. Army & Navy 75.00 3. Hayburner	\$150.00 40.00	

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Beach Beauty (1/55)	365.00	295.00	\$345.00
Beach Club (2/53)	75.00	40.00	50.00
Beauty (11/52)	75.00	49.50	60.00
Big Time (1/55)	245.00	175.00	225.00
Bright Lights (5/51)	75.00	60.00	60.00
Bright Spot (11/51)	75.00	65.00	65.00
Broadway (12/55)	395.00	350.00	365.00
Dude Ranch (9/51)	75.00	60.00	60.00
Gayety (3/55)	125.00	75.00	110.00
Gaytime (6/55)	225.00	165.00	190.00
Hi-Fi (6/54)	70.00	50.00	65.00
Ice Frolics (1/54)	95.00	50.00	55.00
Miami Beach (9/55) Nite Club (3/56)	245,00 450.00 85.00	175.00 425.00 49.50	225.00 435.00 75.00
Surf Club (3/54) Variety (9/54) Yacht Club (6/53)	85.00 145.00 75.00	50.00 10.00 49.50	60.00 125.00 50.00
CHICAGO COIN Basket Ball Champ (10/49)	\$150.00	\$125.00	\$145.00
COTTLIEB			
Arabian Knights (11/53) Derby Day (4/56) Diamond Lill (12/54) Duette (3/55)	\$135.00 240.00 195.00 265.00 225.00	\$100.00 235.00 155.00 195.00 125.00	\$135.00 240.00 155.00 215.00 210.00
Easy Aces (12/55) Flying High (2/53)	85.00	75.00	85.00

en used with mean aver-	cates the low is		
	High	Low	Mean Avg.
Four Bells (10/54)	165.00	\$150.00	\$160.00
Frontiersman (11/55)	235.00	195.00	210.00
Gold Star (8/54)	155.00	135.00	150.00
Gypsy Queen (2/55)	185.00	165.00	185.00
Harbor Lites (2/56)	225.00	175.00	225.00
Jubilee (5/55)	345.00	325.00	325.00
Lovely Lucy (2/54)	135.00	115.00	135.00
Mystic Marvel (3/54)	175.00	155.00	165.00
Pin Wheel (10/53)	120.00	90.00	110.00
Quartet (2/52)	75.00	65.00	75.00
Queen of Hearts (12/52).	110.00	85.00	85.00
Score-Board (3/56)	315.00	275.00	305.00
Shindig (9/53)	115.00	90.00	95.00
Skill Pool (8/52)	75.00	45.00	75.00
Sluggin' Champ (4/55)	195.00	175.00	185.00
Southern Belle (6/55)	200.00	155.00	175.00
Stage Coach (11/54)	175.00	150.00	165.00
Toreador (6/56)	325.00	210.00	310.00
Tournament (8/55)	300.00	245.00	275.00
Twin Bill (1/55)	185.00	145.00	185.00
Wild West (8/51)	335.00	295.00	295.00
Wishing Well (9/55)	235.00	165.00	195.00
UNITED		5	
Cabana (3/53)	50.00	39.50	\$ 45.00
Caravan (1/56)		325.00	375.00
Hawaii (6/54)		39.50	50.00
Pixie (9/55)	250.00	195.00	225.00
Stardust (4/56)		\$250.00	\$285.00
Starlet (11/55)		225.00	225.00
Triple Play (8/55)	175.00	125.00	175.00
WILLIAMS	. == 00	* 10.00	. 40 50
Army & Navy (10/55)	AND THE PARTY OF T	\$ 40.00	\$ 49.50
Hayburner (6/51)		75.00	75.00 279.50
Quarterback (10/49) Race the Clock (1/55)		150.00 185.00	225.00
ARCADE	FOLLIPA	4FNT	
Code: AP-Auto Photo; B-Bal			Ev-Evans:
Ex—Exhibit; G—Genco; Mutoscope; R—Roovers; Shipman; I—Telecoln; U ling.	Gb—Gottii 8—Scebu	eb; K—Keer rg; Sc—Scie	entific; 56—
ABT Challenger (5/46)	\$ 30.00	\$ 20.00	\$ 25.00
Air Football		195.00	225.00
Air Raider (K) ('48) Bat-A-Score Sr. (Ev)	150.00	150.00	150.00
(8/48)	145.00	105.00	145.00
Bert Lane Merry-Go-Round	350.00	315.00	325.00
Big Inning (B) (47)	95.00	85.00	85.00
Min Inn (C) (E/E/I)	AUS ON	4 1 5 100	4 4 4 4 1 1 1 1

ling.			
ABT Challenger (5/46)\$	30.00	\$ 20.00	\$ 25.00
Air Football	225.00	195.00	225.00
Air Raider (K) ('48)		150.00	150.00
Bat-A-Score Sr. (Ev)			(A)()()(45)()()()
(8/48)	145.00	105.00	145.00
Bert Lane Merry-Go-Round	350.00	315.00	325.00
Big Inning (B) (47)	95.00	85.00	85.00
	395.00	315.00	395.00
	210.00	210.00	210.00
Champion Baseball (G)	195.00	295.00	275.00
[2] 시마 중 2 개의 회생 및 유민이어 (295.00	125.00	125.00
Coon Hunt (S) (2/54)	175.00	150.00	150.00
Dale Gun (Ex)	55.00	30.00	55.00
Derby, 4 Player (CC)	.==	150.00	150.00
(3/52)	175.00	150.00	150.00
500-Shooting Gallery (Ex)	275.00	100.00	150.00
	275.00	100.00	150.00
Goalee (CC) (1/46)	95.00	75.00	95.00
	385.00	310.00	385.00
	275.00	135.00	\$150.00
김 원리의 [사용]	350.00	150.00	345.00 125.00
Midget Movies (CC)	145.00 250.00	100.00 200.00	250.00
	350.00	125.00	349.50
Photomatic (M) (1/50) Pistol Pete (CC)	75.00	75.00	75.00
	225.00	125.00	195.00
Shoot the Bear (S)	175.00	85.00	100.00
Shooting Gallery (Ex)	175.00	05.00	
(6/54)	145.00	100.00	125.00
Sidewalk Engineer (W)		A TRANSPORT OF THE	14970711-5006
(5/55)	175.00	145.00	165.00
Silver Bullets (Ex)			AVERGATORS
(11/49)	125.00	125.00	125.00
Silver Gloves (M)	225.00	165.00	225.00
Six Shooter (Ex)	110.00	95.00	95.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	145.00	95.00	125.00

	High	Low	Mean Avg.
Sky Rocket (G) (5/55) \$	295.00	\$225.00	\$295.00
Space Gun (Ex)	110.00	85.00	95.00
Space Ship	265.00	350.00	300.00
Sportland (Ex) (11/51)	225.00	150.00	175.00
Super Slugger (U) (7/55)	375.00	295.00	295.00
Telequiz (1/49) (T)	95.00	75.00	95.00
Undersea Raider (2/46)	125.00	125.00	125.00
Voice-O-Graph (M) (4/46)	375.00	350.00	375.00
Telequiz (1/49) (T) Undersea Raider (2/46) Voice-O-Graph (M)	95.00 125.00	75.00 125.00	95.00 125.00

[(ESSENTIAL SECTION)	CC000000000000000000000000000000000000
Telequiz (1/49) (T) 95.00	75.00	95.00
Undersea Raider (2/46) 125.00	125.00	125.00
Voice-O-Graph (M)		
(4/46) 375.00	350.00	375.00
MUSIC MACHIN	NES	
AMI .		
Model A (46) 40 sel.,		14
78 RPM\$100.00		
Model C-40 195.00	100.00	150.00
Model D-80 (51) 40 sel.,		
78 RPM• 299.00	185.00	225.00
Model E-80 (53) 80 sel.,	225.00	205.00
45 RPM 410.00	325.00	385.00
Model E-120 (53) 120 sel., 45 RPM	395.00	435.00
Model F-120 (54) 120 sel.,	373.00	455.00
45 RPM 695.00	675.00	675.00
ROCK-OLA		
TENTO CONTRACTOR OF THE PERSON		
M-100-A (49) 100 sel., 45 RPM 250.00	225.00	\$225.00
M-100-B (51) 100 sel., 45 RPM	375.00	425.00
M-100-C (53) 100 sel.,		173.00
45 RPM 575.00	495.00	545.00
M100G (54) 100 sel.,	25103500	
45 RPM	689.00	
M-100-W 795.00	625.00	795.00
WURLITZER	:7/	S- 4
1250 (50) 48 sel.,		
45 or 78 RPM 175.00	125.00	\$129.50
1400 (51) 48 sel.,	2010200000	H22121222
45 or 78 RPM 250.00	179.50	195.00
1500 (52) 104 sel., 45-78 RPM Mix 350.00	150.00	295.00
1650 (53) 48 sel.,	150.00	293.00
45 RPM\$325.00	\$275.00	\$299.00
1700 (54) 104 sel.,	42,5.00	4277,00
45 RPM 650.00	495.00	645.00
1800 (2/55) (W) 845.00		ALTONOOPER PROPERTY.
SHUFFLE GAM	ES	

SHUFFLE GAMES

Carnival (K) (5/53)	85.00	55.00	\$ 55.00
Criss-Cross (CC) (11/53)	150.00	95.00	125.00
Diamond (K) (5/53)	165.00	160.00	165.00
Gold Cup (CC) (7/53)	155.00	100.00	115.00
League Bowler (U) (1/54)	125.00	115.00	120.00
Olympic (U) (8/54)	85.00	39.50	75.00
Playtime Bowler (CC)			
(10/54)	225.00	215.00	215.00
Royal (U) (8/54)	95.00	85.00	85.00
Team Bowler (U) (1/54)	295.00	120.00	125.00
Tenth Frame (K)	70.00	55.00	55.00
Tenth Frame Bowler (CC)	75.00	50.00	60.00
Thunderbolt (CC)	350.00	175.00	265.00

VENDING	MACH	INES	
Acorn 5c or 1c	10.00	\$ 8.50	\$ 8.50
Du Grenier (7 Col.)	50.00	45.00	45.00
Northwestern 39, 1c	7.95	7.50	7.50
Northwestern 33 Ball Gum	7.50	6.50	6.50
Northwestern 49, 1c	12.50	12.00	12.00
P X (8 Col.)	90.00	75.00	85.00
Rowe Crusader (8 Col.)	105.00	60.00	95.00
Rowe Diplomat Electric (8 Col.)	105.00	95.00	95.00
Stoner Candy (6 Col.)	125.00	80.00	80.00
Stoner Candy (8 Col.)	The state of the state of	110.00	110.00

Communications to 188 W. Randolph St., Chicago 1, Ill.

DECEMBER 15, 1956

Hot Springs

Ops Go Dime;

Expect 100%

HOT SPRINGS-Music oper-

ators in this resort city began a

conversion to dime play Decem-

ber 1 after hearing a talk by

George Sammons, president of

Sammons-Pennington Company of

movement in Arkansas for dime

play conversion, urged the oper-

ators to make the change and told

them it was a necessity because of

mously to begin dime play con-

version December 1 and aim for

100 per cent conversion by Jan-

Addressing the group in a con-

ference room at Velda Rose Mo-

tel, Sammons related his successful

experiences in convincing operators

in other Arkansas areas to convert

bled since 1939," Sammons told

the gathering. "Before the war a

pick-up truck was \$750. Now it's

\$1,600. A gallon of gas then was

20 cents. Now it's 32 to 35-cents.

Now he costs at least \$85. A record

was 21 cents in 1939! now it's 60

play, the same that they got in

Ark., was present. He had been in-

vited to give details of the suc-

cessful conversion made at Pine

Bluff several weeks ago after Sam-

"You and the other operators

good mechanic then was \$35.

"Expenses have more than dou-

The group present voted unani-

high operating costs.

uary 1, 1957.

to dime play.

Sammons, who is leading the

Memphis, Seeburg distributor.

Call for Compromise on Juke Royalty Exemptions

Get-Together Demanded by O'Mahoney

88

• Continued from page 28

submitted to the Subcommittee, of authors and composers, who believe the existing law should be amended to permit them to receive compensation for the use for profit of their compositions," and also the views of "those who take the positions that the operators of coin machines should not be required to make such payments." (See The Billboard, February 18, March 24.)

Implicit in the O'Mahoney statement is a bypassing of the sweeping Kilgore Bill, under consideration by the Subcommittee. The "equitable basis" requested by O'Mahoney for settlement of the issues could include determination by a new law of a fair rate of compensation for juke performance that will "not put anyone out of business," as one committee spokesman phrased it.

Whether a bill is drawn up on the basis of a juke-ASCAP compromise, or by the O'Mahoney Subcommittee on its own, it would have to meet the approval of the full Senate Judiciary Committee before it got out on the Senate floor. The full committee is now under chairmanship of Sen.

