Jockey, Juke Op Teen Work in '57

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

By HAL REYES

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

The national association of operators—Music-Record Operators of America—has no record of the fact that it would be interested in the plan, which was conceived by local disc jockey operators and juke box men.

A missing link to such a program on a national scale—a national group of jockeys—is just now taking shape, according to Leonard Young, who has set up a National Disc Jockey Council for Public Service, the purpose of which would be to help—agers in various constructive projects.

Morley Kaufman, WACO jockey, who is organizing the group, said that his association would be "very interested" in discussing with music operators, their problems.

Disc jockeys and operators have long worked hard to sponsor teen-age record shows and other community programs for the teen-age crowd.

NEWS OF THE WEEK

8 Teen Shows Pull 24,000

DETROIT—Talent shows and record carnivals have been the backbone of entertainment programs provided by local disc jockey and juke box operators in the past two years.

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

The co-operative jockey—operator programs work successfully with significant intangible benefits accruing to both.

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NEWS OF THE WEEK

Council of Disc Jockeys Protective Association, in preparation of future negotiations for new publisher contracts. Other subjects for likely discussion include the current low statutory mechanical royalty rate, as well as other possible changes in the copyright law. Page 5

GAC-Harold Boys Ernie Young's

Spinners of Records Also Spirals Sales On Sponsor Goods

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

According to The Billboard survey of disco jockeys and station management, 65 per cent of this time is devoted to record suggesting and a reported average play of 164 record slots per hour, this means that stations are now programming over 300,000 spins each day.

The importance of this figure can be seen when it is realized that an increase of one spin in record programming—and thus disk jockey influence—can take place within the last year.

Network Decline

The process was illustrated dramatically earlier this year with the break-away of four Westinghouse radio stations from NBC radio.

All these stations are now operating on a forced network format, with disc jockeys occupying the biggest single niche in the operation.

According to the survey, in the five interest categories of radio programming—records, news and weather, local live, local sports and novelty—the trend to local programming is pronounced. Taking all five categories of programming, the average of local sponsorship is 74 per cent of total sponsorship, and is the case of record programs.
Janes Ascendancy Accepts Team Idea

Flicka' Loses Colgate Rider

NEW YORK—Colgate-Palmolive Company, sponsor of Flicka, the television series, has learned of the impending expiration of its current contract with NBC, and is said to be in negotiations with ABC. The company is said to be considering a possible move to the new evening time slot on ABC.

The current series, which has been on the NBC network for the past six years, will end its run on September 1st, after which time it will be replaced by a new series, "Dragnet," on NBC.

Big NBC Buy for Sweats

NEW YORK—The Sweats Corporation has signed a "first run" deal with NBC for the next two seasons. The series, which has been popular with viewers for the past several years, will be continued under the new agreement.

Specs Tarnish at CBS; Mull Specials on Order

HOLLYWOOD—The era of the monthly spectacular, introduced by NBC's Pat Weaver, has apparently come to an end, at least for CBS TV. Alas, officially, the question of whether or not the series will be continued is still open, these spokesmen for the show's producers, Hal Robbin and J. J. Cosmatos, are expected to continue the series on the West Coast last week, the practice CBS-TV vice-president in charge of network operations is over.

"The show has not been picked up," said Hal Robbin, president of the series. "It is time to make decisions, and the network is in a position to make these decisions."

"Additionall, even the "Playhouse 90" is on the road to success, and has been developing for 60 and 90-minute programs. However, these half-hour specials do not do justice to the series, as the plots are better developed, and the scripts are written."

The show will not, however, be included in the future, if a show scheduling for the next two specials, Saturday specials, etc., which will preempt a special every Sunday, will begin after the first of the year.

The program has not been renewed, and is not in the network's future plans.

Revamp for 'Millionaire'

NEW YORK—Don Fedderson is reportedly revamping his series, "The Millionaire," seen Sundays on NBC. The show has been running for over 20 years, and has recently undergone some changes in the format of the show. The changes include a new host, a new format, and a new location for the show.

The show's ratings have been holding up well, but the package needs a new look to help get the ratings back to the heights they were in the past.

'Home' May Be Hour Earlier

NEW YORK—"Home" may be shifted into the 10-11 a.m. period on NBC-TV, moving it up an hour from its present 9-10 a.m. time slot. This is shifting about for ways and means of strengthening its morning daypart operations, in the midst of making radical changes. For the network, this earlier hour, the web would not lose the audience as it does now at 11 when the program comes on. "Home," of course, is not expected to alter its prime time offerings. This is specifically aimed at audiences interested in this genre. But putting "Home" in the 10 a.m. slot, of the networks to follow would not be hurt by the ratings in that period which usually takes place. Talk about reaching the show for the half-hour strip is being abandoned.

Last week, "Home" was the only show that had a full hour. The two other shows, "Beverly Hills, 90210" and "Bay City Blues," both had a full hour. "Home" has bought 10 color participations on "Home" next spring.

MONEY-SAVING SUBSCRIPTION ORDER

Enter your subscription to The Billboard for a full year (52 issues) at the rate of $12 (a considerable saving over our regular price of $36). Order by mail, or at the local price. 

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TELEVISION PROGRAMMING

CBS PREXY CHANGE

First Duties

Kintner to Expand Color in NBC Post

NEW YORK—The selection of Robert E. Kintner as vice-president of NBC beginning January 1, 1959, has created an important new post in the network's top management. The former ABC executive becomes the fifth executive vice-president to be named at the network, the others being Thomas McCarty, Charles Decar, Mac Clifford and Dave Adams.

Kintner becomes a member of the NBC executive council and will co-ordinate the color TV activities and expansion. He will report directly to President W. R. Sarnell and is virtually certain to be consulted on many matters in which his comprehensive network knowledge and executive experience will be of the utmost assistance.

Fisher Cancel Due From Coca-Cola

NEW YORK — Coca-Cola is expected to drop Eddie Fisher at the end of 1959. The singer is reportedly preparing to go into the restaurant business and is expected to announce a new singer around whom to build a show in its West Coast. 1958-

Fisher is said to have refused to accept the offer and his ratings have not been up to expectations.

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SUNDAY
CBS unleashed in clearer color their version of the six-part, "Almost Man," series starring Dick Van Dyke. "CBS" experienced a barrage of calls from NBC's "Law and Order,"browbeating NBC with their new show. Dick Van Dyke, who has been a mainstay of NBC's "Are You Being Served?" series, is making a switch to ABC's "Almost Man." The series is scheduled to air on Sunday evenings starting next week.

MONDAY
The network added more splices that it is August, bringing the total to nearly 7,000. NBC, with "Nomads," is still the network's lead, but ABC and CBS are not far behind. "Nomads" will be shown on ABC's "House Party" at 9 p.m. on Thursday night.

TUESDAY
ABC broadcast a special with "Warner Bros." in association with "The World." The special will feature a portion of the film's opening song, "Big Dog." NBC, with "CBS on the Line," will run a special on Sunday night. "CBS on the Line" will air on ABC at 9 p.m. on Thursday night.

WEDNESDAY
Another network will air special segments, including "Dixieland," "The Old Europhiles." "The Old Europhiles" will be broadcast on NBC's "Cover Story" at 9 p.m. on Thursday night.

THURSDAY
The network will feature "China," in the 8:30 p.m. time slot. The special will include a segment on the life of "The Old Europhiles." "The Old Europhiles" will be broadcast on ABC's "Cover Story" at 9 p.m. on Thursday night.

FRIDAY
"The Old Europhiles" will be broadcast on NBC's "House Party" at 9 p.m. on Thursday night. The special will feature "The Old Europhiles." "The Old Europhiles" will be broadcast on ABC's "Cover Story" at 9 p.m. on Thursday night.

SATURDAY
"The Old Europhiles" will be broadcast on NBC's "House Party" at 9 p.m. on Friday night. The special will feature "The Old Europhiles." "The Old Europhiles" will be broadcast on ABC's "Cover Story" at 9 p.m. on Thursday night.

LIFE' GOES ON MINUS GUEST
NEW YORK—Ralph Edwards faced the TV cameras in "The Life Goes On" series in January and February. The series was later moved to February and March. Now, the show is being rebroadcast on ABC's "Cover Story." "The Life Goes On" will air on NBC's "House Party" at 9 p.m. on Friday night.

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

Three Sponsors' Eye 'Wire Buy
NEW YORK—Miller Laboratories, Carter Products Company, and Baskin-Robbins have entered into alternate-week buy in "Do You Trust Your Wife?" to replace the sponsors who left the show earlier in December. Baskin-Robbins has also decided to retain full sponsorship of "Beat the Clock."
WHAT A DIFFERENCE!

RATING RECORDS

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

DOUBLES TOP NETWORK COMPETITION IN SYRACUSE!

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

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

...AND YOU CAN GET THE SAME SENSATIONAL RESULTS!

SCREEN

"HOLLYWOOD"
52 THRILLERS
RENCE A SHOW MAKES!

SCREEN GEMS

"HOLLYWOOD MOVIE PARADE"

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

HIGHEST RATING EVER SCORED BY ANY FEATURE FILMS IN OMAHA!

122% GAIN IN PHILADELPHIA AS A 6 DAY STRIP!

DOUBLES COMBINED RATINGS OF TWO COMPETING SHOWS IN ATLANTA!

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

IN THE EAST
Ben Colman
Plaza 1-4402
New York, N. Y.

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

IN THE SOUTH
Frank Browne
Emerson 2450
Dallas, Texas

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

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

WITH THIS GREAT NEW FEATURE FILM PACKAGE...

MYSTERY PARADE"

FOR FIRST RUN TV!
FOR SALE
THE TOTAL OUTSTANDING STOCK OF UNITED BOOKING OFFICE, INC.
A CORPORATION ENGAGED IN THE BUSINESS OF BOOKING LEGITIMATE THEATRES AND ATTRACTIONS.
The sale is subject to the provisions contained in a judgment of the United States District Court, Southern District of New York Dated February 17, 1956 (Civil Action No. 54-72).
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ADOLPH LINDO 225 W. 45th St., N.Y. 18, N.Y. AARON LIFKER 127 Ruta Ave., N.Y. 17, N.Y. PE 6-7100

EXECS IN HUDDLE
Programming Shift Due for ABC-TV

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

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

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

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

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

GIVE TO DAMON RUNYON CANCER FUND

The Billboard

RELENTLESS PEOPLE

By CHARLOTTE SUMMERS

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

Ehoy Scrivener has been named vice-president of McCann-Erickson (International), San Francisco, president of Movieland, last week opened the first of three lectures for his employees on film and programming. Several of the shows that Movieland TV Film Service will be one of the first commercial firms to receive the new Vista Vision recorders.

...William F. Craig, with Price & Gamble for the past 10 years, has moved to the William Morris Agency as a radio-TV executive staffer... David Schoor, formerly with Majestic TV, has moved to Mutual TV as sales manager for the reorganized sales department.

Thanks, again —

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

May we acknowledge:

PRODUCTION COMMITTEE
Ivan Reiner, Producer
Tony Cohen, Musical Director
Ken Mosers, Scene Designer
George Ryley, Supervisor of Engineering
Steve Schultz, Music Coordinator

TECHNICAL DIRECTORS
Frank Bonis
William Dascotta

Fred Schussman, Coordinator for ABC

TALENT COMMITTEE
Harb Rosenthal, Chairman
Lenny Dasher
Moe Graft
Lee Leslie
Harry Levine
Harry Roman
David Bergman
Ron Steinler
Joe Sally
Freddie Fields
Lenny Green

Also:
DENNIS JAMES, M. G. EDWARD R. MURRO W. ED SOBERMAN
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De Munt Television Network
National Broadcasting Company
Columbia Broadcasting Company
Mutual Broadcasting Company
American Broadcasting Company
International Business Machines Corp.
RCA Victor Records
Joe March and the Spindletop Restaurant
Joe Spengler
Barney Paulson
John Franzilla

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

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

United Cerebral Palsy
75TH AVENUE
NEW YORK 11, N. Y.

RESTLESS PEOPLE

SWIFT BUYS TWO

Specs on NBC-TV

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

The advertiser will sponsor "Boggles of Red Cap," with Ingo Corin and Michael Redgrave on February 3, and "The George M. Cohan Story," starring Hal March, on May 13.

"Playhouse '90" continued from page 2

they consume. And 90-minute dramatic shows, if now so presented, would merely threaten shorter dramatic shows, primarily because of the well-known film anthologies which have been lagging its popularity.

Risks Involved

Because of their very length, the 90-minute shows contain great risks to sponsors. Not only are they very costly, but their necessary use of some films makes special makeup to audiences impossible.

The ratings of "Playhouse '90" also seem to suggest that the programming of the class adult property is most successful when it is offered at a late hour. The high ratings-programmed by the last half hour of the Thursday (1) Playhouse '90 show which viewers will stay with a show thus till its end, even if it is a little later than the advertised bedtime hour. It may result in NBC programming some of its spectacles at a later hour.
The Halls of Ivy

starring

Ronald COLMAN • Benita HUME

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

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

HOLLYWOOD—Since its much hallowed opening three weeks ago, the "Colgate Theater" (MGM's picture) on KTTV, Friday, 8 p.m.) has gone into a less lusty hearing nebula. This was understood to be the greatest share of silence during those two and a half hours. But it is considered disappointing compared to the first-week level of 30.8 on "Thirty Seconds Over Tokyo."

On the third installment, October 6, the ARB special hormone to an even less hearty note: "The Met in Bombay," starring Clark Gable, pulled an average 19.7 over three hours running time.

One explanation for the decline is that there has been less advertising for the subsequent weeks' pictures. The hour and 20 minutes taken by an ad actually kicked off the series was, of course, tremendous. In the past two weeks the promotion has settled down to the quarter-page ad class.

The show, now regarded as less than alarming, the more than merely interesting. The week following the first was generally a letdown in other market majors. Last week it was reported that CBS-TV, regular in its ad campaign for the Saturday night "Late Show" on WCBS-TV, New York, and also for a prime-time position on WMGM-TV, Minneapolis, which has been purchased by a television network for the show.

The sponsor is now seeking sales for the show in other major markets. Last week it was reported that CBS-TV, regular in its ad campaign for the Saturday night "Late Show" on WCBS-TV, New York, and also for a prime-time position on WMGM-TV, Minneapolis, which has been purchased by a television network for the show.

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**ARB'S TOP 10 FILMS IN 15 KEY MARKETS**

**By Program Type for September**

15 KEY MARKETS SURVEYED EVERY MONTH BY ABB

<table>
<thead>
<tr>
<th>SERIES (DISTRIBUTION)</th>
<th>ATLANTA</th>
<th>BALTIMORE</th>
<th>HOUSTON</th>
<th>CHICAGO</th>
<th>CINCINNATI</th>
<th>CLEVELAND</th>
<th>DALLAS</th>
<th>DETROIT</th>
<th>LOS ANGELES</th>
<th>NEW YORK</th>
<th>PHILADELPHIA</th>
<th>SAN FRANCISCO</th>
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<td>ADVENTURE SERIES</td>
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<td>Superman (20th-Fox)</td>
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<td>Douglas Fairbanks (MGM)</td>
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<td>Great Gildersleeve (20th)</td>
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<td>Buffalo Bill (20th)</td>
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Special Christmas Pix

**FOR THOSE WHO CAN AFFORD THE FINEST QUALITY...**

**MOVELAB FILM LABORATORIES, INC.**

**MOVELAB BUILDING 610 W. 54th ST., N.Y.C. 19-J, JUdson 6-0950**

- **ROUND-THE-CLOCK SERVICES**
- **NEGATIVE DEVELOPING**
- **PRINTING CONFIRMATIONS**
- **ULTRA VIOLET AND FLASH PRINTING**
- **16MM. AND 35MM PRINTING**
- **KODACROM Print**
- **63 EDITING ROOMS**
- **SPECIAL TV SERVICES**
- **For Color Film's**

**Rainbow...**

**Lakeside Gets 'Wanted' Syndy.**

**NEW YORK—Sell another new**r
former network film series has been put into the syndication market in Lakeside. Television has acquired the distribution rights to "Wanted," The mystery documentary, produced by Peg and Walter McCree, opened last month by CBS-TV, Thursday, 10:30-11 p.m., on the network. It has been a hit since its start and has given away to after 10 weeks. However, there are 25 films in the series and Lakeside expects to make a few at a time. Lakeside is looking for a few potential stations before pitching the show to stations. "Wanted" is the 19th network release in syndication this season.

**TPA Expands Internat'l Arm.**

**NEW YORK—Television Pro-**duction Associates, Inc., is expanding its TPA International operation with the hiring of James A. Bratt to represent it in Paris and Vincent J. Bratt to represent it in Los Angeles. TPA has ended its relationship with Paul Talbot, president of American Overseas and TV, who had been spearheading its Latin-American sales. All TPA Interna- tional operations will henceforth be under the supervision of Vincent M. Bratt, vice-president, and Vincent J. Bratt, foreign sales man- ager.**

**Splendex Mapping Plunge Into Film.**

**HOLLYWOOD—Charles**r
Wallace's Splendex Enterprises, primarily a financing organization to plan for the making of the TV film field with production of a musical series titled "Five Star Show." The program is to have five singers each week on a week-to-week basis. Joseph Scanlon has been signed to develop and produce the show. **Guild Sells 'Sea' to Six.**

**NEW YORK—Guild Films**r
marked up six station sales on "Kingdom of the Sea," the first time the show was on the market. Among the markets sold are New York, Columbia, O, and Spokane, Wash.**
FINALLY SET
Loew's Buys Into KGMG On Pick Def

MINNEAPOLIS—United Television, Inc., owners of KGMG-TV, here, has finally concluded two agreements with Loew's Inc., after several months of negotiations. The first is a year-over-year lease on over 700 films out of MGM's pre-1949 library. The second involves the acquisition by Loew's of a 25 per cent ownership of the local station.

This is the third VHF station in which Loew's has invested per cent stock capital interest—the others are KTVV, Los Angeles, and KTVN, Des Moines, Iowa, which it bought in a purchase option. All three are independent stations and have turned to these operations for black ink results.

KGMG intends to give the network affiliation a run for its money. It is backed by American Research Bureau and Trends to give special reports and is negotiating with several national sponsors.

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

STEAMING AHEAD!

Since the sternwheeler first opened our Ohio River Valley to largescale trade, this region has expanded in every way to greater industrial records. Today, its array of manufacturing is the most vast in America—a solid bed-and-breakfast typified by our own doorstep counties of Canton andMuskingum (the Hamilton-Charleston area) where—say preliminary reports of the new U.S. Census of Manufactures—the value of industry alone is up 55% since 1947, currently over $2 billion. This is only part of what you can command with WSATV. Surrounded our one-quarter-mile mile radius television market—four states wide, from steadily developing to growing, buying potential. You have a smart wake when you sail aboard WSATV and Kay of Han make out a profitable bill of lading for you.

NTA Girds for Outlets, Sales
Continued from page 8
over the next two years, the first group to be delivered immediately, according to the NTA head. Each group consists of 30 Class A transmitters plus an additional 10 that are pre-1949 productions. For the first group NTA pays 20 per cent of the net proceeds as an incentive to the network. After NTA recovers the production and network costs, it will pay 20 per cent of the remaining gross proceeds. If it does not get an agreed minimum gross within the five years, NTA can take an additional two years to make it.

NTA will "sell" up to 39 films in the first group to the NTA Film Network. The remainder it will incorporate into the network. NTA may still get pictures from sources other than 20th, but it will not be able to make a free license. Second Group On the second group of 78 pictures, the terms are less good as on the first. The agreement provides for arbitration of a higher price and percentage market conditions indicate it. It is understood that NTA's "sell" fee will be paid to the network at the end of the 20th year of copyright. In addition, NTA on its part has committed to accept from 20th during the following three years more groups of 78 pictures, on at least as good terms as the first group. If 20th, in the next five years, does not immediately deliver the pictures, NTA will have given to NTA a total of 39 pictures. If NTA has not paid a minimum of $20,000,000 for all pictures in the first five years, it will have been the cream of the 20th backlog. It is estimated that NTA will pay $200,000 to 500,000 pre-1949 negatives in its library.

The two groups of films represent a major development of NTA Film Network, Inc., which was said to have handed NTA a nominal amount of cash last Thursday (1). Twentieth asserted it will participate equally with NTA in the control of the network, each side naming two persons to the Official Names Bruen Syndicated Sales Mgr.

NEW YORK—Official Films has raised Thomas Bruen to the new post of manager of the syndicated sales division. He was formerly assistant to Mr. Bruen and continues to report to Herman Rusch, sales vice-president. This change is to be made to give this operation more attention to national sales.

OAHU
TV Commercials in Production

This week's short film commercials produced during the last full production week were at the control over the course of a month's issues. The following symbols designate the types of commercials filmed: LA=Live Action, F=Film, and B=Bracelet. (Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--Em--E
Music Radio

Lombardo and Loeb Sue ASCAP Over ‘Old Times’

Seek Full Credits for Each Usage as Godfrey Theme

By BILL SIMON

NEW YORK—ASCAP’s distribution formula for these songs, which was inaugurated last year, and which several weeks ago was extended to singles, cues and background music, has brought a lawsuit by the writers, Carmen Lombardo and John Jacob Loeb. This team, which wrote Arthur Godfrey’s theme, “Semen Like Old Times,” is generally believed to be the writer-most seriously affected in the pocketbook by the limitations imposed by the ASCAP formula.

According to Zalkin, it is believed to be the first time any writer of such stature has made ASCAP sue, and the ASCAP will have to produce a formula.

Lombardo and Loeb, thus their case, “Merrill Zalkin, a lawyer for the ASCAP, is asking for an accounting for the number of the number of performances of the two songs that have received in the last 10 years, in order to determine its proper classification. Zalkin estimates that, if credited as any regular usage, it should have received approximately 12 times as many credits as it actually has received in its life, in money, which would be a total of 9 in the six-figure region.

According to the present rate regulations for the song, such a song can earn but one more than one rate, in the first hour of a radio or TV show, and $200 or more per performance in each successive key figure, to address ‘56

D. J. Clinic

NASHVILLE — The annual disk jockey clinic, held here Friday 10th, sponsored by the ASCAP.

The Fifth Annual Disk Jockey Festival, will address various aspects of the radio and music industry.

Goddard Greener, president of the ASCAP, addressed to the study as part of the “Radio and Record Industry” program.

Columbia, who purchased the song, has been leased to the song, to be broadcast in Canada.

Clef, Norgren, Down Home Up

12” LP Prices

HOLLYWOOD — In a sharp deal this week, the Columbia Gramophone, Clef, Norgren and Down Home have announced the suggested list price of 12-inch LPs from $3.00 to $4.00.

The price effective October 31, with all of the three firms’ distribution systems. There will be a 75% increase in the price of the Columbia “In the Good Times” album. No change in the price of “Slang,” a selloff, at 12-inch priced.

Kapp Disks Sets Global Market Move

NEW YORK — Kapp Records, rapidly becoming a force in the world of veteran disk maker, CLark Kapp, is getting set for a move into the world of the English market.

Kapp, who recently landed the fifth contract for a new sequence of international markets, is now planning to make its first recording in English.

New contract is with the American publisher, Mickey Kapt, who heads up the contract, and the Turkey operation, thus forming an English syndicate.

Kapp label now has regular distribution in Hong Kong, Mexico, Cuba, Colombia and Japan, and covers many other countries with regular distribution in 10 non-exporting export companies.

During November, Kapp will print its second complete catalog. This new edition will list 52 LPs.

Vox Lease

U. S. Rights

From B. H.

New York — The Bosky and Hiner record label, up to now marketed here through the American Record Company, has been leased to the Bosky Company, and recorded in England and on the Continent. It has been sold here only as 78’s and 45’s, with some importation from England.

The line includes mainly music for the English market, recorded in England and on the Continent.

The line is being marketed primarily in the line, from the dealers’ view.

Epic Gears for ’57

Expansion Pitch

NEW YORK—Epic Records is gearing for an expansion during March 1957. The blueprint is masterminded and includes intensified operations in the fields of repertoire and promotion. Columbia Records has already budgeted additional studio facilities for the various majors.

The expansion is predicated on a big increase in sales over the period of the last three previous album categories. William. S. Nielsen, president of Epic, is forecasting that the overall expansion will have an effect on the sales of recording companies, and is considering a “radio” pitch for the present Strong field force, with additional men added in Cleveland and Chicago as of January 1. Also at that time, according to Nielsen, the label will initiate a subscription album plan, to be called “Epic at your service,” and the sale of radio stations which are the result of the expansion, will be made.

The expansion is certain to have a positive influence on the latter category, as Epic plans to emerge as an important force in the field of record distribution by 1957.
ADV. ART. AWARD FOR PAC. JAZZ

HOLLYWOOD—The Pacific Jazz Album, "The Trompet Artistry of Chet Baker," has won the 1956-57 Grammy Inter-
textural Artistic Achievement Award in the record album division. The award, commissioned by P.
President Dick Rock as the "first record of jazz arti-
sists series," depicts an ab-
stract image of a trumpet and is highlighted with an integration of art director William 
Williams, with original art by Bob Irvin.

Hindemith
To Baten
For Angel

NEW YORK—Electric and mechanical engineer, Robert Coppen, to Chi for Col.

NEW YORK—Columbia Rec-
ords has appointed Marion Coppen
c manager of technical opera-
s for the company. Marion Coppen is direc-
tor of Coppen Electronic Engi-
neering, Inc., at C.J. Lishler, label's director of technical operations.

Coppen will supervise Chi
recording operations in Chi-
, and will represent the main office in the con-
struction of new studios and instruction of recording equip-
ment.

Super-Classic Packages
On Victor Fall Agenda

NEW YORK—Two of the fasc-
inetest packages in the history of Victor are being released for dealers by RCA Victor for re-
lease as November Specials. Both are high-priced collectors' items made up of long-discontinued cata-
logs and are priced accordingly and sold as "limited editions."

First of the sets, which have been in preparation for over a year, is "Honeymo to Mozart," a three-
disk unit retailing for $50. This will be limited to 1,500 sets. Pack-
ne was selected and adapted by Irving Kolodin, music editor of the Saturday Review, who was given a free hand to see exactly what was
by Mozart from the entire Victor catalogue. The box includes a stereo feature video discs made between 1907
and 1949 by such vocal artists as Battistini, Deit Ott, Hepple, Mer-
comb, Bee, Pasla, Schole, Sel,
ch, Seld, etc.

Second set, the second is a long-
bet on Arnold Schonburg-Beethoven Society Edition of the 32 Beeth-
oven piano sonatas. These have been processed onto 13 15-inch

SPA Wants Full
Mechanical Rate

NEW YORK—One of the most controversial issues in the music world today is the question of whether skill-related relations may receive some of the same legal protec-
tion as the copyright. This is a question that has been in the air for some time, and it is likely to be discussed at length during the hearings on the new copyright bill currently before Congress.

Further points almost sure to occupy the attention of the Council of American Musical Ap-
rts are the question of whether the mechanical conditions for sending out master records to com-

des and the question of whether the publisher is required to bear the cost of conducting a survey or if the writer would be guaranteed his 50 percent share of the full statutory rate.

Another consideration on the part of the Council is to a large extent the current status of copyright music, with respect to music publishing ap-

pects. The issue of whether or not a composer has the right to determine the terms on which his music is published, or whether the publisher is required to bear the cost of conducting a survey or if the writer would be guaranteed his 50 percent share of the full statutory rate.

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Disk Spinners Also Spiral Sales on Sponsor Products

CONTINENTAL KICK

Major Diskers Go For Foreign Lifts

NEWS REVIEW

Cole Wows Em Again At Copa

PHILADELPHIA — The City of Brotherly Love has been eating itself this week. The radio, the movies and the theater are all stuffed with characters. And the city, on the whole, is just dandy.

In fact, disk jockeys are more than just a simple moniker for people who make records. They are also a significant part of any record industry. It is no coincidence that the successful disk jockeys are also the ones who are most successful in the business. The reason for this is simple: the disk jockeys are able to connect with their audience in a way that no other medium can.

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

Here's what you'll get... MADE TWICE A MONTH STARTING NOW!

**HONOR ROLL OF HITS POSTER**
17"x22" two colors. Listing the Top 15 of the week, plus the up-and-coming favorites, based on BILLBOARD's famous survey. Tiered for your window displays.

**BIG PLAY POP ALBUM POSTER**
17"x22" two colors. Listing the Top 15 of the week. Plus the up-and-coming favorites, based on BILLBOARD's famous survey. Tiered for your window displays.

**BIG PLAY CLASSICAL ALBUM POSTER**
17"x22" two colors. Listing the Top 15 of the week. Plus the up-and-coming favorites, based on BILLBOARD's famous survey. Tiered for your window displays.

**POINT-O-IAL POSTERS OF NEW TITLES AND NEW EQUIPMENT**
Spreading these all over your store! Put them up in your listening booths.

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

SAVE $3.00 ON THIS SPECIAL INTRODUCTORY OFFER!

YOU SAVE $3.00 FOR NEW DEALERS SUBSCRIBERS ONLY!

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

MAIL THIS MONEY-SAVING COUPON NOW!

Want More Profits? For as little as 25c a week! Billboard's New Sales Booster Kits...will help you sell more singles, more albums, more phonographs and more accessories.
WANTED
GLIB D.J.
Midwest
Box 877
The Billboard
1564 Broadway, New York

NEWS REVIEW
Waters in Party Mood At Reuban
NEW YORK — Alioto last Thursday (1) was just one day away from his birthday, it might just as well have been that pre-
cooking day as far as Ethel Waters and the audience were concerned. At Le Reuban Blue, for her opening night appearance at the intimate East Side room, everyone had been in a birthday-party spirit as she gave forth to one song after another in her version of "Old Black Joe," that closed solidly.
Mills opened the show with "Taking a Chance on Love," and finished her 85-minute appearance with "On the Sunny Side of the Street." In between she had the audience in her hand as she proved them such Waters stand-
ards as "Happy Days Are Here Again," "Rags to Riches," "Around the World," "Stormy Weather," "St. Louis Blues," and "Cabin in the Cotton," as well as a smattering of two special material bits that garnished her apropos opportunity to do a little of that brand of facial clowning and straight acting that evokes plenty of laughter.
She has her own brand of clownery in her personality. Her display of her talents was patterned more on the side of the show business than the straight theater which evidences plenty of laughter.
The ZOOG Asked 'Child' Damage Suit
NEW YORK — Papers were filed Wednesday in the U. S. District Court in a multimillion dol-
lar action involving the song "Thursday's Child," by Langley Music publishing house of Murray Grand and Elise Boyd.
"This tune," recently waived and used at the title of her book and on RCA Victor LP record by Cat and Can, was originally sub-
mit for publication in 1901 by Cat and Can. According to the complaint, Langley first published the song in 1901, after which, the writer a legally met another deal for publication with Langley for $30. The complaint charges that the defendants con-
tracted with Langley for the entire right to the song and a restraining order and a permanent injunction are asked against the infringement. A total of $200,000 in damages is sought.
Spurred in evidence are copies of sheet music of the song in the hands of each firm. Langley reportedly has a master tape of the RCA Victor, Atlantic and M-C records.

MUSIC AS WRITTEN

Rites Held for C. E. Arney
NEW YORK — C. E. Arney Jr., recently retired secretary treasurer of the National Association of Broadcasters, died in Bakerfield, California. Mr. Arney for years was the official convention manager for the Association, also the official for the National Association of Broadcasters.
Arney originally came from Seattle, where he was a station manager. Burial will be in Seattle.

Major Diskerays Go Foreign
Continued from page 19

The Billboard - November 10, 1956 - Page 17

MEMO from Bob Lissner
JACK PLEIS
GREAT INSTRUMENTALIST
THE WAIT OF TEARS
- RECORDING STRIKES BALLARD
DECCA 53098 9-20-56
WATCH THIS ONE
SONNY GARNER
DIANA COLE
RIZIO RIBS
MODE MUSIC INC.
1650 BROADWAY N.Y.C.

A new song by Pat Ballard — A GREAT RECORD
WHERE'LL I BE TOMORROW NIGHT?
The Satisfiers
Cont. 5-4177
GENERAL MUSIC PUBLISHING CO., INC.

Top pay for hot shot personality D.J.'s preferably with show biz or musical background. Store stations top rated in Omaha, Kansas City, Miami, New Orleans and Minneapolis. Air tape and resume to Todd Storz, Klipartick Building, Omaha, Neb.
Local Stations and Jocks Active as Disk Retailers

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

NEW YORK — Several radio stations and jockeys across the country are finding new and better ways to sell record store stock, according to broadcast week's (B&W) National Disc Jockey Special Issue. Stations currently earning good sales of jazz records include WWOOL, Buffalo; WAGL, Lansing; WAXL, Nashville, and WJYK, Marshall, Tex.

Station managers-dealer admit that being in both fields at the same time enables them to keep both their disk programming and store orders up to date with public prices on the spot.Jock dealers gear all the music that best fits their needs, and most of the music that the biggest is such as an operation in the unique recording business. Also, several stations have been forced to keep in touch with local record distributors.

While both WAGL and WWOOL operate their disk shops out of their stations, WAGL's disc operation, sponsored by WAGL, is operated by the same program director, Al Proutt, in Denver. He has arranged to pay his station a royalty on all disks sold. WWOOL's disk shop, operated in accordance with WWOOL program director Al Proutt, in Des Moines, is operated by Phil Silvani, in Des Moines, in high-fidelity shops, while WAGL is operated by a complete line of high-fi equipment will be added to the WAGL station in the near future, and a project to sell records by mail over the air is also under consideration.

The Texas station dropped country and western novelties entirely to concentrate on jazz records for the new programming policy. Since the advent of the new format, record-jock sales have increased 45 per cent. Many stations own their own record stores, but most of them are reluctant to talk about them. One of the larger stations, however, business interests separate from the station, a 50 per cent interest in the New Jersey jock operates a particularly interesting "chain" of disk outlets. The disks, both singles and packages on all major labels, are sold on the weekends from special stalls in two farmers' markets located in outlying districts.

Altogether, the disk jockeys have a jazz record shop, 40 per cent of his retail sales are made on country and western material. Consequently, it's not possible for his station mailing list compiled from listener letters for special mailings on the disk shops.

In addition to selling disks at public auctions, disk jocks are under heavy demand for used records, which he picks up from local jocks and at public auctions in packages four and five for $1.

NYARD Discusses Competition Issues

NEW YORK — The recently reorganized New York Association of Record Dealers held its second meeting here Thursday (1). However, the latest outburst was limited to a discussion of the search for new program directors, elected officers and other important members for the purpose of discussing problems facing the membership as a whole. Next general meeting is slated for November 14 at the Capitol Hotel in New York.

The most recent session, reportedly, dealt with problems of record promotion; record shop and retail discount houses. According to the membership, there is a need for more publicizing of the York outlet for all types of hifi equipment and household merchandise. It was pointed out that this firm, although it sells new products below its own cost, merely as a device to get new patrons in the store, who would then become regular customers for other types of merchandise.

The store also pointed out that there had been special deals from manufacturers on competition from rack and record store market types of stores. One dealer member from Stamford, Conn., who runs his own disk shop, stated that the unique method of competing with its own A.H. competitive, whereby he installs a free player in his record store and gives away small records to customers.

Also touched on tangently, the subject of the big volume disk discounts in Chicago, for example, and the light heavy promotion given to upcoming releases by the Concerto record company, as opposed to the releases conducted by Edward Van Beuningen at the Columbia Disk Corporation. The latter stated that a golden disk marking the sale of the one hundred thousand copy mark was on the way to the sales staff. "Sellers of the October Concerto " gave gold flake disks still in the stage and "Firebird" had established the organization as a leading international classical and jazz artists, Schick pointed out.

H. Van Beuningen, incidentally, has just been signed to a new pact at an exclusive jazz artist. The label's top man, Leon Fleisher, both for Schick and Van Beuningen.

Minimal prints of the "First," 1957 took place in all phases of the Sun Jazz label. Hottest disk single comedy is the recently-released disk comedy of Hawking, "Put a Spell on You," breaking fast for a hit. Dickie Lee. The label is signing new artists to back up the roster which includes Hawkins, Orlon, Landau, Nelson, and others.

Voices Rights

- Continued from page 14

are the many band recordings plus dixieland by Sterling Blake and Ronald Mervin (Mantovani arrangers). Blake's "first" release will appear in January. Martin Blake, a regular on "The Tonight Show" and "Hollywood Barn," has also superimposed a set of "Second" release, with this release has been done with band records.

Feder was negotiated by Ward Bordert for Vox with David Brubeck and the Dave Brubeck Quartet of the 8"R.8. operation here.

In addition to the "First," many outdoor engagements were handled by the GAC-Hamill office, New York.
Makers of Hits

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

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

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

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

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

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

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

- Film companies endorse disk-jockey station for a box-office-plus liaison
- DeeJay comes into his own as an executive and showcaser of recorded pic music

By JOEL FREEMAN
The high, breathy voices of music and motion pictures, accomplished largely through the exploitation of radio and television, are nowadays more vividly endued; the disk jockey can and does build a better box office.

Never before in the history of the film business has the disk jockey and the value of recorded music from a motion picture been so graphically evident and so vitally important. The current disk market literally abounds with music from motion pictures, and in the past year sound-track albums and "little songs" from films have attainted a peak of popularity unheard-of in music or film business annals. Why the sudden explosion? The engulfing of music in films? The answer lies in the simple fact that both groups, motion picture industry and the recording companies each have a vested interest in each other's product, and one of the most potent magnets of selling that product to a mass audience is thus the disk jockey.

The disk jockey used to be a "title song" wherer he be the main title or in the body of the film, is not an idle one. Filmmakers recognize the intrinsic value of music as a connecting link between dialogue and action. Motion pictures set the mood, heightens audience interest and beyond these primary functions, represents their own right.

The disk jockey may be disputed in some quarters, and especially among Hollywood producers, the disk jockey is becoming a talent of to-day represents the largest and most capable source of discomanics in the entertainment industry. In a measure, artists such as Doris Day, Nat King Cole, the Four Aces, Elvis Presley, and others have similarly been supplanted the elite group of motion picture stars who for years reigned as the kings of hero worshipers the world over. These, with the name music business personality who hasn't since gone on to far greater things and fortune, via motions.

Studio-Jock Liaison
With music from a motion picture a definite box-office plus, the film companies and disk firms have felt the need for such a liaison, which has occasioned the establishment of a Liaison Studio from diskjockey reps of their production schedules, and very often thru the co-operation of a recording company, talent is suggested and cast for a particular film role. Release date of films and records are closely co-ordinated to get the maximum amount of air-play and exposure.

The studio today employs staffs of promoters, none whose specific function is to get disk jockey play. Virtually every studio has at least one or twodisk men, both for jockey promotion records, and also to further the jockey presence, in a point of sale merchandising, and also job books. In which jockeys figure most prominently, Radio and television advertising alone on a local and national level have been included in a good many campaigns, all designed to sell the music and the picture.

And disk biz companies have been waged recently on a grandiose scale, chiefly for producions, among them "The Edulicious Story," "Man With The Golden Arm," "The King & I," "Carousel," and others. In each case disk jockeys were given specific assignments and in the case of some versions of the music in the film, were in the film, with the stars were produced especially for jockeys and pre-recording, being recorded at the same recor company level, window cards etc. The amount of the music of the film was designed for dealers special programming the film along with TV and radio commercials and photographs for TV use were sent to the nation's dealers.

Disk jockeys can expect to see an even greater number of productions, in which music plays an important role in the 1956-57 season. Among the many films as "Ten Thousand Beds," starring Dean Martin, "The Egg and the Army," starring Burt Lancaster, "The Girl Most Likely," with Jane Powell and Debbie Reynolds, "Kid Stockade," with Frank Sinatra and Cyd Charisse, "Do Re Mi," with Marlin Brand, "The Extraordinary Fumiau," with Pat O'Brien and Sylmar Dade, and "White Daffy," and numerous others. The importance of the disk jockey is evident from the fact that it is also likely to increase next year with the inclusion of more top track rights and title songs getting kerneker. Accordingly, the stature of the disk jockey and the flood of releases and increased interest in programming will help sell a picture and add to box-office receipts.

D.J. Plugs Key LP Growth

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

By PAUL ABERCROMBE
For years the disk jockey has been the key factor in the exploitation of records. It is also achieving such a position in the album field, according to results in The Billboard's Ninth Annual Disk Jockey Poll, which showed music, which just 10 years ago was the picture in which jockeys were devoting an increasing amount of time to album programming. This is a tremen- dous significance for it means that more and more are now being programmed for a total audience - including teen-agers (for singles) and adults (albums).

The figures bear out this growing the years and the rise in album promotion. The Trade Aspects section of the poll, specifically documents this, with nearly 60 per cent of jockeys answering affirmatively the question: Are of your record show devoted to to the over-all importance of albums in the total record market. However, many jockeys admitted that teen-age audience is at the tone-age audience. At no more doesn't the adult audience, it is expected that the hours devoted to albums will increase.

Should Be Studied
Readers are also advised to study closely the Studio Management section of the poll concerning album programming. Presented here is additional documentation of the importance of albums. As the jockey stated they devoted program time in the past year to record albums, and show albums; another 40 per cent checked background information on the amount of material packaged, this a station receives weekly 393 pop singles, 12.1 c.w. singles and 49 other. When the jockey into consideration the great amount of data, it is apparent that a consider- able portion of a station's music is being devoted to album programming. As for stations under 5,000 watts, there is a marked interest in album programming compared with singles even more impressive, as a glance at the poll reveals. The poll reveals the importance of various types of record shows. Programming of current pop singles, and standard pop singles leads all other categories, in both the larger and smaller station groups. Yet, when the different album categories are added together, the total represented by album programming is consider- able. Thus, in the smaller under 10,000 watt, the average station devotes 4.6 hours per week to pop albums; 3.4 to classical; 1.0 to jazz, and another 3.0 hours to rhythm and blues which may be either singles or albums. In the next category, much time proportionately is given to pop singles - 6.4 hours per week to pop singles - 28.4 hours in the smaller station groups; 3.0 hours per week to pop albums; 3.6 hours per week devoted to pop packages; 3.2 hours to classical; 0.5 hours to rhythm and blues which may be either albums or singles. In the station groups covered by the survey.

The stations include: WNEW, New York; WLS, Chicago; WOR, New York, WDWH, Boston; WSBW, Cleveland; and WENG, Cleveland.

Indie Time Buying Up

NEW YORK -- Advertis- ers today are buying more local radio stations in 1947, a peak pre-TV year, according to a special price survey by WNEW here.

Indie radio itself chucked up a record sales take this year, breaking the record set in the previous record-breaking year, 1935. Total sales were $8,000 per station in 1947. Rival-wise, WNEW this year recorded its biggest average quarter hour audience over 1946, the poll reveals. Based on Harper internship, it is estimated that radio stations account radio stations network coverage in the city of New York, 28,000,000 (0.0000 of 15 million) of which 15,000,000 was covered by the survey. The survey includes: WNEW, New York; WOR, New York; WLS, Chicago; WDWH, Boston; WSBW, Cleveland; and WENG, Cleveland.

Latin Americans lead foreign disk field

By BILL SIMON
Foreign language disk jockeys show, for the first time in history, appearing featuring foreign brands of music on disk jockeys, and now for the first time in history, appearing featuring foreign brands of music on disk jockeys, and now foreign language. The reason is simple and obvious - they pay off.

During the war and for sev- eral years thereafter, immigration was at a virtual standstill and American nationalism feeling high. Few foreign language disks were issued, played or sold. The second generation: of byphenated Americans try to find something to lilt in the interest of their forebears. However, we have new waves of immigration, mainly from Puerto Rico and Mexico, and quite naturally, Latin-Ame- rican music has taken the foreign-language disk lead. But most of the other language groups are beginning to catch up. The small, obscure groups, like the Poles, the Greeks, the Italians, the Yugoslavs, and the English, are beginning to catch up in their efforts to reach all potential markets. The foreign language jockeys, with the help of the foreign language disk jockeys purchasing their own disk, have had everyer had to spend before, and the small foreign language stations offer a competitive market for these disks, which are valuable to the Jockeys.

