show Sykes in the best light. Material is lightweight and not likely to have more than limited appeal. **(Triason, BMI)**

RAY CHARLES SINGERS

Ring in My Pocket 60

COTILLION 2532—Larry Stuart is the bari lead in this attractive Western show-style number. **(Templeton, ASCAP)**

Official Oriole Victory Song....50

A Baltimore diskery is guilty of reckless optimism if it anticipates heavy plays for this one. Not that the fault lies with the tune or rendition—just with the team. **(Templeton, ASCAP)**

THE MUSICAL MERRILLS

Clambake 57

The Billboard

SEPTEMBER 3, 1955 — THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY — PRICE: 25 CENTS

Big 4th Quarter for Juke Box Gridiron

All Signs Plus a Good Summer, Wider Spread, Point to Banner Season in Fall

By BOB DIETMEIER

CHICAGO, Aug. 27.—The juke box industry, having pulled thru the traditionally short summer with better-than-average results, is quietly grooming itself for what many see as a record fourth quarter.

With the end of summer, September marks the opening of a new year, the unveiling of new equipment by manufacturers, a return to steady business for the juke box operator.

And also reaction is mixed over whether the first eight months of 1955 point to a record year, the majority of distributors and operators look to the remaining months as exceptionally good for the juke box business.

Dime Play Role

Dime play, diversification with background music, games and vending machines, and in many cases, outside gains in public relations efforts, have all had an affect on the industry, and will play an important role in the coming months.

There are both glowing and gloomy reports from operators on 1955 business, yet all seem reasonably optimistic about what's ahead.

Present economic conditions provide a bright outlook for juke boxes, industrial and commercial activity remains high, wage scales are rising.

Generally, dime play seems to be the big area of discussion for music operators. Several years in coming, dime play has met opposition in certain cities from customers and places of business where the machines are located. In other areas where dime play has been put into effect, operators report reasonably smooth changeovers with public relations efforts thru newspapers, radio and TV, explaining their problems of higher costs.

Increased Receipts

But in virtually all parts of the country, operators agree that there is a need for increasing receipts.

Operator credit appears to be at an all-time high, and will probably get higher. According to reports, the operator's financial status today varies from one area to another, and within the same area, reports vary greatly between operators. Some operators feel it's still too early to say how the year will turn out. In many cases, these operators are in areas where dime play is not a settled issue.

In the Boston area, where many operators are cleaning up, waterlogged premises (see story in coin machines), Ernest Wallstedt, Newton, Mass., operator, says he has made money this year, but done better than last. Anthony Cunio, Globe Automatic Vending Company, Quincy, Mass., thinks it's still too early to say. He did not have dime play last year in his locations, and certainly doesn't want to go back to a nickel.

One Boston operator, however, reported a very poor season because of customers bucking the switch to a dime and poor bar business. Another, Dave Baker, Melo-Tone Music, Arlington, Mass., felt conditions "could not possibly get worse" and hopes for a better year. He said that results of 10-cent play had been disappointing to his area, with some returning to nickel play.

Tighten Credit

Irwin Margold, sales manager of Trimount Automatic Sales Corporation, Seeburg distributor in Boston area, feels that operators are in their best financial condition in 10 years, and believes credit controls should be tightened. Margold looks for very good fall business and says that it should show a "big improvement over last year."

Both Si Redd, Redd Distributors, local Wurlitzer distributor, and I. J. Columbo, Music & Television Corporation, Rock-Ola distributor,

(Continued on page 82)

'ROSES' BY THE BUNCH; THEY'RE ALL PICKIN' 'EM

NEW YORK, Aug. 27.—A "War of the Roses" is brewing on the publishing rights to the nation's new No. 1 hit song, "The Yellow Rose of Texas." Altho the Mitch Miller recorded version of the tune is published by Planetary Music, the original Confederate marching song is in public domain; so practically every jobber (including Music Sales thru its Lewis Music Firm) is printing his own copy.

Trinity Music also is publishing a country and western version of the song, tagged "The Yallo Rose of Texas, You All" with special lyrics written by Henry Haynes and Kenneth Burns (RCA Victor's Horace and Jethro). The boys' recording of the Trinity version was released this week.

Meanwhile the Mitch Miller Columbia recording of the song (the Planetary version) this week moved into the No. 1 spot on The Billboard's best selling pop retail chart after only five weeks in the top 25. It also took top honors this week on the disk jockey's most played list, while Johnny Desmond's Coral waxing of the tune (also the Planetary version) is No. 8 on the retail chart and four on the most played deejay list.

However, since the lyrical melody of the Planetary version are quite similar to the original pd. song, the publishing outfit may find itself in the ironical position of owning a hit song while other publishers collect the bulk of the sheet music profits.

Have Sarrusaphone, Will Travel, Reads Musicians' New Ad

Heckelphones, Fleugelhorns, Other Museum Pieces Now Wind Players

By BILL SIMON

NEW YORK, Aug. 27. — The search for "sounds" has reached such a pitch that musical arrangers in all of the entertainment media are even raiding museums for archaic instruments.