Mass. City Dime-a-Disk Strong Hold

FALL RIVER, Mass .-- In the center of a State, embattled over the issue of dime play, this Southeastern mill city stands out as a bastion, almost totally converted to 10-cent play in its juke boxes.

has been offered on how operators can get the customers to pay a dime.

This transformation wasn't effected overnight, and Edward Curt, of Lavoie and Hillman, admits there were a number of backsliders. But, says Curt, "We talked to operators and they gradually saw the light when they realized that the operators on the dime were making more money."

The operator cited the case of a woman location owner. When he arrived and announced that the machine would from now on play on a dime, she hit the roof.

Ultimatum

I'll lose all my customers, she wailed. The kids would go somewent the machine.

ness, she reasoned maybe it would 100 per cent on dime play. be better to try it for a week or two. At a nickel, the machine had dime play?" he posed. "I say it's from \$30 to \$35 per year, and a been grossing only about \$10 to the operators." \$15 each week. The first week on a dime receipts were disappointmark.

other place handy they could play me dime play." for a nickel.

James Eastland (D., Miss.), who came into the post on the death of Subcommittee Senator Kilgore (D., W. Va.), author of the anti-juke exemption bill last session. This situation is a source of optimism among some members of the juke box interests, who also feel that formal hearings would have to be held on any bill . Continued from page 28

Should a bill reach the floor of Congress for a vote in the upcoming session, it will mark the 12th try by composer and author societies to get legislation on the ningham, officially responding both juke exemption. Legal crux of the which reads: "The production or shall not be deemed a public performance for profit unless a fee is sentatives of the juke box operators. charged for admission to the place Cunningham adds the hope that where such reproduction or O'Mahoney's call for compromise rendition occurs."

(Continued on page 91)

Report Sounds **Neutral Note**

exempting the location owner from

ASCAP president, Paul Cunto the report and to O'Mahoney's confab, is notifying the Subcomrange for a meeting with repre-

struggle is the 1909 Copyright Act call for an industry compromise rendition of a musical composition mittee (12) that ASCAP attorney, by or on coin-operated machines Herman Finkelstein, will try to ar-

a reasonable royalty rate, and for such payment?

See Operator Need For Dime and 60%

Detroit Ops Ask Both for Economic Relief; Competition Halts Any Move

DETROIT -- Music machine op- | driven operators who have intellisplits with locations.

However, no concerted plans to move in either direction are yet evident. Detroit operators are above all individualists, and such experiments are more likely to develop both individually and quietly.

Operator sentiments were thoroly expressed at the November meeting of the board of directors of United Music Operators of Michigan, Still no steps toward action were pro-

It was generally felt that the individualism of operators and the pressure of competition would make any shift toward dime play extremely difficult at this time. The Many ideas and much advice feeling was commonly voiced that "it's no good unless all go into it."

City of Nickels

A fair estimate is that Detroit is still from 85 to 95 per cent on nickel play despite well organized efforts to introduce dime-a-disk moves over the past five years. One campaign with well organized press and radio publicity failed.

The need for economic relief was sharply voiced by James Jeffrey: A few years ago we all made money. Today we are at a standstill. Few operators are making anything on the amount of money they have invested. There is nobody in town that is 100 per cent dime

It was recalled by Frank Alluvot, of Frank's Music Company, one where else where they could play of the largest local operations, that the juke box for a nickel. Curt told Detroit operators journeyed to her that it was either a dime or out | Pontiac some time ago to talk the situation and problems over with Rather than lose all of the busi- operators there who were, he said, that boosted fees and licenses in were still paying by the week,

"What's wrong with Detroit on

Costs a Factor

ing. The gross was around the \$10 Company, remarked, "The prices increases were the juke box oper- machine. Another headache in the Detroit; Marvin Jacobs, Bill Van of all other items are up. The phone ators. The city of Boston now situation was that if a machine Konghnet and Ed Hilbig, Union Slowly, but surely, the sum company is thinking of raising levies a \$50 fee for each juke box lasted only a few weeks on a loca- Service, Detroit; Standard Music mounted to \$20, then \$30. The kids phone rates to 15 cents. We should per year. Previously there had been tion and it was moved across the Company, Detroit; Mike Harowski, came back since there wasn't any have no nickel play-it should all no juke box fee for week-day use, street, another \$50 was payable.

erators here will tell you that what gently sought to move to 10-cent they would most like for Christmas play back to the old price, indiis dime play and 60-40 commission cated James Rothis, of the Rothis Music Company, who narrated his own experience:

"We did try dime play on some of our machines, but not everybody wanted to try it. Some stayed with nickels. Soon there were complaints from location owners. 'Why should the fellow across the street have nickel play? they asked, figuring they were losing money on nickels.'

Time Costs

nograph equipment is another point | dent, Fremont; Dick Taylor, viceworking to make nickel play un- president, Lincoln; Howard Ellis, profitable, according to Samuel secretary-treasurer, Omaha; H. W. Di Noto, of the Jaycee Music Com- Marble, North Platte; Randall pany, who points out that this Thies, Norfolk; C. R. McKee, works in two directions: "The 200- Grand Island; Hugo Prell, Bremen, selection machines take longer for Kansas; Joe Zwiener, Columbus; the customer to make his selection | Jerry Witt, Omaha, and Warren and longer for the servicemen to Tunis, Omaha. change records."

(Continued on page 91) cago meeting of that group.

ROUTE WINDS 3,000 MILES THRU CANADA

TORONTO-Probably the longest juke box route on the continent is that of Arnold Weiss, of Fort William, Ont., who has to travel 3,000 miles every three weeks to cover his 50-unit route.

In programming records Weiss has to keep an eye to the future because he must always be ahead of the popularity peak of any tune. To meet this challenge, Weiss pays close attention to the tunes played by U. S. disk jockeys, which have a strong influence on his customers.

Weiss, who has been in the business just four years, has a route consisting wholly of 200-selection machines set on dime play. Service calls are picked up by ham radio operators or radio servicemen along his route.

Nebraska Guild Skeds Lincoln Meet Dec. 15-16

Guild of Nebraska meets at the up more than double and yet the Capitol Hotel here December 15 operators still get only a nickel a and 16.

evening with a social hour and dinner with entertainment. Sunday afternoon's meeting will be followed by a banquet and more entertainment Sunday night. Door prizes will be awarded at the close been made years ago." of the evening.

Dick and Eleanor Taylor wil act as hosts for the meet.

The board of directors of the dime play. So we had to go back to Music Guild will hold a preliminary meeting December 15, also at the Hotel Capitol. Officers and direc-The time factor on modern pho- tors include Ted Nichols, presi-

Ted Nichols and Howard Ellis, In respect to commission read- members of the board of directors justments, Roy Small, conciliator of the Music Operators of Amerof UMO, noted that "A 30-70 per ica, will report on the recent Chi-

LINCOLN, Neb .-- The Music cents. All operating costs have gone

The program begins on Saturday

have been at the tail end of getting your fair share of returns on an investment for too long. The con-Edward Wilcox, owner of Baker Music Company at Pine Bluff,

(Continued on page 91) Miller-Newmark Hosts AMI Music Service Schools DETROIT--AMI, Inc., service

personnel took to the road late last month for a series of evening meetings with music operators and servicemen in the Detroit area served by the Miller-Newmark Distributing Company. Miller-Newmark is AMI distributor for the Lower Michigan territory.

The evening schedule enabled music men to participate in sessions on the operation and maintenance of the AMI G-200 model, without disrupting their daily work in the office or shop.

Miller-Newmark personnel from the Detroit office attending were Maurice Tophan, Arthur Hebert, Lee Morse, Ted Donovan and Ray

Class sessions were directed by terms of a new ordinance passed did not merit running the machines Clifford Bitting, of AMI, assisted by last week by the Boston City on Sunday, most operators did so Eric Dyer, Midwest district sales because of competition. Many used representative, and Monte West,

> Operators and servicemen attending were Fred Zemke, Ann Arbor; Fred Lewis, Dearborn; Wil-At the lowest rate, this would liam Campbell, Detroit; Frank Cooperative Sales, Detroit; Lo-A highly confused situation was velle Menzie and J. R. Ashmore, (Continued on page 91) Music Service, Detroit.

New Boston Tax Bill Hits Juke, Game Ops

who work on a seven-day basis yearly basis for \$50 apiece. here will now be required to pay \$160 per machine per year under

were pinball machines, which went ably. \$50 fee for using a radio or tele- mean that operators, who also pay Koitek, Fireside Music, Detroit; vision set in a public place.

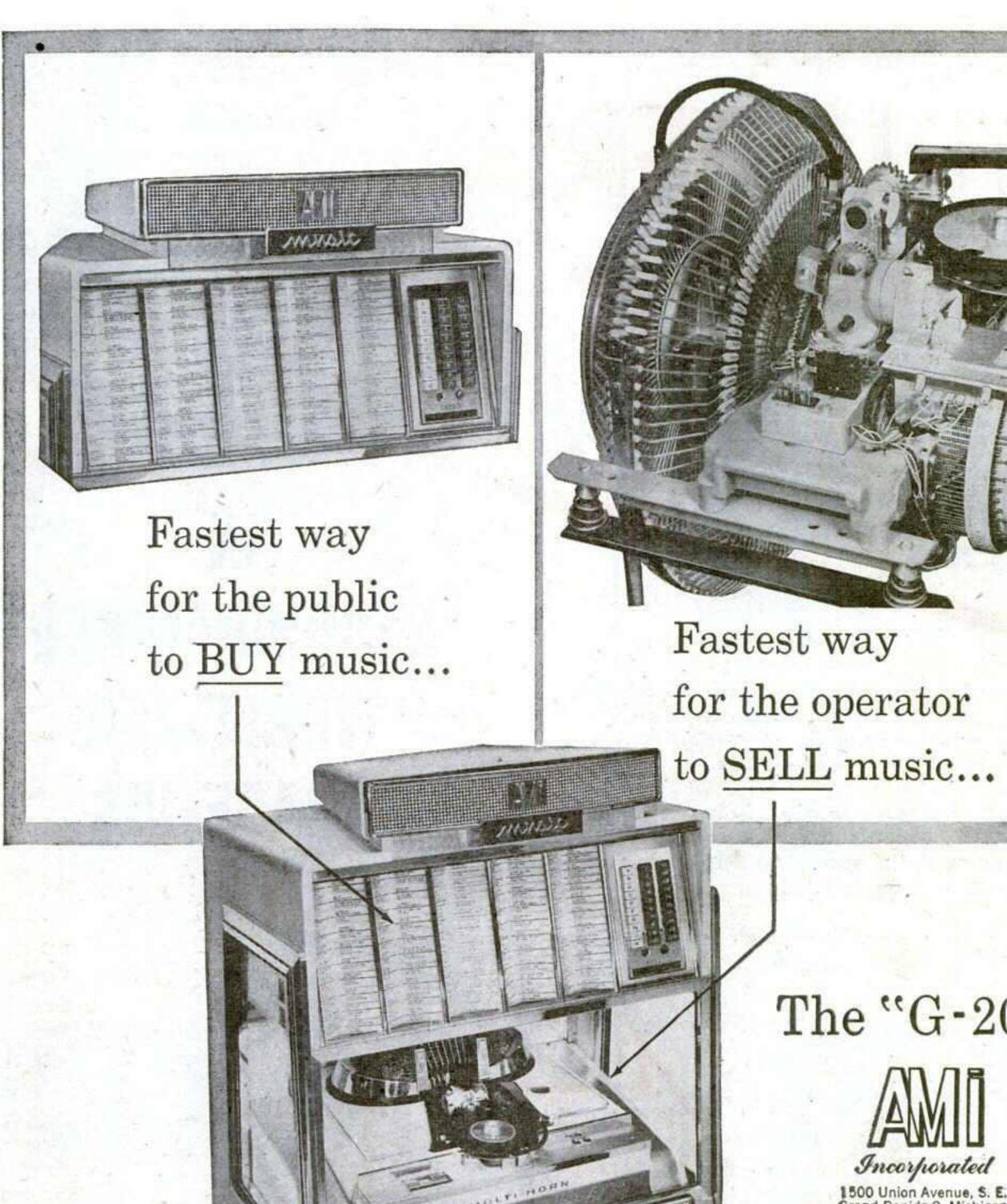
but a Sunday license cost \$2 per Competition is the force that has Sunday to the State and \$2 to the

BOSTON-Juke box operators city. This could be bought on a

Annual Fee

While business in many cases This was part of an over-all move the annual fee system, but some field service engineer. the field of entertainment. Also hit which boosted the figure consider-

a \$10 federal tax, would now have John Wagner, Wagner Music, Dear-Everett I. Watson, Ray Music | Hardest hit in the long list of to kick in to the tune of \$160 per born; Arthur Westin, Wess Music,



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Originator of the automatic selective Juke box in 1927



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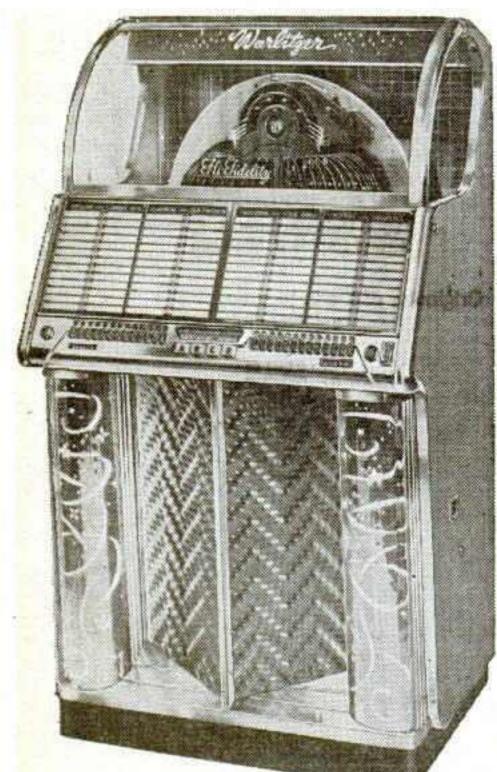
ONLY YOUR WURLITZER DISTRIBUTOR GUARANTEES USED WURLITZER PHONOGRAPHS WITH GENUINE WURLITZER PARTS - COMPLETELY RECONDITIONED - BY FACTORY TRAINED MECHANICS.