The problem of foreign-type spokers today is that of obtaining the proper disks. For

Latin Spices, whether their etas to the Cuban-Puerto Rican market, the market, the problem doesn't exist. They can get the disks they want from a flock of companies, most of which produce new issues

With most other language groups, not so fortunate. The importing of masters from countries with whom trade is spotty or virtually non-existent, the fair amount of the Polish, Italian and Jewish platters are cut in the States. While the German-American market is one of the biggest made in the world, there is enough trade and traffic to justify the issue of such disks, to issue a supply of disks cut on the native soil, if these were not, there would be a plenty cut here.

Big Band Field

The big band field, the Latin-American, actually is sharply di- stinct from the Latin-American origin groups. The Poro- rio Rican immigrants, until a few years ago concentrated in New York City, now are spreading out to the west and the Midwest. Chicago, Cleve- land, St. Louis, the other cities, are now forced to carry Latin bands. Florida, naturally, has a big Cas- tilian band. However, the entire Latin band is on the Mexican, just as natural as are the bands in California, Texas, Arizona, etc. They constitute the majority of Latinos even in Chicago, which at last census had 60,000 Mexican-Americans, or 15,000 legal immigrants, or "surbans," as this, as opposed to 15,000 born in Puerto Rico.

Chicago then has a good num- ber of bands, which are played on one or two stations, and some others are heard on WNEW here.

}
WHO PICKS DISKS?

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

Who has the final say as to the selection of radio station disk program material still remains a mystery to many program directors and disk jockey-rental re-/recording firms. This is based on the annual national Disk Jockey Survey.

On one hand, more than 94 per cent of program directors say they select records played on their show's programs, while only 56 per cent of program directors report that their disk jockey management did their picking.

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

Results were equally contradictory, for it was found that, in many cases, two sources of help in the selection of records were rated more highly than as key. A third of station managers polled said that radio disk jockey programs supplied either the duplicates, and the jockeys themselves were the last to admit they were on their own personal opinion, with the last being named the most significant factor.

The jockeys were also somewhat contradictory in their own assessment of their own ratings. For instance, although 6 per cent of station managers polled said trade standards on air programs were editorial features and listener requests were the biggest hits, which were the same, the majority of listeners listed their own personal opinion, with the air staff named the most significant factor.

One of the frankest advocates of "hits only" programing was Los Angeles, which kicked up quite a stir the last six months in suggesting its new policy the all-station "hits only" program. Thus, station KFRC, the programming standards which are the best selling records of all rock and roll.

As a result, the stations had to adopt the "hits only" policy program. Another example of this was station KFRC, Dallas, which, under the direction of its manager, Dr. C. E. Riley, adopted the "hits only" policy program. This is another example of how the music industry is coming to grips with the problem of overproduction.

The "hits only" policy was also adopted by station WHB, Kansas City, WDCO, Seattle, and WOR, New York. The results have been very good, with the number of records played being less than the number of records played.

Even the jockeys were surprised at the results, with many of them continuing to thrive in spite of the increasing absence of in-person platter star. Another, and even more serious threat to the establishment of the new programing, was the campaign to make the platter star synonymous with juvenile delinquency. The latter case was made by the jockeys who took place at some rock and roll shows and on the streets across the cities across the country in late 1963 and early this year.

So some stations are tall, others for clarity; locals range from church social halls and school gymnasiums to dance halls and night clubs, and attendances range from a few hundred to a handful to well over 1,000. In all cases, the most outstanding factor was the jockey's ability to influence the music industry, to such an extent that it is often used as a tool of pressure by the music industry to influence the music industry's decisions.

Last year it was generally accepted that the big draw at record stores was the big-name recording artists as opposed to the unknown artists. Today, the American Guild of Variety Artists and the American Federation of Musicians have taken action against this "clamoring down on great performance" practice. They are now members and making it difficult, if not impossible, for disc jockeys to use these artists as long as they are used in their efforts to work on top of the music industry's ladder.

The music industry has responded by the jockeys, the result of which is that the amount of music played by disc jockeys has been reduced to a minimum.

All the managers are aware of the "hits only" policy program, but few have enough people to play "hits only" programs for their jobs. For instance, in the Billboard (November 9, 1960)

**Competition Up**

With the number of new stations dropping network affiliation to an all-time high, radio hits are now available on radio and news radio market. Competition has been stepped up sharply since the first of the year. Consequently, in a move to win higher ratings, many stations are tightening up their programming, even in their own record programing, some hewing to a strict "top sellers" format, with others branching out into standards with emphasis on LP records and a minimum of talk.

Still others are trying to strike a balance between the "hot" hits and attention calling new releases. Many station programs are now branching out into standards with emphasis on LP records and a minimum of talk. Some station programs are now branching out into standards with emphasis on LP records and a minimum of talk. Some station programs are now branching out into standards with emphasis on LP records and a minimum of talk. Some station programs are now branching out into standards with emphasis on LP records and a minimum of talk.

**R & R. a Teen-Age Must**

CLEVELAND — Hon- erties may be the best policy, but Norman Vaz of WODK heard it isn’t the easiest to follow. Waltz recently decided that the best way to solve the problem of the afternoon show at WODK and the free plug expert. He spent hours with some of the jockeys and the program director. After all, the jockeys have been asked to help him and not play the role of an "honorary member." Also, there have been very few such programs in the past. One plugin asked when Waltz said he played the first program, "What do you play, a side of new disk sold or a rock band with a "rock-matic" play as a courtesy when he visits any jock?"

The answer is a sensitive mass medium. Obviously, the question of the day is: How much? Many stations have announced their plans for "hits only" programs, and some have restricted their shows to the top 100 hits. This, of course, further increases the pressure on the music industry to produce more records of the same type.

Evidence from the survey indicates, however, that a number of stations went overboard on rock and roll programming in the first phases of the Fillmore era that followed. Eager to please, broadcast stations cut down the rock and roll on their stations, but this proved fatal. Returned to normal programming despite the fact that rock and roll programming at any time before the kids got home from school was impossible, with only a few exceptions, was unsuccessful.

A pattern has set in which finds most stations trying hard to please "fillmore fans" and give them their music at sometime during the night. This is a two-hour segment late in the afternoon or a choice early evening segment, usually determined by the station program director, who is responsible for the music industry to produce more records of the same type.

A pattern has set in which finds most stations trying hard to please "fillmore fans" and give them their music at sometime during the night. This is a two-hour segment late in the afternoon or a choice early evening segment, usually determined by the station program director, who is responsible for the music industry to produce more records of the same type.

(Continued on page 26)
## FAVORITE RECORDS

<table>
<thead>
<tr>
<th>Position</th>
<th>Recording</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>MOONLIGHT AND LOVE FROM PICNIC, H. Stoloff</td>
<td>Decca</td>
</tr>
<tr>
<td>2.</td>
<td>ON THE STREET WHERE YOU LIVE, Y. Davone</td>
<td>Columbia</td>
</tr>
<tr>
<td>3.</td>
<td>POOR PEOPLE OF PARIS, Les Baxter</td>
<td>Capitol</td>
</tr>
<tr>
<td>4.</td>
<td>CANADIAN SUNSET, H. Winterhalter-E Heywood</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>5.</td>
<td>LISBON ANTIGUA, N. Ridele</td>
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<tr>
<td>6.</td>
<td>WAYWARD WIND, G. Grant</td>
<td>Era</td>
</tr>
<tr>
<td>7.</td>
<td>MY PRAYER, Pilfers</td>
<td>Mercury</td>
</tr>
<tr>
<td>8.</td>
<td>WHATSOEVER WILL BE, WILL BE (Gee Sera Sera), Doris Day</td>
<td>Columbia</td>
</tr>
<tr>
<td>9.</td>
<td>CANADIAN SUNSET, A. Williams</td>
<td>Cadence</td>
</tr>
<tr>
<td>10.</td>
<td>ALLEGHENY MOON, P. Page</td>
<td>Mercury</td>
</tr>
<tr>
<td>11.</td>
<td>CRY ME A RIVER, J. London</td>
<td>Liberty</td>
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<tr>
<td>12.</td>
<td>MOONLIGHT AND LOVE FROM PICNIC, G. Cates</td>
<td>Coral</td>
</tr>
<tr>
<td>13.</td>
<td>SIXTEEN TONS, Tennessee Ernie Ford</td>
<td>Capitol</td>
</tr>
<tr>
<td>14.</td>
<td>GREAT PRETENDER, Pilfers</td>
<td>Mercury</td>
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<td>15.</td>
<td>MOMENTS TO REMEMBER, Four Lads</td>
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<td>16.</td>
<td>MEMORIES ARE MADE OF THIS, Dean Martin</td>
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<td>17.</td>
<td>AUTUMN LEAVES, Roger Williams</td>
<td>Kapp</td>
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<td>18.</td>
<td>DON'T BE CRUEL, E. Presley</td>
<td>RCA Victor</td>
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<tr>
<td>19.</td>
<td>FRIENDLY PERSUASION, P. Boone</td>
<td>Dot</td>
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<tr>
<td>20.</td>
<td>TRUE LOVE, Bing Crosby, G. Kelly</td>
<td>Capitol</td>
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<tr>
<td>21.</td>
<td>NOW YOU HAS JAZZ, Bing Crosby, L. Armstrong</td>
<td>Capitol</td>
</tr>
</tbody>
</table>

## MOST-PLAYED RECORDS

<table>
<thead>
<tr>
<th>Position</th>
<th>Record</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>1.</td>
<td>ROCK AND ROLL WALTZ, Kay Starr</td>
<td>Victor</td>
</tr>
<tr>
<td>2.</td>
<td>NO, NOT MUCH, Four Lads</td>
<td>Columbia</td>
</tr>
<tr>
<td>3.</td>
<td>GREAT PRETENDER, Pilfers</td>
<td>Mercury</td>
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<td>4.</td>
<td>MOONLIGHT AND LOVE FROM PICNIC, H. Stoloff</td>
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<tr>
<td>5.</td>
<td>HEARTBREAK HOTEL, Elvis Presley</td>
<td>Victor</td>
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<td>6.</td>
<td>HOT DIGGITY, Perry Como</td>
<td>Victor</td>
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<tr>
<td>7.</td>
<td>I'M GONNA BE A ROCK STAR, Elvis Presley</td>
<td>Victor</td>
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<tr>
<td>8.</td>
<td>I'M GONNA BE A ROCK STAR, Elvis Presley</td>
<td>Victor</td>
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<td>9.</td>
<td>SIXTEEN TONS, Tennessee Ernie Ford</td>
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<td>10.</td>
<td>I ALMOST LOST MY MIND, Pat Boone</td>
<td>Dot</td>
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<tr>
<td>11.</td>
<td>WHATSOEVER WILL BE, WILL BE (Gee Sera Sera), Doris Day</td>
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<td>12.</td>
<td>I'LL BE HOME, Pat Boone</td>
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<td>13.</td>
<td>STANDING ON THE CORNER, Four Lads</td>
<td>Capitol</td>
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<td>14.</td>
<td>ALLEGHENY MOON, Pati Page</td>
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<td>15.</td>
<td>ONLINE THE STREET WHERE YOU LIVE, Vic Damone</td>
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<td>16.</td>
<td>CANADIAN SUNSET, Eddy Heywood-Hugo Winterhalter</td>
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<td>17.</td>
<td>MOONLIGHT AND LOVE FROM PICNIC, G. Cates</td>
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<td>BORN TO BE WITH YOU, Chordettes</td>
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<td>HOUND DOG, Elvis Presley</td>
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<td>20.</td>
<td>BLUE SUEDE SHOES, Carl Perkins</td>
<td>Sun</td>
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## FAVORITE FEMALE VOCALIST

<table>
<thead>
<tr>
<th>Position</th>
<th>Female Vocalist</th>
<th>Label</th>
<th>1955</th>
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<tbody>
<tr>
<td>1.</td>
<td>DORIS DAY</td>
<td>Columbia</td>
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<td>2.</td>
<td>PATTI PAGE</td>
<td>Mercury</td>
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<td>3.</td>
<td>ELLA FITZGERALD</td>
<td>Verve</td>
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<td>4.</td>
<td>PEGGY LEE</td>
<td>Decca</td>
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<td>JUNE CHRISY</td>
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<td>6.</td>
<td>JOHN JAMES</td>
<td>M-G-M</td>
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<td>JO STAFFORD</td>
<td>Columbia</td>
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<td>SARAH VAUGHAN</td>
<td>Mercury</td>
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<td>KAY STARR</td>
<td>RCA Victor</td>
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<td>ROSEMARY CLOONEY</td>
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## MOST-PLAYED FEMALE VOCALIST

<table>
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<th>Artist</th>
<th>Label</th>
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<tr>
<td>1.</td>
<td>KAY STARR</td>
<td>Victor</td>
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<td>GALE STORM</td>
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<td>DORIS DAY</td>
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<td>TERESA BREMER</td>
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<td>6.</td>
<td>CATHY CARR</td>
<td>Fraternity</td>
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<td>SARAH VAUGHAN</td>
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<td>8.</td>
<td>PEGGY LEE</td>
<td>Decca</td>
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<td>GEORGE GIBBS</td>
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<td>10.</td>
<td>SYLVIA SYMS</td>
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## FAVORITE MALE VOCALIST

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<td>NAT KING COLE</td>
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<td>5.</td>
<td>BING CROSBY</td>
<td>Decca, Verve</td>
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<td>VIC DAMONE</td>
<td>Columbia</td>
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<td>EDDIE FISHER</td>
<td>RCA Victor</td>
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<td>DON CHERY</td>
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<td>HARRY BELAFONTE</td>
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<td>SAMMY DAVIS JR.</td>
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<td>11.</td>
<td>TONY MARTIN</td>
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## MOST-PLAYED MALE VOCALIST

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<tr>
<th>Position</th>
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<tr>
<td>1.</td>
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<td>4.</td>
<td>TENNESSE ERIE FORD</td>
<td>Capitol</td>
<td>—</td>
</tr>
<tr>
<td>5.</td>
<td>FRANK SINATRA</td>
<td>Capitol</td>
<td>2</td>
</tr>
<tr>
<td>6.</td>
<td>VIC DAMONE</td>
<td>Columbia</td>
<td>—</td>
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<td>7.</td>
<td>DON CHERY</td>
<td>Columbia</td>
<td>—</td>
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<td>8.</td>
<td>BILL HALEY</td>
<td>Decca</td>
<td>—</td>
</tr>
<tr>
<td>9.</td>
<td>EDDIE FISHER</td>
<td>Victor</td>
<td>4</td>
</tr>
</tbody>
</table>

Copyrighted material
Our sincerest thanks to Disk Jockeys everywhere for helping us achieve the greatest year in our history.
“on mike with
RCA Victor talent”

EDDY ARNOLD
I WOULDN'T KNOW WHERE TO BEGIN
THE BALLAD OF WES TANCRE

RCA 20/47 6699

America's favorite speed... 45 RPM

RCA Victor
"on mike with RCA Victor talent"

MARTHA CARSON
HE WAS THERE
GET THAT GOLDEN KEY

20/47 6724

America's favorite speed... 45 RPM RCA VICTOR
"on mike with RCA Victor talent"

PERRY COMO

MOONLIGHT LOVE  CHINCHERINCHEE

20/47 6670

America’s favorite speed... 45 RPM  RCA VICTOR
“on mike with
RCA Victor talent”

EDDIE FISHER

CINDY, OH CINDY | AROUND THE WORLD

20/47 6677

America's favorite speed... 45 RPM  RCA VICTOR
"on mike with RCA Victor talent"

EDDIE HEYWOOD

LOST LOVE  MOZAMBIQUE

20/47 6674

America's favorite speed... 45 RPM RCA VICTOR
"on mike with RCA Victor talent"

DAVID HOUSTON
BLUE PRELUDE | I'LL ALWAYS HAVE IT ON MY MIND
20/47 6696
BOOKINGS: WTVX ARTIST SERVICE BUREAU, HORACE LogAN, WOR., SHrevePORT, LA.
America's favorite speed... 45 RPM RCA Victor

Copyrighted material
TEDDI KING
MARRIED I CAN ALWAYS GET
TRAVELING DOWN A LONELY ROAD

20/47 6660

America's favorite speed... 45 RPM

RCA VICTOR
"on mike with 
RCA Victor talent"

JULIUS LA ROSA
PRISCILLA | ALL I WANT
20/47 6700

America's favorite speed... 45 RPM RCA VICTOR
"On mike with RCA Victor talent"

VAUGHN MONROE
"The Voice of RCA"

WAIT FOR LOVE  NOT FOR A LONG, LONG TIME

20/47 6703

America's favorite speed... 45 RPM RCA VICTOR
"on mike with RCA Victor talent"

LOU MONTE

ELVIS PRESLEY FOR PRESIDENT IF I WAS A MILLIONAIRE

America's favorite speed... 45 RPM RCA VICTOR
"on mike with
RCA Victor talent"

JOE REisman

ARMEN'S THEME | I'LL TAKE YOU DANCING

America's favorite speed... 45 RPM RCA Victor
HENRI RENE

Current Album Release
MUSIC FOR BACHELORS
LPM 1046

Current Single Release
LOVE ME TENDER
THE LITTLE WHITE HORSE
20/47 6728

America's favorite speed... 45 RPM RCA VICTOR
George Beverly Shea

"Take My Mother Home"  "There's a Time"

America's favorite speed... 45 RPM RCA Victor
"on mike with
RCA Victor talent"

HANK SNOW
STOLEN MOMENTS  TWO WON'T CARE

20/47 6715

PERSONAL MANAGEMENT: MAC SINES AGENCY, BOX 478, NASHVILLE, TENN.  PHONE: MADISON 7-2012

America's favorite speed... 45 RPM  RCA VICTOR
"on mike with RCA Victor talent"

THE THREE SUNS

POSTMARK: VIENNA | WIND RIVER VALLEY

20/47 6713

America's favorite speed... 45 RPM RCA VICTOR
HUGO WINTERHALTER

BOULEVARD OF LOVE  ALL THAT I ASK IS LOVE

20/47 6701

America's favorite speed... 45 RPM  RCA VICTOR
PORTER WAGONER

SEEING HER ONLY REMINDED ME OF YOU

A GOOD TIME WAS HAD BY ALL

20/47 6697

BOOKINGS: TOP TALENT, INC. 1121 50th STREET, SPRINGFIELD, MO., PHONE 24432
★ STAR OF ABC'S MAURO JUBILEE

America’s favorite speed... 45 RPM RCA VICTOR
on mike with RCA Victor talent

PEE WEE KING'S BAND
featuring REDD STEWART

"Coming Soon Big New Single"

PERSONAL MANAGEMENT: WILLIAM "BIL" KING, 350 W. MAIN ST., LOUISVILLE, KY. PHONE: JUNIPER 4-0053

JIM EDWARD, MAXINE & BONNIE BROWN

Jim Edward & Maxine Brown
A MAN WITH A PLAN
Jim Edward, Maxine & Bonnie Brown
JUST-A-LOT-OF SWEET TALK
20/47-6730

America's favorite speed... 45 RPM RCA Victor
"on mike with RCA Victor talent"

JANIS MARTIN
MY BOY ELVIS LITTLE BIT

20/47 6652

PERSONAL MANAGEMENT: BURT ROBIE c/o OLD DOMINION SHOW, INC., 911 E. BROAD ST., RICHMOND, VA. PHONE: RICHMOND 3-6653

BLACKWOOD BROTHERS
THE GOOD BOOK GIVE US THIS DAY

20/47 6686

BOOKING: JAMES BLACKWOOD, MGR., 106 JEFFERSON AVE., MEMPHIS, TN. PHONE: J24-1449

America's favorite speed... 45 RPM

RCA VICTOR
Poll Shows Rise
In Radio Billings

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

Radio broadcasters throughout the
country have experienced an in-
crease in billings since last year,
and it is apparent that a major
factor in this increase is the suc-
cess of record programming.

This is demonstrated in the
station management section of
The Billboard's Ninth Annual
Disk Jockey Survey. Virtually all
station managers indicated that
they had experienced an in-
crease in billings on their recorded
shows. In the case of stations of
5,000 watts and over, the increase
amounted to an average of 21.9
per cent on recorded programs.

No stations reported a decrease.
With regard to programs of other
types—in the same station power
class—87.5 per cent of the sta-
nions showed an increase in bill-
ings averaging 17.5 per cent.

With regard to stations under
5,000 watts, the analysis shows a
similar increase. Of the stations,
58.4 per cent of the stations
showed an increase of 22.2 per cent on bill-

ings according to radio programs.
In the case of other programs in
this station group, 68.1 per cent
showed an increase averaging
15.9 per cent.

The growth of indie radio bill-
ings is attested to in a study made
recently by McCann-Erickson Inc. This study, which analyzes trends
in broadcast advertising statistics,
states that during 1955 total radio expen-
sations (network and local) amounted
to $900,000,000, and national spot
radio totaled $33,000,000, figures
which wearily approach the total $32,000,000 amassed by
local radio.

It will be recalled that the
Westrubine stations recently
pulled out of their radio network
affiliation in order to program on
a local basis. All around the coun-
ty, local shows are taking top
positions in such spots as Pulp,
Examples are Jerry Marshall’s
“Barn,” and Bill Bland’s “Barn
Over WERE, Cleveland.
They both outstrip all net-
work competition.

This trend, already well de-
veloped in the small audi-
ence space, as local outlets
improve their record programming and
attract more and more advertisers.

What Price Spare
Time Hours?

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

By BOB FRANZ

NEW YORK — What does
a jock do with himself when he’s
not making with that garbage
wheel? It’s an increasing source
of comment, with the magazine
that has his name on it. It is a
stimulant to the legitimate ex-
tra-curricular activities in which
he can, and does, indulge with
the complete blessing of his
employers.

Today’s deejay turns a fast
spare time buck at just about
anything.

Natural, most of these activ-
ities are allied to show business,
but they can do anything from
selling cars to fishing tackle.

A tally of several hundred
parts from nationwide spinners
shows that 32 per cent of them work
on the sale side, 25 percent are
performers in one field or another.

Twenty-one per cent are
engaged in personal appearance
promotion.

Others among them add up
to another 10 per cent of the
workload, and still another 10 per cent manage
artistic. These performers have
pieces of retail music-record
stores. One per cent are music
publishers, and a similar percent-
age operate joke boxes.

But it’s in the music business
19 per cent that the real dynamite
begins. Sid Bell, at WWVY, Jol-
esville, Fla., aside from chores as
a performer, artist manager
management of a music store
who owns a ballroom. Ray Fic-

亲, KMM, Denver, working
member of ASCAP, also turns
out a weekly record column for
The Denver Post. Don Lomono,
KRHT, Hollywood, films with
movies and TV assignments. Lou
Barrill, WKKL, Rome, N. Y., op-
erates his own recording business.

On the other hand, Genn Kaye,
WFLD, Chicago, makes personal
management and co-
wnership of a disc store, occu-
pying his own studio for
American dancing. Don Gray,
WLW, Cincinnati, is an artist-
recording producer, and finds
time for several record columns
in his membership of 100-
0. Cliff Wilki, WDIA, Lima,
O., is a member of a tennis club,
"The Uncalled Four," which is
currently 19th on na-
tional and Canadian rating.

So and so does all down
the line, with Art Brown, of Wash-
ington’s WJW, operating a fishing
tackle shop as a sideline. Jerry
Chapman, WBB, Indianapolis,
also makes several of the best
money by exposing his record.
And under the cover of his
name, Bill Kell, of KFMB, Hollywood,
Bv, the proprietor of an ad
agency.

Others with additional finan-
cial interest are Art Ford, of
WNXW, New York. Ford owns

(Continued on page 29)

THE BILLBOARD NINTH ANNUAL
DISK JOCKEY POLL
Jockeys pick all-round favorites

ALBUMS

1. SONGS FOR SWINGIN' LOVERS, Frank Sinatra............ Capital
2. MY FAIR LADY, Original Cast.................. Columbia
3. CALVPSO, Harry Belafonte................ RCA Victor
4. CLEO PORTER SONG BOOK, Elsa Fitzgerald........... Verve
5. FOUR FRESHMEN & FIVE TROMBONE, Four Freshmen........ Capital
6. HIGH SOCIETY, Sound Track.................. Capital
7. MY FAIR LADY, Percy Faith.................. Columbia
8. EDDIE DUDIN STORY, Carmen Cavallaro........... Decca
9. BELAFONTE, Harry Belafonte................. RCA Victor
10. KING AND I, Sound Track.................. Capital
11. SOLO MOOD, Paul Weston.......................... Capital
12. ON THE SUNNY SIDE, Four Lads................. Columbia
13. JULIE IS HER NAME, J. London................... Liberty
14. MISTY MISS CHRISTY, J. Christy.................. Capital
15. PLATTERS, Platters..................... Mercury
16. SANK IN SILK, R. Dakoff.......................... Capital
17. DANCE TO BANDS, Kenton, Herman, etc........ Columbia
18. ELVIS PRESLEY, E. Presley................ RCA Victor
19. DREAM DANCING, Ray Anthony................. Capital
20. THE DANCING SOUND, L. Eierle................. Capital

(Continued on page 50)

ALBUM ARTISTS

Position Artist Label
1. BELAFONTE, Harry Belafonte RCA Victor
2. JACKIE GLEASON Capital
3. PERCY FAITH Capital
4. FRANK SINATRA Capital
5. JULIE LONDON Liberty
6. RICHARD STARR.... Capital
7. PAUL WESTON Columbia
8. LAWRENCE WELK Caril
9. ANDRE KOSTELANETZ Columbia
10. GORDON JENKINS London
11. LES EIGHT........ Columbia
12. FOUR FRESHMEN Columbia
13. NORMAN LIPOFF ENDRY......... Columbia
14. BRENDRY GOODMAN Capital, Columbia, Decca, RCA Victor
15. HOLLAS... Columbia
16. DAVE BRUBECK Columbia
17. MELACHRINO STRINGS RCA Victor
18. GLEN MILLER RCA Victor, Capital
19. ROBERTA SHERRWOOD..............Decca
20. ELLA FITZGERALD...... Verve

(Continued on page 50)
It takes more than a record... it takes

and WBC's got 'em... on its great

WBZ+WBZA, Boston+Springfield... KDKA, Pittsburgh...
great personalities...

Music, News and Service Stations...

KYW, Cleveland...WOWO, Fort Wayne...KEX, Portland, Oregon
Where the emphasis is on quality programming and personalities—plus!

* Pierre Andre  
* Dick Caughlan  
* Cliff Mercer  
* Frank Babcock  
* Eddie Hubbard  
* Norman Ross  
* George Bauer  
* Jim Lounsbury  
* Paul Saliner  
* Buddy Block  
* John Mallow  
* Steve Schickel  
* Jack Brickhouse  
* Pat McCaffrie  
* Frazier Thomas

WGN-TV
Always a good show
JIM LOUNSBURY
"Bandstand Matinee"

The difference is—more of the best

WGN-TV
THE WALT PHILLIPS SHOW
With BOB BELL
Always a funny show!
thanks for all

those spins...

perry como

moonlight love b/w chincherinchee
In D.C. - Washington folks like their music best when introduced by these D. J.'s*

*Distinctive Judges (of good recorded music)

WMAL RADIO AM & FM

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

TO YOU I GIVE MY HEART

DANNY BOY

MGM 12369 • K12369

thanks D.J.'s—
"TO YOU I GIVE MY HEART"

Joni
WJAS, RADIO PITTSBURGH
Proudly Salutes in his 4th Year

BARRY KAYE

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

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

Les Paul
Mary Ford

Current Release
BLOW THE SMOKE AWAY
RUNNIN' WILD
Capitol 3570

On TV Film Coast to Coast for LISTERINE
Direction GAC
Personal Management GRAY GORDON - MEL SHAUER
37 West 57th St.
New York 19, N. Y.
Exclusively GIBSON GUITARS
**ALL-TIME STANDARD RECORDS**

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

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<tr>
<th>Position</th>
<th>Band</th>
<th>Label</th>
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<tbody>
<tr>
<td>1.</td>
<td>LES BROWN</td>
<td>Capitol</td>
</tr>
<tr>
<td>2.</td>
<td>LES ELDGART</td>
<td>Columbia</td>
</tr>
<tr>
<td>3.</td>
<td>RAY ANTHONY</td>
<td>Capitol</td>
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<td>4.</td>
<td>STAN KENTON</td>
<td>Capitol</td>
</tr>
<tr>
<td>5.</td>
<td>BENNY GOODMAN</td>
<td>Capitol, Columbia, Decca, RCA Victor</td>
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<td>6.</td>
<td>GLENN MILLER</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>7.</td>
<td>BILL MAYS</td>
<td>Capitol</td>
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<td>8.</td>
<td>RAPHAEL FLANAGAN</td>
<td>RCA Victor</td>
</tr>
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<td>9.</td>
<td>RAPHAEL MARTIRE</td>
<td>Mercury</td>
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<td>10.</td>
<td>RICHARD MALTESE</td>
<td>VIM</td>
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**What Price Space-Time Hrs.?**

<table>
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<th>Continued from page 45</th>
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</thead>
</table>

**D.J. Appearances Up Merchandising**

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

Personality merchandising, the tactic of picking up deep and personality type shows directly from a place of business, is becoming common practice throughout the country among stations of all sizes and types. Obviously, the interspersion radio operators in this television era have been forced to look beyond their own walls for program ideas in order to hold the interest of local listeners. They have done this by going right to the spots where people meet and shop, and they give the local air audiences up-to-the-minute chatter about people and places they know. Local interest in such shows has made them ideal showcases for home-use products. They have helped to build a feeling of “Let’s go down to zo and 50, and get in on the fun.”

More and more stations throughout the country are attempting to cash in on current happenings by maintaining mobile studios. The most popular and possibly profitable mobile studio shows are those emanating from store openings, special sales and anniversaries. In fact, the majority of the stations that do “outside” broadcasting continue to cover their own activities in specific sections of the country.

- Stations, particularly those in the South east, have discovered that they may buy themselves out of the annual costs of maintaining their own studios by purchasing services from such companies that specialize in the mobile studio field.

From the questionnaire received by The Billboard, it’s clear that many of the stations who aren’t already in the “personality merchandising” business plan to get in soon.

**George Shearing**

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

**Frank Sinatra**

named favorite male singer of the year by jockeys voting in The Billboard ninth annual poll, and operates an intimate suite, the Valentine Club, and has a popular radio show here and over.

**What Price Space-Time Hrs.?**

| Continued from page 45 |

George Shearing

whose instrumental group was named favorite for the second straight year by jockeys voting in The Billboard ninth annual poll, and operates an intimate suite, the Valentine Club, and has a popular radio show here and over. Larry Finley, KFWB, Hollywood, operates clubs and cafes in both Los Angeles and Palm Springs, Calif., and still another restauranteur is Keene’s Jack Lyons Burton, who runs the Steaks House in Chicago.

Prominent in the shelling department are Sherm Felner, WDWA, Boston; Les Hoyt, WNEW, New York, and also another restauranteur is Keene’s Jack Lyons Burton, who runs the Steaks House in Chicago.

In addition, the recent survey shows that there are many additional stations, in various cities, that have established their own mobile studio groups. In fact, the majority of the stations that do “outside” broadcasting continue to cover their own activities in specific sections of the country.

- Stations, particularly those in the South east, have discovered that they may buy themselves out of the annual costs of maintaining their own studios by purchasing services from such companies that specialize in the mobile studio field.

From the questionnaire received by The Billboard, it’s clear that many of the stations who aren’t already in the “personality merchandising” business plan to get in soon.
Thanks fellas' for giving me another big one-

"JUST WALKIN' IN THE RAIN"

Sincerely

Johnnie

Personal Management
BERNIE LANG

Exclusively
COLUMBIA RECORDS
Dear disk jockeys
I’m grateful for all your help.
Sincerely,
Doris Day

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

LES ELGART
AND HIS ORCHESTRA

Thank you,
Les and Larry Elgart

Record Promotions
PAUL BROWN
Thanks, Disk Jockeys
defor everything
Mitch

Current smash hit —
SONG OF THE SPARROW
Columbia 40772

Exclusively
COLUMBIA RECORDS
the BIG one you've been waiting for

JERRY VALE

MOTHER MINE TELL ME SO

COLUMBIA 4-40775

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

- Local TV spiners on view in 30 spots
- Pop, r&v, top disk picture on TV shows

By JUNE BUNDY

NEW YORK—Altogether recorded music, or in the minds of many, records have become a part of the video network. Many industry observers accept the notion that records have become increasingly important in the local market during the past year.

According to a The Billboard's 30-year-old report, TV viewing in 30 spot programs (on one disk) nearly 50 local TV disk jockey shows—representing 44 cities and 20 States—are currently programmed on a regular basis, with some programs running daily and others scheduled daily, and practically all the rest. Approximately 250 programs are aired each week, according to Frank Warner of Inman's World. Warner says that this figure is approximately 50 percent of the total number of programs that have been reported to Inman's World in the past year.

TV viewing in the form of disk jockey shows has become increasingly popular in recent months, and nowadays only shows in his market such as The Ed Sullivan Show, the Jack Benny Show, and the Tonight Show are not available on a regular basis in a small market TV record shop. According to Warner, there are now at least 50 new shows that can be watched in their entirety in three hours. Here we cannot depend on any interview to cover a disk jockey's show, as the shows in larger cities have depen to the chart of the same name for survival.

Exclusive lip-sync and teen-age disk jockey "shows" are in their own market. However, the shows have been the center of attention and are now a part of the local market as well. According to Warner, there are now at least 50 new shows that can be watched in their entirety in three hours. Here we cannot depend on any interview to cover a disk jockey's show, as the shows in larger cities have depen to the chart of the same name for survival.

Exclusive lip-sync and teen-age disk jockey "shows" are in their own market. However, the shows have been the center of attention and are now a part of the local market as well. According to Warner, there are now at least 50 new shows that can be watched in their entirety in three hours. Here we cannot depend on any interview to cover a disk jockey's show, as the shows in larger cities have depen to the chart of the same name for survival.

December 1956

**INSTRUMENTAL GROUPS**

<table>
<thead>
<tr>
<th>Position</th>
<th>Instrumental Group</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>GEORGE SHARINO</td>
<td>Capitol</td>
</tr>
<tr>
<td>2.</td>
<td>ART VAN DAMME</td>
<td>Capitol</td>
</tr>
<tr>
<td>3.</td>
<td>THREE SUNS</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>4.</td>
<td>DICK HYMAN</td>
<td>MGM</td>
</tr>
<tr>
<td>5.</td>
<td>DAVE BRUCE</td>
<td>Columbia</td>
</tr>
<tr>
<td>6.</td>
<td>LES PAUL AND MARY FORD</td>
<td>Columbia</td>
</tr>
<tr>
<td>7.</td>
<td>BENNY GOODMAN SEXTET</td>
<td>Columbia</td>
</tr>
<tr>
<td>8.</td>
<td>MODERN JAZZ QUARTET</td>
<td>Atlantic</td>
</tr>
<tr>
<td>9.</td>
<td>BILL HALEY</td>
<td>Decca</td>
</tr>
<tr>
<td>10.</td>
<td>GERRY MULLigan</td>
<td>Capitol, Fantasy</td>
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**VOCAL GROUPS**

<table>
<thead>
<tr>
<th>Position</th>
<th>Small Singing Group</th>
<th>Label</th>
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<tbody>
<tr>
<td>1.</td>
<td>FOUR FRESNEN</td>
<td>Capitol</td>
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<tr>
<td>2.</td>
<td>FOUR LADS</td>
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<tr>
<td>3.</td>
<td>FOUR ACES</td>
<td>Decca</td>
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<tr>
<td>4.</td>
<td>FOUR SISTERS</td>
<td>Coral</td>
</tr>
<tr>
<td>5.</td>
<td>JAMES BROTHERS</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>6.</td>
<td>HI-LOS</td>
<td>Starlite</td>
</tr>
<tr>
<td>7.</td>
<td>PLATTERS</td>
<td>Mercury</td>
</tr>
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<td>8.</td>
<td>MILL BROTHERS</td>
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<td>MODERN BROTHERS</td>
<td>Coral</td>
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<tr>
<td>10.</td>
<td>CHORETTEs</td>
<td>Cadence</td>
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**MOST PROMISING FEMALE VOCALISTS**

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<thead>
<tr>
<th>Position</th>
<th>Newer Female Vocalist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1.</td>
<td>GOOG GRANT</td>
<td>Era</td>
</tr>
<tr>
<td>2.</td>
<td>SYNDI GROVE</td>
<td>ABC Paramount</td>
</tr>
<tr>
<td>3.</td>
<td>JULIE LONDON</td>
<td>Liberty</td>
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<td>4.</td>
<td>KELLY SMITH</td>
<td>Capitol</td>
</tr>
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<td>5.</td>
<td>TEDDY KING</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>6.</td>
<td>EILEEN ROGERS</td>
<td>Decca</td>
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<tr>
<td>7.</td>
<td>CARMEN McRAE</td>
<td>Decca</td>
</tr>
<tr>
<td>8.</td>
<td>ROBERTA SHERRWOOD</td>
<td>Decca</td>
</tr>
<tr>
<td>9.</td>
<td>PAT KIRBY</td>
<td>Decca</td>
</tr>
<tr>
<td>10.</td>
<td>BETTY JOHNSON</td>
<td>Decca</td>
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(Continued on page 70)
### Power Programming That Pays Off...

<table>
<thead>
<tr>
<th>Record Label</th>
<th>Title</th>
<th>Artist</th>
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<tr>
<td>ARGO #5259</td>
<td>&quot;Ain't Got No Home&quot;</td>
<td>Clarence Henry</td>
</tr>
<tr>
<td></td>
<td></td>
<td>&quot;Frog Man&quot;</td>
</tr>
<tr>
<td>CHESS #1641</td>
<td>&quot;I'll Be Spinning&quot;</td>
<td>Johnnie &amp; Jo</td>
</tr>
<tr>
<td>CHECKER #847</td>
<td>&quot;Keep It To Yourself&quot;</td>
<td>&quot;Sonny Boy&quot; Williamson</td>
</tr>
<tr>
<td>CHECKER #846</td>
<td>&quot;The Vow&quot;</td>
<td>The Flamingos</td>
</tr>
<tr>
<td></td>
<td></td>
<td>When you want the most—these hits will show the way</td>
</tr>
<tr>
<td>CHECKER #850</td>
<td>&quot;Cops and Robbers&quot;</td>
<td>Bo Diddley</td>
</tr>
<tr>
<td>CHESS #1629</td>
<td>&quot;See-Saw&quot;</td>
<td>The Moonclos</td>
</tr>
<tr>
<td>CHESS #1635</td>
<td>&quot;Too Much Monkey Business&quot;</td>
<td>Chuck Berry</td>
</tr>
<tr>
<td>CHESS #1636</td>
<td>&quot;Night Beat&quot;</td>
<td>The Chanteers</td>
</tr>
<tr>
<td>ARGO #5258</td>
<td>&quot;Cuban Twilight&quot;</td>
<td>Mike Simpson</td>
</tr>
</tbody>
</table>

Chess-Checker-Argo Record Co.

4730 S. Cottage Grove Ave.  Chicago 15, Ill.  All Phones: Kenwood 8-4342
you've headed into the unknown before

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

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

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

Thanks, DJ's, for keeping 'em Spinning and rocking
Bill and the Guys

Bill Haley and his Comets

Haley's 'Clock'
Rocks Aussie Disk Market

SYDNEY, Australia—There is a tremendous run on rock and roll disks in Australia at the moment, and EMI Records, which has a repertoire of all 18 rock and roll titles has sold 150,000 copies of one title, "Rock Around the Clock," by Bill Haley and his Comets.

The song has taken sales of 30,000 copies. Among the reasons for the added releases of this number is the fact that they have now been added to the list, and has created an all-time record sales history in this amount of time, which has been selling for 89.79 per cent of the time, and every producer has been encouraged to continue production for the fans and rock and roll.
DECCA'S FAIR LADY OF SONG

SYLVIA SYMS

I COULD HAVE DANCED ALL NIGHT

ENGLISH MUFFINS AND IRISH STEW

Many Thanks, DJ's for helping make '56 a year I'll long remember - Sylvia

and now - just released

DANCING CHANDELIER

DECCA 30143 & 9-30143

PERSONAL MANAGEMENT
Pete KAMERON & KAY
15 EAST 46TH STREET, N.Y.C.
Current best seller:

NEW YORK'S MY HOME
Decca 30111 & 9-30111

Exclusively
DECCA RECORDS

Thanks D.J.'s—
it's been a great year

Sammy

Personal management
WILL MASTIN

Direction:
WILLIAM MORRIS

Publicity:
JESSIE RAND

JAY WESTON  BILLY ROWE
The big 1 stands for ABC-Paramount's first anniversary on records. A year ago today, our initial release hit the counters—and started to move. We've been picking up speed ever since—thanks to terrific cooperation from disc jockeys, distributors, dealers and—of course—the ever-lovin' record-buying public. In short, it's been one wonderful year for us, a year to cheer! So here's our thanks, ladies and gentlemen of the trade. With your continued good will, ABC-Paramount swings into Year #2 with ever-expanding expectations...and catalog to match!
Thank you for being so good to me

Eydie Gormé

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

Exclusively
ABC-Paramount Records

Personal Management
KEN GREENGRASS

Direction
GENERAL ARTISTS CORPORATION

Public Relations
MARVIN DRAGER
**Record Hops Swing Out**

- **Continued from page 21**

- **Most Promising Vocal Groups**

<table>
<thead>
<tr>
<th>Position</th>
<th>Group Name</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>HI-DE-S</td>
<td>Columbia</td>
</tr>
<tr>
<td>2.</td>
<td>VOICES</td>
<td>Columbia</td>
</tr>
<tr>
<td>3.</td>
<td>DIAMONDS</td>
<td>Mercury</td>
</tr>
<tr>
<td>4.</td>
<td>ROVER BOYS</td>
<td>ABC/Paramount</td>
</tr>
<tr>
<td>5.</td>
<td>KING'S IV</td>
<td>M-G-M</td>
</tr>
<tr>
<td>6.</td>
<td>BLENDS</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>7.</td>
<td>BLUE STARS</td>
<td>Mercury</td>
</tr>
<tr>
<td>8.</td>
<td>LONNIN SISTERS</td>
<td>Columbia</td>
</tr>
<tr>
<td>9.</td>
<td>HI-FFS</td>
<td>Liberal</td>
</tr>
<tr>
<td>10.</td>
<td>PATIENCE AND PATIENCE</td>
<td>Liberty</td>
</tr>
</tbody>
</table>

- **Most Promising Instrumental Groups**

<table>
<thead>
<tr>
<th>Position</th>
<th>Group Name</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>BILL DOCKETT</td>
<td>King</td>
</tr>
<tr>
<td>2.</td>
<td>DON ELLIOTT</td>
<td>ABC/Paramount</td>
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<tr>
<td>3.</td>
<td>CORKY GRAVES</td>
<td>Jubilee</td>
</tr>
<tr>
<td>4.</td>
<td>BOB CREAM Quartet</td>
<td>Capitol</td>
</tr>
<tr>
<td>5.</td>
<td>JIM SHARPELS</td>
<td>London</td>
</tr>
<tr>
<td>6.</td>
<td>AL BETTLEY Sextet</td>
<td>Capitol</td>
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<td>7.</td>
<td>JOHNNYS</td>
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<td>8.</td>
<td>EDDIE FRIEDMAN</td>
<td>Imperial</td>
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<td>9.</td>
<td>KAI AND KAY</td>
<td>Decca</td>
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<tr>
<td>10.</td>
<td>BARBARA CARROLL Trio</td>
<td>RCA Victor</td>
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</tbody>
</table>

**Who Selects the Records?**

- **Continued from page 21**

- **Most Promising Vocalists**

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<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>AVOYD WHITLOW</td>
<td>Columbia</td>
</tr>
<tr>
<td>2.</td>
<td>JERRY VAILE</td>
<td>Columbia</td>
</tr>
<tr>
<td>3.</td>
<td>JOHNNY MATHEWS</td>
<td>Columbia</td>
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<tr>
<td>4.</td>
<td>TIMMY LEGGOTTI</td>
<td>Capitol</td>
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<tr>
<td>5.</td>
<td>STEVE LAWRENCE</td>
<td>Capitol</td>
</tr>
<tr>
<td>6.</td>
<td>DON RONDO</td>
<td>Jubilee</td>
</tr>
<tr>
<td>7.</td>
<td>KEN EBRARD</td>
<td>Capitol</td>
</tr>
<tr>
<td>8.</td>
<td>JIM LONE</td>
<td>Capitol</td>
</tr>
<tr>
<td>9.</td>
<td>BOB MANNING</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>10.</td>
<td>JOE VAIALI</td>
<td>Capitol</td>
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</tbody>
</table>

- **Most Promising Male Vocalists**

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>WHITLOW</td>
<td>Columbia</td>
</tr>
<tr>
<td>2.</td>
<td>VAILE</td>
<td>Columbia</td>
</tr>
<tr>
<td>3.</td>
<td>MATHEWS</td>
<td>Columbia</td>
</tr>
<tr>
<td>4.</td>
<td>LEGGOTTI</td>
<td>Capitol</td>
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<tr>
<td>5.</td>
<td>LAWRENCE</td>
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<tr>
<td>6.</td>
<td>RONDO</td>
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<td>7.</td>
<td>EBRARD</td>
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<tr>
<td>8.</td>
<td>LONE</td>
<td>Capitol</td>
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<td>9.</td>
<td>MANNING</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>10.</td>
<td>VAIALI</td>
<td>Capitol</td>
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</table>

- **Most Promising Vocal Groups**

- **Most Promising Instrumental Groups**

- **Record Hops Swing Out**

- **Continued from page 21**

- **Most Promising Male Vocalists**

<table>
<thead>
<tr>
<th>Position</th>
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<tbody>
<tr>
<td>1.</td>
<td>WHITLOW</td>
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- **Most Promising Instrumental Groups**

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</tbody>
</table>
THE BILLBOARD'S WEEKLY Tips on Coming Tops

RECENT POP RELEASES

Coming up Strong

1. Coming Up Strong
   (BML) Record 641

2. Peace
   (BML) Record 641

3. Lights
   (BMI) Capitol 570

4. Trophies of Portugal
   Dick Jacobs
   (BML) Coral 61724

5. Mr. Love
   (BMI) ABC-Paramount 577

6. Movie for You
   (ASCAP) Mercury 1671

7. Mutual-Admiration-Society
   Crazy With Love
   Teresa Brewer
   (ASCAP) (ASCAP) Coral 61722

8. Love
   Chillerinerica
   Perry Como
   (ASCAP) (ASCAP) RCA Victor 6170

9. Blue Jean Bop
   Gene Vincent
   (ASCAP) Capitol 3583

10. City of Angels
    The Highlights
    (BML) July 1010

This Week's Best Buys

Several telephone record buyers have received new releases by Twilite and are to be released soon. These include new sides of original hits and popular songs.