Here's a tip: two sarrusaphones (a bass and soprano) are on sale here from Italy. You can rent a serpent here for $10 per recording session. Harpsichord owners will let you have one for as much as the traffic will bear. Heckelphones and fleugelhorns have become almost overseas.

There was a time when a woodwind musician had a comparatively easy time. When the contractor called, it was "bring your alto sax and clarinet" or possibly "tenor and flute." Today he might say, "Bring also, oboe/bassoon, recorder and alto flute," or some equally myriad collection.

Rental Business

Few musicians could possibly afford to own all of these, so they rent them, and the demands made these days on the rental houses have sent representatives of such enterprises to the four corners of the earth. It has been necessary to bring drums from India, China, Scotland, Africa and the Everglades; bugles from the French Foreign Legion in Africa, bagpipes from Scotland, tuned bells from Pakistan, tuned camel bells from North Africa and all sorts of miniature instruments from Italy.

TV Demand

Film and TV producers are constantly demanding instruments that look as though they sound unusual, jazz men are searching for new "cool" sounds and discovering that some of the oldest sounds are the best "new" sounds.

The Sauter-Finegan band has created a demand for miniature saxes, trumpets and trombones, which now are imported in quantities and sell for about $35 each. Previously, these toy editions were used once a year, at the New York Philharmonic's Christmas children's concert, for the traditional performance of Haydn's "Toy Symphony." Now they're all over the place.

Going along with this trend, thriving on it, and constantly encouraging it are at least two local instrument dealers. The leading one, from the standpoint of variety, is Charles Poole, himself a woodwind specialist who played for five years in Radio City Music Hall, and before that with Paul Whiteman, Alfredo Antonini and Art Lunsky and was on staff at CBS, NBC and WOR.

The other, whose specialty is all sorts of percussion instruments, would be Carroll's Drum Service. Altho both of these started with specialties, they have been broadening out into all sorts of instruments.

Charles Poole

Poole found himself in business a few years back when he bought the woodwind collection of the late Ben Gerson, who owned and played 27 different instruments. In 1945, when there were some changes at the Music Hall, Poole was able to buy the theatre's complete collection of odd instruments and sound effects, many of which were one-of-a-kind items. Since then he has traveled all over the world buying up "everything in sight," and what he didn't get, he had made up special.

Not too long ago, four men in Hollywood dug up four ancient

(Continued on page 14)

Doubling Can Go Just So Far

NEW YORK, Aug. 27.—Instrumental versatility, union-wise, can be carried just so far. On recordings and on radio, a musician may "double" on as many instruments as he has to, but isn't entitled to any extra compensation—only union scale.

In TV and film work, however, a musician may double only on one instrument outside of his immediate instrument family, and for this he is entitled to an additional 50 per cent of scale. This means that a saxophonist may play all of the different saxes, but as soon as he switches to clarinet, he's "doubling," and if doubles on clarinet, he can't play flute at the same session, etc.

NEWS OF THE WEEK

General Teleradio Shelf Offers To Purchase Its RKO Film Library . . .

Two customers this week were reported to be after the library of RKO feature films owned by General Teleradio which is said to be asking between $10,000,000 and $14,000,000 for the more than 500 pictures. Page 3

RCA Victor's Fall Sales Pitch To Combat Columbia Club Plan . . .

RCA Victor, with its fall record set-coming plans already formulated, now has altered its pitch to combat the dealer dramatization which the company feels is resulting from the introduction of the Columbia Record Club. The $3.98 price and "only at your dealer's store" are the dominant themes in a campaign to break September 12 or 19 in about 50 newspapers. Page 14

As Expected, Many Dealers Balk At Columbia Record Club Plan . . .

In the first week following the public launching of the Columbia Record Club, the company reported that it was "pleased" with the initial response on both direct mail and dealer installment levels. Nevertheless, dealers in many cities held protest meetings, and others boobarded the company with questions, most of which were answered in a special dealer mailing. Page 14

"Mickey Mouse Club" Sales Total $14,000,000 on ABC-TV . . .

Further expansion of ABC-TV into daytime programming was being set last week following a sharp spurt of sales activity on "Mickey Mouse Club." The week's sales on the show total billings on the season starting in $14 million and left the web with only one quarter hour segment per week remaining to be sold. Page 2

Floods and Polio Wreck New England Outdoor Spots . . .

Storm damage coming on the heels of a polio epidemic greeted New England amusement business to a standstill last week. Many fairs in stricken areas canceled out, a couple were damaged by flood waters and a wind tossing is set to determine whether the polio incidence will shut down the large fair in Brockton, Mass. Page 59

Coin Machine Business Hit By Extensive Storm Damage . . .

Juke box, coin-operated amusement games and vending machine manufacturers, distributors and operators in a five-State area in the Northeast suffer from effects of hurricane and floods. Damage estimated over $10,000,000. Page 74

Polio, Heat Wave Ruin Wisconsin State Fair . . .

A polio epidemic and 100-degree heat slobbered the Wisconsin State Fair, Milwaukee, thru the first two thirds of its run. Attendance was off at least a third from '54, grandstand business fell fully 50 per cent and all other segments suffered sharp drops. Page 50

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