EVERY ONE OF HIS BLUE RIBBON BUYS OF LATE MODEL WURLITZER PHONOGRAPHS HAS BEEN SKILL-FULLY CHECKED AND SERVICED AND WILL PROVE A CONTINUOUS MONEY-MAKER.

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USED WURLITZER MODEL 1700

FEATURING THE FAMED CAROUSEL MECHANISM WITH 104 SELECTIONS. A REAL MONEY-MAKER

WODEL 1800

THE PHONOGRAPH MOST
IN DEMAND ON THE
USED MARKET TODAY

And many other Desirable Buys,

EXCELLENT CONDITION, PRICED TO SELL

THE RUDOLPH WURLITZER COMPANY

North Tonawanda, New York

COINMEN YOU KNOW

Milwaukee

Leo Krenz, service manager for United, Inc., is due to walk down the aisle with his bride December 15. Marking his 13th wedding anniversary on November 30 will be Woody Johnson, road salesman for United, Inc.

Shopping for the disk needs at Barney Kuehn's Music Mart one-stopper last week were Mike Bosanac, a newcomer to the music field; Fred Braun, Oconomowoc, and Harry Gromacki, of Milwaukee. Top operator favorites last week, according to Barney Kuehn, were "Singing the Blues," by Guy Mitchell, and Giselle Mackenzie's "Star You Wished Upon."

Alice Antezak, disk buyer for Banaco Music, admitted to another birthday last week. Lawrence Welk's "Champagne Time" is doing good business on the Banaco juke boxes, she notes.

Arnie Cutter was the only one of the trio of Hilltop Coin Machine Company routemen to bring home a deer on their recent hunting foray up north. Ken Kulow reports that the Avenue Arcade has been a bustling place during the last few weeks. School vacation during the Thanksgiving holiday, plus crowds of downtown Christmas shoppers are jamming the place.

See Op Need for Dime, 60%

Continued from page 88

cent split really comes out 50-50 only way the operator can survivebecause of the expense the operator is to increase the commission rate.' has which is so much greater than the location owner's expense."

Company, enlarged on this point: 60 per cent commission, proving "Under the rising costs of music that it can be done. This percentage equipment today, a revision of commission rates is in order. A lo- about 1940, Rothis said, and is in cation owner receiving 50 per cent effect today in about 70 per cent is actualyy receiving a far greater of his locations. Rothis' locations portion-probably 60 per cent. A revision is necessary for the sur- usually has wallbox installations. vival of the operator.

"I have made revisions. On the greater part of my route the rate the idea to locations," he said. "! is now 60 per cent commission, give the locations good equipment with minimum guarantees. The and good service, and I expect to ideal way is for the operator to make a little more money because take his expense off of the top first, of the extra care taken." A policy for record cost and service, before of friendly contacts and salesman-

Location Saves Costs owner has only a 2-cent-a-day expense for operating a juke box-the

pense. Carlson made the important

"The equitable solution—and the missions."

Rothis Music Company provides the capsule case history of a com-Sam Willens, Willens Music pany that has been quietly getting arrangement has prevailed since are mostly restaurants, where he

Stresses Salesmanship

"I have little difficulty in selling he starts to figure his percentage. ship helps to create a situation in which the location owner under-UMO president, Edward L. Carl- stands operator problems and the son, explained that "the location need for the higher commission

Jeffrey summed up the view of cost of electricity. But the operator most Detroit operators: "The 50has an expense of at least 10 per 50 commission is not satisfactorycent of grosses on record cost, and we have the investment and the in addition, needle costs of at least service costs-and the merchant 1 per cent, plus service call ex- really gives only some space in which he cannot even put a table.

"At 50-50 per cent, we are not point that "The location owner even partners. The ideal solution must be made to see that the op- is probably 30-70 per cent, because formance royalty exemption is the erator is saving him a very substan- of increased costs. If the operator tial investment for equipment- went out of business, and the loca-\$1,500 for a machine, plus the cost | tion owner had to buy his own maof wallboxes, amplifiers and speak- chine, he couldn't afford one. Very ers. In addition he would have to few operators can show a 20 per royalty formula? Finally, should assume a high record and service cent gross profit before taxes. Net cost if he bought his own ma- receipts are the important figures, rather than nickels, dimes or com-

New Tax Bill Hits Boston Ops

Continued from page 88

in evidence among members of the music business who had been taken somewhat by surprise. No copies of the ordinance could be obtained and councilmen were not available

for comment. The announcement a few months ago that a hefty fee was in store for the operators had brought action from the Music Operators' Association of Massachusetts. A delegation went to the councilmen, who suggested that the operators consider a compromise amount. A fee of \$20 with the proviso that the city drop its \$2 Sunday fee was suggested, and there the matter rested for several weeks.

Without warning, the bill was introduced on the council floor, signed and sealed without anyone in the music industry being aware last March by Mayor John B.

of what had happened. One reason for the confusion was that the \$50 juke box, radio amendments to the parent entertainment bill which set a \$100 fee for night clubs, with various categories for size and number of entertainers.

Most operators took a despondent view of the new tax, since it was pointed out that it was in every way prohibitive to profitable operation. The average take for the operator in music machines in the Hub was said to be about \$10 or \$11 and with a further slice for the new levy, many despaired of doing much business in Boston.

The MOAM had tentative plans to fight the measure, since it was feared that other cities and towns might get ideas from the Boston move. A general meeting was being arranged to which non-members were invited to map a plan of action.

city fees developed from a plea Juke play is the "only exception" Hynes for a new source of revenue is "played for profit." The 1909 to save the city from bankruptcy. Copyright Law exemption was At that time he had asked for based on the outmoded "Penny and television fee was one of many boosts totaling some \$300,000. So Parlor" concept, which admitted enthusiastic have the politicians advertising value for juke boxes, now become that it appears that whereas "excessive" present juke the city will benefit by between play may shorten the life" of a \$1.3 milion and \$2 million if all song. Librarian of Congress, Mum- part in the national Wurlitzer disof the new levies hold up.

Dist. Shows Rock-Ola 200

LOS ANGELES -- Approximately 300 music operators turned out for the showing of the new 200 selection Rock-Ola phonograph at the Paul Laymon Company here last Sunday (4), with Laymon, president of the distributing company that bears his name, reporting the sale of the firm's initial shipment of 20 machines.

Operators and their guests were entertained and dined at the event hosted by Mr. and Mrs. Laymon, General Manager Ed Wilkes, Charlie Daniels, Jimmy Wilkins and other members of the Laymon staff.

Recording talent on hand in-(Dot), the Collins Kids and Johnny Bond (Columbia).

Neutral Note

Continued from page 88

may influence the music operators to join in an attempt to "reconcile our differences." He hopes for a meeting to be held before January 1, 1957. No official reaction from the juke box interests to the Subcommittee report itself will be made public "until they have seen the document," according to Washington juke box representative, John Floberg.

Without coming to any conclusions, the Subcommittee report says the answer to the basic question of exemption repeal must be based on these considerations: Whether the repeal would be "seriously injurious to manufacturers and operators of jukeboxes"; whether the payment of the manufacturing royalty should exempt the operator from a performance royalty. It also asks whether juke play should incur royalty payment if it "popularizes" music and record; and finally, what weight should be given to the claim that juke exemption should be kept because "part of the royalty money may be paid to some prosperous writers and publishers?"

Reasonable Royalty?

on that one, repeal of juke peranswer, the Subcommittee asks further: "What would be a 'reasonable royalty' for juke operator to pay, and should the statute fix the there be a provision in the bill exempting the owner of the location from the performance royalty payment (when no admission is charged)?"

Included in the report is a summary of the traditional arguments of composer and juke box interests, as presented at the Subcommittee's informal hearing last February. In addition to industry point of view are statements advocating repeal of the exemption from Quincy Mumford, Librarian of Congress, and a State Department spokesman. Justice Department, also queried, remained neutral about the Kilgore Bill, but said an antitake any question of fairness of royalty payment to court, should the exemption be repealed.

The report summarizes the prorepeal arguments of ASCAP, BMI, SESAC, Songwriter's Protective Association, Music Publishers Asto performance royalty when music ford, and the State Department tributors meeting there.

Hot Spring Ops Go Dime

Continued from page 88

mons urged it in a talk there to operators. Wilcox told of the progress and increases in collections operators in the Pine Bluff area had had since the conversion. "Dime play is here to stay," he concluded.

"Dime play is really catching on fast in Arkansas," said Sammons. "It began six months ago in Eastern Arkansas. A group of operators there made the conversion patterned after what Memphis operators did in making the changeover a year and a half ago.

"Little Rock got started three months ago, then was followed by Pine Bluff. Now that Hot Springs cluded Les Baxter (Capitol), the is going to dime play, it is only a Squires (Dootone), Sonny Knight | matter of time until the next county and the next make the change. In time all of Arkansas will be on dime play."

> The majority of music operators in the Mid-South are on dime play. More and more are converting every month. Sammons said he is talking to operators in the Arkansas and Mississippi cities on his weekly travels contacting operators. All express interest in dime play, if they are not already on it, Sammons reported, and are only waiting for leadership and organization to put it over.

> Sammons was invited to address the Hot Springs operators by the operators themselves. Operators present included Dub Lewis, owner of Lewis Novelty Company; Earl Gill, owner of Gill Amusement Company; Bom Marks, vice-president of Phil Marks Music Company; Rocky Jennings, owner of Jennings Amusement Company; Duane Faull, owner of Faull Amusement Company, and Ellis Agree and Truman Agree, of Big Three Amusement Company.

said SNAFU results in international copyright, since no other country allows juke play the performance royalty exemption. Mumford added that juke royalty exemption is an "obsolete copyright anomaly" which needs correction.

Argument for retention of juke When the industry has chewed exemption by spokesmen for Automatic Phonograph Manufacturers, National License Beverage Association, MOA, Record Industry Association of America, and American Hotel Association claimed that the Copyright Act exemption serves the "intended purpose" of aiding small business men, and that repeal would be a betrayal of small business investors in juke boxes, who relied on the exemption. Royalty benefits would go to only a "few giant music publishing firms and a few songwriters." Also, juke operators already pay machine royalty, and additional fee would "shrink" the industry and ultimately mean advertising loss to the composer.

Also against repeal, the Record Industry Association said juke play is a combination of composer, performer and machine-and the composer should not be singled out for extra royalty. In general, opponents of repeal condemned S 590 trust decree involving ASCAP for not setting out any specific would entitled juke box interests to royalty rate, or determining who should pay it.

The holiday spirit has begun to pervade tavern and restaurant locations, reports Mr. Ray Lax. Musociation, and National Music sic route receipts are showing The big increase in all types of Council with these main points: steady climbs. Action on the distributor level has tapered off a bit, according to a report from Woody Johnson, United, Inc. Sales of Arcade equipment has begun to show gratifying promise in recent weeks, however, he adds.