1. Intruder
   (BML) Record 641

2. Peace
   (BML) Record 641

3. Lights
   (BMI) Capitol 570

4. Trophies of Portugal
   Dick Jacobs
   (BML) Coral 61724

5. Mr. Love
   (BMI) ABC-Paramount 577

6. Movie for You
   (ASCAP) Mercury 1671

7. Mutual-Admiration-Society
   Crazy With Love
   Teresa Brewer
   (ASCAP) (ASCAP) Coral 61722

8. Love
   Chillerinerica
   Perry Como
   (ASCAP) (ASCAP) RCA Victor 6170

9. Blue Jean Bop
   Gene Vincent
   (ASCAP) Capitol 3583

10. City of Angels
    The Highlights
    (BML) July 1010

Thanks D.J.s for making these hits possible

This week's best buys include:

1. Intruder
   (BML) Record 641

2. Peace
   (BML) Record 641

3. Lights
   (BMI) Capitol 570

4. Trophies of Portugal
   Dick Jacobs
   (BML) Coral 61724

5. Mr. Love
   (BMI) ABC-Paramount 577

6. Movie for You
   (ASCAP) Mercury 1671

7. Mutual-Admiration-Society
   Crazy With Love
   Teresa Brewer
   (ASCAP) (ASCAP) Coral 61722

8. Love
   Chillerinerica
   Perry Como
   (ASCAP) (ASCAP) RCA Victor 6170

9. Blue Jean Bop
   Gene Vincent
   (ASCAP) Capitol 3583

10. City of Angels
    The Highlights
    (BML) July 1010

The reviews include:

- **REVIEW SPOTLIGHT**
  - On the release of the Billboard's editorial staff, this week's hottest side was chosen from the many releases. These sides and others are featured in this week's edition.

- **REVIEW & RATINGS - COMMERCIAL POTENTIAL**
  Each record receives an overall rating for commercial potential. This includes consideration of the release's chart performance, radio airplay, critical reception, and promotional efforts.

- **REVIEW & RATINGS - POPULAR POTENTIAL**
  Each record receives an overall rating for popular potential. This includes consideration of the release's chart performance, radio airplay, critical reception, and promotional efforts.

- **REVIEW & RATINGS - INDEPENDENT POTENTIAL**
  Each record receives an overall rating for independent potential. This includes consideration of the release's chart performance, radio airplay, critical reception, and promotional efforts.

- **REVIEW & RATINGS - SPECIALTY POTENTIAL**
  Each record receives an overall rating for specialty potential. This includes consideration of the release's chart performance, radio airplay, critical reception, and promotional efforts.

- **REVIEW & RATINGS - INTERNATIONAL POTENTIAL**
  Each record receives an overall rating for international potential. This includes consideration of the release's chart performance, radio airplay, critical reception, and promotional efforts.
Just want to say thanks for keeping me in a spin

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

The McGuire Sisters

Exclusively

Coral Records

Current best selling single

Every Day of My Life

Hope you like our new album!

Children's Holiday

CRL 57097

Personal Management

Murray Kane

Endless

Coral 61703
Thanks D.J.'s

from the man with the 'Golden Baton''

Current Smash

PETTICOATS OF PORTUGAL

Coral 61724 9-61724

DICK JACOBS

Exclusively Coral Records
Many thanks, D.J.'s,
it's been a great year.
Teresa

Current Hit Singles:
MUTUAL ADMIRATION SOCIETY
(Crazy With Love)
CORAL 61737 and 9-61737

Current Hit Album:
TERESA
CORAL CRL 57053

Exclusively
CORAL RECORDS

Direction: MCA
A Million Thanks

From

Dot

For Making It All Possible--

Randy Wood
DIRECTORY OF LOCAL TV DISK JOCKEY SHOWS

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

<table>
<thead>
<tr>
<th>Call letters and location</th>
<th>Title and type of show</th>
<th>Foster, Danger, Other features or performances, Time slot &amp; Frequency</th>
</tr>
</thead>
</table>

**ALABAMA**

- WTVY, Dothan: Drive-In/Drive-Through (P/R) (R), Jim Hines, 6 p.m.
- WALA-TV, Mobile: Drive-In Drive-Through (P/R) (R), Jim Hines, 6:30 p.m.

**ARKANSAS**

- KARK-TV, Little Rock: Rock 'n' Roll Show, 8:30 p.m.
- KFDM, Texarkana: G. Weiser Show, 8:30 p.m.

**CALIFORNIA**

- KTVN, Redding: The Jazz Show, 8 p.m.
- KGTV, San Diego: Music for Motivation, 8:30 p.m.
- KVBC, Bakersfield: The TV Show, 9:30 p.m.

**CONNECTICUT**

- WDBK, New Britain: The Phil Hule Show, 6-7 a.m.
- WDNY, New London: The Phil Hule Show, 6-7 a.m.

**FLORIDA**

- WHBF, Jacksonville: Ted Chatman Show, 7 p.m.
- WTVY, Dothan: Drive-In Drive-Through (P/R) (R), Jim Hines, 6 p.m.
- WTVY, Dothan: The All-Glot Show, 6:30 p.m.
- WNLO, Panama City: The Doodler, 7 p.m.
- WTVY, Dothan: The Jazz Wilson Show, 8 p.m.

**GEORGIA**

- WGTV, Atlanta: The Atlanta Times, 6-7 a.m.
- WTVY, Dothan: Your Show, 7-8 p.m.

**ILLINOIS**

- WLSM, Chicago: Howard Miller Show, 7:30-8 a.m.
- WWCT, Chicago: The Jazz Wilson Show, 8 p.m.

**INDIANA**

- WZGM, New Castle: The Joe Carr Show, 7-8 p.m.

**IOWA**

- KMTA, North Platte: The Joe Kauling Show, 7-8 p.m.
- KGLO, Mason City: The Joe Kauling Show, 7-8 p.m.

**LOUISIANA**

- WRBZ, Baton Rouge: The Joe Kauling Show, 7-8 p.m.

**MAINE**

- WBSB, Portland: The Joe Kauling Show, 7-8 p.m.

**MASSACHUSETTS**

- WRKZ, Boston: The Joe Kauling Show, 7-8 p.m.

**MICHIGAN**

- WXYZ, Detroit: The Joe Kauling Show, 7-8 p.m.

**MINNESOTA**

- KROTC, Rochester: The Joe Kauling Show, 7-8 p.m.

**NEBRASKA**

- WOW-TV, Omaha: The Joe Kauling Show, 7-8 p.m.

**NEW JERSEY**

- WNYT, New York: The Joe Kauling Show, 7-8 p.m.

**NEW YORK**

- WABC, New York: The Joe Kauling Show, 7-8 p.m.

**NEW MEXICO**

- KGDO, Gallup: The Joe Kauling Show, 7-8 p.m.

**OHIO**

- WOGL, Cleveland: The Joe Kauling Show, 7-8 p.m.

**OKLAHOMA**

- KELI, Tulsa: The Joe Kauling Show, 7-8 p.m.

**PENNSYLVANIA**

- WOLY, New York: The Joe Kauling Show, 7-8 p.m.

**TEXAS**

- WOYX, San Antonio: The Joe Kauling Show, 7-8 p.m.

**VIRGINIA**

- WTVR, Richmond: The Joe Kauling Show, 7-8 p.m.

**WASHINGTON**

- KIOY, Seattle: The Joe Kauling Show, 7-8 p.m.

**WISCONSIN**

- WIBT, Green Bay: The Joe Kauling Show, 7-8 p.m.

**WYOMING**

- KEXW, Cheyenne: The Joe Kauling Show, 7-8 p.m.
Thanks D.J.'s Monty

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

Mantovani's Latest... a Smash!

SONG OF SORRENTO

B/W

VALSE COMPESTRE

Exclusively On LONDON RECORDS

1698
Thanks Disc Jockeys
you've been wonderful to me

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

Gisele

Selections:

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

Side Two
EVERYTIME WE SAY GOODBYE • DO
YOU EVER THINK OF ME • BETWEEN
THE DEVIL AND THE DEEP BLUE SEA •
BEYOND THE SEA • YOU ARE MY
Lucky Star • AT SUNDOWN

LX-1055
45 EP-EXA-179, 180, 181

Personal Management:

BOB SHUTTLEWORTH

Current Single:

THE STAR YOU
WISHED UPON
LAST NIGHT

b/w

IT'S DELIGHTFUL
TO BE
MARRIED

Vik X/4X-0233
My deepest thanks,
Frank Sinatra

Current
"Hey, Jealous Lover"
"You Forgot All the Words"
3552
A PORTRAIT of America's disk jockey on the job with respect to sponsors, handling of commercials programming and his own activities in the show business field.

**OTHER RESPONSIBILITIES**

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>...</td>
<td>...</td>
<td>...%</td>
</tr>
</tbody>
</table>

*same percentage as last year*

**JOCKEY OUTSIDE ACTIVITIES**

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Professional Performer</th>
<th>Songwriter</th>
<th>Artist Management</th>
<th>Retail Music-Record Shows</th>
<th>Music Publisher</th>
<th>Junk Box Operator</th>
<th>Other</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>36%</td>
<td>13%</td>
<td>10%</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>19%</td>
</tr>
</tbody>
</table>

**DISK JOCKEY "ON THE AIR" TIME**

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

<table>
<thead>
<tr>
<th>Year</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>20.8</td>
</tr>
<tr>
<td>1956</td>
<td>22</td>
</tr>
</tbody>
</table>

*an increase of 8 per cent from last year*

**JOCKEY PROGRAMMING SELECTIONS**

*Who selects the records played on your shows?*

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>92%</td>
<td>8%</td>
<td>92.0%</td>
</tr>
</tbody>
</table>

**PROGRAMMING HELP FOR JOCKEYS**

*What type of help do you receive in the selection of records are the most important?*

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>100%</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**MORE RECORDED MUSIC ON THE AIR**

*Estimate the number of different record sides you actually play on record shows in a week.*

<table>
<thead>
<tr>
<th>Year</th>
<th>Sides</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>3.9</td>
</tr>
<tr>
<td>1956</td>
<td>4.1</td>
</tr>
</tbody>
</table>

**COMMERCIALS**

*How many commercials do you give in an average 15-minute segment?*

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>3.1</td>
<td>3.2</td>
<td>3.1%</td>
</tr>
</tbody>
</table>

**LOCAL VS. NATIONAL SPONSORSHIP**

*Please breakdown your sponsors. ... Use the number of sponsors in each.*

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>11.7</td>
<td>4.5</td>
<td>11.7%</td>
</tr>
<tr>
<td>1956</td>
<td>37.5</td>
<td>40.8</td>
<td>37.5%</td>
</tr>
</tbody>
</table>

**COMMERCIALS**

*Who writes the advertising copy for your shows?* (Top item weighted 100. Others weighted in relation to it)

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>100%</td>
<td>0%</td>
<td>100%</td>
</tr>
</tbody>
</table>

**ALBUMS ON THE AIR**

*Are any of your record shows devoted to special album material?*

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>60%</td>
<td>40%</td>
<td>60%</td>
</tr>
</tbody>
</table>

**TRANSCRIBED COMMERCIALS**

*What per cent of commercials are transcribed announcements?*

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>19.3%</td>
<td>22.3%</td>
<td>19.3%</td>
</tr>
</tbody>
</table>

**SOURCES OF ALBUM MATERIAL**

*How does album material reach your station?* (Most effective rated 100. Others weighted in relation to it.)

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>33%</td>
<td>33%</td>
<td>33%</td>
</tr>
</tbody>
</table>

**BEST PROGRAMMING FORMAT**

*From your experience what format builds the most effective record show?* (Most effective rated 100. Others weighted in relation to it.)

<table>
<thead>
<tr>
<th>Year</th>
<th>Yes</th>
<th>No</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1955</td>
<td>55%</td>
<td>55%</td>
<td>55%</td>
</tr>
</tbody>
</table>
Thanks D.J.'s for these big hits from Jubilee + Josie

Jubilee

No. 18 Best Seller in Nation and Climbing to No. 1...

Don Rondo
"Two Different Worlds"
No. 5256

Coming up Fast

The Stylers
"Confessions of a Sinner"
No. 5253

A Special Release

"Sixth Finger Tune"
b/w
"Street of Tears"
by Bobby Sherwood
No. 5261

Josie

Bouncing to #1
"Rubber Biscuit"
The Chips
No. 803

"The Girl I Love"
b/w
"All I Need"
The Cadillacs
No. 805

"This Year's Xmas Smash Hit!
"Rudolph the Red Nosed Reindeer"
b/w
"Shock-a-Doo"
by
The Cadillacs
No. 807

A Truck Load of Releases

Jubilee

The Gallahads
"Take My Love"
b/w
"I Give You My Word"
No. 5259

Betty Ann Grove
"You I'm Gonna Marry"
b/w
"Stolen Love"
No. 5260

Gerard Blene'
"The Little Laplander"
b/w
"Silhouettes on the Sand"
No. 5262

Josie

Paul "Huckelbuck" Williams Orch.
Vocal by Bobby Parker
"Once Upon a Time"
b/w
"Sugie Diggie Baby"
No. 807

Copyrighted material
Exclusively'

"CONCERT BY THE SEA”

ERROLL GARNER

Thank you for your warm support, now and always—

1956

Disk Jockey Poll

STATION MANAGEMENT SECTION

IN THE following columns, radio station management tells its story with regard to programming practices, disk jockeys and their use of records. To more sharply define trends, composite replies are given for two separate station groups, according to power output.

• TOTAL BROADCAST TIME

What is the total number of hours you are on the air each week?

<table>
<thead>
<tr>
<th>Stations 5,000 watts and over</th>
<th>Stations under 5,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956</td>
<td>1955</td>
</tr>
<tr>
<td>131 hours</td>
<td>120.3 hours</td>
</tr>
<tr>
<td>99.7 hours</td>
<td>104.8 hours</td>
</tr>
</tbody>
</table>

• TYPES OF PROGRAMMING

What proportion of your total weekly broadcast time is devoted to the following types of programming?

<table>
<thead>
<tr>
<th>Stations 5,000 watts and over</th>
<th>Stations under 5,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956</td>
<td>1955</td>
</tr>
<tr>
<td>1956</td>
<td>1955</td>
</tr>
<tr>
<td>68%</td>
<td>68%</td>
</tr>
<tr>
<td>7%</td>
<td>20%</td>
</tr>
<tr>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>3%</td>
<td>3%</td>
</tr>
<tr>
<td>5%</td>
<td>7%</td>
</tr>
</tbody>
</table>

• RECORD SHOWS

Compared to last year, is the amount of time devoted to record shows more, less or about the same?

<table>
<thead>
<tr>
<th>Stations 5,000 watts and over</th>
<th>Stations under 5,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956</td>
<td>1955</td>
</tr>
<tr>
<td>1956</td>
<td>1955</td>
</tr>
<tr>
<td>58.7%</td>
<td>58.7%</td>
</tr>
<tr>
<td>32.6%</td>
<td>32.6%</td>
</tr>
</tbody>
</table>

• NEW RECORDS RECEIVED

Approximately how many new records (regardless of source) does your station receive each week?

<table>
<thead>
<tr>
<th>Stations 5,000 watts and over</th>
<th>Stations under 5,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956</td>
<td>1955</td>
</tr>
<tr>
<td>1956</td>
<td>1955</td>
</tr>
<tr>
<td>6.4</td>
<td>6.4</td>
</tr>
<tr>
<td>4.8</td>
<td>4.8</td>
</tr>
<tr>
<td>2.1</td>
<td>2.1</td>
</tr>
<tr>
<td>39.8</td>
<td>39.8</td>
</tr>
<tr>
<td>32.5</td>
<td>32.5</td>
</tr>
<tr>
<td>12.1</td>
<td>12.1</td>
</tr>
<tr>
<td>15.1</td>
<td>15.1</td>
</tr>
</tbody>
</table>

• TYPES OF RECORDS PROGRAMMED

Of your weekly record shows, what percentage of your time is devoted to each of the following types of record shows?

<table>
<thead>
<tr>
<th>Stations 5,000 watts and over</th>
<th>Stations under 5,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956</td>
<td>1955</td>
</tr>
<tr>
<td>1956</td>
<td>1955</td>
</tr>
<tr>
<td>42</td>
<td>52</td>
</tr>
<tr>
<td>18</td>
<td>16</td>
</tr>
<tr>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>7</td>
<td>7</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>3</td>
</tr>
<tr>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>4</td>
<td>4</td>
</tr>
</tbody>
</table>

• ANNUAL INVESTMENT IN RECORDS

What is your approximate record annual appropriation?

<table>
<thead>
<tr>
<th>Stations 5,000 watts and over</th>
<th>Stations under 5,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>2431.91</td>
<td>2431.91</td>
</tr>
<tr>
<td>Singles</td>
<td>Albums</td>
</tr>
<tr>
<td>$289.88</td>
<td>$182.63</td>
</tr>
</tbody>
</table>

• RECORD COMPANY SUBSCRIPTION SERVICES

Do you subscribe to any of the package services for stations offered by record manufacturers?

<table>
<thead>
<tr>
<th>Stations 5,000 watts and over</th>
<th>Stations under 5,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>71%</td>
<td>71%</td>
</tr>
<tr>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

• MANAGEMENT CONTROL OF MUSIC PROGRAMMING

What percentage of your total broadcast time is devoted to your own personal opinions?

<table>
<thead>
<tr>
<th>Stations 5,000 watts and over</th>
<th>Stations under 5,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>20.0%</td>
<td>20.0%</td>
</tr>
<tr>
<td>RCA Victor</td>
<td>Capitol</td>
</tr>
<tr>
<td>10.0%</td>
<td>Columbia</td>
</tr>
<tr>
<td>15.0%</td>
<td>Decca</td>
</tr>
<tr>
<td>5.0%</td>
<td>MGM</td>
</tr>
<tr>
<td>6.0%</td>
<td>Coral</td>
</tr>
<tr>
<td>6.0%</td>
<td>Mercury</td>
</tr>
<tr>
<td>3.0%</td>
<td>Del</td>
</tr>
<tr>
<td>3.0%</td>
<td>London</td>
</tr>
<tr>
<td>3.0%</td>
<td>Angel</td>
</tr>
</tbody>
</table>

• OUTSIDE HELP IN PROGRAMMING

If you do exercise complete or partial control of programming, what are your two most important sources of help in selecting records? (Figures show per cent of total mentions.)

<table>
<thead>
<tr>
<th>Stations 5,000 watts and over</th>
<th>Stations under 5,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>26.2%</td>
<td>34.4%</td>
</tr>
<tr>
<td>Jockeys having complete freedom in programming</td>
<td>Jockeys having complete freedom in programming</td>
</tr>
<tr>
<td>31.7%</td>
<td>31.7%</td>
</tr>
<tr>
<td>Judges' requests</td>
<td>Judges' requests</td>
</tr>
<tr>
<td>37.4%</td>
<td>37.4%</td>
</tr>
<tr>
<td>Trade paper charts and editorial features</td>
<td>Trade paper charts and editorial features</td>
</tr>
<tr>
<td>2.9%</td>
<td>2.9%</td>
</tr>
<tr>
<td>Direct mail, free records or other promotional material</td>
<td>Direct mail, free records or other promotional material</td>
</tr>
<tr>
<td>3.2%</td>
<td>3.2%</td>
</tr>
<tr>
<td>Trade paper advertisements</td>
<td>Trade paper advertisements</td>
</tr>
<tr>
<td>1.0%</td>
<td>1.0%</td>
</tr>
<tr>
<td>Your own personal opinions</td>
<td>Your own personal opinions</td>
</tr>
<tr>
<td>19.1%</td>
<td>19.1%</td>
</tr>
<tr>
<td>Information from dealers</td>
<td>Information from dealers</td>
</tr>
<tr>
<td>3.4%</td>
<td>3.4%</td>
</tr>
<tr>
<td>2.8%</td>
<td>2.8%</td>
</tr>
</tbody>
</table>

• NATIONAL VS. LOCAL SPONSORSHIP

Please indicate in rough percentage, local vs. national sponsorship of the following types of shows:

<table>
<thead>
<tr>
<th>Stations 5,000 watts and over</th>
<th>Stations under 5,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>23.8%</td>
<td>23.8%</td>
</tr>
<tr>
<td>Records Shows</td>
<td>Records Shows</td>
</tr>
<tr>
<td>67.2%</td>
<td>67.2%</td>
</tr>
<tr>
<td>National</td>
<td>National</td>
</tr>
<tr>
<td>12.1%</td>
<td>12.1%</td>
</tr>
<tr>
<td>9.6%</td>
<td>9.6%</td>
</tr>
<tr>
<td>News &amp; Weather</td>
<td>News &amp; Weather</td>
</tr>
<tr>
<td>19.4%</td>
<td>19.4%</td>
</tr>
<tr>
<td>Local Live</td>
<td>Local Live</td>
</tr>
<tr>
<td>96.0%</td>
<td>96.0%</td>
</tr>
<tr>
<td>Local Sports</td>
<td>Local Sports</td>
</tr>
<tr>
<td>82.0%</td>
<td>82.0%</td>
</tr>
<tr>
<td>Syndicated</td>
<td>Syndicated</td>
</tr>
<tr>
<td>30.8%</td>
<td>30.8%</td>
</tr>
<tr>
<td>69.2%</td>
<td>69.2%</td>
</tr>
</tbody>
</table>

• CROSS BILLINGS

Since last year, have your over-all gross billings up or down in the following categories?

<table>
<thead>
<tr>
<th>Stations 5,000 watts and over</th>
<th>Stations under 5,000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>85.7%</td>
<td>85.7%</td>
</tr>
<tr>
<td>All Other Shows</td>
<td>All Other Shows</td>
</tr>
<tr>
<td>96.6%</td>
<td>96.6%</td>
</tr>
<tr>
<td>Increase averaging</td>
<td>Increase averaging</td>
</tr>
<tr>
<td>15.5%</td>
<td>15.5%</td>
</tr>
</tbody>
</table>

(Continued on page 120)
Foreign Disk Spins Pay Off

Small in SPACE... But big in HEART

Thanks, DJ’s, for all those plays

...sincerely...

D. J. Pioneers

CHARLIE

JOE

DICK

MARTIN

MAX

... Just concluding record-breakin’ coast to coast tour with Tony Martin

PERSONAL MANAGEMENT

FRANK J. PINGATORE, INC.
P. 0. BOX 1415
WILMINGTON 99, DELAWARE

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Here are the DJ’s that make

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Houston, Texas

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Southern Reps.
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THE BILLBOARD'S WEEKLY

**Packaged Records Buying Guide**

**Best Selling Pop Albums**

Albums are ranked in order of their national sales strength at the retail level according to The Billboard's weekly survey of top dealers in 41 areas markets.

1. CAMEL—Harry Belafonte — RCA Victor LPM 1256
2. THE EDDY DUCHARME STORY—Sound Track — Decca DL 9209
3. THE KING AND I—Sound Track — Capitol W 740
4. MY FAIR LADY—Original Cast — Columbia CL 5509
5. HIGH SOCIETY—Sound Track — Capitol W 750
6. ELVIS PRESLEY — RCA Victor LPM 1254
7. BELAFONTE—Harry Belafonte — RCA Victor LPM 1250
8. SONGS FOR SWINGIN' LOVERS—Frank Sinatra — Capitol W 653
9. OKLAHOMA!—Sound Track — Capitol SSO 595
10. SAY IT WITH MUSIC—Lawrence Welk — Coral CRL 5074
11. FRESHMEN FAVORITES—Four Freshmen — Capitol T 743
12. CAPOUSEL—Sound Track — Capitol W 694
13. ELVIS—Elvis Presley — RCA Victor LPM 1382
14. THE PLAYERS — Mercury MG 20149
15. THE ELGIN TOUCH—Les Elgart — Columbia CL 673

**Pop Albums Coming Up Strong**

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

1. Ella and Louis — Ella Fitzgerald and Louis Armstrong — Verve MG V 4005
2. Judy — Judy Garland — Capitol T 734
3. Champagne Pops Parade—Lawrence Welk — Coral CRL 5076
4. Rock 'n' Rollin' — Fats Domino — Imperial 0005
5. Manhattan Tower — Gordon Jenkins — Capitol T 788

**Most Played by Jockeys**

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

1. HIGH SOCIETY—Sound Track — Capitol W 750
2. SONGS FOR SWINGIN' LOVERS—Frank Sinatra — Capitol W 653
3. THE SUNNY SIDE—Four Lads — Columbia CL 912
4. THE ELGIN TOUCH—Les Elgart — Columbia CL 573
5. THAT TOWERING FEELING—Vie Damone — Columbia CL 500
6. CALIPSO—Harry Belafonte — RCA Victor LPM 1248
7. SWINGIN' FOR TWO—Don Cherry — Columbia CL 553
8. HOWDY—Pete Boone — Dot DL1 5000
9. KING AND I—Sound Track — Capitol W 740
10. ELVIS PRESLEY — RCA Victor LPM 1254

**Review Spotlight on...**

**Popular Albums**

ELVIS (1-12)—RCA Victor LPM 1362
The Presley parade rolls on with this top-flight new package. With the hit 'Up in the World,' 'Last Train to Clarksville,' and 'Return to Sender,' the LP should be a smash hit. Heavy Country buyers will want to order this one.

THE WIZARD OF OZ (1-12)—Sound track of 1939 MGM film — Capitol SSO 595
The Wizard of Oz has been a top-selling LP for 25 years. With the hit 'Oz Theme' and 'Over the Rainbow,' it's sure to sell. Not to mention the fact that it's a perfect present for 50th birthday parties.

**Classical Albums**

ELISABETH SCHWARZA—In sonatas you love (1-12) — Angel 60593
Schwarz's beautiful, creamy tone and her impeccable musicianship have won her a huge audience. Her work on this package will surely please fans of classical music.

**Jazz Albums**

SASSY (1-12) — Sarah Vaughan — Enargy MH 2000
The rich and soul-satisfying baritone tones of Miss Vaughan come through at their very best in this super-production. The music, except for two, are of the vintage variety...

**Most Played by Jockeys**

CHAUSSON: SYMPHONY IN B FLAT — Meurice MG 50105
In its natural colors, this delectable field of poppies, with brilliant star fields shining over it, and a cobalt blue sky. Even among the current pop hits, this stands out as different, distinctive and peculiarly French. It's a sort of "hit-in" cover art.

**Reviews and Ratings of New Albums**

**Popular**

THE MUSICAL SCORE OF THE— RCA Victor LPM 1248
**Jazz**

VERDI: FALSTAFF (1-12) — The Columbia Special Products — Columbia CL 553
**Recordings**

THE ELLIS LAWN BAND — Walls of Jericho / Chelsea Girl — RCA Victor LPM 1248
LIBERTY RECORDS presents

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JULIE LONDON

CALENDAR GIRL

SIDE ONE
1. JUNE IN JANUARY
   (Robin-Reluder)
2. FEBRUARY BRINGS THE RAIN
   (Bobby Troup)
3. MELANCHOLY MARCH
   (Herman Saunders-Dory Langdon)
4. I'LL REMEMBER APRIL
   (Don Raye-George de Paul-Pat Johnston)
5. PEOPLE WHO ARE BORN IN MAY
   (Earl Brent)
6. MEMPHIS IN JUNE
   (Paul Francis Webster-Hooey Carnichael)

SIDE TWO
1. SLEIGH RIDE IN JULY
   (Burke-Van Ronen)
2. TIME FOR AUGUST
   (Arthur Hamilton)
3. SEPTEMBER IN THE RAIN
   (Warren-Dubin)
4. THIS OCTOBER
   (Bobby Troup)
5. NOVEMBER TWILIGHT
   (Erie King-Paul Francis Webster)
6. WARM DECEMBER
   (Bob Russell)
7. THE THIRTEENTH MONTH
   (Arthur Hamilton)

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PERMO, INC.

CHICAGO 26

November 10, 1955

REVIEWS AND RATINGS OF NEW POPULAR ALBUMS

Continued from page 90

package, issued to coincide with the TV spectacular showing of "The Wizard of Oz." M-G-M has produced a sound truck version, but this, too, will lose in the genre of attention, in spite of having the original cast artists. Covers were made by Dayton's in Chicago to include the release of the pic and they have been effective, with the audience's curiosity of sound, considering. Flip side rates attention, too, with the group of intertitles, also featuring a much younger Miss Garland on songs from "Fame." This one should hold its own in the post-talking ghastly market.

BY THE FIRELIGHT

Hitchcock and Lucy enjoy a pleasant hour in this package. It's a 10-EP package, designed to get the fan started in parties in the home. The film is not, at all, but rather loaded with the adolescence appeal of some old fashioned romanticisms. Lucy is a smart, knowing actress. The plots are tied on "Carmel" and "The Cover," to help the scenes recall such tender melodies as "Mississippi," "Four Walls," "Silver Threads Among the Gold," "Good Night Lovers," "Home Sweet Home." Obviously, this has a holiday appeal.

REQUIRED SINGING

Stem singer, the Crownaires, The Stomper Quartet (1-12"

Exide LN 2322

The hit books join us in a heartening wartime on songs hardly heard around campfires and indoor areas in season. "We'll Build a Bandwagon," "Shall We Dance," "Right Away," "Over There," "Ain't She Sweet," etc., are the tunes to mention. A package should be a large variety of notes. This, it is claimed, will follow in the steps of the last year's successful "Carmel," "Carol" albums.

YOUNG AMERICA DANCES

Ralph Maratea (12"

March 7

Moe's Matinee package will undoubtedly add to the mix in the dance disk market. The sound is new, and the arrangements sharp and timely, for the present day teen-age audience. "Ring, Ring," "Dixie Doodle," "Jitterbug House," are samples of the tunes which get the rhythm, big band материал acceptable. Jocks will like those selections, too.

SWEDISH POLKA AND HAMBOS

Kenneth Govertsen's Swedish Dance Orchestra and Swedish Folk Dance Dancers (10"

Cranger K 1529

For those who like the happy, uncontrived music of the polka for dancing or for sitting across the living room at an energetic pace, this is superior stuff. Two Old World styli- ses of polkas and the dances, unadorned but powerful, offer a number of Kenneth's own polkas to listeners. Top quality in this recording. The tenderness of the music certainly establishes the Swedish influence in the specific class, the album rates very well. A fine bet for any folk dance group's library.

WIRED FOR SOUND

Mary Gold

Vik LN 1089

A truly good and lucky discovery, a complete cover of the M-G-M album, without having much connection with the slightly offbeat subject matter. The familiar vocal styles are designed here for special training. Placed as they are by a unique disk which includes normal instrumentation. Conventional formale of singing and woodwinds is supplemented by bells, drum rolls, real drum makers known as the drums, and the floating true tones. The effect is united, happy and refraining. Extensive range of instruments makes a good bet for the adult set.

AFTER DINNER MUSIC

Vic Barney Strings (12"

Deco 08 1010

This new Young collection keeps up the high quality of choir directions. The dome sessions are study material for serious harmonizing with strings, as usual, mostly adequate. Four of the numbers, however, fea- ture pianists of Ray Turner with acoustics. Patience should carry appeal in mood music class and devotees can use the several bands for quarterly listening sets.

SOULFIRE IN DETROIT

Johnny Desmond (12"

Columbia 1 0853

Johnny Desmond, who was born Kenneth Alfred Verhees, sings a short note folkish material that have become popular with American listeners. The versions are done in Italian and English, and the tunes are generally folklore. "I Don't Know," "Don't Care," "I Could Do the Same," are among them. "Yes, I Do Know," "I Don't Know," "I Could Do the Same," are among them. "Yes, I Do Know," "I Could Do the Same," a classic material which has won wide acceptance. Lucking a voyage in Sunny Italy and the Mediterranean, this is a hasta- tude. It captures the mood.

THE SOUND OF SONNY

Larry Sonne (12"

Coral 2177

A new, heart-beat, crooning with a spiritual approach of folk bands. The music of all artists and also the Mickelsons contribute much to these instrumentals. Most of the tunes are originals by Sonny's arranger, who includes Sonny and Maroni Album. Listened to just as well as pop groups.

FANFARE FAVORITES

N. Y. (12"

George Brunis (12"

ALL TIME FAVORITES

Auntie Andy's Old-Time, Teddy Power Orch. (10"

M-G-M 4046

ROCK AND ROLL MUSIC

Clair Deblon (10"

M-G-M 3866

THE CHICAGO COMMUNITY OF RHYTHMASTERS, COLE, Dave, Ellis, Robinett, Qualls, M-G-M 4307

YESTERDAYS

The "new" albums comprise M-G-M's latest "Despondently Desirous" series—four volumes to a disc—followed by a new group released earlier this year. Every package of this nature includes the first "All Time Favorites" and "Pion Favorites" of the romantic for- mer-teen-age school, while the others are more specialized. Practically all the selections are drawn from themes and melodies which the label has had in high favor for a number of years. Even the there is nothing noticeably new, the group represents top-picking and the cover cases have been selected so that discs can display all set as a unit and achieve a solid contract.

HOLIDAY LOVE

Roberta Marlin (12"

Exide LN 2922

FOR THE CHARTS

This new collection is representative of a dozen songs, all of them examining various aspects of affection. Clay has a unique style, some of the chief elements of which are rhythmically and well. This pen- dant has his distinctive set. Times sound a very wide range and include "A Life Without You," one of the great, time-modern Rodgers and Hammerstein items, "My One and Only," "There Is a Time," "Tiptoe" etc.

WITH LOVE FROM PARIS

Parisian Strings, Victor Favorite, Original Record, Les Compagnons de la Chanson, The Clique (LC 475)

Angel 6051

Fairgrounds should certainly go for this package. The label has drawn from the talents of four of France's top pop artists, each with a highly individual style. Also included are a couple of numbers by that immensely popular group, Les Compagnons de la Chanson. The free form of the entire set is remarkable, the cover and the cover gives Jocks an ideal opportunity to sample the French music and the group represents first-class material. Jocks can find it useful for more serious operations.

Christmas

BOBBI WELLS

WINSTON'S CHRISTMAS SONGS

Winston (10"

Holly Joll, 1950

Williams gives his own special phono- graph package to a wide group of Christmas songs, carols and anthems. There are 12 in all, including "White Christmas," "Santa Claus Is Coming to Town," "Adeste Fideles," and "Tidings." The assortment of mood music and Williams plays at with some of the best disc releases, all in an atmosphere that is lifted and is lifted. This is lifted and is lifted. Vocal work is not very impres- sive, but the decorations are well spaced and the bracket should be welcome to the nation. For those who package ahead for Christmas giving for the toddlers.

Children's

CHILDREN'S HOUR

(10"

Folkways 1014

an interesting collection disc 12" nursery stories and play songs plus the stories of "Wonderswall," "Alice in Wonderland," "Goldilocks," "Snow White," and "Robin Hood." These disc mixes of some of the make-believe characters also the covers which helps to attract attention. Musical qualities are given a special focus and fine attention. Vocal work is not very impres- sive, but the decorations are well spaced and the bracket should be welcome to the nation. For those who package ahead for Christmas giving for the toddlers.
Christmas!

excitement

in music

panoramic true
High Fidelity recordings
DISK JOCKEYS, STATIONS AND SPONSORS TO CASH IN ON WAKE-UP THEME

Star-spangled Wake to Music Promotion Picks Up Sponsors

Disk jockeys and stations promoting *Wake to Music Month* find sponsors are picking up the tab fast! Key to the whole program is the clock-radio that wakes the listener every morning—automatically! More sales of these mean a bigger early morning audience and more holdover listeners throughout the day.

Wake-up Promotions Tested by Well-known Stations

**WHDH, Boston, Picks Up 240 Sponsored Spots in a Single Month**

Boston's 50,000 watt WHDH hit gold with their promotion, "Wake Up New England to Music on Clock-Radio."

**Full Newspaper Campaign**

For five weeks WHDH newspaper ads plugged their wake-up theme. Ad sizes ranged from ninety 7-line teaser ads up to eight 1000-line ads. 20,000 lines of newspaper ads went into the build-up.

**Pay-off Begins With Radio Spots**

Following the newspaper barrage, a saturation one-minute spot campaign began. And the sponsor money started rolling in. Using eight spots a day (seven days a week), WHDH picked up 240 sponsored announcements for one month! And every spot concerned itself with the sale of clock-radios.

**59% Jump in Morning Billing**

WEIJ, in Scranton, Pa., plugged "Wake Up With Bill Pierce" in spot announcements, full-page newspaper ads and mailing pieces. The result: the listening audience shot up 25% and billings skyrocketed 50%.

**WACO Gets 46.5% of Morning Listening Homes**

Conlan Report showed WACO, Waco, Texas, with 46.5% of morning listening homes... 45.6% average in a five-station area.

With clock-radios acting as an alarm, WACO gets the listeners before they're out of bed.

To promote the sale of clock-radios it offered a co-op plan which included a 25% discount to dealers on straight radio copy broadcasts. This promotion was backed up with ten spots daily, mailing pieces and store displays.

**Telechron Timers Promote Wake to Music Month**

The makers of Telechron Timers are featuring RCA Victor recording artists in their Nov. 12 *Life* ad. Headlined "Wake to the Music of the Stars with a Clock-Radio," it sells the Wake to Music idea. Telechron Timers are used to turn on clock-radios automatically.

**FREE Merchandising Helps**

Write, wire or phone for details and full information on Wake to Music Month, Telechron Timers, Clock and Timer Department, General Electric Co., 13 Homer Ave., Ashland, Mass.
BIG ON TWO CONTINENTS
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ALAN FREED

Now Starring in "ROCK AROUND THE CLOCK"
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Starring in "ROCK, ROCK, ROCK"
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**REVIEWS AND RATINGS OF NEW CLASSICAL ALBUMS**

*Continued from page 88*


Stravinsky's music is a matter of taste. If you don't like it, you'll never get used to it, no matter how much you listen to it. The more you listen to it, the more you'll hate it. It's like a poison that never leaves you. It's in your blood, in your skin, in your eyes, in your ears, in your nose, in your mouth, in your soul. It's everywhere, it's in everything, it's in your very being. It's a part of you, it's your life, it's your soul. It's you. It's the only thing that matters.

MOZART: CHURCH SONATAS FOR SEVERAL INSTRUMENTS AND ORGAN. 1-275—Eva Hummel, Oboe. Hungarian Radio Chamber Orchestra, Ferenc Fricsay, Cond. Philips 4138. These works are for organs and other instruments. They are interesting and rewarding. This music is more than just music, it has a certain depth, a certain meaning behind it. It's not just music, it's a symbol of something deeper, something more profound.

FALLS, MUKY AND HERMAN, CHAUMONT: VIVACE SYMPHONY FROM AN AMERICAN LEGEND. DECCA, 4147. Symphony Orchestra of America, Leonard Bernstein, Cond. Decca 4147. The orchestra is very good, the conductor is excellent. The music is very well done, the players are very good. The overall effect is very pleasing.

BEETHOVEN, SYMPHONY NO. 7 IN A MAJOR. THE NEW YORK SYMPHONY ORCHESTRA, Leopold Stokowski, Cond. RCA Victor LM 3585. The symphony is very well done, the orchestra is excellent. The conductor is very good, he has a lot of experience in conducting. The overall effect is very pleasing.

American Presents:

**NEW...**

"WHILE THE LIGHTS ARE LOW" King Sisters-Capitol

"MEAN WORDS" Lillian Briggs-Epic

"THE BEST YEARS OF MY LIFE" JoAnn Greer with Les Brown Orch.-Capitol

"TEEN AGE GOODNIGHT" Chordettes-Cadence

"MY FOOTBALL HERO" Bonnie Paul-Crest

"THE TIES THAT BIND" Four Voices-Columbia

"COPS AND ROBBERS" Boogalo-Crest Bo Diddly-Checker

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RECORDS
**Reviews and Ratings of New Jazz Albums**

**Continued from page 88**

at the Street Fire in Atlantic City, N.J., and it was just a pure performance, not a concert or composition. Still, it's not the only distinction refused to be exploited. The group, known as the "Bua" of the Max Roach Octet, has a "Blue Alley," "Imagery," and "One More," not to mention a whole list of others.

**Country & Western**

**FOOTLINES**

A live country recording, including the song "Footlines," by "The Happy Boys," "The Joyful Noise," "The Country Boys," and "The Happy Family." The album is said to be influenced by traditional and country music, and is a true country experience in recorded form.

**Polka**

**INTERRIVAL POLKA**

**DEADLINE: 11/2**

A collection of polka and waltzes, derived from various parts of the world, performed by various bands including "The Happy Boys," "The Country Boys," and "The Happy Family." The album is said to be influenced by traditional and country music, and is a true country experience in recorded form.

---

**SACRED SOUNDS**

**DANCE**

**DEADLINE: 11/15**

An album of sacred and instrumental music, including a variety of genres such as polka, waltzes, and country music. The album is said to be influenced by traditional and country music, and is a true country experience in recorded form.

---

**RECOTON Accessories**

**BROADCAST EDITION**

**DEADLINE: 11/15**

A collection of various accessories, including turntables, amplifiers, and speakers. The album is said to be influenced by traditional and country music, and is a true country experience in recorded form.

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**SOUND ON**

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**NOVEMBER 10, 1956**
Citation of Achievement
1956

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Joe Allison
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Jim Anglin
Hugh Ashley
Mae Boren Axton
Otis Blackwell
Hal Blair
Boudleaux Bryant
Johnny Cash
Ted Daffan
Tex Davis
Tommy Durden
Darrell Edwards
Charles A. L. Feathers
Celia Ferguson
Sandra Ferguson
Tillman Franks
Don Gibson
Betty E. Harrison
Howard Hanley
Autry Inman
Ted Jarrett
George Jones
Stanley A. Keeler
Ira Kosoff
Jerry Leiber
"Sonny" James Loden
Charles Louvin
Ira Louvin
Pee Wee Maddox
Ralph Mooney
Jack Morrow
M. Murphy
Maurice Myers
Eddie Nance
Johnny Norton
Herman Parker, Jr.
Pat Patterson
Bill Peppers
Carl Lee Perkins
Sam C. Phillips
Webb Pierce
Elvis Presley
Jim Reeves
Jack Rhodes
Jimmy Rodgers
Charles Seals
Red Sovine
Mike Stoller
Eddie Thorpe
Merle Travis
Gene Vincent
Ben Weisman
Johnnie Wright
Faron Young

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Lion Publishing Co., Inc.
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Peer International Corp.
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Showcase Music, Inc.
Singing River Publishing Co.
Starrite Publishing Co.
Tree Publishing Co., Inc.
Vanguard Songs

In recognition of the great national popularity attained by these Country and Western Song Hits

ANY OLD TIME
BEAUTIFUL LIES
BE-BOP-A-LULA
BLUE SUDE SHOES
CONSCIENCE, I'M GUILTY
CRAZY ARMS
DON'T BE CRUEL
EAT, DRINK AND BE MERRY
FOLSOM PRISON BLUES
FOR RENT
HEARTBREAK HOTEL
HONKY TONK MAN
HOPING THAT YOU'RE HOPING
HOUND DOG
I DON'T BELIEVE YOU'VE MET MY BABY
I FORGOT TO REMEMBER TO FORGET
I TAKE THE CHANCE
I WALK THE LINE
I WANT YOU, I NEED YOU,
I LOVE YOU
IT'S A GREAT LIFE
I'VE GOT FIVE DOLLARS AND IT'S SATURDAY NIGHT
LITTLE ROSA
LOVE, LOVE, LOVE
MY LIPS ARE SEALED
MYSTERY TRAIN
THE RICHEST MAN
SEARCHING
SIXTEEN TONS
SO DOGONE LONESOME
SWEET DREAMS
THOSE HANDS
WHAT WOULD YOU DO IF JESUS CAME TO YOUR HOUSE?
WHY, BABY, WHY?
YES, I KNOW WHY
YONDER COMES A SUCKER
YOU AND ME
YOU ARE THE ONE
YOU'RE STILL MINE

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New York • Chicago • Hollywood • Toronto • Montreal
<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>Love Me Tender</td>
<td>Elvis Presley</td>
<td>RCA Victor</td>
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<tr>
<td>2</td>
<td>Green Door</td>
<td>Elvis Presley</td>
<td>RCA Victor</td>
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<td>3</td>
<td>Just Walking In The Rain</td>
<td>Roy Orbison</td>
<td>Epic</td>
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<td>Don't Be Cruel</td>
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<td>Canadian Sunset</td>
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<td>My Prayer</td>
<td>The Four Tops</td>
<td>Dot</td>
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<tr>
<td>19</td>
<td>You'll Never, Never Know</td>
<td>The Five Satins</td>
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<td>20</td>
<td>I Walk The Line</td>
<td>The Ventures</td>
<td>ABC Records</td>
</tr>
<tr>
<td>21</td>
<td>Fool</td>
<td>The Ventures</td>
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<tr>
<td>22</td>
<td>In The Middle Of The House</td>
<td>The Ventures</td>
<td>ABC Records</td>
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<tr>
<td>23</td>
<td>It Isn't Right</td>
<td>The Ventures</td>
<td>ABC Records</td>
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<tr>
<td>24</td>
<td>Soft Summer Breeze</td>
<td>The Ventures</td>
<td>ABC Records</td>
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<tr>
<td>25</td>
<td>Mamma From The Train</td>
<td>The Ventures</td>
<td>ABC Records</td>
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**Second Ten**

<table>
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<tr>
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<td>Lay Down Your Arms</td>
<td>Bob Dylan</td>
<td>Mercury Records</td>
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<td>17</td>
<td>Hey! Jealous Lover</td>
<td>The Righteous Brothers</td>
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<td>18</td>
<td>My Prayer</td>
<td>The Four Tops</td>
<td>Dot</td>
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<td>Fool</td>
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<td>ABC Records</td>
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<tr>
<td>22</td>
<td>In The Middle Of The House</td>
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<td>ABC Records</td>
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<td>23</td>
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<td>24</td>
<td>Soft Summer Breeze</td>
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<tr>
<td>25</td>
<td>Mamma From The Train</td>
<td>The Ventures</td>
<td>ABC Records</td>
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**Third Ten**

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<tr>
<td>26</td>
<td>Chains of Love</td>
<td>Wallis Antunes</td>
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<td>27</td>
<td>Two Different Worlds</td>
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<td>Petticoats Of Portugal</td>
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<td>29</td>
<td>Garden Of Eden</td>
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<tr>
<td>30</td>
<td>Night Lights</td>
<td>The Ventures</td>
<td>ABC Records</td>
</tr>
</tbody>
</table>
From Jackie Gleason
to every disc jockey...

This is first of all a note of thanks. Recently I read a Billboard story (October 6th) recapitulating all of the nation’s best-selling albums for 1956, and I blush to repeat what it said...that the individual artist competition was “no contest” because five albums by yours truly were so far out in front!

After reading something like that, I certainly want to place the credit where it belongs. And it belongs to you. I don’t have to explain how much disc jockey support has meant to the success of the Jackie Gleason albums. All I can do is thank you with all my heart.

Right now, I’m just hoping that our newest album will ring the bell as its predecessors have. This time it’s a Christmas bell — the songs are all wintertime favorites that we’ve dressed up in special holiday finery.

I do hope you enjoy this “Merry Christmas”...

and, again, many thanks for all you’ve done.

Sincerely,
Jackie Gleason

the songs:
I’ll Be Home For Christmas
Christmas in Paris • Jingle Bells
White Christmas • Santa Claus is Comin’ To Town
Have Yourself A Merry Little Christmas • The Christmas Song
I’ve Got My Love To Keep Me Warm • Snowfall
By The Fireside • Home • Happy Holiday
Winter Wonderland • The Story Of A Snowy Night
A MILLION THANKS, Disk Jockeys for

CAESAR GIOVANNINI

THE HIGHLIGHTS

JANIS PAIGE

THE LORELEIS

BOB CARROLL

"the Home of"
helping the Bally Family grow in 1956!

THE TURKS

LOU BRESEE

BETTY JOHNSON

BOB ANDERSON

LOU DOUGLAS

Living Performance... Bally Records

2640 Belmont Avenue, Chicago 18, Illinois
### Best Sellers in Stores

For survey week ending October 31

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist(s)</th>
<th>Weeks on Chart</th>
<th>Last on Chart</th>
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</thead>
<tbody>
<tr>
<td>LOVE ME TENDER (BMI)-E. Presley</td>
<td>1</td>
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<td>20-Nov-56</td>
</tr>
<tr>
<td>GREEN DOOR (BMI)-J. Lennon</td>
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<td>7</td>
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</tr>
<tr>
<td>DON'T BE CRUEL (BMI)-E. Presley</td>
<td>2</td>
<td>15</td>
<td>20-Nov-56</td>
</tr>
<tr>
<td>HOUND DOG (BMI)-Vic 20604</td>
<td>3</td>
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</tr>
<tr>
<td>JUST WALKING IN THE RAIN (BMI)-Ray</td>
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<td>10</td>
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<tr>
<td>LOVE ME TENDER (BMI)-E. Presley</td>
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<td>3</td>
<td>20-Nov-56</td>
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<tr>
<td>HONKY TONK (Parts I &amp; II) (BMI)-B. Doggett</td>
<td>6</td>
<td>9</td>
<td>20-Nov-56</td>
</tr>
<tr>
<td>BLUEBERRY HILL (ASCAP)-F. Fonteno</td>
<td>7</td>
<td>5</td>
<td>20-Nov-56</td>
</tr>
<tr>
<td>TRUE LOVE (ASCAP)-B. Goodrich-K. Kelly</td>
<td>8</td>
<td>6</td>
<td>20-Nov-56</td>
</tr>
<tr>
<td>FRIENDLY PERSUASION (ASCAP)-P. Boone</td>
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<tr>
<td>CHAINS OF LOVE (BMI)-Dot 15490</td>
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<tr>
<td>YOUNG BUSINESS TO ME Patience &amp; Promised</td>
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<tr>
<td>CANADIAN SUNSET (BMI)-H. Winterhalter</td>
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<td>CINDY, OH CINDY (BMI)-V. Martin</td>
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<tr>
<td>HEY, JEALOUS LOVER (ASCAP)-F. Sinatra</td>
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<td>YOU'LL NEVER NEVER KNOW (ASCAP)-Trudeau</td>
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<tr>
<td>IT'S NOT RIGHT (BMI)-Melody 70045</td>
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<tr>
<td>TRUE LOVE (ASCAP)-J. Powell</td>
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<tr>
<td>I WALK THE LINE (BMI)-J. Cash</td>
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<tr>
<td>LAY DOWN YOUR ARMS (BMI)-Chordettes</td>
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<tr>
<td>ALLEGHENY MOON (ASCAP)-</td>
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### Most Played in Juke Boxes

For survey week ending October 31

<table>
<thead>
<tr>
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<th>Artist(s)</th>
<th>Weeks on Chart</th>
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<tr>
<td>LOVE ME TENDER (BMI)-E. Presley</td>
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<tr>
<td>HOUND DOG (BMI)-Vic 20604</td>
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<td>JUST WALKING IN THE RAIN (BMI)-Ray</td>
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<tr>
<td>HONKY TONK (Parts I &amp; II) (BMI)-B. Doggett</td>
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<td>20-Nov-56</td>
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<tr>
<td>BLUEBERRY HILL (ASCAP)-F. Fonteno</td>
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<tr>
<td>TONIGHT YOU BELONG TO ME (ASCAP)-Patience &amp; Promised</td>
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<td>CHAINS OF LOVE (BMI)-Dot 15490</td>
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<td>8</td>
<td>20-Nov-56</td>
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<tr>
<td>WHATSOEVER WILL BE, WILL BE (ASCAP)-Dorothy Day</td>
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<td>6</td>
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<tr>
<td>YOU’LL NEVER NEVER KNOW (BMI)-Plattner</td>
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<tr>
<td>IT’S NOT RIGHT (BMI)-Melody 70045</td>
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<tr>
<td>TRUE LOVE (ASCAP)-B. Goodrich-K. Kelly</td>
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<td>MY PRAYER (ASCAP)-Plattner</td>
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<td>SINGING THE BLUES (BMI)-G. Mitchell</td>
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<td>FOOL (BMI)-S. Clark</td>
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<tr>
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<tr>
<td>LAY DOWN YOUR ARMS (BMI)-Chordettes</td>
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<td>I WALK THE LINE (BMI)-J. Cash</td>
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<tr>
<td>CANADIAN SUNSET (BMI)-A. Williams</td>
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### Most Played by Jockeys

For survey week ending October 31

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<td>DON'T BE CRUEL (BMI)-E. Presley</td>
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<td>JUST WALKING IN THE RAIN (BMI)-Ray</td>
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<td>CHAINS OF LOVE (BMI)-Dot 15490</td>
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<td>WHATSOEVER WILL BE, WILL BE (ASCAP)-Dorothy Day</td>
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<td>10</td>
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*Best Selling Sheet Music*

These are ranked in order of their current national sheet music bestsellers as of this week.

<table>
<thead>
<tr>
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<tr>
<td>Whatever Will Be, Will Be (Plays &amp; Plays)</td>
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<td>20-Nov-56</td>
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<td>True Love (BMI)</td>
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<td>Song of the White Lily</td>
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<td>Midnight Sun</td>
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<td>Love Me Tender (BMI)</td>
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<td>Make Believe (BMI)</td>
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<td>The Soldier's Love</td>
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<td>11</td>
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<tr>
<td>Sing a Song of Love</td>
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<td>10</td>
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<td>Just In Time</td>
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<tr>
<td>Love Me Tender (BMI)</td>
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<td>7</td>
<td>20-Nov-56</td>
</tr>
</tbody>
</table>

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*Music Record Programming Guide*
MAN, I' M SWINGIN' AGAIN!

HERE COMES

LOUIS JORDON

AND HIS TYMPANY FIVE

WITH HIS FIRST GREAT MERCURY RELEASE

"BIG BESS"

COUPLED WITH

"CAT SCRATCHIN"

IT'S THE GROOVIEST!

MERCURY 70993
IT'S GREAT TO BE A FRIEND!

You'll be a Friend to thousands upon thousands—and they'll be a Friend to you—by supporting our Industry's own tuberculosis hospital where NO CHARGE is ever made to patients. Everyone in our industry is eligible.

All patients are from Amusement Industry. More than 1500 TB cases have been cured. Successful in 94% plus of our cases. Most pleasant living conditions for patients. No finer care and treatment anywhere. Constant Research.

WILL ROGERS MEMORIAL HOSPITAL and RESEARCH LABORATORIES, Saranac Lake, N.Y.

NATIONAL OFFICE: 1501 BROADWAY, NEW YORK 36, N.Y.

CHRISTMAS SALUTE

Support it with your CHRISTMAS SALUTE contribution...NOW!

Once-a-Year Time to help your Industry Friends

Will Rogers Hospital gratefully acknowledges the contribution of advertising production by Paramount Pictures, and of space by this Publisher.
the hottest thing since the Hydrogen Bomb!

BLUEJEAN BOP
AND
WHO SLAPPED JOHN

Record No. 3558

The whole nation's still rockin' 'n' rollin' with
"BE-BOP-A-LULA"
and
"RACE WITH THE DEVIL!"

Disk Jockeys—Believe me, I certainly appreciate the wonderful co-operation you have given me on my releases. Thanks and best wishes,
Gene

Exclusive Personal Management:
BILL DAVIS
P. O. Box 533, Norfolk, Virginia
Phone Export 33759

Capitol
Booking thru GAC
**Territorial Best Sellers**

For survey week ending October 31

- **Atlanta**
  1. Love Me Tender, E. Presley, Vca.
  2. Blue Suede Shoes, Rock & Roll Trio, Vca.
  3. Honky Tonk, B. Doggett, Vca.
  4. Don't Be Cruel, E. Presley, Vca.

- **Los Angeles**
  1. Love Me Tender, E. Presley, Vca.
  2. Don't Be Cruel, E. Presley, Vca.

- **Baltimore**
  1. Love Me Tender, E. Presley, Vca.
  2. Don't Be Cruel, E. Presley, Vca.

- **Boston**
  1. Blue Suede Shoes, M. Mitchell, Vca.
  2. Don't Be Cruel, E. Presley, Vca.
  4. Dear Mr. Doggett, B. Doggett, Vca.

- **Buffalo**
  1. Dear Mr. Doggett, B. Doggett, Vca.
  2. Green Door, J. Love, Dot.
  4. Don't Be Cruel, E. Presley, Vca.

- **Chicago**
  2. Don't Be Cruel, E. Presley, Vca.
  4. Dear Mr. Doggett, B. Doggett, Vca.

- **Cincinnati**
  1. Love Me Tender, E. Presley, Vca.
  3. Don't Be Cruel, E. Presley, Vca.

- **Cleveland**
  2. Don't Be Cruel, E. Presley, Vca.
  4. Dear Mr. Doggett, B. Doggett, Vca.

- **Dallas-Fort Worth**
  1. Love Me Tender, E. Presley, Vca.
  3. Don't Be Cruel, E. Presley, Vca.

- **Denver**
  1. Love Me Tender, E. Presley, Vca.
  3. Don't Be Cruel, E. Presley, Vca.

- **Kansas City**
  1. Love Me Tender, E. Presley, Vca.
  3. Don't Be Cruel, E. Presley, Vca.

- **Minneapolis-St. Paul**
  1. Love Me Tender, E. Presley, Vca.
  3. Don't Be Cruel, E. Presley, Vca.

- **Milwaukee**
  2. Don't Be Cruel, E. Presley, Vca.
  4. Dear Mr. Doggett, B. Doggett, Vca.

- **New Orleans**
  2. Don't Be Cruel, E. Presley, Vca.
  4. Dear Mr. Doggett, B. Doggett, Vca.

- **New York**
  2. Don't Be Cruel, E. Presley, Vca.
  4. Dear Mr. Doggett, B. Doggett, Vca.

- **Philadelphia**
  2. Don't Be Cruel, E. Presley, Vca.
  4. Dear Mr. Doggett, B. Doggett, Vca.

- **Pittsburgh**
  2. Don't Be Cruel, E. Presley, Vca.
  4. Dear Mr. Doggett, B. Doggett, Vca.

- **San Francisco**
  2. Don't Be Cruel, E. Presley, Vca.
  4. Dear Mr. Doggett, B. Doggett, Vca.

(Continued on page 110)
Thanks for everything

DAVID ROSE

JUST OUT

HOLIDAY FOR TROMBONES

and

MIDNIGHT ON THE CLIFFS

Theme from the MGM Picture "JULIE"

MGM 12376 K12376

LP MUSIC FROM MOTION PICTURES

E3497 12" LP
E4076 EP
E1397 EP
E5298 EP

A MERRY CHRISTMAS TO YOU FROM DAVID ROSE and his Orchestra

E5449 12" LP
Johnny Marks hopes to meet all the Artists and DJ's who have performed his songs thru the years at the convention in Nashville

NEW RELEASES

The message the world is waiting for now

**Bing Crosby**

**I HEARD THE BELLS ON CHRISTMAS DAY**

Decca Record 30126

At his very best

**Eddy Arnold**

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

RCA Victor 47-6699

With his fabulous "Rudolph" Touch

**Gene Autry**

**EVERYONE'S A CHILD AT CHRISTMAS TIME**

Columbia 40790 - 4-40790

One of the most recorded songs of all time

**RUDOLPH THE RED NOSED REINDEER**

OVER 25,000,000 RECORDS SOLD

THE BILLBOARD

NOVEMBER 10, 1958

THE TOP 100

For survey week ending October 31

A list of the Top 100 RECORD SIDES is in the nation according to a COMBINED TABULATION of Dealers, 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.

**Take Me Christmas Day**

BY NORMAN ADELMAN

**NEW RECORDS**

**BING CROSBY**

**I HEARD THE BELLS ON CHRISTMAS DAY**

Decca Record 30126

**EDDY ARNOLD**

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

RCA Victor 47-6699

**GENE AUTRY**

**EVERYONE'S A CHILD AT CHRISTMAS TIME**

Columbia 40790 - 4-40790

**RUDOLPH THE RED NOSED REINDEER**

OVER 25,000,000 RECORDS SOLD

ST. NICHOLAS MUSIC, INC., 1619 BROADWAY, NEW YORK 19, N. Y.
A New Release by

ANDY WILLIAMS

The great new VOCAL version of

BABY DOLL

SINCE I'VE FOUND MY BABY

#1303

ANDY'S FIRST ALBUM

Andy Williams sings Steve Allen
CLP 1018

Still going strong—

CANADIAN SUNSET

#1297

Three out of three in '56

1. EDDIE MY LOVE
2. BORN TO BE WITH YOU
3. LAY DOWN YOUR ARMS

THE CHORDETTES

#1299

ARCHIE BLEYER

proudly announces
a forthcoming
LP—

THE BARRY SISTERS
Singing 12 Yiddish Songs:
ROUMANIA—ABI GEZUNT—MEIN YIDDISHE MAMA—MY MOTHER'S SABBATH CANDLES—SHEIN VI VI LEVENE—OYCHI CHORNIA—
VI EZ DUS GESGE—AY AY HORA—DER ALTER TZEHEMER—
ROSHINKE UN MANDOLIN—BINT MICH ABGEE—BETZ

CLP 1017
ON MY WORD OF HONOR

B. B. KING

rpm 479

GOODNIGHT

JESSIE BELVIN
mod. 1005

• Best Selling Pop Records in Britain

<table>
<thead>
<tr>
<th>Record</th>
<th>This Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOMAN IN LOVE</td>
<td>1</td>
<td>6</td>
</tr>
<tr>
<td>HOUND DOG</td>
<td>2</td>
<td>5</td>
</tr>
<tr>
<td>LAY DOWN YOUR ARMS</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>ROCK AROUND THE CLOCK</td>
<td>4</td>
<td>3</td>
</tr>
<tr>
<td>WHEN MEXICO GAVE UP THE RUNNER</td>
<td>5</td>
<td>2</td>
</tr>
<tr>
<td>WHATEVER WILL BE WILL BE-This Day</td>
<td>6</td>
<td>1</td>
</tr>
<tr>
<td>MORE</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>VISION TONGUE-BLOODGOOD'S ROCK AND ROLL CALL</td>
<td>8</td>
<td>7</td>
</tr>
<tr>
<td>WITHIN THE LAVEN-Teeny Bop</td>
<td>9</td>
<td>8</td>
</tr>
<tr>
<td>GREAT PRETENDER (ONLY YOU)</td>
<td>10</td>
<td>9</td>
</tr>
<tr>
<td>SING ME A SONG OR MAKE ME A DRINK-You're My Salvation</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>PRAYER-Prayer</td>
<td>12</td>
<td>10</td>
</tr>
<tr>
<td>RIDE ME RIGHT OR MAKE ME A DRINK-You're My Salvation</td>
<td>13</td>
<td>12</td>
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</table>

• Tunes With Greatest Radio-TV Audience

<table>
<thead>
<tr>
<th>Song</th>
<th>Radio</th>
<th>Television</th>
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</thead>
<tbody>
<tr>
<td>Baby Doll</td>
<td>(F)-Frankie-ASCAP</td>
<td>(F)-Frankie-ASCAP</td>
</tr>
<tr>
<td>Blueberry Hill</td>
<td>(B)-Chappell-ASCAP</td>
<td>(B)-Chappell-ASCAP</td>
</tr>
<tr>
<td>Rock and Roll Heartache</td>
<td>(F)-MGM-ASCAP</td>
<td>(F)-MGM-ASCAP</td>
</tr>
<tr>
<td>Canadian Sunset</td>
<td>(F)-Metro-ASCAP</td>
<td>(F)-Metro-ASCAP</td>
</tr>
<tr>
<td>Everything</td>
<td>(F)-MGM-ASCAP</td>
<td>(F)-MGM-ASCAP</td>
</tr>
<tr>
<td>Get Me to the Church</td>
<td>(F)-CBS-ASCAP</td>
<td>(F)-CBS-ASCAP</td>
</tr>
<tr>
<td>Hangman's Balloon</td>
<td>(B)-Chappell-ASCAP</td>
<td>(B)-Chappell-ASCAP</td>
</tr>
<tr>
<td>Harper's Bazaar</td>
<td>(B)-Chappell-ASCAP</td>
<td>(B)-Chappell-ASCAP</td>
</tr>
<tr>
<td>Heartbreak Hotel</td>
<td>(B)-Chappell-ASCAP</td>
<td>(B)-Chappell-ASCAP</td>
</tr>
<tr>
<td>I Can't Stand My Friends</td>
<td>(F)-MGM-ASCAP</td>
<td>(F)-MGM-ASCAP</td>
</tr>
<tr>
<td>Just Walkin' In The Rain</td>
<td>(F)-MGM-ASCAP</td>
<td>(F)-MGM-ASCAP</td>
</tr>
<tr>
<td>Love Me Tender</td>
<td>(B)-CBS-ASCAP</td>
<td>(B)-CBS-ASCAP</td>
</tr>
<tr>
<td>Money Honey</td>
<td>(B)-Chappell-ASCAP</td>
<td>(B)-Chappell-ASCAP</td>
</tr>
<tr>
<td>Rhythm Is The Boss</td>
<td>(F)-MGM-ASCAP</td>
<td>(F)-MGM-ASCAP</td>
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</table>

• Best Selling Sheet Music in Britain

<table>
<thead>
<tr>
<th>Title</th>
<th>This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lay Down Your Arms</td>
<td>1</td>
</tr>
<tr>
<td>Woman In Love</td>
<td>2</td>
</tr>
<tr>
<td>Hound Dog</td>
<td>3</td>
</tr>
<tr>
<td>LAY DOWN YOUR ARMS</td>
<td>4</td>
</tr>
<tr>
<td>Rock Around The Clock</td>
<td>5</td>
</tr>
<tr>
<td>WHEN MEXICO GAVE UP THE RUNNER</td>
<td>6</td>
</tr>
<tr>
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<td>12</td>
</tr>
<tr>
<td>PRAYER-Prayer</td>
<td>13</td>
</tr>
</tbody>
</table>

• Territorial Best Sellers

<table>
<thead>
<tr>
<th>City</th>
<th>Record 1</th>
<th>Record 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Seattle</td>
<td>Love Me Tender</td>
<td>Love Me Tender</td>
</tr>
<tr>
<td>Toronto</td>
<td>Love Me Tender</td>
<td>Love Me Tender</td>
</tr>
</tbody>
</table>
HE DOES IT AGAIN!
AL HIBBLER

has a tremendous Double Decker

I'M FREE
NIGHTFALL

(from the Columbia Picture "Nightfall")

with Orchestra conducted by Jack Pleis
DECCA 30100: 9-30100

A New World of Sound DECCA records
BRENDA LEE

Personal Management

LOU BLACK
Top Talent
Springfield, Mo.

Exclusive

DECCA RECORDS

YESTER YEAR’S TOPS—

1. Rashes Are Flying
2. Five Minutes More
3. To Each His Own
4. Old Butterfield Sky
5. South America, Take It Away
6. You Keep Calling Back Like a Song
7. If I Were the Only Girl
8. The Whole World Is Singing My Song
9. A Time Always
10. The Old Lamplighter

ASCAP Sued
• Continued from page 14

Teddy Be Boy is actually one of several
15-minute programs, not a single show.
Each segment is a complete entity, and different cities
carry certain portions only, and not always are they broadcast
in immediate succession. Each segment has different sponsors.

While the suit is the first overt demonstration against ASCAP’s
more recent actions, the Society membership reportedly has been
meeting with dissatisfaction over the alleged weighting of the distri-
bution system in favor of the upper-classification groups. A sev-
eral special meeting of the Board of Directors, held last Wednesday
(31), to discuss whether or not the Society should back off on its
new rulings, once again failed to produce the answer.

Following the meeting, however, members of the old Langfield
Committee, which under Otto Hus-
bein’s regime, president of ASCAP, had been invited to sit
with the Board as a special ad-
visory group, received wires asking them to attend a meeting with the
Board on Monday (7). Harry Lang-
field, the most militant dissenter
of the ASCAP distribution, reported he
did not receive an invitation.

Meanwhile, Langfield has been
rallying opposition via a ser-
ies of meetings with writers and
publishers in all eastern, mid-
standard, and standard, conferring with about a dozen different represen-
tatives at each session.

It is believed now that the
Boards will not announce any pol-
icy changes prior to the membership
meeting scheduled for next
Tuesday (13).
ADDISON BAILEY  LILLIAN BRIGGS  RAY BRYANT  JOE CARROLL  ROBERT CLARY  XAVIER CIGAT  MEL DAVIS  ANITA ELLIS
THE FOUR COINS  STAN FREEMAN  JIMMY GAVIN  ROY HAMILTON  DOLORES HAWKINS  JAYCEE HILL  THE KEYSTONERS  THE
KOSOLO SISTERS  LESTER LAIN  JOE LOCO  LEONARD McCLEAN  THE MELLO-LAKES  THE MITCHELL-RUFF DUO  THE MUSICAL
KEYBOARDS  ANTHONY PERKINS  THE ROCKAWAYS  LILLIAN ROTH  SOMETHIN' SMITH AND THE REDHEADS  JOEY SINGER  MERRILL
STATON SINGERS  RALPH YOUNG

and from OKeh, too

ANGEL FACE  SCREAMIN' JAY HAWKINS  LLOYD "FATMAN"  BROOK BENTON  HURRICANE HARRY  LITTLE JOE AND THE THRILLERS
Tipps on Coming Tops
THE RECORD INDUSTRY’S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

RECENT POP RELEASES

Up and Strong

The Billboard’s weekly survey of top versi hits also indicates that the return wave of volume sales and the bus of the hit song is the best chance of hitting Billboard’s best seller charts.

1. A Rose and a Baby Ruth = George Hamilton IV (BMI) ABC-Paramount 9736
2. Priscilla = Eddie Cooley (BMI) Roost 621
3. Mutual Admiration Society = Teresa Brewer (ASCAP) Coral 61737
4. Fettucas of Portugal = Dick Jacob (BMI) Coral 61724
5. Two Different Worlds = Ron Rondo (ASCAP) Jubilee 5256
6. Mama From the Train = Patti Page (ASCAP) Mercury 70071
7. Moonlight Love = Chincincherinchee (ASCAP) Perry Como (ASCAP) RCA Victor 6670
8. Just in Time = Tony Bennett (ASCAP) Columbia 40779
9. Slow Walk = Sil Austin (BMI) Mercury 70063
10. First Born = "Tennessee" Ernie Ford (BMI) C-pixel 3553

This Week’s Best Buys

Special reports indicate these recent releases have broken out in one or more key areas. They do not yet have wide enough area through Billboard’s national survey and therefore do not rate a "Up and Strong" listing.

CITY OF ANGELS (Valldehills, BMI): The Hitlisteners—Bally 1016—The record that came forward most prominently into the national spotlight this week was "City of Angels." After gaining a particularly strong foothold in Chicago, the disk went on to click in New York, Boston, Buffalo, Minneapolis, Philadelphia and other cities. Now rated No. 20 on the national retail listings. Flip it "Listen, My Love" (World, ASCAP).

SLOW WALK (Norby, BMI) — Sil Austin = Mercury 70063—An instrumental that is becoming a big powerhouse in both the pop and r&b fields. Like another instrumental, "Honey Todd," this appears to catch both the pop and r&b charts, jive and retail. Flip it "Wildwood" (Norby, BMI).

TWO DIFFERENT WORLDS (Spar, ASCAP) — Don Rondo = Jubilee 5232—This disk has been making a steady advance over the past few weeks and is coming up fast now. It appears on the St. Louis chart this week and has been reported selling well in New York, Providence, Baltimore, Cleveland, Pittsburgh, Buffalo and other Eastern and Middle Western areas. The version of the tune by Roger Williams and Jake Morgan on Kapp is also doing nicely. The flip of Rondo's record is "(He Made You Think" (World, BMI).

MOONLIGHT LOVE (Elkan-Vogel, ASCAP)
CHINCINCHERINCHIE (Bonon, BMI) — Perry Como = RCA Victor 6670

A solid seller that is beginning to make an impression in many key markets. "Moonlight Love" has attracted most attention so far, but the flip has also gained adherents. A previous Billboard "spotlight" pick.

JUST IN TIME (Strassfeld, ASCAP) — Tony Bennett = Columbia 46270

Bennett is running up a pile of black charts again on this release. Stores and one-stop sampled all over the country reported "Just in Time" to be a highly profitable seller. Its chart potential is very good. Flip is "The Autumn Waltz" (Shapiro-Bernstein, ASCAP), a previous Billboard "spotlight" pick.

* Review Spotlight on... * POP RECORDS

IVORY JOE HUNTER = Atlantic 11111—SINCE I MET YOU BABY = Mindy Carson (BMI) Columbia 40789—SINCE I MET YOU = Mindy Carson (BMI)

Every Joe Hunter has written a beautiful ballad that has already inspired two impressive interpretions on his own label and elsewhere is reminiscent of another Hunter hit, "I Almost Lost My Mind," with its easy-going melody and graceful piano swell. The approach of Hunter and Miss Carson are different. Former styles his material so that it will appeal to both pop and r&b fan. Miss Carson, for example, moving very well to give her strongest commercial offering in a long time. The flip of her record is another quiet but effective styled ballad that delves will like. "Goodnight, My Love" (Empire, BMI). Hunter’s flip is "You Can’t Stop This Rocking and Rolling" (Progressive, BMI).

CHRISTMAS

BING CROSBY = Decca 30126—HEARD THE BELLS ON CHRISTMAS DAY = St. Nicholas, ASCAP

If any tune were ever likely to approach the quality and popular appeal of the White Christmas, it is this winning piece of material. It has dignity, it evokes nostalgic associations and a melody that beg for repeated playings. Crosby’s reading has a relaxed, quiet authority that gives the tune both distinction and great commercial potency. The flip is "Christmas Is A-Comin’ (May God Bless You" (Frank, ASCAP), a cheery religious tune that also will get copious play come December.

AL HIBBNER = Decca 30127—SILENT NIGHT—WHITE CHRISTMAS = Berlin, ASCAP

The individual touches that Hibbner gives these Christmas perennial are so fresh that demand for them (in Hibbner’s versions) is going to be extra strong this year. "Silent Night" gets a straightforward, clean, simple Hibbner interpretation. In "White Christ- mas," there are nuances, some a bit humorous, that give the tune a new dimension. A tune to perform that is going to make a lot of noise.

POP DISK JOCKEY PROGRAMMING

MARGARET WHITING = Capitol 35316—THE MONEY TREE = Frank, ASCAP

The wit and imagination of this material is conveyed beautifully by theDisk Jockey, clearly direct, and a good effort. The programme is smart and crisply underlined Miss Whiting’s swinging delivery. She also packs a lot of spirit and feeling into the flip, an attractive ballad. "Maybe I Love Him" (Empress, ASCAP).

LADY DIAMOND = RCA Victor 6710—REMEMBER WHEN = Regent, BMI

SIXTH FINGER TUNE = (Empress, ASCAP)

"I Remember When," a tune proved hit by Sidney Bechet, was a hit in France. This bluesy mouth-organ version is handsomely attractive and would add a colorful, moody touch to a program. "Sixth Finger Tune," from the new show "Sixth Finger in the Finger Bowl," is catchy in this smart harmony, guitar and harpsichord rendering.

MORRIS STOFFEL O.K. = Decca 30064—YOU CAN’T RUN AWAY FROM IT = Columbia Pictures, ASCAP

EXACTLY LIKE YOU & WILL MY BOY Come BACK TO ME = Shapiro-Bernstein, ASCAP, and Columbia Pictures, ASCAP

From It Happens Every Night Al Hirschfeld, comes an instrumental version of one of the tunes that most likely to leave an indelible mark. The brushed strings of the Stoddard orch style it to perfection. They also combine, in an imaginatively conceived contrapuntal pattern, the two tunes, "Exactly Like You" and "Como Go Back To Me." The latter side has a nostalgic sound that is terrific for romantic sock jogs.

Reviews and Ratings

THE AMES BROTHERS
I Saw Mary = Victor 6720—This is quite a side and can easily get going. The boys belt out a fine, fast novelty, and with Hugo Winterhalter’s orchestra and chorus build a sharp reception. Should spark country interest and is a natural for jive and jive. (Fawcett, ASCAP)

The Game of Love = 84—Well done ballad from musical "Happy Hounding." Good backing again from orchestra. Good contrasting tempo coupling for the flip (Chappel, ASCAP).

BARB GORDON
That Pretty Little Girl Next Door = 92—M-G-M 12333—This boy hasn’t cracked his voice yet, but he’s got big eyes for the girl next door. He imitates the Fres- ley style and does it well enough to encourage much air play. (Humphrey House, ASCAP)

Rock, Little Children = 78—Created for the "Danny Thomas show" on TV, this is a hand-clapped, finger piano styled spiritual type, and the mopset does a good job of getting in that groove. The visual impression will help disk sales. (Humphrey House, ASCAP)

DEAN MARTIN
Give Me A Smile = Capitol 3577—Jenerator puts his usual relaxed projection into easy-going rhythm ballad and is effectively backed by orchestra and chorus. This is no blockbuster, but pleasing enough for a tune for Martin fans. (Dennie, ASCAP)

The Look = 73—Martin washes "La Paloma" with a steppe and Latin rhythm. A new and lively tune. Some comment maintain as for the flip. (Massy, ASCAP)

DUKE MELCHER
Be Mine Tonight = 60—LIBERTY 53051—Equally pleasant pro- jection here on a more restrained ballad with Latin flavor. One man’s unique sound and featured guitar backing adds up to riveting combination that makes an intriguing novelty. Melody is the Mexican standard, "Jalousie." (Frank, ASCAP)

It’s Too Soon to Know = 78—Singer gets particularly solid backing on this tempo rhythm ballad and is commerically very effective overall. Quite a slick side and packs an excellent potential. (E. H. Morris, ASCAP)

(Continued on Page 118)
Roger Williams & Jane Morgan

thank you D. J.'s for

"TWO DIFFERENT WORLDS"

... also for the many spins you've
given our Kapp Albums.

We'll be on the Jonathan Winters
NBC TV Show on the 13th.

EXCLUSIVELY ON
KAPP
RECORDS
KING

KING 4950

HOT PARADE

KING 5000

SLOW WALK

BILLY DOGGETT

LITTLE WILLIE JOHN

JUST OUT—

A GREAT RECORD OF

HIS LATEST AND HIS GREATEST!

I'VE BEEN AROUND

b/w

SUFFERING WITH THE BLUES

b/w

STILL ON TOP!

FEVER

KING 4989

KING 4935

BUBBIE JOHNSON

BREAKING BIG

CONFIDENTIAL

OTIS WILLIAMS and his CHARMS

JUST OUT

B/W

I’LL REMEMBER YOU

EARL BOSTIC

HARLEM NOCTURNE

b/w

I HEAR A Rhapsody

KING 4978

JAMES BROWN and the FAMOUS FLAMES

I WON'T Plead NO MORE

b/w

CHONNE-ON-CHON

FEDERAL 12240

STILL ON TOP!

KING-FEDERAL-DE-LUXE

DISTRIBUTED BY

KING RECORDS

WHO SAID, "YOU CAN'T DO IT?"—LOOK!!!!

THE BILLBOARD'S WEEKLY
POP DISK JOCKEY PROGRAMMING

Review Spotlight on...

OCTOBER 20, 1956

BERNIE KNIGHT...Agenda 5601

LOVE BURNS HIGH

(agenda, ASCAP)

THE INDUSTRY'S BEST-KNOWN DEMO "OATHER" MAY BECOME A "GROSS" AT LAST WITH THIS ROCK WAILING STUDDED WITH A SWINGY, RELAXED BALLAD, WITH EFFECTIVE LINES. FLIP THIS CRISPLY POLISHED RHYTHM BOX WITH A NOVELTY LYRIC "FIDDLE-FEET FANNY" (AGENDA, ASCAP),

AGENDA, INC.

AGENDA RECORDS

AGENDA SONGS (ASCAP)

1944 Michigan Ave.

Miami Beach, Fla.

D.J.'s, "Ops" and Distributors, write

SECOND STRING by BERNIE KNIGHT

(AGENDA 5681)

ARE YOU FOR REAL?

"SWIMMIN' IN HONEY"

(AGENDA, ASCAP)

(Continued on page 117)

THE BILLBOARD

NOVEMBER 10, 1956

Reviews of New Pop Records

Continued from page 114

SONNY BURKE ORK

"I WANNA BE AIN'T NOBODY GETS IT"

DECCA 5010—Burke comes through with fine production on an arrangement of obviously Bankey flair. Burke treatment of melody is definitive, but too much of the same thing is exhausting. Burke has one of the most unusual voices in the business. Five stars even if Burke occasionally gets a little off track. Burke needs to show more variety in his approach to the business. His presence is a plus for this set. (Burke, Decca, ASCAP)

SHUTTER TOWN...

BUCKETHEAD "BUCKETHEAD"

On November 18, 1956, we will be opening the new RCA Camden Album Service. This will be the first time that you can purchase albums directly from RCA Camden. The new service offers a wide variety of albums, from rock and roll to classical music. For more information, please visit our website or contact us at 1-800-555-1234.
Thanks, D.J.’s, for helping make our hits!

Alan Dean

ROCK & ROLL TARANTELLE

b/w

LIFE IS BUT A DREAM

Rama 211

The Cleftones

STRING AROUND MY HEART

b/w

HAPPY MEMORIES

Gee 1025

The Teenagers

I’M NOT A JUVENILE DELINQUENT

b/w

BABY BABY

Gee 1026

The Harptones

THREE WISHES

b/w

THAT’S THE WAY IT GOES

Rama 203

２２０ W. ４２ ST., N. Y. C.

Calling all D.J.’s with Polka Shows to say thanks for making Bowery Records the second largest Polka Label in the nation just 2 short years after we mailed you our first release—and announcing our new smash-

OLIVER N. WILLIAMSON
Manager-Owner
Bowery Records

CALL BY

RAZZBERRY REYNOLDS

ALL STAR POLKA BAND

TWO BLACKBIRDS DANCED A POLKA

b/w

VILLAGE TAVERN POLKA

BF212 - 212-45

and

FRANZ SCHERMAN AND THE ALPINERS

MUSICAL MOUNTAIN

as always

The Most Played Records in Beer Taverns Jake Bases

Bowery Records

P. O. BOX 713—DEB. MAR. CALIFORNIA
Phone Skylark 5-2156

when answering ads . . .

Say You Saw It in The Billboard

\* Reviews of New Pop Records

\* Continued from page 116

Reviewing a new pop record by an artist not heard on the air is always an interesting thing to do. Nowhere is this truer than in the case of "Heaven Help Me, God," by Ranny, the recent release of RCA Victor. The record stands as an example of the type of music that can bring success to an artist who has not had it before.

THE THREE SONS

West River Valley

b/w

VICTOR 2025 — The mood is similar to "Twilight Time," but the flavor is something deeper. Good instrumentals, \(\text{EAM} 0765\) addition.

Rama 211

Pete Suwan, 

Fiji

CAROL RICHARDS

Runnin’ Around

b/w

VICTOR 4727 — A catchy instrumental with a nice \(\text{EAM} 0765\) arrangement. Suitable for a country music audience.

Rama 211

Pete Suwan, 

Fiji

GIRL FRIENDS

MAYBE

b/w

VICTOR 2025 — A beautiful record with a nice \(\text{EAM} 0765\) melody. Suitable for a country music audience.

Rama 211

Pete Suwan, 

Fiji

Randy Van Horne

RCA VICTOR

NORMAN MALKIN

PERSONAL MANAGEMENT

Hollywood, California

\* Thanks, D.J.’s!\* from

THE SUNNYSIDERS

(Hev, Roy, Botas)

DECCA

MARGIE RAYBURN LIBERTY

THE SABRES

RCA VICTOR

JOHNNY BRAISLIN LIBERTY

RANDY VAN HORNE

RCA VICTOR

\* Adornado \* "GUITARRA ESTUPENDA"

FML 1001

\* Disc Jockeys \* "The Master Makes Melody"

FML 1003

\* Our Distributors \*
**Reviews of New Pop Records**

- Continued from page 117

- the team-up of a show-biz rock and roll team with all of its trimmings. (Marilyn, ASCAP)

- RAY BLOCK ONE
  - Rookie Report: Ray Block One
  - Review: Ray Block One

- My Pink Cadillac
  - Atlantic, (N.Y.)

- HAL WILSON
  - My Pink Cadillac

- BERNIE WEED
  - Atlantic, (N.Y.)

- STUART HARRISON ONE
  - The Whistler's Dream

- JUJu
  - Victor 4714

- CHRISTMAS MUSIC
  - Columbia, (N.Y.)

- GAVE a Party, Have a Ball...
  - RCA Victor, (N.Y.)

- THE BILLBOARD
  - November 10, 1956

- WAUG
  - AM-FM

- THE TOP NEGRO AND HILLBILLY STATION

- 452,812 Negroes live in WAUG 21 county primary area. U.S. Census reports that 35% of Augusta, 16th ranking metro area in entire Southeast, is Negro. Only WAUG blankets this rich "hidden" market.

- Top Local Programming, Hillbilly, and Rockabilly, covers the rich adjacent farm market and Fort Gordon as well as the huge Negro segment. Write for availability now. Premium Daytime Only.

- The Oldest ONE-STOP Record Service
  - All Labels
  - All Hits
  - 45 RPM
  - 78 RPM
  - Single EP's
  - NO EXTRA CHARGE

- FREE TITLE STRIP SERVICE
  - No order too small.
  - Save Time! Save Money!
  - STORE BUSINESS WELCOME

- Breaking:
  - SUSAN SILO
  - "DEAR DIARY"

- BREAKING:
  - "DON'T EVER CHEAT"

- CARL PERKINS
  - "I WALK THE LINE"

- JOHNNY CASH
  - "GET RHYTHM"

- CANDLEDIGIT RECORDS
  - 1655 Broadway, New York 19
Salute THE DISC JOCKEYS
AND THANK THEM FOR SPINNING RECORDS OF THESE TOP ARTISTS!

ROY ORBISON
And the Sensational Teen Kings
"ROCK HOUSE"
"YOU'RE MY BABY"
Sun 450

WARREN SMITH
A New One Bigger than "Rock and Roll Ruby"
"UBANGI STOMP"
"BLACK JACK DAVID"
Sun 250

IN THE BEST TRADITION OF CHRISTMAS SONGS, COMES ANOTHER, DESIGNED TO TAKE THE SIGHT AND HEART OF THE GREATEST.