Harry Jacobs Jr. and wife journeved to Buffalo last week to take

Hot Springs is a nationally famous resort city in hilly country 50 miles from Little Rock. With tremendous tourist trade, the operators do a large business-perhaps more than any Arkansas city. Another attraction which spurts their business in season is the horse race





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U. S. House Subcommittee Hears Gottlieb Rake Proposed Pin Law

Mfr. Says Forand Bill's \$25 Tax Category Would Curtail Five-Ball Novelty Market

ment machine industry came in for right of free replay "obviously canits share of Congressional attention | not compete with a machine which last week when the House Ways redeems such replays for value," heard one manufacturer of pinball be "highly detrimental" to his commachines turn thumbs down on a pany, he added, "even tho it proposed third tax category for would not affect classification of pinballs.

Alvin J. Gottlieb, treasurer of D. subcommittee that the new cate-(D., R.I.), omnibus excise tax bill-

available market.

The proposed amendment in H.R. 12298 would set up a third tax category for pinballs, making it possible for machines offering prizes of non-redeemable merchandise with a retail value not in excess of \$5 to be taxed at \$25 yearly, instead of the current \$250. (The Billboard, November 17.)

Gottlieb told the Congressional tax probers that his machines are possible for machines offering equipped with flipper devices which inject a "predominant element of skill in the play" and award right of free replay for high scores attained. "Under no circumstances," he said, "is the number of free games awarded to a player permanently recorded by the machine and it is not intended to have local operation. the free replays redeemed in cash, merchandise, premiums or other value by owners of the premises." Gottlieb said his firm is "in agreement" with general public policy and Internal Revenue's position that "such free play redemption constitutes gaming" and does not make its amusement machines for that purpose.

Cites Replay Issue According to Gottlieb, the new category would remove machines containing the element of chance from the \$250 category "where they rightfully belong" and would result in more location owners being attracted to \$25 gaming devices. Gottlieb's machines, having

NCMDA Polls Distribs on **Exfra Lines**

CHICAGO --- Members of the National Coin Machine Distributors' Association were polled recently on "possible profit-making lines" which serve them as a supplementary source of income to their game and juke box lines.

Vending equipment is handled city. by 16 out of 27 distributors re-

porting in the poll.

lawn mowers.

Loan offices are operated by 9 out of 27. Premiums are handled by 6 out of the 27. Five members reported operating record onestops. Six sell hi-fi coin equipment. Three handle radio and tube testing equipment.

Other lines reported by the 27 members reporting in the poll includes sound equipment, air conditioners, cooling towers, pumps, fans, blowers, gas heaters and

Still other lines include television and appliances, restaurant and bar equipment, electric hand ly approved for local operation, it

WASHINGTON --- The amuse- only the immediate and unrecorded the machines.

> make a "continuing check" to see less than \$5 is awarded.

The subcommittee also heard vender. Robert Poffel, a Baltimore coin machine operator, call for reclassification of his machines, which Inand Means excise tax subcommittee he said. Proposed legislation would ternal Revenue currently holds subject to the \$250 tax on gaming coin rejector and coin return. Coins devices. Poffel told the probers that the machines are entirely different from gaming devices as to Gottlieb pointed out that en- "character and method of opera-Cottlieb & Company, told the forcement of the amendment would tion" and with respect to "the be "virtually impossible" because degree of financial return" to the gory-part of Rep. Aime Forand's Internal Revenue would have to owner of the machines. He asked that they be classified as amusewould "seriously curtail" their that only merchandise of a value ment devices and be taxed at the \$10 rate.

Target-Bowlers Stir Chi Legal Wrangle

United Model OK'd by Panel for City Play; Court Injunction Aids Exhibit

By KEN KNAUF

CHICAGO — A legal hub-bub arose here last week, culminating game manufacturers' efforts to have the city approve the new crop of target-bowling games for

Initially, manufacturers were stopped flat by the Chicago Game Panel, which rules on each new model introduced for operation in Chicago.

This week, however, the following developments occurred:

1. United Manufacturing Company's Bowling Alley, 14-foot game which has players rolling balls at fly-away pins, was approved for operation in the city by the Game

First Coin Machine Exchange. acting to have Exhibit Supply Company's Ringer Ball game approved for local locations, was granted a temporary injunction against city interference, permitting the game to go out on locations. The injunction was granted by Judge Charles S. Dougherty, Circuit Court.

3. Other manufacturers are expected to sue the city for an injunction permitting operation of similar type games here, if their models are not approved by the Game Panel.

Bagatelle Ordinance Cited

The Exhibit model has players throwing balls thru the air at hole targets at the scoreboard end of the game. The court acknowledged that the game does not fall in question relates only to slot maunder the Bagatelle Ordinance chines. which has in the past been interpreted as banning games played with a ball from operation in the Howard E. Hatch, owner and oper- shipped last week by Chicago

Sam Lewis, Exhibit Supply president, said that if the city does not machine without having the \$250 ultimately grant licenses for the stamp. game, proceedings for a permanent injunction would be made. He said, however, that the temporary injunction is sufficient to permit operation of the games in the city

at this time. Chicago Coin Machine Company and Williams Manufacturing Company, two other manufacturers of target-bowling type games, have Buys McPherson thus far not received an okay from the Game Panel for operation of

their models in the city. Should such models be ultimatedryers, wholesale records, portable | would have a decided effect on the island display and background success of these type of games on Kwik Koin changer, an automatic the national market. Since the

success of the coin-operated pool games, no new type game has succeeded in establishing itself as a solid location favorite thruout the country. Chicago approval of the target-bowling games would do much to boost national trade approval of these games.

The office of the Corporation

Dougherty.

Marvel Intros Horoscope Unit

CHICAGO — Marvel Manufacturing Company shipped last week a new Lucky Horoscope ticket

The machine dispenses numbered horoscope tickets, and is available with 5, 10 or 25-cent coin chute. The unit has a National are returned when machine is empty.

The Lucky Horoscope holds 1,000 tickets. Horoscope is printed on the ticket, along with a number. Machine size is 151/2 by 71/4 by 51/2 inches. Shipping weight per machine is 17 pounds.

Williams Appoints Seaboard Distrib For East Areas

CHICAGO -- Sam Stern, Williams Manufacturing Company executive vice-president, last week announced the appointment of Seaboard New York Corporation as distributors in three Eastern territories.

The New York area will be handled from Seaboard offices in New York. Connecticut will be covered by the Seaboard office in East Hartford, Conn. Northern New Jersey will be handled by the Seaboard office in Newark, N. J.

Seaboard New York, a division Counsel was expected to file a of Atlantic New York Corporation, petition this week to vacate the will handle the full Williams line injunction granted by Judge of coin-operated amusement equip-

Gottlieb Bows Rainbow, New

CHICAGO-Rainbow, a new single player five-ball pin game with a color scheme that does justice to its name, was shipped to distributors last week by D. Gottlieb & Company.

Rainbow, according to Judd Weinberg, is the first Gottlieb game to be equipped with a National slug rejector.

The playfield features a string of roll-over switches at the top, ball bumpers below the roll-overs and below the bumpers, three high score ball holes. These holes light automatically and score specials when "rainbow" is completed.

Two button-operated flipper buttons shoot balls back up the playfield for added action. Roll-over switches serves as ball targets.

Distributors in town for conventions over the past few weeks have viewed the game on display at Cottlieb headquarters.

Williams Ships Roll-A-Ball, 6-Player Game

CHICAGO-Roll-A-Ball, a new six-player target-bowling game. was shipped to distibutors last week by Williams Manufacturing Company.

Roll-A-Ball is available in regular or match play models, equipped with a National slug rejector coin chute and a de luxe-type cabinet. The game has a unbreakable plexiglass front.

The game is assembled in boltedtogether sections, according to Art Weinand, sales manager, thus there are no legs to be attached.

Players have scores registered dismissed a case charging a pinball "for amusement only" was estab- automatically, and make single, operator of making awards to play- lished here recently by Common double or triple scores by rolling balls into score holes. Extra balls Ruling that two pinballs confis- are awarded players making high

Pins Get Legal Lift In La., Ohio Courts

NEW ORLEANS—Federal District Judge J. Skelly Wright has ledo ordinance of pinballs operated ers without buying the federal Pleas Judge Tom D. Stahl. \$250 tax stamp.

The decision was based on the previous action of the United States Court of Appeals for the seventh circuit in Chicago, which ruled that pinballs are not included in the \$250 tax category of the current Internal Revenue code.

In the Chicago case the appeals court ruled that pinballs are only subject to the government's \$10 stamp for coin-operated amusement devices and that the statute

Wright dismissed a case charging ern and similar locations was golf. ator of a Baton Rouge restaurant, Emco Corporation. with making payoffs on a pinball

burn Many said that a number of play. cases involving the nonpayment of the \$250 tax are pending in Louisi-

Future Products Coin Change Mfg.

PORTLAND, Oregon - Mc-Pherson Manufacturing Company, Tacoma, Wash., manufacturer of balls at a ball hole at the far end. new game to further this desire."

TOLEDO—Legality under To-

cated by Toledo authorities did not scores. violate the Toledo ordinance, Judge Roll-A-Ball is the first target-Stahl said that similarly operated bowling game to go into production

(Continued on page 95) at Williams.

Emco Ships Skill Golf, Compact Putting Game

The eight by two-foot game is equipped with an A.B.T. coin way supports the weight of the chute set for dime play. One or player so that shots can be easily United States Attorney M. Hep- two players can take part in the followed up. A 27-inch backboard

> When one player inserts a dime, ball hole. six golf balls are automatically delivered via a chute at the putting end. Three balls are white, fairway as desired. three colored, so that two players can compete in one game if de-

ball markers to begin play. Using regulation putters which are standard equipment with the game, growing sport in popularity in players then take turns putting

(Continued on page 99) on first shot, he follows up with line of coin-operated pool games.

CHICAGO - The first coin- another shot, as in an actual golf operated golf putting game built situation. Players strive for a low In the Louisiana case, Judge and marketed specifically for tav- number of strokes, as in regulation

> The simulated fairway is of grass matting, with side rails keeping balls on the playfield. Fairstops balls that are shot past the

> Variators placed below the fairway can be adjusted to incline the

Carl Johnson, Emco vice-president, said that the game has been thoroly tested on locations. He said Balls are teed up on six plastic the game will sell in the "low cost" bracket.

Said Johnson, "Golf is the fastest America today. We've created this

If the player does not sink a ball | Emco is also in production on a

Joe Ash says . . . ATTENTION: FOREIGN BUYERS

Make Active Your American Home I have recently remodeled my offices

and have allocated space for YOUR purchasing agent. In addition to this, as in the past, you can always depend on our sincere interest and personal assistance. . . . The entire Active staff is at your service.

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Looking forward to seeing you shortly.

Sincerely yours,

Joe Ash

AMUSEMENT MACHINES CO.

Exclusive Distribu-

tors for Wurlitzer,

D. Gottlieb & Co.

and Exhibit in S.

Jersey, Del. & E.

Penna.

666 N. Broad St. FRemont 7-4495 Phila. 30 Write or wire for prices

YOU CAN ALWAYS DEPEND ON ACTIVE-ALL WAYS

No. 1 Grade BUMPER POOL CUES, 48" \$36.00 Value.....SPECIAL PRICE.....\$28.50 per doz. Solid mahogany butts; white points with tips. You can't buy better cues.

No. 2 Grade BUMPER POOL CUES, 48" \$27.00 Value.....SPECIAL PRICE.....\$24.50 per doz. 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 ...\$25.95

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., 21/2"...Per set \$18.50
ARAMITH ROTATION POOL BALL SET, Nos. 1-10, Incl., 21/2"...Per set \$19.75
Rule cards and instruction sheets packed with each set. DELUXE CUE BALLS, 21/4" Each \$2.50

For Top Quality Bumper Pool Supplies-Every Item You Need. Write for Our Special Price List for Bumper Pool Supplies. We are as near to you as your telephone or mail box.

TERMS: 25% Deposit on C.O.D. Orders; Prepaid Orders 2% Cash Discount.

1604-06 W. LAKE ST., CHICAGO 12, ILL.

Phone: MOnroe 6-8855

BALLY



ROCK-OLA

5 BALLS

BALLS-A-POPPIN'	Write
BLONDIE	345.00
CAPRI	295.00
CROSS ROADS	65.00
SKILL POOL	45.00
LAZY CUE	
DOUBLE FEATURE	
NIFTY	
TWENTY GRAND	35.00
ARMY-NAVY	45.00
ARCADE	
CHGO, COIN TWIN PLAY	

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.