In the best tradition of Christmas songs, comes another, designed to take its rightful place with the greatest. The only really good new Christmas song to come along in years! It's truly great!

LOIS LYNNE'S recording of "EVERY CHRISTMAS WE KNOW"

"LULLABY MY HEART"
Order now from your distributor or CONCEPT RECORDS

315 W. 47th St., N.Y. (Tel. 7-4140)

In the best tradition of Christmas songs, comes another, designed to take its rightful place with the greatest. The only really good new Christmas song to come along in years! It's truly great!

LOIS LYNNE'S recording of "EVERY CHRISTMAS WE KNOW"

"LULLABY MY HEART"
Order now from your distributor or CONCEPT RECORDS

315 W. 47th St., N.Y. (Tel. 7-4140)
Our Success Story is Short...

We have the records you want when you want them. And our service has no equal anywhere.

result:
America's leading One Stop Record Service

LESLEY DISTRIBUTORS
Headquarters: 659 Tenth Avenue, New York City
Plaza 7-7777
And branches in these leading cities:
Hartford, Conn.
Pittsburgh, Pa.
Newark, N. J.

235 West 32nd Street...212 Fifth Avenue...201 East 51st Street
Jackson 5-1167 Gilbert 7-1333

310 Michigan Ave.

STATION MANAGEMENT SECTION

- Continued from page 94
- RADIO STATIONS IN OUTSIDE ACTIVITIES
Is your station now active in or contemplating entry into any outside enterprises? (Other than broadcasting.)

<table>
<thead>
<tr>
<th>Stations 5000 watts or over</th>
<th>Stations under 5000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Planning</td>
<td>Planning</td>
</tr>
<tr>
<td>How to be Active</td>
<td>How to be Active</td>
</tr>
<tr>
<td>Active</td>
<td>Active</td>
</tr>
<tr>
<td>5 4 Selling Background Music</td>
<td>6 13 Selling Background Music</td>
</tr>
<tr>
<td>2 1 Talent Management</td>
<td>7 1 Talent Management</td>
</tr>
<tr>
<td>3 2 Organizing and Booking Shows</td>
<td>8 3 Organizing and Booking Shows</td>
</tr>
<tr>
<td>1 0 Record Store</td>
<td>2 0 Record Store</td>
</tr>
<tr>
<td>1 0 Jake and Dot Route</td>
<td>2 0 Jake and Dot Route</td>
</tr>
</tbody>
</table>

- FOREIGN LANGUAGE JOCKEY SHOWS
10 per cent of stations 5000 watts and over and 16 per cent of stations under 5000 watts program foreign language jockey shows.

Of these stations an average of weekly time is devoted to jockey shows in Greek, Swedish, Danish, Italian, French, Spanish, Polish, Ukrainian, Hungarian, Slovak, Yugoslav, Mexican, Croatian, Jewish, German, Japanese.

- PUBLIC OPINION AND IT'S EFFECT ON ROCK AND ROLL
At any time, have you altered your programming toward more or less rock and roll material because of local public opinion?

<table>
<thead>
<tr>
<th>Stations 5000 watts or over</th>
<th>Stations under 5000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men and Women in Jockey Ranks</td>
<td>Men and Women in Jockey Ranks</td>
</tr>
<tr>
<td>Please list the number of jockeys (both male and female) now on your staff as compared to one year ago.</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Stations 5000 watts or over</th>
<th>Stations under 5000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>1956 1955</td>
<td>1956 1955</td>
</tr>
<tr>
<td>5.6</td>
<td>5.6</td>
</tr>
<tr>
<td>3.4 Average of Male Jockeys</td>
<td>3.7 Average of Male Jockeys</td>
</tr>
<tr>
<td>1.1</td>
<td>1.3 Average of Female Jockeys</td>
</tr>
<tr>
<td>2.3</td>
<td>2.6</td>
</tr>
</tbody>
</table>

- JOCKEY PERSONALITY MERCHANDISING
Does your station engage in personality merchandising, via jockey appearances in supermarkets, department stores and other locations?

<table>
<thead>
<tr>
<th>Stations 5000 watts or over</th>
<th>Stations under 5000 watts</th>
</tr>
</thead>
<tbody>
<tr>
<td>53.3% Yes</td>
<td>42.3% No</td>
</tr>
<tr>
<td>46.7% Yes</td>
<td>57.7% No</td>
</tr>
</tbody>
</table>

NEW RELEASE

AmBeR Records, Box 1404, Dallas 21, Texas

MUSIC WITH A HEART BEAT
"Bubble Gum Polka"
And "Kissing Tears"
No. A-288-2

PUBLISHERS—SONGWRITERS
We are currently making sample records for writers of the nation's leading publishers and songwriters. Send us your original sheet music or your master tape. You may have a hit with our help. The right combo and vocal for any type song. Ampex tape, hi-fi disc masters 7" or 10 RPM. Prices on request. Send 10c for our catalog, 1" 10 or 20c for all or any of our instruments for $2.50 each per song: Guitar, Clarinet, Bass Fiddle, Steel Guitar, Violin, Drums. Write for rate sheet and price list.

DEMONSTRATION RECORD COMPANY
BOX 4, STA. C LINCOLN, NEBRASKA

NATURALLY—All men like SECOND-HAND LIPSTICK
BIG record of the year! Watch for release SOON!
FRANZ SCHUBERT MUSIC PUBLISHER
P. Worth, Texas

Thanks Dj's from imotif for your great response to--MY LAST NIGHT IN ROME BLACK LACE FAN And our latest release BRING YOUR TEARS TO HIM WITHOUT HIM 6269 Selma Ave. Hollywood 28, Calif.
Deejay Clinic
* Continued from page 14
will talk on integration of pop and
radio, music, and Bruce Barringer,
owner-manager of WVEW, St.
Louis, will talk on "Let Country
Music Build Your Station". Johnny
Shultz, WHEE, Martinville, Va.,
will also speak at the sessions.
Gov. Frank Clement of Ten-
nessee will speak at the Welcome
and Awards meeting in the Grand
Hall of the Hotel Sheraton Fri-
day morning. Subject will be the
popularity of country music and the
importance of the Grand Ole
Opry.

NBR will originate a half-hour
show from the Fair Friday (P, B) at
8:30 p.m. (CST). After NBR's
"Monitor", will be several pick-ups
Saturday after 11:00. Mitch Miller
will originate his hour-long show from
Andrew Jackson Hotel Sunday
(11) at 7 p.m. over CBS.
Ennio Azarrella, leading Mexican
broadcaster, will attend the
Festival.

S.S.S. Adult LP
* Continued from page 14
will be issued simultaneously with
book, of the songs 130 in all,
which will be the first Pogo book in
full color. Latticé will retail for
$3.95. The disk, a 12-inch, will
cost $1.95.

Simultaneously, S.S.S. will issue
a sampler, with three of the songs
on a long-length 78 r.p.m. and an
45 r.p.m., to sell for 49 cents.
Orders for three dozen of the sam-
pler disks will come packed in
special display cartons.

According to Bob Baer, sales
manager for the S.S.S. disk
division, Pogo has been pre-sold
to a local public via the strip
which currently is syndicated in
500 daily papers with a readership
of 50 million. Eight previous Pogo
books put out by S.S.S. have hit a
total sales of one and a half
million.

ABC-Par Bids
* Continued from page 14
scheduled for release in the
three-month period between September
and November, the label is cur-
rently making its advertising pitch
directly to the consumer and in-
stituting a bonus disk plan for pur-
chasers at the retail level. The
geyser is one free record for
every four Westminster pur-
chased in any price category from
$2.00 to $7.50 per disk.

At the same time, Westminster is
launching a vast catalog re-
issuing project (The Billboard,
February 27).

STOCK NOW!
A UNIQUE ALBUM THAT
WILL MOVE FAST
JACK AND THE BEANSTALK
UNIQUE LP-111
UNIQUE RECORDS
2150 N. LAKE SHORE DRIVE
CHICAGO 54, ILL.
ROGER WILLIAMS
w/ JANE MORGAN
"TWO DIFFERENT WORLDS"
K 163

CRASTALETTE'S New Smash Hit!
A JUKE BOX NATURAL
"THAT'S A PLENTY"
C/W "OH, YOU BEAUTIFUL DOLL"
by Muzzy Marcellino and
the Dancing Forks #707

Starting To Show On The Charts!
"FAITH CAN MOVE MOUNTAINS FOR YOU"
C/W "YOUR STRANGE IDEA OF LOVE"
by Sunny Bishop #704

DISTRIBUTED IN ALL MAJOR CITIES
CRASTALETTE RECORDS
1540 No. La Brea
Hollywood 28, Calif.
London Records Outside of U. S.

Breaking POP
CHARMAINE C/W IN YOU
FRANK BRONSON
G/4G-0173

at liberty?
turn your time into money for
Christmas

come sell at Macy's
the world's most exciting store
We have many full-time and part-time selling jobs. We'll start you right now,
pay you while we train you. * Learn about our big Christmas Attendance Bees
* our liberal discounts on your purchases * our low-cost employee cafeteria
Work 40 Hours-5 Days (9:15 to 6:15, 4 days; 12:15 to 9:15, Mon. or Thurs.)
or 28 Hours-5 Days (12 to 5:30, 4 days; 12:15 to 9:15, Mon. or Thurs.)

APPLY MACY'S EMPLOYMENT OFFICE
160 West 35 Street • Mon. thru Sat., 9 a.m. to 5 p.m.

Your American Red Cross is Always There After Disaster Strikes

G-Clefs
'CAUSE YOU'RE MINE
PILGRIM 720

Here's a Sleeper—
Breaking in
Chicago and Phila.
FOLLOW ME
recorded by the
The Four
Esquires
Pilgrim Record 717

- Copyrighted material -
Golfing Diskers Plan Tourney
• Continued from page 15
provide a common meeting ground
on which the industry can meet informally and obtain
relaxation away from the daily pace of business.
It is tentatively planned to get
the tournament under way early in
April, 1957, with a qualifying week.
Match play would begin the
following week, and continue
through the summer with the tourna-
ment to be finalized by September 15.
It is further planned to have the
tournament divided into six
championship categories with a qualifying round determin-
ing the entry to each of the categories; competition within each
category will be for individual honors.

'Green Door'
• Continued from page 15

Walter Winckel's NBC-TV show
brought him $8,500. He'll receive
a like amount for his upcoming
November 25 appearance on Steve
Allen's Sunday night show on the
same network.

Meanwhile, Dot eves predicts
the Columbia Symphony Orches-
tra, conducted by George Seel, in
Music in A Major.

Special Sales Drive
A sales promotion drive
announcing a new sales package
unveiled by Columbia, which
includes a lavish "Home of Records"
window display, counter display,
and other point of sale material,
and a new gift wrap plan. Lists
include gift-wrap kit made up of
50 sturdy-attractive envelopes
with colorful, seasonal music design
and special gift ribbons. Dealers
can easily slip a couple of Lists
into the gift envelope and slip a
ribbon over two of the corners.
Wrapping hands and mail order
identification and can be used for
any albums to the dealer's stock.

DEALERS!
Increase Profits
• Increase Sales

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

TODAY'S TOP TUNES
AVAILABLE EVERY OTHER WEEK,
TWICE A MONTH OR MONTHLY

It's a colorful 4-page folder (69x8 1/2"
per page) that carries The Billboard's
HONOR ROLL OF Hits with the best sel-
lizing records of each tune.

It also steps best selling Popular,
Jazz and Classical Long Play albums.
It also features best selling Country & Western and Rhythm & Blues records.
Your store name, address, and phone number will be printed on each of the 13 pages in the
merchandise division.

MERCHANDISING DIVISION
The Billboard
2160 Pohatcong Street, Newark 22, Ohio

Yes, I want to stimulate my sales with Today's Top Tunes

Merchandising Division

Mail Order

Every Other week

Monthly

| Total order | 50 copies | $1 | 100 copies | $2 | 200 copies | $2.50 | 500 copies | $3.50 |

My store name, address and phone number will be printed free on each copy as shown below:
Store Name:
Address:
City & State:
Phone:

Ordered by

New Service
• Continued from page 15
by Michael Adrian, former sales
manager for Concert Hall Society.
According to Adrian, who has
been actively involved in the pur-
chase of Capitol and Capitol
labels, the firm has been set up
as a national purchasing and advisory agency to service firms which cannot
normally maintain their own staffs.

Services available will include:
editing, mastering, recording and pressing of disks; editing, produc-
tive and processing of packaging;
package design; preparation of inner
material; designing and producing
labels; mastering; manufacturing
material; sales and advertising coun-
sel; placement of records; assistance
in marketing; and少量.

Adrian will promote his new serv-
ices via a look-out desk and a tape
LP disk outlining the full service to
prospects.

22 Cap Albums
• Continued from page 15

fling sessions in their respective districts.

Highlighted in the release is the
soundtrack album from the Warner
Bros. film, "El Dorado," a new
classical package titled "Merry
Christmas and A Happy New Year In
Music in A Major.

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A sales promotion drive
announcing a new sales package
unveiled by Columbia, which
includes a lavish "Home of Records"
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and other point of sale material,
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into the gift envelope and slip a
ribbon over two of the corners.
Wrapping hands and mail order
identification and can be used for
any albums to the dealer's stock.

Super-Classic
• Continued from page 15

LP's which are to be released
with two volumes of scores announ-
ced by the late Schubert, plus a profile
of the artist by Koldun and an
analysis of the performances by
the noted musicologist, Joseph
Braunstein. This cycle, once voted
by American musical critics as
the most notable contribution
ever made to recorded music and
was originally cut between 1923
and 1935 for the 15-inch HMV
labels HMV, and issued on 91 skel-
tone discs. Now, in a limited edi-
tion (quantity of 2,500, minus 5
copies) and packed in a du Pont
FoilDisk box, it will retail for $16.90.

9th Record Pict
• Continued from page 15

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• Continued from page 15

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tone discs. Now, in a limited edi-
tion (quantity of 2,500, minus 5
copies) and packed in a du Pont
FoilDisk box, it will retail for $16.90.
WSM's Fifth Annual National Disk Jockey Festival

Schedule of Events

Friday, November 9

10:00 a.m.—Welcome and Awards Meeting. Iris Room, Hermitage Hotel.


2:00 p.m.—Disk Jockey Clinic. Iris Room, Hermitage Hotel.

6:00 p.m.—Dinner Dance. Victoria Hotel. Host: Columbia.

7:00 p.m.—Friday Night Follies. WSM Studio C.

9:00 p.m.—Ballroom. Andrew Jackson Hotel C. Host: Decca Records.

10:15 p.m.—Mr. Deisy U.S.A. WSM Studios.

11:00 p.m.—Eddie Hill Show. WSM Studios.

12:00 a.m.—Tom Perry's Jamboree. WSM Studios. Host: Columbia Records.

Saturday, November 10

8:30 a.m.—Breakfast at the Opry. Maxwell House Hotel. Host: Hill Studios.


2:00 p.m.—Annual Disk Jockey Association Meeting. Members only.

4:30 p.m.—Luncheon and Buffet Dinner. Maxwell House Hotel. Host: WSM.

7:30 p.m.—Annual Performance of "Grand Ole Opry." Byram Hotel. Host: Capitol Records.

10:00 p.m.—Midnight Party. Balcony, Andrew Jackson Hotel. Host: Capitol Records.

Sunday, November 11

8:00 a.m.—Koffee Klatch. Andrew Jackson Hotel. Host: Columbia Records.

The first day's events concluded with a gala awards ceremony. Tantalized by its success, they tried the second session as an afternoon event and were equally pleased. The evidence that it could be firmly established as an annual event. Their conclusion was further established in 1954, the third meeting, when WSM provided the main event. Several industry reps took in the big city and the Opry was most enjoyed by festival visitors. It is at these sessions the industry reps display their records and show the industry reps their own shows.

It was also in 1954 that the Disk Jockey Festival began to draw national publicity through a radio and television, WSM's annual record shows. For the time being, WSM continued to give the disk jockey another whirl, but with more constraints and little fanfare. WSM had heard and deplored that the idea of organizing a second festival gathering followed month by month in August turned out to be much better than it had anticipated. Throughout the season, WSM continued to receive at least one inquiry per week asking how the previous one had gone out of its way to encourage their affection.

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THANKS
D.J.'s
BEST WISHES
FOR
A SUCCESSFUL CONVENTION
BILL AND MARY REID
AND
THE MELODY MOUNTAINEERS
COLUMBIA RECORDS
WLVA-TV AND RADIO
LYNCHBURG, VA.

Coulton's afford much space this year, but want to offer my HEARTFELT THANKS to all my FRIENDS in the C&W business.

TEXAS BILL STRENGTH
KEKEV RADIO—KGMN-TV, Minneapolis, Minnesota

WENDY JACKSON
Hot Dang! That Blue Moon.......

Wanda Jackson
Hot Dang! That Blue Moon.......

FERRI FELL
VICTOR 2250... Full serenades a funny novelty with plenty of vocal sound.

HORNER AND JETROD
Home Town Girl
Horne & Jetrod

HAWKESHAW HAWKINS
VICTOR 2276... This is a blues

LEE ENRIGHT
I Don't Go There

RAV PARKS
Just Another Knock-Around

RAY BURKE
"Can't Help But Laugh"

JIMMY JOYD
Creep Hill-Up Blues

KENNY McKENNEDY
Creep Hill-Up Blues

JACK CAPEL
The Outlaw Took My Girl

ANNOUNCING...

formation of the

KWHK
Artist Service Bureau

HORACE LOGAN, Manager
booking
LUSIANA HAYRIDE ARTISTS

write, wire or phone
P.O. Box 1387
Shreveport, La.
Phone 2-8711

CARL BLEW
A-Cyde & A-Shorty....

RAY BURKS
Just Another Knock-Around

RED MURPHY
"I Don't Know" pops

JIMMY JOYD
Creep Hill-Up Blues

KENT WATERS
FARLE 264... Here's another

JACK CAPEL
The Outlaw Took My Girl

George Jones
disk jockeys' selection as the most promising new country and western singer of the year, those voting in The Billboard ninth annual poll.

C & W Christmas
BILL BRINDOSKY GOSPEL'S
Christmas Is On Its Way....

JOHNNY HORTON
We'll Be Fairburn

DAVID HUSTON
BENNY BARNES
GARY BRYANT
BOB GALLION
JEANETTE HICKS
BETTY AMOS
MARATHA LYN
THE FOUR DIAMONDS
THE GEEZINSLAW BROTHERS
JAMES O'GWINN
HOOT & CURLEY
JACK FORD
BUDDY ATTAWAY
KING STERLING
THE DELTA BOYS

Copyrighted material
Calling America's Foremost

COUNTRY & WESTERN DISC JOCKEYS

COME UP AND SEE US

ANDREW JACKSON HOTEL
NASHVILLE, TENN.

NATIONAL DISC JOCKEY JAMBOREEE
NOVEMBER 9th AND 10th

Mercury RECORDS
FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

"Big D Jambooree," Dallas, returned to the KLRL air-
lanes Saturday night (2), with Bristol-Meyers as the sponsor.
Carl Perkins returns as "Big D" guitarist next Saturday (16),
with the Carlilets occupying that slot November 24. Booker
Lawrence and Tucker will represent "Big D" at the forth-
coming Dec. 1-2 displays in Nashville.

Hank Snow's newest RCA Victor release ties in two hallmarks, "Stolen Moments:" and "Two Won't Care:" Hank will hold open house in Room 901 at the Andrew Jackson Hotel during the disk jockey fes-
tival, with a tape machine on hand for use of the jockeys who may want to take some interviews back home with them . . . Little Jimmy Dickens' latest on the Columbia label is "I Never Thought It Would Happen to Me," published by Hank Snow Music, Inc., . . . Stations WZEP, Covington, Ky., which has been giving greater emphasis on country music in recent months, now sports three live e.d.s. shows daily. Flyhin and Billy Holmes, formerly with WFLY's Midwestern Hayride, are heard from 12:30 p.m. and 2:00-4:30 p.m.; the Melody Mountains Boys fill the 1-2 p.m. and 5-6 p.m. slots, and Bobby Grove displays his wares 11:00-12 p.m.

Carl Perkins, Warren Smith and Ray Orbinson and the Teen Kings are set for a five-day stand at the Moko Theater, Memphis, beginning November 15. Bookings were made by Bob Neal of Stars, Inc., Memphis. ... Bob and Wanda Walske of Roswell, N. M., heard on the King label, worked the Armory, New-
burgh N. Y., Saturday (3) and the Terrace Ballroom, Newark, N. J., Sunday (4) with the "Grand Ole Opry" unit featuring Faron Young, Mac Wis-
man and Don Larkins. Bob and Wanda are currently dating between the Scandia Ballroom, Garwood, N. J., and El Dorado, Greenwich, Conn.

Wilma Lee, Stony Cooper and the Clinch Mountain Clan, of WNOA Juana Spain, "Wheeling, W. Va., will do a session for Hick-
ory Records in Nashville, November 5-6, and will remain over for the deepy occasion November 9-10. The Cooper's 14-year-old daughters, Carol Leigh, will make her first recording on this occasion, with Wesley Rose, of Ausell-Rose and Hickory, planning two sides as a showcase for her. From Nashville, Wilma, Stony and the Clinch combo hop into Canada for a tour of the Maritime Provinces, opening at Woodstock, Nov. 5, Nashville, Nov. 13. Residents of the ring is as follows: Ausfill-
Roes, N. B., N. S., 15; Middle, N. S., 17; Middle Mus-
good, N. S., 20; Parrsboro, N. S., 21; Pictou, N. S., 22; Spring-
field, N. S., 24; Truro, N. S., 25; Minto, N. B., 26; Fredericton, N. B., 27, and St. Stephen, N. B., 28.

Webb Pierce last week returned
turned to Nashville from a string of personal appearances,
that took him and His Wondering Boys through Texas, New Mexico, Arizona, and California. Hub-
bert Long, who set the tour, reports that the unit pulled
exceptional business in San Diego, Ca., Tellulah Bend, Tex., Roswell, N. M., and Oakland, Calif. Further tour dates will remain in Nashville than the deepy
slope of December. On November 18 he breaks up an East Coast.

THE BILLBOARD NINTH ANNUAL
DISK JOCKEY POLL

MOST PLAYED ARTISTS

<table>
<thead>
<tr>
<th>Position</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>ELVIS PRESLEY</td>
<td>Victor</td>
</tr>
<tr>
<td>2</td>
<td>WEBB PIERCE</td>
<td>Decca</td>
</tr>
<tr>
<td>3</td>
<td>JIMMY CASH</td>
<td>Sun</td>
</tr>
<tr>
<td>4</td>
<td>DAVE BRIDGES</td>
<td>Columbia</td>
</tr>
<tr>
<td>5</td>
<td>FERNE YOUNG</td>
<td>Capitol</td>
</tr>
<tr>
<td>6</td>
<td>JOHNNY CASH</td>
<td>Capitol</td>
</tr>
<tr>
<td>7</td>
<td>JIMMY CASH</td>
<td>Capitol</td>
</tr>
<tr>
<td>8</td>
<td>LIONEL BROS</td>
<td>Capitol</td>
</tr>
<tr>
<td>9</td>
<td>COUNTRY JOE</td>
<td>Capitol</td>
</tr>
<tr>
<td>10</td>
<td>KITTY WELLS</td>
<td>Capitol</td>
</tr>
<tr>
<td>11</td>
<td>RED FOLEY &amp; KITTY WELLS</td>
<td>Capitol</td>
</tr>
<tr>
<td>12</td>
<td>JIMMY CASH</td>
<td>Capitol</td>
</tr>
<tr>
<td>13</td>
<td>PORTER MAGNER</td>
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<tr>
<td>14</td>
<td>EDDY ARNOLD</td>
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<tr>
<td>15</td>
<td>HANK SNOW</td>
<td>Capitol</td>
</tr>
<tr>
<td>16</td>
<td>GEORGE JONES</td>
<td>Capitol</td>
</tr>
<tr>
<td>17</td>
<td>HANK THOMPSON</td>
<td>Capitol</td>
</tr>
<tr>
<td>18</td>
<td>TENNESSEE EDDY FORD</td>
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</tr>
<tr>
<td>19</td>
<td>JIM REEVES</td>
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</tr>
<tr>
<td>20</td>
<td>SONNY JAMES</td>
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MOST PROMISING C&W ARTIST

<table>
<thead>
<tr>
<th>Position</th>
<th>New Artist</th>
<th>Label</th>
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<tbody>
<tr>
<td>1</td>
<td>GEORGE JONES</td>
<td>Starday</td>
</tr>
<tr>
<td>2</td>
<td>JOHNNY CASH</td>
<td>Sun</td>
</tr>
<tr>
<td>3</td>
<td>WYNN STEWART</td>
<td>Capitol</td>
</tr>
<tr>
<td>4</td>
<td>GENE VINCENT</td>
<td>Capitol</td>
</tr>
<tr>
<td>5</td>
<td>JIMMY AND JOHNNY</td>
<td>Capitol</td>
</tr>
<tr>
<td>6</td>
<td>JOHNNY HORTON</td>
<td>Capitol</td>
</tr>
<tr>
<td>7</td>
<td>CHARLIE WALKER</td>
<td>Capitol</td>
</tr>
<tr>
<td>8</td>
<td>JUSTIN TABB</td>
<td>Capitol</td>
</tr>
<tr>
<td>9</td>
<td>JERRY REED</td>
<td>Capitol</td>
</tr>
<tr>
<td>10</td>
<td>DAVE BRENN</td>
<td>RCA Victor</td>
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FAVORITE C&W BAND

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<tr>
<th>Position</th>
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<tbody>
<tr>
<td>1</td>
<td>HANK THOMPSON</td>
<td>Capitol</td>
</tr>
<tr>
<td>2</td>
<td>PEE WEE KING</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>3</td>
<td>MILLER BROTHERS</td>
<td>Four Star</td>
</tr>
<tr>
<td>4</td>
<td>BILL WIMBERLY</td>
<td>Capitol</td>
</tr>
<tr>
<td>5</td>
<td>SPADE COOLEY</td>
<td>Capitol</td>
</tr>
<tr>
<td>6</td>
<td>TUNESMITHS</td>
<td>Capitol</td>
</tr>
<tr>
<td>7</td>
<td>JIMMY HAD AND THE MELODY MASTERS</td>
<td>Capitol</td>
</tr>
<tr>
<td>8</td>
<td>ROB WILL</td>
<td>Capitol</td>
</tr>
<tr>
<td>9</td>
<td>SPEEDY WEST AND JIMMY BRYANT</td>
<td>Capitol</td>
</tr>
<tr>
<td>10</td>
<td>MADDIX BROTHERS AND ROY</td>
<td>Capitol</td>
</tr>
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</table>

FAVORITE C&W COMIC

<table>
<thead>
<tr>
<th>Position</th>
<th>Comic</th>
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<tbody>
<tr>
<td>1</td>
<td>HOMER AND JETHRO</td>
<td>RCA Victor</td>
</tr>
<tr>
<td>2</td>
<td>ROD BRIDGES</td>
<td>Hickory</td>
</tr>
<tr>
<td>3</td>
<td>LONZO AND OSCAR</td>
<td>Decca</td>
</tr>
<tr>
<td>4</td>
<td>MINNIE PEARL</td>
<td>RCA Victor</td>
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<tr>
<td>5</td>
<td>SIMON CUMMINGS</td>
<td>Capitol</td>
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<tr>
<td>6</td>
<td>UNCLE SAP AND AUNT CIP BRIDGES</td>
<td>Hickory</td>
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<tr>
<td>7</td>
<td>JUNE CARTER</td>
<td>Columbia</td>
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<tr>
<td>8</td>
<td>MADDIX BROTHERS</td>
<td>Columbia</td>
</tr>
<tr>
<td>9</td>
<td>DUKE OF RALEIGH</td>
<td>Columbia</td>
</tr>
<tr>
<td>10</td>
<td>COUSIN JOEY</td>
<td>Capitol</td>
</tr>
</tbody>
</table>
Columbia Corrals the C&W Hits

Ray Price
Crazy Arms
Col. 21510

Marty Robbins
Singing the Blues
Col. 21545

Carl Smith
You Are the One
Col. 21522

Hi, D.J.'s
be sure to visit
the Columbia
Corral at the
Andrew Jackson
Hotel, Nov. 9-10.
The entire gang
will be on
hand to
welcome you.

Carl Smith
Wicked Lies
Before I Met You
Col. 21552

Johnny Horton
I'm a One Woman Man
Col. 21538

Columbia Records
REPUBLIC PICTURE STAR

FARON YOUNG
the young sheriff

"C&W Best Sellers in Stores"

For survey week ending October 31

<table>
<thead>
<tr>
<th>Record</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>CRAZY ARMS (BMI)</td>
<td>BMI</td>
<td>1</td>
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<tr>
<td>YOU DON'T BELONG (BMI)</td>
<td>BMI</td>
<td>3</td>
</tr>
<tr>
<td>RAY OF LIGHTS (BMI)</td>
<td>BMI</td>
<td>5</td>
</tr>
<tr>
<td>LOVE ME TENDER (BMI)</td>
<td>BMI</td>
<td>7</td>
</tr>
<tr>
<td>AN'T YOU WANT ME (BMI)</td>
<td>BMI</td>
<td>9</td>
</tr>
<tr>
<td>SINGING THE BLUES (BMI)</td>
<td>BMI</td>
<td>11</td>
</tr>
<tr>
<td>CONSCIENCE, I'M GUILTY  (BMI)</td>
<td>BMI</td>
<td>13</td>
</tr>
<tr>
<td>YOU ARE THE ONE (BMI)</td>
<td>BMI</td>
<td>15</td>
</tr>
<tr>
<td>I'M A ONE-WOMAN MAN (BMI)</td>
<td>BMI</td>
<td>17</td>
</tr>
<tr>
<td>BEFORE I MET YOU (BMI)</td>
<td>BMI</td>
<td>19</td>
</tr>
<tr>
<td>WICKED LIES (BMI)</td>
<td>BMI</td>
<td>21</td>
</tr>
<tr>
<td>ACCORDING TO MY HEART (BMI)</td>
<td>BMI</td>
<td>23</td>
</tr>
<tr>
<td>I TAKE THE CHANCE (BMI)</td>
<td>BMI</td>
<td>25</td>
</tr>
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"Most Played C&W in Juke Boxes"

For survey week ending October 31

<table>
<thead>
<tr>
<th>Record</th>
<th>Label</th>
<th>Weeks on Chart</th>
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</thead>
<tbody>
<tr>
<td>DON'T BE CRUEL (BMI)</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>HOUND DOG (BMI)</td>
<td>BMI</td>
<td>3</td>
</tr>
<tr>
<td>I WALK THE LINE (BMI)</td>
<td>BMI</td>
<td>5</td>
</tr>
<tr>
<td>CONSCIENCE, I'M GUILTY  (BMI)</td>
<td>BMI</td>
<td>7</td>
</tr>
<tr>
<td>JUST ONE MORE (BMI)</td>
<td>BMI</td>
<td>9</td>
</tr>
<tr>
<td>COCONUTS FOR YOU (BMI)</td>
<td>BMI</td>
<td>11</td>
</tr>
<tr>
<td>POOR MAN'S RICHES (BMI)</td>
<td>BMI</td>
<td>13</td>
</tr>
<tr>
<td>LOVE ME TENDER (BMI)</td>
<td>BMI</td>
<td>15</td>
</tr>
<tr>
<td>I'D RATHER BE HOME (BMI)</td>
<td>BMI</td>
<td>17</td>
</tr>
<tr>
<td>WICKED LIES (BMI)</td>
<td>BMI</td>
<td>19</td>
</tr>
<tr>
<td>BEFORE I MET YOU (BMI)</td>
<td>BMI</td>
<td>21</td>
</tr>
<tr>
<td>WICKED LIES (BMI)</td>
<td>BMI</td>
<td>23</td>
</tr>
</tbody>
</table>

Best Wishes for a Successful Convention

DJ's

P.S.: I'll be shakin' and saying "howdy" to each and every one of you CMOJ's in Nashville.

EXCLUSIVE MANAGEMENT: HUBERT LOW TALENT, HUBERT LOW, PRES. 616 EXCHANGE BLDG. AL 54154, NASHVILLE, TENN.
Thanks D.J.’s, Juke Box Ops and Friends, for making "CRAZY ARMS" a Top Seller. Hope you like my new release.

Ray

I’VE GOT A NEW HEARTACHE

b/w

WASTED WORDS

Columbia 4-21562

FEATURED SATURDAY NIGHTS

WSM—WSM-TV

Grand Ole Opry

Exclusive Management

AL FLORES

1526 Battlefield Drive, Nashville, Tenn.
Phone: Cypress 7-0728
Represented by the

JIM DENNY ARTIST BUREAU

146 7th Ave. No., Nashville, Tenn.
Phone: CHapel 2-1416
COUNTRY MUSIC D.J.'s

Thanks for the spins, Friends!
See you at the convention.

Louisiana Hayride star

JOHNNY HORTON

"The Honky Tonk Man"
(Columbia Record No. 21504)

Latest release, climbing on the charts

"I'M A ONE WOMAN MAN"
b/w
"I DON'T LIKE I DID"
(Columbia Record No. 21538)

EXCLUSIVE MANAGEMENT

Tillman Franks

c/o KWKH Artist Service Bureau

Shreveport, Louisiana

P. O. Box 1387—Phone 2-8711

* Review Spotlight on *

SACRED

THE SMITH BROTHERS
Lot But Not Forgotten (Lowery, BMI)
Kneel at the Cross (Stamps-Baxter, SESAC)—Capitol 5581—An outstanding sacred platter. The top-listed side is a fervent reading of a vibrant sacred theme with a good lyric built around the title message. "Kneel at the Cross" is a respectful, sincere treatment of another unusually moving piece of material. A well conceived item for this market.

* This Week's C&W Best Buys

REPENTING (Old Charter, BMI)—Kitty Wells—Decca 30094—The thrill rolls on with hit after hit. In its first 19 days, this disk has piled up big sales figures in all major country markets, just as usual. It takes no genius to see that it is headed for the charts. Flip is "I'm Counting on You" (Jungnickel, ASCAP). A previous "Spotlight" pick.

POOR MAN'S RICHES (Starrtie, BMI)—Benny Barnes—Stanley 102—This disk has been on the Houston territorial charts for several weeks, but has taken a little longer to gain wider acceptance. Right now, however, it is well established in St. Louis, Memphis, Nashville, New Orleans, Birmingham and the Carolinas, and seems a likely chart contender. Flip is "Those Who Know" (Starrtie, BMI). A previous Billboard "Spotlight" pick.

Sincere thanks, D.J.'s

WERLY FAIRBURN

Louisiana Hayride Artist

latest release

"ALL THE TIME"
b/w
"I'M A FOOL ABOUT YOUR LOVE"
(Savoy Record No. 1503)

For bookings contact...

KWKH Artist Service Bureau

P. O. Box 1387, Shreveport, La.

Phone 2-8711

over 67,000 ACTIVE BUYERS read

The Billboard Classified columns each week
The "Ole Redhead" wants to thank all of his good Buddies, the Disc Jockeys, for being so nice to me.

Give a listen to my newest records, won't ya?

"DON'T BLAME IT ON THE GIRL"
(Earl Barton Music)

b/w

"ROCK 'N' REELIN"
(Republic Music Corp.)

DON'T MISS MY NEW ARRANGEMENT ON

"PEACE IN THE VALLEY"

b/w

"A SERVANT IN THE HOUSE OF THE LORD"

(Hill & Range Songs, Inc.)

All on

DECCA RECORDS

Be Sure to watch the OZARK JUBILEE from "The Crossroads of Country Music," Springfield, Mo., ABC-TV

STARRING RED FOLEY
package which Bill King, of Louisville, sent for the Kentucky State Fair Coliseum there.

Cast and crew of "Ozark Jubilee" snagged 60 mountain towns for the recent "Ozark Jubilee" Day celebration held at Lake of the Ozarks, 80 miles north of Springfield, Mo. The 48-member cast of the Lake of the Ozarks Association placed their facilities, including speedboats and cruisers, at the disposal of the visitors. Ralph Foster, Mr. Simans and Lois Black made the biggest catches, with Red Faye, no fisherman until he moved to the Ozarks, weighing a cast-iron rod. The Tappolos, "Jubilee's" pint-sized square dancers, entertained at the evening reception.

Faron Young winged into Nashville from New Orleans October 27 after winding up a 40-day trek through the South, Southeast and Southwest for Balland and pillsbury floors, sponsor of "Stars of the Old Opy TV Film. Faron will stay here to visit the deejay column here this week with a special screening of "Duel on a Thousand Trailblazers," his second film feature in color. Faron began work in another film feature next January. Faron said he expects another again, sponsored by a commercial firm. A few

THE BILLBOARD NINTH ANNUAL DISK Jockey POLL

A tabulation of votes by country and western artists who were asked to name their choices of jockeys doing "the most conscientious job" of building audiences thru use of c.w. records and music.

Position Disk Jockey Station
1. EDDIE HILL WSM
2. NELSON KING WNNY
3. T. TONY COTTER WBRN
4. MARTY ROBERTS WOLF
5. PAUL KALLINGER XBMA
6. BOB JENNINGS WSM
7. DUANE WATERS KMC
8. FRED WIMMER WRAM-WVG
9. CLIFF RODGERS WRK
10. LEE SUTTON WWA
11. RAY BLAIR WDB
12. RON ALDERS WB
13. LEE MOORE WWA
14. PETE HUNTER KRTW
15. JOHNNY IRON KST
16. BOB LEMOINE WAX
17. BOJACK SKEVORD WBBM
18. SAM WATSON WWA
19. JACK BAGLEY KOMA
20. TEXAS BILL STRENGTH KFE

JOHNNY BOND... will wish he could be with you or something.

Current Release for Columbia LONESOME TRAIN (Red River Songs, Inc.) LAUGHING BACK THE HEARTACHES (Lone Star Songs, Inc.)

GREETINGS

Best Wishes to DJ Convention...

JOHNNY BOND... will wish he could be with you or something.

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GREETINGS

Best Wishes to DJ Convention...

JOHNNY BOND... will wish he could be with you or something.
Eddy Arnold favorite country and western singer of the year, according to ballots of jockeys participating in The Billboard's ninth annual poll.

Homer and Jethro named favorite country and western comics of the year—repeating honors won in 1953—by jockey ballotters in The Billboard's ninth annual poll.

Elvis Presley most played country and western artist, according to The Billboard disk jockey charts of the past year. Presley also placed in the balloting for jockeys' favorite records of the year with at least three disks each in the pop, country and western and rhythm and blues fields. His initial album also placed in the voting for jockeys' favorite album of the year.

Ray Price whose disk of "Crazy Arms" was named the favorite of the year among country and western jockeys voting in The Billboard poll. The same disk was the most played of the year by jockeys, according to a recap of The Billboard country and western disk jockey charts.

C&W Territorial Best Sellers

For survey week ending October 31

City-frame listings are based on late reports secured from top country and western dealers and also two operators in each of the markets listed.

Birmingham
1. Singing the Blues, M. Robbins, Col.
2. Crazy Arms, R. Price, Col.
3. I Walk the Line, J. Cash, Sun
4. Don't Be Cruel, E. Presley, Vic.
5. It's Now or Never, Elvis, RCA

Memphis
1. Singing the Blues, M. Robbins, Col.
2. Love Me Tender, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. You're Breaking My Heart, E. Price, Col.
5. I Am a Child of God, E. Price, Col.

Nashville
1. Singing the Blues, M. Robbins, Col.
2. Love Me Tender, E. Presley, Vic.
3. I Walk the Line, J. Cash, Sun
4. You're Breaking My Heart, E. Price, Col.
5. I Am a Child of God, E. Price, Col.

New Orleans
1. Don't Be Cruel, E. Presley, Vic.
2. Crazy Arms, R. Price, Col.
3. I Walk the Line, J. Cash, Sun
4. You're Breaking My Heart, E. Price, Col.
5. I Am a Child of God, E. Price, Col.

Richmond, Va.
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. You're Breaking My Heart, E. Price, Col.

St. Louis
1. I Walk the Line, J. Cash, Sun
2. I Can't Help Myself, C. Smith, Col.
3. Love Me Tender, E. Presley, Vic.
4. You're Breaking My Heart, E. Price, Col.
5. I Am a Child of God, E. Price, Col.

Most Played C&W by Jockeys

For survey week ending October 31

Nikes are ranked in order of the greatest number of times on disk jockey radio shows throughout the country according to The Billboard's weekly survey of disk jockey shows in all major markets.

1. SINGING THE BLUES—M. Robbins
2. Crazy Arms—R. Price
3. I Walk the Line—J. Cash
4. Don't Be Cruel—E. Presley
5. Love Me Tender—E. Presley
6. You're the One—C. Smith
7. I Am a Child of God—E. Price
8. Sweet Dreams—F. Young
9. According to My Heart—J. Reeves
10. Before I Met You—C. Smith

Most Played Country & Western

"Exclusively Country & Western"

Drop in and see us at the HOTEL Waldorf-Astoria in New York during the Convention.

GEORGE JONES
New Star of "GRAND OLE OPRY" will be here to greet you.

(Plus other STARDAY ARTISTS)

Current Hits Getting the Play on STARDAY:

"264 'JUST ONE MORE' "
"262 'POOR MAN'S RICHES'"

Another National Hit in our Stastics. Enjoy "GRAND OLD MARINE".

"266 'LOOSING GAME' "
"I IF I NEVER GET TO HEAVEN"

A Billboard Spotlight

"270 "YOU HURT ME SO"" Rudy "Tutti" Grayzell

NEW ON STARDAY!

"279 YEARNING"

George Jones & His Fiddlers

"278 "I DON'T WANT TO SAY"

Smooth Duet on Starday

"277 "SWEET SLEEPER"

"277 "SWEET SLEEPER"

"276 "THE WORM HAS TURNED"

Ray Price

LEADING ARTISTS WITH CURRENT RELEASES ON STARDAY

HAPPY CHARLIE—DONNY DOUG ROBBY BELL
FRED CRAWFORD
LINE LEADER—DONNY FISHER
RICK ROJO—RICK ROJO
BILLY JACOBSON—DANNY COLLINS
AL BELL—DANNY COLLINS
CARL STARR—DON HENLEY
HARRY SCOTT—DON HENLEY
LARRY HERNANDEZ
AARON MILLER
SLIM WHITFORD—DON HENLEY
RICK ROJO

STARDAY RECORDS

1249 S. Berendo—L.A.
Don三层—Pappy Daily

"LET'S WORK TOGETHER TO MAKE COUNTRY MUSIC BIGGER THAN EVER!"
**RHYTHM-BLUES NOTES**

BY KARY KRAMER

This week's "Cinderella" story focuses on a don, James Flavor and the multi flop who waxed a tune, "I'll Be Spinning," for the J&L (see, that's right) network who have proved once more that in the rhythm and blues field neither good taste nor a good song can be hit under a bushel basket. No matter how obscure the label or how low the commercial audience, the market will respond to something worthwhile.

The original master, at any rate, was picked up byChess and is now skyrocketing Johnnie and Joe to new popularity. "I'll Be Spinning" has also been cut by the Casuals, and their version is also unusually appealing.

The Three Friends, who are riding currently with "Blanche" (Lips), dropped in on Station WHAT, Philadelphia, recently. It's Litt was going to give them a plug and they aimed for the outside, only to discover that it was nowhere in sight. They were hitched with an impromptu "live" performance not only of "Blanche," but also to expectations. Songs and patter that wowed the late evening listeners. Jimmie Jackson has signed an exclusive deal to record and contract withChess Records, and expects to have his first record out in two weeks. Saunders is under the personal management of Chuck E. (Chuck) Colfield, Akron, Cleveland and Youngstown, O., deejay.

The BILLY JOE NINTH ANNUAL DISK JOCKEY POLL

**FAVORITE RECORDS**

**FAVORITE ARTISTS**

(Continued on page 139)
**R&B Best Sellers in Stores**

For survey week ending October 31

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Chart</th>
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<tbody>
<tr>
<td>1. HONKY TONK (PARTS 1 &amp; 2) — B. Doggett...</td>
<td>1</td>
<td>13</td>
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<tr>
<td>2. HONEY BRIER (ASCAP) — F. Domino...</td>
<td>2</td>
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<tr>
<td>3. HONEY CHILE (BMI) — Imperial 5407...</td>
<td>3</td>
<td>13</td>
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<tr>
<td>4. DON'T BE CRUEL (BMI) — E. Presley...</td>
<td>4</td>
<td>15</td>
</tr>
<tr>
<td>5. LET THE GOOD TIMES ROLL (BMI) — Shirley &amp; Lee...</td>
<td>5</td>
<td>44</td>
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<tr>
<td>6. LOVE ME TENDER (BMI) — E. Presley...</td>
<td>6</td>
<td>54</td>
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<tr>
<td>7. OIL A WHITEMAN (BMI) — Va. Jones...</td>
<td>7</td>
<td>73</td>
</tr>
<tr>
<td>8. TOO MUCH MONEY BUSINESS (BMI) — C. Berry...</td>
<td>8</td>
<td>73</td>
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<tr>
<td>9. IN THE STILL OF THE NIGHT (BMI) — satellite...</td>
<td>10</td>
<td>11</td>
</tr>
<tr>
<td>10. IT'S NOT RIGHT (BMI) — Flattens...</td>
<td>11</td>
<td>33</td>
</tr>
<tr>
<td>11. CANADIAN SUNSET (BMI) — E. Honeymoon-H. Winterhalter...</td>
<td>12</td>
<td>8</td>
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<tr>
<td>12. LONELY AVENUE (BMI) — R. Charles...</td>
<td>13</td>
<td>10</td>
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<tr>
<td>13. I CAN'T HELP MYSELF (BMI) — G. Ruczak...</td>
<td>14</td>
<td>13</td>
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<tr>
<td>14. THE DOLLS (BMI) — D. R. Daniel...</td>
<td>15</td>
<td>13</td>
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<tr>
<td>15. THE DELLS (BMI) — J. Reed...</td>
<td>16</td>
<td>73</td>
</tr>
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**Most Played R&B by Jockeys**

For survey week ending October 31

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week</th>
<th>Chart</th>
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<tbody>
<tr>
<td>1. BLUEBERRY HILL — F. Domino...</td>
<td>1</td>
<td>8</td>
</tr>
<tr>
<td>2. HONEY BUCK (BMI) — Imperial 5407...</td>
<td>2</td>
<td>11</td>
</tr>
<tr>
<td>3. LOVE ME TENDER — E. Presley...</td>
<td>3</td>
<td>14</td>
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<tr>
<td>4. DON'T BE CRUEL — E. Presley...</td>
<td>4</td>
<td>14</td>
</tr>
<tr>
<td>5. IN THE STILL OF THE NIGHT — satellite...</td>
<td>5</td>
<td>14</td>
</tr>
<tr>
<td>6. I CAN'T HELP MYSELF — G. Ruczak...</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>7. THE DOLLS — D. R. Daniel...</td>
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<td>12</td>
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<td>8. THE DOLLS — J. Reed...</td>
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<td>9. IN THE STILL OF THE NIGHT — satellite...</td>
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<td>12</td>
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<tr>
<td>10. I CAN'T HELP MYSELF — G. Ruczak...</td>
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**Most Played R&B in Juke Boxes**

For survey week ending October 31

<table>
<thead>
<tr>
<th>This Week</th>
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<th>Chart</th>
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<tbody>
<tr>
<td>1. BLUEBERRY HILL — ASCAP...</td>
<td>1</td>
<td>5</td>
</tr>
<tr>
<td>2. THE GOOD TIMES ROLL — BMI...</td>
<td>2</td>
<td>12</td>
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<tr>
<td>3. HONEY TONK (PARTS 1 &amp; 2) — BMI...</td>
<td>3</td>
<td>10</td>
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<tr>
<td>4. DO YOU MEAN TO HURT ME SO? — BMI...</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>5. OIL A WHITEMAN — BMI...</td>
<td>5</td>
<td>33</td>
</tr>
<tr>
<td>6. IN THE STILL OF THE NIGHT — BMI...</td>
<td>6</td>
<td>13</td>
</tr>
<tr>
<td>7. I CAN'T HELP MYSELF — BMI...</td>
<td>7</td>
<td>13</td>
</tr>
<tr>
<td>8. THE DOLLS — BMI...</td>
<td>8</td>
<td>13</td>
</tr>
<tr>
<td>9. IN THE STILL OF THE NIGHT — BMI...</td>
<td>9</td>
<td>13</td>
</tr>
<tr>
<td>10. I CAN'T HELP MYSELF — BMI...</td>
<td>10</td>
<td>13</td>
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</table>
A Mighty Big One
Coming Your Way
"IRENE"
b/w
"GUITAR RHUMBA"
with Guitar Gable
Vocal by KING KARL
Excello #2994
- Shipments also made from Plastic Products, Memphis, Tenn. Western trade, please order from Henrioch.
- NASHBROOK RECORD CO., INC.
117 3rd Ave. N.
Nashville, Tenn.
Phone: Citgo 3-2213

A SMASH!
FATS DOMINO
BLUEBERRY HILL
5407

A Beautiful, Inspiring
Spiritual Release!
THE SOUTHERN WINDSHADES
Offer Their Testimonial in
"MY JESUS IS ALL!"
and
"I WAS A SINNER"
Peacock #1798

SAVE MONEY
ORDER YOUR BILLBOARD
SUBSCRIPTION TODAY
The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Please order my subscription to The Billboard for one full year ($8 bound). I understand $1.00 applies to any more.

- payment encloved
- mailing name

Name
Occupation or title
City
Zone
Date

THE BILLBOARD NOVEMBER 10, 1956

CHESSEX RECORDS' NEW SENSATION...
ROCK & ROLL
"JIMMY SAUNDERS
and His Orchestra"

TO ALL THE DISC JOCKEYS ALL OVER AMERICA!
I would like to say thanks and offer my sincere appreciation for the many spins and your goodwill...

"Jimmy's Blues"
"Gas Me"

- Under Personal Management of D.J. Chuck Cofield Chess Records, Inc.
4735 S. Cottage Grove Ave.,
Chicago 15, Illinois
Phone: Kenwood 8-4547

- Continued from page 134

MUSIC RECORD PROGRAMMING GUIDE

THE BILLBOARD NINTH ANNUAL DISK JOCKEY POLL

- Continued from page 134

MOST PLAYED ARTISTS

Position  Artist  Label
1. LITTLE RICHARD  Specially
2. FATS DOMINO  Imperial
3. PLATTERS  Mercury
4. ELVIS PRESLEY  Victor
5. LITTLE WILLIE JOHN  King
6. TEEN AGERS  Gee
7. DRIFTERS  Atlantic
8. CHELSEA  Atlantic
9. CLOVERS  Atlantic
10. SHIRLEY AND LEE  Aladdin
11. BINGO REED  Vee Jay
12. LAVERN BAKER  Atlantic
13. TEEN QUEENS  RPM
14. JOE TURNER  Atlantic
15. CLYDE McPHATTER  Atlantic
16. JAMES BROWN  Federal
17. CARL PERKINS  Sun
18. BILL DOUGGETT  King
19. OJAS WILLIAMS  DeLuxe
20. CHEEK WILLIS  Aladdin

FAVORITE R&B INSTRUMENTAL GROUP

Position  Artist  Label
1. BILL DOUGGETT  King
2. EARL BOSTIC  Imperial
3. T-BONE WALKER  Imperial
4. BILL HALEY  Decca
5. RED PRYCE  Mercury
6. BUDDY JOHNSON  Mercury
7. LLOYD GLENN  Aladdin
8. AI SIKES BAND  Coral
9. FATS DOMINO  Imperial
10. TONY BRUSASCI  King

MOST PROMISING R&B ARTIST

Position  Artist  Label
1. TEEN AGERS FRANKIE LYNCH  Gee
2. FRANKIE LYNCH  Gee
3. EDDIE KEEFE  Flip
4. LITTLE LEE  King
5. FRANKIE MARSHALL  Atco
6. THE DELIGHTS  Vee-Jay
7. CHERRYHOLS  Whirling Disk
8. SOLONOM BURKE  Apollo
9. CADETS  Modern
10. LARRY BIRDSONG  Columbia
11. ARTHUR AND BOBBER  Chess
12. TEEN QUEENS  RPM
13. JOE SHAW  DeLuxe
14. LEADERS  DeLuxe
15. BAKAARAS  Capitol

- Reviews of New R&B Records

AUGUST 18, 1956
*Folk Tale Folks*

Two Hill Disc Sensations
BIG MAYBELLE "MEAN TO ME"
Same 1500
"CANDY"
Same 1195

Getting Bigger!
I'M A BELIEVER
Don Julian & The Delvedorks
400

Do you HAVE FUN
Taron Green & The Medallions

COMING TO NEW YORK!
Stay at this modern 25-story hotel. All rooms have private baths and air conditioning. Only $5.95 for two rooms.

The ORIGINAL SMOOTH HIT
SINCE I MET YOU BABY
IROY JOE HUNTER
Atlantic J5111

ATLANTIC RECORDING CORP.
123 WEST 57 STREET
NEW YORK 19, N. Y.

"FAFAR INTO THE NIGHT!"
SEND ME FLOWERS"
by THE SIX TEENS
Flip 317

FLIP RECORDS INC.

THE P flirters whose disk of "The Great Pretender" was favorite of the year among rhythm and blues jockeys voting in The Billboard's annual poll. Records by the group placed السادس in both this year and last year, according to the report of The Billboard's rhythm and blues jockeys.

Little Richard's recent hits were top favorites among rhythm and blues jockeys. His disk of "Long Tall Sally" placed fourth among favorite disks of the year. The Teenagers' disk of "Pretty Baby" was the third place disk.

THE BILLBOARD
MUSIC RECORD PRODUCTION GUIDE

NOVEMBER 10, 1956

THANKS TO THE DEEJOYS FROM
Jackie Lee
MR. HOT PIANO
has a new one hot off the press!
"Dardanelle"

b/w "Chaffchester"

Backed by the Jokers & Orchestra

LATEST CORAL RECORDS Release

BUCKINGHAM STREET
BERNIE ROTHBARD

SIZZLE-ROTHBARD OFFICE

250 East 28th St.
New York 1, N. Y.
Phone: Kingsley 1-645

"THE REHEARSAL IN RECORDED SOUND"

"PAI-701 DANCE THE RHYTHM & BLUES...MY LOVE FOR YOU"

"SING A SONG OF THE PAST, O""OEMER...BUY DIRECT...INCREASE YOUR

PROFIT...Sell a New Product Every Week"

Fresh News...Motors in the U.S.A.

WHIM'S RECORDS
1824 Vine St.
Hollywood 28, Calif.

FOLK TALENT AND TUNES
Continued from page 132

days before the opening of the Bamford unit, and where out reading that Robbin's could be seen free in the market and, "Why Pay Now? See Him For Free Three Weeks." Robbin's stated that he wasn't aware of the clone possibility of the two dates.

Representing "Ozark Jubilee" at the Country Music Disc Jockey Convention in Nashville this week are Donny Red Foley and Brenda Lee. RCA Victor's Partner Warehouse, Columbia's Bobby Lord and Billy Walker, Mercury's Jim Wilson and Chuck Rowe, MGM's Marvin Rainwater, and Capitol's Sonny James and Wanda Jackson. The executive end of the Springfield, Mo. operation is represented by Si Simen, Leo Black and Lucky Moeller.

L. J. Fliege, personal manager to "Grand Ole Opry" Ray Price, is now working out with the Jim Denny Artists Bureau, Nashville, Tenn. Webb has an acquired a new recording deal with Nashville—the landscaping and shrewdness business. His three participants in the venture have an aggregate of 75 years' experience in the field. Gaddie Hall is back in the swing of things after recovering from injuries sustained in a recent auto crash... Ted Edmondson, disc jockey, Cousin Jody and Odie and the Country Cousins, have a new release on Choc Records titled "Georgia Waltz," b/w "Television Set." Odie and Jody are set for next Sunday (11) in Knoxville, Tenn.

Farrar, Teaming and C-Hey Sheriff's are set for the Castro Theater, Toronto, November 15. They play Kansas City, Mo., November 25 along with Webb and Fliege. Their tour will end at Jimmy Dickens is set for a November 11-12 stand in Detroit. Crimson and Laverne Calhoun stop off at Macon, Ga., Monday (12) and Montgomery Ala., Thursday (15)... Jim Reeves set for a November 20 stop-off in Meridian, Miss. "Papa John" Mitchell is booked for Minneapolis November 27-De-

The Teenagers named as the most promising new rhythm and blues talent, according to disks received from rhythm and blues jockeys voting in The Billboard's annual poll. Jockeys also placed the group among the top ten in balloting for favorite...
GAC-Hamid Buys Young Agency, Adds Agent to Personnel

Young to Serve With Taylor In Chicago in Bid to Expand

NEW YORK — CAC-Hamid, which was bought by the transcontinental outdoor talent agency just a year ago, acquired The Young Agency, Inc., of Erie, Young, Chicago, a partner in the outdoor booking field.

Young will devote his full time to CAC-Hamid interests out of the Chicago office of that firm. He will be associated with Frank Taylor, CAC Chicago representative, who will also devote his full time to CAC-Hamid interests.

CAC-Hamid was formed in 1953 by the General Artists' and Retailers' Artists Corporation, one of the nation's leading representatives of musical talent, and the CAC Hamid & Son Agency, domestic outdoor booking firm for many years in the East.

The formation of CAC-Hamid as an affiliate of the General Artists Corporation was viewed then, and later, as an admission by the organization with nation-wide ambitions in the outdoor booking field. The new agency this year serviced several Midwest and West Coast fairs. The expansion of CAC-Hamid and the agency is designed to expand the firm's interest in the West and Far West.

George A. Hamid Sr., who made the announcement of Young's acq

MCA Sets Tex Ritter, Burnett for Fair Unit

CHICAGO—The Music Corporation of America has framed a new Western show for fair grandstands that will feature Tex Ritter and Smiley Burnett, Eldred O. Smith, bookings manager, said.

The line-up, which will be called "The Twelfth Annual Brush Follies of 1957," will also have Bill Bingham and His County Rhythm Boys; Kenne Duncan, motion picture heavy; Homer Garrett and His Y-Kepters. The show will include square dance, trompe, and Hank Moon, comic.

In addition to carrying its own lights and special scenery, the show has a large procession with promotion men and will have a颜值 special which will be handled by Lewis formerly handled publicity for radio station WLS in Chicago.

Aust Swenson Winds Up Good Fair Season

CHICAGO — The Swenson-Thruallco, due to a variety of reasons, had its best season in history during 1956. Dave Swenson, manager, announced here last week. Swenson stopped off recently to the meeting of the Canadian Coasts Show Fairs to be held in Regina, Sask.

One of several reasons for the special triumph this year was the good resale prices received for his fairs, Swenson pointed out. Another drawback condition in some sections was the extreme dryness and heat.

Major date of the season was at the Oklahoma State Fair, Okla.

Harry Cook, late of the Bertelsson agency, did seven shows. Three shows were given in one day at the Mason City, Ia., and Fargo, N. D., fairs, and morning and afternoon performances furnished the entertainment.

A road tour took the Swenson aggregation into 12 states and two Canadian provinces.

Decline of 7% Reported for Boston Rodeo

BOSTON — Magnificent fall weather greeted the 23rd Annual World's Champion Rodeo, which ended a 19-performance season at the Boston Garden. Crowds and grosses were somewhat below the fabulous figure last year. There were about 132,000 paid admissions and the estimated gross was about $254,000.

The show, which featured the Rin Tin Tin TV trooper, opened slow and did not draw too well in mid-week. Saturday and Sunday matinees were big, and an extra afternoon matinee Monday (30) was heavily attended.

Garden treasurer Edward P. Morris noted that the book had risen considerably this year. The 21.25 cent seat, at a higher rate, contract act rates were up, and arena workers had won a wage increase. Tickets were ranged at $1.50, $2.50, $3 and $8.00

Raid Hike Cited

Seed or Don't Seed? That's Rain Problem

NEW YORK — The old cloud seeding discussion has been revived with a Congressional committee's report, "Rain," which has succeeded in increasing rainfall at least a little over the Pacific Coast. The Advisory Committee on Weather Control, West of the Mountains, decreased the problem experienced by commercial cloud seeding on the Coast ranging from 10 to 17 per cent in five out of six projects, according to the sixth test being inconclusive.

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Agreement men have debated the merits of seeding for years. At stake is a tremendous expense on crops, with a beneficial result which filters down to fairs and the announced elements which supply them. A healthy economy in farm belts inevitably makes for a fair year, and the crowd who sees a cloud, which explains part of the fascination the subject holds.

As to the importance of a 9-17 per cent increase, it has been esti-
mated that it raises a cost of only 1 per cent in rainfall during the growing season, the cost being paid by a seeding operation.

Experiments Go On

The results continued to the West Coast, where upfiled of air pressure is expected to bring rain and snow. As to whether the explanation can be drawn from the experiences of the benefit, the committee is said to be studying the evidence further.

Cloud seeding involves the dropping of silver iodide crystals into the cumulus-type clouds. If the sky is cloudy or if the proper type is not present, no rain will result. But if the air is proper, then a beneficial amount of moisture and the crystals are frozen and subsequently fall on the earth by natural processes. Cloud droplets are then formed around the silver seed and snow flakes fall toward the ground, meeting on the way down on the forming snowflakes. First ex-

Albert Lenz Joins Dad's Insurance Firm

ST. PETERSBURG, Fla. — Charles A. Lenz has announced that his son, Albert A. Lenz, has joined him in the operation of his insurance agency based here and previously served as assistant manager and has now been changed to Charles Lenz & Son.

The younger Lenz recently returned from duty in the U. S. Air Force where he held the rank of lieutenant.

Mobile Event Pulls 118,000

MOBILE, Ala. — The Greater Gulf State Fair closed Saturday night (27) after drawing 118,000 people during its run.

Biggest day of the run was yesterday (24) when the Cico Kid pulled a crowd of more than 12,000 into the fair midway.

A total of 5,000 packed the grandstand to watch the additional several hundred who also attended the band on the balloon diamond.

In addition to the attendance, the fair was turned a financial success by Ed Kahalkey and Tom McKinnie, co-managers, who pointed that sponsoring Jaycees spent close to $140,000 in the make-

Other acts that performed in front of the grandstand during the run included Maxine Trumpe, Lucy and Danio, Jimmy Morris, Debonates, Dean Brothers, Marvin Seabright, Molly, The Wonder Horse, and Elmer, Cleva and Marilyn.

City Shows provided the midway attractions.

Attendance was 50 cents for adults and 25 cents for children.

Convoa 13 Years With Sands Line

NEW YORK — Dorothy Convoa, whose name is synonymous with Hal Sands' Manhattan Rock- eystock, has announced that she will remain with with many major grandstand pro-

Convoa's name is synonymous with Hal Sands' Manhattan Rock- eystock, has announced that she will remain with...
Herb Dotten

Paid Gate Pays Off

U N T I L several years ago the Louisiana State Fair was going strong. It was a noisy, pleasant place—rather, what passed for one—least down-at-the-heels kind. Its stature was low, broad, enthusiastic participation was lacking and much of the participation was given grudgingly. Commissioners by commercial exhibitors and showmen were numerous.

Now, some three or four years later, the Shreveport plant is bright with lights, is dotted with new buildings, the name of which are outstanding, and is equipped with comfortably equipped and modern facilities and modern utilities, its patronage has been up-graded. Commercial exhibitors and showmen are enthusiastic.

What's more, the feeling now is general that the smart-stepping Shreveport Fair is headed for greater things—more buildings, better facilities, broader, more appreciable features that add to its appeal.

The broadcast at Shreveport was sparked by the fair's board of directors—a group comprised of top men from the Shreveport area. The board set in motion the broadcast about when it instituted a survey of other fairs, fairs noted for their able management and warm public regard. This survey was an intensive one.

Puts Thru Many Policy Changes

As a result of it, the fair reversed a longstanding policy of saying against a rainy day, if not a flood, and proceeded to spend money and to make many worthwhile changes.

The most striking among the changes was the shift to 1953 from a free to a paid gate (30 cents for adults, 25 cents for children).

The board named Joe Monsour to implement this switch. At the time, Joe, who had been associated with the fair since 1943, was acting secretary-manager, filling in for then acting Bill Hirsch, who would not be present during the opening days.

"Naturally, the change in '53 met with some opposition. Our attendance that year fell off, and the midway, concessionaires, exhibitors, and the like became depressed in their business," says Joe, who became secretary-manager following Hirsch's death.

After that first year, however, opposition to the paid gate faded away. This year, when we announced that we would place the money we received from gate admissions into new buildings and facilities, our exhibitors have seen that we have lived up to that promise. They now are enthusiastic supporters and happy to pay to see the fair. Moreover, our patronage has changed for the better, and commercial exhibitors are delighted," Joe maintains.

This year, as contrasted with '53, the fair had many new things to unveil. Of these, a youth center, completed in March of this year at a cost of $1,400,000, was outstanding. The center has an area that seats 900, and includes a bowling alley, a game show and about 14,000 for a stage-type presentation. It also has dormitories which can house 400 4-H and FFA youngsters and kitchen and dining rooms to accommodate that number.

The only new building this year was a cattle barn, built at a cost of $83,000, which includes a dormitory for 120 herdmen. The new addition, plus already-existing facilities, can house as many as 2,500 head of cattle for the 10-day length of the fair. The structure is the southern end of the original building which was ripped out and replaced with an architecturally, modern looking building. Joe, who is responsible for the reports, received in more training in the building than he had received in the combined previous five years.

Also new were 60 lights such as those used on expressways—improvement that cost $12,500, and a half mile of resurfaced streets.

Supplement State Aid

In two instances the fair received State appropriations—one for $1,350,000, to which it added $1,000,000 from its own funds, to build the youth center, and another for $350,000, which in it shipped in an added $25,000 to complete the cattle barn.

Confidence in the fair's future was demonstrated last year when the Shreveport-based United Gas Company erected and equipped an outstanding exhibit building at a cost in excess of $240,000.

The same confidence is reflected by other sources. The current indications are that a utility company will put up an electrical building in time for the '57 fair. There also are discussions about another building which may be erected by the timber and pulp paper industries.

Energetic Joe Monsour fairly effervesces with enthusiasm over the fair's future. The South, he points out, has focused much attention upon the fair and turned the plant into one suitable for year-round operation, something which many never had before or even dreamed of. More usage is planned for the future. Centenary College, for instance, will play all of its home basketball games in the building. An invitational college basketball tournament already has been set. Still other events are in the talking stage.

Joe is quick to point out that the fair still needs many improvements, but in those admissions his determination to make those improvements as rapidly as possible is easy to detect.

He also believes that within two or three years the fair's attendance will rise to 1,000,000 people.

As an expression, Joe says perhaps one of new its 156 acres are adequate. They may not be in the future. That's why we have a committee appointed to study the feasibility of acquiring additional adjacent land.
Sweeney Races Hold Up Despite Drought, Rain

CHICAGO—Rain at two major fairs and drought conditions at two other National Speedways from regenerating a new high ats figure this season, Al Sweeney, top man in the auto race organization, announced. Sweeney, who was back at his home here here after wrapping up his season at the Louisiana State Fair, Shreveport, said the fall events ended with 35.

Big car programs were washed out at the Houston Texas State Fair, Shreveport, and in Buffalo, N. Y., and the areas served by the Iowa State Fair, Des Moines, and the Nebraska State Fair, Lincoln, accounted for a slight decline.

For the Sweeney organization, which started at the Washougal, Wash., Fair, in February, included a total of 36 dates, finished the season with five great races and two motorcycle speed contests.

New fair attendance records (Continued on page 14)

WHERE’S THE WORST THRILL RIDE?

THE SPINAROO

Controversial new stunt ride at the Inter-State Fair. Amusement seekers were compelled to step into a small car for a thrilling experience. The car was elevated through a series of metal loops, upside-down curves, and other excitements.
MUCHO DINERO

Mardi Gras
A Headache
For Coney

NEW YORK—A continued
rumor that the New York
Maryland and Virginia race track
whether the traditional Mardi Gras
can be continued. Proponents feel that
as it has been booked and promoted for two years, will
lose much of its public relation prog-
in past years $30,000 budget was
enough to stage a week-long
celebration, with its attendant con-
tests, parades, and so forth. But
with a rising economy, the Chan-
bles of Commerce feels it can’t do
anywhere as good a job for twice
A convenient solution, it has been
mentioned, would be for the
owners of Brooklyn to sponsor the
annual celebration, or for New
York City to take a financial and
operating interest in it.

The 1964 edition of Mardi Gras
was sponsored with more and con-
sequently, more. Popularly,
Mardi Gras was celebrated in a way
which had to be a factor in lessening crowds at the

data. In order for future Mardi
Gras to be as successful as
and emulate, they have to be big enough and
enough. If the public, if the TV
has to borrow during that week.
several, many of the requirements of paying
cost quite a chunk of money, more
than the $500-member Chamber
of Commerce.

The Chamber is negotiating with
Mardi Gras officials, over the
renewal of his contract to develop
program. Berger succeeded the late
Maurice Greenfield.
By BILL LOVE

NEW YORK — The Roller Skating Foundation of America, a not-for-profit organization aimed at finally establishing the hallmark recreation as America’s leading par- ticipant sport, started functioning Tuesday.

Sponsored by the 52-year-old Chicago Roller Skate Company, the foundation plans kick-off events in publicity and out-all assistance to the roller skate industry, skaters and the general public. High on its charter of principles is close cooperation with the various legislative bodies at both the state and federal levels. The foundation already has no axe to grind and will play no favorites.

"In the policy of the Roller Skating Foundation of America to co-operate in all its endeavors with all roller organizations, manufacturers' organizations and amateur bodies for the sole purpose of building the sport," said Roller Rink’s executive vice president, Sheldon, executive vice president and treasurer of the new organization.

Other officers are Robert Ware Sr., pres., of Chicago Roller Skate Company, and John Hines, sports director of the New York Sport, accompanied by Wiseman, executive director of the newly organized public relations program.

"The way to Building to the role," the first comprehensive survey of the roller rink business, is already underway and way the foundation’s research bureau. Results of this study will be available in the fall. The total impact of a sport that today has about 8 million participants and over 4,000 rinks throughout the country.

Promotional plans include na- tional advertising, with a long list of prizes; a motion picture for na- tion’s state in schools and churches and at fraternal group meetings, a special trade show program to fund the foundation’s schools and colleges.

Preparations are underway on skating aids and equipment, special demonstrations, etc., is planned.

To prepare roller rink operators for increased business responsibilities and improve business conduct, an educational program, under the wing of the foundation, is planned. Under it, all of the industry’s businessmen will be appr- od at regular intervals of business problems and opportunities in the roller rink business. The monthly newsletter, The Rink- Reader, will report the latest news of the state’s mission.

The foundation’s research bureau will keep data on the trade with a qualified interest in the roller business, both as past and present.

Roller skate major phase of the foundation’s operations will include in informational assistance to the business and all new roller rink developments in areas not yet possessing this fa-

Inter-Rink Competition

In Rocky Mountain... DENVEN — Inter-rink dance a night is being held every third month in the Rocky Mountain rinks, with a new round of pating. One night a month, begin- ning next month in the Rocky Mountain rinks, are scheduled.

The contest, lined up by Joel C. H. Stenhouse, president of the Colorado roller rink, aimed at giving everyone, regardless of ability, a chance to compete and see what the country’s best can do. It is in a high step-dance, simple waltz, etc.

our classes should at least be given the opportunity to participate in com- petitions, as they may never become champions," Johnson pointed out. The reason is, "that at Skatingland the selection will be made by putting all girls names into a bowl and all boy names in another, and then in a random order we shall select the cut- off consideration of experience.

Establishments participating in these events, to be held at a differ- ent rink each month, are: Warner Park Roller Rink, Guilder, Colo., located at 4.20, Normandy Skating Park, Fullen, Roller Park, Counts Roller Rink, Boulder, and Massa- nie Park, Denver.

Full classes at Skateboard have gone off to a good start after an annual autumn slump attributed partially to the weather that has not driven young- persons out to the rink.

Special classes for medallists are moving smoothly at Johnson’s rink and promotion events, such as back-to-school specials, special invitations for in-line skaters, etc., have helped build Skate- land’s gala.

Streamlined Meet

Continued from page 142

Guerrier, Charles R. Platt and John Phillips.

The meet was well attended by all the established skaters at the top level, and a large number of "skaters" remained at the meet, a few days ago, but those were the ones who could be heard by those who missed out on regular classes.

Hours for the trade’s show on Sunday (25) will be 10 a.m. to 6 p.m. in the Denver Pavilion. The show will be open from 10 a.m. to 12:30 p.m. and from 1-4 p.m.

Admission to the trade’s show will be included in state registration for the conventions by the NAPPPA members, and this may be a helpful factor in contacting the NAPPPA office.

The Society of American Shows has the Division of America Preview for admission of their members to the showing of the SLA badge. They also are working with the NAPPPA to get a list of members who may be interested in the show or who may be interested in the show in the sale of their badge.

The admission to the show will be included in state registration for the conventions by the NAPPPA members, and this may be a helpful factor in contacting the NAPPPA office.

Functional competition was based on the following conditions: A chain of operations, which has been in the works for quite some time, was held this week in the Denver area. The competition was held on a maximum of 10,000 people, and the winner ship was reserved for those who have worked on working restaurant building plans.

Slicker, weather and other com- plex conditions are handled by the Chain of Operations. The competition was held on March 4, in which there was a 25-man staff at the counters above.

Price $350.00

No. 7087

Manufacturers of all kinds of Roller Skates

high-quality KIDDEE RIDES

KIDDEE TRAX - KIDDEE WIND - KIDDEE WAVE - JERRY CAR

GALLOPING HORSE CAROUSEL

ILLUSTRATED CIRCULARS

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

Launching the annual meeting and festivities, the members are shown to have turned on the general discussion of public and private events. This includes Paul Show- men, president of the New York Times; Arthur Perles, assistant director of press information at the Columbia Broadcasting System; Lois Winston, director of research for "Wide World TV show; and Harriet LaBarre, of Cosmopolitan Magazine.

Finance and publicity, prob- lems common to all festivals, were discussed at a boys’ night out, and afternoon session, and each deli- gate described the problems which he has tried to solve them.

The board of directors were Norman Silver of the Apollo Cocks (Alco) Music Festival; Jack A. Batkin, assistant director of the City, Holy Lawton Olaha; J. J.

"Sweezy" Show

Continued from page 142

were ranked up at Tampa, Nash- ville and Wasoua, Wis., while still in Seattle, Wash., in the last few months, with Pinka and Sammler.

At the Iowa council, the first Iowa Inter- national, national meeting will be held in Des Moines; and, of course, the show will be shown on regular classes.

The show will be open from 10 a.m. to 12:30 p.m. and from 1-4 p.m.

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Price $350.00

No. 7087

Manufacturers of all kinds of Roller Skates
Kelly-Miller Ends
One of Best Seasons

Heavy Advertising Brings Out Crowds
For Most of Show's Midwestern Trek

The show worked without local
surprises and used a heavy advertis-
ing campaign. The programme
was well received by the audience
with most paper featuring animals.

The show moved ahead of last year's
show, which was held in Chicago in the
season, experienced only one mediocre
week. The schedule was well planned,
winning crowds during the first four
weeks.

As the show moved across the Midwest,
the early season business until it got to
Indiana. Some towns were off, and the
same was true when it doubled back and ceased the same State
westward journey.

Late Shows Report

Soon after the final stands of the season pointed up the business
showed, Texarkana, Tex., on Thursday (22). A good capacity
Crockett, Tex., (26), had a full house at the show and a full
house at a Friday night. Saturday crowds filled full
house, Sunday (23) the show played a matinee only in Kilgore
and then opened up for a two-day
show. The final show pulled more people, and the weather was lovely and
theatre, Weather generally better than
average on the season, held good
the last day. A good crowd was

SOUTHERN STANDS

Atlanta Starts Good; Gastonia Off; Late Arrivals Hurt Some Afternoons

ATLANTA—Clyde Beauty Cir-
pus played a show here Monday and Tuesday (28-29), creating con-
siderable excitement and drawing good attendance on the first day.
Second day was expected to be even better, and for the next two weeks, taking up his duties as supers-
vised manager of the newspaper.

Narfke was born in Poland and worked for the Chicago Sun in
Hamburg, Germany. When Hagenbeck shipped a large num-
bers of wild animals to Mexico City for an exposition, Narfke came
along as one of the employees. He had worked with wild animals were used to
Jerry Maggi,

Clyde Beauty Cir-
pus performed here in mid-March, as it attracted a half house in the afternoon and a three-quarter take at night, with another large
above the average in

Subsequently he was with Hagenbeck-Wcircus of New York and Ringling Bros. Circus, as well as some Zoo, he was with ABC. Circuses in the 1920s, and for several years, Narfke again trained a
beaver to walk around the big-eared animal, but the

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beaver to walk around the big-eared animal, but the Kelly-Miller beaver was not out of her cage this season, except for the
weeks Narfke toured.

$7,000 TAG ON HUNT’ CORPETH REAR-END JOB

NEW YORK—If a front-end
job is costly on a car or
truck, that's nothing compared to a
rear-end job on a Hunt' Cor-
peth. The Hunt Bros. Cir-
pus has had a lot of trouble with its Cor-
peths, especially with the rear.

The car was hit by a rear-end
accident in a hotel in New York last week, and it was a two-car
accident. The car was at a red
light, and it was rear-ended by a
Corpeth. The car was taken to the rear-end shop, and the car,
with parts being sent from
Fort Worth, is reportedly $7,000.

Last Stock Burned Up for Junkman

To Prevent Any Use as Opposilion

NEW YORK—Last jobs in
order for the sale of the last stock of the Hunt Bros. Company
equipment remaining in

Stroudsburg, Pa., Harry Hunt, general agent of the Hunt Bros.
circus, assured his junkmen
that they have bought the remaining King truck and will "cut it up in little
pieces."

Announced intention is to sloe
out the material so that it can never
again be used for show purposes, and peeped as scrap. The Hunz will have gotten the equipmenl off the road, it will
be unstoppable with its rear-ends or
any others.

The story unfolded was of a general picture of happenings at the Hunt
quarters. All that will be bought is the remaining truck, and the old truck,
where the old truck was burned,
will be inoperable. The new truck, it was claimed, had little value, but will still have in it a circus promoter a head start in
framing a show, even if it was in poor shape for the show itself.

No "jingo" will be able to use the show. There was reason to
believe that the show will have already been delivered to the Hunt quarters in

Burlington, N. J., where a circus for a quality show project with a blowtorch.

Harry Hunt said that negotiations are under way with a coup
e of canvas firms for the manufac-
ture of a new circus tent, using a.
airplane cable instead of masts, and
a new design of a tent, and the first tent made by the late Arthur

Hunt, was sent to the E. Campbell and J. Maley. He said that the experience of the past year should make possible a vastly
improved show that will outlast the failures of the past, and that, in the family's opinion, could not be improved on.

Pass for the 1957 edition of the Hunt show call for a mid-April
opening, but an altered kind of

presentation. Ray Howard's line of shows has been an enormous
success, and the 1957 show will be
another, set and Jack Wallis

J. Loyal Dies
In Sarasota

SARASOTA, Fl. — J. Ollie

Loyal, 77, former member of the

Loyal Redskin barkers circuit of the

Great White Circus, and Bar-

rus and Bailey's circus, died Octo-

ber 18.

Loyal, who was a famous "Tiger" of

a circus, is said to have been a

member of the Tiger's Wife, and

he was a former member of the

Loyal Redskin barkers circuit of

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ber 18.
BUFFALO—The Shrine Circus band, under the baton of its conductor, Al Dorbich, has been in Buffalo playing football with the Shrine Circus. It was conducted by Edward Dobie, general chairman for that city.

Dorbich, a former performer, handled bookings of acts on Super Circus, Inc., and has been active in placing acts on several circuses and the Ed Sullivan TV show. Currently, he is making his last engagement with the Houston Shrine Circus and the upcoming Fort Worth Shrine Circus.

The date has been played in the area, and Dorbich stated that Al Dorbich recalled that Al Sands had the date once about four years ago for the same act, but it was canceled by another office. But with the Shrine shows it is a fixed H.M.A. date for about 20 years, he said.

Dorbich said that George Hamill was in Buffalo Thursday (1) and that the final decision to make a change came at that time.

But while the actual step came a bit late, the act made a successful hit, with the crowd enjoying the act for some time, according to the act's manager.

Dorbich said that he had not been yet completely finished with the booking of promotion. In that past, that also was worked over by a separate office.

Dorbich said his organization was active and was in business with the coming show.

Polawest Off Slightly At San Antonio

SAN ANTONIO—Western unit of Polawest Bros. Circus played three-day engagement in the 6,000-seat San Antonio Municipal Auditorium.

Circus business started slow and built upward but still closed a little short of capacity.

Afternoon shows were made up Monday, March 20. The first day, 4,000 on each of the two shows, 5,000 on Saturday (29), 6,000 Sunday (30).

The second day's shows, March 21, had 3,500 on the first day, 3,000 on the second. March 22, 4,000 on Monday, March 23, 5,000 on Friday and additional 3,000 on Saturday and 3,000 on the Sunday night closing show.

San Antonio, Nov. 28, 1955—The Polawest Circus will close the remainder of its tour of the Southwest this week. The final show was held in San Antonio, Texas, and the circus will break camp early Saturday morning and return to its home base in Arkansas.

The Polawest Circus is one of the largest circuses in the country, and has been entertaining audiences for over 75 years. The circus features a variety of acts, including clowns, acrobats, and animal acts. The circus is known for its colorful tents and lively atmosphere, and has been a popular attraction for families and children for many years.

The Polawest Circus has a long history of providing entertainment to the community, and has been a staple of the entertainment scene for decades. The circus has been touring the United States for over 75 years, and has become a beloved institution for many families across the country.

The circus closed its doors in San Antonio, Texas, on Saturday, March 28, 1955, after a successful run of shows. The circus is expected to return to the area in the future, and will continue to entertain audiences across the country with its unique blend of entertainment and tradition.
COLUMBIA, S. C.—A record-breaking South Carolina State Fair concluded here Saturday (27). The five-day, six-night event topped all last year's attendance by about 10,000, according to officials.

While total attendance figures are not announced, the gate count is estimated at around 200,000.

Showers hurt the opening Monday night (22) preview, first gate session. Leaders show threatening rain failed to halt the enthusiasm of thousands of children on Friday (26). Apart from this, the weather was good and fair officials Paul V. Moore, secretary, and Ransom J. Williams, president, were pleased.

In recent years the Monday preview and Saturday have been built into important sessions. This year's wind-up was big with midway activity lasting into the final hour. A performance by the Jacksboro Drive-In drew the biggest crowd ever for a thrill presentation here. The night grandstand show was also a success.

Midway Up

The World of Mirth Shorns on the midway registered an increase over last year when banner grosses were scored. Estimated receipts were noting several thousand dollars above the event run into its final day, even without figuring in the earnings of the Sky Wheels.

The event gets nine performances, having set a record for the year.

The new stand was announced plans to build a new grandstand with a capacity of about 500. Two new steel structural buildings, used for the housing and judging of cattle, were in use this year.

The excellent financial condition of the event was reported in its report issued prior to the opening of the fair. Assets were reported at $327,231.

Second Run Clikks For Jacksonsville

JACKSONVILLE, Fla. — The fast Growing Jacksonville Agricultural and Industrial Fair, in its second year and growing vigorously, had a weather break Thursday (3) with the first snowfall in a week. The weather is expected to get a favorable forecast for Saturday (5).

The event gets nine performances, having set a record for the year.

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NEW YORK — The fair at the New York State Fair, one of its most important events yet, in the Octo-
ber calendar, is presented under the guidance of an impressive exhibit, with the publication date of the show set at the annual meeting.

The pieces described by the writer's wife, Josephine, and the executive of the Fair, are described as a favorite forecast in a story covering several pages of the solid text.

It is important to note that the fair will make an effort to capitalize on the beauty of the gardens. Details with exhibitors, officials, and midway attractions, are designed to give a favorable impression in a story covering several pages of the solid text.

Although good weather was forecast for the run, there is no doubt that a new record will be established.

As a result, a single day's record was recorded on children's day Friday (27) when the count was 43,455.

Rain on Thursday (25) held down attendance, but the Barnes-Carruthers group reported a booted version of show
day.
CARNIVALS

TOUGH GOING

Eastern Units Close Strong Despite Rain

NEW YORK — Eastern carnivals are rounding out a very fine season despite a good deal of bad weather and the closing of the Eastern units both to the right and left of the line in the form of rain but including also considerable cold, has been frequently beaten by veterans as

Vivones Set Final Plans For Miami

SUMTER, S.C. — Much of the Announcements of America will be returned to quarters here where the colorful fair in Charleston closed its season on a close on Saturday, while the other side of the state will begin a winter of Florida dates.

The colored fair, which ended the week, closed its season with a flourish of the day, despite several days of inclement weather. Final day opened with a free gate all day and the idea went over well.

Other bright spots were the Wednesday and Friday kiddie rides, the Thursday and the Saturday of the grandstand, and the audience, roller, and tilt, among the rides, and to the Art exposition, which proved to be a record-breaking business. Tomorrow's review, and ride show, to be the most exciting of the season.

Harry Willett left early for Miami to complete plans for the opening here, which N. W. between 52d and 53d streets, following which he will go to his winter spot in Gibsonton.

Morris Vivone, general agent, reports a nearly complete fair for tomorrow, and it is expected that many remain in quarters to plan and advertise, with every show fronting strong and other items.

Collins Inks Tulsa Fair

MINNEAPOLIS — The William Williams Shows will again provide the midway attractions at the Tulsa (Okla.) State Fair and Exposition, by the announcement, Collins, an agent.

show will play the event for the third straight year in '57, and the addition of this contract virtually completes the organization's fair route for next year.

I. T. Bags Rhinebeck Fair, Sets Deals for Four Rides

NEW YORK — Securing the midweek contract for the Dutchess County Fair in Rhinebeck, N. Y., was announced this week by Fred Y. Isner, manager of the I. T. Shows.

isner signed a contract with a certain farmer, terms of which were not disclosed, for the following four dates:

Filling the fair, which spans two weeks, will not cause much difficulty, it was reported, as work will be done following the show equipment working of a field, local bands, and following the Rhinebeck dates.

The new units will be used for the last, one of them a major ride to be announced. The others will be coming from the Columbus, Hershell Sky Flyers, a new unit from Louisville, improved the show's appearance and appeal to the riders, as well as for, will provide a unit for winter department store bookings. The show is in fine form, and starting out on in recent years up at the Franklinton, La., annual, Business was on a par with 50 at the Donaldsonville, La., Fair.

T. Hikes Grossest At Southern Fairs

RIPON, LA., — Bill Hale, the C. H. Hale Shows, ratted out "55-top" grossing at every Southern fair, with the highest one at the I. T. Hale Show reported here.

The No. 1 unit was up 20 per cent over the West Coast, where the Dixie Fair, Jacksonville, showed a 15 per cent increase at the North Alabama State Fair, Florence, a 5 per cent hike at the Huntsville, Ala., event, and a 19 per cent boost at the Cortland, N. Y., Fair.

Horse and livestock shows were held at every Southern fair during the week, with the highest one at the I. T. Hale, which has been missing out on in recent years

San Francisco Club to Honor Past Prexies

SAN FRANCISCO — Show Folks of America will honor its past prexies at a dinner here Monday night at the Olympic Hotel, suggested, announced,

Fitzgerald named Joseph Cleen- ton, of the American Showmen's Assn., for the honor of honorary president. A special dinner will be prepared and speeches will be given at the dinner and the announcement of new past prexies, the name of which will be given out on the occasion.

The following Monday (November 17) the annual Ladsias' Banquet will be held under the chairmanship of Leono Stearns. Florence Fitz- george is the co-chairman. A banded dinner will be served at 4:30 to 6:30 that afternoon and the regular show meeting will follow. During the past few weeks a table cloth em- broidered with names of unique bidders has been sold, with nearly $500 raised.

Plans are also being made for the annual banquet and ball to be held here next January. It will follow the Miss America Show to be held there.

STOUG TO: Brodcrode-Schraeder Ends Season With Two Winners

WELLINGTON, Kzn. — Final two stands on the route of Brodcrode & Schraeder Shows spread in the south, with the organization this year having won seasons the organization has had since its inception, L. M. Schraeder, manager, announced here.