IN-LINE PINBALL GAMES

í	BALLY		
	ATLANTIC CITY\$	50.00	
13	BEACH BEAUTY	345.00	
ŀ	BEACH CLUB	60.00	
Ė	BEACH BEAUTY	60.00	
	BIG SHOW	Write	
	BRIGHT SPOT	65.00	
ľ	BROADWAY	375.00	
	DUDE RANCH	60.00	
	GAYETY	110.00	
	GAYTIME		
	HI-FI	65.00	
	KEY WEST	Write	
	MIAMI BEACH	225.00	
	NITE CLUB	435.00	
	PALM SPRINGS		
	PARADE		
	VARIETY		
	YACHT CLUB		

VARIETY	135.00
YACHT CLUB	60.00
UNITED	
MANHATTAN	125.00

TRIPLE PLAY 150.00



Distributing, Inc.

450 Massachusetts Ave. Indianapolis, Indiana MElrose 4-8468

GIVE TO DAMON RUNYON CANCER FUND

Grant Cig Tax Cut in April

WASHINGTON — Vending operators hoping for a cigarette excise tax cut may be disappointed again next year.

The House Ways and Means Excise Tax Sub-Committee last week (26) heard Dan T. Smith, special assistant to Treasury Secretary Humphrey, say that the administration "probably" will ask Congress to continue the current levies at least for another year.

Automatic 1-Cent Excise taxes on cigarettes are scheduled to drop automatically on April 1, 1957, and would be about a reduction of 1 cent a pack.

Plans for higher defense spending because of the world crisis are reportedly a factor in the proposed extension.

Rep. Herman P. Eberharter (D., Pa.), asked Smith, "Isn't it time to consider whether or not we should make them permanent?" Eberharter said it's "burdensome" extending excises from year to year. Smith replied that the administration "wants to keep alive' the hope that we can have a substantial tax reduction.

Excise taxes were raised during the Korean War and have been on a temporary basis since. Scheduled droppage April 1 would have resulted in a reported savings of \$850 million to \$900 million a year for taxpayers.

By King Kup

CHICAGO—King Kup Candies, Inc., Hershey, Pa., announced the production of two new candy bars at the NAMA show.

King Kup Peanut Butter Cups is a dime bar made up of two cups, milk chocolate coating, with peanut butter center. The candy is Reynolds wrapped, in a gold, white and red package. Packing is the standard 24 and 100 (vend packed) to case.

Coconut Cup is a nickel milk chocolate bar, with pure coconut center. It comes in a red and white wrapper. Packaging is also standard, 24 and 100 (vend packed) to case.

Announcement was also made by W. C. Pringle, sales manager of King Kup, that the firm is opening warehouses in Denver, Atlanta and Chicago, in an effort to expand distribution facilities.

NEW! 4-HOLE BUMPERLESS RACK POOL PANELS

Fifs all games. Hole in each \$29.50 corner. Reg. size, w/ rack and oversize Cue Ball. Panel

only 2-HOLE RACK POOL

PANELS With Rack and Oversize Cue Ball each

Refinished Like New

Reg. Size

\$125 Complete: NEW 4-HOLE PANEL; 4 New Cues; New 5 Red, 5 White Rotation Jumbo Balls, numbered 1-10; Set of 1-10 Peas and Plastic Pea Bottle.

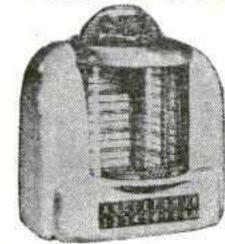
New Rotation Balls, Per Set\$1	2.50
Peas, 1 thru 10, Per Set	.65
Plastic Pea Bottles, Each	1.25
Oversize Cue Balls, Each	2.00
4) [2.2.4] 이 시민 (1.2.4] (1.2.4] (1.2.4] (1.2.4] (1.2.4] (1.2.4] (1.2.4] (1.2.4] (1.2.4] (1.2.4] (1.2.4] (1.2.4]	1.25

Get Our List, New-Used Games, All Types CHARLEY PIERI

AKLIT COIN MACH., INC.

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Seeburg 3W1 (100) WALL-O-MATICS

> (Chrome) \$59.50

* Completely Reconditioned

* New Buttons ★ Chrome Covers

SEEBURG M100C.....\$545.00 1436\$179.50 M100B.... 425.00 1434 139.50 M100A.... 225.00 1428 79.50 AMI WURLITZER E-120 \$395.00 1650 (48 sel., D-80 295.00 1400 179.50 D.40 185.00 | 1250 129.50

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In the Coin Machine Business Over 25 Years

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During the month of December we are cleaning out our entire inventory of used equipment at sensational prices. This is your opportunity to get real values.

INCLUDED IN OUR INVENTORY

- All Models of SEEBURGS, WURLITZERS, AMI'S and ROCK-OLAS
- PIN GAMES
- GUNS
- ARCADE EQUIPMENT

WRITE FOR SPECIAL YEAR END LISTS TODAY

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors.



Remember IN NEW ENGLAND IT'S TRIMOUNT

40 WALTHAM STREET BOSTON 18, MASS Tel 14 60 19 19 98



This Is Your LUCKY Day!

COIN MACHINES

5c, 10c or 25c PLAY

. . . with coin return and MATIONAL COIN REJECTOR in each chute.

EASY TO LOAD Size: 151/2" x 71/2" x 51/2" Shipping Wgt.: 17 Lbs.

WRITE FOR

DETAILS



GAME HOLDS 1,000 Numbered Tickets -with fortune and concealed number under perforation.

2845 West Fullerion Chicago 47, Illinois Tel. Dickens 2-2424

ARCADE EQUIPMENT Atomic Bomber ...\$125.00

Air Foot Ball 225.00 Auto Photo1,495.00 Bally Big Inning .. 85.00 Bally Defender ... 125.00 Balloonomat, F.S. . 345.00

Boomerang 65.00 Coon Hunt 150.00

C.C. Hockey 75.00 Champion Hockey 125.00 Chester Pollard Foot Ball 75.00 C.C. 2-Man Hockey 385.00 C.C. 4-Pl. Derby . 150.00

Dale Gun 50,00 Evans Bat-A-Score, 145.00

Flash Hockey 225.00 Ex. Hi Ball 95.00 Genco Quarterback 285.00

Baseball 275.00 Harvard Metal

Liberator 75.00 Knotty Peaks 20.00

Midget Movies 125.00 Muto, Card Vendors 50.00

Muto. Photomat .. 350.00

Prayer Write Muto. Voice

Recorder 375.00 Oracle of the Sphinx

Panorams 275.00 Pitch'm & Bat'm .. 175.00

with cards 150.00

Muto. Lord's

Genco Champion

"WE HIGHLY RECOMMEND UNITED'S NEW BOWLING ALLEY-NOW DELIVERING"

RIDES

2 Rabbit Rides ...\$250.00 3 Wild Steers ... 250.00 4 Dopey Ducks ... 250.00 20 Palomino Horses 295.00 3 Thunderboit

Horses 350.00 1 Lane's Fire

Engine 450.00 \$ Bally Space Ships 300.00

Boat 295.00 5 Merry-Go-Rounds 325.00

VENDORS

15 Ship. 2-Col. Gum, 5¢\$18.50 New 2-Col. Roll

Stamp 35.00 New 1-Col. Schirk Roll Stamp ... 25.00

KING'S ROADSIDE RIDES

consisting of one ride or complete sets of

rides. Attractive fi-

nancing available any-where in the U.S.A. WRITE FOR PRICES.

MUSIC

2 Miss America

Uni	ted Re	gula-	. Wr	ite
Uni	ted Se	lect	\$375.	.00
P	ted Si		375.	00
Bal	Y AB	C	. Wr	te
	win R			5.00
C.C.	Criss (ed	1	5.00
	10th F			5.00
Chief			11	0.00
love	de		:: 1	5.00
class	xe			5.00
eagt			12	5.00
	pie			5.00
Team	Bowl	or	12	5.00
Oth	Frame Origin		?	5.00
Senc	Shuf	fie P	ool 12	5.00
	ARETT			

LEHIGH 12-Col., NEW All Coin Combinations ...\$235.00 EASTERN ELEC-TRICS, 12 Col., New Write

Mercury, 9 Col. ...\$165.00 National 930, used. 95.00 National 950 110.00



Jales Manager



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All Phones: Tower 1-6715

Terms: 1/3 deposit with all orders, balance C.O.D.

PM Displays Cig Prod. Line

NEW YORK—A model cigarette production line, showing how cigarettes are manufactured, was the feature of the Philip Morris exhibit at the NAMA convention. The firm has shipped a machine from its Louisville factory, along with a crew of three to operate it.

Joseph F. Cullman III, executive vice-president, headed the contingent of New York officials at the show. Others were Ray Jones, vice-president in charge of sales; George Weissman, vice-president; John R. O'Connor, national sales manager, and Michael Keith, sales promotion manager.

Also on hand were G. E. Winter, Chicago regional manager, and Thomas McCollum, section sales

manager. The firm provided the entertainment following the annual NAMA grand banquet Wednesday (5). Talent included Fran Warren, Jack Russell and Maria Neglia.

Milk Mart Bulk Unit by Hord-Lynw'd

CHICAGO - The Hord-Lynwood Company, St. Louis, is showing Milk Mart 20-A, new dual selection bulk milk vender.

Vending continuously from two five-gallon cans of milk, the unit has automatic switch-over when one can empties. Either chocolate milk or fruit-flavored milk can be dispensed as the second selection.

The sirup is carried in No. 10 cans and is mixed with the milk in the cup. Automatic cut-offs are an added feature.

Priced to sell at \$868 with changer, the dimensions are 75 inches high, 28 inches wide and 25 inches deep.

Tube Tester By U-Test-M

CHICAGO - A new improved model 1180 tube tester was introduced by the U-Test-M Manufacturing Company, Milwaukee, at the National Automatic Merchandising Association convention last week.

The 1180 is a smaller version of the firm's de luxe model 1200. The junior model has no side display and the line voltage compensation feature is manually controlled, whereas it is automatic in the 1200.

Price of the 1180 is \$250 compared to \$295 for the 1200.

Aluminum

De-Greased

DISCS

Vending Aluminum Identification

- Discs Are In Demand Becauses * They Are Service Free
 - * Bring in Dimes * Regulre No Electrical Outlet

Write for Information Today





1318 N. WESTERN AVE. CHICAGO 22, ILL. . EV 4-3120

PUT NEW LIFE INTO YOUR OLD POOL GAMES WITH...

✓ 4-HOLE BUMPERLESS RACK POOL TOP (1 hole in each corner)......\$29.50

ROTATION PLAYFIELD

Above Tops are regular size and include Rack, Oversize Cue Ball and Instruction Card

Overhead Lights w/brkt.\$10.00 Anti-Warp Adjusters, set of two \$.95 Billiard Rail Brush, doz. 6.00 Cue Repair Kit 4.95 Write for complete list of parts.

MID-STATE CO. 2369 Milwaukee Ave., Chicago 47, Illinois. Dickens 2-3444

We ONLY Advertise What We Have In Stock

ORIGINAL POOL TABLE with brand new SLATE TOP \$149.50

Slate Top Only...... \$75.001

Genco 2 Player HI-FLY BASEBALL \$279.00

ACT QUICKLY—ORDER TODAY!

1/3 with order—Balance C.O.D.

Convenient Parking

Genco CHAMPION BASEBALL \$249.00

> Williams 2 Player **PICCADILLY** \$249.00

WRITE FOR COMPLETE LIST

DAVID ROSEN Exclusive AMI Dist. Ea. Pa.

855 M. BROAD STREET PHILADELPHIA, 23, PA PHONE: STEVENSON 2-2903



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Downtown Locations No Charge for Children Free Teletype Reservations

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Baton Rouge, La.s. Heldelberg. 85.59 Alari Bankhead 4.00 Selden 4.00 Triss Congress 6.00 Canton, O. . . Chicago, III., 7 Fort Hayes

WRITE FOR YOUR CREDIT CARD **Pick Hotels Corporation**

20 N. WACKER DRIVE . CHICAGO &

WHAT'S NEW IN COIN MACHINES? WHAT ARE THEY GETTING FOR USED EQUIPMENT? WHAT ARE YOUR FRIENDS IN THE BUSINESS DOING !

Find out every week is

Billboard

Order NOW at LOW Subscription Rates. Fill is and Mail Coupon Today!



The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15)

City State Zone State

EMCO

First With Sensational New

SKILL GOLF

Features

- Strong Competitive
- Appeal Location Tested
- Fast Repeat Play
- Two Regulation Golf
- One or Two Player Game

. Six Official Balls

- · Service Free
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 Size 2' W. x 8' L. x 27" H. EVERYONE WANTS TO PLAY GOLF FOR COMPLETE INFORMATION CONTACT

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53 W. Jackson Blvd. Chicago 4, Ill. Phone: HArrison 7-4343

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POOL

ARCADE

Evans SADDLE & TURF.

Gen. SKY ROCKET 275

Lane MERRY-GO-ROUND 315 Deco ROCKET PATROL. 195

Exhibit JET GUN ..

Cottlieb RAINBOW

Gottlieb AUTO RACES

Genco SKILL BALL

Exhibit SIX SHOOTER

United JUNGLE GUN ...

DIX. BANK POOL\$50

DIX. BANK LITE-UP POOL 75

SR. BANK LITE-UP POOL SS

SR. BANK POOL 65

Keeney FLICKER 95

Ex. SUPER STAR 95

SHAVE

SHUFFLE

United DEL. SUPER BONUS ...\$295

Chicago Coin BLINKER 295

Chicago Coin HOLLYWOOD 250

Chicago Coin THUNDERBOLT .. 195

Chicago Coin BOWLING TEAM.. 195

Chicago Coin CRISS CROSS 125

SURF CLUB 85 PALM SPRINGS 70

DUDE RANCH 75

SOUTH SEAS 325

STARDUST 285

STARLET 225 TRIPLE PLAY 163

Bally KEY WEST

United BRAZIL

Gottlieb FAIR LADY

WORLD

BINGO

GAMES

United CLASSIC \$65 United CLOVER. 55

to the Best-WORLD WIDE!

For Sale

WRITE FOR Large Quantity of SEEBURG V-200's

PRICE

& K DISTRIBUTING CO. 808 N. BROAD ST. PHILADELPHIA 30, PA.

EXCLUSIVE FACTORY DISTRIBUTORS AMI - CHICAGO COIN - GENCO-EXHIBIT

Bally Variety	95.00	Big Top Sky Gunner	BINGOS Un. Caravan \$350.00 Bally Night Club \$450.00 Bally Gaytime \$195.00 Bally Big Time \$250.00
C.C. Advance	Write Write Write 235.00 195.00 145.00 110.00	C.C. Championship Bowler Bally ABC United Regulation C.C. Triple Strike	Bally Variety
C.C. Steam Shovel (New)	95.00 110.00 Write 195.00 235.00 110.00 75.00	C.C. Advance C.C. Criss Cross Bowler C.C. Miami Shuffle Un. Lightning Un. Clipper Un. Rainbow	Genco Quarterback (New) \$275.00 C.C. Steam Shovel (New) Write Wms. Crane Write Cross Country 295.00 Sidewalk Engineer 175.00

when answering ads . . .

Say You Saw It in The Billboard

COIN MACHINE EXCHANGE INC

2423 Payne Ave. Cleveland 14, Ohio SUperior 1

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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.

RATE: 20¢ a word-Minimum \$4.00. CASH WITH ORDER

DISPLAY CLASSIFIED ADS Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATES: \$1.00 a line-\$14.00 per Inch. CASH WITH ORDER Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Parts, Supplies & Services

MULTAKOLOR - 1 COAT GIVES 2 OR more colors; it's amazing; ideal finish on shuffle alleys, cigarette machines, rides, pool games, any type of vending machines. Write for free color card of 30 combinations. Penna. Lacquer Center, 145 N. 4th St., Phila 6, Pa. Att. Harry Griver.

STAMP FOLDERS DIRECT FROM MANUfacturer, unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. Locust

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, Wat-ling Scales, Whites Latex and Comb Vendor, Superior 5¢ Gum Machines, Write for in-formation and prices.

TEXAS ASSOCIATED ENTERPRISES P. O. Box 1068 Amarillo, Texas

FOR SALE—CLEAN AND READY FOR LOcation. Telequiz, \$60; Sidewalk Engineer, \$89.50; Fist Striker, \$60. Half deposit with order. Roger Caudle, 1602 Trogdon St., Greensboro, N. C.

FOR SALE—WHISPER TONE HOSPITAL Radios, used, 10e for one hour; underpillow Speakers, \$17.50 each; Stands with lamp shades, \$5 each. Miller Newmark Distributing Co., 42 Fairbanks, Grand Rapids, Michigan.

Pennsylvania.

WANTED—COUNTER JUKE BOXES, MUsic-Mites or S-Ristaucrats, give prices and condition in letter. Leon Miller, Box 7, Warsaw, N. C.

arts, Supplies & Services

FOR SALE—12 SEEBURG NON-CHROME

100 Wall-O-Matic Wall Boxes in good operating condition complete with 2 keys and
bar brackets. Unit price \$55; lot price \$600.

1/3 deposit with order. George F. Rhodes,
106 W. Peter St., Uniontown, Pa. del5

MASTER PENNY NOVELTY VENDERS AT giveaway price. Good condition. Act quick while supply lasts. Harold Carlock, Johnson City, Tenn.

TWELVE VICTOR ONE CENT TOPPERS in good condition. One hundred dollars. Cy Hudson, 1319 Summit Ave., Richmond,

VENDING MACHINES—PARTS, ALL SUP-plies, Ball Gum, all sizes, 1¢ Tab Gum, 5¢ Package Gum, Spanish Nuts, Virginia's Red Skins, small Cashews, small Almonds, Mixed Nuts, all in vacuum pack or bulk; Panned Candies, 1 Hersheys, 320 or 520 ct. Candy Coated Gum Leaflets, Coin Wrap-pers, Stamp Folders, Sanitary Napkins, Route Cards, Charms, Capsules, Cast Iron Stands, Wall Brackets, Retractable Ball Point Pens, new and used Venders. Write for prices and order blank. King & Co., Northwestern Distributors, 2700 West Lake St., Chicago 12, Ill. de29

1700's, \$475; 1800's, \$800 ea.; new Golf Game, \$250 ea.; 30 Hot Nut Machines, \$750; Q-Ball Pool, \$60. ABC Coin Machine Co., 3124 S. Flores St., San Antonio, Tex.

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 VEND-ing machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

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-tin

• Continued from page 92

machines are not illegal under the ordinance.

into the constitutionality of the current Toledo anti-pinball code. He said the code was simply a measure to regulate pinball machines if they are used as "gambling devices.'

The ordinance bans pinballs that register or can be made to register odds or scores entitling players to cash, free plays or other privileges.

The judge denied a permanent injunction, however, against further confiscation and dissolved a temporary injunction. The injunctive proceeding was merely a side issue, he said.

Natl. Vendors

Continued from page 81

vended; single coin insert for both mechanisms; all manual coin register offering two or three price vending in any combination (prices do not have to be in nickel steps in sequence); nickel, dime and quarter coins in any combination accepted from 15 to 60 cents. All

36 inches wide, 16 inches deep.

Elect NAMA Slate

Continued from page 81

Sales Company, Milwaukee, treas-

Election of all the officers to succeed themselves was to give them an opportunity to continue an administration which has been beneficial to the growth of NAMA.

ATTENTION!! --FLORIDA ARCADE OPERATORS!!

5,000 sq. ft. available in amusement park on Boardwalk, Daytona Beach, Fla. Excellent opportunity for man who can FOREST AMUSEMENT PARK, INC.

31 North Atlantic Ave. Daytona Beach, Fla.

Toledo Pin Lift

Judge Stahl's opinion did not go

The city of Toledo was reported considering an appeal of Judge Stahl's decision.

actual display of merchandise columns are flat with no split type.

The cabinet is 50 inches high,

WANT BUY!

- - HUNTER
 - GUNSMOKE
 - LATE MUSIC

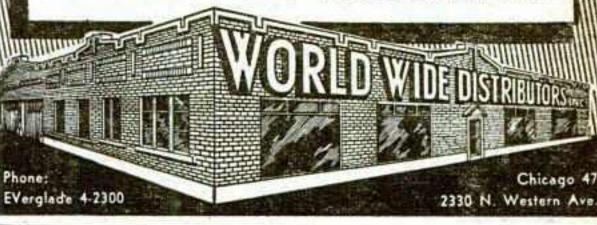
TWIN BILL 145
LOVELY LUCY 125 C.C. CAPRI Wms. RACE THE CLOCK 2-PL, TOURNAMENT 245 2-PL. MARATHON 2-PL. GLADIATOR 295 4-PL. SCOREBOARD 295 4-PL. REGISTER (NEW) .. WRITE

5-BALL GAMES

HARBOR LITES 210

WISHING WELL 165 SOUTHERN BELLE 155

FRONTIERSMAN



United 14-FT. BOWLING ALLEY

Bally BALLS-A-POPPIN

United PIRATE GUN

Immediate Shipment!

GIVE TO DAMON RUNYON CANCER FUND

ENGLAND OPERATORS-LOOK! NEW

NEW BALLY BALLS-A-POPPIN'

BALLY KEY WEST ABC-CONGRESS BOWLERS

CHICAGO COIN SKI-BOWL FLAY

EXHIBIT RINGER BELL

SEND FOR BIG BRAND NEW EXPORT 1 CATALOG ..

YEAR-END CLEARANCE SALE!

PRICES SLASHED—Terrific Buys—Write or Call! ARCADE

EXHIBIT TREASURE COVE EXHIBIT SPORTLAND EXHIBIT "500" EXHIBIT SHOOTING GALLERY

WILLIAMS 4 BAGGER MIDGET MOVIES (with film) GENCO QUARTERBACK GENCO CHAMPION BASEBALL UNITED SUPER SLUGGER

LARGE STOCK OF

KIDDIE RIDES SHUFFLE ALLEYS BINGOS POOL TABLES





SEEBURG V200 LIKE NEW Phone | AMI D-80 AMI G200 LIKE NEW Phone ROCK-OLA 1448 AMI F-120\$395 ROCK-OLA 1438 AMI E-80 385 ROCK-OLA 1432 125

298 Lincoln St., Allston 34, Mass.

Algonquin 4-4040

Exclusive distributors for

WURLITZER—BALLY—EXHIBIT—CHICAGO





COIN MACHINES

DISTRIBUTING, INC.

Big Time \$215.00 | Caravan \$325.00

Gaytime 165.00 Stardust 250.00

Mutos. Photoma-Miami Beach . 195.00 tic Pre-War. 125.00

ROCK-OLA DISTRIBUTORS

Ask For Ben Mackie or Harold Hoffman

3726 KESSEN AVE. CINCINNATI O.

BRAND

NEW

SPECIAL

SUPPLIES

Pool Balls \$12.00

Cloth 9.50

Pucks ... 12.00

1,000 .. 7.50

Set of 10 21/8"

Shuffle Game

Wax

Shuffle Board

Score Pads,

Playfield

Set of 8

2 or 3-hole play, Jumbo Light-Up

Bumpers and Non-Warp Play Fields.

SLATE TOPS—FINEST

QUALITY

(32"x48") games \$65.00

for regulation size

Latest models. Newest features.

MOntana 1-5004

BOWLERS

Speedlanes \$275.00

American 225.00

Century 195.00 Diamonds 160.00

Carnival 85.00 Ten Player 70.00

Targetta\$145.00

KEENEY

UNITED

GENCO

? ? ? CHRISTMAS SHOPPING ? ?

SHUFFLEBOARD

SCOREBOARDS

Reconditioned Like New

Wall Type\$ 45 Overhead Model ... 95 Electric Scoring

POOL TABLE

Keeney Arcade\$125 Chi Coin Automatic

Pool 115 Chi Coin Hooligan

Pool 115

Cue Sticks. Ea.\$2.50

Chalk, Gr. 3.50

cue ball

GIVE LOCATION OWNER PURVEYOR RECONDITIONED GAME FOR HOME USE

REPLACEMENT TOPS

4-HOLE BUMPERLESS RACK

POOL TOPS, 1 hole in

each corner, regular size

w/rack, oversize

New Self-Brew

Continued from page 81

up is used. A chocolate selection is also offered, as is "portion control" cream and sugar for the coffee. It is 50 inches high, 14 inches wide, 16 inches deep.

Barvend's self-brew unit uses the whole coffee bean, which is ground prior to making each individual batch. Batches can be varied from six to 10 cup sizes and take from one and one half to two and one half minutes to brew.

The self-brew machine also features hot chocolate and a cold fruit juice as standard selections. Cabinet is 59 inches high, 24 inches wide and 23 inches deep.

Dime operation is standard on

GUNS

Genco State Fair., Write

Genco Wild West. \$295.00

Exhibit Sportland . 175.00

Seeburg Bear Gun. 145.00

Bomber 145.00 Mutos. Sky Fighter 135.00

Ex. Shoot'g Gallery 125.00

Under Sea Raider . 125.00

C.C. Pistol Pete ... 75.00

Beach

Miami

BINGOS

Broadway . \$350.00

Beauty .. 310.00

Beach ... 195,00

Big Time .. 225.00

Gay Time .. 190.00

Variety ... 125.00

Palm Springs 75.00

Ex. Space Gun

United Deluxe

Mutos, Super

Match Popl \$ 80.00 | Ex. Dale Gun 55.00

RACK POOL TOPS

all new with rack and

Regular size\$25.00

Jumbo size 35.00

oversize cue ball.