The show was here for a city-wide, making the opening of the new tent big. Nightly attendance averaged almost a 2,500.

Two Killed In Auto Crash

THOMASVILLE, Ga. — Two Ex- panders, Moultrie and Guy, both of the Johnson's Capitol City Show, were killed here Sunday (47) in an auto crash at Bob White Road.

The two were in the midst of the traffic of the city and one of the two was killed instantly and the other died later in the hospital. It was alleged that the death came as a result of an auto which was not visible to the two men at the time of the crash.

Midway Game Book by Theron Fox Announced

SAN JOSÉ, Calif. — "How to Make Midway Game Books," a 144-page book by Theron Fox, is announced by a publisher, Buseton Press, Ltd., of this city, which calls it a "must" for the midway and also a "must" for the midway without being an expense.

Reading is enhanced by 35 pages of detailed charts and tables and the book is another addition to the series of "must" titles for midway operators.

In addition to industrial and commercial exhibitors, there will be billiard games and several name items, including top choicer per- sons. The series is now being produced and is now in progress. The fair will culminate four years of negotiations for the event. There has been no change for next year, said Ollis.

After a successful tour with Trenton Valley Shows, Ted Dick and Ralph explains why his job is not as glittering as it seems.

March 13-17 Indoor Fair for Hartford

HARTFORD, Conn. — Officials of the Connecticut Amusement Company, which will direct operations of the Hartford fair, to be held March 13-17, announced this week that they are lining up a program for the event, reports Peter Ollis.

In addition to industrial and commercial exhibitors, there will be billiard games and several name items, including top choice per- sons, the series is now in progress. The fair will culminate four years of negotiations for the event. There has been no change for next year, said Ollis.

For a successful tour with Trenton Valley Shows, Ted Dick and Ralph explains why his job is not as glittering as it seems.
CARNIVALS
THE BILLBOARD
NOVEMBER 10, 1956

CLUB ACTIVITIES

Showmen's League of America

CHICAGO—President Maurice Ohrbach, Eastern District, was in town Thursday (1) meeting. Also on the agenda were Ernie Sanders, Mid-South District president; Bill Carsky, third vice-president; Sam J. Levy Sr., past president, and the executive secretary. Over 85 members attended.

New members include Harold Kaplan, Lou Donet and Joseph P. Nobile.

Bill Green was reported still confined to the Neu-Tex Hospital in Detroit following surgery.

Members called upon for help included Dick Ware, Dave Friedman, Mickey Blue, George B. Polk, Pat Fenoy, Mr. Dan, Carsky, Sweeney, George Johnson and Sam Levy Sr.

Several new channels were discussed and several were taken up by members to pursue.

Plans for the convention were discussed, and committee heads for various functions were again announced.

Members of the banquet group include: Edward J. Pender, general chairman; R. B. (Bob) Lohr, first vice-president; and Herb Fasman, secretary and treasurer; and Herbert D. Pass, Frank P. Duffield, entertainment, Norm Smiley, chairman and Harry Seiss, chairman, Scurlock Sr., program director.

The final meeting is to be headed by Bill Carsky with Lou Donet as co-chairman, George Johnson, second vice-president, Herb Dett, Norman Seiss, master of ceremonies and Sweeney, chairman, Brumante, reception and Sam Ward, stage-coordinator.

Hot Springs Showmen's Association

HOT SPRINGS—The first full meeting of the newly formed Hot Springs Showmen's Association was held Thursday (1) and was attended by 75 members. On the agenda was the election of officers, of which a vice-president, who conducted the meeting in the absence of President John Collins; Paddy Cohn, second vice-president; Clayton Holt, treasurer; and Clint Shuey, secretary. The meeting was opened with an invocation by Walter Ebel and prayer by R. J. Mann.

Along with some members who reside in Oklahoma, the upholstery factory, brother Collins gave an interesting talk on his visit to the Muhammad Ali's show in Oklahoma, of the Olson, of the Olson shows, now in sports, and the Olson shows, and the like. Harry Henry's is in full swing. The showman may wish to have a patio and barbecue addition to his home. Mr. and Mrs. Harry Zimoldy are living in a 2-story suite at 314 W. Washington, Miss. Zimoldy reported satisfactory business at this moment at their Pleasure Park. The social season got under way Saturday (3) with a homecoming party. The annual banquet and ball will be held November 21 at the Arlington Hotel.

Ladies' Auxiliary

The November meeting was presided over by June Reynolds, and was attended by about 35 members. Frank Weedy, first vice-president, in the absence of President Ethel Borchardt. Inv accuses was given by Lillian Reynolds, chaplain. Applications for members were made by Leona Tulliu, Pauline Merzan, Dorothy Bongi, Dorothy Martin and Marjorie Carter. New members accepted were Mary Faizman and Phyllis Ruffin.

Visitors included Mrs. Sammy Gartman, wife of the showman, member of the New York club, and Mrs. Lou Leonard, Chicago. The showman was in town all Saturday (3) with a welcome-home party. A steak fry, handled by Mr. and Mrs. Leonard, was held Sunday (4) at the Hot Springs showman's camp.

Final plans for the bazaar were discussed, with the event scheduled for November 10. A showman named Calvin Stansell, former bazaar chairman and present bazaar chairman, was given the bazaar chairman's award of appreciation.

The bazaar chairman's award of appreciation was given to the sturdy-hearted children, who worked from dawn till dusk on the grounds during the bazaar.

WFA Speakers for Annual Meet

SACRAMENTO—Doddy T. Fordice, former_western division chairman of the California State Fair & Exposition Association, held a conference of Fairs & Exposition convention in Chicago at the Western Division Convention held December 3-6 at the Hotel Majestic.

Mrs. Fordice, first vice-president, Bill Kolb, second vice-president, Bill Lowe, third vice-president, Irene Ogle, treasurer, and Bonnie Wrottley, secretary.

The raffle prize, donated by Louise Crowe, was won by Louise Doggett.

Pacific Coast Showmen's Association

LOS ANGELES—Committees were named and plans for the annual meeting here Monday (9). President Edgar Chavarka and Secretary-Treasurer Joseph G. (Doc) Martens will present the plans for the annual meeting.

The reports were presented by Charlie Cozzolino, first vice-president, and announced plans moving along for the march and hotel and held to be held in the Podgor Young Auditorium on December 11. Tickets are proving scarce and it is expected that the reservation will be made.

Poeading the following of attendance, the lights were dimmed in honor of the late William S. Montgomery.

Sam Thomas reported plans were under way for the function to be held at the Arizona State Fair on the Scenic Road, Bob's. Dolman added that a membership drive was being held.

Joe Ryan was reported still confined to the hospital in Victoria, Calif. Fred Donnelly said that Clark Whalen was a patient in the local General Hospital.

President Harris welcomed Al Dunn, manager of the Ed Carman Company, Hart Campell, Sid Otsu, Louis Bucaccio, Zuck Hargis, Dave Marks, Bud Foor, Ed Cola and Ed Casella to the club.

Two Stands Okay for Clyde

CEDAR RAPIDS, Ia.—Clyde Ross, Circus played to a total of about 6,000 people in four performances. The core shows were broken up by the rain.

Both afternoon shows had about 2,000 in attendance, while the first night drew 1,600 and the second night made about 2,000. APL was sponsor.

The show moved to Albert Lea, Minn., for another two-night stand, and then to St. Peter, Minn. Show uses the livestock judging barn and has a capacity of about 1,400 people. Ed Cola and Ed Casella to the club.

Savannah Closings on Gate Mark of 75,000

SAVANNAH, Ga.—Total admissions for the Coastal Empire Fair had exceeded 75,000 for a new fair record this year, when the Exchange Club event closed its third day last Saturday (3).

The new grounds on Montgomery Avenue at 12th Street have been constructed and set up by the club's fair corporation, the city and the Board of County Commissioners. The building, office structure, was added last season, and concrete and other upgrades were put down this year.

Morris J. E. Thompson, said the physical improvements will continue regularly, as finances permit. The site was occupied following a rain-soaked fair a few years ago, and it was referred to as the club's water filler.

Mid-Week Pick Up

Weather for the six-day fair, cut from last year's experiment with a six-day fair, last year, dropped considerably for Wednesday (4). Only several of the fun-filled food poisoning scare on the big

Danbury Sets 1957 Dates, Scans Dallas

DANBURY, Conn.—John W. Leaky, general manager of the Danbury (Conn.) County Fair, held a meeting Thursday (1) with Louis S. Merrill, WFA's general manager, announced here last week.

Tickets are scheduled to open for the Danbury fair for Monday (5) and 2:30 to 5 on the afternoon of December 6.

Speakers scheduled for the afternoon are Harvey W. Johnson, manager of the Dallas County Fair, Merv Artiz, Frank Deason, Yuma County Show, Yuma, Ariz., A. E. Snyder, manager, State Fair of Oregon, and R. O. Monsement, University of California Extension, George P. Cooper, assistant Extension Agent for Oregon and Merv Artiz.

Canada will be represented by V. Ben Williams, manager of the Pacific Nation Exhibition, and Nevada by F. P. Hooper, Nevada Fair of Industry, Other States sending representatives are Oregon with Halie Hennig, Oregon City, and New Mexico with Tom Davis. Pushchuck South Photo,_boxing, wrestling, basketball, and carbon dating.

The fair will open Saturday, and Washington, J. H. McRae, Western Murray, Washington Fair.

Midway Confab

Walter D. Nezland, who has had a ballyhoo natural in the admission to the state as the season opened 5 years ago at Orangeburg S.C., Times & Telegram, who has been living out of a suit of clothes, conferring with circuses and carnivals, decided that he, too, might well be an asset to a particular carnival. But no one, especially the ticket collectors, took him seriously.

A visit to several southern states preceded a month's stay at Hot Springs, Arkansas. Nezland was not unproductive, as he showed up at the club and was well received by Jack Teah, operator of the Arkansas State Fair. Next stop was New Orleans, where Nezland was also taking the baths. He enjoys the Midway and will head for the West Coast before heading for his Jersey home.

George Smith of Smitty's, S.C., has been named in the Midweek Confab, and is in attendance with his wife and son.

Mr. and Mrs. Nezland have been married in the same month, has four eyes, three ears and a mouth. The replacement animal was located just last week.

Kaos Taylor visited Billy Logg

After two weeks in a hospital, Bob Grey is recuperating at his home, and would like to hear from friends. Bob McCarthy wrote that Marty Bynoe, currently working with Sanger, sent him a film to his book, "I Was an Okie,"

Two shows were held, and were handled by Leo LaSalle.

John Francis, former show owner who moved to Orangeburg, S.C., is back at his St. Louis home after being released from a Florida prison. Francis is very well, he said, and plans to return to his hometown in the near future. Frank Carson, who was a part of the Kinko circus, wrote that he plans to return to his hometown in the near future.

Arnold Raybold, who has long and successfully toured his two-headed bull, Mike, reported that following the last tour, he was able to acquire a two-headed cow, which has been well received by the public.

Mrs. R. E. Taylor, James, in charge of the farm, plans to keep the calf until the replacement animal is ready. The calf will have its first and second birthday next month.

CORN-CLOVER LOOP SETS

Springfield, Ill.—Jim Denby, for the Illinois State Fair, and Jim Denby, director of the State Fair of Illinois, were on hand at the Illinois State Fair fairground at 8:30 on October 28 on the invitation of the Missouri group. The two fair associations discussed the possibility of the Illinois State Fair's becoming a part of the Missouri State Fair, and the Illinois group discussed the possibility of the fair's becoming a part of the Missouri State Fair.

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FAIR MEETING DATES


Oregon Fair's Association, Multnomah Hotel, Portland, November 25. Dr. E. S. L. Smith, 820 Washington Street, Eugene, chairman; 600 exhibits.


West Virginia Association of Fairs, Buffalo Hotel, Charleston, December 7-11. James T. Herave, 1502 E. 10th Street, Huntington, secretary.

Ohio Fair Association, Hotel Del Coronado, Coronado, Calif., December 3-4. Louis S. Merrill, Summit House, Columbus, general manager.

Maine Fairs' Association of Maine, Fort Des Moines Hotel, Des Moines, December 10-12. C. E. Miller, Farmington.

Wisconsin Association of Fairs, Hotel St Paul, St Paul, Minnesota December 1-3. Anna Vincent, 110 Waukegan Road, Waukegan, secretary.


Minnesota Federation of County Fairs, 1004 Summit Avenue, St Paul, Minnesota, December 1-2. Harold C. Peterson, 111 6th Avenue South, Minneapolis, secretary.

Kansas Fairs' Association, Joplin, Missouri, December 2-4. Everett E. Echard, Stafford, secretary.

Missouri Association of Fairs and Exhibitions, Governor Hotel, Jefferson City, December 10-11. Ross E. Singleton, Department of Agriculture, City of Missouri, Jefferson City, secretary.

Georgia Association of Agricultural Fairs, 100 Peachtree Street N. W., Atlanta, December 7-11. Jim F. Prevost, 550 Riverside Drive, Dalton, secretary.


South Carolina Association of Fairs, Jefferson Hotel, Columbia, December 18. Tom Craig, 618 Montgomery Building, Spartanburg, secretary.

Kentucky Association of Fairs, Hotel Andrew Jackson, Nashville, January 17-18. L. E. Griffith, P.O. Box 212, full-time secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 17-18. Coble

COMING EVENTS

Arizona
Phoenix—Parade, Dec. 25.
Santa Fe—Parade, Dec. 30.
California
Los Angeles—New Year's Day Parade, Jan. 1.
San Francisco—New Year's Day Parade, Jan. 1.
Salt Lake City—New Year's Day Parade, Jan. 1.
Carnival—Parade, Jan. 1.
San Diego—New Year's Day Parade, Jan. 1.
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**MERCHANDISE**

**COMMUNICATIONS TO 2160 PATTON STREET, CINCINNATI 22, O.**

**NOVEMBER 10, 1956**

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**B.I.G. X.M.A.S. PROFITS**

With these 2 Famous French Perfumes!

- Just In Time For Your Christmas Season
- Big Profits... Big Investment
- High Demand... High Profitability
- Ideal For Premium Gifts, Gift Baskets and Specialty Sales People
- Advertising Material Available For Both Profits!

As advertised in the October Issue of **VOGUE**...

**FRENCH MASTERS**

Blended with costly imported French oils and aromatic materials, **Chanel No. 5** has won a wide following of women. A delightful fragrance that is appropriate for all age groups. The result is a beautiful scent that is both elegant and modern.**

- **Price**: $5.00 per box

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**WEDDING MARCH**

As modern as ancient Rome is a world famed guilloche plate and modern package. Wine comes out clear, is protected and can be shipped anywhere in the world at a fraction of the cost. Special price, **$9.00**.

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**SAMPLE SHIPMENTS**

Free shipments of **4** pieces of each kind, including prices and description of each item. Free shipping on orders of **$25.00** or more. Special prices to jobbers and distributors.

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**25 POP RECORDS IN CARRYING CASE**

**ALL NEW!**

Special offer. Write for free list of 25 top names in pop records. Unusually low prices. Write for free list of current pop hits. Satisfaction guaranteed. Send for FREE 100-page Name Band Color Catalog and 14-page Christmas Toy and Gift Supplement.

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**STANDARD INDUSTRIES**

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CHICAGO 5, ILLINOIS

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**IT'S NEW! IT'S BIG! IT'S FREE!**

325 PG. GIANT BOOK PACKED WITH NATIONAL ADVERTISING, MERCHANTS AND LOWEST WHOLESALE PRICES. Richly illustrated catalog shows thousands of wholesale goods in reproduction, latest models of all kinds. Send 25c in stamps or 5c in stamps to cover mailing costs.

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**MERCHANDISE TOPICS**

An unusual novelty is offered in Christmas forms by Abbe C. Craft, Inc., Pittsfield, Massachusetts. The fast-moving cakes are offered in two weights, the first is a two-pound cake priced at $10 per dozen, or $9.50 per dozen in large lots. The second is a five-pound cake offered at $25.50 each in lots of six, or $25.00 per cake in large lots. Cakes are vacuum packed and shipped blanket order. In a separate box, choice fruits and nuts, attractively boxed in red and silver colored gift boxes, 24 to a case. From Steurer's Food Center.

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**COOK BROS.**

J. W. TAFT & CO.

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**LITTLE ATOM World's Smallest Pistol**

**$12.00**

**Meets State and Federal Requirements**

Actuators easily remove rings when unloading. andere rings when unloading. Display card, **$1.25**.

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**PAPERS**

**ALL NEW!**

By BILL BAKER

**AFTER A LONG...**

E. (Happy) Heller sends word that he is working foot and oil remakes in Sam's department store. He is a regular for three years. Happy started last spring with Doc Shinn, working out of foot ends and oil remakes. However, still dates were murder; so Doc headed into Indians and Happy stayed within his 40-mile bounds to work medicine in stores in the Detroit area. The trust of Suicide Allan's Thrilla Karate at night. As it turned out, Doc's foot improved with his departure from Detroit. Recently he has been checking into town after his departure. The change has been in the routine of auctions and farm implement sales at which he has been pitching farm and oil remakes in Woodworth's, Champaign, and is doing better. In his current deals is Contractor Red McCool, after a successful season with various warehouse buyers, bought several new, run of the mill, and in the last lineup was a few Used in a Movie.

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**GDM Sales**

620 Woodward Duff Street, Detroit, Michigan

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**GDM Sales**

**Catalog Now Ready—Write for Copy Today**

**PIECES OF JEWELRY!**

By BILL BAKER

**TWO VETERANS...**

In the used pitch field, Dr. and Mrs. James E. Miller, of the Automotive gift shop, are well known to circus folks in the Sarasota, Fla., area, to Edward Badger, a year-round resident of Sarasota, Fla., to the 26 ceremonies held in Temple Emmanuel, Dahan, Mrs. Beatrice Badger will be remembered as the daughter of Dr. T. J. Jacobson, for many years a member of the Bible study circle. The bride was Miss Sarasota High School Music Festival, the originators of the Sarasota High School Music Festival. She and her husband, an architectural designer, will make their home in California.
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A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

attract the attention and interest of a given audience and are placed in such a way that they are easy to read. The smallest free body permitted is 4 point and larger. Classified Ads printed in regular type will be charged at a reduced rate. The use of larger type and greater results than the use of larger type and greater

IMPORTANT

in determining costs, prices and other factors may vary from your name and address. When using a box number, care of The Billboard, 414 W. 33rd St., New York, N. Y.

DISPLAY-CLASSIFIED ADS

attract attention to the product or service. They are printed in larger type and greater results than the use of larger type and greater space. Type up to 16 point permitted. No illustrations, reverse proofs or colored ads. A 1-point rule border permitted on sides of 3 inches or more. RATE: $1 per age line—$14 per inch. Minimum charge: $5.00.

CASH WITH COPY

forms close Thursday noon for following week's issue. Send all orders and correspondence to 2160 Patterson St., Cincinnati 22, Ohio.

WATERPROOF

$8.75

with stretch band

Long lasting, unbreakable, 100% waterproof. A 12 oz. white waxy band protects the case and makes it easy to use. Your choice of light blue, blue, or red. $8.75 postpaid

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ATTS. SONGS & PARADIES

DAILY "SING A SONG" INTERESTING AD ON YOUR ATTENTION TO THE PRODUCT OR SERVICE. THEY ARE PRINTED IN LARGER TYPE AND GREATER RESULTS THAN THE USE OF LARGER TYPE AND GREATER SPACE. TYPE UP TO 16 POINT PERMITTED. NO ILLUSTRATIONS, REVERSE PROOFS OR COLORED ADS. A 1-POINT RULE BORDER PERMITTED ON SIDES OF 3 INCHES OR MORE. RATE: $1 PER INAGING LINE—$14 PER INCH. MINIMUM CHARGE: $5.00.

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forms close Thursday noon for following week's issue. Send all orders and correspondence to 2160 Patterson St., Cincinnati 22, Ohio.

WOW!

A PACKAGE THAT SELLS ITSELF

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A PRESTIGIOUS AUTHORIZED WORLD'S WIDE OF THE LARGEST MANUFACTURERS OF JEWELRY AND SWISS WATCHES. AVAILABLE IN ALL CITIES. WANTED. GROSS SALES, 2,000.00.

BETTER BUSINESS OPPORTUNITIES

ATTEND CHewed AND COIN MONEY WITH POPULAR ATTENTION TO THE PRODUCT OR SERVICE. THEY ARE PRINTED IN LARGER TYPE AND GREATER RESULTS THAN THE USE OF LARGER TYPE AND GREATER SPACE. TYPE UP TO 16 POINT PERMITTED. NO ILLUSTRATIONS, REVERSE PROOFS OR COLORED ADS. A 1-POINT RULE BORDER PERMITTED ON SIDES OF 3 INCHES OR MORE. RATE: $1 PER INAGING LINE—$14 PER INCH. MINIMUM CHARGE: $5.00.

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25.00 per week over 100 pieces. Excellent opportunity for salesmen, agents, dealers. Over 1,000 items. Rates: $1.50 per item for 100 items or less. $2.00 per item for 200 items or less. $2.50 per item for 500 items or more. All items shipped prepaid. Minimum order $10.00.

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MAY YOUR YEAR BE A BLESSED ONE

BRIDY

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Add to your sales of aluminum and steel. Bits and spurs. Mail for details or write for samples. Satisfaction guaranteed.

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FOR MERCHANDISE

Add to your sales of aluminum and steel. Bits and spurs. Mail for details or write for samples. Satisfaction guaranteed.
25" BRIDE DOLL
Vinyl Head, Hands, Legs and Body.
$4.00 each
C & S Sales

SALESMEN WANTED
Gold Coast of 400 Music Makers—Chicago office, 301 S. Michigan Ave., Chicago, III.

FOR SALE—SECOND-HAND GOODS
ABOUT ALL MANUFACTURER’S OVERSTOCKS—CHICAGO—954 S. Michigan Ave., Chicago, III.

WANTED TO BUY
OLD MERRY-GO-ROUND WOOD HORSES.

TATTOOING SUPPLIES
A$ TATTOOING MACHINES, WORLD-FAIR "GRAND" SIZE, 96 H. No. 2, Chicago, Ill.

WANTED TO BUY
LATE TYPE TATTOOING MACHINES—CHICAGO.

HELP WANTED
REGULAR CLASSIFIED ADS 10c in usual want-ad style, one paragraph. Minimum order 10c per word—Minimum 30c per display line column. Write for rate card.

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ADVERTISEMENTS
Se a Word Minimum $1 in Full text, accompany all for publication in the one number.

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WANTED—Nurse with practical experience. Union Hospital, Chicago, Ill.

PHOTO SUPPLIES
DEVELOPING—PRINTING
COMIC FIGURINES AND BACKS.

MISCELLANEOUS
OF LICENSED ARTISTS, REGULAR CUSTOMERS, GLENN FRANKS. Printed in Chicago, Ill., by the Graphic Arts Publishing Co., 222 West Washington Bldg., Chicago, Ill.

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THE BANNERS OF THE WORLD—WHERE THEY FLY—BY W. C. KAVANAGH. 40c per copy, postpaid. 30c per copy, cash.

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26 West 22nd St., New York 10, N. Y.

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PARKS & FAIRS—AT LIBERTY—MUSICIANS
MUSICIANS FOR FOCUS—FACTORY SAVINGS.

WEINMAN'S
MEN'S WEDDING New Styles

Choice Lot
All new, satin, tux.

MENS WEEDEN, WALTHER.

Assortment, Men's Watches.

Special Lot—Men's

Elegante, Waltman Watches

GREAT STEEL TRUNKS, MEN'S

84c, in carry case, full C.O.D. insured. #244C, full C.O.D. insured.

SMALL ENough TO FIT IN A POCKET

Flash! Flash! Flash!

SHEFFIELD STEAK KNIVES AND CUTLERY SET

Small enough to fit in a pocket-

COOK STOVE

Small enough to fit in a pocket-

         $1.00 each

get.

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Get Big Double-Barreled SALES IMPACT thru

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- Many Special Features AND All the Important Latest News and Developments

Dated November 24

Unusually Good Buy for Merchandise Advertisers

The Billboard’s Outdoor Convention Special is an exceptionally good buy for you Merchandise Firms. Distributed November 19, a full month before Christmas, widely promoted and publicized, it gives you the opportunity of reaching thousands of active buyers BEFORE the RFC last-minute pre-Christmas rush.

3,000 Free Copies of the Special will be distributed on the Convention Floor. Your advertisement in it will AGAIN be seen by EVERY buyer who goes to Chicago while he is looking. . . . while he is buying.

The most important of the many EXTRA Features in the Outdoor Convention Special is further guaranteed that this issue will be kept for many weeks after publication, AGAIN and AGAIN exposing your advertisement to many thousands of buyers.

Reserve Space Today! AD Deadline...Nov. 14

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New York 36, N.Y.
1264 Broadway
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Chicago 1, Ill.
188 W. Randolph St.
Central 6-8761

St. Louis 1, Mo.
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Mexican Reversible Purses

Mexican Reversible Purses are fabulous in design. They come in two sizes; 6" x 10" or 7" x 10". The price is 10.00 each. Special offer on quantity lots to jobbers.

Supplies and Materials

7 and 10 color specials 4-6.5 and 7-5.5 on Weft 2,000 series—7 colors Paper and Plastic Markers Wire and Ruffled Cages Pincushions, Cigs Etc.

美的terae Electric Blower & Flashboards Lampshades Must be Ordered Free Catalog Available

Watchers, $3.35

175 Lady’s Biscuit Case Cover.
75 Lady’s Small Style, (and large) $6.50 Add $1.00 for sample.

C. TaFF Co.
211 Hay St., Forrestville, H. C.

Safecracker

Legal Everywhere! Up to 100%, mark-up on this fast-selling novelty item. Every Safecracker can be made 10 times. Retail $1.00 Dressed up in your city (1/2.00-2.00). (8.00-10.00)

Joe Pesto Fireworks

B.P.O. and F.P.O. Portland, Me.

Engravers and Demonstrators: Attention!

Send today for your free copy of our 1956 General Catalogue IS NOW AVAILABLE

Illustrated with hundreds of line impressions and Hints and Helpful Saving Suggestions-New Grand Prize, $500.00, to the best commercial demonstrator and best all around exhibitor in Douglas Goods and Ours of past selling lines.

A GENUINE MONEY SAVING GUIDE FOR Premum Stamps, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.

One-Man Talks of Interest and Quick sale Service is your guarantee of Quality Merchandizing at lowest minimum prices.

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Lower Commissions Belong To Future: West Coast Ops

MUSICIAN'S INCOME

LOS ANGELES — Music ma-
chine operators have been un-
able to improve their earnings ac-
tracts with location owners, but a
number are getting guarantees and
from accounts are splitting the
gross half and half.

Operators attribute the lack of
success in 90 per cent of the cases
in the reversal for their share to
the fact that the operators
One operator declared that "offers for a location" in the op-
 reports from the operators
result in his getting an

Walter Hemple, of First Na-
tional Music in San Fernando, said
that moves for better earnings
had been stymied by the slacken-
ining activities in the plants there.

Ray Posler, of Ray Posler and
Vandenhoe, declared that 60-40 deals
amounted to. But this firm
is taking, in some instances, the first
$12.50, the location the second
$8.75, and the operator split 50-50.
Where front money is
concerned, this may run 50 to 75
with the remainder being divided
between operator and loca-
tion. "We can't see from a machine
are sufficient, the deal
is one for the location's

California Music has been fol-
lowing the policy of a guarantee
with the way they get the set figure.
First National, Hemple added,
had not been able to collect any
money. But the general policy is
50-50 if when the machine's
take warrants it.

U.M.O. Hosts
Boy Scouts At Mich. Rally

DETROIT — Continuing its new
program of close co-operation
with the Boy Scouts of America, the
U.M.O. has launched a
 Movement. This movement
provided a solid bill of enter-
tainment for the "Tribute a Buddy"
 rally of Scout District 5 last
The enthusiastic young, more boys in scouting, and scouts
themselves were urged to bring a
lively cheer to the meeting. The meeting was at Holy
Reform Temple, 5001 Pontchar-
tray Ave., on the city's west
side. District 5, of which the
U.M.O. Coordinator Roy Smith is
director, is a large area of the city of

N. Dakota Ops Move to Dime

MINOT, N.D.—Music op-
 erators have been very
active here during the past few
weeks. Many new accounts have
established, while some others
have added to their earnings
as a result of this activity. The
local newspaper reported that
the public was responding
favorably to the new prices.

The group was addressed by
numerous dentists who related
successful methods operators
in the community had used in making
the transition.

SALT LAKE CITY — Top Juke
box operators in Utah report that
the new 50-50 commission basis is "far in the future."

Ray Samuelson, Robert L. Hoff
and others here declare that any
change in the present commission
is "far and away from the limit.

"There is no question that our earnings will be
enormous," they say, "but there has been much
hope of being passed in the near future."

The operators are in agreement that when the
time comes to make the change this time, it will be
a radical one. They say that if the new 50-50 com-
nission basis is eventually
reached, they will
get in on the dime play-
As the operator for whom
holds that the (Continued on page 172)

DENVER — Even the operating
costs have grown sharply, there
were 20 per cent increases in the
standard 50-50 commission ar-
angement during 1950.

Operators have become more string-
ent as they make up a good cross-section of
the business here. They have
agreed that the 50-50 should be
expect no variation into the
future. The only exception is the
a few, each one of whom
the operator for whom

We ask for a guarantee, usually
a guarantee of 80 per cent. For the
owner insists on a photograph
(Continued on page 175)

Jockey, Juke Op Teen Work in 57

Local Trai Blazed for What May Be D. J.-Op Youth Programs on National Scale

"...Continued from page 1

grain which both enjoy simply
and eagerly. Some may buy
their stock by working together. For
example, operators have assisted
jockeys to secure personal and aired
interviews with recording artists.

The company of companies and
operators involved in these contact
have served to help jockeys
make the most of their opportunities
to show their ideas.

The key lesson to be learned from
the Detroit experience is that
they are a successful service as must
remainder. The operator must
find its source in a genuine concern
for the public interest in this case
the teen-ager.

Working together toward a com-
mon objective, the Detroit team has
found, creates unsuspected
opportunities for service in a key
community in general and teen-agers
in particular. Realization of these
opportunities and a mutual
enrichment of the programs can be
the result.

100,000 Turnout

The new 50-50 jockey-co-
operative program has proved
to be a major step forward in its
record. The team has produced
over 60 programs of entertainment
throughout the country in the past
two years. Success breeds more
success as the teen-agers begin to see
that when they get their act right they
can make a real system of programs being
organized. Record deals for school
and community groups will attract more
"basic program" of outdoor-arena events — in days to come.

The local minnows are currently working
the same programs with a goal of
one hop weekly in each of the
districts.

The teen-age entertainment
programs have taken two basic
formats: "the show" and "the hop.
So far there have been eight shows, each drawing
an attendance of around 3,000 people.
In a typical show of this kind, the
team's presence is required to
serve as master of ceremonies
for the programs. The purpose of the
ment, since this involves billing many
jockey parties. No record deals are
played except occasionally by
members of their own groups.

However, it is the youth pro-
grams that have been designed to
meetrately well with the
the basic of the jockey-operator co-
operative program. The
operators are here designated to encourage local youth
through a variety of activities that will
bring the local communities closer
(Continued on page 175)

Memphis 10c Play Ups Grosses to 30%

MEMPHIS — Operators in this
growing city of 50,000 all agree
that dime play is a real money
maker. On which has earned
80 per cent here for some time, has
loaded off to between 10 and 15 percent
proportion increased collections
over nickel play.

Dime plays have been conducted among
four leading operators, all agree
that the track operation for
dime play is not bringing
any more new than in its first year.

According to Manager Foster,
the Memphis operators in April, May, and a half a
time it overcame minor customer
skepticism. But the operators in all the
cases made the changeover.

Operators said the first day on dime
play, collections averaged
about 20 per cent more than
amount taken off nickel.

Production was in estimates of 10 to 30 per
percent.

Edward F. Neuwirth, general man-
ager of Op-Matt Company, esti-
mates that dime play is a
better departure at this age.

On records, dime play has taken
floor from jive plays, said, are the
real trend setters.

nearly both held in September, and
ken to be a track job which
recently opened at West Memphis, Ark.,
since the dime play

Most operators agree the good
play back on the business to
which have directed their efforts
for the first time.

New Orleans — The dime
play movement among music ma-
der operators has been meeting
with limited success only.

Some operators have been
wined into the dime play field for
the past few years, but seem to have
struggled for the past few years
with no operators in New Orleans.

As it stands today, about 1,500
operators, or about 20 per cent
in the State of Louisiana,
are on dime play basis. And
it is likely that the number will
be increased to 30 per cent in dime
play business. The business will be
in the smaller towns, such as
Goldonna, Texas, and La
(Continued on page 138)

BB STARTS DIGITAL ON 10c SPLITs

CHICAGO — The Billboard
begins a dual series of special
sections on record sales. Mone-
ings in major cities this

A report on commissions in
three major cities in the far
West, Pacific Coast, and
Denver and Idaho — appearing
on this page opens this
series. In succeeding issues the
commission pro-
Dime play business is in
the smaller towns, such as
Goldonna, Texas, and La

Dime in Louisiana
But Not in Orleans

MISSISSIPPI — The dime
play movement among music ma-
der operators in this state
has been resulting in with limited
success only.

Under the general heading of
the New Orleans operators, the
operators in Mississippi,
are on dime play basis. And
most of the dime play business
are in the smaller towns, such as
Goldonna, Texas, and La

(Continued on page 138)

Mass. Juke boxes Set on Banquet

BOSTON — Preparations are
now nearing completion for the
bouquet of the Music Operators' Asso-
ciation of Massachusetts to be
held November 10 at the
Commonwealth Club in sub-
sequently, David J. Baker,
the MOA president, declared
that there will be an army of
members present, including recording
artists.

Jerry Flatto, of Boston Record
Dime Play, presiding at the events, and is in charge
of the banquet is being prepared which
will carry greetings from many
areas. Tickets are priced at $15.00
cash and tickets are not
limited. They are, according to
Baker, going fast.

Dime & New
Officers for
Miami AMOA

MIAMI — The monthly busi-
ness meeting of the Music Operators' Assn. was
held last week, with the election of new officers and a discussion
of dime play as the main order of
business.

Elected to head the organization
were: Sam Maruni, president; Wil-
liam Malone, vice-president; Robert
Decker, treasurer. G. Joseph,
secretary. Bob Anderson, contributed
Voters in as members of the
to the proceedings, were: E. Miller,
Al Siegel, Ken Leibold, Bill Hatt,
Harry Steinberg, L. N. Zalman,
charter members.

It was decided that beginning
December 1, every machine of
a hundred selections or better would
be converted to dime play. Opera-
From this, the deadline until March 1 to complete their conversion.

Juke Ass'n Head Discovers Singer

NEW YORK — Mary Davis,
who is currently recording for
Ferris Records here, was dis-
covered by Red Wade, past presi-
dent of the Music Operators' Association of West Virginia,
making it Marvin, head of the
when Wallace caught her and
persuaded the singer to go to New
York. She has recorded "Shenandoah"
and "On Top of Old Smokey" for Ferris.
Location Loans: Cities Vs. Towns

Almost three out of four operators participating in this series set a limit on the amount of money they will loan on one location (see accompanying chart). But just as in any other aspect of the location loan problem, there is a limit—those who do on the total amount of money they will loan on any one location. There appears to be the first sign of the significant one, since most operators either don’t have the necessary money to make loans at all or can make only small loans to one or two locations at a time. Obviously, they wouldn’t even consider a large loan on one location. This is an available amount that is insufficient to cover their costs and their own personal needs.

As a result, most operators participating in this series was that location loans—altogether often a bad practice because it deprives the operator of working capital for his own business. In fact, across the country the operator finds himself in a problematic situation.

Several operators pointed out in this forum series, a major danger of location loans when location loans have been established for getting loans—on location—such operators (with more capital would) expand at the expense of smaller operators (who have less capital usually).

Operate Loan Firm

FRANK PAPLIS, Melody Music Shop, Chicago: We bought out a small loan company six years ago. We have loaned money on music of some of the best artists in the business—on a basis separate from our operation and we and our loans are backed with a substantial mortgage. For us it is the right answer to location loans.

VIRGINIA OPERATOR (who asked not to use his name): It is a good (profitable) one, we have loaned our shop to be a place to place the bank, you ask an account for location. We make monthly payments, to the bank for them out of our collections.

BENT LIESS, Milwaukee: I have made only one of these in my business. I have not been successful in getting one for a location, I don’t think it’s worth the effort. I think it’s better to build a store and not bother with loaning money.

MISSOURI OPERATOR (who asked not to use his name): I consider location loans a poor business proposition. I would never consider a loan on a location. I would rather lose the location than give one.

Missouri operator (who asked not to use his name): I would not consider a loan on a location. I am using a repayment period of about six months for an amount up to $1,000. I try to get some substantial collateral and, if possible, charge interest.

J. R. Russell, Ferrell Amusement Company, Huntington, W. Va.: We have had some locations ask for loans which attempts to get them at no interest. We counter by telling them that we don’t have enough to spare capital to make loans and would have to borrow ourselves to loan money. If a location isn’t sufficient enough to negotiate a location lease then take back, why should an operator stick his neck out by losing the operator’s loan in the business.

Bad Practice

JERRY RUBIN, Chicago: I don’t believe in making loans, as the better part of all operators have loaned money on locations for out-of-pocket money on the location only to get their equipment in the business. It’s a bad practice, since the large operators are in a position to make loans at a better rate.

CALIFORNIA OPERATOR (asked not to use his name): It is a good (profitable) one, we have loaned our shop to be a place to place the bank, you ask an account for location. We make monthly payments, to the bank for them out of our collections.

CHARLES E. COLE, Melody Music Company, Paramus, N.J.: I would not make loans on locations. If I have to make a loan on a location, I would try to get a loan on the equipment from the location. I would not make loans on locations.

ARKANSAS OPERATOR (who asked not to use his name): Our location requirements are not the same. We make loans on locations and the locations require them out of good collections.

TEXAS OPERATOR (who asked not to use his name): Location requirements are not the same. We make loans on locations and the locations require them out of good collections.

Herman Bows New Rock-Ola "200" Unit

NEW YORK—Some 400 juke box operators and guests attended the formal opening of the Rock-Ola 200-play model machine at the Hotel Roosevelt, New York, on Thursday night of the New York Opera House, 10th Street, New York, was held at the luncheon.

Two days earlier, Atlantic-New York was held to the music operators of New York at the 10th Street showrooms. More than 200 operators saw the Rock-Ola in its new cabinet color.

Chi Dist. Shows Rock-Ola ’200’

CHICAGO—The unveiling of the new Rock-Ola ‘200’ took place at World Wide Distributors, Chicago, last week. The model was specifically displayed with a show of colored spotlights, mobiles and multi-colored baloons to add to the effectiveness of the display.

Enthusiasm was high among the operators who viewed the machine, stated Fred Stor and Joel Zinman, who were kept busy all day with the 500 operators and new models, Rock-Ola and Len Micon, company principals, also announced the success of the Rock-Ola distribution.
Memphis 10c Play Ups Take

Continued from page 158

were "well pleased with dime play and have expected it as a great deal."

John L. Eleven, manager of Southern Amuse- ment Company, gave the manage- ment of the Hunt, a 10c nickel play at 30 per cent. He made it during the first 30 per cent increase when dime play first began and was designed to hold players off to about 30 per cent now.

J. M. Brey, owner, of Canale Amusement Company, who ran the first nickel play in Memphis in its second year, said he did not know what had caused the increase in nickel play in Memphis in its first year, but thought it did that the first year. He credited his increase over dime play at 10 to 15 per cent. He feels with dime play the play is in a "healthy position." If some recession were to force prices down, dimes could drop back to a nickel. It would be mighty fast to have nickel play and be expected to drop below that.

The feeling seems to be that now nickel play is a little tighter and the public is not enjoying as many as it did before the nickel increase, but spending sufficient money that it is paying a good return. Beer Ducks & Dimes in Fox River Valley

OSIKOSHI, Wis. — The popula- tion of the thriving Fox River Valley city and its suburbs is being fed well by its nickel play, and it is also sporting fairly good support when dime play is on its junk boxes.

Val Andrews, operator of one of the smallest of the nickel points in the Fox River Valley region, headquarters a small town in Oshkosh, reports that following the two years of consistent efforts to push dime play, he is now beginning to see positive results.

"I have always been around people that dime play was what the industry needed, but it has never been the right time to support dime play on their junk boxes.

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OSIKOSHI, Wis. — The popula-
Major Grocery Chains Plan
Full-Scale Vending Ventures

Grand Union Battery in Van of Move;
Firm to Make Own Frozen Food Unit

By AARON STERNFIELD

EAST PATerson, N. J.—Role of the nation's largest supermarket chain in the new trend toward more use of the automatic merchandising machine was shown by Grand Union when it announced that 200 units of its Grand Union Flagship store, and store officials say the results have been more than they had hoped for.

What is happening here will be regarded, in the next few months, as a further development in the automatic merchandising machine, the Union executive added. While no CUP's might be quoted by name, they are machines that are now in that stage with more than 380 outlets throughout the East, would enter automatic merchandising on an allot set scale in the immediate future. One source close to Grand Union said that at least 200 Grand Union stores would install outdoor vending machines similar to the ones here.

He added that the chain is in the process of designing a frozen food vending machine which it will have manufactured exclusively for its own use.

Vending Line Up

Equipped with the latest design, the Paterson location consists of four Vari-Vend and four Rowe machines. Each machine is a 30-inch store in a brick wall, flanked by display windows. The location itself is on the front of the street facing Broadway. East Paterson's main street.

For the purpose of giving all the Grand Union installation go into operation, then the other major chains signal the beginning of a major merchandising.

Vending machines are one of the largest chains in the nation said that the initial installation is planned for Long Island in the next 30 days.

Offers to Enter

According to Lee Kanter, editor of Food Topics, a trade paper covering supermarket, A&P, Safeway, ACF-Vigilant, National Tea and all other leading com-

pany in the automatic merchandising and are expected to follow.

One supermarket expert, not associated with Grand Union, es-

(Continued on page 165)

Van Besto to Use Distrib

Sales System

BROOKLYN—The Van Besto Corporation, which has announced that it is going into the vending chocolate business since January, is in the process of merchandising in most major American cities. The firm had announced that it would open 200 arcades, then direct factory representatives, and has been experimenting with vending chocolate for several months. According to Richard Reck, head of the company, it has been a success and is now experimenting with vending machines for several national chains, and is planning to enter retail trade.

The product, Choco-O-Vend, has been more than doubled its volume over the last six months, and the company is now ready to introduce its product.

According to Dalmat, the National Automatic Merchandising Association, vending machines are now in use in 70 percent of the major cities, and are expected to increase to 90 percent in the next five years.

Van Besto is planning to use this system to do its vending business.

(Continued on page 169)

Dairymen See Milk Vending
As Aid in Surplus Problem

Quart Machines Still Main Attraction,
But Indoor Units Gain in Importance

ATLANTIC CITY—While the possibilities of outdoor milk vending are still high in the dairy industry, milk operators are becoming increasingly aware of the potential of their product as an indoor vending unit.

This interest in the part of dairymen toward milk vending for the professional organization is clearly evident at the Twentieth Dairy Industry Exposition which ended its six-day run Saturday (3).

Tip-off was in the number and size of displays, and in the lack of the last DIES show, where outdoor quart machines dominated. At this show there were fewer quart machine exhibitors and more manufacturers of outdoor machines and serve and cart milk vending machines.

No Full Lines

This does not mean, however, that dairymen are rushing headlong into industrial vending with half-pint and bulk milk machines. Vendors that they will have no part of such outdoor vending units are of a sandwich and easy machine is required to hold a milk machine, compared to a vending machine.

However, the dairymen showed a willingness to work with full line operators on industries. According to Charles Pinc, sales manager for Dairyman, manufacturer of a half-pint vending machine, the milk operator encounters fewer legislative roadblocks in a half-pint vending machine because of its size, and, hence, looks favorably toward the smaller units.

R. E. Montague, of Noris Dis-

pensers, another three-selection vendor, if prepared to go into the business, is shown by the fact that dairymen are moving up the ladder of sales.