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814

Carnival

both machines.

High Commission

• Continued from page 81

formation bureau, John Hancock Mutual Life Insurance Company, Boston.

Time Problem

Berteau said that management can avoid problems brought on by automatic vending installations by using a little foresight. For example, he explained, when vending machines were first considered, management feared that the employees would spend too much time at the machines.

One of the plant unions, however, objected to limiting trips to the vending machine. But the same union had been seeking specified coffee breaks in its contract. So now the employees are granted simulmenter more and an arrangement of the manufacture of t specified coffee breaks and both labor and management are relatively happy.

Berteau now says that the manual and cart feeding system that was replaced by vending machines was a horse-and-buggy system.

Op Responsible

He added that at American Motors, responsibility for cleanliness in the vending areas rests with the operator. The firm's Kenosha plant has 7,000 hourly employees and 1,000 salaried workers and five unions with which to deal.

The panel agreed that a written contract with the operator was not important. The consensus was that if an operator was providing the service, no competitor would take the location away. If he wasn't providing the service, the 90-day cancellation clause in the contract would be put into effect.

IVI Self-Brew

late for the hot chocolate selection is also refrigerated. The machine offers a choice of soup selections using liquid ingredients.

The brewing process for coffee takes place in a stainless steel chamber. It directs water heated to 200 degrees over the coffee for each batch.

WE HAVE

WURLITZER MODEL 1800..\$840.00 WURLITER MODEL 1700.. 650.00

SEEBURG M-100-R 710.00

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ALL READY FOR LOCATION WITH A MONEY-BACK GUARANTEE

HUNTER 295

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Operators at home and abroad buy from Davis with complete confidence. Davis 6-point Guarantee insures location-ready equipment. Phonographs available pre-set for 10¢ play if requested. Write, wire or phone us collect about the following equipment . . .

SEEBURG AMI M100C	
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ROCK-OLA 1700\$575	
1438\$450 1650A	
1436 250 1650 27	5
1434 225 1217 HIDE-AWAY 125	5
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Shoot-The-Bear Coon Hunt

\$57.50

THE RESERVE

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-

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None Better!

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At lowest prices: each Jr. Size

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BIG TIME 225

VARIETY 125

4-PL. SCOREBOARD . . \$305

HARBOR LIGHTS 225

D. L. SLUGGIN' CHAMP 185

4 BELLES 165

MYSTIC MARVEL 155

GOLD STAR 140

PINWHEEL

FLYING HIGH

QUEEN OF HEARTS ...

SKILL POOL

QUARTETTE 75

SPOT BOWLER 59

CHICAGO COIN BLONDIE\$325

CAPRI 265

WILLIAMS

RACE THE CLOCK....\$235

SMOKE SIGNAL..... 175

C. O. D. 85

SEA JOCKEY 75

HAYBURNER 75

SHUFFLES

CHICAGO COIN

BOWLING TEAM .. \$295

TRIPLE STRIKE.... 275

*THUNDERBOLT 265

*HOLIDAY 235

*PLAYTIME 215

SUPER FRAME 155

CRISS CROSS TRGT. 125

GOLD CUP 115

ADVANCE 105 TRIPLE SCORE 85

DOUBLE SCORE 75

*NAME 65

UNITED

CLIPPER \$275

LIGHTNING 210

LEAGUE 115

ROYAL 85

OLYMPIC 75

*STAR 10TH FRAME . 60

SUPER 10TH FRAME 60

KEENEY

*DIAMOND\$165

BIKINI 135

PACEMAKER 85

*DOMINO 65

10 PLAYER 55

CARNIVAL

*Indicates Match Play

BEAUTY

PALM BEACH

SPOTLIGHT

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UNITED 14' BOWLING ALLEY GOTTLIEB

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RAINBOW

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45 rpm\$325.00

Wurlitzer 1600, 45 rpm. . 300.00

Wurlitzer 1800 795.00

Gun 195.00

Wurlitzer 1650 Hi-Fi,

Keeney Deluxe Sportsman

Bob Ryan, of G & R Music, Cigaromat Bows accompanied by conciliators Charles J. (Chuck) Morgan, of the Cigar-Gum Combo, United Vendors' Association of Michigan, and Roy Small, of the United Music Operators of Michigan, made a visit to Toronto and cigar vender, and three and six-Buffalo to talk over industry problems with operators. Leading operators in their respective fields of cigarette vending and juke boxes were interviewed it both towns, At similar to the standard Cigaromat Buffalo, while there is no formal juke box organization, operators proved to be very interested in establishing a youth activity program along the lines of that now of gum or 25 packages of mints. under way under UMO auspices in Cigar capacity is 25 a column. Detroit.

5-Pack Machines

CHICAGO -- A new five-pack column combination cigar and gummint machines, were displayed at the NAMA convention by the Cigaromat Corporation of America.

The combination machines are units, except that adapters for converting cigar columns to gum-mint columns are provided. The converted columns hold 40 packages

The three-column machine, including stand, lists for \$85.50. The six-column unit, also including stand, lists for \$107.50. The former vends at four separate prices, while the latter vends at two.

The three-column vender, without stand, is 31.5 inches high, 13 inches wide and 10 inches deep.

The five-pack machine, with a capacity of 40 cigarillo boxes to a column, lists for \$149.50.



Gun 250.00 UNITED DISTRIBUTORS, INC. 902 W. SECOND WICHITA 12, KANSAS HO 4-6111 IN THE BALL

BINGO SPECIALS

AMI Model "A".....\$ 80.00

AMI WM 120 Wall Boxes. 65.00

AMI E 120..... 395.00

Keeney Deluxe Ranger

CLEAN GAMES-READY FOR LOCATION MIAMI BEACH......\$180 | HI-FI\$65 GAYETY 110 YACHT CLUB 50 PALM SPRINGS 85 BEACH CLUB 50 Immediate delivery

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FIREBALL (45) . . 275 RECONDITIONED-

REFINISHED LIKE NEW!

SEEBURG 3W-1 WALL-O-MATIC 100 Sel.—Chrome— Latest Features

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COLORFUL! SLUG REJECTOR!

A Quarter Century

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RAINBOW

ACTION! IMMEDIATE SHIPMENT!

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SINGLE PLAY	
DERBY DAY\$2	40
HARBOR LIGHTS 2	25
EASY ACES 2	15
FRONTIERSMAN 2	10
WISHING WELL 1	95
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SLUGGIN' CHAMP	75
4-BELLES 1	60
DIAMOND LILL 1	55

MULTIPLE PLAY

SCOREBOARD, 4-Player\$265 TOREADOR, 2-Player 310 GLADIATOR, 2-Player 300 MARATHON, 2-Player 295 TOURNAMENT, 2-Player 275 DUETTE, 2-Player 195

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STEAM SHOVEL CHAMPION SENIOR POOL

Exhibit RINGER BALL JUNGLE HUNT RIFLE

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Genco

Gottlieb

Bally

United

Williams

Wms, FOUR BAGGER \$375

Mutoscope K.O. CHAMP, Floor Sample 345

C.C. TWIN HOCKEY .. 310

Wms. ALL STAR 6-PL. BASEBALL ... 178

SIDEWALK ENGINEER 165

C.C. BASKET CHAMP. 145

Wms. STAR BASEBALL 135

Wms, DEL. BASEBALL 135

Cap, MIDGET MOVIES, 135

Muto. ROCK 'N' ROLL. 115

Evans BAT-A-SCORE.. 105

Bally BIG INNING 95

Chi Coin GOALEE 95

TELEQUIZ (w/film) ... 95

Scien, BATTING PRAC. 75

Amuse. BOOMERANG. 45

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 Muto. SUPER BOMBER 145

United JUNGLE GUN . 135

Ex. SHOOTING GAL. . 125

UNDERSEA RAIDER.. 125

Ex. DALE GUN 58

PEPPY MARIONETTE

LORD'S PRAYER

SKILL BALL

FAIR LADY

KEY WEST BALLS-A-POPPIN'

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CROSS COUNTRY

SCORE FIRST

YOU'LL BE ON THE BALL with the GREAT NEW "BALL" GAMES

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Single-Double-Triple Scoring!

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RINGER BALL

Toss the Ball! Excitingly New and Different!

POOL GAMES

SLATE POOL GAMES

Brand New Slate Tops, Factory Installed in Finest Reconditioned Pool Games with Jumbo Bumpers—Ready for Location! Only......

BRAND NEW POOL GAMES



BY LEADING MANUFACTURERS! LATEST MODEL! NEWEST FEA-TURES! STANDARD PLAYFIELD!

* Leading Manufacturer * Jumbo Plastic Light-Up * 2 or 3-Hole Play * Levelmatic Adjusters

NEW SENIOR SIZE, 36" x 60"\$125 NEW KING SIZE, 36" x 70" 145

NEW PLAYFIELD CONVERSIONS

RACK POOL TOPS

All new: Rack, over-size Cue Ball, resular size

FINEST SLATE TOPS

games. Best rubberbacked billiard cloth, jumbo Plastic \$67.50 For regulation (32"x48") Bumpers

JUMBO SIZE RACK POOL TOPS 32"x66", Rack and \$35

4-HOLE BUMPERLESS RACK POOL TOPS

1 hole in each corner, regular \$29.50 oversize Cue Ball

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COIN MACHINE EXCHANGE, INC. Joe Kline & Wally Finke

Pliable Cream Pack

new vacuumized gas pack for its ingredient canisters. It is available orders.

The product was formerly packed in cans. The new pliable CHICAGO - Sanna Dairies, package is said to permit faster pack, ranges from 72 cents to a low Inc., Madison, Wis., introduced a and more convenient loading into of 62 cents for 100-case or more

New Sanna Dairies' instant N-Rich cream for coffee, in two-pound bags with an upper tea and hot chocolate machines. | corner designed for easy tear-off for pouring.

Price per pound, in the new

Norris 3-Way Milk Vender Debuted

CHICAGO-Norris Dispensers, Inc., Minneapolis, announced production of the Norris 3-selection package drink vender at the National Automatic Merchandising Association convention held here last week.

The unit has three vending columns, offering the customer a choice of milk, chocolate milk, orange drink or any three items the operator provides. Vending storage will hold 216 half-pint or one-thirdquart cartons and can be adjusted to stock up to 168 full pint cartons if desired. The coin mechanism accepts nickels, dimes or quarters, and will deliver change from the quarters, with other coinage adjustments optional.

Customer makes his selection by means of a push-button over the respective labels and receives his beverage carton from a pull-out receptacle in the bottom of the machine. The exterior is finished in baked enamel. A sealed, selflubricating one-fourth h.p. refrigeration unit has a slide-out feature for easy servicing. Dimensions and price were not quoted.

Nickel Peanut Bag by Austin

CHICAGO --- A nickel salted peanut package in clear cellophane bags with an overprint was introduced by Austin Packing Company, Inc. The item is available in 100count cartons.

Shipping weight per 100-bag carton is 65 pounds.

LOOK--GOOD BUYS

Seeburg M 100 R.....\$695.00 Seeburg Wall Boxes 55.00 (Chrome)

Wurlitzer Model 1800 . . . 830.00

Wurlitzer Model 1700 . . . 645.00

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BUMPER POOL GAME SUPPLIES QUANTITY USERS, CONTACT US

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Collection books, suitable all games, per hundred 7.00 #77 Shuffleboard Wax, 24 cans per case, 6 cases 31.68 Precision pucks, smooth or Jumbo pucks, each 1.95

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To Play IT Is To Like IT!

To Like IT Means \$\$\$\$\$ FOR YOUR LOCATION!

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CHICAGO, ILLINOIS



Kaye Exhibits 2 Pool Games

CHICAGO-The Irving Kaye Company, Inc., New York, ex-hibited its new line of coin-operated pool games with slate tops at the Hotel Sherman here last week. Kaye staged the exhibit during the NAMA convention, which drew coin machine visitors here from around the country.

De luxe models, all with slate tops made by Kaye, are available in regular and jumbo size and in mahogany, blond mahogany and walnut wood. Jumbo unit will sell for \$349.95; the regular size unit will list for \$299.95.

The games have V-type legs, jumbo bumpers and cloth held tight by springs. Jumbo-size table weighs about 300 pounds, regular size 250 pounds. Separate slate tops are also available in any size or design required. Irving Kaye said games and tops are now being shipped.

Kaye plans to introduce a new amusement game model in the near future. He said the game has al-ready been tested on location.

Future Products

Continued from page 92

coin-changing device, was purchased by Future Products Company, Portland, Ore.

Announcement was made by Clyde A. Rollins, president of Future Products, who added that the machinery and equipment of McPherson would be moved to the Future Products plant where the coin changer would be manufactured.

National sales for the coin changer will continue to be handled by Dunis Distributing Company, Seattle.

as American as Baseball and Hot Dogs!

Exclusive Distributors In ILLINOIS-WISCONSIN

6-Player

WILLIAMS ROLL-A-BALL

One of Williams Greatest!

GENCO'S OFFICIAL SKILL BALL

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Exclusive Distributors In NORTHERN ILLINOIS MICHIGAN NORTHERN INDIANA

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All the Features of "Real" Bowling!

GOTTLIEB	GOTTLIEB
Jubilee\$345.00	Happy Days\$ 95.00
Gladiator 325.00	Flying High 85.00
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Easy Aces 225.00	PERKYWrite
Southern Belle 200.00	FUN HOUSE Write
Wishing Well 195.00	LOW HOOSE MILL
Sluggin' Champ . 195.00	Can Can\$275.00
Twin Bill 185.00	Super Score 250.00
Gypsy Queen 185.00	Race the Clock . 225.00
Stage Coach 175.00	Wonderland 180.00
Mystic Marvel . 165.00	Skyway 140.00
Gold Star 150.00	Spitfire 135.00
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Queen of Hearts. 110.00	Jalopy 90.00
Pinwheel 110.00	4 Corners 90.00
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Poker Face 100.00	Army-Navy 75.00
Grand Slam 95.00	Disk Jockey 75.00

WANTED! Late Bingos—Late Shuffles

AUTO PHOTO......Write Grandma Horoscope\$495.00 Genco Quarterback 275.00 Set Shot Basketball 275.00 Thunderbolt Horse 175.00

Sidewalk Engineer 165.00

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4-Player Derby 99.50

Flash Hockey 99.50

Flying Saucer

Telequiz

PIRATE GUN...Write DAVY CROCKETT. Write State Fair\$395.00 Wild West 295.00 Deluxe BONUS 275.00 500 Shooting Gallery 250.00 Jet Fighter ... 225.00 Carnival 195.00 Rifle Gallery.. 175.00

NP.	
Coon Hunt	175.00
Sky Gunner	145.00
Nite Fighter	145.00
Bear Gun	145.00
invader	145.00
Silver Bullet	125.00
Shoot's Gallery	710.00
Anti-Aircraft .	99.50
Space Gun	95.00
Mauser Pistol	80 56

Dale Gun \$5.00

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Expertly Reconditioned

SEEBURG HP 100 R\$795.00 HF 100 G 695.00 M 100 C \$75.00 M 100 B 475.00 M 100 A 250.00

G 120\$775.00 F 120 475.00 WURLITZER



ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS.



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES



COINMEN YOU KNOW

COIN MACHINES

Detroit

By HAL REVES

A new coffee machine operating firm has been established in suburban Allen Park by Robert A. Hall and Woodrow Lindon as the H & L Coffeematic Company. They will operate chiefly in the downriver suburban communities. Hall is manager of a grocery store, while Lindon has serviced vending machines for another operating company. . . . George B. Thompson, manager of Kwik-Kafe Company, Detroit, after a visit to the NAMA convention at Chicago, planned to spend a week in Cleveland on business, returning to his Detroit operation by mid-December.

Automatic Caterers, Inc., has moved into its new quarters in Northern Detroit, two miles from the former location on Woodward Avenue, where they shared quarters with the firms headed by Alex Kramer, including Automatic Food Service, Interstate Detroit Coffee Company; Milk-O-Mat, Inc., and Industrial Vending

Service, each operating in a specialized field. Automatic Caterers operates a full line of vending, excepting milk and coffee, and specializes in food vending, especially in industrial locations. Management is shared by Mardy Polaner, president, and F. S. Koppelman, secretary-treasurer.

Milwaukee

By BENN OLLMAN

A six-pocket pool game produced by Fisher Manufacturing Company, Tipton, Mo., is making a big hit with operators, according to Sam Cooper, of the Paster Distributing Company. Visitors last week at the Paster headquarters included Ed Ratajack and Hank Havenor, of the AMI headquarters, Grand Rapids. More Paster Distributing news: Mrs. Arlene Wallerman, front office gal, celebrated her birthday last week. Ain't tellin'!

Wedding bells last Saturday for Leo Krenz, United, Inc.'s service and parts manager. Cliff Bookmeier, Green Bay

music and games man, is back on the routes following a vacation trip thru the West, which included a stop in the Las Vegas coinland.

One-stopper Barney Kuehn's

Music Mart garnered a big advertising plug last week when The Sunday Milwaukee Journal did a photo story on teen-agers patronizing his diskery. . . . P. & P. Distributing Company's routeman Lou Scaffidi is preparing to pace the hospital corridors. . . . James Martin's disk sales representative Ken Wendel reports that both Dot and London labels are getting heavy play from the operator trade these days, Best juke box numbers in his list, says Wendel, are "Anastasia," by Pat Boone, and "Greensleeves," by the Beverly Sisters.

Harry Jacobs returned from a visit to the Wurlitzer headquarters in Buffalo where he attended a distributor meeting. . . . Coinmen making the rounds of distributors and diskeries early Monday morning last week included Tony Hirt, Sheboygan; Harold Sommerfield, Southern Novelty Company, Milwaukee; Art Bartz, Mount Horeb, and Al Felix, Oconto.

Self-Cleaning

• Continued from page 81

pounds, will list in the \$200 brac-

Sanitizing the opener's cutting wheel is achieved via a spray of liquid detergent after each can is opened. The detergent is contained in a quart canister in the base of the smaller unit. It also permits the sanitizing process to extend to the waste receptacle which holds the lids from the opened cans. The liquid from the individual sprays drops into the waste container and keeps it sanitized until the lids are removed.

The cutting wheel and opening process takes place under a glass door. Customer opens the lid, pushes can into cutting position, removes can as the door automatically descends into closed position again. The whole unit is 10 inches square, weighs approximately 10 pounds.

Delivery is expected to start April 1. Dazey officials also noted that the smaller unit could be designed into a hot canned food GIVE TO DAMON RUNYON vender as an integral part of the cabinet.

BEST IN THE MIDDLE WEST

Now Delivering GENCO SKILL BALL CHICAGO COIN **SKI-BOWL** EXHIBIT RINGER BALL ROYAL 50¢ UNITS FOR SEEBURG PHONOGRAPHS

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GENCO'S Exclusive

MOVING TARGET RIFLE GALLERY

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BALLY & GOTTLIEB . **GAMES LISTED BELOW!**

We will purchase any amount-large quantity needed WRITE IMMEDIATELY LIST PRICES AND QUANTITIES All Gemes must be

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Big Time Broadway Double Header Gayety Parade Surf Club Variety

Auto Race Classy Bowler Daisy Mae Derby Day Dragonette Easy Aces Frontiersman Gold Star

Grand Slam

Gypsy Queen Southern Harbor Lites Jockey Club Jubilee Queen of Hearts Sea Belle Sluggin'

Champ

Belle Super Jumbo Sweet Add-A-Line Toreador Tournament Twin Bill

Wishing Well

INTERNATIONAL SCOTT CROSSE COMPANY SCOTT CROSSE COMPANY 423 SPRING GARDEN STREET, PHILADELPHIA 30, PA. Rittenhouse 6-7712

Branch: 819-821 Lackawanna Ave., Scranton, Pa

Exclusive dist. for Bally in E. Pa. and Rock-Ola in E. Pa., S. Jersey and Del.

Firms Sign For British **Trade Show**

LONDON-British amusement game and juke box firms are preparing for the Amusement Trades Exhibition scheduled at the new Royal Horticultural Hall, Westminster, the final three days of January.

Signing for exhibit space in the amusement game field are Automat Machine Sales; Brecknell, Dolman & Rogers; Chicago Automatic Supply; G. A. Whittaker, Ltd.; Phillip Shefras, Ltd.; Ruffler & Walker, Walter Streets, Oliver Whales, Morrey Shefras (Amusement Machine Mart), Bryan's Works, S. Froud, Samson Novelty Company and Kraft's Automatics.

Exhibiting in the juke box field will be Arcadia Automatic Acoustics, Ltd., of Manchester, which makes the Minstrel phonograph; Phonographis Equipment Company, Ltd., regional distributor for the Bal-Ami phonographs; Precision Automatics, British agents for the Rennotte phonographs; Ruffler & Walker, regional distributor for Bal-Ami, and G. A. Whittaker, Ltd., Blackpool, agents for Wurlitzer.

Exclusive Distributors for AMI-Chicago Coin-Exhibit-Genco-Gottlieb-Keeney-Williams

PIN	BALLS	
GUYS & DOLLS	\$ 64.50	L
SOUTHERN BELLE	174.50	ı
JOCKEY CLUB	129.50	E
DRAGONETTE	149.50	D
QUEEN OF HEARTS.	64.50	0
	310.00	1
MARATHON		
물로맞다 보이면 전쟁하게 된 사람이 가다면서 ^^ ~~		
PIN WHEEL	99.50	
GLADIATOR	235.00	
DERBY DAY	225.00	
FRONTIERSMAN	195.00	
	195.00	
	LL 125.00	
	285.00	
	ALL 129.50	ı
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	85.00	
PETER PAN		1
	250.00	1
C. O. D	75.00	
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NEW CIGARETTE MACHINES LEHIGH MC-12M\$222.50 LEHIGH MC-12E 247.50 DuGRENIER 12-COL...... 229.50 DüGRENIER 14-Col. 247.50 MERCURY CIG. MACH.......... 220.00 USED CIGARETTE MACHINES EASTERN ELECTRIC C-10 LEHIGH MC-12 **HATIONAL 930** FLOOR SAMPLE CLOSE OUTS WILLIAMS FUN HOUSE WILLIAMS CRANE EXHIBIT SPANISH POOL **EXHIBIT JUNGLE HUNT** C. C. MIAMI SHUFFLE C. C. STEAM SHOVEL KEENEY COFFEE VENDOR KEENEY SOUP VENDOR UNITED HANDICAP S. A.

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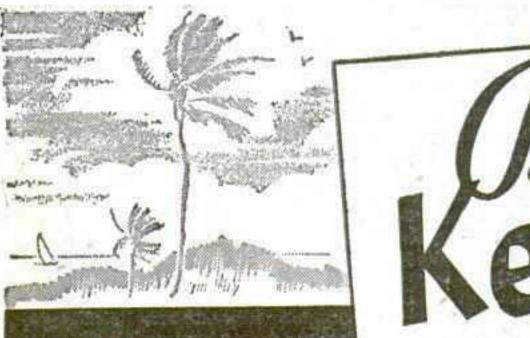
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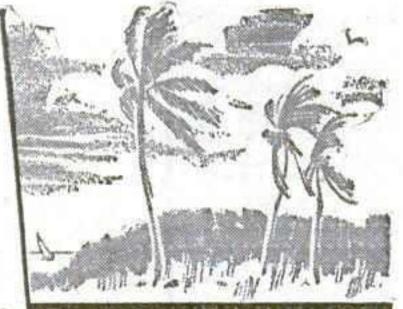
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Press buttons before shooting fourth ball to shift Magic Squares or Select-A-Score—unless a skill-shot across lit roll-over permits pressing buttons after shooting fifth ball. Extra time is extra fun for players, nets extra profit for operators.

Spot Numbers
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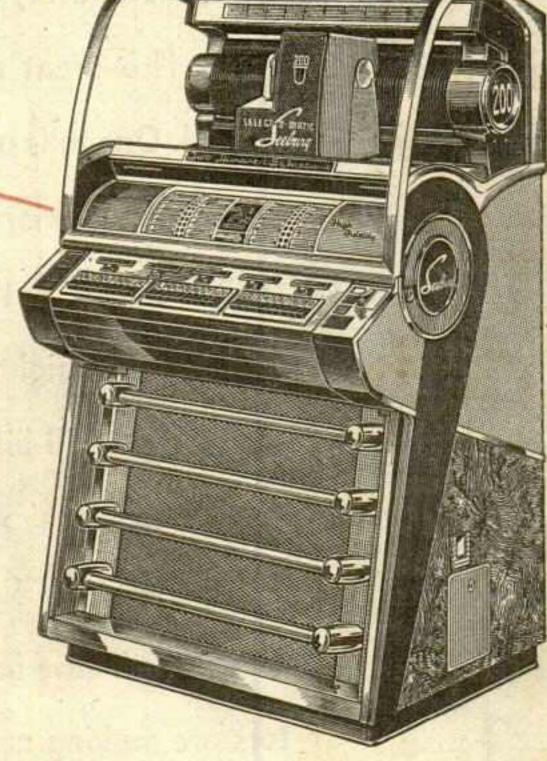
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