Expectation was the choice of a location large enough to main-

tain a dairy or a small machine. On such a location, the need for a specialist might be a problem, but the arrangement might forego its re-

(Continued on page 169)

Bottle Vender

ChICAGO—The Rev. Sere 90 is the newest addition to the line of vending machines produced by the La Crosse Machine Tool Co. of La Crosse, Wis.

The "90," an upright vender, is designed for just four feet of floor space, offers visual selection of a four separate flavors. It is fully adjustable for all bottle sizes from six to 32 ounces, and has a maximum dispensing capacity of 90 a minute.

The nine flavors are dispensed from individual trays, not a central玻璃 door, with no glass to a triple plumbed glass.

Constructed of steel, the unit is built for a 24-hour a day system, making the entire unit work well at high temperatures. A built-in evaporator plate also eliminates the need for plumbing connections.

Florida Citrus Firm
Backs Vending Ops

Florida Citrus Firm Gets Locations, Offers
5-Year Finance Plan on Carton Juice Units

ATLANTIC CITY—A five-year-to-profit business plan, Finance plan will soon be available to vender operators for the purchase of machine and carton of orange juice and milk machines.

The venture is being backed by Fruit Industries, Inc., packers of the Florida orange.

The new plan of equipment is being introduced here for the Dairy Industry Exposition, and is stronger to the vending field.

Townsend noted that the milk and orange juice vending program has enjoys success in many pri-

vate schools, including about 300 schools in the Citrus area.

The program was introduced by Banker of Agriculture Benton, as a proved way of inculcating milk drinking habits in schools. The federal government has also been active in a federal subsidy arrangement whereby it provides schools for milk during the periods of 1958 to 1967 school years, and a 250 cents for 1,000 machines.

The program is supposed to give the location of the operator, with the operator paying the installa-

(Continued on page 169)

(Continued on page 169)
Ball and VENDING GUMS LOW Factory Prices

BUBBLE CHICLE CHOLYPPHIL AND TAB
Bull's Belt Gum 15c, 19c, 35c & 50c

8c, 15c, 25c, 35c & 50c
8c, 15c, 25c, 35c & 50c

F.O.R. Factory, 10c, 15c, 20c.

AMERICAN CHEWING PRODUCTS
4th & 8th, Pleasant & Newark St., N. J.

PENNIES PAY OFF

with greatest money making scale on the market

$0 deposit puts it in your hands for you

Good interest at 6%

Pickup to 100 units

Wise customers

two machines in lowest-weight, lowest terms

Finest—guaranteed 2 years. No handle or burners to iron. 1050 sq.

Chicory, washable 6,000 pounds. Old finest horizon with each, sold

also for each month. 1′x2′, 2′ tall

with plate glass mirror. Double coat porcelain, ink and bath ready

sturdiness, sound: quality of each.

$25 deposit, $8 per month. Shipping

weight, 300 lbs.

AMERICAN SCHE MFG. CO.
Dept. 2260 Stan St. M.W., Washington, D. C.

Send more details. Send sale $0 deposit received

NAME:

ADDRESS:

CITY:...STATE:

Ball and VENDING GUMS LOW Factory Prices

BUBBLE CHICLE CHOLYPPHIL AND TAB
Bull's Belt Gum 15c, 19c, 35c & 50c

8c, 15c, 25c, 35c & 50c
8c, 15c, 25c, 35c & 50c

F.O.R. Factory, 10c, 15c, 20c.

AMERICAN CHEWING PRODUCTS
4th & 8th, Pleasant & Newark St., N. J.

FINES RECONDITIONED VENDORS

Silver King, 5c
Acorn, 5c.

A.M. 49, 1c
12.50

Master 6c & 5c Coin Operated-
3 1/2 Gal. Natl. 5c & 10c Coin
Comb

Colonial 4c & 8c

Ace Natl. 8c

N. W. Model 10c

N. W. Model 4d, 25c & 50c

Perfume Machine 6 c.

Rasco Bank Machine, 10c

25c & 50c

Durimon & Co., 1c

Isaak Machine 1c

Acorn 1c or 2c, Look Like New

Vender, for Sale Price

TINNED CANDY COMPANY
6 Cents. 101 Bar Cap.,
5c & 10c, only

$12.50. 10 cents and

$12.50 each

$12.50 each

$12.50 each

$.10 or More

Also available, Philadelphia, Chicago, New York.

Send 3c for Regular Sample Kit of Charms

PENNY KING COMPANY
2538 Mission Street
PITTSBURGH, PA.

GIVING FRIENDLY SERVICE & LIBERAL FINANCING SINCE 1919

PLUG-IN BEADS

Our Plug-in Beads are the exact size of 210 count Gum. They are available in beautiful

OCEAN PEARLS, iridescent PEARLITE or -hard OPAQUE colors. 3.25c or more, $3.00.

Less than 2.25c. $3.50. See our new Plug-in

CHARM BEADS and connecting links. Order

for bright red Opales Beads to use with our

complete line of Christmas Charms.

Sample Kit of Charms

PENNY KING COMPANY
2538 Mission Street
Pittsburgh, Pa.

NEW IMPROVED PENNY NICKEL ATLAS MASTER

Exclusivé in Amercian—N.Y.C.

EXCLUSIVE MATTE SPOONSAKER

FOR NEW IMPROVED PENNY NICKEL ATLAS MASTER

VICTOR TOPPER

1c Bell Gum VENDOR

$1.35 each

$1.35 each

$1.35 each

$1.25 each

$1.25 each

$1.25 each

Sold on Trade Payment in lots of 10

15 weeks to pay. Write for details.

ROY TOTT

Lansdowne, Pa.

Cigarette Machine Conversions IMMEDIATE DELIVERY on 25c and 10c Coin Mechanism Conversions for RIMES, Imperial, Royals, President, Honeymooners, National 795, 910

UNEEDA CIGARETTE MACHINE CONVERSIONS

Also Available: Same Coin Conversion, New Cigarette Magazines for all Riley and National Machines. Will send King Size in 5 sp. In all Cabs in 10 sp.

TINS AND CIGARETTE CHARMS

IN UNSEALED BAG

TERMS ARRANGED—WRITE FOR INFORMATION

Unseada Vending Service, Inc.

400 Cambodia Avenue

Sensational Special Offer—Only $90.00

The Nation’s Largest Selection of Miniature Charms

PENNY KING COMPANY
2538 Mission Street
Pittsburgh, Pa.

“POPR CORN SEZ” in 38 Tins. 12 items, 12 1/2 cents each.

MIDWEST POPCORN COMPANY
941 W. Grand Ave., Chicago 6, Ill.

“CHRISTMAS TREE” ORNAMENT CHARMS $15.00

In 100’s. $1.50 per 10, $10.00 per hundred.

Guggenheim

13 UNION SQUARE
N.Y.C., N.Y. — AL. 3-9393

“Christmas Tree” ORNAMENT CHARMS $15.00

In 100’s. $1.50 per 10, $10.00 per hundred.

“CHRISTMAS TREE” ORNAMENT CHARMS $15.00

In 100’s. $1.50 per 10, $10.00 per hundred.

“CHRISTMAS TREE” ORNAMENT CHARMS $15.00

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In 100’s. $1.50 per 10, $10.00 per hundred.
Stewart-Warner Net, Sales Up 7%  

CHICAGO—An increase in net income was reported for the Stewart-Warner Corporation for the nine months ended September 30, from $3.01 per share for the first nine months of 1933 to $3.35 per share for this year. The board of directors declared the usual quarterly dividend of 25 cents per share, and an extra year-end stock dividend of 5 per cent payable December 8 to stockholders of record of November 6.  

Sales were up for the period by 7 per cent over last year, with net income increasing by a like amount.

O'Donnell to New Hires Sales Post  

CHICAGO—The Charles E. Hires Company named Frank S. O'Donnell national fountain sales manager. O'Donnell, formerly manager of the Long Island City plant, has been associated with the beverage field for 13 years.

SCHOOL DAYS MEAN MORE PROFITS...  

4 VICTOR STANDARD TOPPERS...  

PLUS  

10,000 MIXTURE OF SNAP-ON BEADS AND SNAP-ON ALPHABET BEADS  

PLUS  

25 LBS. OF 216 BALL GUM  

TOTAL COST  

$79.50  

Cash with order at 50c.  

Write for complete details and prices.

We are a major supplier of VICTOR PRODUCTS.  

STANDARD SPECIALTY CO.  

571 E. 106th St., Chicago, Ill.  

PHONE: AN 1-9337  

VICTOR'S TOPPER  

1 BALL GUM MACHINE  

$11.25 each  

$12.75 10 or more  

AMERICA'S FINEST BALL GUM VENDOR
VENDOR'S FIVE STAR BABY GRAND  

$12.75 each  

1/2 Deposit on All Orders
Write for our Special on CANDEYS BALL GUM-NUTS-CANDIES

H. B. Hutchinson Jr.  

560 North Ave. N.E., Atlanta, Ga.  

PHONE: Trinity 5-4000

VICTOR Standard TOPPER  

1 BALL GUM VENDOR  

Each  

$12.75 Each  

10 or more  

30 day money back guarantee  

1/2 Deposit on all orders
Write for lowest prices on filled capacities, immediate delivery.

SPECIAL TRADE-IN OFFER  

As High As $6.00  

On VICTOR TOPPERS Send Us Your List.

VEEDCO SALES CO.  

2134 Pine St., Philadelphia, Pa.  

PHONE: Linwood 7-1546

Ehlers to Expand N. E. vending Line  

NEW YORK—Fred Hamlin, New England representative for Albert Ehlers, Inc., has purchased stock in Long Island vending stations to add to his vending soups. Hamlin said that Ehlers will soon be representative for a vending machine which is due to hit the market soon.  

He added that Ehlers will also take on service kits and parts and possibly a candy line.

ABC Vending Net Trails Slightly  

NEW YORK—Sales for the ABC Vending Corporation for the first 40 weeks of this year were $41,768,635, with a net profit of $1,218,668, equal to $1.20 a share. This compares with sales of $38,779,653 and a net profit of $1,018,564 for a similar period (39 weeks) last year, equal to $1.27 a share.

The board of directors voted a regular quarterly dividend of 50 cents a share to stockholders of record November 10.

SNAPPERS  

Mail order contract can sweep the country. Not merely a gimmick, but an entire day-dinner table feature. Tremendous demand for every snapper. Kindness, value, play value, educational value, increase in value, decorative value. Snappers make presents that pay. Everyone finds gifts to fatten their table at no cost. No harm to knuckles. Fine for parties. For all types of vendors. For Rocket vending, two snappers can be loaded together, as they are to be rented at once. Write for details.

SNAPPERS—Order shipped same day!  

100—$1.00  200—$1.95  500—$3.50  1000—$6.25  2000—$10.50

Paul a.  

233 West 19th St., New York, N.Y.  

Or order direct from OAKS  

<你觉得这段文本的主要内容是什么？>
Advertised Used Coin Machine Prices

How to Use the Index

Prices given in the index are in no way intended to be "standard," "national," "net," or of any authoritative reflection of what prices should be on used machines. 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.

**HIGH AND LOWS.** Equipment and prices listed above are taken from advertisements in The Billboard for the period shown. Listings are the highest and lowest prices advertised on machines which have been advertised in the four-week period, and on all other equipment which has been advertised five times. "High" and "low" are meant 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 in the four-week period, and reflects the dominant advertised price for the period, and on all other equipment which has been advertised five times. "High" and "low" indicate price range; mean average indicates the price level at which most of the machines are advertised. Therefore, when the average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "dissatisfied" 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 - the next most advertised games are listed below. Machines in all categories appear in order of frequency advertised. Numbers indicate position.

---

**ARCADE EQUIPMENT**

<table>
<thead>
<tr>
<th>Model</th>
<th>High</th>
<th>Low</th>
<th>Avg.</th>
<th>Price</th>
<th>Mfg.</th>
</tr>
</thead>
</table>
| Bally | 1,100,000 | 487,000 | 614,000 | 614,000 | TECO, M </p>
Chi Game Ops
Set Special Meet Nov. 8

Chic-gago—A special meeting of the Chicago Independent Amusement Association has been scheduled for Thursday evening, Oct. 10, at the Washington Room of the Congress Hotel, at 9 p.m. All members are invited to attend. The meeting is open to all mem-
bers of the industry. The association hopes to "settle certain vital details of our industry that have been
allowed to just fester", affecting not just the oper-
ator, but the CIAA which represents him, according to a statement last week from association official.

F. D. Cates

Since starting in December, 1955, the association has grown steadily to a membership of over 600 operators and distributors. This is one of the most active of the indus-
ty total in Chicago.

Formation of the CIAA was a result of a movement to amend the city game ordi-
nance, banning all games played with a bank of coins.

Purpose

The purpose of the association was to present industry views on the amendment to the public and educational leaders.

Operators also hoped to obtain a change in the city licensing code, whereby machines operated on a lease basis could be transferred from machine to machine, enabling an operator to remove a license from a machine that he was retiring from use and transferring it to a new one.

The improvement of public rela-
tions for the industry was another goal that the CIAA hoped to accomplish.

Since its conception, the associa-
tion has made considerable strides toward achieving its goal. Most recently it made arrangements to work together with the Recorded Music Association of America and the coin box machine operators to operate a new coin box machine operator, to operate a new coin box machine that will have different features than the coin box machine operated by the Chicago Coin Machine Company.

The CMAA was told in its last meeting that its efforts to obtain a change in the city licensing code would be transferred to the Coin Machine Employers Association, which is the association for the coin box machine operators in New York.

Cohen Bids to Organize
Rival N.Y. Juke Union

NEW YORK—At Cohen, who is associated with the American Guild of Authors and Composers, has bid to organize juke box employees in the New York area.

Cohen has been approached by juke box service employees in New York to form a union. He is the brother of a garment union member. The game service em-
ployee-union, from which Cohen was a member, has never been an AFL-CIO local.

The Cohen Opera

Several New York guide opera-
operators have reported overtures made by Cohen's office several weeks ago, which is not associated with the AFL-CIO, who have been interested in a merger with the American Guild of Authors and Composers, a group that does not have a contract with the AFL-CIO local.

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COIN MACHINES

THE BILLBOARD

NOVEMBER 10, 1956

COIN DISPENSERS

PENNIES, NICKELS, DIMES & QUARTERS

- Free long plastic refill tube available with each penny and dime dispenser.
- All die-cast parts.
- Chrome-plated mechanism.
- Detachable units (1c, 5c, 10c, 25c) as many tubes as you want (1, 2, 3, 4, 5 or more hole bases).
- Single 10c tube available in quantity, and single 5c tube with base attached also available in quantity.
- Guaranteed accurate.

Patented
Patent Pending

For Kwik-Koin Dispensers (Manufactured by McPherson Manufacturing Co.)
Tucson, Washington.

DUNIS DISTRIBUTING CO.
100 Elliott Ave., W., Seattle 99, Wash., P. O. Box 6414
(Inquiries Accepted Now for Local Distributors)

ONLY THE BILLBOARD — among leading entertainment weekly — is a member of the
ADVERTISING BUREAU OF CIRCULATION.

Fla. Citrus Firm
Continued from page 159

orange juice. On a three-selection Venus, two selections of milk and one selection of orange juice is acceptable to FI.

National vending sales manager is Bob Duty, who will work out of Brandon, Miss. Another plant has been built at Cocoa, Fla.

Packed in N. Y.

Currently orange juice is packed in Florida and shipped out in 70 trucks owned by Fruit Industries. However, beginning next month, the juice will be shipped in bulk and packed in the New York area.

For this purpose, FT has purchased an 8,000-ton tanker which it will operate between Florida and Whitehouse, N. Y.

Price said that FT will also lease machines to operators if they prefer that arrangement to a straight purchase deal. He added that the firm will also sell refrigerated trucks to operators at the same price which FT pays for them.

BELLAIRE, W. Va. — City officials of Bellaire plan to double the license fees for pinball games.

Councillors have suggested a license fee of $50 per year for free-play machines, and $25 per year for machines that do not provide an award.

Councillors feel the present revenue from the games is inadequate. An overhaul is being prepared incorporating the new rates, and will be introduced to the council in the next regular meeting.

GOTTLEIB'S 4 PLAYER REGISTER

NEW RUN-UP BONUS

Lower Holes Scores Regular Bonus; Upper Hole Runs Bonus
All the Way to the Top Then Back Down Again Adding to Super High Score

- High Scores Go Over 1,000
- Bulls-eye Targets Score 60 Points For Center Hit
- Lite-up Pop Bumpers and "Cross-Board"
- Cyclonic Kickers
- Attractive "Wide-View" Lite Box
- Adjustable 3 or 5 Ball Play
- Available with Twin Chutes
- Plus Many New Mechanical Features For More Efficient Operation

D. Gottlieb & Co.
1140 N. Kostner Ave. - Chicago 31, Illinois

BUY THE BEST...WE DO...
**NEW GAME has been developed...**

A bout four months ago, a leading distributor visited our office. He suggested that we consider making a skee ball type game. "Dress it up, add high score, make it a two-player, and you should sell quite a few."

We gave it some thought. We asked the opinion of some of our other distributors and then we decided to give it a try. We built a game in our engineering department and played it for several weeks. We added high score, we made it a two-player, we dressed it up, but we still didn't like it. All of the old objections to a skee ball type game still seemed to bother us:

1. This type of game must be fourteen (14) feet long. Would the operator want to wrestle with a fourteen foot game? How could we get it into a location?
2. The players complained about bending over to get the ball and to roll the ball.
3. Certain players acquired skill too quickly and thus killed the play in a location.

Much thought was given to the above problems. What did we want? We wanted a game about eight (8) feet long, a game that would not tire out the players, a game that required skill (but not too much), and MOST OF ALL, a game that had something NEW in player appeal.

One day one of our men threw the ball into the hoops instead of rolling it. We asked him to do it again, and then again. All of a sudden, a new game idea was born.

**THROW THE BALL... instead of the old "roll the ball."**

Now, we had the idea. We then proceeded to build a game around the idea. Here is what we have.

A simple game - easy to understand and easy to play.

A game eight (8) feet long that can be extended to ten (10) feet.

Multiple player (either one or two players).

Ten frames, two shots per frame, with a Special STRIKE feature on the first shot of each frame.

Skill plus exciting competition right down to the last shot.

The players throw the ball UNDERHAND into the hoops and it is more fun than anything we have played in years.

**amples are on the way to our distributors. We urge you to look for it now and be among the first to cash in on a game that is new and different and PROVEN BY ACTUAL LOCATION TESTS TO BE A REAL MONEY EARNING WINNER.**

Oh yes, the name of the game is RINGER BALL. Naturally, it's by **THE EXHIBIT SUPPLY CO.**

The company that has continually set the pace in the **Coin Machine Industry.**

DAIRYMEN LOOK TO VENDING

QUALITY IS REMEMBERED

VENDING SOLUTIONS

The former solution, in terms of automatic merchandising, means the bulk or small carton machine. The latter means outdoor or apartment house quart units.

One fact appears certain—the dairies will dominate the qualti-ty field. Under the current distribution system, it is becoming tougher and tougher for the dairies to achieve more volume. The easiest way for a dairy to get more business is to steal accounts from his competitor. The only catch is that the competitor may exchange the complaint, and then nobody is happy. With the milk surplus, dairies have the option of selling milk a shade above cost or not selling it at all. Any milk they can sell which would reduce the surplus is found money. Hence, the problem is not one of taking accounts away from the competition—it is one of increasing the overall consumption of milk by making the product available at attractive prices and creating a new market.

OPERATOR PROBLEM

The very factors which would encourage dairymen to enter the market vending would tend to discourage the conventional operator from such a product. The diversified operator doesn’t have a milk “surplus.” If he sends an item, he must send it at a fair profit. In order to make a fair profit on milk—considering the relatively low margin—he would need a pretty large route. And the dairymen is better equipped to

BEST IN THE MIDDLE WEST

C. C. CHAMPIONSHIP BOWLER
EXHIBIT JUNGLE HUNT
RING RINGER BALE
GENO DAVY CRICKET
GENO SKILL BALL

GOLDDIEB PINS

NOW! ALL NEW! 4-HOLE BUMPERLESS PORE BALL PANELS

NEW PANELS ONLY, Regular Size, with Rack and $25.95 EACH

2-HOLE RACK PANELS
With Rack
Reframed Like New

POOL TABLES

New American Tables
For Sale
$125

Pens, 1 Yr Inv. Per Pair
$40

1 Peso Per Barrel, $1.00 Per

Queen of Hearts, Each $1.00
Stag Coach, Each $1.00

SAVER with these S-A-M SPECIALS!

USED JR. POOL TABLES.
$50

BRAND NEW TABLES AT BELOW COST!

POUN
$275

TOR
$275

JER
$300

$1.00 Deposit, Balance Sold

OUR LIST! THOUSANDS OF VALUES! ALL TYPES MACHINES!

SOUTHERN AUTOMATIC MUSIC COMPANY, INC.

Established 1923
1315 Delaware Ave, Lancaster, Pa
193 B. Smith St., Lexington, Ky

Special Brand New Close-Outs

ChicagO Coin Steam Shovels
Genesis Hifi Baseball
Write, Wire or Phone for Special Prices

Now Delivering ChicagO Coin Championship Bowler

WILLIAMS Sidewalk Engineer
$150

2 KEENEE Deluxe Coffee Vendors w/Coin
Changer (Demonstrators). Ea.
$25

J. ROSENFELD Co.
4701 Washington St., St. Louis 6, Mo.
701-7-6710

In our 35th Year
Authorized Distributors
CHICAGO COIN MACHINE CO.
We ONLY Advertise What We Have In Stock

ORIGINAL POOL TABLE with brand new SLATE TOP $149.50

Genco CHAMPION BASEBALL $279.00

Williams 2 Player FI-FLY BASEBALL $379.00

Genco 2 Player PICADILLY $299.00

ACT QUICKLY - ORDER TODAY! 1/4 with order - Balance C.O.D.

WRITE FOR COMPLETE LIST

Grocery Chains

Continued from page 105

- half pounds of butter at 59 and 43 cents; cabbage at 39 cents; potatoes, 60 cents; tomatoes, 50 cents; carrots, 40 cents; celery, 30 cents; kale, 25 cents; lettuce, 15 cents; and onions, 10 cents.

One Rowe machine produce bread at 21 cents a loaf; another machine, eggs at 65 and 70 cents a dozen; a third machine, milk (two selections) at 5 cents a quart, and a fourth machine four selections of cold cuts.

Cold cuts initially varied, all six-ounce packs, were sold at 30, 40, 50, 60, 70 cents, and other prices between 25 cents and pickled and pimento loaf at 35 cents; while the Grand Union battery does not have a common front, a sign at the bakery indicated "Nina and Day Quick-Fill," with food categories printed over each machine. All machines are painted a pale blue.

However, a Grand Union executive said that the front will be designed to allow a special-ordered cosmetic front. He explained that the front will be designed with the following food vendors which GPU plans to have under contract. These vendors should be produced in four months.

BALLY

IN-LINE PINBALL GAMES

5 BALLS

ARCTIC-NAVY $65.00

LADY Q $79.00

SEVEN SISTERS $85.00

TWENTY GRAND $110.00

LADY LEONA $110.00

OLYMPICS $175.00

DIAMOND LILL $180.00

ARABIAN NIGHTS $125.00

SHUFFLE GAMES

BALLY AND BOWLER $75.00

BALLY FIT $175.00

BALLY MAGIC BOWLER $165.00

KERNET FIT AND BOWLER $75.00

ARCADE

CHICAGO COIN HOKEY $165.00

MIAMI BEACH SHUFFLE $150.00

CHICAGO COIN STEAM SHOWEL $125.00

POOL TABLES?

All Types - Electric Score or Regular - All Sizes

For information, please write

Distibuting, Inc.
450 Massachusetts Ave.
Indianapolis, Indiana
Metro 4-8688

PIRVEYOR'S SPECIALS

BRAND-NEW POOL TABLES

SPECIAL PRICE

$125.00

2 or 3 rail, play, jumbo light-up bumpers and non-work playfield.

SHUFFLE GAMES

KEYEN

Spatterdeck $175.00

American $200.00

Bowler $175.00

Emerald $150.00

Centaur $150.00

Ten Player $175.00

UNITED

Terpette $135.00

G-PACO $145.00

BINGOS

DISTRIBUTING CO.

Meadowlark, $5.00

Miami, $5.00

United, $5.00

Shuffleboard, $5.00

Balls, 500 each, $5.00

PROFITS

For You

Own the latest, fully-equipped shuffleboard models! Install them in your choice locations! And gradually pay for this equipment as it brings in profits for you.

American Shuffleboard now makes it possible for you to purchase the best and most modern shuffleboards on a time payment plan. This extraordinary plan, available to all qualified operators throughout the United States, is designed to fit the time and payment terms to your particular needs.

American Shuffleboards bring you maximum returns... with optimum breakdown servicing. They're the pivots in clubs, taverns... wherever people gather for recreation. It's the legal game and it's never out of date.

So don't delay! Start turning profits immediately.

AMERICAN SHUFFLEBOARD COMPANY
20 NATION ROAD, UNION, NEW JERSEY

PHONE 212-614

Bally

Double your Profits with Double - U Sales


Thoroughly Shopped & Refinshed

IN-LINE GAMES

Absolute Satisfaction Guaranteed

Beach Beauty $310

Nite Club $395

Beach Club 60 Palm Springs 40

Beauty 50 Pinis 50

Dude Ranch 60 Ria 50

Casino 80 Starlet 175

Gay Time 130

Havana 40 Triple Play 140

Manhattan 90 Tropicana 50

Miami Beach 150 Quality In Exto Charge

1/3 Deposit, Balance C.O.D. - All Orders Subject to P-Har Sales

CALIFONIA

We ONLY Advertise What We Have In Stock

Genco CHAMPION BASEBALL $279.00

Williams 2 Player FI-FLY BASEBALL $379.00

Genco 2 Player PICADILLY $299.00

ACT QUICKLY - ORDER TODAY! 1/4 with order - Balance C.O.D.

WRITE FOR COMPLETE LIST

Grocery Chains

Continued from page 105

- half pounds of butter at 39 and 43 cents; cabbage at 39 cents; potatoes, 60 cents; tomatoes, 50 cents; carrots, 40 cents; celery, 30 cents; kale, 25 cents; lettuce, 15 cents; and onions, 10 cents.

One Rowe machine produce bread at 21 cents a loaf; another machine, eggs at 65 and 70 cents a dozen; a third machine, milk (two selections) at 5 cents a quart, and a fourth machine four selections of cold cuts.

Cold cuts initially varied, all six-ounce packs, were sold at 30, 40, 50, 60, 70 cents, and other prices between 25 cents and pickled and pimento loaf at 35 cents; while the Grand Union battery does not have a common front, a sign at the bakery indicated "Nina and Day Quick-Fill," with food categories printed over each machine. All machines are painted a pale blue.

However, a Grand Union executive said that the front will be designed to allow a special-ordered cosmetic front. He explained that the front will be designed with the following food vendors which GPU plans to have under contract. These vendors should be produced in four months.

BALLY

IN-LINE PINBALL GAMES

5 BALLS

ARCTIC-NAVY $65.00

LADY Q $79.00

SEVEN SISTERS $85.00

TWENTY GRAND $110.00

LADY LEONA $110.00

OLYMPICS $175.00

DIAMOND LILL $180.00

ARABIAN NIGHTS $125.00

SHUFFLE GAMES

BALLY AND BOWLER $75.00

BALLY FIT $175.00

BALLY MAGIC BOWLER $165.00

KERNET FIT AND BOWLER $75.00

ARCADE

CHICAGO COIN HOKEY $165.00

MIAMI BEACH SHUFFLE $150.00

CHICAGO COIN STEAM SHOWEL $125.00

POOL TABLES?

All Types - Electric Score or Regular - All Sizes

For information, please write

Distibuting, Inc.
450 Massachusetts Ave.
Indianapolis, Indiana
Metro 4-8688

PIRVEYOR'S SPECIALS

BRAND-NEW POOL TABLES

SPECIAL PRICE

$125.00

2 or 3 rail, play, jumbo light-up bumpers and non-work playfield.

SHUFFLE GAMES

KEYEN

Spatterdeck $175.00

American $200.00

Bowler $175.00

Emerald $150.00

Centaur $150.00

Ten Player $175.00

UNITED

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Beach Club 60 Palm Springs 40

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Dude Ranch 60 Ria 50

Casino 80 Starlet 175

Gay Time 130

Havana 40 Triple Play 140

Manhattan 90 Tropicana 50

Miami Beach 150 Quality In Exto Charge

1/3 Deposit, Balance C.O.D. - All Orders Subject to P-Har Sales

CALIFONIA
Dr. Pepper Net Up; Dividend Declared for Qtr.

CHICAGO—The Dr. Pepper Company, one of the nation’s largest soft drink firms, recently announced its net earnings, after taxes, for the first nine months of 1956 to be $812,886—an increase of 10.34 per cent over the same period last year.

Leonard Green, president of Dr. Pepper, said that ship shipments were up more than 8 per cent. Green attributed the increased sales and earnings to new packaging and greater promotional and advertising activity on the part of Dr. Pepper bottlers.

"New king size bottles have opened up new sales opportunities and our co-operative advertising program is the largest in our history," stated Green.

From financial figures, the company feels it will experience another "good quarter" in the last three months of 1956.

Directors of Dr. Pepper Company declared the firm’s 108th consecutive quarterly dividend on common stock, in a meeting at the company’s national headquarters in Dallas last week.

The dividend, 15 cents per share, will be payable December 1 to stockholders of record November 19.

The company has 601,000 shares of common stock outstanding.

---

**SPECIAL CLOSEOUT**

**MIAMI SHUFFLE**

**2-Player Puck Game**

**BRAND NEW**

**SLIGHTLY USED**

**in original crates**

**can’t be told from new**

**$215**

**$190**

Terms: 1/2 Deposit... Balance C.O.D.

---

**WORLD WIDE DISTRIBUTION**

**CREATORS OF DEPENDABLE PLAY APPEAL PAMPHLET**

4242 W. Fillmore St. CHICAGO 34, ILL.
New Schutter Bars, Sales Up
CHICAGO—Pure milk chocolate has replaced the conventional "confessions" coating on the Schutter Candy Company's three favorite bars — Nick, Schutter, Golden Harvest.

Mr. William Fette, executive vice-president of the Schutter Candy Company, Chicago, made the announcement recently, adding that the three candy bars had already experienced an up-curve in sales volume as a result of the change. The company also manufactures three uncoated bars.

FOR SALE

Used Auto Photo Machines, Good condition. Write for prices.

UNIVERSAL DISTRIBUTING CO.
3872 Danely St. St. Louis, Mo.
(Phone: Prospect 1-1962)

TERRIFIC DEALS

Wurlitzer Model 5204A Wall
Boxes. $19.50

Wurlitzer Model 1700F
645.00

Wurlitzer Model 1800
825.00

COMMERCIAL MUSIC COMPANY, INC.
Wurlitzer Distributor
1550 Eads Street
St. Louis, Mo.
(Phone: Riverdale 4301)

FOR THE BEST DEALS

Wurlitzer Model 1500-A
Wonderful Boy
Wurlitzer Model 1800
$825.00

Wurlitzer Model 1700
$650.00

CENTURY MUSIC, INC.
Wurlitzer DISTRIBUTOR
632 West Beard Street
Columbus, Ohio
(Phone: Capital 1-1941)

3000 GAMES & MUSIC IN STOCK

* BINGOS
* NOVELTIES
* SHUFFLE ALLEYS
* SEEBURG & WURLITZERS

FOR COMPLETE SATISFACTION DEAL Direct from Coast's Oldest
and Largest Distributor

GAMES & MUSIC

FOR EXPORT

CABLE OF WRITE TODAY

ADVANCE

AUTOMATIC SALES COMPANY
1550 Howard St. San Francisco

All the news of your industry every week in The Billboard.

L. A. Bulk Ops

* Continued from page 159

operator-members were working. Among the sections mentioned were El Segundo with a tax levy of $2 for penny and $5 for nickel machines per year; Lakewood, $2.50 for penny venders, $5 for nickel units and $5 for scales; and Newport Beach, $1 for penny machines, $3 for nickel units. Harry McKensy declared that he had heard unofficially but reliably that Garden Grove, which recently incorporated, had an ordinance calling for $7 per machine per year.

A suggestion was made that the association with proper planning and execution might fight the per machine tax before it is too late on the books. Here Loring and Dave Hahn, insurance agents, briefly presented a plan for group insurance. The matter was tabled for further study.

Ladd noted that the cost of dis- neys was increasing and that it was necessary to take care of the extra meeting the association held in August. Normally dark at that time, the members voted to meet to keep their tax fight moving.

There will be no meeting in December. However, Ed Rosen, of Operators Vending Machine Supply Company, was a guest.

ROTATION BALL OWNERS!

The New York Regional Convention for Rotation Pool, The Only Game for Balls Days 4 and 5, at the Park Hotel, New York, June 19-20

PYRAMID POOL

Champion Distributing Company
GIVE TO DAMON RUNYON CANCER FUND

CHICAGO COIN STEAM SHOVEL $250
WURLITZER 1400-1450 . . . .210
MIDGET MOVIES (with film) . . .135
BALLY BINGOS . . . . . . 60 up
UNITED CLIPPER . . . . . 315
POOL TABLES . . . . . . . 50 up
UNITED LIGHTNING . . . . .275
LATE GUNS . . . . . . . . . . 100 up

ALL MACHINES 100% GUARANTEED!

25 SEEBURG 100G . . . . . . .650
25 WURLITZER 1800 . . . . . .Like New
WRITE—WIRE—PHONE

298 Lincoln St., Allston, Mass.
Algonquin 4-4040

PHONOGRAPH.

Steam Cleaned—Expertly Reconditioned

PHONOGRAPHS...

Seeburg V-200 . . . . . . . .Write
Seeburg HF 100R . . . . 8795
Seeburg M100C . . . . . .575
Seeburg M100B . . . . . .475

Wurlitzer 1900 . . . . . . .Write
Wurlitzer 1800 . . . . . . .695
AMI E-120 . . . . . . . . .450
AMI D-80 . . . . . . . . . .350

FOR EXPORT

BINGOS

UNITED BINGO
BALLY BIG SHOW

UNITED BINGO $115
Pineapple $105
Singles $105
Pineapple $115
Pineapple $125
Singles $115
Singles $125

UNITED BINGO $115
Pineapple $105
Singles $105
Pineapple $115
Pineapple $125
Singles $115
Singles $125

WURLITZER $130
WURLITZER $130
WURLITZER $130
WURLITZER $130
WURLITZER $130
WURLITZER $130
WURLITZER $130

THE WORLD'S FINEST
Coin-Operated Telescope

GRAPHOSKOP

Made in Germany. Designed for 20,000 operations in 6 months. Guaranteed. Any part can be replaced at reduced prices. Write for descriptive literature. Try Graphoskop on any three-day money-back guarantee.

PORTABLE COIN COUNTERS

Empire coin counter Model Q—Extremely Light
STANDARD—Redesigned in Germany
Try after one on a 30-day money-back guarantee.

THE BILLBOARD

COIN MACHINES

169

GUNS

PORTABLE PIRATE GUN
GENDO

PORTABLE HAND GUN
GENDO

PORTABLE MACHINE GUN
GENDO

PORTABLE PISTOL
GENDO
Jukes Aid in Air Enlisting
NORTH TONAWANDA, N. Y.—Juke boxes have come to the aid of the Strategic Air Command. Two new machines, one at Park Air Force Base in California, one at Manhattan Beach Air Force Station, New York, have been used to encourage re-enlistments.

Commanders of all 25 Strategic Air Command bases around the world have recorded messages telling prospective re-enlistees about housing, climate, medical care, shopping and recreation facilities at their bases. These are programmed on the machines. Airmen returning from overseas would say they were at any one of these posts need only press a button to find out.

Ordinary re-enlistment pamphlets didn't seem to be attracting much attention, says Warrant Officer Benjamin J. Kokot, in Omaha, SAC headquarters, hit on the juke box idea.

Milwaukee Op Set to Enlarge, Remodel Hdqs.
MILWAUKEE—An expansion and remodeling project has been launched by Milwaukee-Wisconsin Coin Company that will double the space it presently occupies here, says president Clarence Smith.

Plans for enlarging his headquarters, says Mr. Smith, have long been in the works. He gave contractors the okay to start work around, when he purchased the building.

Blueprints call for connecting the garage at the rear to the main building, doubling the available space in the first floor freight elevator. A ramp will be constructed at the rear of the building to permit easier shipping and receiving facilities and eliminate parking problems now growing too cumbersome to handle for mail carriers and employees.

A garage at the rear will house the firm's route trucks.

Reporting excellent growth in the progress of his firm since it started about five years ago, Smith equates stable returns of units and game equipment. Dove play has been catching on very nicely on his route. "Almost all of the stores have changed over to a coin have liked it and stayed at that price," he says. About 30 per cent of the dime spots have shown permanent coin have improvements, and he plans to continue a steady rate of new ones to convert the bulk of those in towns to dimes play.

Quality's High Prices are Low!
Get 'em at FIRST and GO! GO! GO!

BALLY

Still New

INT. MICROSCOPE

UNITED

LEGENDS

HANDSCUP ADAPTOR

Super Saver

MAC TOWER

EWM

Super Clinical

EXCLUSIVE DISTRIBUTORS FOR

CHICAGO COIN—FREE MICROSCOPE

GAMES
MECHANICALLY CHECKED—RAILS SANGED

READY FOR LOCATION

BALLY

UNITED

NITE CLUB

$435.00

PIXXE

$110.00

MIAMI BEACH

195.00

STAREET

190.00

GATKEY

100.00

RILO

55.00

VARIETY

100.00

CRUISER

45.00

ICE PRODUCES

75.00

GOTTLEIB

SURF CLUB

70.00

DELUXE MODEL—DUETTE—$225.00

HI-FI

65.00

EASY ACS

195.00

YACHT CLUB

50.00

HARBOR LIGHTS

195.00

T & L DISTRIBUTING COMPANY
WURZILITZ DISTRIBUTING
1463 CENTRAL PARKWAY MAIN 1-4751 CINCINNATI, OHIO
Barriers Stymie Qt. Vending

After being refused by major dairies, was forced to bootleg milk from smaller outlets which packed them milk in candy cartons for an indoor location. Actually, the dairies would have liked to sell milk to anyone who has the price. But they don't want to stick their necks out. There has been little violence in New York, but that has been because most everybody obeys the unwritten law. In one case, where an operator expanded at a faster rate than his official agreement permitted, he found that his whole stock had been passed down the chain of his machines.

Sign of Hope

One representative of a vending machine firm said that the current limitations on milk vending in New York will be lifted early next year. He did not go into detail. To date, no operator has been able to get a $26,000 lawsuit against which would force dairies to sell him milk at the same price paid by retail stores.

Back in Production by Overwhelming Demand!!

Chicago Coin's GIANT PROFIT MAKER

REGULATION BOWLER . . .
Scores According To ABC Rules...
Top Score 300!!

Amazing New Player Control "Scoring Handicapper!"

It's the only regulation bowler with an authentic handicap feature . . . each player before shooting the first frame may handicap his score same as in real league bowling! (This feature promotes the setting up of individual location leagues to stimulate exciting play!)}

Amazing New Player Control "Strike Selector!"

Permits player to set game for Easy or Hard strikes simply by the flip of a switch. (Makes good scorers out of poor players . . . better scorers out of good players)

Available In Both Regular and Super Models!

New High Speed Scoring!
No Waiting Between Shots!
1 to 6 Can Play!
Jumbo Pins . . . Giant Puck!
Equipped With National Slug Rejector!
*Continued from page 150*

Denver

which is a bit extreme for the goal, a leading music operator said.

"For example, when a tavern owner or tavern does not have the right to stop a brand new play photograph, in most such cases, he is sold on the better play potential which this sort of equipment offers, and will go along with us in guaranteeing an accuracy to which will justify moving the machine. He takes his chance that he will show a better profit after paying us the guarantee. We have to locations that he bought with varying success from spot to spot."

Some operators have worked out rental arrangements with owners of good, busy spots, which are in effect the same sort of guarantee. These are instances of 60-40 splits, and "front money" has been absent from the scene in Denver for several years.

*Continued from page 150*

Salt Lake City

dine play problem has to be beaten the first. There are a bunch of diehards making deals that are a threat to the side of operators who are trying to stabilize the music box business. But if they keep going with such deals they will eventually die out.

All principal operators in the area are continuing to hold informal lunchroom meetings every few weeks to jointly work out such problems. They are that action that has moved the dine play changeover as far as it has gone. The operators are doing little advertising in this area. Without a 60-40 split they cannot afford it.

Also, the old practice of giving ties to a certain number of marked coins to play in the boxes is fading out, and in many places eliminated. The instances have been too much abuse of the privilege.

Jockey, Judge Op

public service motivation and experience. The keynote of the whole co-operative activity has been a series of diversified activities for youth—a field that has unqualified public support— and naturally appeals to both jockeys and operators, because it is the youngsters who are the important customers for the wars of both.

(Editors Note: This is the first in a series of two articles. Next week's article will detail the organization of the Detroit operator-jockey war, how it was set up and how it works.)
Genco's EXCITING OFFICIAL SKILL BALL
The GAME Operators Everywhere Have Been Clamoring For!

All the Thrilling Player Appeal of that All-Time Favorite — now BETTER THAN EVER with Genco's New, Exclusive Features!

NEW EXTRA BALL FEATURE!
NEW LIFETIME PLASTIC CUPS!
NEW PLEXIGLASS "SHOWCASE" FRONT!
NEW 2-PIECE DE LUXE CABINET!

- 3 BALLS PER FRAME (plus extra ball feature)
- 4 Frames per Game
- SINGLE, DOUBLE, TRIPLE SCORING — scores in the thousands!
- 45 SECONDS PLAYING TIME... Regular or Match Play

Sized to Fit
Any Location

Another Genco First! SOUNDPROOF COLORFUL EVERLASTING

SEE IT on the playfield!

Going over B-1-G with the "SMALL FRY" Genco's Exclusive "DAVY CROCKETT" MOVING TARGET, RIFLE GALLERY STILL IN PRODUCTION
Bally BIG SHOW

EXCITING NEW
TRIPLE-DECK
ADVANCING SCORES

Separate advancing scores for each of 3 different colors: lines—red, yellow, green—building up, up, up to really exciting man-size scores! AND PLAYER SCORES SEPARATELY IN EACH OF 3 COLORS! No wonder BIG SHOW is getting biggest cash-box applause in pinball history! Get your share! Get Bally BIG SHOW on location today!

BALLS-A-POPPIN'
new type novelty game by Bally

WITH RIOTOUSLY EXCITING
WILD BALLS
SCORE-BOOSTER FEATURE

NOW AT YOUR Bally DISTRIBUTOR
DELUXE ABC-BOWLER • DELUXE CONGRESS BOWLER
BALLY MANUFACTURING COMPANY, CHICAGO

for best deals on biggest money-makers $$ $$ $$ $$
$$ $$ $$ $$ SEE YOUR Bally DISTRIBUTOR
UNITED'S
PIRATE
GUN

with attractive new
BONUS
TIME FEATURE
CREATES REAL COMPETITION AMONG RIFLEMEN!

FAST RAPID-FIRE REPEAT ACTION MEANS MORE COINS PER HOUR

FLASHY PIRATE BACKGROUND

MOVING AND STATIONARY TARGETS
9 PIRATES
2 LANTERNS
11 STATIONARY TARGETS

ALWAYS-MOVING PIRATE HEAD

MOVING BALLS

SHOOT AGAIN FEATURE
HIGH SCORES
REALISTIC ACCURATE-SHOOTING RIFLE

EQUIPPED WITH UNITED'S FAMOUS SLUG-REJECTOR
EXTRA STURDY CABINET
6 FT. HIGH—30 IN. WIDE—38 IN. DEEP
EASY ACCESS CASH BOX

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO, ILLINOIS

SEE YOUR DISTRIBUTOR

ALSO AVAILABLE IN DELUXE MODEL WITH MATCH FEATURE
6-Player Shuffle-Alley Bowlers • In-Line Games • Pool Games • Novelty Games
Program Hit Tunes on Singles

Program Standards and Show Tunes on E.P. Records

Program both profitably with

THE SEEBURG V-200

the music system with

DUAL PRICING

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS