

The Billboard

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Pioneer Operators: Juke Displays Pay

The Majority of Ops continue to Ignore P-O-P Items, Experimenters Get Results

By BOB DIETMEIER

CHICAGO—Juke box display material designed to boost record play, tho still stubbornly ignored by most operators, is beginning to pay off for a handful of determined progressives.

Tho it appears unlikely now that large numbers of operators will ever make extensive use of display materials, results being tallied by a small circle of operating firms cannot be dismissed without close study by all companies.

Traditional arguments against wide use of disk promotion paraphernalia for juke boxes — location owner objections, unsuitability of materials, time consumed in handling it, questionable value in producing more total revenue—all must be re-evaluated in the light of current findings.

'Home-Made' Items

In fact, some firms put so much stock in the over-all value of display items that they make their own on a continuing basis, changing them as regularly as they do records.

Juke box displays of any kind have never caught the fancy of the bulk of music operating companies. And until the advent of the 200-selection phonograph, there was no substantial reason for using displays.

Even today there is not as important a reason to use display materials on 80, 100, 104 or 120-selection machines as on a well-programmed 200. Altho all pop hits and a sufficient number of standards in most instances can be filled with 40 to 60 records, there is no possibility of extensive programming of the broad musical categories possible with 100 re-

ords. By using 50 extended-play (or album) records on a 200, the number of tunes programmed can be as many as 300.

Today most display activity centers around the 200-selection juke box and EP record promotion to alert people to the greatly broadened programs possible with this combination.

This year, for the first time, a number of operators began experimenting with display materials aimed principally at pushing EP disks by using a ready-made display piece: Album covers.

At the same time, however, a few operators began experimenting with designing their own display items to promote single play as well.

The history of both of these moves during the past year strongly suggests that properly used, well-planned display material can help not only increase play, but can cement valuable location owner-operator relationships as well.

Various Types

Album covers mounted on wall display signs, color pictures of recording artists, simple hand-lettered cards promoting a single tune and artist, and even color slide films projected on a large screen above the juke box showing the picture of the artist, the tune and the selection combination—all are being used with impressive result.

Significantly, altho the number of operators employing these devices are few, they are unanimous in their reports that these materials pay off.

A good example of an operator who makes extensive use not only of display materials supplied by juke box and record manufacturers, but of his own making as well, is Stanley Sigismund, a Denver area operator. He rarely allows a

(Continued on page 81)

TELEVISION-TV LISTS SWAMP PHONE BOOK

NEW YORK—In the past decade, the growth of the television industry has more than done its share in swelling the ranks of business firms listed in the Manhattan Telephone Directory.

Today, there are a total of 58 firms whose name begins with the word "Television." They range from Television Age, the trade publication, thru Television Zoomar Corporation, the outfit handling the trick TV camera lens that is a sort of optical trombone. There are others in between like the Television Answering Service, Television Credit Company, Television Fashion Shows, Inc., Television Library, Television Renters, Inc., and Television Shares Management Corporation.

Just 10 years ago today, according to the New York Telephone Company, there were only 17 listings beginning with the air medium's name.

The growth is even more striking in terms of firms starting with the initials "TV." In the current Manhattan phone book there are 44 such firms to be found, in even wider variety. There is, for example, a TV Beauty Salon and a TV Cafe. There's TV Girls & Gags, a cheesecake book, and TV Key, the syndicated news service. In the fashion field, there's TV-Clam-O-Rama and TV Sports Coats. And, of course, TV Guide.

By contrast, ten years ago there was only one—yes, one—listing in the Manhattan directory that started with "TV."

"These things run in cycles," said an official of the New York Telephone Company. "A decade ago, the rage was to name things after radio. Currently, it's TV. Ten years from now it may be Atomic Something-or-other."

U. S. Disk Talent Exports Cue New '58 Traffic Boom

TV-Kinescopes of Top Shows Will Abet Personal Appearances Abroad

By REN GREVATT

NEW YORK—The new year of 1958 is likely to see records set all along the line in world wide traffic of Uncle Sam's musical talent, with a particular emphasis on trans-Atlantic travel. And the swelling lists of talent visiting abroad will be abetted in one country at least, with kinescopes of America's top TV shows featuring disk stars.

On the TV side, a deal has been set for weekly showing via the BBC in Britain of Perry Como's disk star studded NBC-TV show. On the other hand ABC-TV has completed a deal for a kinescope showing of the network's recent General Motors Anniversary Show on the ATV commercial TV network in England. The show, which has been retitled for viewing on December 7, features Pat Boone, Dinah Shore and Steve Lawrence among the disk fraternity. This TV exposure can be expected to increase the British appetite for American record performers.

'In-Person' Level

At the "in-person" level, pop, rock and roll and country exports now set for Britain read like a list of American disk best sellers. Paul Anka leaves for London this week for TV spots and a brief tour. The Crickets, the Everly Brothers and the Diamonds plus Lillian Briggs are set for tours right after the first of the year. These dates are being set by GAC.

Pianist Errol Garner opens at the Paris Olympian Theater on December 5 for a three-week stint. Following this, there'll be a non-performing good-will tour of England and other West European nations. After this, he will do concerts in Amsterdam and Brussels

on January 4 and 5 respectively, both of which are sold out.

The Willard Alexander office has set British appearances for bands as well as single acts. Charlie Graci returns for his second six-weeker at the end of February. Al Hibbler starts a 10-week tour in March. Sarah Vaughan will do two and a half weeks in Britain, starting April 12, to be followed by another four weeks on the continent, possibly including a stop in Stockholm. Not yet confirmed, but in the negotiation stage are visits by thrush Margaret Whiting and organist Ethel Smith, both for the spring. Violinist Florian Zambach, meanwhile, flies to London for a TV date on "Sunday at the Palladium" on December 29.

Other Toppers

Meanwhile, three other top attractions are being lined up for Britain. Jerry Lee Lewis is expected to go over early in the new year for TV as well as personals. Johnny Mathis is being sought by top London bookers and negotiations have been held. Nat King Cole, who will wind up his NBC-TV series on December 17, may be available to go to England in April or May, upon completion of current night club commitments. It is known that he is wanted there and some discussion is expected to take place when Lew Grade arrives in the States this month for talks with GAC officials here.

Tho the British Musicians Union has quietly sought to slow the pace of British-American band exchanges, at least three such ex-

(Continued on page 22)

Color Slides Up Juke Play

CHICAGO—Using color slide film mounted in a large projection cabinet on top of a juke box sounds a little far-fetched as a means of getting people to play more tunes.

But six months of experimentation in Dayton, O., tavern and restaurant locations strongly suggests that such a device may have something.

In fact, its inventor, Glenn Walters, a Dayton music operator, reports that the units have boosted income on every location in which they are being used, in some instances spectacularly.

Slides show pictures of artists, name of tune and selection combination to press to hear tune on machine. Many record companies have given Walters pictures to use or permission to use those on album covers. In some cases, he takes his own.

NEWS OF THE WEEK

TV Shows' Ratings Improve

By Switching Networks . . .

Every TV show which switched from one network to another this season has increased its audience, according to Nielsen figures. This fall's favorable record may encourage more advertisers to change webs in 1958 . . . Page 2

Walker to Leave M-G-M Records;

Epic's Maxin Accepts Exec Post . . .

Frank Walker will resign as president of M-G-M Records at the end of the year to assume a consultant post with Loew's, Inc. Arnold Maxin, present a.&r. chief of Epic and Okeh, to take over active management of M-G-M. Pressing plant becomes separate division of Loew's with no direct link to diskery. No other immediate personnel changes seen at the label for the present . . . Page 17

Columbia Records Announces

New Executive Alignment . . .

Columbia Records President Goddard Lieberson announces executive realignment to further label's expansion. Herbert Greenspon named

executive vice-president, with added responsibilities. A.&r., club, and foreign operations continue to report to Lieberson. Other changes highlight growing importance of branch operations. . . . Page 17

TV Specs Ring Bell for Season

As Pullers of Audiences . . .

Spectaculars continue to draw large shares of audience. Indications for next season reveal one-shot shows more highly valued by sponsors than ever. . . . Page 2

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HAMMER AND GONG

TV's Specs Ring Season's Bell on Share of Audiences

NEW YORK—In an undistinguished TV season one type of program is consistently ringing the bell with viewers — spectaculars. A partial study of this season's Trendex ratings shows that the majority of these shows are getting well over a 40 per cent share of audiences. Two, the Edsel spectacular featuring Bing Crosby and Frank Sinatra and the Lucy-Desi hour and a quarter show, got 63 per cent of the share of audience.

Results like these presage a continuing swing to the big impact shows. Not only have they beefed up ratings all thruout the week whenever they have appeared, but they have also increased set usage considerably. Wednesday (27) "Annie Get Your Gun" got a 61.1 Trendex share on NBC-TV in the 8:30-10:30 p.m. period. The average share in the same time period all last season was 58.1.

Some NSC

Not all the shows have done well. A few which were slotted badly were hurt. Last Tuesday's "Pied Piper" got only a 35 share, but it started at 7:30 on NBC and was bested by the ABC-TV Western opposition, its competition for the kid audiences. And Hallmark's "Green Pastures" got solidly dumped by the Mike Todd spectacular. "Pastures" had a 21 share as against Todd's 57.

Here are some of the Sunday

spectaculars and their ratings. Bob Hope's first show, 9-10 p.m., hit a 51; "The Edsel" a 47 share on October 13 and "Pinnocchio," a 47 share on the same date. Hallmark's 5:30-7 p.m. "On Borrowed Time" received a 28 share; Tony Martin's special, a 38, and General Motors' spectacular, a 54. Monday's last two DuPont dramatic spectaculars, "Prince and the Pauper" and "Beyond This Place," on CBS-TV got a 38 and 39.7 respectively.

On a Tuesday, Jerry Lewis got a 56 share in the 9-10 slot, but "High Adventure," the Lowell Thomas vehicle, got only a 30 share. Among the Thursday specials, Texaco's "Salute to Ed

Wynn," 10-11 p.m., received only a 35 share.

Sinatra Show

The first Sinatra show, an hour special, got a 51 Trendex share. And among the Saturday specials, Dean Martin hit a 36 share, Texaco's "Salute to Ethel Barrymore" a 33 and the Las Vegas Special, which featured Ann Sothern, a 51.

These figures would support the theory that the spectaculars so far this season are more than pulling their weight. They are better planned, bigger budgeted and seem even more attractive by comparison with regular programming. Their place in TV is more than assured.

Ratings Rise When Shows Switch Nets

NEW YORK — Network brass and ABC-TV in particular, which has Sid Caesar and "Harbourmaster" arriving next month, should examine the second October Nielsen report, which lists gains for every program which switched networks for 1957. All nine migrants improved their audience shares and number of homes and, in most cases, their ratings by moving this fall to other webs—and not always in better time slots, either.

NBC-TV, which lost two shows in this switching, gained four, "Omnibus," "Amateur Hour," "Saber of London" and Bob Cummings. They have averaged a 2.3 rating gain and about 2,000,000 more homes. CBS-TV, which lost three shows, added two, "Armstrong Circle Theater" and Danny Thomas. They have averaged a 9.5 rating increase and about 5,000,000 more homes. ABC, which lost four, added three, "Circus Boy," "Telephone Time" and "West Point." They have averaged a 2.8 rating increase and about 2,000,000 more homes.

Reasons Differ

There's a difference of opinion as to the reasons for the general gain. One veep credits the new publicity, promotion and advertising campaigns the new network naturally launches to kick off what, to it, is a new show. Another exec stresses the newly advantageous slotting each show switching receives; even in a time period with smaller total sets-in-use, the shows which surround the newcomer are more appropriate or helpful to it, while new viewers who weren't available in the old time begin to

watch in the new time. Some call it pure coincidence.

The fact remains that this season is the first to provide a record of 100 per cent improvement and could influence more advertisers to consider web-swapping come spring, especially since it's now clear there's no such thing as a safe, sacred time slot or unbeatable continuous line-up of shows on any night of the week.

Coe Quits Job At NBC-TV

NEW YORK — Fred Coe last week resigned from NBC-TV. The drama producer, who recently finished producing "Billy, the Kid" for Warner Bros., is now in the midst of producing a Broadway show "Two on a Seesaw."

He will undoubtedly return to TV, but most likely not for the balance of this season.

Transogram Launches Heavy Spot Campaign

NEW YORK—Transogram has launched heavy spot campaigns for its Little Country Doctor Kit, Pyrocon Modeling and Do-It-Yourself Stained Glass Windows on WAVE-TV, Louisville; WGAL and WTPA, Harrisburg, Pa.; WNHC-TV, New Haven, Conn.; WJMR and WDSU, New Orleans, and WHEC-TV, Rochester, N. Y.

Affils Push Status Quo On Relations With Nets

NEW YORK — A quiet campaign against disturbing the present contractual relationship between networks and their affiliates is being waged by the stations. The campaign, of course, is aimed at the Barrow report which was recently submitted to the Federal Communications Commission and which suggests certain key changes in present contractual arrangements.

These affiliates have quietly contacted their Congressmen and Senators and have told them of their

NIELSEN TALLY

Up 24% Over 1956

NEW YORK—Television audiences are up 24 per cent over last year, according to Nielsen figures for October. Averaging the number of homes, CBS-TV has gained about 7 per cent, NBC-TV about 19 per cent and ABC-TV about 45 per cent.

Rating averages for all prime time periods give CBS a 24.8, NBC a 22.4 and ABC a 15.7. ABC shows the biggest gain here, from last October's 12.1. Averaging shares of audience gives CBS 39.5 and ABC 25.8. Both ratings and share are up 7 per cent over October, 1956. The average evening half-hour is viewed by 25,000,000 homes, as compared with 21,000,000 last year.

Wallace Eyes Greats of Past

NEW YORK — Mike Wallace will audition a new series on the December 28 telecast of his "Interview" show over ABC-TV. He returns to the current format the following week, Philip Morris having just renewed the show thru March.

Paul Muni is being paged to portray Socrates in the demonstration of the "Great Men" series which would find Wallace using his famed technique on historical giants, the latter answering solely in their own known words. The property is not a possibility for regular entry before spring.

Wallace will also play host-narrator in a pilot film of an ABC-documentary-drama series being prepared for February sale.

Pharmac'als, Singer Seek New Shows

NEW YORK—Both Singer and Pharmaceuticals, Inc., are reportedly shopping for new programs. Singer, now locked into the Tuesday 10-10:30 p.m. NBC slot, is said to be dissatisfied with "The Californians," and is looking over other program possibilities.

Pharmaceuticals has until December 9 to decide whether it wants to renew "What's It For?" now in the Saturday 10-10:30 p.m. time period on NBC. The program hasn't clicked in the manner the client expected, so a change seems to be impending.

Coca-Cola May Shift to Burnett

NEW YORK — Coca-Cola is reported considering a switch of its account from McCann-Erickson, New York, to Leo Burnett, Chicago.

The transfer, if it comes off, will involve an estimated \$5,000,000 in national billings, plus a substantial amount of agency-supervised bottler advertising.

Coke is reputedly dissatisfied with the "pallid" approach taken by Mc-E lately in both air and print media for the soft drink, and is seeking a more aggressive, merchandising campaign. This last is virtually a Burnett specialty on such supermarket accounts as Kellogg, Campbell Soups and Green Giant.

A Coke exit would be the first major account setback McCann-Erickson has suffered in several seasons.

BAR and LNA Merge Report

NEW YORK—Network dollar figures, by brands, will be available from January 1 via a new service from Leading National Advertisers, Inc., and Broadcast Advertisers Reports.

The monthly report will include product classification expenditures, station line-ups for all programs, total commercial minutes and percentage of commercial minutes for each brand, year-to-date totals and monitored three-network reports logging in order of occurrence programs, advertisers and commercial minutes.

There is no corporate merger of BAR and LNA involved, but both firms are discontinuing those separate services which are now being merged in the new report.

NBC Offers AM's Browns

NEW YORK — NBC-TV is offering "Ted Brown and the Redhead," a long-time radio deejay team in the East, for possible sponsorship as a daytime strip.

Ted and Rhoda Brown, the married co-stars, would keep close to their radio format in the series created by William Morris and NBC.

Games of 'Dough,' '21' Top \$1 Million

NEW YORK—Home game versions of "Twenty-One" and "Tic Tac Dough" have topped the \$1,000,000 mark in retail sales, reports California National Productions, which is merchandising both NBC-TV programs.

"The games are pre-sold," says a top exec in explaining the record sales. The bulk of the volume has come in the last two months, "with Christmas business still ahead of us."

Saphier in 500G Suit Vs. Green Over Allen

NEW YORK — The James L. Saphier Agency has filed a \$500,000 suit against Jules Green here, alleging that Green induced Steve Allen to stop commission payments and took over management of the TV star himself. The talent agency charges Green falsely stated Allen was aware of the unfulfilled obligations.

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Republic Preps 217 Post-'48 Movies for TV

HOLLYWOOD—Republic Pictures is ready to turn over to TV its remaining backlog of feature films, consisting of 217 post-1948 movies. Negotiations have been under way, with several firms seeking to acquire distribution rights. At press time, it appeared NBC held the inside track in getting these properties.

NBC felt it was so close to concluding the deal, its reps were already sounding out stations in key markets to line up future sales. It is believed NBC will acquire the films for its owned-and-operated stations and sell them to its top affiliates. Rumored price for the bundle of films is in the neighborhood of \$5,000,000.

The film guilds denied that any negotiations were currently under way with Republic concerning clearances for the post-1948 films. It was learned, however, that "preliminary discussions" concerning such clearances were opened by Republic's President Herbert Yates. At that time, Yates made a gentlemen's agreement that when time came for the TV sale of the post-1948 films payment for clearance would be agreed upon.

NEW YORK — Hans Conried will star in a pilot film of "You Know Me, Al," the comedy series based on Ring Lardner stories being prepped by NBC-TV. Abe Burrows is scripting the half-hour show.

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'Bandstand' Exit May Aid 'Robin'

NEW YORK — "Robin Hood" seems due to benefit from the departure of "American Bandstand" in the Monday 7:30-8 p.m. slot, with ABC-TV execs worrying that the juvenile-teen audience it lured away from the costime drama for the deejay show will return to CBS-TV. "Bandstand" brought ABC its highest Trendex to date for that period, 8.9, last week. "Robin" drew a 12.6, while NBC-TV's "Price Is Right" won with a 19.6.

"Price" has taken over the ratings, ABC thinks, because ABC siphoned off the younger segment of "Robin." Its present plan, to move "West Point Story" into the

Sponsors Eye CBS Eve. TV

NEW YORK—CBS-TV is getting sponsorship nibbles on two of its nighttime stanzas. Pillsbury Mills is taking a good look at the alternate sponsorship of the Wednesday 7:30-8 reruns of "I Love Lucy." Sheaffer moves out of its alternate buy on the show beginning January.

And the Florists Delivery Service is trying to see whether it can get up enough money to buy alternate weeks of "Leave It to Beaver." The show is sponsored by Remington-Rand on a weekly basis.

spot when "Bandstand" exits in a few weeks, has the brass fearing a youngster loss to "Robin" with the oldsters sticking to "Price."

Kellogg Weighs 'El Coyote' Pix

CHICAGO — Ken Murray's telefilm pilot of "El Coyote Rides" is reported being considered here for a possible network berth by Kellogg, thru the Leo Brunett agency.

The Western series caught the eye of Kellogg admen because of a special research pitch based on data from A. C. Nielsen. The report is reputed to show that "El Coyote," with its father-and-daughter theme of a Western marshal whose daughter is secretly a sort of sagebrush Robin Hood, would have a strong appeal to the kid audiences Kellogg wants to reach.

CBS-TV Tills Raft Of Purchases on Daytimer Shows

NEW YORK — CBS-TV last week racked up several daytime purchases. Bristol-Myers bought a quarter hour of "The Verdict Is Yours." Stokely Van Camp, for its Chicken of the Sea tuna, purchased an alternate week quarter hour of "Verdict" and "As the World Turns."

Pittsburgh Paints also bought a quarter hour of Carry Moore, duplicating its purchase of last season.

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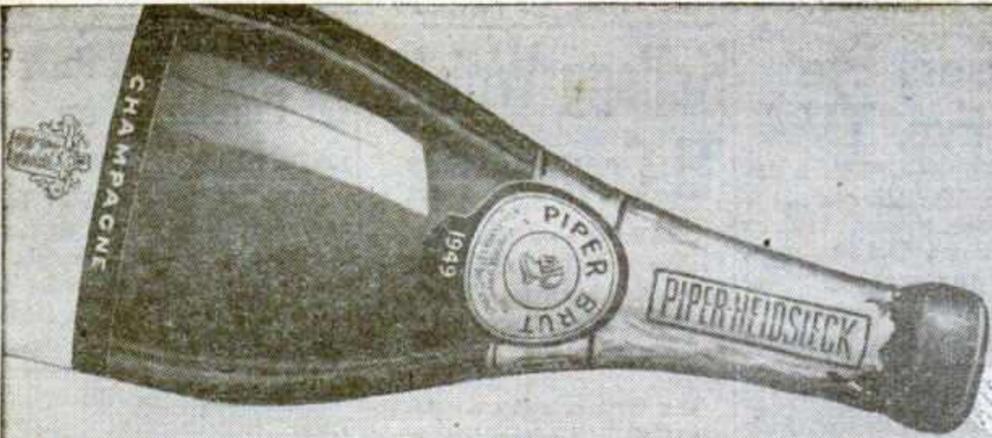
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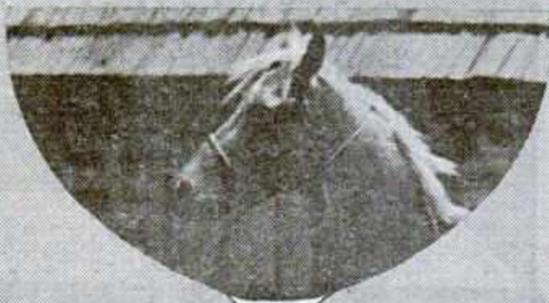
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Masters Mart TV Ads Get Co-Op From Many Big Mfrs.

NEW YORK — Masters, Inc., the nine-store, \$45,000,000 annually kingpin of the "discount house" retailers, has added a new TV dimension to the low-margin revolution in U. S. marketing. The move may well set a whole new pattern of advertiser-retailer relationships.

In one of the most unusual advertising alliances on the air, Masters is splitting the tab for a 170-spot, two-month saturation drive on WRCA-TV with many of the same manufacturers who once howled about Masters' policy of axing "fair trade" price tags.

The current list of blue-chip manufacturers extending television "co-operative advertising" allowances and other support to Masters includes: Admiral, Frigidaire Division of General Motors, Keystone Cameras, Philco, Polaroid Cameras, Presto Appliances, Bridgeport Copper & Brass, Universal Appliances, Ronson lighters and two leading shaver manufacturers, Remington and Shick. Most of them are major national TV users.

About one-fifth of Masters' total ad budget (\$1,500,000 this year) is earmarked for the joint TV saturation drive, with more under consideration for other Masters stores in Washington, Pennsylvania and Connecticut.

Surprising Orders

"Even the manufacturers who feature 'suggested prices' in network TV commercials realize there is a new merchandising trend of which we are the spearhead," says Leon Mesnik, ex-Vim Stores exec who is merchandising manager of the Masters chain, "you'd be surprised at how many offers of local

co-op TV we get, and how far they'll go."

Evidence of this new-found co-operation can be seen in the TV commercials used by Masters. Apart from a few made-to-order film spots plugging the new stores in the chain, most are actually trimmed down versions of film commercials used by the manufacturers in their regular spot TV drives.

"When a price is quoted, unless it's integral in the copy, we just edit it out," says Mesnik. "We don't substitute our own discounted prices, but we do say something to the effect of 'see us for our special price.' People know us well enough to get the point."

Since many of the advertisers in the present Masters alliance have their own national TV drives, the result is occasionally some odd TV juxtapositions.

Sample: Masters has a schedule of local WRCA breaks via the

Frederick Clinton Agency in the Jack Paar "Tonight" series. Currently, Polaroid Camera is in the same show as a national sponsor. Occasionally, a Polaroid-Masters "co-op" spot, with its hint of discount price, will be aired not far from a Paar program commercial mentioning the full "fair trade" price.

Masters, however, has received no complaints. One good reason for the manufacturer-retailer amity is put thusly by Stephen Masters, the fast-stepping president of the discount chain:

"Recently, Masters gave the Westinghouse Electric Company the largest single order for appliances it ever received from a retailer, and Westinghouse has been selling department stores for more than a quarter of a century. That is one example of the kind of volume that manufacturers can expect from organizations like Masters."

LOAD'S TOO HEAVY

Moore's Daytime Exit No Surprise to CBS

NEW YORK — The exit of Garry Moore from daytime TV in the fall of 1958 comes as no surprise to CBS-TV, his employer. The web has been aware of Moore's dislike for his heavy schedule of work for the past several years.

The performer, of course, is do-

ing extremely well as quizmaster of Wednesday night's "I've Got a Secret" on CBS-TV, and it is expected he will add to his nighttime schedule. He also appeared as host last season on the Swift Foods series of spectacles. His daytime crew—Durward Kirby, Denise Lor and Ken Carson—will have to find different assignments.

What will replace Moore nine months hence is still far from undecided. Dick Van Dyke who takes over for him during two weeks in January, will be watched very carefully. From here on in, however, the network will be on its toes to see if it can find an acceptable replacement.

Moore's announcement that he will end his daytime TV career is not expected to disturb his relationships with sponsors for the first two quarters of 1958. It may be that those among his clients who want long-term associations with their daytime talent may begin looking around to replace him in mid-spring.

CBS Weighs Several New Day Shows

NEW YORK — CBS-TV will make still another kind of a new daytime property, "Name Your Partner," which is owned by Johnny Johnstone, Mase Neufeld and Sumner Rosenthal. The network is also close to acquiring the rights to "Mildred Pierce," the former Warner Brothers motion picture property, from Associated Artists productions. It would become a soap opera.

Also being considered is a new Paul Coates daytime strip. The show would use Coates as a commentator and three film segments based on subjects taken from women's magazines.

P. Lorillard in Hunt for Sub For 'Court'

NEW YORK—The P. Lorillard Company is shopping for a replacement for "Court of Last Resort," its Friday 8-8:30 show on NBC-TV. The advertiser also intends to cut back to alternate-week sponsorship if it can find another sponsor interested in sharing the bills.

One of the programs getting consideration is CBS-TV's "Colonel Flack," which the agency has looked at and liked. "Court" never seemed to get off the ground. The show started badly, and the few improvements made in its format were not enough.

WJZ Sues Vs. Balti. Ad Tax

BALTIMORE — WJZ-TV filed suit last week in Circuit Court here asserting the new advertising taxes enacted by the Mayor and City Council (taking effect January 1) are unconstitutional.

The Westinghouse station maintains it is an interstate business, reaching six States beyond Maryland, thus not liable to certain local provisos, and that the ordinance violates freedom of speech guarantees by taxing gross receipts of every sale of TV time. WBAL-TV, here, filed a similar suit the preceding week.

TV Reverses Deflation Of Gas Appliances Use

NEW YORK—The manner in which the American Gas Association within a year reversed the downward usage of gas appliances by consumers was graphically illustrated by Tom Lane, account executive, in a speech before the Sales Executives Club here Tuesday (26).

Lane reported that gas appliances 10 years ago outstripped electric appliances in usage by a three to one margin. The electric appliances companies, however, went heavily into TV in the late 1940's, and by the middle of last year electric appliances were selling at the same ration as gas appliances.

The industry, sparked by TvB persuasion and studies, then assembled 400 leading utilities and associated companies which contributed a war chest for TV sponsorship. An alternate half-hour of "Playhouse 90" was bought on CBS-TV, and the program more than exceeded expectations for the client, according to Lane.

Need Know-How

The agency executive said that to use TV expertly, sponsors must select the correct vehicle, find out what to say, how to say it and follow thru. He made the point that even with the high cost of TV, the American Gas Association was able to reach its prospects for less than 1 cent each, a cost which cannot be duplicated in any other advertising media.

Lane also added that each of the 400 contributors to the association's pool was polled, and 98.5 per cent of them were reasonably satisfied, wanted to renew and wanted to continue the present commercial policy.

CBS Pubserv On Its Own?

NEW YORK—CBS, Inc., last week was in the midst of preparing plans to split its news and public affair divisions, both in TV and

FOLEY SAYS

Announcers Key Figures For Products

NEW YORK — TV announcers are key figures in corporate marketing and public relations activities, according to George Foley, management consultant, who spoke at the Sales Executive Club meeting here last week. "In addition to presenting the sales message to an audience totaling millions, the announcer becomes the personification of the corporate personality," Foley declared.

"Industry spends more money building the value of its commercial stars than Hollywood spends on its motion picture names, yet hasn't learned to cash in on the box-office values it has created in its TV announcer salesmen. This value can be translated for the sponsor by merchandising him or here into areas of employee relations, sales promotion and public relations."

Family Reckons

"While the announcer is among the highest paid performers, only a few companies have signed long-term contracts," said Foley. "The time is coming when he will become part of the executive staff and given the pension and incentive treatment of top management execs."

One company using its announcer properly seems to be Chrysler, which has William Lundigan, host on "Climax!" and "Shower of Stars," touring the nation year-round. Addressing the Grocery Manufacturers of America here last week, Lundigan listed the six virtues of TV as a sales medium he has found: Flexibility, impact for new products, harmony with casual pattern of life today, informality, motion and educational potential.

Sports How-To Show Readies For WBKB

CHICAGO—Sports Illustrated magazine and Chicago Junior Chamber of Commerce are co-producing a sports how-to-do-it hour-long feature for youngsters on WBKB, as a test for a possible string of such locally produced shows to be done across the country.

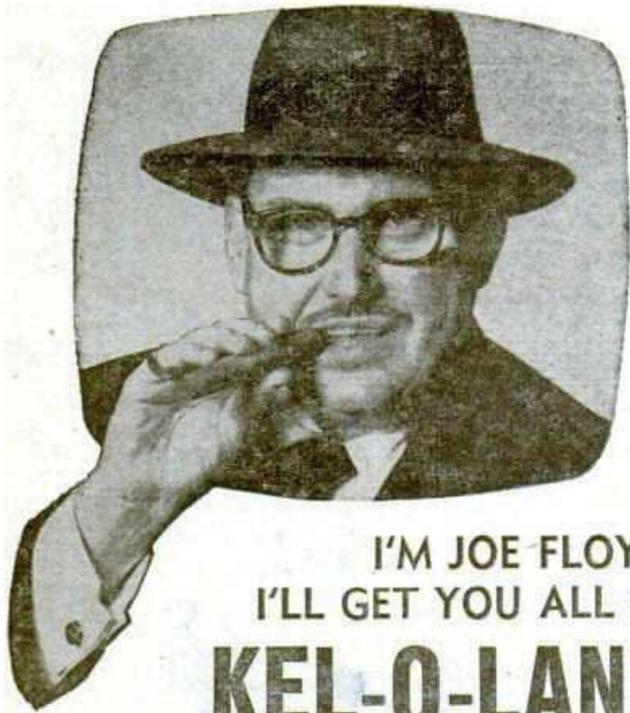
The try-out is scheduled six times, on a once-a-month basis, starting Saturday, December 14, 10 to 11 a.m.

Name athletes will give instructive demonstrations. Lined up are Olympic decathlon champ, Bob Mathias; trampolinists Harlan and Billingsley; Doak Walker for football, Billy Pierce for baseball, George Mikan for basketball and Jesse Owens and Bob Richards for track. Shows will be emceed by another celebrity, not necessarily in sports. Emphasis will be put on local physical fitness activities.

Tab was quickly picked up by Sol Polk, of Polk Bros.' appliance chain, who frequently responds to shows with a public service aspect.

radio, off from the CBS-TV and radio networks. News and public affairs is now an autonomous division under the direction of Vice-President Sig Mickelson. It does not report to programming.

The split might be made for tax reasons, or conceivably to project the news and public affairs divisions into areas which they do not cover outside of broadcasting.



I'M JOE FLOYD!
I'LL GET YOU ALL OF
KEL-O-LAND
with one wonderful buy!

It takes five railroads and three major airlines to crisscross huge, hustling KEL-O-Land. It takes more than a million people to ring up its \$1,220,150,000 annual retail sales. Yet Joe Floyd and his 101-man crew deliver all of KEL-O-LAND to you for one wonderful single-market buy!

CBS
ABC
NBC

K D L O TV 3

Aberdeen — Huron — Watertown

K E L O TV 11

Sioux Falls

K P L O TV 6

Pierre — Winner — Chamberlain

... and KEL-O-LAND's new, big radio voice
1,032-ft. TOWER **K E L O - A M** 13,600-Watt Power, Eqv.

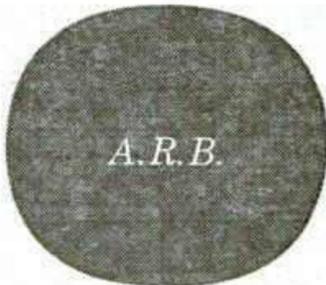
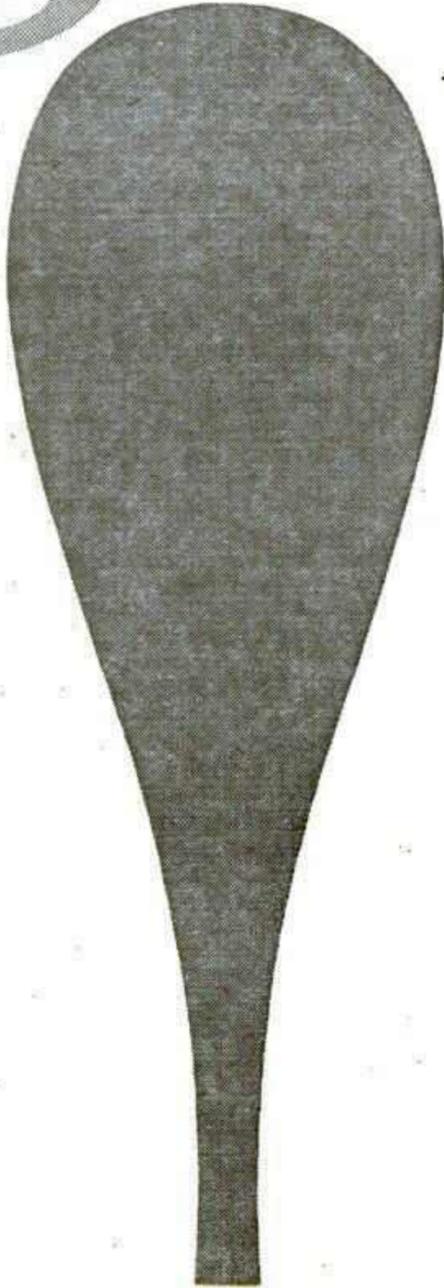
JOE FLOYD, President — Evans Nord, Gen. Mgr. — Larry Bentson, V.P.
Gen. Offices, Sioux Falls, S.D. REPRESENTED BY H-R

again

WRC-TV
DOES
IT



WRC-TV's share of audience: 44%. A 53% advantage over the second station. A 58% advantage over both of the other two stations combined!



WRC-TV's share of audience: 38%. A 12% advantage over the second station. A 25% advantage over both of the other two stations combined!



WRC-TV's share of audience: 36%. A 9% advantage over the second station. A 24% advantage over both of the other two stations combined!

It's another clean sweep — clear evidence that your product stands to gain a greater share of customers on WRC-TV.

ALL REPORTS: TOTAL WEEK, OCTOBER 1957

WRC-TV-4 WASHINGTON, D. C.

SOLD BY  SPOT SALES

PRIVATE GAIN

**TPA Shows
894G Profit
After Taxes**

NEW YORK — In a virtually unprecedented move for a privately-owned company, Television Programs of America last week disclosed that it had made a profit of \$894,637 after taxes for the fiscal year ending July 31. As of the same date the company has assets of \$12,623,082, with their current assets being \$11,006,384 and current liabilities less than half, \$5,418,448. Working capital at the end of the fiscal year was \$5,588,384.

TPA's financial showing, of course, is unusually formidable. Speculation in the trade is that the figure was released to prove the health of the company to the trade prior to some kind of stock issue in the near future. Such a stock issue would naturally offer a substantial capital gain for Milton Gordon, the president and chief owner of the company. The company now has 14 filmed programs on the air in the U. S. and numerous abroad.

**'Know What'
Space Sought**

NEW YORK — NBC-TV is taking a good look at its Saturday and Sunday morning programming to see where it can fit in "You Know What" early next year. The children's news show is being personally produced by Henry Salomon, chief of the network's public service programming. A kine has already been produced.

The show features Monroe Leaf, creator of "Ferdinand the Bull," and Ray Scherer, an NBC news commentator.

**Sun Oil May Set
Big TV Spot Push,
Switch Agencies**

NEW YORK—Sun Oil, a constant user of air media, is reported planning a major new spot TV saturation drive for a new development in gasoline retailing, but may switch agencies somewhere in the process.

The petroleum firm has developed a new system of service station fueling, whereby a single gasoline pump can deliver as many as four different grades of gas, even "custom tailoring" the mixture for the high-compression, high-horsepower motors available on the latest autos.

Sun Oil is also reportedly "looking" on Madison Avenue. The firm is currently with Erwin, Wasey, Ruthrauff & Ryan merged shop, but has invited agencies to make presentations—including EWR&R. TvB has been selling TV to Sun Oil.

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

Offices in principal cities throughout the United States

MCA-TV
Film Division

The Billboard Continuing
COST-PER-THOUSAND
Analyses of Network TV Shows in Class A Time

Computed by Univac and based on October TV audience measurements of AMERICAN RESEARCH BUREAU

This chart is the TV Industry's only guide to the monthly cost efficiency of Class A time network programs compared by program type and sponsor group and broken down by audience composition.

per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes, men, women and children under 16 reached during the last rating period as determined by American Research Bureau. Actual time and talent costs

provided to The Billboard on a confidential basis are average show costs over a 52-week period.

Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

COMEDY SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
3-Net Avg., \$3.96; ABC Avg., \$4.44; CBS Avg., \$4.04; NBC Avg., \$3.56		3-Net Avg., \$5.40; ABC Avg., \$4.19; CBS Avg., \$5.86; NBC Avg., \$4.80		3-Net Avg., \$3.69; ABC Avg., \$4.41; CBS Avg., \$3.92; NBC Avg., \$2.88		3-Net Avg., \$5.12; ABC Avg., \$5.41; CBS Avg., \$5.08; NBC Avg., \$5.07	
1. WHITING GIRLS (Max Factor, Gen. Foods, CBS)	\$2.54	1. PHIL SILVERS (P & G, R. J. Reynolds, CBS)	\$3.53	1. PEOPLE'S CHOICE (Borden, P & G, Amer. Home, NBC)	\$1.37	1. WHITING GIRLS (Max Factor, Gen. Foods, CBS)	\$2.86
2. FATHER KNOWS BEST (Scott, Lever, NBC)	2.73	2. BOB HOPE (U. S. Time, NBC)	3.58	2. FATHER KNOWS BEST (Scott, Lever, NBC)	2.46	1. OHI SUSANNA (H. Curtis, Nestle, CBS)	2.86
3. OZZIE & HARRIET (East-Kodak, ABC)	2.81	3. FATHER KNOWS BEST (Scott, Lever, NBC)	3.79	3. WHITING GIRLS (Max Factor, Gen. Foods, CBS)	2.56	3. PHIL SILVERS (P & G, R. J. Reynolds, CBS)	3.34
4. PHIL SILVERS (P & G, R. J. Reynolds, CBS)	2.87	4. THOSE WHITING GIRLS (Max Factor, Gen. Foods, CBS)	3.85	4. BOB CUMMINGS (R. J. Reynolds, Chesebrough, NBC)	2.75	4. OZZIE & HARRIET (East-Kodak, ABC)	3.39
5. DANNY THOMAS (Gen. Foods, CBS)	2.89	5. JACK BENNY (Amer. Tob., CBS)	3.91	5. DANNY THOMAS (Gen. Foods, CBS)	2.82	5. DANNY THOMAS (Gen. Foods, CBS)	3.42
6. OHI SUSANNA (H. Curtis, Nestle, CBS)	3.05	6. OZZIE & HARRIET (East-Kodak, ABC)	3.99	6. OZZIE & HARRIET (East-Kodak, ABC)	2.87	6. FATHER KNOWS BEST (Scott, Lever, NBC)	3.66
7. BOB CUMMINGS (R. J. Reynolds, Chesebrough, NBC)	3.14	7. DANNY THOMAS (Gen. Foods, CBS)	4.18	7. DEC. BRIDE (Gen. Foods, CBS)	2.96	7. PEOPLE'S CHOICE (Borden, P & G, Amer. Home, NBC)	3.91
8. PEOPLE'S CHOICE (Borden, P & G, Amer. Home, NBC)	3.25	7. OHI SUSANNA (H. Curtis, Nestle, CBS)	4.18	8. OHI SUSANNA (H. Curtis, Nestle, CBS)	3.02	8. SALLY (Chemstrand, Royal McBee, NBC)	4.36
9. DEC. BRIDE (Gen. Foods, CBS)	3.36	9. BOB CUMMINGS (R. J. Reynolds, Chesebrough, NBC)	4.34	9. PHIL SILVERS (P & G, R. J. Reynolds, CBS)	3.04	9. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	4.40
10. BURNS & ALLEN (Carnation, Gen. Mills, CBS)	3.39	10. PEOPLE'S CHOICE (Borden, P & G, Amer. Home, NBC)	4.63	10. BOB HOPE (U. S. Time, NBC)	3.08	10. THE REAL McCOY'S (Sylvania, ABC)	4.47
11. JACK BENNY (Amer. Tob., CBS)	3.80	11. DEC. BRIDE (Gen. Foods, CBS)	4.77	11. BURNS & ALLEN (Carnation, Gen. Mills, CBS)	3.17	11. BACHELOR FATHER (Amer. Tob., CBS)	4.71
12. BOB HOPE (U. S. Time, NBC)	3.84	12. BACHELOR FATHER (Amer. Tob., CBS)	4.87	12. SALLY (Chemstrand, Royal McBee, NBC)	3.49	12. DEC. BRIDE (Gen. Foods, CBS)	4.94
13. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	3.88	13. SALLY (Chemstrand, Royal McBee, NBC)	4.98	13. JACK BENNY (Amer. Tob., CBS)	3.61	13. BURNS & ALLEN (Carnation, Gen. Mills, CBS)	4.99
14. SALLY (Chemstrand, Royal McBee, NBC)	4.07	14. BURNS & ALLEN (Carnation, Gen. Mills, CBS)	4.99	14. BACHELOR FATHER (Amer. Tob., CBS)	3.74	14. LIFE OF RILEY (Lever, NBC)	5.11
15. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	4.09	15. THE REAL McCOYS (Sylvania, ABC)	5.91	15. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	3.76	15. JACK BENNY (Amer. Tob., CBS)	5.64
16. BACHELOR FATHER (Amer. Tob., CBS)	4.24	16. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	6.14	16. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	3.76	16. MR. ADAMS & EVE (R. J. Reynolds, Colgate, CBS)	5.71
17. LIFE OF RILEY (Lever, NBC)	4.33	17. I LOVE LUCY (Gold Seal, Sheaffer, CBS)	6.42	17. LIFE OF RILEY (Lever, NBC)	4.11	17. LEAVE IT TO BEAVER (Sperry, CBS)	6.07
18. THE REAL McCOYS (Sylvania, ABC)	4.70	18. LIFE OF RILEY (Lever, NBC)	6.48	18. THE REAL McCOYS (Sylvania, ABC)	4.73	18. BOB HOPE (U. S. Time, NBC)	6.62
19. DATE WITH ANGELS (Chrysler, ABC)	5.82	19. DATE WITH ANGELS (Chrysler, ABC)	8.66	19. DATE WITH ANGELS (Chrysler, ABC)	5.64	19. BOB CUMMINGS (R. J. Reynolds, Chesebrough, NBC)	6.74
20. EVE ARDEN (Lever, Shulton, CBS)	6.98	20. EVE ARDEN (Lever, Shulton, CBS)	10.43	20. EVE ARDEN (Lever, Shulton, CBS)	6.75	20. DATE WITH ANGELS (Chrysler, ABC)	8.36
21. LEAVE IT TO BEAVER (Sperry, CBS)	7.35	21. LEAVE IT TO BEAVER (Sperry, CBS)	13.02	21. LEAVE IT TO BEAVER (Sperry, CBS)	8.04	21. EVE ARDEN (Lever, Shulton, CBS)	12.09

GENERAL DRAMA SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE		COST PER 1,000 MEN PER COMMERCIAL MINUTE		COST PER 1,000 WOMEN PER COMMERCIAL MINUTE		COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE	
3-Net Avg., \$3.47; ABC Avg., \$7.37; CBS Avg., \$3.18; NBC Avg., \$4.95		3-Net Avg., \$4.35; ABC Avg., \$8.93; CBS Avg., \$4.09; NBC Avg., \$6.01		3-Net Avg., \$3.36; ABC Avg., \$7.86; CBS Avg., \$2.91; NBC Avg., \$4.71		3-Net Avg., \$9.92; ABC Avg., \$20.93; CBS Avg., \$8.97; NBC Avg., \$15.35	
1. STUDIO ONE (Westinghouse, CBS)	\$1.98	1. STUDIO ONE (Westinghouse, CBS)	\$2.70	1. STUDIO ONE (Westinghouse, CBS)	\$1.78	1. THE MILLIONAIRE (Colgate, CBS)	\$4.80
2. KRAFT THEATER (Nat'l Dairy, NBC)	2.70	2. THE MILLIONAIRE (Colgate, CBS)	3.57	2. KRAFT THEATER (Nat'l Dairy, NBC)	2.34	2. SCHLITZ PLAYHOUSE (Schlitz, CBS)	5.60
3. THE MILLIONAIRE (Colgate, CBS)	2.74	3. CIRCLE THEATER (Armstrong, U. S. Steel, CBS)	3.61	3. THE MILLIONAIRE (Colgate, CBS)	2.41	3. G. E. THEATER (Gen. Elec., CBS)	5.70
4. CIRCLE THEATER (Armstrong, U. S. Steel, CBS)	2.82	4. KRAFT THEATER (Nat'l Dairy, NBC)	3.69	4. SCHLITZ PLAYHOUSE (Schlitz, CBS)	2.63	4. YOU ARE THERE (Prudential, CBS)	7.00
5. SCHLITZ PLAY (Schlitz, CBS)	2.89	5. G. E. THEATER (Gen. Elec., CBS)	3.85	5. CIRCLE THEATER (Armstrong, U. S. Steel, CBS)	2.76	5. STUDIO ONE (Westinghouse, CBS)	7.80
6. U. S. STEEL (U. S. Steel, ARMSTRONG, CBS)	3.41	6. SCHLITZ PLAYHOUSE (Schlitz, CBS)	3.99	6. G. E. THEATER (Gen. Elec., CBS)	3.05	6. KRAFT THEATER (Nat'l Dairy, NBC)	8.10
7. G. E. THEATER (Gen. Elec., CBS)	3.46	7. YOU ARE THERE (Prudential, CBS)	4.69	7. U. S. STEEL (U. S. Steel, ARMSTRONG, CBS)	3.16	7. JANE WYMAN (Hazel Bishop, Quaker, NBC)	11.70
8. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist.-Myers, Kimberly, All State, CBS)	3.84	8. U. S. STEEL (U. S. Steel, ARMSTRONG, CBS)	4.92	8. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist.-Myers, Kimberly, All State, CBS)	3.30	8. GOODYEAR THEATER (Goodyear, Aluminum, NBC)	12.40
9. JANE WYMAN (Hazel Bishop, Quaker, NBC)	3.95	8. GOODYEAR THEATER (Goodyear, Aluminum, NBC)	4.92	9. JANE WYMAN (Hazel Bishop, Quaker, NBC)	3.84	9. U. S. STEEL (U. S. Steel, ARMSTRONG, CBS)	12.80
10. GOODYEAR THEATER (Goodyear, Aluminum, NBC)	3.98	10. ALCOA PLAY. (Aluminum Co., Goodyear, NBC)	5.04	10. GOODYEAR THEATER (Goodyear, Aluminum, NBC)	3.97	10. TELEPHONE TIME (Bell, ABC)	13.50
11. ALCOA PLAY. (Aluminum Co., Goodyear, NBC)	4.21	11. JANE WYMAN (Hazel Bishop, Quaker, NBC)	5.38	11. ALCOA PLAY. (Aluminum Co., Goodyear, NBC)	3.99	11. ALCOA PLAY. (Aluminum Co., Goodyear, NBC)	13.60
12. YOU ARE THERE (Prudential, CBS)	4.27	12. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist.-Myers, Kimberly, All State, CBS)	5.40	12. YOU ARE THERE (Prudential, CBS)	4.22	12. PLAYHOUSE 90 (Amer. Gas, Phil. Morris, Brist.-Myers, Kimberly, All State, CBS)	13.70
13. TELEPHONE TIME (Bell, ABC)	5.03	13. TELEPHONE TIME (Bell, ABC)	6.23	13. TELEPHONE TIME (Bell, ABC)	5.65	13. CIRCLE THEATER (Armstrong, U. S. Steel, CBS)	14.10
14. WALTER WINCHELL (File, Revlon, ABC)	9.70	14. WALTER WINCHELL (File, Revlon, ABC)	11.62	14. WALTER WINCHELL (File, Revlon, ABC)	10.07	14. WALTER WINCHELL (File, Revlon, ABC)	28.30

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COMING COST PER THOUSAND ANALYSES:

Next Week: Variety and Music Shows, Quiz and Panel Shows.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

Computed by Univac and based on October TV audience measurements of AMERICAN RESEARCH BUREAU

By Program Type:

Home, Building, General Sponsor
Cigarette, Tobacco Sponsors

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs compared by program type and sponsor group and broken down by audience composition.

Each program's cost figures represent the sponsor's actual cost for reaching 1,000 TV homes, men, women or children

per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes, men, women and children under 16 reached during the last rating period as determined by American Research Bureau. Actual time and talent costs

provided to The Billboard on a confidential basis are average show costs over a 52-week period.

Since many factors other than cost efficiency are involved in determining the worth of any program to its sponsor, readers are urged to utilize this material as a guide rather than an absolute yardstick in assessing the relative value of programs.

HOME, BUILDING, GENERAL SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists various programs and their costs.

CIGARETTE & TOBACCO SPONSORS

Table with 4 columns: COST PER 1,000 HOMES PER COMMERCIAL MINUTE, COST PER 1,000 MEN PER COMMERCIAL MINUTE, COST PER 1,000 WOMEN PER COMMERCIAL MINUTE, COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE. Lists cigarette and tobacco programs and their costs.

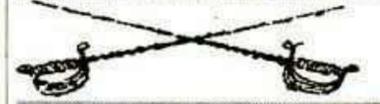
WM Offers 3 For '58 Bow

HOLLYWOOD — The William Morris Agency is offering three series for early 1958 debuts. NBC-TV is mulling the talent firm's "Personalysis," a quiz based on a current adult game, with Carl Reiner as proposed emcee. On the film side, WM has "The Riflemen," starring Dennis Morgan, Dewey Martin and Kevin McCarthy, an adult Western half-hour, and "Saga," a "turn of the century" adventure series based on "Rough Rider," an unpublished book by Robert Andrews.

WM is negotiating with ABC-TV for Claude Rains to host an anthology film series, many of the stanzas being the discarded films of Frank Sinatra's newly musicalized ABC show.

TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

ADVENTURE



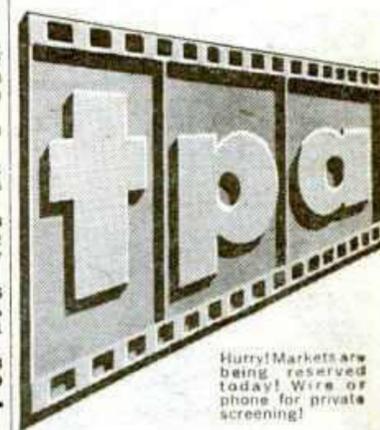
STORY



HOURLY



Now—in many markets—three great adventure-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash! For complete details about this new plan, phone today. Or wire Michael M. Sillerman at TPA for your market's availability.



Television Programs of America, Inc. 488 Madison Ave., N.Y. 22 • PLaza 5-2100

COMING COST PER THOUSAND ANALYSES:

Next Week: Household cleanser and Polish Sponsors... Toiletry and Toilet Goods Sponsors.

All the news of your industry every week in The Billboard...

INSTANT REACTION PAYS FOR TV RISK

Moll Says Public's Immediate Response To Blurbs Makes TV's Gamble Worth It

(Continued from last week.)
NEW YORK — There was a time when manufacturers could predict the sales course of a new product with reasonable certainty, but television, an "enfant terrible," throws tantrums which upset the statistic filled plans, according to a chain retailing exec. "But the risk of chaos is more than compensated by the immediacy of the public's reaction," says Howard J. Moll, president of Stevens Cosmetics, which owns drug and toiletry concessions in supermarkets, discount houses and department stores in and around the Metropolitan New York area.

"Retailers feel the surge the morning after the telecast, giving the advertiser a day-by-day yardstick," explains Moll. "If the product is liked, the TV star associated with it gets the credit; if it's a flop, the advertisers gets the blame. This makes it pleasant for performers

and retailers." A sampling of case histories observed over Moll's counters underscores the video influence:

Bufferin moved into the No. 1 dollar volume headache preparation spot via Arthur Godfrey, tho its costs twice as much as the most costly aspirin.

Ban leaped to No. 1 among deodorants thru TV, now accounting for 15 per cent of all such sales, causing a revolution which brought roll-ons in and sticks, sprays and creams into decline.

CBS-TV's "Danger" pushed Amm-i-dent to second place among toothpastes and tooth powders within a year of initial TV sponsorship, dropped it back just as fast when the sponsor canceled the show. Gleem took its place by mass TV concentration and now Crest is crowding it thru the same medium.

Pharmacraft reached new sales

highs with Coldene via the Steve Allen show, but Moll's sales were dormant all summer when the sponsor exited the program.

Twirl has rocketed in six weeks to the biggest selling home permanent thru its "I'm lazy" spots. (Toni is considered the most creative inventor of commercials by the trade, Moll has found.)

Coin's Reverse

The reverse side of the coin, according to Moll, shows Sterling Drug with almost no impact from its network TV buys, Procter & Gamble a no-sale when "Lucy" introduced Lilt and Cosmetic Corporation of America wasting money on TV when dealers in the vide area covered refused to buy its products. "More often, it's a success story rather than a tragedy," the exec says. "Look at Revlon. It buried Hazel Bishop in a TV-bred battle and now outsells Bishop 10 to one. But one lucky program buy could put Bishop back on top."

"The initial campaign is always the biggest success. And for one-shot items like Ten Day Press-On polish, TV is the best means to make a killing. Once in a while, a Bufferin or a Satin Spray will outdo its first score in a hot (Continued on page 16)

TV Stock Sale Test Analyzed

NEW YORK — Conclusions haven't been reached as to the efficiency of TV by the New York Stock Exchange after an 11-week test of the Buffalo market. The advertiser used spots in all kinds of programs to see how many inquiries it could get from prospective purchasers and to find out how many of the inquiries could be turned into purchases.

Some unusual results were forthcoming. On one occasion a woman walked in from Jamestown, N. Y., and plunked \$1,500 on a broker's desk with which to buy stock. On another a \$100,000 buy was made, with the possibility it will develop into a \$1,000,000 account. But the mass of the statistics haven't been analyzed, and until they are no definitive conclusions can be reached.

BBDO TRIED

New Idea on Sponsorship Punctured

NEW YORK—Batten, Barton, Durstine, Osborn tried to engineer one of the more interesting sponsorship patterns of last week and failed. The agency tried interesting De Soto in co-sponsorship of CBS-TV's "Richard Diamond," which goes into the Thursday evening 8-8:30 time period.

De Soto, of course, is co-sponsor of Groucho Marx on NBC-TV, Thursdays 8-8:30. It would have been using a different network each week and coralling most of the audiences in the time period. De Soto would have been able to get a substantial discount on its "Richard Diamond" buy because of the time contiguity had it made the purchase.

'Suspicion's' Ratings Better

NEW YORK—NBC-TV is very happy over the November showing of "Suspicion," which is showing improvement. The Monday 10-11 drama, beginning November 4, had a Trendex rating of 19 or more for three consecutive weeks while "Studio One," its rival, has rated under 15 for the same three weeks.

On November 4, "Suspicion" got a 34.7 share of audience compared to "Studio's" 23.9, on November 1 "Suspicion" received a 40.1 share to "Studio's" 21.7, and November 18 "Suspicion" got a 36.4 share of audience to "Studio's" 28.3. "Suspicion's" strong showing came to an end on November 25 when it came up against the "Du Pont Show of the Month" with "Beyond This Place." It received a 15.2 against Du Pont's 20.9 for the hour.

Mdse. Bally Set on 'Jones'

BALTIMORE — Esskay Meats, the sponsor of "Casey Jones" in several markets in this area, is building an interesting merchandising campaign around the vidfilm series. Kiddies play 25 cents plus a package top to join the program's "Roundhouse Gang."

There are five railroad insignia tags they can acquire. They also get a chance to win a Tyco railroad train set styled as a replica of the famed Cannonball express, if they answer a question correctly after they are called by the program.

SPREADS OUT

Desilu to Shift To RKO Lot, Keep Old Site

HOLLYWOOD — Lucille Ball and Desi Arnaz will move their Desilu Productions onto their newly purchased RKO Studios on Gower Street but plan to continue to operate their present lot, Motion Picture Center. Desilu has gone into escrow for its \$6,000,000 purchase of the RKO Gower Street and RKO Pathe (Culver City) studios. By retaining Motion Picture Center, the TV film firm becomes the only production company in Hollywood — major movie makers included—to own and operate three separate studios.

Purchase of the RKO studios includes, in addition to the Gower Street and Culver City real estate, ownership of RKO's stock footage library, believed to be among the finest in the industry, and RKO's well-stocked costume wardrobe, prop and set departments. Desilu will have a total of 35 sound stages and plans to make facilities available to independent TV and motion picture producers.

Desilu purchased RKO from General Tire's Tom O'Neil, who in turn bought them from Howard Hughes two and a half years ago. O'Neil paid a reported \$22,000,000 for the real estate and RKO's feature film backlog. O'Neil retained ownership of RKO's literary properties and several film properties.

WBC Helps Cards Sales by UNICEF

NEW YORK — The Westinghouse Broadcasting Company owned stations have joined with United Nations International Children's Emergency Fund in a concentrated drive to promote the latter's Christmas cards.

A UNICEF film starring Bill Baird's marionettes will be repeated thru December 10, with stations handling mail and distributing brochures as UNICEF has no sales or advertising structure.

NBC Puts 'Saber' Into 5:30 Sunday, Others Shifted, Too

NEW YORK — NBC-TV has shifted "Mark Saber" into the 5:30-6 p.m. Sunday afternoon time period. It will replace "Outlook," which is being shifted to the 6:30-7 p.m. time period Sundays where it will oppose CBS-TV's "20th Century."

Reruns of "My Friend Flicka," the program currently in the 6:30 time period, will be shifted to 7 p.m. Sundays.

'Sugarfoot' Heads All Weekday Hours

NEW YORK—"Sugarfoot" out-rated all weekday hour-long shows, according to the latest Nielsen National Index, but ABC-TV still hasn't sold out the Western.

With a 26.0 average and a 43.2 share of audience, "Sugarfoot" topped all but two weekend shows, too, Perry Como and Ed Sullivan.

ABC Takes Long Look At 'Flying Tigers' Pilot

NEW YORK—ABC Film Syndication is taking a long look at the pilot film of a "Flying Tigers" telefilm series. The film was produced by Gen Genovese, who produced the same series live on the Du Mont network.

LOS ANGELES REPORTS!

"SHOCK"* completely sold out to "blue chip" accounts such as Winston Cigarettes, M & M candies, Palmolive Soap and Lipton Tea.

our rating increased by 339% on first telecast!

Lew Arnold
Lew Arnold
Vice President

"SHOCK"—52 of the greatest spine-tingling features including the original "Frankenstein", "Dracula", "Wolf Man", "The Mummy" and other famous shockers!

Your city is ready for the "SHOCK treatment"!

LEW ARNOLD, Vice President

SCREEN GEMS
TELEVISION SUBSIDIARY OF COLUMBIA PICTURES
711 FIFTH AVENUE • NEW YORK 22, N.Y.
NEW YORK • DETROIT • CHICAGO • HOLLYWOOD • NEW ORLEANS

Change in TV Service Not in Public Interest

WASHINGTON — Any change in present TV service, whether by wire-fed programming or by frequency shuffles, would be a disservice to the public, the association of maximum service telecasters told the Federal Communications Commission last week. Other filings by the National Association of Radio & Television Broadcasters also urged the FCC to wait for the Taso Engineering Study results before taking any action relative to its inquiry into the 25 to 890-MG band (which includes TV and FM).

In a 50-page statement, the AMST told the agency that use of wired TV, in lieu of additional frequencies, would be too costly to build and operate, would force the public to pay for what it now gets free and would delete service to 36 per cent of the people. The AMST said the past decade has brought investment of nearly \$20,000,000,000 in television, by the public and the industry.

The strong role of TV advertising in the American buying economy was pointed out by broadcaster associations. Statistically, the AMST said TV advertising increase between 1956 and 1955 was at the rate of 12.2 per cent, while the over-all total advertising increase was only 7.7 for that year.

Other pleas asked that spectrum space for programming "remotes" be preserved for broadcasters. The AMST said a shift of the whole TV service to any frequency above 890-MG, as proposed by some non-broadcast interests, would mean terrific displacement costs, additional operating costs and curtailed service. Original investment in tangible broadcast property by networks and TV stations now in operation exceeds \$400,000,000, and replacement costs would be far greater, the association pointed out.

Regional Sold On 'Sea Hunt'

NEW YORK — Ziv-TV has scored a regional sale, covering part of the Eastern seaboard, of its "Sea Hunt" syndication series to Anheuser-Busch (Budweiser) thru the D'Arcy Agency for seven markets. The cities: Providence, R. I.; Washington; New Haven, Conn.; Norfolk; Lancaster, Pa.; Hartford, Conn.; and Springfield, Conn.

In addition, Kroger Stores signed the series for two Midwestern markets, adding to three already purchased for Michigan, and sponsor sales were made in Toledo and Indianapolis. Station sales were inked in such markets as Chattanooga; Las Vegas, Nev.; Wilkes-Barre, Pa.; Charlotte, N. C.; Dothan, Ala.; and Peoria, Ill.

The market count is reported by Ziv to be 117.

Strip Drive on 'Performances'

NEW YORK — Official Films this week will launch an intensified sales drive on the "horizontal," i.e., strip, use of its veteran "Star Performance" anthology reruns, according to Ray Junkins, sales v.-p., with special emphasis "on smaller markets."

On the first-run side of the sales fence, Official's three current releases — "Decoy," "Big Story" and "Sword of Freedom"—are reported

QUIZZES COST DENMARK COIN

COPENHAGEN — The Danish government in four weeks has lost 5,000,000 kroner \$375,000 in beverage taxes plus uncounted amusement taxes, because its National Network is telecasting two hours of quiz shows on Sunday nights. Movie, cabaret, theater, dance hall and restaurant owners are up in arms over the giveaway block which "is wiping out business on the best night of the week."

Many theaters are now cancelling Sunday performances. Some clubs put in TV sets but found the customers spend no money during the telecasts. Top prize is 64,000 kroner, with the sponsor of all the quizzes a welfare agency. The shows get almost 100 per cent sets-in-use.

Blurb Activity Creates N. Y. Space Squeeze

NEW YORK — As a by-product of the humming activity in New York TV commercial filming, producers are currently facing a necessity for added "lebensraum," which in turn is triggering a round of new studio building or refurbishing.

Robert Lawrence Productions is the latest firm to map an expansion, and has leased a two-story building directly across the from the firm's West 54th Street headquarters. The principal reason for the move, according to Producer Lawrence, is to set up a special, permanent "test kitchen" set for food product commercials, and an "insert stage" where product close-ups will be shot.

In the same area, a New York realty syndicate, operating thru Clinton W. Blume, plans to put up a 17-story combination office building and studio plant above 42d Street on Ninth Avenue. Deals are currently being discussed with a number of Manhattan commercial producers for long-term leases on five large sound stages proposed.

Other production firms, notably the Elliot, Unger & Elliot filmery, are reported looking at nearby space availabilities with an eye to expansion and conversion. The general space squeeze recently led Caravel Films to set up its own plant on New York's West Side.

NTA Sues UA in AAP Fuss for 'Interference'

NEW YORK — National Television Associates has filed a suit against United Artists, in the latest move of a battle growing more tangled each day. (See other story this issue.) The New York State Supreme Court suit charges UA has "meddled and interfered" in an NTA contract with majority stockholders of Associated Artists Productions, "falsely stating that NTA's finances and credit are not reliable and that it (UA) has a contract with AAP."

NTA also charges that the minority stockholders' suit against AAP's majority stockholders is being financed by UA. The UA

racking up a gross sales total of some \$2,200,000. "Decoy" is leading the field, having scored slightly over \$1,000,000 and thus recouped close to the full mark on negative costs.

OPERATION ALL FRONTS

UA Scouts Outside for Pix, Lays Many Plans at Home

NEW YORK — United Artists is now scouting current feature film product from outside distributors for TV use to backstop home-grown vidfilm and feature deals due to start rolling this winter with producers of UA theatrical releases, its reported here.

Discussions are said to be in progress here concerning the long-range use of a package of at least 26 feature films recently or currently distributed by Rank Film Distributors of America. Reputedly being discussed are such new titles as "Spanish Gardener," "Checkpoint," "A Town Like Alice," "Reach for the Sky," "The Third Key," "The Black Tent," "An Alligator Named Daisy" and an RFDA film currently doing a solid box office in theaters, "Pursuit of the Graf Spee."

An estimated half of the package will be in color, and all will be post-1948 features. All will have played U. S. theatrical circuits before going into a TV package, however, reports indicate.

Lately, the Rank concern has been playing it close to the vest on TV plans, lifting the curtain for the first time only last week

in announcing, via Managing Director John H. Davis, that the firm was interested in exploring "pay as you see" TV proposals.

Postwar films released or produced by Rank, however, have occasionally found their way into TV. The ABC-TV network has acquired such films as "Hamlet," "Genevieve" (the film that launched Kay Kendall) and "Quartette," among others, in a package deal before RFDA was formed. Some others, like "Captain's Paradise" and "Breaking the Sound Barrier" are in NTA's library thru a similar transaction, and ABC Film Syndication has such Rank features as "Black Narcissus," "Great Expectations" and "Man in the White Suit."

Near Future

In the more immediate future is another package of 39 or 52 post-1948 features released originally thru UA theatrically. This group, first reported in The Billboard nearly two months ago, will have among its more select offerings such recent product as the Hecht-Hill-Lancaster "Marty," Lopert's "Summertime" and Joe Mankiewicz' "Barefoot Contessa," as well

Paar, Unusual Pix Keep Fans Up Late

NEW YORK — Live programming seems to be keeping the nation's video audiences up late. This is indicated by the impressive success of "Tonight" in helping to increase set usage around the country.

An American Research Bureau study of set usage this October as against last October shows that set usage is up substantially in virtually every city. Not all of the increase, of course, should be attributed to "Tonight." Much of it is the result of improved feature film programming in the late hours, especially with such packages as "Shock!"

Last October in Chicago set usage was 21.9; this October it was 25.7. Minneapolis-St. Paul saw it rise from 11.4 to 15.1. Detroit's jump from 5.5 to 12.3 was more than 100 per cent increase. Philadelphia rose from 14.4 to 20.8; New York, from 12.7 to

18.0; Baltimore, 18.1 to 19.0; Washington, from 10.7 to 14.1; Los Angeles, from 5.7 to 7.1, and Syracuse, from 10.9 to 12.7. In Seattle-Tacoma viewing dipped from 17.3 to 16.9.

Paar's strongest rating gains have been made in Detroit where he is now getting a 4.9 as compared to a 1.0 scored last October by the late show in the market. The show is also doing very well in Philadelphia where its October ARB rating was a 6.3. Last year's "Tonight" hit a 2.4.

The success of Paar has generally made the job of selling film for late night viewing much more difficult. Stations have become more interested in selecting their pictures and are balking at buying large libraries unless they are tied together by a theme.

Lawrence Rogers Named Chairman Of TvB's Board

CHICAGO — Lawrence H. Rogers II, of WSAZ-TV, Huntington, W. Va., has been named chairman of the board of the Television Bureau of Advertising at the recent annual membership meeting here, succeeding W. D. Roger.

Others on the TvB board: Roger Clipp of WFIL-TV, Philadelphia, re-elected secretary; George B. Storer Jr., of the Storer Broadcasting chain, treasurer; Glenn Marshall, WMBR-TV, Jacksonville, Fla.; Alex Dannenbaum Jr., Westinghouse Broadcasting, and Payson Hall, Meredith Broadcasting, directors.

ABC Pix Adds Two for 140 Total on '26 Men'

NEW YORK — ABC Film Syndication marked its 20th consecutive week of "26 Men" sales with two more deals which put the adult Western in a current total of 140 markets. New buys last week were KWTX, Waco, Tex., and its satellite station, KBTX, Bryan, Tex., and WFLA-TV, Tampa.

as "Gentlemen Marry Brunettes," "Big Knife," "Kiss Me Deadly," "Sitting Bull," "Vice Squad," "Not as a Stranger," the kudoed Harris-Kubrick "The Killing" and two British imports, "Hobson's Choice" and "Malta Story." The release date for this package to TV stations is set for around the first of the year, altho UA is already talking up station deals well in advance.

With Bruce Eells due to move into UA to head the expanding TV activities in just a month, discussions are already being reported on other video plans within the firm.

UA is already holding closed-door sessions on telefilm packages, half-hour length and longer, to be developed by UA's growing roster of producers and talent with production contracts, and pitched in network and syndication deals by UA. Most frequently mentioned in both New York and Hollywood in these respects are the Mirisch production firm, which has a multipict e program going, with UA featuring such stars as Audrey Hepburn, and the Hecht-Hill-Lancaster outfit, one of UA's biggest money-makers. Both are reported to have blueprinted TV film shows, nearing the pilot stage.

The financing-releasing firm has one more new world under discussion—TV station ownership—in its current expansion-diversification boom, which has seen it invade everything from theatrical operation to the field of pop music. UA officials are keeping silent on this phase, but it's known to have been a frequent subject of high-level discussion.

Lastly, UA still has its eye on the acquisition of Associated Artists Productions. (See separate story.)

'Steady' Is 7th Co-Production Deal for SG

NEW YORK — Screen Gems wrapped up a deal to co-produce a pilot film of its seventh property. With Talent Associates, it will co-produce "Too Young to Go Steady," a situation-comedy by Broadway playwright Ronnie Alexander. Talent Associate's David Susskind is going to the West Coast to cast it.

Screen Gems will also co-produce "Minerva," which features Myrna Loy, with Carol Irwin as co-producer, and "My Old Man," the Ed Wynn vehicle, with Ben Feiner Jr., as co-producer. Diana Green and her associates will co-produce "Howe and Hummel" with Screen Gems. The series will co-star Menasha Skulnik and Dennis King.

In England, Curt Siodmak will direct "Tales of Frankenstein," another co-production deal. And in Hollywood, Dick Chevillat and Ray Singer's "Combat Correspondent" is being shot by Famous Artists, with Screen Gems also dealing in. Another Famous Artists' co-production deal is one which features Barbara Stanwyck as "Lady Law," a female sheriff.

BOSTON — "Melbourne Rendezvous," feature film of the recent Olympic Games meet in Australia, gets its U. S. debut here over WHDH, new ABC-TV affiliate, in color, during Christmas Week. Trans-Lux Television is distributing the picture both for theatrical and TV bookings.

DAVID HARRIS VS. GOLIATH

AAP Minority Stockholders Win One Round to Block NTA's Deal

NEW YORK—Spearheading a group of minority stockholders as Associated Artists Productions, who own about 6 per cent of the AAP stock between them, businessman David Harris has won from the New York State Supreme Court an official weekend "stay" against the completion of the deal whereby financier Lou Chesler would sell controlling interest of AAP to National Telefilm Association.

Attorneys representing Harris and his group will appear in court tomorrow (December 3) to resume the battle, with the minority shareholders seeking a "temporary injunction" against Chesler, Maxwell Goldfar and M. Mac Schwebel to block—again—the same deal.

In a broader perspective, the court fight represents an off-stage struggle of film giants. The documents filed by Harris are expected

to show that United Artists—which is playing the role of "sympathetic neutral" in the Harris fight—offered the AAP board, including Chesler, a deal for approximately \$12 per share for outstanding AAP stock, in the form of \$6 in cash and the rest in United Artists securities.

NTA Lower

This is about 35 per cent higher than the later offer, which Chesler accepted from NTA, which worked out at \$4.37 in cash and \$4.40 in debentures, plus NTA common stock and which would amount to a cash total of some \$2,500,000 for Chesler's group. The UA offer, it's reported, "was approved by all the directors of AAP but not submitted to the stockholders," altho AAP President Eliot Hyman is said to be planning a special "stockholders letter" which will detail the UA offer and subsequent power struggle.

NTA, attempting to build a film "empire," is thus caught in a squeeze. The deadline for the original NTA-Chesler deal was set for December 4 (day after tomorrow), and there's little likelihood at the moment that the deadline will be met without postponement. What the effect of the Harris move will be on the value of NTA public issues, reportedly now being sold

by more than 30 companies, is anybody's guess.

The UA offer, Harris' group is charging, is "a much better deal."

Harris, an executive of the hi-fi and optical import firm known as Ercona, is being joined as defendant in the action by Charles H. Frank Jr., Michael Green, Marvin Richwald and Alex Rosenman. They are expected to welcome joint action with other minority stockholders of AAP.

NTA Intent

NTA's original intent was to arrange a merger of AAP and NTA, a move which would require at least two-third's vote of shareholders. Less than that would still give them controlling interest, which amounts to almost but not quite the same thing.

Despite the Harris roadblock, NTA at week's end appeared unruffled, and was already reported making plans involving the AAP backlog of Warner features, shorts, cartoons and so forth. It was also reported that NTA's President, Ely Landau, had contacted United Artists to discuss a possible deal with them, on the basis of the pending Chesler AAP stock purchase, but the same sources added that UA had politely declined the offer, preferring to play its own hand.

CIRCULATION

Papers, Mags Increase Use Of TV Blurbs

NEW YORK — Newspapers and magazines may pooh-pooh claims made by TV as to its selling power, but both printed media are jumping aboard the video bandwagon. A study of Broadcast Advertising Bureau reports for May shows 43 papers in 19 major cities using local TV to sell their news to the public. In the magazine field, 18 publications, plus Pocket-books, are buying local TV to build up their readership.

Here every major daily in New York used TV in May. At the present time The New York Times is running a special campaign on WCBS-TV's Sunday afternoon professional football to recapture former suburban readers now buying local newspapers. Among the May campaigns in Los Angeles four papers used local TV, three papers in Detroit, three in Boston, two in St. Louis, and so the list goes.

Magazines seem to be just getting their feet wet. The Ladies Home Journal bought a spot in six cities—Atlanta, Baltimore, Boston, Philadelphia, St. Louis and Washington. Teen Life magazine has bought 11 spots in Detroit and two in Washington. Other magazine advertisers include The Saturday Evening Post, Panorama, Look, Readers Digest and Dell Comic Books.

Don Swartz Named KMGM Gen. Mgr.

MINNEAPOLIS—Don Swartz has been named general manager of KMGM-TV here in the first re-organizational move by National Telefilm Associates, which just received government approval of its 75 per cent stock purchase of the station. NTA will staff the station with Minneapolis residents, according to Ely Landau, chairman of the board. Swartz, a 26-year native, has been Upper Midwest rep for NTA since 1955. He will also become president of United Television, Inc., the corporate owner of KMGM.

New weather and news shows, seven hours of wrestling and a heavy feature film schedule will highlight KMGM's revised programming, which adds 16 hours per week of telecasting immediately, with further increases promised. "The station will pursue an aggressive policy to improve its status in local affairs," Swartz de-

clares, while Landau says, "KMGM will serve as a pilot in operating our stations . . . it will set the pattern for combining a national programming schedule and highlighting community activities."

EVIDENCE

Upswing in Local Bally —Kearney

NEW YORK — Evidence of a "definite trend toward heavy local promotion keyed to build audiences for syndicated shows" is seen by Don Kearney, sales veepee of ABC Film Syndication, which is racking up a 40 per cent return via sponsor and station orders on its 23 promotion categories for "26 Men."

"We used to average 10 per cent return," says Kearney, "but this season the items are being bought and requested not only on our new adult Western but on old shows in their second and third runs." Printed materials (including banners, handbills and posters) rank as the No. 1 category requested, followed by matchbooks.

"Merchandising orders indicate a policy change for advertisers and stations that used to wait for complete promotion and exploitation campaigns to be mailed to them by the producer or distributor. Now they're developing their own and incorporating our items," says an ABC Film exec. "We sell more and they get personalized results."

SALT LAKE CITY—John M. Baldwin, vice-president and business manager of KDYL radio and KTVT television stations here, has been named operations manager of WTCN and WTCN-TV, Minneapolis-St. Paul. Both the Salt Lake and the Twin Cities stations are owned and operated by Time, Inc.

Animation's Todd Suit Dated March 18

HOLLYWOOD — Superior Court here has set a trial date of March 18 for Animation, Inc., and its president, Earl Klein's, plagiarism suit against Mike Todd.

Klein maintains his staff delivered a storyboard of 100 original color paintings to Todd for the critically-acclaimed cartoon epilog to "Around the World in 80 Days," which Todd used without credit or payment.

'Caribbean' Up for Net Clients First

NEW YORK — Last week's story about "Caribbean Adventure," which goes into production in Bermuda shortly for MCA-TV, said that the vidfilm series was being readied for syndication.

Network sponsors, of course, will have first crack at the show. If a network sale cannot be made, it will then go into syndication.

TV Commercials in Production

A Guide to TV Spot & Program Plans Of Competing Sponsors by Industries

This weekly chart lists commercials produced during the last full preceding month, with all industries covered over the course of a month's issues. The following symbols designate the types of commercials listed: LA—Live Action; FA—Full Animation; SA—Semi-Animation; SE—Special Effects; J—Jingles; M—Music; S—Slides; ID—Station break; NA—Not available.

(Continued from last week)

Sponsor, Product & Agency (Show if any)	No. (Seconds)	Type (C-Color)	Commercials Producer
HOME BUILDING (Continued)			
Household Soaps, Cleansers, Polishes			
S.O.S., McCann-Erickson	4 (20)	SA, SE	Hal Roach
S.O.S., Tuffy, McCann-Erickson	2 (60)	SA, SE	Hal Roach
Procter & Gamble, Cheer, Young & Rubicam	—	NA	Sound Masters
Spic & Span, Young & Rubicam (Edge of Night, Search for Tomorrow)	7 (60), 2 (90)	LA	Sound Masters
Johnson's Wax, Needham, Louis & Brorby	—	NA	Wilding
National Presto Industries, Appliances, Donahue & Coe	1 (60), 1 (50)	LA	Fred A. Niles
Procter & Gamble, American Family Detergent, H. W. Kastor	1 (60)	LA	Fred A. Niles
Boyle-Midway, Wizard Wick, Geyer	3 (60), 3 (30)	SA	James Love
Wizard Push Button, Geyer	4 (60), 4 (30)	SA	James Love
Esquire Polish, Various, Emil Mogul (Perry Como)	3 (60), 3 (30)	LA, SA	James Love
Lever Bros., Lux Soap and Wisk, J. W. Thompson (Father Knows Best)	1 (20)	FA	Shamus Culhane
King Starch, H. W. Buddemeier	2 (60), 3 (20), 2 (10)	LA	Academy
Tidy House, Daxol Bleach, Earl Ludgin	1 (60)	FA	UPA
Procter & Gamble, Joy, Oxydol, Spic & Span, Leo Burnett	8 (10)	FA	TV Graphics
S. C. Johnson, Jubilee Wax, Benton & Bowles (Steve Allen)	2 (60)	LA	Universal
APPAREL			
Apparel, Footwear, Accessories			
Robert Hall Clothes, Frank Sawdon	1 (160)	LA, FA, J	Transfilm
BUSINESS, FINANCIAL			
Consumer Services			
American Tel. & Tel. Co., N. W. Ayer (Telephone Time, Science Series)	3 (120), 3 (30)	LA	Hal Roach
	1 (120)	LA(C)	Hal Roach
Office, Equipment, Supplies			
IBM, Business Machines, Benton & Bowles	1 (60)	LA	TV Graphics
Industrial Materials			
Alco Aluminum Co., Fuller & Smith & Ross (Alcoa Hour)	1 (60), 1 (20)	LA	James Love
Kaiser Aluminum, Young & Rubicam (Kaiser Hour)	2 (60), 6 (120)	LA	All-Scope
Libby-Owens-Ford, Plate Glass, Fuller & Smith & Ross	1 (60)	LA, FA	Academy
Du Pont, Dyes, Fabrics, Tires, P.R., BBD&O (Du Pont Spectacular)	5 (180)	LA(C)	Universal
	5 (180)	LA	Universal
GENERAL SECTION			
Smoking Materials			
R. J. Reynolds, Camera, Wm. Esty	1 (60)	LA	Transfilm
Marlboro Cigarettes, Leo Burnett	1 (60), 1 (45), 1 (20)	FA	Ray Patin
Philip Morris, Marlboro, Leo Burnett (Playhouse 90)	1 (60), 5 (20)	LA	Universal
	2 (20)	LA(C)	Universal
Entertainment & Amusement			
Arthur Murray Schools, McNeil & McCleery	2 (60)	LA	All-Scope
Miscellaneous & Unidentified Sponsors			
Air France, Buchanan	4 (08)	SA, ID	Transfilm
Powderine, Reinecke, Meyer & Finn	1 (60)	LA, FA	Fred A. Niles
California Highway Patrol, Law Enforcement	3 (20), 1 (50)	SA	Cine-Tele
Greyhound Bus, Grey Advertising (Steve Allen)	38 (—)	LA	All-Scope
CBS, Playhouse 90 Title	—	LA	Shamus Culhane
Aluminum Corp., Alcoa Label, Fuller Smith & Ross	—	FA	Shamus Culhane
Lyon Van & Storage, Smalley, Levitt & Smith	2 (60)	LA	Era
U. S. Forestry Service, Smokey Bear Fire Prevention, Foote, Cone & Belding	1 (60), 2 (20), 1 (10)	FA(C)	Era
Tiz Products, Grant Advertising	1 (60)	LA	Sarra
Eastern Airlines, Fletcher Richards	4 (20), 3 (30), 1 (50), 2 (25)	SA	Van Praag

TURN CONTRACTS INTO CASH

Producer & distributor contracts with advertisers, agencies & TV stations discounted at reasonable rates.

LIBERTY LEASING CORP.

341 Madison Ave.
New York 17
Murray Hill 3-5095

Banks Like Syndication

NEW YORK — Banks like to put their money in to syndication shows, Ziv reports. A check-up by the film firm on its current client roster shows a gain of 182 per cent in the number of banks sponsoring Ziv syndication offerings in October as against the same month in 1955.

The gain, Ziv reports, is at a faster rate—altho dollar volume is still far behind—the growth rate of food and beer companies, with a "notable increase" within the banking field in "sponsorship among savings and loan associations."

Ryan Moves to WBZ

BOSTON—Edward (Ned) Ryan has been named advertising and sales promotion manager of WBZ-TV, here, leaving a similar post at Dowd, Redfield & Johnstone, Inc., immediately. Ryan is a former CBS-TV promotion exec.

'Hop' Hopes to Bridle Hosses

WASHINGTON — Will rock and roll edge out the horse opera sacred to Saturday daytime television? Can the teen-agers tip the tumbleweed for the top tunes? Local Washington Station WTOP-TV (CBS affiliate) may come up with some answers with its new "Sock Hop" program, live, 11 a.m. to 12 noon, Saturdays, starting December 1.

WTOP's dance program, under the baton of deejay Jay Perri, will mark the second local area TV station to dig the beat. WTTG's (Du Mont) record hop show has been dishing it to the cool cats daily for one hour, and for two hours on Saturday afternoons, 3 to 5 p.m.

Other local Washington stations—WRC-TV (NBC) and WMAL-TV (ABC)—are currently sticking to their guns.

SHORT SCANNINGS

Television Bureau of Advertising has elected Joseph Weed, head of Weed Television station reps, and John Blair of Blair & Company, radio reps, to its board of directors. Weed will serve two years, Blair one. . . . E. C. Quinn, veepee of Chrysler Corporation, was the key speaker at TvB's third annual membership meeting in Chicago, November 22. . . . John Toland, formerly a vice-president at Erwin Wasey Ruthrauff & Ryan, has joined Warwick & Legler as a vice-president in an executive capacity.

Ed Side, production director, CBS-TV, suffered the loss of his mother on November 25, after a short illness. . . . Promotions in the Ted Bates media department include William J. Kennedy, assistant vice-president, to manager of the department and Norman H. Chester and Christopher P. Lynch to media supervisors. . . . Nox Lempert, executive producer of Guild Films' commercial division, is in Canada discussing production of new commercials with Schneider Cardon, Ltd., and other groups.

Hal Parks, WAGA-AM, Atlanta, will head up the new Atlanta office of Young Radio & TV, station reps. . . . Show business photog Gary Wagner's 10th annual "Good Will Party" for approximately 300 celebrities will be held in the Carnival Room of the Sherry Netherlands Hotel on December 5 at 5 p.m. . . . Bob Finkel, producer of the "Perry Como Show," traveled to Pittsburgh last week to pick up the "TV Producer of the Year" award from the Variety Club of Pittsburgh.

Robert Taylor will make his TV acting debut as guest star in an episode of MGM-TV's "The Thin Man." . . . What makes NBC stars is neatly summed up in Earl Wilson's new paperback book entitled, "The NBC Book of Stars." Published by Pocket Books, Inc., the syndicated columnist has included intimate sketches of 12 NBC entertainers such as, Steve Allen, Perry Como, Eddie Fisher, Gisele MacKenzie, etc.

Screen Gems will drop the name "Danger Is My Business," as a title for an upcoming TV film series.

WHDH Debuts After Delay

BOSTON — WHDH, Boston's third VHF station, began operations last week with CBS-TV and NBC-TV programs and a heavy color schedule added to its ABC-TV affiliation. A problem of hooking lines atop its 1,250-foot tower delayed the station's debut for two weeks, but the Herald-Traveler Corporation's outlet got off in a burst of new feature film, film spectaculars and the best of three networks' programming.

All of WHDH's local shows are in color, including news, weather, sports and religion, adding three hours of tint per day to web schedules. "Person to Person" and the "Tonight" show, not carried by the CBS and NBC stations here, have been fitted in. Curt Gowdy has been named sports director, with plans for emphasis on location coverage of sporting events.

'Medal of Honor' Re-Pinned on TV

HOLLYWOOD — "Medal of Honor," a series dramatizing the exploits of World War II heroes, previously announced in several quarters, is again headed for TV.

Fred Coe will produce the pilot film in February for a half-hour series to be hosted by Audie Murphy, the war's most decorated soldier.

The decision was made when it was learned the title is the registered trade-mark property of Lt. Col. John D. Craig of Arcadia, Calif. and is being used on a Craig produced adventure film package being released by Batjac Enterprises. . . . Allen Swift, emcee of WPX, New York's "Popeye Show," will be guest of honor at the annual "Toys for Tots" party in Jersey City, N. J. on December 14. The drive is sponsored by the Jersey City Department of Parks in co-operation with the U. S. Marine Corps.

Screen Gems' "Father Knows Best," under the title "Vater Weiss Es Am Besten," will be the first network sponsored show in West Germany. . . . Paul Taubman, music director of "Twenty-One" and "Tic Tac Dough," is in Paris, producing the music end of three French TV quizzes packaged by Jean-Paul Blondeau. . . . ABC-TV's "American Bandstand" dance contest pulled some 700,000 mail ballots during a two-week period.

Dr. Lyndon O. Brown, vice-president in charge of media, merchandising and research, and chairman of the executive committee for Dancer-Fitzgerald-Sample, has been elected to the board of directors of the Advertising Research Foundation along with Donald S. Frost, vice-president and advertising director of the Bristol-Myers Company.

Tidewater on Way to Top 20 Market Circle

NORFOLK — The Tidewater Area, consisting of Norfolk, Newport News and Portsmouth, Va., will move into the Top 20 markets within two years, according to Carl Burkland, manager of WAVY-TV here. The population increase has stayed 300 per cent above the national average every year since the end of World War II, the exec points out, and business volume has doubled.

The \$300,000,000 Cape Charles Bridge, begun this year, will provide a direct highway route from Boston to Miami, another boon to Tidewater business. Burkland attributes part of WAVY's smash debut to the area's growth which has far outstripped its position listings on paper. "The public also prefers even a mediocre VHF station to a superior UHF," says the veepee in accounting for WAVY's impact on the market in its 12 weeks on the air.

ARB Special
Special American Bureau reports have brought the station first ratings like these: "Popeye," 28.0 with a 62.0 share of audience; "Mickey Mouse Club," 30.8 with a 73.0 share; "Early Late Show," 17.2 with a 34.0 share in the 9:30-10:30 p.m. slot, and "Sword of Freedom," 28.9 with a 50.0 share. "Dance Party," a local live 5-6 p.m. Saturday show, drew 27.0 with a 60.5 share.

"If you have the product, your station can be 10 years or 10 days old. Viewing habits are easily broken," says Burkland.

Ed Wynn as SG's Star In 'Old Man' Series

NEW YORK — Ed Wynn will star in "My Old Man," a comedy drama being prepped by Screen Gems for spring sale. The film series will be produced by Ben Feiner Jr., with a pilot ready March 1. The show is described by one exec as "Grandfather Knows Best."

Ampex Breaks Last Block Toward Tape Use With Editing Development

REDWOOD CITY, Calif.—The third, and apparently last, remaining, significant breakthrough in the field of video tape recording has been made by the Ampex Corporation. The firm has solved the problem of frame by frame editing of tape, giving it the same flexibility now enjoyed by film.

The importance of this editing capacity is tremendous in the television field. Without it, tape was a recording device, an improved version of the kinescope. With it, it becomes a creative medium, and, as far as television is concerned, a rival to film.

Editing the video tape is practically as simple as editing sound tape. Working with Du Pont, Ampex developed a magnetic spray that makes visible to the naked eye

the lines of magnetized particles on the tape.

As the tape is run thru the machine, the operator watches the picture on a TV monitor. When he comes to a point he wants to edit, he halts the tape and sprays it.

Pip Marks

This brings out the lines the magnetic heads made across the tape during recording. Along the edge of the tape during the recording a synchronization device placed a small pip marking each individual frame and this also becomes visible to the operator. All that remains for him to do is to cut the tape along the magnetic line where the pip is placed, then splice the tape and start it rolling again.

Any number of such splices,

within reason, are possible. The process is exactly the same both for color and black and white video tape recorders.

Neal K. McNaughten, manager of the Professional Products division of Ampex, said that, although there are other methods of editing possible, this one was decided upon because of its simplicity and economic feasibility. The union situation, as far as tape editing is concerned, still seems to be completely jumbled, with many jurisdictional disputes likely as tapes come more and more into use. The American Federation of Television & Radio Artists and Screen Actors Guild, for instance, although in a state of temporary truce, are in wide disagreement on the point.

Howard Meighan

Howard Meighan, vice-president of CBS-TV, said that some editing is possible under present electronic unions' agreements, but that, for several reasons, the network doesn't want to get involved in it now. (As previously reported in The Billboard, this was a primary factor in halting construction of the addition to Television City.) NBC-TV, which has a pact with the National Association of Broadcast Engineers and Technicians instead of the International Alliance of Theatrical Stage Employees, is permitted a slightly different degree of editing.

Regarding Ampex VTR's McNaughten said that color adaptors would increase the cost of the machines only slightly, although no definite price has been set yet.

LIKE WILDFIRE

Mexico Goes for U. S. TV Films With Dubs

MEXICO CITY—U. S. syndicated films are rapidly becoming most-praised, most-viewed fare over Mexico's network. Telesistema Mexicano, now that distributors are dubbing Spanish sound tracks. There are 14 shows running fully sponsored, with 21 more running sustaining or available.

Shows fully bought are: "I Led Three Lives," "Dr. Christian," "Eddie Cantor Theater," "Highway Patrol," "Science Fiction Theater," "Yesterday's Newsreel," all Ziv-TV; "Lassie," "Fury," "The Lone Ranger," "Stage 7," all Television Programs of America, and "Star Theater," "Father Knows Best," "Jungle Jim," "Rin Tin Tin," Screen Gems.

Available to sponsors are: "Martin Kane," "Harbor Command," "Harbourmaster," "Tombstone Territory," "Sea Hunt," all Ziv; "Ramar," "Mystery Is My Business," "Boy," "Bengal Lancers," "Jet Jackson," "Suspense," "Tales of the Texas Rangers," Screen Gems; "I Spy," "Capt. David Grief," Guild Films; "Racket Squad," "Sheena," "Code 3," ABC Film Syndication.

California National Productions is dubbing "Hopalong Cassidy," "Frontier," "Medic," Western Marshal, "Boots and Saddles," "Union Pacific" and "Charter Boat" ("Crunch and Des") for January entry. MCA-TV is dubbing "Wyatt Earp" and Hollywood TV Service is converting "Frontier Doctor," also for January.

Telesistema last week opened a

new station in Mexicali and began construction on a Hermosillo outlet, its 12th affiliate. Its facilities here are being expanded via a six-story studio building and prop warehouse. The network's production of the current New York hit, "Bells Are Ringing," is playing in an outdoor theater here, duplicating its previous success, "The Boy Friend."

Marathon TV Has Free Industrial Pic About Helicopters

NEW YORK — Marathon TV Newsreel is distributing a new half-hour industrial film for free TV use entitled "This Way Up." It features the diverse uses of the modern helicopters made by Sikorsky Aircraft Division of United Aircraft Corporation.

Filmed in color, the picture is 26 minutes in length, and was filmed in such locations as New Guinea, Western Europe, La Guardia Airport and offshore oil fields in the Gulf of Mexico.

NEW YORK—Trans-Lux Television has sold its full "Encyclopedia Britannica Library" to four more stations, putting the package in a current total of 65 markets. New outlets are KTVI, St. Louis; KPRC, Houston; KSIX, Corpus Christi, Tex., and KGHL, Billings, Mont.

Theater Chain Buys Stations

HOLLYWOOD—National Theaters, Inc., 320-house coast-to-coast movie chain, last week took its first step into the broadcast field with the purchase of Kansas City's WDAF-TV and WDAF-AM for \$7,600,000, pending approval by the FCC. Charles L. Glett will operate the two NBC affiliates. Glett, head of NT's video operations, formerly was CBS administrative veepee in Hollywood, and prior to that operated RKO studios here.

Deal was concluded between Elmer C. Rhoden, NT president, and Roy Roberts, president of the Kansas City Star Company, stations' owners. Sale of the stations resulted from antitrust charges filed against the Star five years ago, claiming that the firm's newspaper ownership coupled with ownership of the TV and AM stations gave it a monopolistic hold on news and advertising in the K. C. market.

ZIV SHOWS RATE GREAT

5 OUT OF TOP 5

SYNDICATED SHOWS IN ODESSA, TEXAS

Pulse, April, 57

#1 MAN CALLED X (28 among top network shows)	33.5
#2 HIGHWAY PATROL (also 28 position among top network shows)	33.3
#3 MEN OF ANNAPOLIS	32.0
#4 MY FAVORITE STORY	31.8
#5 SCIENCE FICTION THEATRE	31.3

ZIV TELEVISION PROGRAMS INC.

PULSE FILM RATINGS for September

For complete information on programs, ratings, audience size or coverage, please consult The Pulse, Inc., 15 W. 46 St., New York, N. Y.

The Pulse Audience Composition Studies

• Syndicated Film Adventure Shows

SEPTEMBER RATINGS	
Rank	Show & Distributor
1.	State Trooper (MCA)
2.	I Search for Adventure (Bagnall)
3.	Silent Service (NBC)
4.	Captain David Grief (Guild)
5.	Whirlybirds (CBS)
6.	Soldiers of Fortune (MCA)
7.	Men of Annapolis (Ziv)
8.	Crusader (MCA)
8.	Martin Kane (Ziv)
10.	Long John Silver (CBS)

AMONG WOMEN	
Rank	Show & Distributor
1.	Martin Kane (Ziv)
2.	State Trooper (MCA)
3.	Dangerous Assignment (NBC)
3.	I Led Three Lives (Ziv)
3.	Man Behind the Badge (MCA)
6.	Federal Men (MCA)
7.	Man Called X (Ziv)
8.	Dateline Europe (Official)
9.	Men of Annapolis (Ziv)
10.	I Spy (Guild)

AMONG MEN	
Rank	Show & Distributor
1.	Man Called X (Ziv)
1.	Waterfront (MCA)
3.	State Trooper (MCA)
4.	The Falcon (NBC)
5.	I Led Three Lives (Ziv)
5.	Martin Kane (Ziv)
7.	Man Behind the Badge (MCA)
8.	Dangerous Assignment (NBC)
9.	China Smith (NTA)
9.	Federal Men (MCA)
9.	Soldiers of Fortune (MCA)

AMONG CHILDREN	
Rank	Show & Distributor
1.	Ramar of the Jungle (TPA)
2.	Jungle Jim (Screen Gems)
2.	Superman (Flamingo)
4.	Whirlybirds (CBS)
5.	Long John Silver (CBS)
6.	Flash Gordon (Guild)
7.	Rocky Jones, Space Ranger (Official)
8.	Foreign Legionnaire (TPA)
9.	Sheena, Queen of the Jungle (ABC)
10.	Silent Service (NBC)

• Syndicated Film Drama Shows

SEPTEMBER RATINGS	
Rank	Show & Distrib.
1.	Esso Golden Playhouse (Official)
2.	Dr. Hudson's Secret Journal (MCA)
3.	Dr. Christian (Ziv)
4.	Your All Star Theater (Screen Gems)
5.	O. Henry Playhouse (Gross-Krasne)
6.	Science Fiction Theater (Ziv)
7.	Star Performance (Official)
7.	Studio 57 (MCA)
9.	Famous Playhouse (MCA)
10.	Celebrity Playhouse (Screen Gems)

AMONG WOMEN	
Rank	Show & Distrib.
1.	Douglas Fairbanks Presents (ABC)
2.	Celebrity Playhouse (Screen Gems)
3.	Dr. Hudson's Secret Journal (MCA)
4.	Studio 57 (MCA)
5.	Esso Golden Playhouse (Official)
5.	O. Henry Playhouse (Gross-Krasne)
7.	Famous Playhouse (MCA)
7.	Top Plays '57 (Screen Gems)
7.	Your All Star Theater (Screen Gems)
10.	Dr. Christian (Ziv)
10.	Star Performance (Official)

AMONG MEN	
Rank	Show & Distrib.
1.	Dr. Hudson's Secret Journal (MCA)
2.	Headline (MCA)
3.	Science Fiction Theater (Ziv)
4.	Douglas Fairbanks Presents (ABC)
5.	Esso Golden Playhouse (Official)
5.	Studio 57 (MCA)
7.	Celebrity Playhouse (Screen Gems)
7.	Dr. Christian (Ziv)
9.	O. Henry Playhouse (Gross-Krasne)
10.	Famous Playhouse (MCA)

AMONG CHILDREN	
Rank	Show & Distrib.
1.	If You Had a Million (MCA)
2.	My Favorite Story (Ziv)
3.	Science Fiction Theater (Ziv)
4.	Your All Star Theater (Screen Gems)
5.	Celebrity Playhouse (Screen Gems)
5.	Famous Playhouse (MCA)
5.	Top Plays '57 (Screen Gems)
8.	Star Performance (Official)
9.	Esso Golden Playhouse (Official)
9.	O. Henry Playhouse (Gross-Krasne)

STATION SIGNALS

The Commercial Appeal radio and TV stations will build a new \$750,000 home at Memphis. Construction will start in the spring and broadcasting is skedd to begin before the end of 1958. Special circuits for color TV equipment are being installed so that the station may carry local color shows in addition to the network color currently run. The building, consisting of 32,000 square feet will house two studios for TV and two for radio in addition to a clients' screening and audition room. . . . WBOY-TV, Clarksburg, W. Va., began formal programming on November 10 which was followed by a special dedicatory program on November 17. WBOY-TV is a member of the Friendly Group headed by President Jack Berkman. This is the same group which recently acquired a 50 per cent interest in Colmes-Werrenrath Film Productions of Chicago.

Station WOWL-TV, Florence, Ala., recently joined the CBS net as a non-interconnected station under the extended market plan. . . . KOVR-TV, Stockton, Calif., switched its transmitting operations from Mount Diablo to its new facility on Butte Mountain. The new transmitter which cost approximately \$250,000, has an effective radiated visual output of 316,000 watts compared to only 1,500 watts for the Mount Diablo facility.

WJIM-TV, operating out of Lansing, Mich., recently inaugurated its new Flint, Mich., studios. As a "kick-off" gift to Flint, WJIM-TV, presented a 45-minute local spectacular including floodlights, balloons, crowds and much traffic. Plans call for a minimum of 30 local live shows to originate from the Flint Studios weekly, plus several special Flint programs in the weeks to come. . . . WBTV,

PULSE LOCAL RATINGS FOR OCTOBER

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

ATLANTA

3 TV STATIONS—217,000 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—843,700 (20th in U. S.)
Buying Income—\$1,574,739,000 (22d)
Retail Sales—\$1,178,805,000 (21st)
Food Sales—\$237,726,000 (22d)
Drug Sales—\$41,148,000 (22d)
Automotive—\$201,468,000 (22d)
Above figures include following counties: Clayton, Cobb, De Kalb, Fulton.

TOP NETWORK SHOWS

1.	Edsel Show, WAGA, Su.	46.0
2.	Standard Oil Show, WSB, Su.	39.5
3.	\$64,000 Question, WAGA, T.	35.9
4.	What's My Line? WAGA, Su.	32.5
5.	Person to Person, WAGA, F.	32.4
6.	Gunsmoke, WAGA, S.	31.5
6.	Lineup, WAGA, F.	31.5
8.	Twenty-One, WSB, M.	30.5
9.	Red Skelton, WAGA, T.	29.8
10.	Perry Como, WSB, S.	29.7

TOP MULTI-WEEKLY SHOWS

1.	Newsroom (10:30 p.m.), WSB, T-F.	14.9
2.	Edge of Night, WAGA, M-F.	12.3
2.	World News, Misc. (10:30 p.m.), WAGA, M-F.	12.3
4.	Secret Storm, WAGA, M-F.	11.5
5.	Brighter Day, WAGA, M-F.	11.4
5.	Search for Tomorrow, WAGA, M-F.	11.4
7.	Guiding Light, WAGA, M-F.	11.3
8.	Armchair Playhouse, WSB, M-F.	11.2
8.	Late Show, WSB, M-Th.	11.2
8.	Verdict Is Yours, WAGA, M-F.	11.2

TOP FEATURE FILMS

Once-Weekly		
1.	M-G-M Playhouse, WSB, Su.-2:00-5:00	19.3
2.	20th Century Playhouse, WSB, Su.-10:00-Sign Off	16.4
3.	Gold Cup Movies, WLW-A, S.-9:30-11:00	13.6
4.	Premiere Performance, WAGA, F.-11:00-Sign Off	10.1
5.	Request Performance, WSB, F.-10:45-Sign Off	9.6

Multi-Weekly		
1.	Armchair Playhouse, WSB, M-S-Various	12.9
2.	Late Show, WSB, M-Th., S-Various	11.9
3.	Big Adventure, WSB, M-F.-5:00-6:00	10.1
4.	Starlight Movies, WAGA, M-Th.-10:45-Sign Off	9.0
5.	Movietime '71, S. A., WLW-A, M-W., F., S-Various	4.9

TOP SYNDICATED FILMS

1.	Mr. District Attorney (Ziv), WAGA, T.-9:30	35.2
2.	Silent Service (NBC), WAGA, S.-9:30	24.4
3.	Dr. Christian (Ziv), WSB, W.-9:30	21.5
4.	State Trooper (MCA), WAGA, W.-10:00	19.5
4.	Highway Patrol (Ziv), WAGA, F.-10:00	19.5
6.	Badge 714 (NBC), WSB, T.-10:00	19.2
7.	Code Three (ABC), WAGA, T.-10:00	18.4
8.	Sheriff of Cochise (NTA), WSB, W.-10:00	17.4
9.	Martin Kane (Ziv), WAGA, F.-7:00	16.9
10.	Men of Annapolis (Ziv), WAGA, Th.-10:00	16.2
10.	Dr. Hudson's Secret Journal (MCA), WSB, F.-10:00	16.2
10.	Studio 57 (MCA), WAGA, F.-10:30	16.2
13.	Mr. District Attorney (Ziv), WAGA, S.-10:30	14.5
14.	Captain David Grief (Guild), WSB, M.-10:00	13.5
14.	Ramar of the Jungle (TPA), WLW-A, F.-7:30	13.5
14.	Cisco Kid (Ziv), WAGA, S.-5:30	13.5
17.	Klt Carson (MCA), WLW-A, T.-6:00	13.2
18.	Lone Wolf (MCA), WSB, S.-5:30	12.9
19.	Charlie Chan (TPA), WSB, Th.-7:30	12.5
20.	O. Henry Playhouse (Gross-Krasne), WSB, T.-9:30	11.5
20.	Annie Oakley (CBS), WLW-A, Th.-6:00	11.5

BALTIMORE

3 TV STATIONS—419,900 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,533,900 (12th in U. S.)
Buying Income—\$2,560,610,000 (12th)
Retail Sales—\$1,797,967,000 (12th)
Food Sales—\$423,561,000 (12th)
Drug Sales—\$76,176,000 (12th)
Automotive—\$251,187,000 (15th)
Above figures include following counties: Ann Arundel, Baltimore City, Baltimore.

TOP NETWORK SHOWS

1.	Edsel Show, WMAR, Su.	46.6
2.	\$64,000 Question, WMAR, T.	41.8
3.	Wyatt Earp, WJZ, T.	37.5
4.	Gunsmoke, WMAR, S.	36.3
5.	Perry Como, WBAL, S.	36.1
6.	Sugarfoot, WJZ, T.	35.8
7.	I've Got a Secret, WMAR, W.	35.3
8.	Standard Oil Show, WBAL, Su.	34.6
9.	Millionaire, WMAR, W.	34.5
10.	Playhouse 90, WMAR, Th.	32.5

TOP MULTI-WEEKLY SHOWS

1.	Mickey Mouse Club, WJZ, M-F.	20.1
2.	Late Show, WJZ, M-F.	19.3
3.	Popeye, WJZ, M-F.	19.2
4.	Public Defender, WMAR, T., Th.	18.0
5.	CBS News, WMAR, M-F.	17.6
6.	Early Show, WJZ, M-F.	17.5
7.	7:00 Final, Weather, WMAR, M-F.	16.9
8.	Buddy Deane, WJZ, M-F.	15.3
9.	Esso Reporter, Sports (11 p.m.), WMAR, M-F.	14.0
10.	Amos 'n' Andy, WMAR, M-F.	13.4

TOP FEATURE FILMS

Once-Weekly		
1.	Theater of the Air, WMAR, Su.-1:30-2:45	21.8
2.	First Run Theater, WMAR, S.-11:00-Sign Off	17.1
3.	Best of M-G-M, WJZ, Su.-8:30-10:00	15.0
4.	Premiere Performance, WMAR, T.-11:15-Sign Off	12.2
5.	Western Trails, WMAR, S.-3:00-4:00	8.8

Multi-Weekly		
1.	Late Show, WJZ, M-Su.-10:30-Sign Off	18.3
2.	Early Show, WJZ, M-Su.-6:00-7:30	16.4
3.	Channel 2 Theater, WMAR, M., W.-F.-11:15-Sign Off	8.8
4.	20th Century-Fox Theater, WBAL, S., Su.-11:15-Sign Off	7.8
5.	Baltimore Movietime, WJZ, M-F.-11:00-1:00	5.4

TOP SYNDICATED FILMS

1.	Highway Patrol (Ziv), WMAR, S.-7:00	27.0
2.	Brave Eagle (CBS) WMAR, S.-6:30	23.3
3.	Men of Annapolis (Ziv), WMAR, S.-10:30	23.0
4.	Studio 57 (MCA), WJZ, W.-10:00	19.8
5.	Popeye (Associated Artists), WJZ, M-F.-4:45	19.2
6.	Cowboy G-Men (Flamingo), WJZ, M.-7:30	18.5
7.	Public Defender (Interstate), WMAR, T.-6:30	18.0
8.	I Spy (Guild), WJZ, F.-10:00	15.5
9.	Popeye (Associated Artists), WJZ, S., Su.-5:30	15.3
10.	Man Behind the Badge (MCA), WMAR, F.-6:30	14.8
11.	Frontier (NBC), WBAL, W.-10:30	14.5
12.	City Detective (MCA), WMAR, W.-6:30	13.8
12.	Championship Bowling (Walt Schwimmer), WMAR, Su.-1:00	13.8
14.	Amos 'n' Andy (CBS), WMAR, M-F.-6:00	13.4
15.	Waterfront (MCA), WMAR, M.-6:30	13.0
15.	Honeymooners (CBS), WJZ, Su.-10:00	13.0
17.	Victory at Sea (NBC), WJZ, F.-9:00	12.5
18.	Martin Kane (Ziv), WBAL, Su.-10:30	12.3
19.	The Three Musketeers (ABC), WJZ, F.-8:30	12.0
19.	Sheriff of Cochise (NTA), WBAL, S.-10:30	12.0

BIRMINGHAM

2 TV STATIONS—149,300 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—615,600 (33d in U. S.)
Buying Income—\$971,355,000 (41st)
Retail Sales—\$596,345,000 (48th)
Food Sales—\$142,735,000 (45th)
Drug Sales—\$16,902,000 (57th)
Automotive—\$127,476,000 (40th)
Above figures include following counties: Jefferson.

TOP NETWORK SHOWS

1.	Edsel Show, WBRC, Su.	47.0
2.	Gunsmoke, WBRC, S.	45.8
3.	December Bride, WBRC, M.	38.0
4.	I've Got a Secret, WBRC, W.	36.0
4.	Phil Silvers, WBRC, T.	36.0
6.	Standard Oil Show, WABT, Su.	35.1
7.	Have Gun, Will Travel, WBRC, S.	35.0
8.	Big Record, WBRC, W.	34.8
8.	Burns & Allen, WBRC, M.	34.8
8.	Lineup, WBRC, F.	34.8

TOP MULTI-WEEKLY SHOWS

1.	News, Sports, Weather (6 p.m.), WBRC, M-F.	23.5
2.	CBS News, WBRC, M-F.	23.0
3.	Mystery Playhouse, WBRC, M-F.	16.5
4.	Mickey Mouse Club, WABT, M-F.	15.5
5.	Circle Six Theater, WBRC, M-F.	15.4
6.	Circle Six Ranch, WBRC, M-F.	14.7
7.	Adventure Six, WBRC, M-F.	13.8
8.	Susie, WABT, W., Th.	12.8
9.	NBC News, WABT, M-F.	12.7
10.	Damon Runyon, WABT, M., F.	12.4
10.	Edge of Night, WBRC, M-F.	12.4
10.	Mystery Theater, WBRC, M-Th.	12.4

TOP FEATURE FILMS

Once-Weekly		
1.	Million 5 Movie, WBRC, S.-10:30-Sign Off	15.3
1.	Academy Theater, WBRC, S.-4:00-5:30	15.3
3.	Curtain Time, WABT, S.-2:30-4:00	9.7
4.	Premiere Performance, WBRC, F.-11:30-Sign Off	8.5

Multi-Weekly		
1.	Circle 6 Theater, WBRC, M-F.-4:30-5:30	15.4
2.	Hollywood Hit Parade, WABT, M-F.-11:00-12:30	9.5
3.	Starlite Theater, WABT, M-F., Su.-Various	8.6

TOP SYNDICATED FILMS

1.	State Trooper (MCA), WBRC, T.-8:30	35.3
2.	Highway Patrol (Ziv), WBRC, S.-9:30	33.3
3.	O. Henry Playhouse (Gross-Krasne), WBRC, Th.-8:00	33.0
4.	Sheriff of Cochise (NTA), WBRC, F.-8:30	30.8
5.	San Francisco Beat (CBS), WBRC, Th.-9:00	29.8
6.	Harbor Command (Ziv), WBRC, Th.-7:30	29.3
7.	Famous Playhouse (MCA), WBRC, F.-8:00	27.3
8.	Martin Kane (Ziv), WBRC, T.-7:00	26.3
9.	Damon Runyon Theater (Screen Gems), WABT, W.-8:30	24.8
10.	Stars of the Grand Ole Opry (Flamingo), WBRC, S.-6:00	24.0
11.	Dr. Christian (Ziv), WBRC, W.-10:00	23.8
12.	Silent Service (NBC), WBRC, F.-10:00	20.3
13.	Man Behind the Badge (MCA), WBRC, M.-10:00	19.5
14.	Men of Annapolis (Ziv), WABT, Th.-9:30	19.3
15.	†Sky King (Nabisco), WBRC, S.-10:30 a.m.	18.3
16.	Terry and the Pirates (Official), WBRC, S.-10:00 a.m.	17.0
17.	Gene Autry (CBS), WBRC, S.-1:00	13.7
18.	Susie (TPA), WABT, W., Th.-10:30	12.8
19.	Damon Runyon Theater (Screen Gems), WABT, M., F.-6:30	12.4
20.	Crosscurrent (Official), WABT, S.-9:00	9.8
21.	My Little Margie (Official), WBRC, M-F.-10:00 a.m.	9.5
22.	Looney Tunes (Guild), WABT, M-W., F.-3:30	7.9

Charlotte, N. C., has increased its emphasis on religious programming by initiating a religious sign-on policy. Programs scheduled for the new sign-on include, "The Pastor," "Christopher Show," "Man to Man," "Back to God," and "What's Your Trouble?"
WBAP, Fort Worth, has received its 12th new programming award. The station was cited by the Radio-TV News Directors As-

sociation for the "outstanding news

Exec Line-Up Shifts Spur Col. Expansion

Duty Realignments Set Stage; New Post Spotlights Branch Operation Importance

NEW YORK—Columbia Records' president Goddard Lieberson has announced an executive realignment designed to clear the way for additional expansion of all phases of the company's business.

Herbert M. Greenspon, formerly director of operations, has been named executive vice-president. This is a newly-revived post. It was last held by Lieberson, prior to the latter's rise to the presidency. Greenspon, in his new slot, will have broadened responsibilities in addition to his supervision of Manufacturing and Technical Operations, Research and Development, Electronic Products, Transcription Services and Cryton Precision Products.

Artists and repertoire, the Columbia Record Club, foreign oper-

ations and other staff functions will continue to report to Lieberson.

Lieberson stated that Hall Cook, vice-president of Columbia Records Sales Corporation, will remain responsible for development and direction of the label's marketing and merchandising programs. Cook will report to the president's office thru Greenspon. He will continue to direct the Columbia district sales managers thru Bill Gallagher, national sales manager.

New Post Created

An appointment highlighting the importance of the label's expanded branch operations is the naming of Kenneth Glancy to the newly-created post of General Manager, Columbia Record Distributors, Inc. Glancy, who had been in charge of the Harmony and Hall of Fame lines, tape, etc., will direct branch operations, including the carrying out of marketing programs applicable to records and phonographs. Glancy will be responsible for branch sales performance and ad-

(Continued on page 34)

Top Copyright Planning Post To McDonald

WASHINGTON — Joseph A. McDonald, NBC, New York, has again been named to head up the Copyright Committee of the National Association of Radio and Television Broadcasters, it was announced by President Harold Fellows last week (26).

Other members of the powerful copyright policy-making committee of the Broadcasters for 1957-1958 include:

Cy N. Bahakel, Cy N. Bahakel Stations, Roanoke, Va. Ian A. Elliott, KATL, Miles City, Mont.; Leonard H. Higgins, KTNT-TV, Tacoma, Wash.; Philip C. Lasky, KPIX, San Francisco; Lee Little, KTUC, Tucson, Ariz.; Nathan Lord, WAVE-TV, Louisville; James H. Moore, WSL, Roanoke, Va.; Robert R. Tinscher, WHTN, Huntington, W. Va.; Pattison Williams, WING, Dayton, O., and Gunnar O. Wiig, WROC-TV, Rochester, N. Y.

The NARTB Copyright Committee
(Continued on page 22)

Juke Hearings Delayed Until January 15-17

WASHINGTON—Hearings on the O'Mahoney Bill to make juke box music subject to performance royalties have been postponed until mid-January, from an originally scheduled date of December 11-12.

Senator O'Mahoney, (D. Wyo.) Chairman of the Judiciary Subcommittee on Patents, Royalties and Copyright, has written interested parties that hearings will be held January 15, beginning at 10 a.m. and will be continued on the

(Continued on page 81)

UA Disks Sets 36 Distributors

NEW YORK — United Artists Records, new film-owned diskery which has its first releases scheduled for next Monday (9), already has lined up 33 indie distributors in the U.S.A. In addition, according to sales director Harold L. Friedman, he has inked one each in Canada, Hawaii and Puerto Rico.

KAPP CHERISHES BOOTLEGGED HIT

NEW YORK—Bootlegging of disks, of course, is nothing new. But over in the Philippines, a bootlegged record has often spelled a hit.

This week, disker Dave Kapp, who each week happily counts the chips from the Jane Morgan "Fascination" hit, is the proud possessor of a Philippine bootleg disk. The disk with no artist credit and merely a "crazy" design. Putting the record on his office player, Kapp heard the familiar strains of the Morgan disk. "It's a hit over there even if I don't get any loot for it," said Kapp.

The flip side? Perry Como's "Chincherinchee?"

Capitol's Buy Of Angel Label Now Official

Move Sparks Hot Competition in Classical Field

HOLLYWOOD — Capitol Records formally announced the purchase of Electric and Musical Industries (U. S.) last week, confirming details previously published exclusively by The Billboard (November 18).

EMI, who produce the Angel line of recordings, was purchased "for an undisclosed" sum according to Capitol President Glenn E. Wallichs. Wallichs emphasized that no changes in the successful Angel formula are contemplated. The Angel sales organization will merge with Capitol Records Distributing Corporation "on or about January 2, 1958," with Angel product to be sold thru the Cap network of branches and distributors. Angel's existing supply depots are expected to be shut down, with all inventory subsequently distributed

(Continued on page 22)

Walker to Resign Helm at M-G-M

Maxin to Head Diskery Operation; Pressing to Be Separate Division

By REN GREVATT

NEW YORK — Frank B. Walker, president of M-G-M Records since the firm's beginning 10 years ago, will resign that post at the end of this month to accept an appointment as consultant to Loew's Inc. Taking over active management of the M-G-M label will be Arnold Maxin, who resigns as artists and repertoire director of Epic and Okeh Records, to accept the new post.

Under the new set-up, the M-G-M pressing plant in Bloomfield, N. J., operated under Walker's regime as a part of the overall diskery set-up, will be run as an entirely separate entity. The plant remains under the active supervision of Frank Cocchiaraley. Formerly, Cocchiaraley was responsible to Walker. Under the new plan, Maxin and Cocchiaraley will be on the same management level, and both will be responsible to Robert O'Brian, financial vice-president of Loew's, Inc.

"I've been thinking about making this move for a year and a

half now," said Walker. "And now I'm going to take my first vacation since I started in the record business 40 years ago. I guess I'm entitled to that, don't you think?"

Walker, 69, said he was glad to let somebody else take over the responsibilities and pressures of the job. In his time, Walker was head of both RCA Victor and Columbia Records. He organized the M-G-M label in 1947. Widely known as one of the deans of the country and western music business Walker was the discoverer of the late Hank Williams. When he

(Continued on page 50)

Victor Sets Classic Price Hike for Feb. 1

NEW YORK — RCA Victor's pending price raise on Red Seal LP's, reported exclusively in The Billboard last week, has been officially confirmed by the company.

According to Bill Bullock, manager of the company's album department, the disks will go from \$3.98 to \$4.98 on February 1. All orders postmarked by midnight January 31, will be honored at the old prices, thus giving dealers plenty of time to dispose of present stocks at Christmas time, and then to restock at the lower figure.

Bullock emphasized that the increase does not affect pop and jazz LP's. Original cast albums will be \$4.98 as before.

To Save-On-Records coupon book holders, the \$1 saving per selection will prevail, regardless of list price. Thus, a \$4.98 Red Seal item will go for \$3.98 with the coupon.

Bullock attributed the increase to "increased costs in materials and labor, improvements in the records themselves, enhancement of album covers" and other elements.

Cook Talks To Tex. Dealer

DALLAS — Hal Cook, Columbia Records sales veepee, addressed the record dealers of the North Texas area and their employees on "Future Plans for Phonograph Records," when the group met here Tuesday (26). The meeting was also attended by Jim White, sales manager of Columbia Phonographs and by chanter Tony Bennett.

The meet was sponsored by the Dallas Record Dealers Association in conjunction with Medaris Company, Columbia's distributor here. The dealers' group was first organized two years ago to foster personnel training and to encourage co-operation with manufacturers and distributors on advertising, promotion and distribution.

Insiders Foresee Changes In Majors' Singles Pitch

Regional Tests Vs. Buckshot Methods May Be in Making

By BILL SIMON

NEW YORK—The singles record business, as the major companies know it today, may change its complexion considerably within the next few months. According to several inside traders, new marketing procedures will have to be devised if some giants of the industry are to realize recognizable profits from a field that is surely taking on the aspects of a load of buckshot shot out of blunderbuss.

Two few of the releases are hitting the target. Most of them are total losses. And the majors stand to lose much more on a "miss" than do the indies which have been upsetting their standing in the business.

For example, most of the majors send the majority of their new releases to jockey lists which carry between 1,500 and 3,700 names. Several hundred more go to reviewers and such. At least one of

the majors admits to sending out upwards of 4,000 gratis disks on titles which actually may fail to sell half that amount. Helping to bear the brunt of the expense in the flops are the label's distributors, who pay part of the promotion disk cost, jeopardize their relationships with local deejays each time they plug a stiff, and then also get stuck with inventory.

The Billboard estimates that an average of 150 new disks in the pop, country and rhythm and blues idioms are released each week. But it's an unusual week when more than six new titles hit the combined best-selling charts.

Test May Be Answer

What the companies may have to devise, in the view of some observers, is a method of "testing" selected new disks via some economical means before making an all-out nation-wide pitch. One solution, of course, is to let the

little indies launch records, and then buy the masters if they begin to stir around the indie's home base. The major then can turn on national promotional heat which the indie could never afford.

Mercury, as reported several weeks back, has gone so far as to establish several small territorial labels as "farm" operations to test new product. There have been reports that several of the bigger companies may soon go back to a system of the distant past, releasing certain disks only in selected territories. By selecting regions where a specific artist or style is sure-fire, a reasonable profit is possible without danger of being dissipated in nation-wide promotion. (Territorial winners always have been common in the spiritual, country, blues and religious fields.)

On the other hand, if local reaction indicates broader possibilities,

(Continued on page 22)

3 New Singers Sign Up With World Pacific

HOLLYWOOD — Dick Bock, president of World Pacific Records, added three new singers to the label's talent roster in line with the firm's recently announced policy of broadening the scope of its repertoire.

Label added singer David Allen, formerly with the Boyd Raeburn orchestra, and chirps Paf Healy and Annie Ross. Miss Healy was signed as a result of her appearance on the Bobby Troup "Stars of Jazz" teleshow, while Miss Ross is presently performing with the Patrice Musel TV show. Packages planned include "David Allen Sings Jerome Kern," "Pat Healy Sings" and "Annie Ross Sings With Gerry Mulligan."

Bock also disclosed that trombonist Bob Brookmeyer inked an exclusive pact with the label. Brookmeyer has previously recorded for the firm tho on a non-exclusive basis.

Bock left here last weekend for an extended trip to New York where he will engage in a month-long series of recording sessions.

California Fair Trade Laws In Line for Stringent Test

Columbia, Victor Distributors Sign Dealer Pacts to Enjoin Discount Selling

By JOEL FRIEDMAN
HOLLYWOOD — The validity of the California fair-trade laws may shortly be put to the test as the result of a series of moves on the part of the Columbia and RCA Victor distributors in San Francisco, and a giant discount mail-order operation by Fed-Mart Stores throughout San Francisco.

While the situation is one that will only affect the disk business in the State, it nonetheless is being cautiously studied by all the major recording companies and non-discount record dealers.

The Meyberg Company, San Francisco distributor for RCA Victor, last week quietly began signing fair-trade agreements with a number of bay area dealers, a move viewed as necessary prior to going into court and asking that the California fair-trade laws be upheld and that discounters be enjoined from selling RCA Victor records at cut prices.

The move is similar in nature to that already taken by the H. R. Basford Company, San Francisco, Columbia distributor in that area. The Basford firm was recently awarded a temporary restraining

order against California Record City, which enjoins the latter from selling or offering to sell Columbia records at less than the stipulated fair-trade price.

Spokesmen for the Meyberg firm confirmed that they plan to seek redress thru the courts to prevent further discount selling of RCA Victor records in their territory. While no similar actions are planned by either the Columbia distributor or RCA Victor branch in Southern California, other distributors are known to be seriously considering action similar to that taken in San Francisco.

The Fed-Mart operation began last week and involved a mailing to residents of San Diego County from the firm's base in San Antonio, offering numerous fair-traded items at discount. Fed-Mart's operation includes phonograph records, and while no furor is expected unless the manufacturers raise some objection, numer-

ous San Diego dealers are known to be concerned. Fed-Mart's mailing is ostensibly prompted as a result of the recent U. S. Supreme Court edict involving Master's Mart in New York. Latter ruling determined that fair-trade laws are not valid when sales are made from such States that do not have such laws. Since Texas does not have a fair-trade law, therefore the Fed-Mart mailing from San Antonio.

What may be a fair-trade fight involves high-fidelity phonograph equipment in addition to records at the present time. A number of component parts firms, among them Harmon-Kardon, ElectroVoice, McIntosh, Thorens and Lansing, all recently decided to fair trade their products in California. Record dealers contacted in this area indicated they were elated with such a decision and that they hoped other manufacturers would follow suit.

New Wax Calls for New Promotion Field

Mercury Seeks One Answer Via Expanded Store Exploitation of New Material

By BERNIE ASBELL
CHICAGO — One of the sharpening thorns of the "Top 40" system is the pressure on record companies to open new fields of exploitation for exposure of new wax. If so much air effort is turned over to established records where, ponders the promotion director, do we get new material exposed.

Judging from an action taken at Mercury Records last week, one answer is an expansion of promotion in the stores. The probable theory is that if an up-and-comer can be nudged upward in sales even to 40th place, the consequent binge of exposure on the air becomes an almost automatic matter. But getting it up to the tail-end of the chart is the problem.

Last week Mercury's 30 field contact men were hailed into Chicago for a promotion meeting, where each was informed that he

was being promoted to the status of "promotion manager." Whereas these men heretofore patrolled a disk jockey beat exclusively, they were now to expand their attentions to dealers, and to co-ordinate promotion activities of distributor salesmen and supervise use of dealer aids.

The growth in influence of local radio station hit charts occupied major attention at the meetings. (Continued on page 23)

Decca Wants In on Thrush Pic Soundtrack

HOLLYWOOD — Despite the fact that chirp Shirley Jones is signed to Columbia for pop singles and Dot for albums, Decca Records entered the picture last week in an attempt to nab the soundtrack rights to the Universal-International film, "Never Steal Anything Small," in which Miss Jones appears.

Film has a score by Allie Wrubel and Maxwell Anderson, and is based on the Anderson-Mamoulian play, "The Devil's Hornpipe." UI is a Decca subsidiary, and it was learned that the diskery is trying to get clearance for the album rights by bargaining other pic scores in which conflicting disk pacts occur.

Thirteen tunes are included in the film score, all sung by stars James Cagney, Shirley Jones, Roger Smith and Cara Williams.

Angel Preps New Historic Classic Series

NEW YORK — Angel Records will launch a new series of historic recordings, called "Great Recordings of the Century," next February. The series will present memorable performances of the classics, recorded prior to the microgroove era by artists of international repute.

The line-up is drawn from the catalogs of various subsidiaries of England's Electrical and Musical Industries Ltd., including His Master's Voice, European Columbia, French Pathe, Odeon, etc. The series has already been inaugurated by Pathe Marconi under the title of "Les Gravures Illustres."

Packages, designed in Paris, will have covers of oyster-grey, French-imported, linen-like material, gold imprinted. Booklets, carrying analytical notes, biog material, illustrations and recording data, will accompany each set. Disks will be pressed at the EMI plant, Hayes, Middlesex, England.

Callas Sets U. S. Concert Tour for '58

NEW YORK — Soprano Maria Meneghini Callas, one of the hottest operatic entities of recent years, will make her first American concert tour next year under the aegis of S. Hurok. Up to now she has confined her appearances to opera.

Meanwhile, the canary is in a hassle with the San Francisco Opera Company, which has filed a breach of contract complaint against her with the American Guild of Musical Artists.

A hearing was set for last week, but was postponed because Mme. Callas is rehearsing at La Scala in Milan, where she will open the season December 7. According to AGMA's Hy Faine, the hearing now will take place January 27, whether or not the artist can attend in person.

Mme. Callas' first Metopera appearance this season will be on February 6, in "La Traviata."

Nippon Victor LP Cuts Sets Pattern

TOKYO — As did its American counterpart several years ago, Nippon Victor has slashed the prices of LPs here. The label thus becomes the frontrunner of what could become an industry pattern for this nation. The price cuts range from 13 to 28 per cent.

On 12-inch classical LPs, the price has been dropped, in terms of American currency, from \$6.40 to \$5.30, or approximately 17 per cent. With 10-inch classical disks, the cut is 28 per cent, or from \$5.00 to \$3.60. In the pop LP field, 12-inch disks are down from \$5.55 to \$4.72, about 15 per cent, while the 10-inch pop sets dip from \$4.44 to \$3.60, roughly 13 per cent.

It is explained here that since the Victor firm was purchased several years ago by Matsushita Electric Company, which is comparable to the RCA and EMI industrial empires, "the company has undergone personnel reshuffle and rearrangement of plant production system and the whole organization has been thoroughly rationalized, now being able to carry out this price reduction aiming at the coming Christmas season."

Nippon Gramophon, an affiliate of the German Deutsche Gramophon firm, is reported reducing prices in a similar manner almost

JAZZ-POETRY FESTIVAL

HOLLYWOOD — The Los Angeles Jazz Concert Hall will reopen its doors next week (4) with the first West Coast Poetry and Jazz Festival under the co-sponsorship of maestro Benny Carter and the Venice Poetry Center.

Concert is scheduled for December 4-7, with the program starring Shorty Rogers and His Giants, and poetry readings by Kenneth Rexroth, of San Francisco, and Rick Vallin reading works by Lawrence Lipton, Stuart Perkoff, Saul White and Dylan Thomas.

Readings will be backed by a group helmed by Fred Katz, with Bud Shank, Barney Kessel, Buddy Collette, Dennis Budimir and Red Mitchell. Added attraction on the bill is chirp Katie Lee.

Dealer Sets Mammoth Yule Promotion

HOLLYWOOD — The House of Sight & Sound, Van Nuys, Calif., disk dealer, kicked off the Christmas buying season via a mammoth promotion on Sunday (1) attuned to the Columbia album, "The Christmas Mood."

Firm kept its doors open for an additional five hours that day and only sold Christmas merchandise, with the Columbia package getting the heavy push. Album was penned by the late Al Burt, formerly with the Alvino Rey band, with all proceeds from the sale of the album to go to his widow. Dealer also purchased \$5,000 worth of Christmas seals, with all customers receiving a dollar's worth of seals with each purchase.

To lend a touch of authenticity to the proceedings, Sight & Sound has brought in a huge snow machine that will blanket the San Fernando Valley shopping area.

Recording companies, talent and other industry personnel are co-operating, with artists scheduled (Continued on page 23)

Mutual Ups Music-News Programming

NEW YORK — The Mutual Broadcasting System has increased its network programming from 17 to 19 hours a day, marking a further extension of the web's special music and news programming service for its affiliates.

Under its new set-up, Mutual will be programming well in excess of 1,300 disk a week, via its special service, whereby platters are played by the web, with intros by local deejays. Affiliates may pick up any portion of the special service they desire. Mutual supplies them with complete cue-sheets of disks to be played 10 days in advance.

'Game,' 'Henry' Infringement Suits Settled

NEW YORK — Two interesting song infringement actions were settled and discontinued here this week in New York Federal Court.

First suit was brought by Jerry Vogel Music and Broadway Music against Frederick Brisson, Robert E. Griffith, Harold S. Prince and Albert Taylor on the use of the (Continued on page 23)

Rosen Joins Nash Assoc.

NASHVILLE — Hal Rosen has been added to the staff of Murray Nash Associates, Inc., as artists and promotion director. He will supervise management of all talent in the Nash operation, as well as handling publicity and promotion. Rosen for over two years wrote a daily entertainment column for the Washington Daily News, later becoming public relations director for the Robert Enders Advertising Agency. During the past year he has been operating as a personal manager out of New York.

Roulette Eyes \$1.49 LP Field

NEW YORK — Roulette Records is negotiating to buy a low-priced (\$1.49) album line, which will be put out on the firm's Rama label.

Prexy Morris Levy and other key Roulette execs of the label are currently screening the label's catalog. Levy declined to identify the company until the deal is set, but said it was "one of the biggest firms in the low-priced album field."

IHFM Says FM Airings Hype Home Hi-Fi Buys

By MILDRED HALL
WASHINGTON — The Institute of Hi Fidelity Manufacturers, Inc., has told the Federal Communications Commission that FM broadcasting stimulates buys of home hi-fi systems. The increasing interest in hi-fi, better advertiser acceptance of FM in the national spot field, and the dramatic difference to music lovers between the FM and AM broadcasting, are all contributing to strengthen the service, IHFM told the agency in a plea to preserve the FM band as is.

The filing was made in connection with the FCC's current study of the frequencies which encompass the FM broadcast band. The FM space is believed to be in danger by demands of industry for more spectrum space. The hi-fi group pointed out an increasing

audience for FM's hi-fi tape, with stereophonic or "both ears" sound, which provides the same contrast to ordinary broadcast as the new "depth" movies have to the old flat-screen types.

In other petitions to the FCC last week, a number of FM stations asked for another six months past the present January 1, 1958, deadline, before stations have to install multiplex equipment for "storecast" music. The majority of the stations operate on a simplex arrangement, which allows the functions, music broadcasts to go on during regular broadcast periods.

The FCC has told the stations they will have to install the more expensive multiplexing equipment, to enable the side operation of storecast music to be carried on a channel separate from regular broadcastings.

Smather Bill Changes Hinge on Hearings

WASHINGTON — Hearings to be held by the Senate Commerce Committee on Senator Smathers' bill to divorce broadcasters from interests in music publishing or recording, will determine "whether or not any alteration of the bill in its present form will be necessary," according to spokesman in the Senator's office.

Rumors growing out of a Florida Broadcasters' Association meeting, that Sen. Smathers (D., Fla.)

Glaser Buys Archer Assoc. Booking Firm

NEW YORK — The booking firm known as Archer Associates, started earlier this year by veteran booker Jack Archer upon his departure from the Shaw Artists fold, has been bought by Associated Booking Corporation.

According to Archer, the firm, for the time being, will operate in its current West 57th Street headquarters, maintaining the same staff, as a subsidiary of Joe Glaser's ABC booking outfit. Archer will head the set-up, which will bring his long experience in the booking of rhythm and blues talent into the ABC axis. Gradually, Archer's operation will be absorbed into the new parent firm, and will physically move in when additional space has been acquired at ABC's Fifth Avenue headquarters. The deal becomes effective Monday (1).

Archer will shortly depart on a tour of the Glaser offices in Chicago, Las Vegas, Nev., Hollywood and Miami. In each of these he will set up a wing of his own operation. Archer said that for the present he intends to concentrate on the r.&b. field with particular emphasis on developing strong packages. In line with this, the first package, headed by the Platters and Dinah Washington, will go out in January. Later, Archer, who has handled a number of bands in his booking career, may become active in this part of the ABC operation as well.

Local 47 Mulls General Strike Fund Set-Up

HOLLYWOOD — American Federation of Musicians Local 47 will take up the recommendation that a general strike fund be established at its next general membership meeting, the latter planned for December 23.

Legislative committee of the union recommended that such a fund be created, with various plans discussed here last week at the November meetings of the local. Union spokesmen were quick to point out that the establishment of a general strike fund would in no way be connected with the upcoming studio negotiations. These negotiations are proceeding harmoniously and no difficulty in ratifying a new contract is expected. It was pointed out, however, that since AFM Prexy James C. Petrillo had given the Local 47 membership the green light in sitting in and ratifying such contracts, the local had to be prepared for any contingency.

A resolution by former President John te Groen which sought to bar the union's financial and recording secretaries from working as musicians while drawing a union salary, was tabled again.

would divert the focus of his bill to network ownership of music interests rather than individual stations, are premature, The Billboard was told last week (26), by Sen. Smathers' administrative assistant, John J. O'Keefe Jr. (The Billboard, November 18, 1957).

"The Senator feels the bill as drawn is adequate to serve as a basis for hearings, but only the outcome of those hearings will decide if the present bill (S. 2834) is adequate, or needs revision, or if legislation is needed at all," said O'Keefe. The Senator is "not wedded to the proposed legislation," but wants a forum for further testimony "concerning conditions as they exist today."

O'Keefe reports that the Senator feels "prima facie evidence brought to his attention indicates need for present investigation," but that "much has been claimed on both sides which needs sifting out in open hearings." The Senator also feels there may have been further developments since the Celler Antitrust Subcommittee hearings of 1956, said O'Keefe.

Smathers will ask for hearings on his bill by the Senate Interstate and Foreign Commerce Committee, of which he is a member, early in January. The bill in question provides "that a license for a radio or television broadcasting station shall not be granted to, or held by any person or corporation engaged directly or indirectly in the business of publishing music or of manufacturing or selling musical recordings."

MPPA Meet to Mull Changes In SPA Pact

NEW YORK — Board of Music Publishers Protective Association expects to discuss two important matters at its next session which will likely be held several weeks hence. On the agenda is an examination of the proposal that an organization be set up to handle motion picture performing rights. Another matter to be considered is the upcoming negotiations with Songwriters Protective Association for a new pact.

With regard to latter, some writers have indicated that their org will ask that in the new contract, copyrights be held in the name of writers and composers. Pubs queried are strongly opposed to such a move.

Appointment of a publishers'

AUDIO FIDELITY FISHING

Frey Baits Holiday Hooks With \$1 Bills

NEW YORK — Audio Fidelity Records' mahoff, Sid Frey, is employing an expensive mailing campaign to get dealers enthused over Christmas profit opportunities.

"They always say don't send records, send the money, in this business. Well we're sending the money," declared Frey, pointing to a sample mailing piece to which was attached a genuine dollar bill and a penny. Frey chose this way to show dealers graphically how their profits can be dollars on his de luxe, \$5.95 non-discounted line, rather than pennies. This second of three mailing pieces went out to 3,000 dealers this week via certified air mail (at 20 cents per piece), which requires the addressee's signature upon delivery.

"We tried to hit with our three mailings just at the time when dealers are fixing up their Christmas

DUPONT DOUGH BACKS MURPHY

SAN FRANCISCO — As the result of a Dixie afficiando's liking for his music, two-beater Turk Murphy will shortly become a club owner.

It seems as tho a DuPont digs Turk's brand of Dixie, and following a visit from the angel to New York's Bourbon Street, and a gig at the DuPont estate in Wilmington, Del., Murphy was asked if he'd like to have his own club.

The net result is that a corporation has been formed that has purchased the Bourbon Street night spot in New York, with Murphy's crew scheduled to work there for the Christmas holidays. In addition, the new outfit has bought Mambo City here and is also negotiating for clubs in Miami and Chicago, the profits of which Turk will share.

Angel is Douglas Wooten, president of the Wooten Corporation, a brother-in-law of DuPonts.

DRUM BEAT

Why Not Tab Label 'Sorority'?

CINCINNATI — "Never underestimate the power of a woman," the truth of that age old adage came out in bold relief here this week.

A platter by Ruby Wright on the Fraternity label, coupling "Let's Light the Christmas Tree," and "Merry, Merry, Merry, Merry Christmas," a Billboard Christmas Best Buy, has the active support of Ruth Lyons, the top rated radio and TV personalities on WLW here.

Since Miss Lyons started plugging the record, it has become the number one seller here. In one shop alone, in one day, the disk sold 104 45's and 79 78's, far more than any other disk. Sale of 78's is explained by the fact that many of the older hausfraus who buy the disk still operate on 78-only players. In fact, it's even being said here that many of the lady followers of Miss Lyons are buying the disk even tho they have no player at all.

committee to talk with SPA would probably take place after the holidays, it was indicated.

L. of C. to Study Disk Preservation

WASHINGTON — The Library of Congress has begun research into the preservation of sound recordings, under a grant of \$65,000 from the Rockefeller Foundation. Librarian of Congress Mumford announced last week. (Dec. 1.) To date, there has been no basic research done on the problem of preserving sound recordings, on disks or tape.

The Library notes that "while sound recording has been developing technologically from the

early wax cylinders to the latest magnetic tapes," and collections have been growing in libraries throuout the country, no scientific answers have been given to the problems of handling and caring for such collections.

The research project hopes to determine the life expectancy of various kinds of recordings, and to find suitable methods of shelving them and of prolonging their existence. The research will be limited to disks—shellac, vinylite and acetate—and to magnetic tapes.

Librarian of Congress Mumford, Harold Spivack, chief of the Library's music division, and other Library staffers will supervise the project, to be handled by the Southwest Research Institute. A report on the conclusions of the research will be published for worldwide consumption.

The Library's own recordings include over 100,000 commercially produced recordings (mostly musical), a large collection of folk-song records, radio transcriptions and other types of recordings, as well as several hundred thousand non-musical, government prepared disks.

Global Distrib Spread for Disney Disks

NEW YORK — Expanded distribution on the international front was effected last week by Walt Disney Productions on behalf of its Disneyland and Mickey Mouse Club records.

Separate agreements were entered into with 13 companies in as many countries. In England, the lines will be handled by Pye Records; in France, by Vega Records; in Milano, Italy, by Edizioni Curci; in Germany by Metronome Records; in Sweden, Denmark and Norway by Bent Fabricius-Bjorre.

In Brazil, the distrib is Odeon; in Australia, EMI; in New Zealand, HMV. In Hong Kong and in India, the lines will be repped by the regular Disney Character Merchandising agents, and in Japan by Japan Sales Company in Tokyo.

Wuest Pkgs. Jazz Concerts For Students

NEW YORK — A jazz concert package aimed primarily at schools and colleges, will be launched in January by talent manager Harry Wuest. General Artists Corporation will book the unit, which will be tagged The Jazz Festival All Stars.

Size of the package will be variable, drawing from this talent pool: Rusty Dedrick, Eddie Bert, Dick Johnson, Sal Salvador, John LaPorta, Dave McKenna and Eddie de Haaf. Most of the bookings will also include a commentator.

Riverside Records already has agreed to record at least one of the concerts by virtue of its contract with alto man Johnson.

Wuest, who also manages orkster Buddy Morrow, recently added Bill (Raunchy) Justis to his stable. Justis is expected to sign with GAC this week.

Johnny Watson Joins Keen

HOLLYWOOD — Keen Records, Cinderella indie diskery that hit the jackpot with its first release, added blues shouter Johnny (Guitar) Watson to its growing talent stable last week, with his first releases due to be issued immediately.

Label also plans on releasing its first LP, a package by Sam Cooke, at the same time. Cooke, meanwhile, continued to reap the rewards of his hit etching, "You Send Me, via one-nighter appearances in San Jose, Sacramento, Oakland, Seattle and Tacoma. Following his appearance on the Ed Sullivan Show he'll do the Howard Miller TV show and concert on December 4 and 6, and then goes into the Lotus Club in Miami for a week's engagement.

Monitor Gets Top Name Soviet Tapes

NEW YORK — Monitor Records has obtained several new tapes from the Soviet Union, featuring top Russian names who will be making Stateside appearances in January, February and March. The recordings, featuring violinist Leonid Kogan, and pianist Emil Gilels, will be released next week.

The spotlighted releases are the Beethoven "Archduke" Trio played by Kogan, Gilels and cellist Rostropovitch, and Kogan doing the Beethoven C Minor Sonata K.376. The Beethoven Sonata was cut in Paris, and the other material in Moscow utilizing modernized recording techniques.

Hi-fi sound also is claimed for two additional Monitor releases, carrying "Russian Folk Songs" and "Armenian Folk Songs."

The tapes have been leased to Monitor by Leeds Music, which controls all authorized Soviet musical material.

Both Gilels and Kogan have been booked to appear with the Philadelphia Orchestra on January 25, the date of the ork's 101st anniversary. S. Hurok is handling the acts in the U.S.A.

Indie Exec To Europe

NEW YORK — Bill Hill, sales manager for the Fiesta, Piknik and Que diskeries, left last week for Europe to set up reciprocal deals with European labels.

Hill will travel for a month, visiting Deutsche Grammophon in Hamburg, Germany, with whom his labels have an agreement covering most of Europe. From there, he will go to Milan and Rome, thence Paris and London. In the latter city, his American labels are not currently represented.

In all countries visited, Hill will look for masters to be released here.

Before embarking, Hill set January release schedules for Que and Fiesta. Former will launch 12 new sets, and the latter 10. Along with these will go what Hill described as an "unusual new plan" for salesmen and distributors.

One organization—One policy

TO BRING MORE AND BETTER MUSIC INTO EVERY AMERICAN HOME

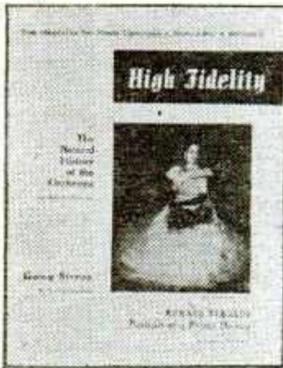
For the trade:



THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

Specially edited as a buying and programming guide for music merchants and broadcasters. Its pages are the source of aggressive merchandising plans as well as buying guides for dealers. Its programming services are a must for every broadcaster. The current print order is 61,500 copies.

For the pattern setters:



THE MAGAZINE FOR MUSIC LISTENERS

Specially edited for those who want detailed information about the latest and best in recorded Music and reproducing equipment. Here is the backbone of the recorded music and high fidelity equipment consumer market—the pattern setters that others are likely to follow. The current print order is 105,000 copies.

For the impulse buyer:



THE MONTHLY MUSICAL SHOPPING GUIDE

Specially printed as well as specially edited to showcase the latest LP & EP releases. Audition is distributed only through dealers and printed in brilliant colors to attract the record buyer who shops before he decides. The current print order is 100,000.

For the sound perfectionist:



THE MAGAZINE FOR THE HI-FI HOBBYIST

Specially edited for the do-it-yourself hi-fi market, Audiocraft attracts the dedicated hobbyists whose never-ending search for more perfect music reproduction makes them want to be first with the latest hi-fi offerings from manufacturers. It is written for those who want to know how their equipment operates and how to build and expand their hi-fi systems. The current print order is 60,000 copies.



PAUL ACKERMAN, Music Editor... joined The Billboard in 1935 as general showbusiness reporter, covering legitimate theatre, radio, vaudeville, burlesk stories... moved into Music Department when it was formed in late 1930's, became Music Editor in 1949.



JOHN M. CONLY... Editor of High Fidelity. After post-graduate studies in Journalism went from copy boy on New York Herald Tribune to a North Carolina paper, then to reporter on Washington Evening Star, science editor of Pathfinder Magazine. His free-lance article written for The Atlantic ("They Shall Have Music") credited by many as the first to call consumer's attention to high fidelity. The voluminous reader response it provoked resulted in The Atlantic's regular record review section.



JUNE BUNDY, Reporter... Nine years with The Billboard; formerly Associate Editor for various businesspapers; was partner in West Coast publicity firm specializing in talent, clubs, record companies. Free lance TV and radio script writer.



HOWARD COOK—Reviewer and assistant to The Billboard editors; studied music composition at New York University's Graduate School of Music.



JOEL FRIEDMAN, Reporter (West Coast)... covers all news developments in the entertainment field. With Billboard since 1953, formerly editor and reporter on businesspapers.



ROLAND GELATT... Music Editor, High Fidelity. Former staffer and music critic on The Musical Digest, New York Sun; assistant music editor and later feature editor of Saturday Review. Author of "Music Makers" (Knopf, 1953), "The Fabulous Phonograph" (Lippincott, 1955); Editor of "The High Fidelity Record Annual" (Lippincott, 1955).



ROY LINDSTROM... art director of High Fidelity since 1953. Was graduated from American School of Design. Has taught art, free-lanced.



FRANK LUPPINO, JR., manager of Billboard's Merchandising Division... joined the advertising department in 1948. Later became reporter, then assistant to the publishers. Was Business Manager of Tide from 1953 to 1956. Before joining Billboard was connected with operation and distribution of automatic music machines.

THE BILLBOARD PUBLISHING COMPANY — Now more than ever

On November 21, 1957, The Billboard, High Fidelity, Audition and Audiocraft were merged into one corporation. As a result, the world's largest and most experienced staff of music editors and reviewers are now in one organization—devoted to the one task of bringing more and better music into every American home.



ROY P. ALLISON . . . Editor of Audiocraft and Audio Editor of High Fidelity. Studied electrical engineering at University of Connecticut. Formerly Editor of Radio Communication (later Communication Engineering) Magazine.



BERNIE ASBELL . . . covers music and TV in the Chicago and Mid-West area. Formerly Managing Editor of Chicago Magazine. Contributes to national magazines on the American entertainment scene. Currently teaching courses in American Folk Music and Magazine Article Techniques at the University of Chicago.



KATHLEEN AUSTING — With The Billboard since 1946. Is in charge of the statistical department which provides market research and analysis information. Also in charge of tabulation of weekly dealer diaries on best selling records in the nation's record stores and subsequently printed in The Billboard's music popularity charts.



NATHAN BRODER . . . reviewer. For nine years manager of G. Schirmer's Publication Department. Lecturer in music, Columbia University, 1946-1952. Author and reviewer of books, music and records for leading musical magazines. Associate Editor of The Musical Quarterly from 1945 to present.



R. H. DARRELL . . . contributing editor. Has been a record, music-book and tape reviewer since 1926. Author of "Good Listening" (Knopf, 1953); compiler of original edition of "The Gramophone Shop Encyclopedia of Recorder Music" and Schirmer's "Guide to Books on Music and Musicians." Studied at New England Conservatory of Music. Awarded a Guggenheim Fellowship in 1939.



E. B. "Bud" FOSKETT, Manager of Billboard's Market Analysis Division . . . For ten years conducted own business in market research, specializing in customer and dealer research in retail stores. Has been Associate Research Director of New York University's School of Retailing for a number of years.



BOB FRANCIS, Reporter . . . Fourteen years with The Billboard, started as drama editor. Formerly columnist for New York daily; contributes free-lance articles on all phases of show business to national magazines.



RALPH FREAS, Associate Editor. . . joined The Billboard in 1956 to supervise new Merchandising Section of the Music Department. Former disk jockey; for six years was Associate Editor of Record-Retailing Magazine.



PHILIP GERACI . . . reviewer for High Fidelity and Associate Editor of Audiocraft. Works in recording field, designing circuits.



R. D. "Ren" GREVATT . . . Five years with The Billboard, formerly advertising and promotion writer for businesspapers and consumer magazines, public relations representative for musical and dramatic groups. Manages and sings locally with prominent vocal group.



MILDRED HALL, Chief, Washington, D.C. Bureau . . . Has covered Capitol Hill since 1940, reporting on ASCAP-BMI hearings, copyright legislation, other stories of importance to music industry. Has freelanced fiction and fact articles for national magazines. Taught before entering editorial work.



J. GORDON HOLT . . . technical editor. Formerly on staff of Lectronics, Philadelphia. Contributing editor to other publications, including Australia's "Radio and Hobbies."



TOM NOONAN, Research Reporter . . . Eight years with The Billboard. Now supervises weekly Music Popularity Charts.



BILL SACHS, Executive News Editor . . . 33 years with The Billboard, specializes in spotting trends and reporting news of Country & Western talent and tunes. Former radio newscaster, has covered every branch of the entertainment field.



BILL SIMON, Associate Editor . . . with The Billboard since 1952; active musician (sax and clarinet) with dance bands, symphony orchestra; formerly managed retail music store, was manager for talent and orchestras; owned music publishing company; supervises Billboard's record review staff.



JOHN S. WILSON . . . Jazz reviewer. Former entertainment editor of New York's daily, PM. Currently New York editor of Down Beat and jazz critic for the New York Times. Also producer and commentator for weekly radio program, "The World of Jazz," on New York's "good music" station, WQXR.

. . . THE COMMUNICATIONS CENTER OF THE MUSIC INDUSTRY

'58 TRAFFIC BOOM

Major Export in U. S. Disk Talent

• Continued from page 1

changes are in the works for the immediate months ahead. Ray McKinley and the Glenn Miller band open a three-week British tour on January 19. In exchange, the Johnny Dankworth band pays a call here in late February for a three-week tour with the Birdland stars, starting February 21 in Carnegie Hall.

Later on, Ella Fitzgerald leads Norman Granz' Jazz at the Philharmonic troupe onto British soil for an April concert tour. The group will have many of the top jazz stars who recently made the American go-around with JATP. In exchange for this, the British Basil Kirchin band is likely to come to the States. The third currently set deal for the winter involves an exchange of the Vic Asch group here for a Dave Brubeck tour in England.

There has also been considerable

talk in the trade of British tours for Benny Goodman, Dizzie Gillespie and an all-star group to be headed by Buck Clayton. Some attempt is believed in the works to arrange cafe dates in Britain for the Gillespie crew, tho up till now, the two musicians unions have failed to okay any exchanges based on location dates.

Britain Top Mkt.

Britain, it is true, is currently the prime foreign market for U. S. talent. But other countries are opening up. Frequently now, added on to British tours, are a span of engagements on the continent. The Olympia in Paris has become an increasingly important showcase for American talent. The Count Basie band did a one-week stint there during its current smash British tour, and Sarah Vaughan will do likewise on her forthcoming jaunt.

Lionel Hampton and his band open a 15-week European tour in Hamburg on Christmas Day. At present the tour does not include Britain, but negotiations have been held on this. Louis Armstrong is expected to do a tour of Europe in the spring, which will include Soviet Russia under the aegis of the State Department.

All of these tours and appearances are being set up in the wake of an unusually heavy schedule of appearances now being completed by American artists abroad. This fall, for instance, has seen tremendously successful engagements in Britain for Judy Garland, Count Basie, Jimmy Rushing, the Modern Jazz Quartet, Jack Teagarden, Charlie Gracie, Earl Hines, Sister Rosetta Tharpe and others.

The traffic is also a reflection of American artist popularity at the sales level overseas. They are big sellers from Japan to France, from Latin America to Australia and particularly in England, where 19 of the top 30 disks this week are by Americans. Of these, four are by Presley, and there are two each by Harry Belafonte, Paul Anka and Pat Boone.

Canadian Quality Goes Full Color

TORONTO — Quality Records of Canada Ltd., takes its first major step into national advertising with a full-color full-page back cover ad in the December issue of Canadian Homes and Gardens. The company's annual sales are spinning today at a 19 per cent share of the total Canadian disk market.

The company claims a \$2,000,000 volume a year.

Leroy Anderson
"FORGOTTEN DREAMS"

Recorded by

- Leroy Anderson on Decca Records #30403
- Cyril Stapleton on London Records #1754
- Frederick Fennell on Mercury Records #71170

MILLS MUSIC, INC.

COLONEL BOGEY

IS THE MARCH THEY WHISTLE
in Columbia Pictures'

"THE BRIDGE ON THE RIVER KWAI"

Recorded by: Mitch Miller, Col. 41066—
Art Mooney, MGM 12590—Edmundo Ros,
Lon. 45-1779

BOOSEY & HAWKES

30 W. 57 St., N. Y. C. 19

Music as Written

Peppy Prince, Don Bexley
Join Dooto Roster . . .

Dooto Records, Coast (r.&b.) diskery, added maestro Peppy Prince and comic Don Bexley to the firm's talent list last week. Dootsie Williams, president of the label, announced the additions and declared the label will continue to add other comics in the future. Latter now include Red Foxx, Sloppy Daniels and Dave Turner.

New York

Decca thrush Sunny Gale opens at the Old Rumanian December 4 for a month-long engagement. It's her first appearance at a Broadway club. . . Pianist Fred Witmer, pianist at Gatsby's, is cutting an LP in the next few weeks.

Hollywood

Disk satirist Stan Freberg was a guest lecturer at UCLA's class in professional comedy last week. . . Red Nichols and Sammy Weiss will front their bands at the Hollywood Palladium on weekends, with the Les Brown ork set to return for a run there New Year's Eve. . . Maestro Stan Kenton will reopen his Balboa Rendezvous Ballroom on December 13, with a weekend policy thru the winter months and a four-day schedule during the summer. . . Members of the music branch of the Academy of Motion Picture Arts and Sciences will refuse to accept any nominations or awards if the Academy goes along with its plan to allow only one award for all music categories. . . RCA Victor will rush its release of the Mario Lanza etching of "Never Till Now." . . Gene Norman will have Johnny Mathis at the Cresendo in January. Norman inked Mathis for an appearance last July, before his hit etchings of "Wonderful, Wonderful" and "Chances Are." . . Paul Francis Webster will put lyrics to the music of the title song, "A Farewell to Arms," from the film of the same name. . . Liberty Records will release the Julie London recording, "Saddle the Wind," during Christmas week, immediately before release of the MGM picture nationally. . . Denise Darcel will do a one-shot album for Tops Records following the completion of her current nitery tour back East. . . Tony Martin inked for a two-week engagement at the Fountainbleu beginning February 18.

Westminster
Utah Bash Set

NEW YORK — Westminster Records, which has signed the Utah Symphony Orchestra for a series of recordings, will tie the unit's first recording dates into a big regional promotion for the label.

First diskings, to take in a group of major works led by Handel's "Israel in Egypt," will take place in Salt Lake City from December 9 thru 14.

On December 13, the company is planning a distributor-dealer meeting of key personnel from all of the Western States. This will be capped by a luncheon at the swank Alta Club. Utah's Governor Clyde and Salt Lake Mayor Stewart have already accepted their invites.

The Utah Symphony will record under its permanent conductor, Maurice Abravanel.

Mills Buys Irish Firm's Catalog

NEW YORK—Mills Music has acquired the catalog of Pigott & Company, Ltd., of Dublin, Ireland. The company, a leading firm in Ireland, has a catalog rich in material for piano, violin and ensembles, romantic and comic operas, etc.

Cap's Buy of Angel Official

• Continued from page 17

to Cap branches. While Capitol's formal statement indicated that no changes in personnel or policy are expected, replacements and a reshuffling of some individuals will undoubtedly take place shortly after the first of the year.

As previously reported, the acquisition of the Angel line will for the first time offer staunch competition to both RCA Victor and Columbia in the classical field. Angel masters will continue to come from EMI, Ltd., with art work from Paris and liner notes from England. Cap is expected to take over the manufacture of the line in this country immediately.

NEW YORK — Dario Soria, president of Electric and Musical Industries (U. S.) Ltd., — whose label, Angel, has been sold to Capitol by EMI, stated that he and Dorle J. Soria (Mrs. Dario Soria) will not join the Capitol organization. However, they hope to

Insiders Foresee

• Continued from page 17

the company can take the disk and run with it. If the disk flops locally, the company still saves itself a bundle that it might have spent on a national flop.

While the industry is greatly concerned with its territorial "sleepers," the companies also are greatly concerned with the singles failures of their expensive, established "name" artists. While many of the big standard names are enjoying unprecedented success in packages, they don't like the idea of losing out on the juke boxes and deejay shows. The artists themselves don't enjoy being tagged with expensive recording dates which never earn back their cost. One possible solution that has been suggested is that the artists discontinue recording singles as such and concentrate on EP's and LP's.

On EP's, some of them are considering the idea of recording four new tunes, rather than include any standards. One of the four, they argue, might draw special attention, in which case this could be yanked for a single. Cost of promotion disks can be cut down by eliminating the buckshot singles coverage, and the four-tune layout gives the lightning a better chance to strike. At the same time, they maintain, their regular package buyers insure profit from full distribution and display.

The big problem with this, however, is finding four new tunes which both artist and recording company consider as potential hit material. The top artist at one major, when discussing such a plan with company brass, thought the idea had great possibilities. "But," he said, "I haven't been able to find two songs I'd want to record at my next date, let alone four."

Copyright Post

• Continued from page 17

tee is the strongest voice for the industry in matters of music licensing for broadcasters, and recommended the formation of the present All-Industry Copyright Committee which is currently negotiating with ASCAP on music licensing in television.

The Committee is expected to keep the industry in close touch with proposed overall copyright revision by the U. S. Copyright Office, which will result in an omnibus copyright bill, possibly early in 1959. Studies now being conducted by the U. S. Copyright Office will affect music copyright in many of its aspects, such as compulsory licensing, damages, duration of copyright and possible developments in performance copyright. (The Billboard, October 14, 1957.)

be of service to EMI and its artists, with whom they have a close affiliation.

Mrs. Soria has been director of artist and press relations as well as of album presentation and promotion.

Soria's five-year contract — and that of Mrs. Soria—expires December 31, 1957. They will remain in the field of music, according to the announcement.

Soria stated that when EMI (U. S.) was launched in this country, he had acquired a 25 per cent interest in the company. In order to effect the sale of EMI (U. S.) to Capitol, EMI of England exercised its option to buy his shares.

The first Angel Records were released in November, 1953, and in the following four years the label brought to the American public a great list of European artists. Soria estimated that some 4,000,000 disks have been sold.

Soria, prior to heading the Angel operation, had organized and directed Cetra-Soria Records, which marketed top-flight Italian operatic recordings here. That company was sold by him to Capitol early in 1953. For five years, he broadcast weekly on WOR's "Festival of Opera" program.

Mrs. Soria was for many years head of the press department at Columbia Artists and publicity director for the New York Philharmonic. On joining Angel at its inception, she introduced several new techniques in record advertising which have since been widely followed.

Franz Waxman's beautiful theme from the Warner Bros. production "Sayonara"

'KATSUMI LOVE THEME'

Morton Gould RCA Victor
Percy Faith Columbia
Leroy Holmes MGM
Frank Chacksfield London

M. WITMARK & SONS

STAR-X-citing!
STAR-X-pressive!
STAR-X-ceptional!
JACKIE CARBONE
"JAM UP"

"JUST FOOLIN'"
STAR-X 503
RAYMOND CARBONE
"MY CHRISTMAS PROBLEM"

"ROCKIN' ON MY ROCKIN' HORSE"
STAR-X 502
STAR-X RECORDS, INC.
Detroit 34, Mich.

From the M-G-M Production
"RAINTREE COUNTY"

NEVER TILL NOW

ROBBINS MUSIC CORPORATION

Have needle—will travel
—all speeds!

Former indie record mfr.-owner desires to join aggressive record company. Excellent background (ten years' experience, and married, with car) : Discoverer of new talent, field selling, distributors' know-how, album packaging.

READY TO GO, MAN, GO!
Write Box No. 134
The Billboard, 1564 Broadway
New York 36, N. Y.

ON THE BEAT

By REN GREVATT

"Country music represents one of the most virile influences on the broad field of American music." With this pronouncement, Paul Ackerman, The Billboard music editor and acknowledged authority, student, critic and fan of those parts of our musical heritage closest to the soil, launched into another colorful discourse, this time on country music repertoire, sounds and artists.

Minnie Pearl once said: "The difference between hill-billy and country categories is right here," as she pointed to the mink cape which adorned her shoulders. But Ackerman will have none of that. He's an enthusiast and historian of all forms of the art.

"As Columbia Records prexy, Goddard Lieberson has pointed out," says Ackerman, "much of the country music we hear is derived from Elizabethan England. This segment of the idiom is close to the folk field, and is most noticeable in those records which capture the true 'hill' sound."

Nippon Victor

Continued from page 18

duce price within the limit our financing allows to service our customers.

Victor's action has reportedly caused a great sensation among manufacturers, dealers and customers here and other companies are reported ready to move in the same direction. To cover dealer losses on disks now in stock, Victor is allowing 35 per cent off list on all disks delivered within the next three months—in other words, an extra 5 per cent is being allowed.

Meanwhile, on another front, New World (a Soviet label) is being reorganized. According to the word New World restaged some time ago with a help rendered by Sun Trading Company, still doesn't go so well as expected and further reshuffle of executives is being contemplated. This time the label will be headed by H. Hotari, a socialist member of the House of Representatives, who has extensive relations with Soviet Russia and her satellites.

New World is also affiliated with Supraphon (Czechoslovakia), Chant de Mond (France) and a Rumanian label, and is releasing records custom pressed by Victor and sold by a Victor subsidiary. According to another spokesman, "by reinforcing the staff of executives, further negotiations will be conducted to introduce more labels of Soviet Russian satellites to Japan."

New Promotion

Continued from page 18

with emphasis on the importance of a rising record securing a place on these lists.

Altho the company made no statement about the content of the discussions, presumably they examined standard ways of pushing promising wax at the dealer level, such as placing heavy quantities of merchandise on a full return basis, point-of-sale displays, salesman's incentives and greater promotion pressure on those deejays still free to choose new wax for air play.

Among topics discussed at the meeting were possible changes in distributing promotion copies of package goods.

The meeting was addressed by Irv Green, president; Art Talmadge and Irwin Steinberg, veepees; Kenny Myers and Johnny Sippel, sales managers for singles and albums respectively, and Tommy Schlesinger, publicity director.

"Generally speaking, country music reflects American life at the grass roots. Unlike the pop field, whose repertoire is stifled with thoughts of 'moon,' 'June,' 'stars above' and similar feeble idealizations of love and life, the country world is concerned with realities. Cheating, lying, slipping around, true love and false love are all part of the scene. Matters of conscience also

(Continued on page 56)

Mills Buys Brit. Catalog

NEW YORK—Mills Music expanded its standard music operation once again last week with the acquisition of the W. Paxton & Company, Ltd., catalog of London, England.

This catalog, which has no connection with that of George Paxton of this city, is important in the educational and standard-music categories, containing compositions for organ, chorus, piano, voice, children's music, text books, etc.

Much of this material will be made available in the U. S. A. for the first time.

Kapp Looks for 'Prettiest Girl'

HOLLYWOOD—In conjunction with Radio Station KDAY, Los Angeles, Kapp Records will sponsor a contest here shortly tying in with the firm's release, "The Prettiest Girl in School."

Station and the label will attempt to find the prettiest girl, with a panel of tradesters to judge the contest. Prizes include U. S. Savings Bonds, Kapp Records, a photograph and a self-portrait. Contest will run thru December.

Yule Promotion

Continued from page 18

to man the sales counters during the promotion. Scheduled to appear were Paul Weston, Jo Stafford, Frank DeVol, Peggy King, Frank Comstock, the Collins Kids, the Hi-Los, Nelson Riddle, the King Sisters, Les Brown, Alvino Rey, Margaret Whiting, Billy Eckstine, Myrna Fox, Murray McEachern, Dave Cavanaugh, Lefty Frizzell and Freddy Hart.

Disk jockey Bill Stewart will also broadcast his KMPC show from store, while Sight & Sound has wired all street corners in the area to receive Christmas stereo music.

Infringement Suits

Continued from page 18

song "Take Me Out to the Ball Game," in the recent Broadway hit show, "Damn Yankees," without consent of the copyright owners. Complaint had sought an injunction, damages sustained and an accounting.

In the other action, a suit brought by Armo Music against Modern Music Publications and Criterion Music was settled and discontinued during pre-trial hearings before Federal Judge Thomas F. Murphy. It was charged that defendant's tune "Dance With Me Henry," infringed on plaintiff's "Work With Me Annie." The "Annie" tune was composed by Henry Ballard, prior to 1954 and assigned to Armo. The charge was that clefters of "Dance With Me Henry," James Etta Rogers and Phyllis Rogers Otis, and Modern Music, had access to the original "Work With Me Annie," thru a recording of Federal Records and had wilfully copied it.

STOCKING UP FOR CHRISTMAS?



A big fat dozen, featuring the finest of Lionel Hampton. The versatile "Hamp" moves from vibraphone to piano to drums, with time out for an occasional vocal, as he takes off on I Know That You Know, Muskrat Ramble, High Society, Baby, Won't You Please Come Home, 8 other favorites. All wrapped up with a sell-on-sight 4-color cover and special liner notes! CAL-402

THESE PICKS OF THE MONTH FILL YOUR HOLIDAY WITH PROFITS \$1.98 FOR EACH 12" LONG PLAY!

12 of the year's top tunes get the New Orthophonic High Fidelity treatment—a dazzling companion-piece to best-selling Vol. 1. Artists like Robert Alda, Tex Beneke, George De Witt. Songs like Why Baby Why? Love Letters in the Sand, Petticoats of Portugal, Teddy Bear! CAL-400



The peerless voice of Pinza, plus the Metropolitan Opera Chorus and Orchestra in a thrilling program of twelve great arias, including two never issued before. Selections from Don Carlos, Norma, Faust, The Marriage of Figaro, Verdi's Requiem, others. Special liner notes by the Metropolitan Opera's Francis Robinson. CAL-401

OTHER GREAT RCA CAMDEN BUYS FOR DECEMBER— THESE 4-COLOR COVER CONVERSIONS



CAL-127



CAL-135



CAL-143



CAL-233



CAL-239



CAL-270



CAL-300



CAL-315



CAL-316



CAL-323



CAL-328



CAL-329

MANUFACTURER'S
NATIONALLY
ADVERTISED
PRICE
SHOWN—
OPTIONAL
WITH DEALER



THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

How Ad Man Gains Tape Know-How

By RALPH FREAS

What's the future for recorded tape? Put that question to Jack Davis head of New York City's Jack Davis Advertising Agency, and you'll probably receive an answer like this:

"Tape is the future. It is higher high-fidelity. It is the best means of reproducing sound in the home. Tape is exciting. The future is staggering. Sales of stereophonic sound on tape will skyrocket." Add as many other superlatives as you can think of.

At first gush, this might sound like an ordinary advertising exec with a couple of tape accounts in his pocket. Not so. Davis is more than an ad man and he is willing to — in fact, he has — backed up these words with action.

Davis first became interested in recorded tape from the ad man's point-of-view. He saw in it an ideal product to sell via direct mail. Consider his reasons: 1) tape is new, 2) not all stores carry it, 3) tape has strong appeal to the hi-fi music lover, 4) tape is priced right. Throw all of these reasons together and you might, as Davis did, come up with the Stereophonic Sound League, a mail-order club that guarantees to supply any title, any label that the customer wants.

The club has been in operation

for about a year, and, while it is not setting any new sales records, is doing well. From club operator, Davis has moved into retail selling of stereo tape players. He has opened a showroom next to his ad agency in which he demonstrates both tapes and equipment in what he calls "the proper environment."

The proper environment in the Davis lexicon means an atmosphere as different from the traditional retailing operation as possible. The equipment he has for sale (RCA Victor and V-M stereo player lines) is unobtrusive. The appearance of the room is that of a music room in the customer's home. To this stereo room prospects may come for regularly scheduled stereo concerts. Selling of equipment is done at full retail price and is distinctly low pressure or soft sell. The only concession Davis makes to customers looking for a bargain is the offer of \$50 worth of tapes with the purchase of a player.

All of this activity has one very important by-product for Jack Davis, and, in this, it is important to recall his primary business—advertising. Davis feels that he can only become expert on the merchandising aspects, packaging and customer attitudes by being on the selling end. He will, in

(Continued on page 56)

RIGHT: Jack Davis holds one of the special premiums offered by his Stereophonic Sound League. It's a container that holds two recorded tapes in their boxes. The container closes and stacks on the shelf like a book. The photo below shows a line of these tape boxes (on the top shelf of the book cases).



BELOW: Relaxed Jack Davis (standing, hand on chair) believes that tapes and tape-playing equipment can only be sold in the proper environment. This proper environment is the showroom shown here. Customers can listen to regularly scheduled stereo tape concerts. Or they may come in by appointment to listen to tapes and audition equipment.



NEW PRODUCTS

BRITISH FIRM HAS NEW COAX SPEAKER . . .

Vitavox, Ltd. of London, England, is producing a new coaxial loudspeaker "as a companion to low distortion amplified, high efficiency pickups." The new Model DU-120 has, according to the manufacturers, a "low resonance, graded density 12-inch bass cone. The 3-inch high frequency tweeter has a polyester film diaphragm. The design of the units is such that the low frequency output falls as that of the high frequency cone rises. Thus, only a capacitor is needed to restrict the electrical input of the latter at low frequencies. This precluded the necessity for an external dividing network.



The following are the manufacturer's specifications and performance claims; nominal response is 30 to 15,000 cps, power rating is 30 watts (U. S.), impedance at 400 cps is 15 ohms, bass resonance is 40-45 cps and cross-over frequency is 2,000 cps. The speaker is available in the U. S. thru Ercona Corporation, N. Y. C.

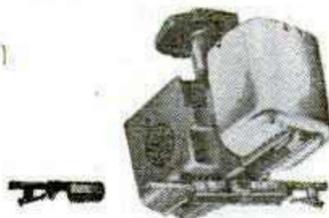
DOUBLE PLAY TAPE IS DOUBLE STRONG . . .

A new double play magnetic tape, claimed by Minnesota Min-

PRODUCT REVIEW

New VR-11 Cartridges

The trend to wider dynamic ranges in LP's, the slimmer cartridge head on tone arms, the demand for low tracking pressures—all have combined to make General Electric's RPX series of magnetic pick-ups, a pioneer achievement in the late 1950's, increasingly obsolescent.



Accordingly, GE has honorably retired the RPX's, replacing them with the new VR-II series of seven models, three dual and four single play.

The VR-II's should have the same wide acceptance as a basic hi-fi item, with do-it-yourselfers and phono manufacturers as the predecessor line. Attractively styled and boxed, they are also the product of first-rate engineering.

Tracking pressure is down to a new low of four grams, bodies are noticeably narrower, the high end has been pushed up from 15,000 to 20,000 cycles and the low end extended downward to balance. A wrap-around electrostatic shield is provided to cut hum, and the clip-in stylus is

(Continued on page 56)

ing and Manufacturing Company to be twice as strong as any other tape of its type, has just been announced by the firm. Called "Scotch" brand tape No. 200, it is made from durable polyester film which has been "tensilized" by a new process which doubles the strength of conventional polyester film. As a result of the process



the No. 200 tape can be used on any tape recorder without danger of breaking. The 3/4-inch wide tape will withstand a pull of 3.6 pounds before stretching as compared to 1.8 pounds for other tapes. The new tape is expected to find wide acceptance throughout the recording field wherever longer recording and playback time is required without changing reels. The No. 200 tape comes in two reel sizes — the 7-inch reel (2,400 feet) which retails for \$11.95 and the 10 1/2-inch reel which retails for \$26.90.

ALLIED INTRODUCES KNIGHT RECORDER . . .

Allied Radio Corporation of Chicago announces the release of a new tape recorder, the Knight Model KN-4010. This dual speed unit has many interesting features. Push-button controls, two built-in speakers and a roving speaker, 8-watt amplifier and newly designed transistorized preamp for minimum noise and hum are among these features. In addition, the Knight KN-4010 has a digital index counter, automatic shut-off, high frequency AC erase for killing background noise when reusing tape and a special safety interlock which prevents accidental erasure. The volume control has a loudness compensation permitting the user to hear full-range sound at any volume level. The unit is supplied at a list price of \$129.95 complete with microphone take-up reel and a five-inch reel of tape. A patch cord is extra and is priced at \$1.32.

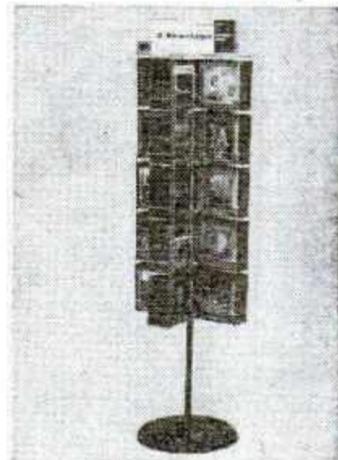
UNIVERSITY DEBUTS SPEAKER CATALOG . . .

A new 12-page illustrated catalog describes University Loud-

speakers' complete line. Full product descriptions, specifications and application, as well as prices are incorporated in the catalog. Included are paging and talk-back speakers, heavy duty trumpets and driver units, submergence-proof speakers, portable soundcasting systems and super-power projectors. In addition, there are high fidelity speakers, systems and enclosures and accessories. The wide variety in the catalog offers the reader a comprehensive choice from every category.

Sonotape Has Tape Display

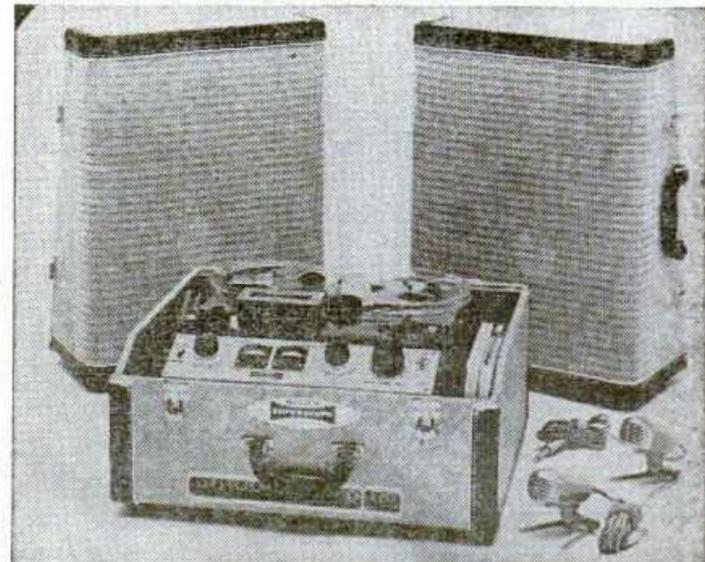
Dealers have an opportunity to obtain a free display rack for recorded tapes by placing an order with Westminster-Sonotape. The display offers the following features: 1) a free swiveling base



which makes possible the display of the entire line, 2) pilfer-proof construction to hold the boxes in place, 3) column stacking so that titles are clearly visible, 4) compact display (hundreds of dollars of tapes may be displayed in only 16 inches of floor space, and, 5) removable header sign which may be changed from time to time when new Westminster-Sonotape promotions are offered.

The racks are offered free to any dealer who orders 64 tapes from the 7,000 series (\$6.95 list). The rack holds 80 individual boxes of tape and holds them in such a way that the full-color boxes have maximum impact on the customer.

Full information is available from your Westminster-Sonotape distributor or from the company direct at their 275 Seventh Avenue, New York, offices.



The Superscope Stereorecorder is a self-contained stereophonic playback and recorder unit. It consists of two completely matched channels, hysteresis drive motors, matched microphones and many other professional features. Speaker units are also matched with James B. Lansing Signature 12-inch speakers. The complete system with speakers is a \$699 seller.

A TWO MILLION SELLER

Billy Vaughn's

SAIL ALONG SILVERY MOON



b/w

RAUNCHY

#15661

A *Dot* HIT

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING NOVEMBER 23

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

This Week	Last Week	Weeks on Chart	Title	Label
1	1	36	Around the World in 80 Days Sound Track, Decca DL 9046	Decca
2	3	4	Pal Joey Sound Track, Capitol W 912	Capitol
3	2	87	My Fair Lady Original Cast, Columbia OL 5090	Columbia
4	4	11	Where Are You? Frank Sinatra, Capitol W 855	Capitol
5	5	7	Pat's Great Hits Pat Boone, Dot DLP 3071	Dot
6	6	20	Loving You Elvis Presley, RCA Victor LPM 1515	RCA Victor
7	10	116	Oklahoma! Sound Track, Capitol SAO 595	Capitol
8	7	4	Ricky Ricky Nelson, Imperial IMP 9048	Imperial
9	8	73	The King and I Sound Track, Capitol W 740	Capitol
10	18	55	Carousel Sound Track, Capitol W 694	Capitol
11	9	35	Songs of the Fabulous Fifties Roger Williams, Kapp KXL 5000	Kapp
12	13	49	Hymns Tennessee Ernie Ford, Capitol T 756	Capitol
13	22	10	Dukes of Dixieland, Vol. 3 Audio Fidelity AFLP 1851	Audio Fidelity
14	—	20	Spirituals Tennessee Ernie Ford, Capitol T 818	Capitol
15	—	1	Merry Christmas Bing Crosby, Decca DL 8128	Decca
16	—	1	There'll Always Be a Christmas Ames Brothers, RCA Victor LPM 1541	RCA Victor
17	14	13	Wonderful, Wonderful Johnny Mathis, Columbia CL 1028	Columbia
18	17	28	Film Encores Mantovani, London LL 1700	London
19	20	23	A Swingin' Affair Frank Sinatra, Capitol W 803	Capitol
20	11	69	The Eddy Duchin Story Sound Track, Decca DL 8289	Decca
21	23	2	Sixty All Time Hits Dick Hyman, M-G-M E 3537	M-G-M
22	24	28	Love Is the Thing Nat King Cole, Capitol W 824	Capitol
23	—	1	Elvis' Christmas Album Elvis Presley, RCA Victor LOC 1035	RCA Victor
24	16	2	Other Voices Erroll Garner, Columbia CL 1014	Columbia
25	21	12	Belafonte Sings of the Caribbean Harry Belafonte, RCA Victor LPM 1505	RCA Victor
25	—	57	Kiss Me Kate Original Cast, Columbia OL 4140	Columbia

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Enter my subscription to The Billboard for a full year (52 issues) at the rate of \$15 (a considerable saving over single copy rates). Foreign rate \$15.

Payment enclosed Bill me

Name _____ 800
 Occupation or Title _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

Send to: The Billboard, 2160 Patterson St., Cincinnati 22, O.

Review Spotlight on . . .

The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, as indicated. These "Spotlights," in the opinion of The Billboard staff, merit prime consideration from dealers.

Popular Albums

FASCINATION, Jane Morgan and the Troubadours (1-12)—Kapp KL-1066

One of the creamiest vocal mood sets to come along, this features the glamorous thrush in a dozen continental-type stylings of some lovely ballads. The instrumentation by the Troubadours has the same accordion and strings sound of the hit single "Fascination." Among the bands are the previous singles, "Around the World" and "Two Different Worlds." "The River Seine band would stand a chance as a single. Very solid merchandise, which will get help from jocks.

Special Merit Classical Album

AN 18TH CENTURY CHRISTMAS (1-12)—1

Solisti di Zagreb (Janigro). Vanguard BG 569 A renowned group of artists play works by Corelli, Haydn, Torelli and Bach Christmas concerti with a taste and musicianship of the highest order. Sound is excellent thruout and the cover art has strong appeal. Item has sales interest whole year round for connoisseur and wider general market. The Haydn work is the familiar "Toy Symphony."

Jazz Albums

GERRY MULLIGAN-PAUL DESMOND QUARTET (1-12)—Verve MGV 8246

The clarity of Paul Desmond's alto and the warm intensity of Gerry Mulligan on baritone were never so richly captured as they are on this, their first package together. Desmond and Mulligan counter each other admirably, especially so on the humorous "Wintersong." "Battle Hymn of the Republic" is another clever piece and just a taste of the delights. Set is one that will have appeal for all jazz fans.

Special Merit Jazz Album

THE AMAZING BUD POWELL VOL 3 (1-12)—Blue Note 1571

Powell, perhaps the most influential and unswervingly modern pianist, in a return to form. The pianist shows great facility, roots in the older as well as newer formats of jazz.

He is emotionally penetrating on the blues selections—"Some Soul," "Keepin' the Groove"—an experience on "Bud on Bach," completely satisfying thruout. The extremely sensitive support of drummer A. Taylor and bassist P. Chambers on side one; addition of trombonist C. Fuller on side two add appeal.

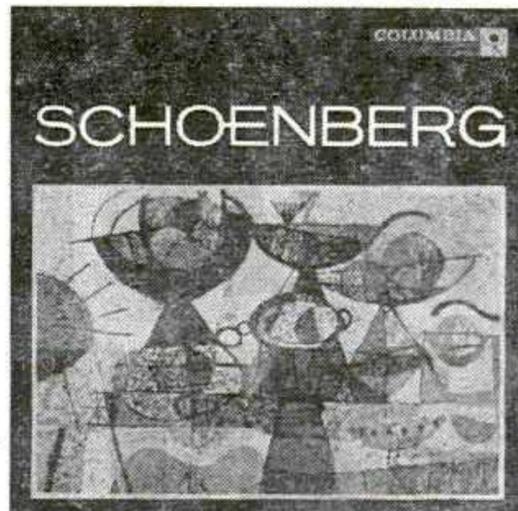
Special Merit Spiritual Album

DEEP RIVER AND OTHER CLASSIC NEGRO SPIRITUALS, SUNG BY ROBERT McFERRIN (1-12)—Riverside RLP 12-812

Outstanding package. McFerrin, who joined the Metropolitan Opera in 1955, sings 14 spirituals, including "His Name Is So Sweet," "Deep River," "Swing Low Sweet Chariot." The beautiful baritone voice is skillfully accompanied by pianist Norman Johnson. For class shops and all dealers who have any spiritual trade, and a fine album for deejays who program spiritual music.

(Continued on page 34)

— Album Cover of the Week —



SCHOENBERG, Columbia ML 5217. Excellent original painting by Neil Fujata is one of the most striking covers recently. It rates highly as an example of modern art in itself, and it will do much to attract sales for the recording.

For Reviews and Ratings of New Albums See Page 28

Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 23

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

- PAL JOEY**
Sound TrackCapitol W 912
- A SWINGIN' AFFAIR**
Frank SinatraCapitol W 803
- WE GET LETTERS**
Perry ComoRCA Victor 1463
- YOUNG IDEAS**
Ray Anthony Orch.Capitol T 866
- WHERE ARE YOU?**
Frank SinatraCapitol W 855
- JUST ONE OF THOSE THINGS**
Nat King ColeCapitol W 903
- JACKIE GLEASON PRESENTS VELVET BRASS**
Jackie GleasonCapitol W 859
- WONDERFUL, WONDERFUL**
Johnny MathisColumbia CL-1028
- DANCE TO THE MUSIC OF LESTER LANIN**Epic LN 3340
- EYDIE SWINGS THE BLUES**
Eydie GormeABC-Paramount ABC 192



Best Selling Pop EP's

FOR SURVEY WEEK ENDING NOVEMBER 23

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- JAILHOUSE ROCK**
Elvis PresleyRCA Victor EPA 4114
- ELVIS' CHRISTMAS ALBUM**
Elvis PresleyRCA Victor EPA 4108
- LOVING YOU**
Elvis PresleyRCA Victor EPA 1-1515
- RICKY**
Ricky NelsonImperial EP 153
- JUST FOR YOU**
Elvis PresleyRCA Victor EPA 4041
- HYMNS**
Tennessee Ernie FordCapitol EAP 1-756
- JUST A CLOSER WALK WITH THEE**
Pat BooneDot DEP 1056
- PEACE IN THE VALLEY**
Elvis PresleyRCA Victor EPA 4054
- ELVIS**
Elvis PresleyRCA Victor EPA 992
- LOVE IS THE THING**
Nat King ColeCapitol EAP 1-824
- FOUR BY PAT**
Pat BooneDot DEP 1057

SPIKE JONES PRESENTS A CHRISTMAS SPECTACULAR — 35 ALL TIME FAVORITES



MG V-2021

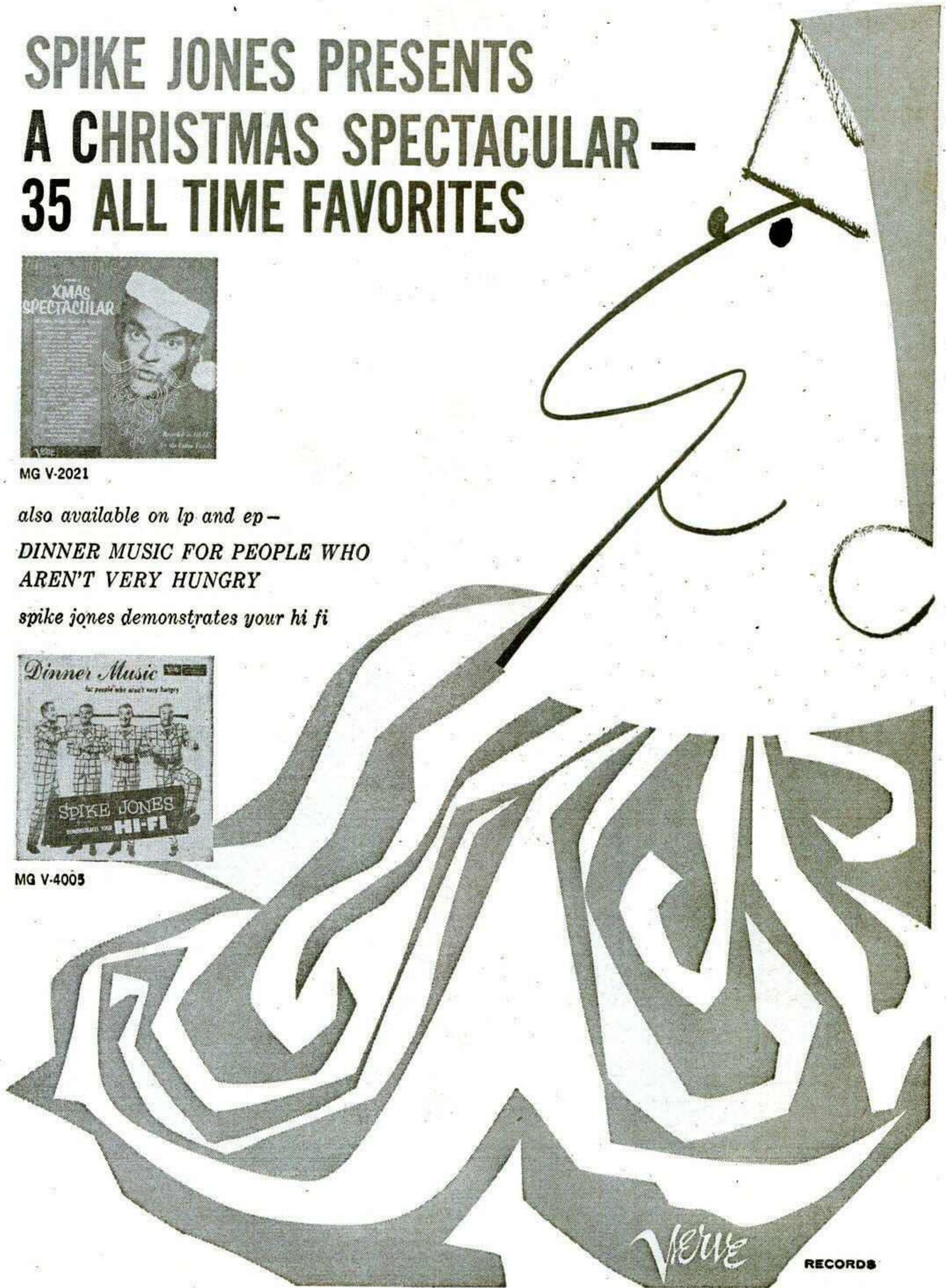
also available on lp and ep —

**DINNER MUSIC FOR PEOPLE WHO
AREN'T VERY HUNGRY**

spike jones demonstrates your hi fi



MG V-4005



RECORDS

coming!
coming!
coming!

"PAL JOEY"

in modern jazz performances by

ANDRÉ PREVIN & His Pals

(SHELLY MANNE
and RED MITCHELL)

from **CONTEMPORARY**, of course...the company which originated the jazz treatment of Broadway shows ("My Fair Lady" C3527 and "Li'l Abner" C3533)

9 great tunes from Rodgers and Hart's marvelous score: *I Could Write a Book, Do it the Hard Way, Bewitched, That Terrific Rainbow, Zip, It's a Great Big Town, What is a Man?, Talking with My Pal, Take Him*

"PAL JOEY" 12" HI-FI LONG-PLAYING C3543...place your orders NOW with your Contemporary Distributor to insure fast delivery.

CONTEMPORARY RECORDS

8481 melrose place, los angeles 46, california

Reviews and Ratings of New Popular Albums

DAY BY NIGHT87
(1-12")
Doris Day with Paul Weston Ork.
Columbia CL 1053

Here's a fitting follow-up to Doris Day's "Day By Day" LP. This package spotlights the gal's silky vocal quality and sensitive phrasing on a group of nostalgic "night" songs—predominantly from the '30's—"Under a Blanket of Blue," "Moonglow," "Stars Fell on Alabama," etc. Lush backing by Weston. A must for jocks.

LES & LARRY ELGART ORK.86
(1-12")
Columbia CL 1052

One more sure-shot in what is developing into an extremely successful series of Elgart dance albums. It's all instrumental as usual, with marked beat, sophisticated, disciplined sound, and ideal temp. Repertoire, except for some dullish originals, is smart, relatively untrammelled standards.

THE ROARING FLIRTY 30's85
(2-12")
Grand Award GA 33-601

Enoch Light's "Roaring Twenties" album enjoyed considerable success, and this follow-up should be equally big. Handsome two-pocket set features 24 nostalgic tunes—"Goody Goody," "That Old Feeling," "Musik Maestro Please," etc.—played and sung with authentic feeling of the period. Vocalizing by various unbilled gals and guys is particularly effective. Should be powerful gift item during the holidays.

CHET ATKINS: HI-FI IN FOCUS78
(1-12")
RCA Victor LPM 1577

The cover steals the show; it's the prize winner (from some 30,000 entries) in the contest staged by RCA Victor with Canon Cameras to catch "the abstract idea of high fidelity" with a lens. As guitarist Chet Atkins' seventh album on this label, it should delight his fans with a versatile collection of numbers ranging from Bach's "Bourree" (on which Atkins' electric guitar sounds exactly like harpsichord) to a flamboyant, quick-fingered "Tiger Rag."

PLACE PIGALLE77
Stanley Black Ork. (1-12")
London LL 1742

Another in London's far-ranging armchair tours of famed tourist attractions conducted by Black. This one skillfully captures the mood and sounds of Montmartre with fresh instrumental arrangements of Parisian favorites like "At Last," "C'Est Si Bon," "J'Attendrai," etc. Should do nicely with Francophiles, altho the mood music field is especially heavy with this kind of romantic fare. Sound is big and well-balanced, and the "Apache" cover will look well in displays.

A SMOOTH ONE74
Larry Sonn Ork. (1-12")
Coral CRL 57123

Smooth dance instrumentals by Sonn could click with the dance buyer, if exposed. The band has a fresh, listenable sound. Vocals are handled by the Smooth Ones. Attractively styled selections include "Nice Work If You Can Get It," "My Heart Stood Still" and "Darn That Dream."

JIMMIE LUNCEFORD IN HI-FI74
(1-12")
Capitol TA 0924

Success of this band leader's hi-fi series to date will rub off some on this, but to Lunceford fans this set won't fill the bill. Despite presence of Willie Smith, Trummie Young and Dan Grissom, the loose Lunceford rhythm is lacking, as it has been in every other attempt to recreate the sound and feel of that unique unit. Nevertheless, it's an excellent dance package, with its marked two-beat, and should be sold as such.

THE 5 SATINS SING73
(1-12")
Ember ELP 100

This package contains some of the group's hit sides previously released as singles, including "I'll Remember" and "To the Aisle." There are 14 tunes in all, most of them rock-a-ballads, and done strictly in the teen groove. Sound is good. Album should sell to teen album trade. Group has been active on TV and in the personal appearance field.

A HANDFUL OF STARS72
Johnny Douglas Ork. (1-12")
London LL 1741

Good selection of mood dancing music with songs like "A Cottage for Sale," "Polka Dots and Moonbeams," etc. Douglas' British ork has a fine sound that is particularly well recorded here. In its class, it can compete well if dealers push it. Several bands could attract listens if exposed on a store machine.

TEEN TIME72
Ricky Nelson, others (1-12")
Verve MG 2083

A collection of trite teen-age songs, all of which are very much in vogue and which will undoubtedly succeed

in spite of the limited artistic merit. Set features takes by Ricky Nelson, Randy Sparks, Jeff Allen, Gary Williams and Rock Murphy. Aim here is to capture the name value of young Nelson via cover photos on both front and back covers. A good package for the juve market.

SHEP FIELDS PLAYS70
(1-12")
Jubilee JLP 1056

There's nothing "ripping" about this set, even if the lengthy notes say so. Most of the selections spotlight a cocktail type piano with rhythm accompaniment, with a few others featuring strings as well. It's fairly attractive listening music which, on the basis of the name, can probably sell some copies, especially in Fields' home base area of Houston.

LATIN RHYTHMS70
Jan August (1-12")
Mercury MG 20274

August's piano work on these Latin-styled melodies is listenable fare. However, the package is quite similar to several others. It may have a slight advantage, because of the fine reproduction, but it's non-distinguishable otherwise. Selections include "Delicado," "Where or When" and "Perfidia." Attractive cover.

ALL THE KING'S SAXES69
Hymie Shertzer Ork (1-12")
Disneyland WDL 3017

An all-star sax section, all of whose members played with the Goodman band in its golden days, in a collection of tunes associated with the King. The sound is there unmistakably, and the selections swing. "Let's Dance," "Goody Goody" and "Stompin' at the Savoy" are the bell-ringers. Most buyers will favor the plethora of "Goodman Story" disks with full band and B. G. himself.

MY LOVE IS A WANDERER68
Rosemary Squires & Frank Phillips' Ork. (1-12")
M-G-M E 3597

Lush, romantic settings accompany the British lass on this selection of pretty mood themes. Vocals are competently handled, but lack of familiarity to American buyers will probably be a deterring factor to sales. However, if exposed, it could cop some action. Selections include "Early Autumn," "Mean to Me" and "I'll Get By."

SMOKE DREAMS: RONNIE DEAUVILLE67
(1-12")
Era EL 20002

Deauville on these sides captures a mood, as indicated by the title song. Style is warm and soulful. Tunes, with exception of album title, are standards, as "So in Love," "Say It Isn't So," etc. Moderate potential.

Polka

FRANKIE YANKOVIC'S TV POLKAS .81
(1-12")
Columbia CL 1038

Lively, spirited renditions by the popular polka maestro are in a happy groove. The cheerful sounds should go well with polka buyers. Exuberantly delivered selections include "The Girl I Left Behind," "The One Note Polka" and "Sunset Valley Polka."

International

SONGS OF THE DON COSSAKS77
Serge Jaroff, Conductor (1-12")
Decca DL 9947

Another collection of folk songs and religious selections by the well-known veteran group, in their familiar style. Feature of disk is group of excerpts from Glinka's "A Life for the Tsar," especially arranged for the choir. Dependable for steady sales.

IMPERIO ARGENTINA SINGS73
(1-12")
Montilla FM 102

Excellent vocal quality displayed in these sides by Imperio Argentina. Sides were recorded in Spain. Material has a lyric and a nostalgic quality. For specialty shops.

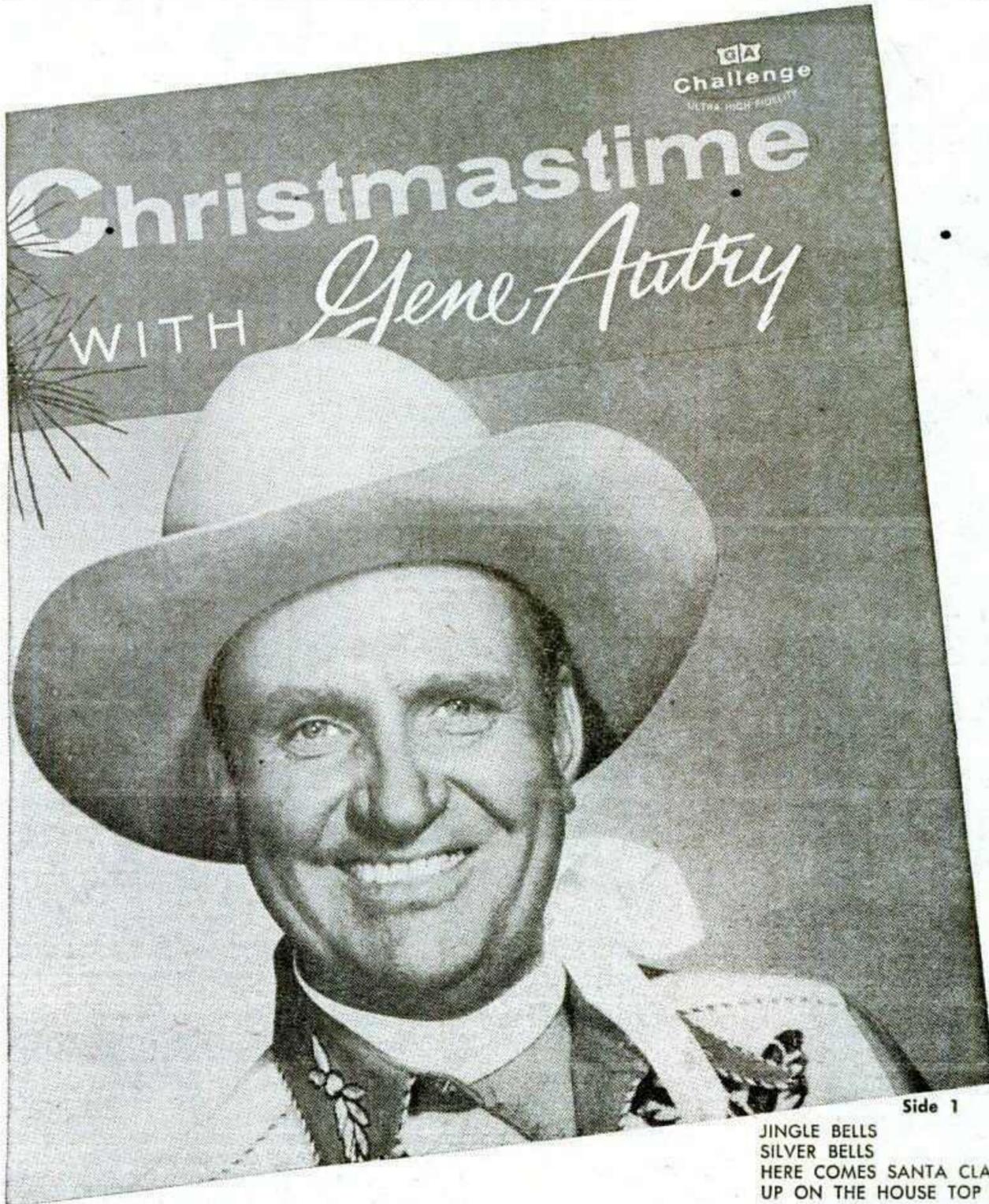
SONGS OF ITALY68
Juan Oncina, Tenor; Carlo Sito, Guitar (1-12")
Westminster WP 6046

Italian folk songs, ballads and love songs are agreeably interpreted by operatic tenor Oncina in this attractively presented package. Those acquainted with Mr. Oncina's talents may be drawn to the set. Otherwise, it appears to have only fair potential in comparison to much stronger things available. Attractive cover.

CHANSONS POPULAIRES FRANCAISES68
Sung by Francoise Prevost (1-12")
Judson L 3008

A familiar marquee name on French movies, actress Francoise Prevost makes her vocal debut in this pleasant collection of "popular" (actually, folk) French songs and ballads, with

(Continued on page 30)



A Smash

Christmas Album!

with

Gene Autry

CHL #600

Side 1
 JINGLE BELLS
 SILVER BELLS
 HERE COMES SANTA CLAUS
 UP ON THE HOUSE TOP

Side 2
 RUDOLPH THE RED NOSED REINDEER
 SANTA CLAUS IS COMING TO TOWN
 SLEIGH BELLS
 O LITTLE TOWN OF BETHLEHEM
 SILENT NIGHT
 JOY TO THE WORLD

-Plus These Great Singles-

"HERE COMES SANTA CLAUS"

b/w

"RUDOLPH THE RED-NOSED REINDEER"

Ch #1010

"NO BACK DOOR TO HEAVEN"

b/w

"YOU'RE THE ONLY GOOD THING"

Ch #1009



ANOTHER CHALLENGE RECORD'S FIRST!

A Sensational New Artist—A Fast Breaking Hit!!

HUEYLN DUVALL

"COMIN' OR GOIN'" b/w "TEEN QUEEN"

Ch #1012

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"JO-ANN"
**A HIT
 ON
 45 EP!**



**Jim and John
 THE TWIN-TONES**

45 EP ECONOMY PACKAGE
RCA VICTOR

JO-ANN
 BEFORE YOU GO
 MY DANCING LADY
 ONE MAIL A DAY

**RCA VICTOR's 45 Economy Package of
 "THE TWIN-TONES" EPA-4107**

The boys who introduced Jo-Ann to the nation skyrocketed into the big-time with her. Here's their great recording of Jo-Ann, plus 3 other rock-and-roll hits, in a dynamic new album. *It's going places on 45 rpm—America's favorite speed.*



**• Reviews and Ratings of
 New Popular Albums**

• Continued from page 28

skillful guitar accompaniment. Well-recorded sound, with some multi-voiced choruses. There's no shortage of Gallic sets, however.

THE INFANT JESUS & THE MAGI...63
 (1-12")
 Toreador T 526
 Of possible high interest among the Spanish-speaking during the holidays. It's a spoken (in Spanish) dramatization of the nativity. The other side is a group of eight sacred Christmas songs (also in Spanish). The disk could also find buyers among students of the language.

Christmas

**CHRISTMASTIME
 WITH GENE AUTRY83**
 (1-12")
 Challenge CHL 600
 Long a seasonal favorite, Gene Autry purrs the holiday songs that annually have rung the cash register for him. "Here Comes Santa Claus," "Silver Bells," "Rudolph" and "Santa Claus Is Coming to Town" are included, and the same works may be available on Columbia, this set is certainly top fare. Good cover art will add lure to the sales potential.

**AMERICAN FOLK SONGS
 FOR CHRISTMAS73**
 (1-10")
 Folkways FC 7053
 A completely charming group of little-known folk songs and song fragments, many of them slave songs. Collectors who seek relief from the usual Christmas fare will welcome this disk. Repertory was selected from Ruth Seeger's "American Folk Songs for Christmas" (Doubleday & Co. 1953).

LIANE SINGS CHRISTMAS SONGS...70
 (1-12")
 Vanguard VRS-9021
 Set of 16 Christmas songs, of which all but three are sung in German by the Continental chanteuse. The three are "White Christmas," "Winter Wonderland" and an incongruous "Jingle Bells," which, however, might gas an expatriate caught in a Viennese bar on yule eve. Not one of the more ingratiating sets by the sultry stylist, but there could be some sales in German neighborhoods.

Folk

BOB GIBSON: CARNEGIE CONCERT...78
 (1-12")
 Riverside RLP 12-816
 This is an album that could rate highly with lovers of folk music. Gibson has a commentary and introduction on his selections that describes the origins or circumstances that inspired the melodies. He encourages audience participation, and the appreciation of those attending the concert is evident. Market may be somewhat restricted, but as folk albums go, this is one of the better sets available. Includes "Day-O," "Good News" and "Go Down to Bimini."

GLASGOW HIGHLANDERS74
 Jimmy Shand & His Folk Dance Band
 (1-12")
 London LL 1583
 A fine, wide-ranging waxing of the kind of bouncy, firm-beat dances, reels, waltzes, etc., that are the Scottish ancestor of our own Western square dancing. Album features Jimmy Shand, not widely known in the U. S., but as much a Highland Institution as Edinburgh Castle. Liner notes give detailed instructions for dance steps to accompany the music, a nice bonus for club groups, schools and folk dance fans.

**DANCES OF THE WORLD'S
 PEOPLES72**
 (1-12")
 Folkways FD 6501
 A strictly specialty market item of folk dances from different parts of the Balkan area including Greece, Rumania, Bulgaria, Macedonia and Croatia. Recordings differ considerably in sound quality, but the whole set has an air of authenticity about it. Accompanying booklet explains in detail how to do the various dances on the disk. Good packaging which adds a good bit to the existing repertoire of this field. Fine for schools and dance groups.

BRITISH BROADSIDE BALLADS71
 Sung by Paul Clayton (1-12")
 Folkways FW 8708
 Another platter of hidden gems, mined from 19th century sheet music known as "broadsides," with a high percentage of happy endings. Clayton has superb diction and a resonant guitar, tho his respectful delivery lacks a sense of fun. Rich, full program notes and high quality of the songs (especially "Dark-Eyed Sailor" and "My Grandmother") could make it a must for specialists.

**CREACIONES DE MIGUEL
 HERRERO70**
 Arteta Y Arijita Ork., Paquito Simon, Guitar. (1-12")
 Montilla FM 104
 Highly charged Flamenco singing (vocal ad lib within strict musical form). Like most of the Montilla product, these Herrero "creaciones" will find strong adherents among the Spanish community and among those who revere things Hispanic. Herrero's vocal flights are a special brand of Spanish fireworks.

JOTAS68
 Orquesta de Camara de Madrid (Lloret), (1-12")
 Montilla FM 101
 Indigenous to Spain, the Jota is a gay song and dance form. This care-free collection is presented in orchestral garb with standout solo performances by such virtuosi as trumpeter Vicente Lillo. Good material for shops with a Spanish clientele.

LOVE SONGS OF LEBANON67
 Sung in Arabic by the Sawaya Chorus. (1-12")
 Folkways FW 8815
 If the plucking of the oud sends your customers into raptures, this disk is for them. "Love Songs" is brimful of Middle Eastern tunes, which are fast becoming de trop among the chi-chi. Those who read Arabic can follow the lyrics with a handy booklet provided by Folkways. Loose English translation is included for the less well-informed.

Religious

THE WORLD IN REVIEW, VOL. 280
 (1-12")
 Word WLPD 2
 A sampler of 16 selections from the growing Word catalog of sacred material. Artists represented include Calvary Baptist Radio Choir, Bill Pearce, Baylor University Chapel Choir, the Serenaders Quartet, etc. Buyers of this category of material will find this second sampler volume a good buy at \$2.98. For stores active in this specialized market—a worthwhile set.

**JIMMIE DODD SINGS
 HIS FAVORITE HYMNS74**
 (1-12")
 Disneyland 3014
 Mickey Mouse Club emcee Jimmie Dodd takes on a new role in this set, his first with full ork and pleasing. Dodd's voice is plaintive and quite meaningful as he essays the standard hymns. Music by Camarata blends beautifully and lends a quiet aura of grace to the album. Good potential if effectively promoted.

HYMNS OF FAITH72
 Rendered by Dardanelle & Harold Turner (1-12")
 Davis JD 113
 A tastefully performed album, released in time for the holiday season. All instrumentals, with Dardanelle playing piano, vibes and celeste and Harold Turner the organ. Material includes 17 hymns, as "God Be With You," "Rock of Ages," "Lead, Kindly Light," etc.

BELOVED HYMNS68
 Larry Caton at the Organ (1-12")
 Herald HLP 0111
 Here are 16 of the best-known Protestant hymns. Readings feature not only the organ but chimes and celeste as well. The playing is not the most impressive on the market, but the familiarity of the repertoire in itself can produce sales. Some churches might make use of a set like this.

Band

MARCHING ALONG TOGETHER80
 The Goldman Band (E. F. & R. F. Goldman) (1-12")
 Decca DL 8471
 A good "basic library" band disk vigorously conducted by the late Edwin Franko Goldman and his son, Richard Franko Goldman. Full of rousing military standards like "Anchors Aweigh," "Sabres and Spurs," "Marine's Hymn," "Army Air Corps" and even the national Anthem. Radio stations, theaters, stadiums, etc., will get plenty of mileage in sound system use. Recording quality of reissues is good but not exceptional.

MUSIC BY SOUSA77
 The Allentown Band (Meyers) (1-12")
 WFB 1401-L
 The third LP by this distinguished band. Selections are all by Sousa, but most will be intriguingly unfamiliar, including an 11-minute medley of highlights from the comic opera "El Capitan." Should appeal to fanciers of the March King's music. The recording is well balanced, but the over-all sound quality is only fair. Cover painting and title artwork is very good.

Rhythm & Blues

HERALD THE BEAT78
(1-12")
Herald HLP 0110
Most of the selections were formerly released as singles. Several were hits. The roster of artists includes Faye Adams singing "Shake a Hand"; the Mello-Kings singing "Tonight, Tonight"; Tommy Ridgely singing "When I Meet My Girl" and the Turbans singing "When You Dance." Set could go well in both pop and r.&b. marts.

Childrens'

DUMBO 85
(1-12")
Disneyland ST 3904
The delightful adventures of that perennial Walt Disney favorite Dumbo, in a storyteller album that is exceptionally well packaged. Narrated by "Timothy Mouse," its appeal should be widespread with the combination of story and song the selling factor. An excellent holiday item.

WALT DISNEY'S CHRISTMAS CONCERT75
(1-EP)
Disneyland STEP 1003
An EP disk comes in a sleeve with several added pages with drawings of the mouse musicians and chorus. One side of disk has the speeded-up "mouse choir" singing three carols a cappella. Flip has mice and ork in "Jingle Bells" and the mouse symphony doing "Winter Wonderland" with clever instrumental effects. A fair-enough holiday novelty for tots, but not an essential entry.

Low-Priced

DANCING UNDER THE STARS.....83
Ashley Adams Ork (1-12")
Waldorf Music Hall MHK 33-1237
Adams' society band is a small group with rhythm plus sax and accordion, which comes across very well sound-wise on this package. The set contains 20 numbers in the typical standard, society band type of repertoire

and at the price of \$1.98 it's a good buy, superior to some society sets issued at the \$3.98 tag. A solid rack item if prominently displayed.

THAT OLD GANG OF MINE.....83
(1-12")
Waldorf Music Hall MHK 33-1240
Good, colorful cover, with prominent listing of contents should sell this batch of nostalgia right off the racks. Old-timers, sung mostly by quartets, and orked in ricky-tick, jangly style, suggest themselves for parties, etc. Samples are "Put Your Arms Around Me, Honey," "Smith," etc. Good recording at \$1.98.

MOMENTS TO REMEMBER79
(1-12")
Waldorf Music Hall MHK 33-1239
Excellent \$1.98 grouping of old and recent, enduring favorites. Artists such as Vincent Lopez, Bob Eberly, Paul Whiteman, Enoch Light, Loren Becker and Artie Malvip turn in first-class renditions, with full orks and good sound. Includes title song, "Eleventh Hour Melody," "Poor People of Paris," etc. Titles are prominently displayed on good cover. Fine background music.

THE BIGGEST HITS OF '57.....78
(1-12")
RCA Camden CAL 400
A collection of hit songs of the past year, including "Why Baby Why," "Who Needs You," "White Sport Coat," etc. Adequately done by various talents including Stuart Foster, Peter Ricardo, Tex Beneke, Earl Sheldon Singers, etc. Package should do all right among the square adult buyers in supermarkets, but teen-agers will spot the lack of hot talent.

HATFUL OF MUSIC74
(1-12")
Bow LP 501
Package contains 50 songs for children, selling at \$1.98. Most of the songs are available in similar format on other \$1.98 and \$1.49 disks which are much better recorded. These diskings sound quite old. Also available on three 45r.p.m. disks in a box, with a song book containing the lyrics. So-so cover.

• Reviews and Ratings of New Jazz Albums

THE JAZZ MAKERS80
(1-12")
Columbia CL 1036
Released simultaneously with the Hentoff/Shapiro jazz tome of the same name, set features imposing array of jazz figures of last two or three decades. Tho some of the tracks are quite old, i.e., the Bessie Smith, Armstrong Hot Five, Hines, etc., refurbished sound makes for facile listening. Jazz buyer has bargain here; variety of styles, number of musicians exposed should hypo sales. Try Ellington's "The Sergeant Was Shy" or Holiday's "Back in Your Own Back Yard."

PHINEAS NEWBORN JR. PLAYS MUSIC FROM "JAMAICA"78
(1-12")
RCA Victor LPM 1589
Pianist Newborn shows taste, well polished technique within small band textures created by arranger A. K. Sallim, who mixes his musical colors in a beguiling manner. Much of the color and warmth of Caribbean setting of show permeates music, jazz dressing adds flavor. Trombonist J. Cleveland and man of many reeds, S. Shibab, are to be noted in solo. Try on show clientele as well as jazz-inclined.

PIANO A-LA-MODE75
Randy Weston (1-12")
Jubilee JLP 1060
Another impressive set by the ever-improving Weston. Somewhat reminiscent of T. Monk, the pianist essays an angular, economic approach to developing his ideas and manages to project colorful thought content that is all the more provocative for its lack of adornment. Equally impressive on ballads and "up" tunes, tasteful support of drummer Connie Kay and bassist "Peck" Morrison adds a dimension of artistry. Modern coterie will go for this item. Try "Early Birth," another of Weston's fine jazz waltzes, as demo track.

A DATE WITH JIMMY SMITH, VOL. 277
(1-12")
Blue Note 1548
A relaxed blowing session with plenty of room for participants H. Mobley, L. Donaldson, D. Byrd, etc., to spread out. Only three tunes in set, two of them of the mood/jazz variety. Smith reiterates fact that he is only organist on scene who can validly turn instrument's variety of orchestral sounds to jazz. However, it is altoist Lou Donaldson who steals the spotlight.

THREE FOR DUKE73
Teddy Charles, Oscar Pettiford, Hall Overton. (1-12")
Jubilee JLP 1047
Highly integrated modern trio date concerned with music by Ellington. Vibist Charles, pianist Overton and bassist Pettiford afford the listener a vital jazz experience—they fashion the

material in such a way as to simultaneously project basic Ellington feeling, and much of themselves. Try "Sherman Shuffle" as demo band.

JAZZ ... JAZZ ... JAZZ
THE CHARLIE PARKER STORY77
(3-12")
Verve MGV 8100-3
The definitive library of Charlie Parker works, culled from many previously released packages, i.e., "Parker With Strings," "Bird and Diz," "Charlie Parker With Machito." Most of the selections have already made their mark among jazz buffs, tho this three-volume set does represent the zenith for Parker collectors. Album is also available as single LP's; MGV 8000, 8001, 8002. Well worth stocking.

BUNK AND LU77
(1-12")
Good Time Jazz L-12024
Another of the re-mastered Frisco recordings, this one featuring Lu Watters and the Yerba Buena Jazz Band, Bunk Johnson, Bob Scobey, and Turk Murphy. Set also features vocals by Claire Austin, Sister Lottie Peavey and the only known vocal by Bunk on "Down by the Riverside." There's lots of nostalgia here for collectors and via the yesteryear typographic cover design, it retains its prized air like rare vintage wine. It's an album that traditional jazz aficionados will want, and one that almost every dealer can sell.

CLAUDE WILLIAMSON MULLS THE MULLIGAN SCENE75
(1-12")
Criterion CR-601
A highly novel approach to Gerry Mulligan's compositions, using Williamson at two pianos via the magic of over-dubbing. All of the tunes save "Blue at the Roots" were originally written without a piano part, and Williamson's interpretation is an interesting and pleasing effort. Sidemen are Howard Roberts, Red Mitchell and Stan Levey. Take note of "Westwood Walk" as a tempting demo track.

THEY TORE MY PLAYHOUSE DOWN75
Burt Bales and Paul Lingie (1-12")
Good Time Jazz 12025
This conversion from the long out-of-date 10-inch print is still one of the highlights of the San Francisco jazz revival. Both Bales and Lingie play traditional piano, very much in the idiom of New Orleans and Jelly Roll Morton. Two-beat collectors shouldn't miss this package, especially with the expressive shot of the madame on the cover.

(Continued on page 34)

RCA VICTOR's 45 ECONOMY PACKAGE OF "MELODIE D'AMOUR" EPA-4173

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• Reviews and Ratings of New Classical Albums

SAINT-SAENS: SYMPHONY NO. 3 (1-12)—E. Power Biggs, Organist; Philadelphia Ork (Ormandy). Columbia ML 521278
Excellent performance of melodic work receives spacious, well-balanced recording. Popular symphony has been covered in other versions, but this release promises to be one of the most active in stores. Generally satisfying disk.

BACH: CONCERTO FOR TWO VIOLINS; TRIO SONATA; TARTINI: TRIO SONATA; VIVALDI: CONCERTO GROSSO NO. 8 (1-12)—David & Igor Oistrakh, Violins. Decca DL 995077
Father and son blend their talents to good effect in these 18th century works that demand, and receive, beautifully integrated performances. Both violins play with a zest that is most infectious. Recording is altogether satisfactory in these German sessions.

THE POPULAR PIANO MUSIC OF RAVEL & DEBUSSY (1-12)—Robert Casadesus, Pianist. Columbia ML 521375
Elegant, tasteful performance of some of the more popular selections from Casadesus' comprehensive Ravel and Debussy collections. Disk represents unusual combination of refined music and performances together with broad appeal. Recorded sound sometimes rather thin.

BRUCKNER: SYMPHONIES NOS. 4 & 7 (3-12)—Symphony Ork of the Bavarian Radio & Berlin Philharmonic Ork (Jochum). Decca DXE 14672
Since most competitive recordings require two-disk sets for each of these symphonies, present coupling adds good value to good programming. Jochum leads strong forces in readings notable for breadth of style. Recording is adequate.

FRANCK: CHORALES NOS. 1, 2 & 3 (1-12)—Albert Schweitzer, Organ. Columbia ML 512871
Schweitzer plays these well-known and important Franck organ works with warmth and nobility. The values here are those of maturity rather than of virtuosity. Organ sound is very acceptable, but would not be used as hi-fi demonstration material.

WAGNER: LOHENGRIN, PRELUDE TO ACT 1; TANNHAUSER OVERTURE; DIE MEISTERSINGER, PRELUDE TO ACT 1 & 3, DANCE OF THE MASTERSINGERS (1-12)—Philharmonic Symphony Ork of London (Rodzinski) Westminster XWN 1860270
Good Wagnerian orchestra program made up of material from three previous "Laboratory Series" releases. Rodzinski's readings have excitement, and recordings are fine. Competition is fairly heavy, but standard merchandise should do well in present form.

THE CONCERT-MASTERS OF NEW YORK (1-12)—Decca DL 995570
Title of album gives clue to character of group—string players comprising former soloists and first-desk men of major symphony orchestras. Under David Broekman's guidance, they give virtuoso readings of Bach's "Chaconne" (transcribed) and "Third Brandenburg Concerto," and arrangements of Paganini solo violin works. Sound is a little wiry.

BRITTEN: 4 SEA INTERLUDES; PAS-SACAGLIA; YOUNG PERSON'S GUIDE; MATINEES, SOIREES MUSICALES (1-12)—Philharmonic Promenade Ork (Boult). Westminster XWN 1860169
Fine performances by Boult from three earlier "Lab" releases, assembled here in generous program by versatile English composer. There is much excitement for hi-fi enthusiasts to be found in Britten's clever orchestral writing.

ORGAN MUSIC BY LISZT (5-12)—Richard Ellsasser, Organist. M-G-M E 3576-7-8-9-10 (available singly)68
This notable achievement records for the first time the complete published organ works of Liszt. Vol. 2, containing the moving "Ad Nos" and the Prelude & Fugue on B.A.C.H., together with the "Evocation a la Chapelle Steine" of Vol. 1 highlights the set. Ellsasser's playing is academic but competent. Jazzed up tones of the Hammond Museum organ lack the mellowness of a cathedral instrument. Sound is natural but not hi-fi. Notes on both music and organ disposition and registrations inadequate for the limited student and enthusiast market to which disks are aimed.

MOONLIGHT & KEYBOARD (1-12)—Raymond Lewenthal, Piano. Westminster XWN 1840368
Collection of popular, short classical piano selections by Chopin, Liszt, Debussy, Massenet and others. Album title and cover photo aim at mood music area. Disk will be more successful there, in fact, than with strictly classical customers.

THE ART OF ANDRE MARCHAL VOL. 3 (1-12)—Unicorn UNLP 104867
The revered, blind organist of St. Eustache, Paris, plays with elegance and beauty compositions of Bach and his predecessors. Delicate French interpretations contrast strongly with more massive German and Scandinavian styles already

in catalog. Clear open tones of the M.I.T. Holikamp organ, while not particularly suited to Baroque music, are well reproduced. For the connoisseur.

SCHOENBERG: QUINTET FOR WIND INSTRUMENTS (1-12)—The Philadelphia Woodwind Quintet. Columbia ML 521766
Beautiful playing by Philadelphia ensemble softens the somewhat forbidding character of Schoenberg's advanced musical idiom. For the relatively few initiates, the score abounds in excitement; for the average buyer, the 30-year-old score is still too avant-garde. Beautiful cover.

SCHOENBERG: COMPLETE PIANO MUSIC (1-12)—Edward Steuermann, Piano. Columbia ML 521666
Soloist, who was Schoenberg's disciple and favored interpreter of his piano works, infuses the music with emotion. Nevertheless, these 12-tone compositions cannot expect to find any wide market, for the musical language is foreign to most shoppers.

TCHAIKOVSKY: MANFRED (1-12)—State Symphony Ork of the U.S.S.R. (Rakhlin). Westminster XWN 1853666
Tchaikovsky's rather drawn-out depiction of the Byronic hero has the romantic fervor to please many. Performance and recording, however, are not ideally realized, altho conductor has notable dramatic insight.

REGINALD KELL, CLARINET; SAINT-SAENS, TEMPLETON, SZALOWSKI, VAUGHAN WILLIAMS (1-12)—Decca DL 994164
Another fine display of clarinet virtuosity, but with appeal limited to students and fans of the instrument. All of the music, including the lovely, romantic Saint-Saens sonata, are new to disks. Szalowski's is an idiomatic "School of Paris" modern sonata. Vaughan Williams' contribution is setting of English folk songs. The Templeton "Pocket Size Sonata" is a jazzy bit that comes off quite corny as these longhairs phrase it.

KARLOVICH: VIOLIN CONCERTO; MACNAVARIAN: VIOLIN CONCERTO (1-12)—State Symphony Ork of the U.S.S.R. (Kondrashin). State Radio Ork of the U.S.S.R. (Dmitriadi), Galina Barinova & Mikhail Vaiman, Violinists. Westminster XWN 18535. 63
Premiere U. S. recordings introduce, respectively, Polish romantic composer of the turn of the century and contemporary
(Continued on page 34)

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RKO - Unique Album
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with Neal Hefti Chorus and Orchestra

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Neal



Steve

the McGuire Sisters



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OTIS BLACKWELL, writer of many big hits for others ("Don't Be Cruel", "All Shook Up" etc.) comes on strong as a performer of his own material in his Atlantic debut. RUTH BROWN is warm and sympathetic in "Look Me Up" and swings a mean beat in "New Love."

JOE TURNER has a two-sided smash in his combo of a teen-age rhythm side with a good old K. C. blues. CHUCK WILLIS, in "Betty and Dupree", has found a piece of folk-ish material that matches "C. C. Rider" in material appeal and strength of performance.



**WHEN YOU'RE AROUND
MAKE READY FOR LOVE**

Otis Blackwell 1165



**LOOK ME UP
A NEW LOVE**

Ruth Brown 1166



**TEEN AGE LETTER
WEE BABY BLUES**

Joe Turner 1167



**BETTY AND DUPREE
MY CRYING EYES**

Chuck Willis 1168

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

"WALT DISNEY'S CHRISTMAS CONCERT," STEP-1003, IS AN EP.

In the Disneyland Records' full-page ad in the issue of Nov. 25th, the All-Mouse Christmas Album was erroneously listed as an LP in one part of the advertisement. The "Christmas Concert" is actually an EP record of the All-Mouse Symphony and Chorus.

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ORGAN-VOICE-PIANO, \$25.00.
VOICE-PIANO-BASS-DRUMS \$37.50.
ALSO OTHER COMBOS

• Review Spotlight on Albums . . .

• Continued from page 26

Sound

TROPICAL CRUISE (1-12)—Pedro Garcia Ork. Audio Fidelity AFLP 1841

The striking cover says it all—a stuffy Ivy League type in a deckchair viewing with mixed alarm and interest the lush, sun-bronzed curves of a Bikini-clad blonde. Musically, the platter offers slick south-of-the-border instrumentals and occasional vocals tailored for the well-heeled male tourist. Sound, as usual from this label, is everything the woofer-and-tweeter crowd could want, particularly in brilliantly detailing the rhythm section of Garcia's fine Latin group.

DUKES OF DIXIELAND VOL. 5 (1-12)—Audio Fidelity AFLP 1861

Bright, brassy Dixieland. Collectors of "Dukes" albums will find the group has lost none of its

magic in this latest volume—their fifth. From the opening drum tattoo of "Dixie" to the final cymbal shimmer of "Ragtime Band," the Dukes apply their special talent to full frequency renderings of such oldies as "Dinah," "Bill Bailey," "Swanee River." It's a wide-range gasser.

Classical Sound

OFFENBACH: GAITE PARISIENNE; STRAUSS/DORATI: GRADUATION BALL (1-12)—Minneapolis Symphony Orch. (Dorati). Mercury MG 50152

Brilliant recording of favorite ballet scores by a conductor who commands an appropriately energetic approach. The sound here is exceptionally live, with remarkable definition of various instruments and real "bite" to the reproduction.

• Reviews and Ratings of New Classical Albums

• Continued from page 32

writer in Georgian-Armenian style. Latter's work receives the superior performance, altho both are played with some flair. Recording is only fair.

CHAUSSON; POEME FOR VIOLIN & ORK; FOERSTER; VIOLIN CONCERTO (1-12)—Igor Bezrodny, Violin; State Symphony Ork of the U.S.S.R. (Kondrashin). Westminster XWN 18534

Foerster's "Concerto" is his first and only representation on long play so far. Czech composer's work, conventional in manner, has direct melodic appeal. Young violinist's performances are skillful, but no match for the top disk versions of Chausson piece. Close-up violin recording is OK, but orchestral passages could be better.

RIEGGER; ROMANZA. DANCE RHYTHMS, MUSIC FOR ORK; AVSHALOMOV; THE TAKING OF TUNG KUAN; CAZDEN; THREE BALLADS FROM THE CATSKILLS (1-12)—Ork of the Accademia Nazionale de Santa Cecilia-Roma (Antonini & Oslo Philharmonic Ork. (Buketoff). Composers Recordings CRI 117

Riegger, the best-known of these three composers, contributes the most of professional works. Cazden's "Ballads" have a certain charm akin to English folksong settings. Avshalomov's tone poem has dramatic character, depends upon sharply contrasted orchestral effects. For the specialist interested in American music.

BERLINSKI; SYMPHONIC VISIONS FOR ORK; GERSCHEFSKI; SAUGATUCK SUITE; BALLOU; PRELUDE & ALLEGRO (1-12)—Ashal Ork of Tokyo (Korn) & The Vienna Ork (Adler). Composers Recordings CRI 115

Three American works in the label's interesting series. Berlinski bases his composition on conceptions from the Old Testament. Gerschevski's "Suite" pertains to the Connecticut River by that name. The Ballou selection, with no specific program, is a free composition for piano and orchestra. Extremely limited sales potential.

TCHAIKOVSKY; CONCERTO NO. 1 FOR PIANO & ORK; BRAHMS; HUNGARIAN DANCES (1-12)—Kyla Greenbaum, Piano, Sinfonia di London (Austin). Liberty SWL 15005

This issue hardly represents a challenge to any of the imposing versions already available. Most dealers would be well advised to concentrate their efforts on existing material.

FINNEY; QUARTET NO. 6; WEISS; TRIO (1-12)—The Stanley Quartet & Various Artists. Composers Recordings CRI 116

Two 12-tone compositions by former students of Schoenberg and Berg are well performed by instrumentalists. The "Trio" is the more easily accessible of the two pieces, but neither will amass any significant sales to the general public. Creditable enterprise of recording American composers will be of interest to college music libraries, etc.

• Reviews and Ratings of New Jazz Albums

• Continued from page 31

YOU GET MORE BOUNCE WITH CURTIS COUNCE (1-12) Contemporary C 3539
Bassist Curtis Counce does provide plenty of bounce, well in evidence in this set of swingers. It's good ensemble jazz, purveyed with a fair amount of imagination. Take particular note of some top trumpet work by Jack Sheldon. "Too Close

for Comfort" is a superb demo track. Cover art here will boost sales.

BERNIE NEROW TRIO (1-12) Mode MOD LP 117
Nerow, a newcomer into the ever-growing ranks of modern pianists, inclines too heavily to technique and flash for its own sake. Once a balance is created in his playing—between emotional and technical values—Nerow will make a deep impact. For all that, his performances here are extremely competent. Try on jazz and periphery clientele. Pianist's impressive technique could sell it.

JUTTA HIPPI AT THE HICKORY HOUSE, VOL. 2 (1-12) Blue Note 1516
Miss Hipp is impressive in the way she gets around the piano, and for her facility with jazz language. However, the fire and uniformity of performance of the "important" jazz pianist is still missing, particularly the fire. Support of drummer Ed Thigpen and bassist Peter Ind help.

SWINGIN' CLOSE IN WITH JOE HOWARD & FRIENDS (1-12) Key LP 717
This purports to be jazz wherein wild and far out improvisation is kept to a minimum—hence the title. This results in some interesting interpretations on standards with the focus on attractive instrumentations (electronic piano, celeste, guitar, flute, bass and drums). Nice listening if somewhat experimental. Mildly commercial if a dealer wants to push it.

Country & Western

RAISIN' THE DICKENS (1-12) Columbia CL 1047
Good standard c.&w. package. Dickens has cut a wonderful collection of songs, including real folksy material as his old hits, "Take an Old Cold Tater," "A-Sleepin' at the Foot of the Bed," etc., and some great standards, as "Wabash Cannon Ball." Performances will surely attract the steadier buyers of c.&w. material.

Semi-Classical

CHAPI; LA REVOLTOSA; CHUECA; AGUA, AZUCARILLOS Y AGUARDIENTE (1-12) Orquesta de Camara de Madrid (Estela). Montilla FM 103
Orchestral versions of two zarzuelas (Spanish operettas). Both are richly melodic and among the most popular examples of this form. The orchestration is lush and the sound is good. Chiefly for collectors of Spanish works.

Columbia Shifts

• Continued from page 17

ministration, with branch managers reporting to him.

Milton Selkowitz, formerly manager of special markets for the label, has been named national sales manager of Columbia Phonographs, in which capacity he will aid James Sparling, general manager of Columbia Electronic Products. Selkowitz will crystallize marketing, merchandising and distribution programs for phonographs and radios, and will direct the phonograph district sales managers in execution of these programs. He reports to Sparling, who will continue to report to Greenspon.

James F. White has resigned as national sales chief of Columbia Records phonographs.

Taking the place of Selkowitz as manager of special markets will be L. Laurence Goughan, formerly in charge of military sales. Goughan, who will report to Cook, will develop sales programs for rack jobbers, syndicate stores, the educational market, etc. He will keep responsibility for military sales.

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TONY BENNETT

CA, C'EST L'AMOUR
(from the M-G-M Picture,
"Les Girls") with NEAL HEFTI
and his orchestra
b/w
I NEVER FELT MORE
LIKE FALLING IN LOVE
with RAY ELLIS
and his orchestra
4-41032



THE FOUR LADS

PUT A LIGHT IN THE WINDOW
with RAY ELLIS
and his orchestra
b/w
THE THINGS WE DID
LAST SUMMER
with CLAUDE THORNHILL
and his orchestra
4-41058



JOHNNY MATHIS

WILD IS THE WIND
(from the Paramount Picture,
"Wild Is the Wind")
with RAY ELLIS
and his orchestra
b/w
NO LOVE
with RAY CONNIFF
and his orchestra
4-41060

THE WORD ON PLAYS

Each of the records listed on the left has passed the quarter-million sales mark! Altogether, they make a pretty impressive sales team for winding up a red-hot '57 and for starting the new year right. And coming into chart territory fast, you can count on MITCH MILLER's new pressing of "March from the River Kwai" and "Colonel Bogey," (4-41066) from the Horizon Picture, "The Bridge over the River Kwai," a Columbia Pictures release. VIC DAMONE has a fast mover titled "Junior Miss" (4-41057) from the CBS Television Show of the same name, and FRANKIE LAINE singles in another winner "East Is East" *b/w* "The Greater Sin" (4-41036)! * * *

JOHNNY MATHIS, the hottest artist in the industry, will put in another sales-building guest appearance on the Perry Como Television Show December 14. Catch the show, and catch those extra sales!



JERRY VALE

PRETEND YOU DON'T
SEE HER
b/w
THE SPREADING CHESTNUT
with PERCY FAITH
and his orchestra
4-41010



JIMMY DEAN

LITTLE SANDY SLEIGHFOOT
b/w
WHEN THEY RING THE
GOLDEN BELLS
with RAY ELLIS
and his orchestra
4-41025



MARTY ROBBINS

THE STORY OF MY LIFE
b/w
ONCE-A-WEEK DATE
with RAY CONNIFF
and his orchestra
4-41013

THE SURE-FIRE HITS ARE ON

COLUMBIA RECORDS

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"CBS" T.M.

HONOR ROLL OF HITS

TRADE MARK REG.

THE NATION'S TOP TUNES

For survey week ending November 23

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. You Send Me		1 6	6. Wake Up Little Susie		3 10
By L. C. Cooke—Published by Higuera (BMI)			By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI)		
BEST SELLING RECORDS: Teresa Brewer, Coral 61898; Sam Cooke, Keen 34013.			BEST SELLING RECORD: Everly Brothers, Cadence 1337.		
RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Plas Johnson, Cap 3835.					
2. Jailhouse Rock		2 8	7. Chances Are		6 12
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI)			By Stillman & R. Allen—Published by Korwin Music (ASCAP)		
BEST SELLING RECORD: Elvis Presley, Vic 7035.			BEST SELLING RECORD: Johnny Mathis, Col 40993.		
3. Silhouettes		4 7	8. All the Way		11 4
By B. Crewe and F. Slay—Published by Regent Music (BMI)			By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP)		
BEST SELLING RECORD: Rays, Cameo 117.			BEST SELLING RECORD: Frank Sinatra, Cap 3798.		
RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856; Dean Jones, M-G-M 12580.			RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 30453; Norvelle Reid/J. Plets, Dec 30444; Walter Scharf, Jubilee 5300.		
4. April Love		5 6	9. Fascination		7 16
By Fain & Webster—Published by Leo Felst (ASCAP)			By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP)		
BEST SELLING RECORD: Pat Boone, Dot 15660.			BEST SELLING RECORD: Jane Morgan, Kapp 191.		
5. Raunchy		10 2	RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamilton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6980; Ethel Smith, Dec 30421; Troubadors, Kapp 191.		
By Justis-Manker—Published by Hi-Lo Music (BMI)			10. Melodie D'Amour		9 9
BEST SELLING RECORDS: Ernie Freeman, Imperial 5474; Bill Justis, Phillips International 3519.			By Leo Johns-Henri Salvador—Published by Rayven Music (BMI)		
RECORDS AVAILABLE: Muvva (Guitar) Hubbard, ABC-Paramount 9869; Billy Vaughn, Dot 15661.			BEST SELLING RECORD: Ames Brothers, Vic 7046.		
			RECORDS AVAILABLE: Marty Gold, Vik 0303; Edmundo Ros, London 1751.		

Second Ten

11. My Special Angel		12 7	16. Around the World		16 15
By Jimmy Duncan—Published by Mergo (BMI)			By Victor Young—Published by Victor Young Publications (ASCAP)		
BEST SELLING RECORD: Bobby Helms, Dec 30423.			BEST SELLING RECORDS: Victor Young and Bing Crosby, Dec 30262; Mantovani, London 1746.		
RECORDS AVAILABLE: Frank Drone, Mercury 71193; Sonny Land Trio, Prep 115.			RECORDS AVAILABLE: George Barnes, Dec 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741.		
12. Little Bitty Pretty One		15 6	17. Peggy Sue		25 2
By R. Byrd—Published by Recordo Music (BMI)			By Jerry Allison & Norman Petty—Published by Nor-Va-Jac Music.		
BEST SELLING RECORD: Thurston Harris, Aladdin 3398.			BEST SELLING RECORD: Buddy Holly, Coral 61885.		
RECORD AVAILABLE: Bobby Day, Class 211.			RECORD AVAILABLE: Jackie Walker, Imperial 5473.		
13. Be-Bop Baby		8 9	18. Just Born		19 6
By P. Lenghurst—Published by Travis Music (BMI)			By Luther Dixon & Billy Dawn Smith—Published by Winneton Music (BMI)		
BEST SELLING RECORD: Ricky Nelson, Imperial 5463.			BEST SELLING RECORD: Perry Como, Vic 7050.		
14. Kisses Sweeter Than Wine		18 2	19. Liechtensteiner Polka		22 2
By Evans-Hughes-Rodgers—Published by Favorite Music (ASCAP)			By Kotscher-Lindt—Published by Burlington (ASCAP)		
BEST SELLING RECORD: Jimmie Rodgers, Roulette 4031.			BEST SELLING RECORD: Will Glaze, London 1755.		
RECORD AVAILABLE: Weavers, Decca 27670.			RECORDS AVAILABLE: Lawrence Welk, Coral 61900; Lil' Wally Ork, Banana 510.		
15. Tammy		13 20	20. Honeycomb		14 25
By Jay Livingston-Ray Evans—Published by Northern (ASCAP)			By Bob Merrill—Published by Hawthorne Music (ASCAP)		
BEST SELLING RECORD: Debbie Reynolds, Coral 61851.			BEST SELLING RECORD: Jimmie Rodgers, Roulette 4015.		
RECORDS AVAILABLE: Ames Brothers, Vic 6930; George Barnes, Dec 30398; Joseph Gershenson Ork Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dec 30317; Bill Snyder, Dec 30433.			RECORD AVAILABLE: Georgie Shaw, Dec 30418.		

Third Ten

21. I'm Available		17 4	26. Alone		27 4
By Dave Burgess—Published by Golden West (ASCAP)			By Craft-Craft—Published by Fifth Avenue Music (BMI)		
RECORDS AVAILABLE: Dave Burgess, Challenge 1008; Kendall Sisters, Argo 5278; Margie Rayburn, Liberty 55102; Bonnie Lou, King 5094.			RECORDS AVAILABLE: Brother Sisters, Mer 71195; Shepherd Sisters, Lance 125.		
22. Rock and Roll Music		21 3	27. Could This Be Magic		30 2
By Chuck Berry—Published by Arc Music (BMI)			By Hiram Johnson and Richard Blandon—Published by Sea-Lark Enterprises (BMI)		
RECORD AVAILABLE: Chuck Berry, Chess 1671.			RECORD AVAILABLE: Dubs, Gona 5011.		
23. Ivy Rose		24 5	28. Hula Love		26 13
By Al Hoffman-Dick Manning—Published by Roncom Music (ASCAP)			By Knox—Published by Kahl (BMI)		
RECORD AVAILABLE: Perry Como, Vic 7050.			RECORD AVAILABLE: Buddy Knox, Roulette 4018.		
24. The Joker		- 1	29. Happy, Happy Birthday, Baby		28 11
By Billy Myles—Published by Angel Music (BMI)			By Sylvia Lopez—Published by Donna Music (BMI)		
RECORDS AVAILABLE: Ronnie Gaylord, Kapp 158; Hilltoppers, Dot 15662; Billy Myles, Ember 1026.			RECORDS AVAILABLE: Dottie Ferguson, Mer 71182; Kay Cee Jones, Dec 30432; Tune Weavers, Checker 872.		
25. Twelfth of Never		20 8	30. Keep A' Knockin'		29 8
By P. F. Webster & Livingston—Published by Empress (ASCAP)			By R. Penniman—Published by Venice (BMI)		
RECORD AVAILABLE: Johnny Mathis, Col 40993.			RECORD AVAILABLE: Little Richard, Specialty 611.		

WARNING—The title "HONOR ROLL OF HITS" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publishers of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

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

Dot's PARADE of BEST SELLERS

- 15661 SAIL ALONG SILVERY MOON—RAUNCHY—BILLY VAUGHN
 15660 APRIL LOVE—WHEN THE SWALLOWS COME BACK TO CAPISTRANO—PAT BOONE
 15662 THE JOKER—CHICKEN, CHICKEN—THE HILLTOPPERS
 15665 THE BRIGHT LIGHT—ROC-A-CHICKA—JIM LOWE
 15657 I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND—TAB HUNTER
 15666 WINTER WARM—GO 'WAY FROM MY WINDOW—GALE STORM
 15664 HENRIETTA—JIMMY DEE
 15659 CRY, CRY DARLING—YOU'RE THE IDOL OF MY DREAMS—JIMMY NEWMAN
 15675 AT THE HOP—I DO—NICK TODD
 15612 MISTER FIRE EYES—BONNIE GUITAR
 15643 PLAYTHING—NICK TODD
 15586 REBEL—CAROL JARVIS
 15652 ONE HEART—EVERY TIME I ASK MY HEART—LEROY VAN DYKE

BEST SELLING ALBUMS

- DLP-3071 PAT'S GREAT HITS—PAT BOONE
 DLP-9000 Music From the Sound Track of the 20th Century
 Fox CinemaScope Picture, APRIL LOVE—STARRING PAT BOONE & SHIRLEY JONES
 DLP-3077 PAT BOONE SINGS IRVING BERLIN—PAT BOONE
 DLP-3075 WORD JAZZ—JAZZ HORIZONS—KEN MORDINE
 DLP-3068 HYMNS WE LOVE—PAT BOONE
 DLP-3017 SENTIMENTAL ME—GALE STORM
 DLP-3012 PAT BOONE
 DLP-3063 THE THIRTIES IN RAGTIME—JOHNNY MADDOX
 DLP-3054D Music From the Sound Track of CECIL B. DE MILLE'S "THE TEN COMMANDMENTS"
 DLP-3052 FAVORITES OF MR. BANJO HIMSELF—EDDIE PEABODY
 DLP-3072 GOIN' PLACES—MARGARET WHITING

BEST SELLING EP OF THE YEAR

DEP-1062—MERRY CHRISTMAS—PAT BOONE

NEW RELEASES

- 15670 GIVE ME A GENTLE GIRL—CLOVER IN THE MEADOW—SHIRLEY JONES
 15680 THAT'S WHY I WAS BORN—I CAN'T HELP IT—MARGARET WHITING
 15678 I SAW YOUR FACE IN THE MOON—MAKING BELIEVE—BONNIE GUITAR
 15679 ACORN—GOLDEN BOY—CAROL JARVIS
 15677 THE STORY—RING CHIMES—I. V. LEAGUERS
 15674 THERE'S A DREAM IN MY HEART—MY FIRST IMPRESSION OF YOU—FRANKIE CHER-VALI
 15673 WILLETTE—WOKE UP THIS MORNING—KRIPP JOHNSON & CHUCK JACKSON
 15672 THREE STRIKES AND YOU'RE OUT—MARY LOU—LEW BURDETTE
 15671 HELLO LOVE—TILL YOU COME BACK TO ME—THE CASUALS
 15669 JELLYFISH—BRIDGE OF LOVE—THE TEARDROPS
 15668 BLUE KIMONA—BREEZE—COWBOY COPAS
 15667 I'M GLAD I WAITED—LET'S FLAT GET IT—DANNY WOLFE

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Best Sellers in Stores

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size, and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

FOR
SURVEY WEEK
ENDING
NOVEMBER 23, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. YOU SEND ME (BMI)—Sam Cooke.....	3	6	17. FASCINATION (ASCAP)—Jane Morgan.	13	13	35. SOFT (BMI)—Bill Doggett.....	48	2
SUMMERTIME (ASCAP)—Keen 34013			Fascination (Instrumental) (ASCAP)—Kapp 191			Hot Ginger (BMI)—King 5080		
2. JAILHOUSE ROCK (BMI)—Elvis Presley	1	8	18. MELODIE D'AMOUR (BMI)—			36. THAT'LL BE THE DAY (BMI)—		
TREAT ME NICE (BMI)—Vic 7035			Ames Brothers	16	8	Crickets	44	16
3. WAKE UP LITTLE SUSIE (BMI)—			So Little Time (BMI)—Vic 7046			I'm Lookin' for Someone to Love (BMI)—		
Everly Brothers.....	2	10	19. JUST BORN (BMI)—Perry Como.....	17	6	Brunswick 55009		
Maybe Tomorrow (BMI)—Cadence 1337			IVY ROSE (ASCAP)—Vic 7050			37. WITH YOU ON MY MIND (ASCAP)—		
4. SILHOUETTES (BMI)—The Rays.....	4	7	20. TAMMY (ASCAP)—Debbie Reynolds... 17	19		Nat King Cole.....	47	4
Daddy Cool (BMI)—Cameo 1177			French Heels (ASCAP)—Coral 61851			RAINTREE COUNTY (ASCAP)—Cap 3782		
5. RAUNCHY (BMI)—Bill Justis.....	9	3	21. HONEYCOMB (ASCAP)—			38. BUZZ, BUZZ, BUZZ (BMI)—		
The Midnite Man (BMI)—			Jimmie Rodgers	14	16	Hollywood Flames	-	1
Phillips International 3519			Their Hearts Were Full of Spring (ASCAP)—			Crazy (BMI)—Ebb 119		
6. BE-BOP BABY (BMI)—Ricky Nelson....	5	9	Roulette 4015			39. PEANUTS (BMI)—		
HAVE I TOLD YOU LATELY THAT			22. LIECHTENSTEINER POLKA			Little Joe & The Thrillers.....	41	9
I LOVE YOU (BMI)—Imperial 5463			(ASCAP)—Will Glahe	30	3	Lilly Lou (BMI)—Okeh 7088		
7. APRIL LOVE (ASCAP)—Pat Boone....	6	5	Schwitzer Polka (BMI)—London 1755			40. BACK TO SCHOOL AGAIN (BMI)—		
WHEN THE SWALLOWS COME BACK			23. COULD THIS BE MAGIC? (BMI)—			Timmie Rodgers	43	4
TO CAPISTRANO (ASCAP)—Dot 15660			Dubs	25	4	I've Got a Dog Who Loves Me (BMI)—		
8. CHANCES ARE (ASCAP)—			Such Lovin' (BMI)—Gone 5011			Cameo 116		
Johnny Mathis	7	11	24. BONY MORONIE (BMI)			41. THE STORY OF MY LIFE (ASCAP)—		
THE TWELFTH OF NEVER			Larry Williams	21	4	Marty Robbins	-	1
(ASCAP)—Col 40993			YOU BUG ME, BABY (BMI)—			Once-a-Week Date (BMI)—Col 41013		
9. LITTLE BITTY PRETTY ONE (BMI)—			Specialty 615			41. WHY DON'T THEY UNDERSTAND		
Thurston Harris	10	6	25. THE JOKER (BMI)—Billy Myles	35	2	(BMI)—George Hamilton IV.....	-	1
I Hope You Won't Hold It Against Me			Honey Bee (BMI)—Ember 1026			Even Tho (BMI)—ABC-Paramount 9862		
(ASCAP)—Aladdin 3398			26. KEEP A' KNOCKIN' (BMI)—			43. HEY, LITTLE GIRL (BMI)—		
10. MY SPECIAL ANGEL (BMI)—			Little Richard	24	9	Techniques	38	2
Bobby Helms	8	7	Can't Believe You Wanna Leave—Specialty 611			In a Round About Way (BMI)—Roulette 4030		
Standing at the End of My World (BMI)—			26. HULA LOVE (BMI)—Buddy Knox....	26	13	44. LOVE ME FOREVER (BMI)—		
Dec 30423			Devil Woman (BMI)—Roulette 4018			Four Esquires	-	1
11. RAUNCHY (BMI)—Ernie Freeman.....	11	3	28. GREAT BALLS OF FIRE (BMI)—			I Ain't Been Right Since You Left (ASCAP)—		
Puddin' (BMI)—Imperial 5474			Jerry Lee Lewis.....	-	1	Paris 509		
12. ROCK AND ROLL MUSIC (BMI)—			You Win Again (BMI)—Sun 281			45. WAIT AND SEE (BMI)—Fats Domino..	32	6
Chuck Berry	12	4	29. HAPPY, HAPPY BIRTHDAY, BABY			I Still Love You (BMI)—Imperial 5467		
Blue Feeling (BMI)—Chess 1671			(BMI)—Tune Weavers	23	11	46. HONEST I DO (BMI)—Jimmy Reed....	36	4
13. PEGGY SUE (BMI)—Buddy Holly.....	19	4	Ol' Man River (ASCAP)—Checker 872			Signals of Love (BMI)—Vee Jay 253		
Everday (BMI)—Coral 61885			30. ALONE (BMI)—Shepherd Sisters.....	29	5	47. WHOLE LOTTA SHAKIN' GOIN' ON		
14. KISSES SWEETER THAN WINE			Congratulations to Someone (ASCAP)—Lance 125			(BMI)—Jerry Lee Lewis.....	42	19
(ASCAP)—Jimmie Rodgers	22	2	31. YOU SEND ME (BMI)—Teresa Brewer.	27	3	It'll Be Mine (BMI)—Sun 267		
Better Loved You'll Never Be (ASCAP)—			Would I Were (ASCAP)—Coral 61898			48. PLAYTHING (BMI)—Nick Todd.....	45	3
Roulette 4031			32. OH, BOY (BMI)—Crickets.....	-	1	The Honey Song (ASCAP)—Dot 15643		
15. I'M AVAILABLE (BMI)—			Not Fade Away (BMI)—Brunswick 55035			49. SWANEE RIVER ROCK (Talkin' 'Bout		
Margie Rayburn	15	4	33. TILL (ASCAP)—Roger Williams.....	28	4	That River) Ray Charles.....	34	4
If You Were (ASCAP)—Liberty 55102			Big Town (ASCAP)—Kapp 197			I Want a Little Girl (ASCAP)—Atlantic 1154		
16. ALL THE WAY (ASCAP)—			34. LOTTA LOVIN' (BMI)—Gene Vincent..	31	11	50. AND THAT REMINDS ME (ASCAP)—		
Frank Sinatra	20	4	Wear My Ring (BMI)—Cap 3763			Della Reese	39	4
Chicago (ASCAP)—Cap 3793						I Cried for You (ASCAP)—Jubilee 5292		

THIS WEEK'S BEST BUYS

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

CHRISTMAS RECORDS

LET'S LIGHT THE CHRISTMAS TREE (Broadcast, BMI) — Ruby Wright—Fraternity 787—The side is a big territorial favorite in the Southern Ohio area. Action in all the major marts in that locale is strong. Flip is "Merry, Merry, Merry, Merry Christmas" (Buckeye, ASCAP).

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING NOVEMBER 23

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

At the Hop.....*Danny and the Junior*
(BMI) ABC-Paramount 9871

Wild Is the Wind

No Love (But Your Love).....*Johnny Mathis*
(ASCAP); (BMI) Columbia 41060

EVERYONE A WINNER!

Jimmy Edwards



LOVE BUG CRAWL

Billboard Spotlight Pick

COUPLED WITH **HONEY LOVIN'** MERCURY 71209

Nick Noble



HALO OF LOVE

Billboard Spotlight Pick

COUPLED WITH **SWEET TREAT** MERCURY 71233

Sarah Vaughan



GONE AGAIN

COUPLED WITH **THE NEXT TIME AROUND** MERCURY 71235

Johnny Jay



SUGAR DOLL

Billboard Spotlight Pick
Pop·Rhythm & Blues·Country

TEARS

COUPLED WITH MERCURY 71232

Rusty Draper



BUZZ BUZZ BUZZ

Cash Box Sleeper Of The Week
Billboard Spotlight Pick

COUPLED WITH **I GET THE BLUES WHEN IT RAINS** MERCURY 71221

Billy Eckstine



IF I CAN HELP SOMEBODY

COUPLED WITH **BOULEVARD OF BROKEN DREAMS** MERCURY 71217

MERCURY RECORD CORPORATION CHICAGO 1, ILLINOIS



the "Passion Flower" Sensations...



THE FRATERNITY BROTHERS

score again—and bigger

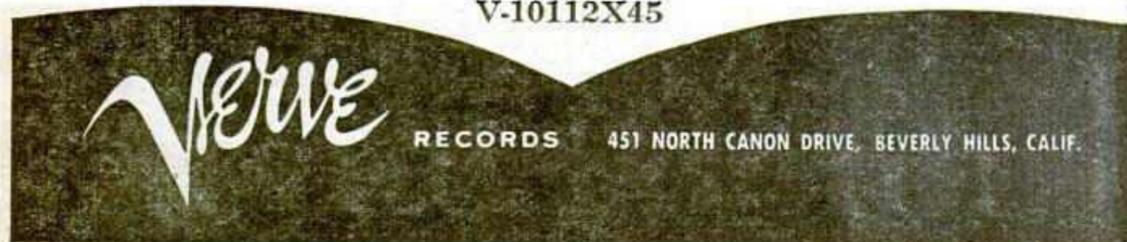


"LOUELLA"

B/W

"WEEPING WILLOW"

V-10112X45



Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 23

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

Week This		Last Week	Weeks on Chart
1.	JAILHOUSE ROCK (BMI)—Elvis Presley Treat Me Nice (BMI)—Vic 7035	1	8
2.	YOU SEND ME (BMI)—Sam Cooke Summertime (ASCAP)—Keen 34013	3	5
3.	APRIL LOVE (ASCAP)—Pat Boone When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660	4	6
4.	WAKE UP LITTLE SUSIE (BMI)—Everly Brothers Maybe Tomorrow (BMI)—Cadence 1337	2	10
5.	CHANCES ARE (ASCAP)—Johnny Mathis The Twelfth of Never (ASCAP)—Col 40993	5	12
6.	ALL THE WAY (ASCAP)—Frank Sinatra Chicago (ASCAP)—Cap 3793	9	6
7.	SILHOUETTES (BMI)—The Rays Daddy Cool (BMI)—Cameo 117	6	6
8.	MELODIE D'AMOUR (BMI)—Ames Brothers So Little Time (BMI)—Vic 7046	7	9
9.	YOU SEND ME (BMI)—Teresa Brewer Would I Were (ASCAP)—Coral 61898	8	4
10.	KISSES SWEETER THAN WINE (ASCAP)—Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031	18	3
11.	RAUNCHY (BMI)—Bill Justis The Midnite Man (BMI)—Phillips International 3519	11	2
12.	LITTLE BITTY PRETTY ONE (BMI)—Thurston Harris I Hope You Won't Hold It Against Me (BMI)—Aladdin 3398	19	3
13.	JUST BORN (BMI)—Perry Como Ivy Rose (ASCAP)—Vic 7050	16	8
14.	THE TWELFTH OF NEVER (ASCAP)—Johnny Mathis Chances Are (ASCAP)—Col 40993	10	8
15.	SILHOUETTES (BMI)—Diamonds Daddy Cool (BMI)—Mercury 71197	12	5
15.	PEGGY SUE (BMI)—Buddy Holly Everyday (BMI)—Coral 61885	21	3
17.	MY SPECIAL ANGEL (BMI)—Bobby Helms Standing at the End of My World (BMI)—Dec 30423	17	6
18.	RAUNCHY (BMI)—Ernie Freeman Puddin' (BMI)—Imperial 5474	—	1
19.	BE-BOP BABY (BMI)—Ricky Nelson Have I Told You Lately That I Love You (BMI)—Imperial 5463	13	6
19.	HONEYCOMB (ASCAP)—Jimmie Rodgers Their Hearts Were Full of Spring (ASCAP)—Roulette 4015	15	15
21.	I'M AVAILABLE (BMI)—Margie Rayburn If You Were (ASCAP)—Liberty 55102	14	4
22.	IVY ROSE (ASCAP)—Perry Como Just Born (BMI)—Vic 7050	25	7
23.	I'LL REMEMBER TODAY (BMI)—Patti Page My, How the Time Goes By (ASCAP)—Mercury 71189	—	1
24.	I'LL NEVER SAY, NEVER AGAIN, AGAIN (ASCAP)—Dinah Shore The Kiss That Rocked the World (BMI)—Vic 7056	—	1
25.	LIECHTENSTEINER POLKA (ASCAP)—Will Glabe Schweitzer Polka (BMI)—London 1755	—	1
25.	TILL (ASCAP)—Roger Williams Big Town (ASCAP)—Kapp 197	24	2

ROULETTE RECORDS
659 Tenth Ave., New York City

to: *Valerie Carr*

We think

*"You're the
Greatest"*

R-4038

Sincerely

Hugo + Luigi

A SOUND BET... BUY ROULETTE

MGM Records

JONI JAMES
I GIVE YOU MY WORD
 AND
NEVER TILL NOW
 (From the MGM Prod. "Raintree County")
 K12565 on 45 and 78 rpm

MARVIN
RAINWATER
LOOK FOR ME
 (I'll Be Waiting for You)
 AND
LUCKY STAR
 K12586 on 45 and 78 rpm

ART MOONEY AND HIS ORCH.
THE RIVER KWAI MARCH
 (From the Horizon Picture "The Bridge on the River Kwai," a Columbia Pictures Release)
 AND
BULLFIGHT
 K12590

DAVID ROSE AND HIS ORCH.
SAVANNA
 AND
LITTLE BISQUIT
 (Both From the Musical Prod. "Jamaica")
 K12585

DANNY WINCHELL
I DO, I DO
 K12577

CHUCK ALAIMO QUARTET
WHERE'S MY BABY ~~~~~ **LOVERS AGAIN**
 K12589

DICK HYMAN and **SAM TAYLOR** (The Man)
 at the Organ on Tenor Sax
THE PEANUT VENDOR
 and
WALK WITH ME
 K12568

CONNIE FRANCIS
YOU WERE ONLY FOOLING ~~~~~ **WHO'S SORRY NOW**
 K12588

RAY CHARLES SINGERS
ALL OF YOU ~~~~~ **YOU MUST HAVE BEEN A BEAUTIFUL BABY**
 K12575

SHEB WOOLEY
I FOUND ME AN ANGEL ~~~~~ **SO CLOSE TO HEAVEN**
 K12584



Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 23

The information given in this chart is based on actual sales to customers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. Sample design, sample size and all methods used in this continuing study of retail record sales are under the direct and continuing supervision and control of the School of Retailing of New York University.

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

- BOSTON**
 April Love, Pat Boone, Dot
 Be-Bop Baby, Ricky Nelson, Imp.
 Chances Are/Twelfth of Never
 Johnny Mathis, Col.
 Jailhouse Rock/Treat Me Nice
 Elvis Presley, Vic.
 Just Born/Ivy Rose, Perry Como, Vic.
 Kisses Sweeter Than Wine
 Jimmie Rodgers, Rit.
 Raunchy, Ernie Freeman, Imp.
 Silhouettes, Rays, Cam.
 Wake Up Little Susie, Everly Brothers, Cdc.
- CHICAGO**
 April Love, Pat Boone, Dot
 Be-Bop Baby, Ricky Nelson, Imp.
 Jailhouse Rock, Elvis Presley, Vic.
 Liechtensteiner Polka, Will Glahe, Lon.
 Little Bitty Pretty One, Thurston Harris, Ala.
 My Special Angel, Bobby Helms, Dec.
 Silhouettes, Rays, Cam.
 Till, Roger Williams, Kapp
 You Send Me, Sam Cooke, Keen
- DETROIT**
 Buzz, Buzz, Buzz, Hollywood Flames, Ebb
 Honest I Do, Jimmy Reed, VJ
 Little Bitty Pretty One, Bobby Day, Cls.
 Raunchy, Ernie Freeman, Imp.
 Rock and Roll Music, Chuck Berry, Cha.
 Silhouettes, Rays, Cam.
 Soft, Bill Doggett, King
 With You On My Mind
 Nat King Cole, Cap.
 You Send Me/Sumertime, Sam Cooke, Keen
- EAST TEXAS**
 Be-Bop Baby, Ricky Nelson, Imp.
 Jailhouse Rock/Treat Me Nice
 Elvis Presley, Vic.
 My Special Angel, Bobby Helms, Dec.
 Raunchy, Bill Justis, Phil. Intl.
 Rock and Roll Music, Chuck Berry, Cha.
 Silhouettes, Rays, Cam.
 Wake Up Little Susie, Everly Brothers, Cdc.
 You Send Me, Sam Cooke, Keen
- FLORIDA**
 All the Way, Frank Sinatra, Cap.
 April Love/When the Swallows Come Back to Capistrano, Pat Boone, Dot
 Chances Are, Johnny Mathis, Col.
 Just Born/Ivy Rose, Perry Como, Vic.
 Raunchy, Bill Justis, Phil. Intl.
 Silhouettes, Rays, Cam.
 Wake Up Little Susie, Everly Brothers, Cdc.
 You Send Me, Sam Cooke, Keen
- LOS ANGELES**
 Fascination, Jane Morgan, Kapp
 He's Gone, Chantels, End
 Jailhouse Rock, Elvis Presley, Vic.
 My Special Angel, Bobby Helms, Dec.
 Raunchy, Ernie Freeman, Imp.
 Silhouettes, Rays, Cam.
 Wake Up Little Susie, Everly Brothers, Cdc.
 You Send Me, Sam Cooke, Keen
- NEW YORK AND NEWARK**
 April Love, Pat Boone, Dot
 Be-Bop Baby, Ricky Nelson, Imp.
 Could This Be Magic, Dubs, Gone
 Jailhouse Rock, Elvis Presley, Vic.
 My Special Angel, Bobby Helms, Dec.
 Raunchy, Bill Justis, Phil. Intl.
 Silhouettes, Rays, Cam.
 Wake Up Little Susie, Everly Brothers, Cdc.
- NORTHERN NEW YORK STATE**
 All the Way, Frank Sinatra, Cap.
 I'm Available, Margie Rayburn, Lib.
 Just Born/Ivy Rose, Perry Como, Vic.
 Little Bitty Pretty One, Thurston Harris, Ala.
 Raunchy, Bill Justis, Phil. Intl.
 Silhouettes, Rays, Cam.
- BOSTON**
 Till, Roger Williams, Kapp.
 Wake Up Little Susie, Everly Brothers, Cdc.
 You Send Me, Teresa Brewer, Cor.
- NORTHERN OHIO**
 All the Way, Frank Sinatra, Cap.
 April Love, Pat Boone, Dot
 Chances Are, Johnny Mathis, Col.
 Little Bitty Pretty One, Thurston Harris, Ala.
 Peggy Sue, Buddy Holly, Cor.
 Raunchy, Bill Justis, Phil. Intl.
 Soft, Bill Doggett, King
 Wake Up Little Susie, Everly Brothers, Cdc.
 You Send Me, Sam Cooke, Keen
- NORTHWEST**
 April Love, Pat Boone, Dot
 Back to School Again
 Timmie Rodgers, Cam.
 Chances Are/Twelfth of Never
 Johnny Mathis, Col.
 Jailhouse Rock, Elvis Presley, Vic.
 Little Bitty Pretty One, Bobby Day, Cls.
 Raunchy, Ernie Freeman, Imp.
 Swanee River Rock (Talkin' 'Bout That River), Ray Charles, All.
 You Send Me, Sam Cooke, Keen
- PHILADELPHIA**
 All the Way/Chicago, Frank Sinatra, Cap.
 Be-Bop Baby, Ricky Nelson, Imp.
 Bony Moronie, Larry Williams, Spe.
 Jailhouse Rock, Elvis Presley, Vic.
 Melodie D'Amour, Ames Brothers, Vic.
 My Special Angel, Bobby Helms, Dec.
 Raunchy, Bill Justis, Phil. Intl.
 Rock and Roll Music, Chuck Berry, Cha.
 Silhouettes, Rays, Cam.
- SAN FRANCISCO AND OAKLAND**
 April Love, Pat Boone, Dot
 Chances Are, Johnny Mathis, Col.
 Fascination, Jane Morgan, Kapp
 Happy, Happy Birthday, Baby
 Tune Weavers, Che.
 Kisses Sweeter Than Wine
 Jimmie Rodgers, Rit.
 Raunchy, Ernie Freeman, Imp.
 Silhouettes, Rays, Cam.
 Sumertime/You Send Me
 Sam Cooke, Keen
- SOUTHERN OHIO**
 April Love, Pat Boone, Dot
 Chances Are, Johnny Mathis, Col.
 Honeycomb, Jimmie Rodgers, Rit.
 Jailhouse Rock, Elvis Presley, Vic.
 Let's Light the Christmas Tree
 Ruby Wright, Fly.
 Raunchy, Ernie Freeman, Imp.
 Wake Up Little Susie, Everly Brothers, Cdc.
 You Send Me, Sam Cooke, Keen
- ST. LOUIS AND KANSAS CITY**
 Buzz, Buzz, Buzz, Hollywood Flames, Ebb
 Chances Are, Johnny Mathis, Col.
 Honest I Do, Jimmy Reed, V J
 Jailhouse Rock, Elvis Presley, Vic.
 Melodie D'Amour, Ames Brothers, Vic.
 Peggy Sue, Buddy Holly, Coral
 Raunchy, Bill Justis, Phil. Intl.
 Silhouettes, Rays, Cam.
 You Send Me/Sumertime
 Sam Cooke, Keen
- WASHINGTON AND BALTIMORE**
 April Love, Pat Boone, Dot
 Be-Bop Baby, Ricky Nelson, Imp.
 Bony Moronie, Larry Williams, Spe.
 Honest I Do, Jimmy Reed, V J
 Jailhouse Rock/Treat Me Nice
 Elvis Presley, Vic.
 Little Bitty Pretty One
 Thurston Harris, Ala.
 Raunchy, Bill Justis, Phil. Intl.
 Wake Up Little Susie, Everly Brothers, Cdc.
 You Send Me, Sam Cooke, Keen

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Two New Merry Hits on... The LENNON SISTERS



**"LET'S
LIGHT
THE
CHRISTMAS
TREE"**

9-55044



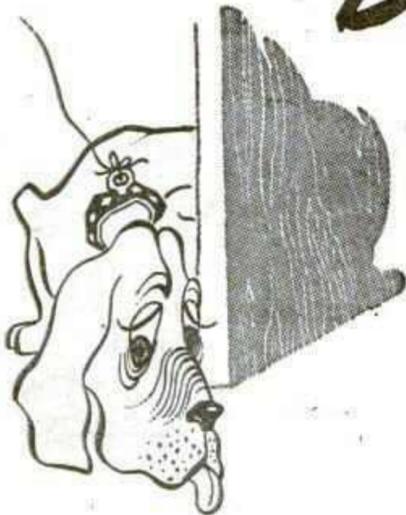
**"MERRY,
MERRY,
MERRY,
MERRY
CHRISTMAS"**

-55044



PETE FOUNTAIN and his Dixieland Boys

LAWRENCE
WELK'S
FAMOUS
CLARINET
STAR



YELLOW DOG BLUES

Brunswick
9-55045

b/w

TAILGATE BLUES



FOR
SURVEY WEEK
ENDING
NOVEMBER 23, 1957

The Billboard Weekly Juke Box Programming Guide

POPULAR

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

<p>SILHOUETTES ★ THE RAYS ★ DADDY COOL Cameo 117</p>	<p>RAUNCHY ★ BILL JUSTIS ★ THE MIDNITE MAN Phillips, International 3519</p>	<p>PEGGY SUE ★ BUDDY HOLLY ★ EVERYDAY Coral 61885</p>
<p>MY SPECIAL ANGEL ★ BOBBY HELMS ★ STANDING AT THE END OF MY WORLD Decca 30423</p>	<p>I'M AVAILABLE ★ MARGIE RAYBURN ★ IF YOU WERE Liberty 55102</p>	<p>LITTLE BITTY PRETTY ONE ★ THURSTON HARRIS ★ I HOPE YOU WON'T HOLD IT AGAINST ME Aladdin 3398</p>
<p>WAKE UP LITTLE SUSIE ★ EVERLY BROTHERS ★ MAYBE TOMORROW Cadence 1337</p>	<p>TAMMY ★ DEBBIE REYNOLDS ★ FRENCH HEELS Coral 61851</p>	<p>HAPPY, HAPPY BIRTHDAY, BABY ★ TUNE WEAVERS ★ OL' MAN RIVER Checker 872</p>
<p>ROCK AND ROLL MUSIC ★ CHUCK BERRY ★ BLUE FEELING Chess 1671</p>	<p>MELODIE D'AMOUR ★ AMES BROTHERS ★ SO LITTLE TIME RCA Victor 7046</p>	<p>JUST BORN ★ PERRY COMO ★ IVY ROSE RCA Victor 7050</p>
<p>ALL THE WAY ★ FRANK SINATRA ★ CHICAGO Capitol 3793</p>	<p>HULA LOVE ★ BUDDY KNOX ★ DEVIL WOMAN Roulette 4018</p>	<p>RAUNCHY ★ ERNIE FREEMAN ★ PUDDIN' Imperial 5474</p>
<p>KEEP A' KNOCKIN' ★ LITTLE RICHARD ★ CAN'T BELIEVE YOU WANNA LEAVE Specialty 611</p>	<p>YOU SEND ME ★ SAM COOKE ★ SUMMERTIME Keen 34013</p>	<p>COULD THIS BE MAGIC ★ THE DUBS ★ SUCH LOVIN' Gene 5011</p>
<p>FASCINATION ★ JANE MORGAN ★ FASCINATION (Instrumental) Kapp 191</p>	<p>KISSES SWEETER THAN WINE ★ JIMMIE RODGERS ★ BETTER LOVED YOU'LL NEVER BE Roulette 4031</p>	<p>HONEYCOMB ★ JIMMIE RODGERS ★ THEIR HEARTS WERE FULL OF SPRING Roulette 4015</p>
<p>APRIL LOVE ★ PAT BOONE ★ WHEN THE SWALLOWS COME BACK TO CAPISTRANO Dot 15660</p>	<p>THE JOKER ★ BILLY MAYLES ★ HONEY BEE Ember 1026</p>	<p>BOMY MORONIE ★ LARRY WILLIAMS ★ YOU BUG ME, BABY Specialty 615</p>
<p>ALONE ★ SHEPHERD SISTERS ★ CONGRATULATIONS TO SOMEONE Lance 125</p>	<p>BE BOP BABY ★ RICKY NELSON ★ Have I Told You Lately That I Love You Imperial 5463</p>	<p>LIECHTENSTEINER POLKA ★ WILL GLAHE ★ SCHWITZER POLKA London 1755</p>
<p>JAILHOUSE ROCK ★ ELVIS PRESLEY ★ TREAT ME NICE RCA Victor 7035</p>	<p>CHANCES ARE ★ JOHNNY MATHIS ★ THE TWELFTH OF NEVER Columbia 4993</p>	<p>GREAT BALLS OF FIRE ★ JERRY LEE LEWIS ★ YOU WIN AGAIN Sun 281</p>

OPERATORS BEST BUYS
Records are the same as those listed in POP, R&B or C&W review sections.

BEST BUY
JIM REEVESAnna Marie
Everywhere You Go
RCA Victor 7070

OPERATORS BEST NEW RELEASES
In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

<p>RUTH BROWNLook Me Up A New Love Atlantic 1166</p>	<p>CAROL JARVISGolden Boy Acorn Dot 19679</p>
<p>JO-ANN CAMPBELL ..War & Minnie It's True Gene 5014</p>	<p>JOE TURNERTeen Age Loner Wee Baby Blues Atlantic 1167</p>
<p>SAM COOKE(I Love You) For Sentimental Reasons Desire Me Keen 4002</p>	<p>BILLY WARD My Promised Possession Second Greater Than I Liberty 35191</p>
<p>BO DIDDLEY ..Before You Accuse Me Say! Checker 878</p>	<p>CHUCK WILLIS ..Bobby and Depree My Crying Eyes Atlantic 1167</p>
<p>FATS DOMINGO ..I Want You to Know The Big Beat Imperial 5477</p>	<p>FARON YOUNGThe Locket Snoeball Capitol 3855</p>

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

FARTHER UP THE ROAD
★ BOBBY (BLUE) BLAND ★
SOMETIME TOMORROW
Duke 170

MR. LEE
★ BOBBETTES ★
LOOK AT THE STARS
Atlantic 1144

SWANEE RIVER ROCK
(TALKIN' 'BOUT THAT RIVER)
★ RAY CHARLES ★
I WANT A LITTLE GIRL
Atlantic 1154

WAIT AND SEE
★ FATS DOMINGO ★
I STILL LOVE YOU
Imperial 5467

DIANA
★ PAUL ANKA ★
DON'T GAMBLE WITH LOVE
ABC-Paramount 9831

NEW HIT

GREAT BALLS OF FIRE
★ JERRY LEE LEWIS ★
YOU WIN AGAIN
Sun 281



Top 100 Sides

FOR SURVEY WEEK ENDING NOVEMBER 23

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

Position	Song, Artist, Label	Last Week
1.	JAILHOUSE ROCK, Elvis Presley, Victor	1
2.	YOU SEND ME, Sam Cooke, Keen	3
3.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	2
4.	SILHOUETTES, Rays, Cameo	4
5.	BE-BOP BABY, Ricky Nelson, Imperial	5
6.	LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	6
7.	APRIL LOVE, Pat Boone, Dot	9
8.	MY SPECIAL ANGEL, Bobby Helms, Decca	7
9.	CHANCES ARE, Johnny Mathis, Columbia	8
10.	RAUNCHY, Bill Justis, Phillips International	14
11.	HONEYCOMB, Jimmie Rodgers, Roulette	10
12.	FASCINATION, Jane Morgan, Kapp	13
13.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	19
14.	MELODIE D'AMOUR, Ames Brothers, Victor	12
15.	RAUNCHY, Ernie Freeman, Imperial	17
16.	TAMMY, Debbie Reynolds, Coral	11
17.	I'M AVAILABLE, Margie Rayburn, Liberty	17
18.	PEGGY SUE, Buddy Holly, Coral	27
19.	ALL THE WAY, Frank Sinatra, Capitol	22
20.	JUST BORN, Perry Como, Victor	21
21.	KEEP A' KNOCKIN', Little Richard, Specialty	15
22.	HAPPY, HAPPY BIRTHDAY, BABY, Tune Weavers, Checker	16
23.	HULA LOVE, Buddy Knox, Roulette	24
24.	COULD THIS BE MAGIC, Dubs, Gone	25
25.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	38
26.	ALONE, Shepherd Sisters, Lance	22
27.	TILL, Roger Williams, Kapp	28
28.	LOTTA LOVIN', Gene Vincent, Capitol	26
29.	DIANA, Paul Anka, ABC-Paramount	29
30.	LIECHTENSTEINER POLKA, Will Glahe, London	49
31.	YOU SEND ME, Teresa Brewer, Coral	43
32.	I'LL REMEMBER TODAY, Patti Page, Mercury	42
33.	WAIT AND SEE, Fats Domino, Imperial	34
34.	JOKER, Billy Myles, Ember	57
34.	AND THAT REMINDS ME, Della Reese, Jubilee	38
36.	THAT'LL BE THE DAY, Crickets, Brunswick	32
36.	WUN'ERFUL, WUN'ERFUL, Stan Freberg, Capitol	38
38.	BACK TO SCHOOL AGAIN, Timmie Rodgers, Cameo	41
39.	PEANUTS, Little Joe and the Thrillers, Okeh	30
39.	RAINBOW, Russ Hamilton, Kapp	33
41.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	29
42.	BONY MORONIE, Larry Williams, Specialty	36
43.	SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER), Ray Charles, Atlantic	45
44.	STORY OF MY LIFE, Marty Robbins, Columbia	57
45.	HONEST I DO, Jimmy Reed, Vee Jay	37
45.	IVY ROSE, Perry Como, Victor	45
47.	DEEP PURPLE, Billy Ward and His Dominoes, Liberty	31
48.	WITH YOU ON MY MIND, Nat King Cole, Capitol	59
49.	BLACK SLACKS, Joe Bennett and the Sparkletones, ABC-Paramount	44
49.	MY ONE SIN, Four Coins, Epic	47
51.	HEY, LITTLE GIRL, Techniques, Roulette	69
51.	LOVE ME FOREVER, Four Esquires, Paris	67
51.	PLAYTHING, Nick Todd, Dot	51
51.	SOFT, Bill Doggett, King	52
55.	MR. LEE, Bobbettes, Atlantic	34
56.	IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	50
57.	FRAULEIN, Bobby Helms, Decca	55
57.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	89
57.	LITTLE BITTY PRETTY ONE, Bobby Day, Class	69
57.	OH BOY, Crickets, Brunswick	89
61.	REMEMBER YOU'RE MINE, Pat Boone, Dot	53
62.	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	82
62.	FRAULEIN, Steve Lawrence, Coral	56
64.	TEARDROPS, Lee Andrews and the Hearts, Chess	79
65.	AN AFFAIR TO REMEMBER, Vic Damone, Columbia	65
65.	SEND FOR ME, Nat King Cole, Capitol	60
67.	DEEP BLUE SEA, Jimmy Dean, Columbia	71
67.	REET PETITE, Jackie Wilson, Brunswick	62
69.	MOONLIGHT SWIM, Tony Perkins, Victor	60
69.	PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia	86
71.	AROUND THE WORLD, Victor Young, Decca	71
71.	REBEL, Carol Jarvis, Dot	66
71.	YOU BUG ME, BABY, Larry Williams, Specialty	53
74.	WHY DON'T THEY UNDERSTAND, George Hamilton IV, ABC-Paramount	—
75.	PARTY TIME, Sal Mineo, Epic	47
75.	JOKER, Hilltoppers, Dot	—
77.	JUST BETWEEN YOU AND ME, Chordettes, Cadence	67
77.	HAVE I TOLD YOU LATELY THAT I LOVE YOU, Ricky Nelson, Imperial	73
77.	MISTER FIRE EYES, Bonnie Guitar, Dot	79
80.	AROUND THE WORLD, Mantovani, London	73
81.	SILHOUETTES, Diamonds, Mercury	77
82.	TREAT ME NICE, Elvis Presley, Victor	63
83.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	75
84.	LET'S LIGHT THE CHRISTMAS TREE, Ruby Wright, Fraternity	—
85.	FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	64
85.	LIECHTENSTEINER POLKA, Lawrence Welk, Coral	—
85.	RAUNCHY, Billy Vaughn, Dot	—
88.	ONLY BECAUSE, Platters, Mercury	77
88.	STARDUST, Billy Ward, Liberty	75
88.	THE TWELFTH OF NEVER, Johnny Mathis, Columbia	86
91.	AROUND THE WORLD, Bing Crosby, Decca	96
91.	CHICAGO, Frank Sinatra, Capitol	92
93.	MAJESTY OF LOVE, Marvin Rainwater-Connie Francis, M-G-M	—
93.	NERVOUS BOOGIE, Paul Gayten, Argo	—
93.	PLAYTHING, Ted Newman, Rev	82
93.	ROCK AND CRY, Clyde McPhatter, Atlantic	—
93.	TAMMY, Ames Brothers, Victor	94
98.	BON VOYAGE, Janice Harper, Prep	82
98.	LIPS OF WINE, Andy Williams, Cadence	89
98.	TONIGHT, TONIGHT, Mello-Kings, Herald	88
98.	THINK, Five Royals, King	99

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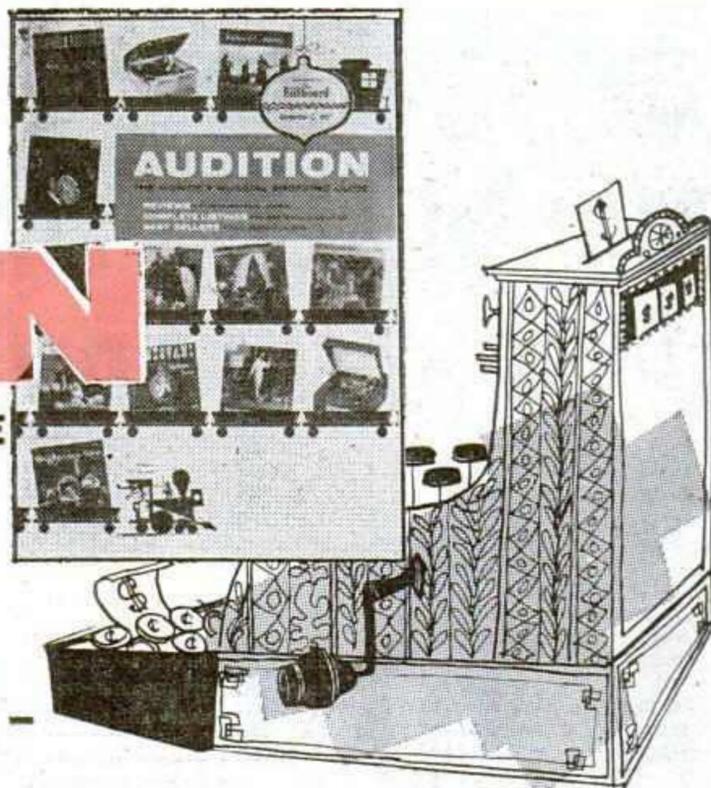
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Here's What Progressive Record Dealers Say About

AUDITION

THE MONTHLY MUSICAL SHOPPING GUIDE



We were quite pleased with AUDITION. The next day after mailing some of the copies to the folks here in Lufkin, we received several orders for the records listed in AUDITION. We would like to place our order for 1,000 copies to be shipped on November 25, instead of our former order of 100.

CHARLES E. TURNER
THE MELODY SHOP
LUFKIN, TEXAS

AUDITION is great. We have tried every possible way of communicating intelligently with our customers on new releases and AUDITION does the trick. We plan to use it for our mail order customers.

MR. BARNEY KLUGLAK
GLEN MUSIC COMPANY
WASHINGTON, D. C.

We are certainly excited about AUDITION. The information it contains is truly a help to our record business.

MRS. SHARON CANTRELL
ALEXANDER'S
SPARTANBURG, S. C.

Best way yet to keep the latest albums in the public eye.

EVELYN PROSSER
TOPS 'N' POPS MUSIC SHOP
HAYWARD, WISCONSIN

It's swell, and I believe it is going to bring me some special orders.

CHUCK SIMONS
CHUCK'S MUSIC CENTER
MURRAY, KENTUCKY

AUDITION is an inexpensive and colourful magazine and it contains the exact information the public likes to read and know about new releases.

MISS LORRAINE HUGHES
ECLIPSE RADIO AND TV
TORONTO, ONTARIO

We are quite pleased with AUDITION, especially with the very colorful ads. The format seems to interest our customers and several have asked when the new issue will be available.

MISS BARBARA FRITZ
CUSTOM CRAFTERS AUDIO, INC.
CINCINNATI, OHIO

AUDITION is wonderful. My customers are very enthusiastic.

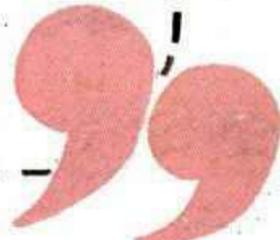
MISS MARGUERITE JOHNSON
DATEMA APPLIANCES
GLENWOOD SPRINGS, COLORADO

Congratulations on a very beautiful job! It should be a big help to the whole record industry. The best of luck to AUDITION.

V. J. SANDERS
KAMM'S RECORD SHOP
ELYRIA, OHIO

The categories are well defined, and very clear to the reader. The whole make-up is very sharp and in wonderful taste with the use of color. It reflects a lot of effort on your part and looks like a very fine stimulant for the record trade.

M. S. SWATEZ
RECORD LANE
MINNEAPOLIS, MINN.



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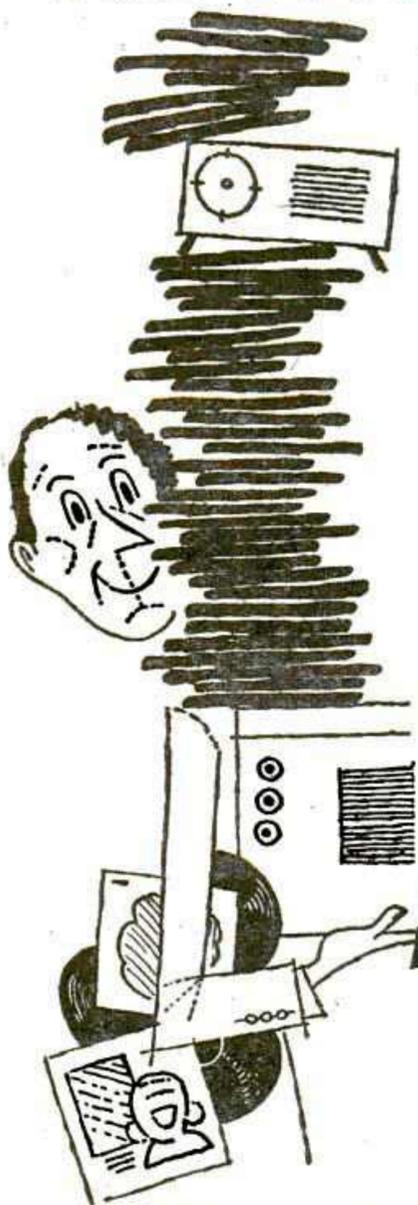


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VOX JOX

By JUNE BUNDEY

CHANGE OF THEME: Doug China has joined the deejay staff of KTSA, San Antonio. . . Terrell Metheny has changed from morning deejay work at KWOS, Jefferson City, Mo., to an afternoon slot at KANS, Wichita, Kan. He's also changed his name to Ron Terrell. . . Buddy MacGregor former disk jockey at KILT, Houston, has accepted a promotion in the Gordon

homemakers to give their opinions of the tunes.

THIS 'N' THAT: Mickey Shorr of WXYZ in Detroit reports that the recent Mercury Records' "Sixty Second Specials" (see The Billboard, November 18) project was the direct result of an idea that he passed on to Johnny Kaplan, the Detroit distrib for Mercury. The "Specials" are specially edited versions of current hot singles that are no longer than one minute and are designed to give deejays more records and greater variety for programming. Shorr states that his listeners go for the idea. . . Joe Flood, now in his 11th year at KTLN in Denver, recently launched his annual "Why I Listen to The Upsy Daisy Show." Winner of this year's contest gets a trip to Las Vegas, Nev.

YESTERYEAR'S TOPS—

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

DECEMBER 6, 1947

1. Near You
2. You Do
3. I Wish I Didn't Love You So
4. How Soon
5. Ballerina
6. Civilization
7. Too Fat Polka
8. —And Mimi
9. The Whiffenpoof Song
10. Golden Earrings

DECEMBER 6, 1952

1. Why Don't You Believe Me?
2. You Belong to Me
3. Glow Worm
4. I Went to Your Wedding
5. Jambalaya
6. It's in the Book
7. Lady of Spain
8. Because You're Mine
9. Takes Two to Tango
10. Outside of Heaven

McLendon station organization. He will be disk jockey and program director for station KEEL in Shreveport, La. . . Charlie Bryon, presently at WINZ, Miami, will take over the night show on New Orleans' WDSU in December. . . Arch Andrew has joined the KOWH, Omaha, deejay roster.

GIMMIX: ABN's "Herb (Oscar) Anderson Show" is currently conducting a beauty contest among the nation's ears to select the most perfect. Winner of the contest, in addition to having her ear immortalized in wet cement outside Grauman's Chinese Theater, will receive a week's vacation in Hollywood, climaxed by leading the Santa Claus parade down Hollywood Boulevard on Thursday, December 12.

Bob Clacey, WVET, Rochester, N. Y., has vowed not to shave until America launches a satellite of its own. He writes that the fringe is free of tickle, so far, but hopes that the reports of a possible American flight around December 1 are true. . . Tony Pawlak and Sid Knight (WASK, Lafayette, Ind.) cooked up a promotion scheme that resulted in a tremendous hype for business. For several days the station plugged away that some lucky girl would win 50 new records by listening to Pawlak's afternoon show. The winner was to be the first girl dressed completely in red to spot Sid Knight, parked in a red convertible at a local shopping center. Inside of 20 minutes, at least 20 girls dressed in everything from evening gowns to bermuda shorts showed up. Altho the temperature was 27, and it was raining. Success of the stunt attracted several new accounts for the center.

FOR HOUSEWIVES: A couple of Houston stations have adopted a programming idea that gives housewives a chance to speak up. KNUZ has started a "Housewives Hit Parade," a telephone survey of the ladies to see how their favorites compare with the station's "Nifty 50" list of top record sales in the city. Larry Kane of KXYZ plays three current hit records, then calls a "Housewives Jury" of five

Mrs. S. J. "average listener" Pitcheloup, New Iberia, La., wonders why The Billboard or some radio station does not sponsor a contest, whereby deejays would send in what they consider to be their best 15 or 30-minute program. "Or better yet, she adds, "why doesn't someone like Martin Block (WABC, New York) make up a program of 15-minute segs featuring some of the more interesting disk jockeys around the country." In line with this, Block did utilize a similar format recently, when he had a group of out-of-State jocks handle his show while he vacationed.

Seventeen-year-old Marty Hoyt, KOCY, Oklahoma City, was in Manhattan recently to attend the Tony Bennett party. Altho still in high school, Hoyt has been with KOCY for two years. His current show (daily, 4-7 p.m. and 12-3 p.m. on weekends) has approximately 70 per cent share of audience in its time period according to recent Pulse and Hooper surveys. Hoyt believes most jocks should soft-peddle humor on their shows. "If you're really funny, fine," says the teen-aged spinner, "but otherwise stay away completely from gags."

Walker to Resign

• Continued from page 17

leaves the Record Company at the end of the year, he will go directly to Florida for "four or five weeks" prior to taking over his new office at Loew's headquarters.

Walker is currently president of the Record Industry Association of America. It was learned that the Association has new elections set for February and it was presumed that Walker would continue in his office until the elections.

Maxin, a native of Philadelphia, started in the music business as a trombonist with various name bands. At one time, he was a salesman for M-G-M, and he also held a sales position with RCA Victor for six years. He has been with Epic for two years where he was first in charge of albums, and where he also reactivated the Okeh label. He succeeded to his present a.&r. post nine months ago, when Marv Holtzman resigned that job to accept an a.&r. post with Decca.

Commenting on the Maxin move, Goddard Liberson, president of Columbia Records, said: "Arnold Maxin has contributed greatly to the growth of our Epic label. We are, of course, sorry to see him leave, but we wish him every success in his new association."

No other staff changes are contemplated for the M-G-M label, for the time being, according to a spokesman.

PICK
of the week!

By Top
D.J.'s

ACROSS THE
COUNTRY!

LOVE
LIKE
A
FOOL

The
Georgettes

ebb #125

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• **Best Selling Sheet Music in U. S.**

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. AROUND THE WORLD (Young).....	1	24
2. FASCINATION (Southern).....	2	16
3. APRIL LOVE (Feist).....	4	4
4. TAMMY (Northern).....	3	20
5. ALL THE WAY (Barton).....	5	3
6. SILHOUETTES (Regent).....	8	4
7. IVY ROSE (Roncom).....	12	4
8. MY SPECIAL ANGEL (Merge).....	15	5
9. JAILHOUSE ROCK (Presley).....	14	6
10. CHANCES ARE (Korwin).....	7	10
11. LIECHTENSTEINER POLKA (Burlington).....	13	2
11. MELODIE D'AMOUR (Rayven).....	9	7
13. WAKE UP LITTLE SUSIE (Acuff-Rose).....	11	8
13. YOU SEND ME (Higuera).....	-	1
15. JUST BORN (Winneton).....	-	1

• **Best Selling Sheet Music in Britain**

(For week ending November 23)

A cabled report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Tammy—Macmelodies (Northern)	Island in the Sun—Feldman (Clara)
Mary's Boy Child—Bourne (Schumann)	Wanderin' Eyes—Bron (Shapiro-Bernstein)
Forgotten Dreams—Mills (Mills)	Let Me Be Loved—Frank (Livingston-Evans)
Diana—Pamco (Mellin)	Puttin' on the Style—Essex (Melody Trail)
Alone—Duchess (Selma)	With All My Heart—Bron (Debmar)
That'll Be the Day—Southern (Nor-Va-Jak)	Gotta Have Something in the Bank, Frank—Campbell-Connelly (Reis)
Man on Fire—Robbins (Robbins)	Affair to Remember—Feist (Feist)
Love Letters in the Sand—Frances Day (Bourne)	A Handful of Songs—Peter Maurice (Peter Maurice)
Be My Girl—Sheldon (Stratton)	Around the World—Sterling (Young)
Remember You're Mine—Belinda (Traye & Lowe)	My Dixie Darling—Southern (Ivan Mogull)

• **Best Selling Pop Records in Britain**

(For week ending November 23)

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

This Week	Last Week
1. MARY'S BOY CHILD—Harry Belafonte (RCA).....	3
2. LET'S HAVE A PARTY—Elvis Presley (RCA).....	2
3. THAT'LL BE THE DAY—Crickets (Coral).....	1
4. I LOVE YOU BABY—Paul Anka (Columbia).....	10
5. REMEMBER YOU'RE MINE—Pat Boone (London).....	5
6. BE MY GIRL—Jim Dale (Parlophone).....	7
7. GOTTA HAVE SOMETHING IN THE BANK, FRANK—Frankie Vaughan & Kaye Sisters (Phillips).....	8
7. TAMMY—Debbie Reynolds (Coral).....	4
9. WAKE UP LITTLE SUSIE—Everly Brothers (London).....	14
10. DIANA—Paul Anka (Columbia).....	6
11. SANTA BRING MY BABY BACK TO ME—Elvis Presley (RCA).....	—
12. MAN ON FIRE/WANDERING EYES—Frankie Vaughan (Phillips).....	9
13. ALONE—Petula Clark (Pye-Nixa).....	—
14. MY DIXIE DARLING—Lonnie Donegan (Pye-Nixa).....	12
15. LAWDY MISS CLAUDY—Elvis Presley (HMV).....	—
16. TRYING TO GET TO YOU—Elvis Presley (HMV).....	15
16. MA, HE'S MAKING EYES AT ME—Marie Adams (Capitol).....	—
18. WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis (London).....	19
19. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca).....	13
20. ALONE—Shepherd Sisters (HMV).....	—

• **Tunes With Greatest Radio-TV Audience**

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

Radio	Television
All the Way (R)—Maraville—ASCAP	All the Way (R)—Maraville—ASCAP
An Affair to Remember (R) (F)—Feist—ASCAP	Alone (R)—Fifth Avenue—BMI
And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP	And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP
April Love (R) (F)—Feist—ASCAP	April Love (R) (F)—Feist—ASCAP
Around the World (R) (F)—Young—ASCAP	Around the World (R) (F)—Young—ASCAP
Ca C'Est L'Amour (R) (F)—Buxton Hill—ASCAP	At the Hop (R)—Singular—BMI
Chances Are (R)—Korwin—ASCAP	Buzz, Buzz, Buzz (R)—Cash-Aberbach—BMI
Fascination (R) (F)—Southern—ASCAP	Chances Are (R)—Korwin—ASCAP
Got a Date With An Angel (R)—Chappell—ASCAP	Charlyps (R)—Southern—ASCAP
Honeycomb (R)—Hawthorne—ASCAP	Fascination (R) (F)—Southern—ASCAP
I Keep Running Away From You (R)—Berlin—ASCAP	Film Flam Floo (R)—Starstan—BMI
I Never Felt More Like Falling in Love (R) Korwin—ASCAP	Fools Gold (R)—Starstan—BMI
I'll Remember Today (R)—Hollis—BMI	Honeycomb (R)—Hawthorne—ASCAP
I'm Available (R)—Golden West—BMI	How Can I Tell You (R)—Starstan—BMI
Just Born (R)—Winneton—ASCAP	I Miss You (R)—Harrison & Statler—ASCAP
Katsumi Love Theme (R) (F)—Witmark—ASCAP	I Never Felt More Like Falling in Love (R) —Korwin—ASCAP
Kisses Sweeter Than Wine (R)—Folkways—BMI	I'll Remember Today (R)—Hollis—BMI
Las Vegas (R)—Peer—BMI	I'm Going to Sit Right Down and Write Myself a Letter (R)—DeSylva, Brown & Henderson—ASCAP
Listen to the Rockin' Bird (R)—Warnow—ASCAP	Just Born (R)—Winneton—ASCAP
Love Me Forever (R)—Greta—BMI	Listen to the Rockin' Bird (R)—Warnow—ASCAP
Melodie D'Amour (R)—Rayven—BMI	Love and Affection (R)—Roger—ASCAP
Put a Light in the Window (R)—Planetary—ASCAP	Melodie D'Amour (R)—Rayven—BMI
Sayonara (R) (F)—Berlin—ASCAP	Peggy Sue (R)—Nor-Va-Jak—BMI
Search for Paradise (R) (F)—Witmark—ASCAP	Put a Light in the Window (R)—Planetary—ASCAP
Story of My Life (R)—Famous—ASCAP	Sayonara (R) (F)—Berlin—ASCAP
Tammy (F) (R)—Northern—ASCAP	Silhouettes (R)—Regent—BMI
This I Know (R) —Bregman, Vocco & Conn—ASCAP	Souvenir D'Italie (R)—Leeds—ASCAP
Till (R)—Chappell—ASCAP	There'll Be No Backin' Out (R)—Ben Ghazi—BMI
Twelfth of Never (R)—Empress—ASCAP	This I Know (R)—Bregman, Vocco & Conn—ASCAP
Winter Warm (R)—Famous—ASCAP	Till (R)—Chappell—ASCAP

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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

Review Spotlight on . . .

POP RECORDS

FATS DOMINO . . . Imperial 5477 . . . I WANT YOU TO KNOW (Commodore, BMI)

THE BIG BEAT . . . (Travis, BMI) Domino is back in his hit groove on these two great sides. "I Want You" is a rock-a-blues that is solidly told against excellent rhythm backing with a distinctive beat. The artist is equally strong on "The Big Beat," a rocker from the forthcoming flick of the same name. Either side could make it.

SAM COOKE . . . Keen 4002 . . . (I LOVE YOU) FOR SENTIMENTAL REASONS (Duchess, BMI)

DESIRE ME . . . (Guild, BMI) Cooke revives the old Nat King Cole hit, "For Sentimental Reasons," in easy going salable style. Backing and production is similar to his current smash, "You Send Me." The flip, "Desire Me," is also a ballad with similar chorus backing and light rhythm support. Both sides have strong potential.

BILLY WARD AND HIS DOMINOES . . . Liberty 55111 . . . MY PROUDEST POSSESSION (Ward, BMI)

SOMEONE GREATER THAN I . . . (Ward, BMI) Ward registers strongly on "My Proudest Possession," a tune that he clefted himself. Treatment is in the vein of his two previous big ones, "Stardust" and "Deep Purple." Fine group support and ork accompaniment pace the vocal. Flip, "Someone," is an expressive rendition of an inspirational-type melody by the bass member with lush backing. Both can click.

FARON YOUNG . . . Capitol 3855 . . . THE LOCKET (Lancaster, BMI)

These are the two most poppish sides by the artist yet with potential in c.&w. marts too. "The Locket" is a cute rock-a-ballad with a message that could find favor with teens, and Young sings the pretty tune effectively. Flip, "Snowball," is a rockabilly that is also well delivered (Fairway, BMI).

CHUCK WILLIS . . . Atlantic 1168 . . . BETTY AND DUPREE (Progressive, BMI)

For review see listing under Review Spotlight on Rhythm and Blues Records.

JO ANN CAMPBELL . . . Gone 5014 . . . WAIT A MINUTE (Bonnie, ASCAP)

IT'S TRUE . . . (Real Gone, BMI) The pint-sized blonde bombshell (a refugee from the Eldorado label) has two sock, swinging sides. On top it's wailing saga of a teen-age courtship which should hit the market right on the nose. The flip is another strong rocker, with support from an unbilled chanter, who also contributes to the earthly feeling. Highly commercial coupling.

CAROL JARVIS . . . Dot 15679 . . . GOLDEN BOY (Falstaff, BMI)

ACORN . . . (Falstaff, BMI) Miss Jarvis has a pair of healthy follow-ups to her previous disk "Rebel." "Golden Boy" is a handsomely performed hymn of love with a strong message to the teeners. The flip has a philosophical twist and a fine performance that builds. The sound and the delivery on both could click heavily.

JOE TURNER . . . Atlantic 1167 . . . TEEN AGE LETTER (Progressive, BMI)

WEE BABY BLUES . . . (Leeds, ASCAP)

For review see listing under Review Spotlight on Rhythm and Blues Records.

POP TALENT

SAMMY SALVO . . . RCA Victor 7097 . . . SAY YEAH (Renown, BMI)

JULIE . . . (Excello, BMI) Fine warbling efforts by the new artist on the attractively presented sides add up to an impressive wax debut. "Say Yeah" is a cover of the tune which is going well for Wayne Handy. The rockabilly treatment is in a listenable groove. "Julie," a cover of the Crescendos' recording is also in the rockabilly idiom. Both sides by the talented gent warrant exposure.

POP DISK JOCKEY PROGRAMMING

KAY STARR . . . RCA Victor 7114 . . . THE LAST SONG AND DANCE (Bregman, Vocco & Conn, ASCAP)

A lot of people have been waiting for the return of the fine old songs. Well here's one of that ilk with a wonderfully appealing waltz-time melody, from that great cleffer Edgar ("Moon Over Miami") Leslie. The tune has much class, and the performance by Kay Starr and the Pete King ork and chorus is tops. Listeners are sure to like this one. Flip is "Help Me" (Hill & Range, BMI).

LEROY HOLMES ORK . . . M-G-M 12587 . . . WILD IS THE WIND (Ross-Jungnickel, ASCAP)

Holmes' attractive presentation of the theme from the Anna Magnani starrer is excellent spin material. Emphasis in the classy arrangement is on strings. Flip is the waltz melody, "Time Remembered" (Chappell, ASCAP).

Reviews of New Pop Records

EDDIE COCHRAN

Cradle Baby . . . 81 LIBERTY 55112—She may be young, but she's just right for him. Good enough rocker for teen tastes, pop and country. (American, BMI) Twenty Flight Rock . . . 81 From the flick "A Girl Can't Help It." Cochran rocks this rockabilly in Presley fashion. Good job all around. Can do okay. (American, BMI)

DAVE BARTHOLOMEW

Hard Times (The Slop) . . . 81 IMPERIAL 5481—A swinging, driving version of the hit originated by Noble "Thin Man" Watts. This is "The Slop" dance now making the teen round. Good instrumental reading which could pull some loot, tho the original is already way out front. (Dare, BMI) Cinderella . . . 76 A smart rhythm and blues interpretation of the Cinderella story. Bartholomew does an interesting vocal, with a repetitive guitar background figure. Some jocks will like this. (Reeve, BMI)

TOM & JERRY

Hey, Schoolgirl . . . 80 BIG 613—Duo sounds like cross between Everly Brothers and DeJohn Sisters on good rockabilly-styled ditty with teen-appeal lyrics. Should draw plenty of play in today's market, both pop and c.&w. (Village, BMI) Dancin' Wild . . . 76 Jaunty rockabilly item is accorded personable delivery by boys. Same comment on spin potential. (Village, BMI)

THE TUNE WEAVERS

I Remember Dear . . . 79 EMBER-CASA GRANDE 4038—The group is riding with "Happy, Happy Birthday, Baby." This side is similarly styled. It has strong potential in both pop and r.&b. marts. (Donna, BMI) Pamela Jean . . . 75 Rhythmic tribute to the lady is also a good entry. However, flip is more along the lines of their current hit, and it appears the stronger side. (Donna, BMI)

BONNIE GUITAR

I Saw Your Face in the Moon . . . 78 DOT 15678—A tasteful performance of a good song, with a restrained rock and roll backing by Billy Vaughn's ork. Chick's vocal will get spins. (Leeds, ASCAP) Making Believe . . . 78 The fine country ballad by Jimmy Work (a hit with Kitty Wells a couple of years back). Bonnie Guitar's vocal gives with the country sincerity, backed by pop-styled chorus. (Acuff-Rose, BMI)

GENE NASH

Beeline . . . 77 JOSIE 826—Winfield Scott rocker is an attractive bit. Shouter Nash registers appeal for all markets. (Reis, BMI) The Spider . . . 77 Good teen bait, sung and orked with taut rockabilly excitement. Material has some distinction, and Nash belts with with flavor. (Kahl, BMI)

JILL COREY

Exactly Like You . . . 77 COLUMBIA 41068—A strong deejay bid. Oldie starts with slow verse, then Miss Corey hands the chorus a bouncy, cuddly go against very jazzy, '20's type band. Smart production. (Shapiro, Bernstein, ASCAP) I Told a Lie to My Darlin' . . . 70 Stillman-Allen song from Kraft Theater production, "The Sound of Trouble." It's a "Let Me Go Lover" type of country waltz. Hard to see this one. (Korwin, ASCAP)

THE CASUALS

Ill You Come Back to Me . . . 77 DOT 15671—Down country sound here with a strongly persuasive choo choo rhythm. It's a pleader and the boys give it a good ride. Could win some spins. (Gallatin, BMI) Hello Love . . . 68 The cats have plenty of the echoey sound here backed with a very down guitar. Rockabilly reading is an answer to "Bye Bye Love." (Gallatin, BMI)

DICK GLASSER

Make Believe Wedding Bells . . . 76 ARGO 5283—Good vocal effort by the artist on this peppy rockabilly is also attractive fare. This, too, could step out. (Bourne, ASCAP) Go Along, Baby . . . 75 Tune is in a rock-a-ballad groove and Glasser's vocal is nicely supported by listenable guitar and piano. It could attract coin in both pop and r.&b. marts. (Bourne, ASCAP)

THE TUNE WEAVERS

Ol Man River . . . 76 CHECKER 880—The original backing for the group's is reissued with new coupling. Rockin' conception of the standard is likely to win spins, but stronger sales bait is available. (Harms, ASCAP) PAUL GAYLEN Tough Enough . . . 72 Good blues instrumental with medium tempo and crisp beat. (Ave, BMI)

DOROTHY COLLINS

It's Too Late . . . 76 CORAL 61922—A good performance of the slow, forceful rock and roll ballad. Miss Collins has the same approach here as heard in her "Seven Days" disk. Side has potential. (Rush, BMI) Rock Me My Baby . . . 72 This upbeat rocker has portions of "Pop Goes the Weasel" in the chorus. A snappy side, sung by the gal and chorus backup in good rousing style. Another good effort with a slight edge to the flip. (Nor-Va-Jak, BMI)

KRIPP JOHNSON

Woke Up This Morning . . . 76 DOT 15673—A rock and roller. Tune is standard blues in construction. Johnson sings it with vigor, to an arrangement using a chorus and a honking tenor. (Modern, BMI) Willette . . . 72 A slow rockabilly, based on "Danny Boy." Johnson sings it with passion in the refined style. (Fee Bee, BMI)

BOB JAXON

Declaration of Love . . . 75 RCA VICTOR 7106—Strong performance by Jaxon on moving ballad with fine celestial backing by Winterhalter and chorus. (Zodiac, BMI) I'm Hurtin' Inside . . . 74 Jaxon exudes sincerity and heart on appealing ballad with interesting harpsichord-type backing. Should chalk up jockey play. (DeLmore, ASCAP)

THE TEENAGERS

Everything to Me . . . 78 GEE 1046—Blues has a feeling of gospel. Good workout against a medium-beat ork background has a sound that could attract play. (Sylvia, BMI) Flip-Flop . . . 73 This is the first entry by the crew without the services of Frankie Lyman. The new lead is backed on this medium-paced rocker by good group work and ork support. However, distinctive Lyman sound may be missed too much. (Planetary, ASCAP)

GUY PASTOR WITH TONY PASTOR ORK

Life Is Just a Bowl of Cherries . . . 74 ROULETTE 4034—Veteran bandleader Tony Pastor's son Guy sells the standard with considerable charm. Both sides are from his father's new Roulette album. Fine jockey wax. (Crawford, ASCAP) This Is My Lucky Day . . . 73 Bright, happy warbling stint on the exuberating oldie. Another good jockey side. (Harms, ASCAP)

ALAN COPELAND

This Can't Be Love . . . 74 CORAL 6117—Both sides of this platter shape up as strong jockey programming. Copeland, aided by a multi-track vocal gimmick, scores with a breezy interpretation of the great Rodgers and Hart tune. Smart backing. (Chappell, ASCAP) No Sad Songs for Me . . . 73 Tasteful reading by Copeland (somewhat reminiscent style-wise of Sinatra) on a tender ballad. (Morris, ASCAP)

ANDY QUINN

It's Easy to See . . . 74 DECCA 30521—This one is in the teen groove, telling of school days and all that jazz. Quinn does a real soulful vocal, with a restrained rock and roll backing. Real nice. (Woodward, ASCAP) Sweet Treat . . . 73 This modified blues is done with plenty of beat and enthusiasm. Side, previously cut by Nick Noble on Mercury, merits spins. A funky guitar contributes good sound. (Criterion, ASCAP)

LEW DOUGLAS

Island of Bimini . . . 74 FRATERNITY 784—Rock-a-hula melody is interpreted by a chorus against a weird backdrop featuring a muted trumpet going wild. Interesting sound could catch on. (Buckeye, ASCAP) Saturday Afternoons . . . 67 Side reminds of the old college song, "Betty Co-Ed." A chorus run thru of the march-like ditty proceeds to a Dixie-type instrumental filler. Flip appears stronger. (Brandom, ASCAP)

(Continued on page 54)



**THE DE CASTRO
SISTERS**
**BLUE AND
BROKEN HEARTED**
OLD TIMERS
c/w **TUNE** 47/20-7018

BOB JAXON
I'M HURTIN'
INSIDE c/w
DECLARATION
OF LOVE with
Hugo Winterhalter's orchestra
and chorus 47/20-7106

**THE LANE
BROTHERS**
A LOVER'S HEART
DON'T TEMPT
c/w **ME BABY** with
Joe Reisman's orchestra
and chorus 47/20-7107

JANIS MARTIN
**BILLY,
BILLY BOY** c/w
ALL RIGHT BABY
47/20-7104

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Reviews of New Pop Records

Continued from page 52

JIMMY RANDOLPH
Way Beyond the Hills.....73
DECCA 30431—A tune which is folk-flavored in character, but does in a restrained rock and roll arrangement. (Brel, BMI)
Where Shall I Go?....73
A good ballad, bluesy in quality. Randolph's vocal gets a rock and roll backing, with chorus and marked string backing. (Daniels, ASCAP)

THE GAYLORDS
O' Marl.....73
MERCURY 71236—The boys blend attractively in Italian on the melodic standard. Merits spins. (Peer, BMI)
Magic Song....72
Ronnie Gaylord has rejoined his old group, The Gaylords, and this is their first release since the reunion, thereby giving jocks a good chatter item. They warble pleasantly on this rhythm-novelty with a rock and roll beat. (Pearl, BMI)

MARK TERRY
Nobody's Darlin'.....73
KEM 2746—Interesting rocking rendition of the country oldie, with Terry's personable warbling set off by some provocative fem panting at the end of each line. It's different, and could do business. (Jenkins, ASCAP)
The Prisoner's Song....71
Chorus rocks a riff in back of the rockabilly chanter on phrase "Let Me Cut." Rising key changes add to the excitement generated. A spinworthy novelty. (Shapiro, Bernstein, ASCAP)

KITTY KALLEN
Crying Roses.....73
DECCA 30516—A quality ballad, with a sensitive vocal by the thrush. Side is distinctly an adult-type performance. (Bregman, Vocco & Conn, ASCAP)
I Never Was the One....71
Another pretty ballad, with a lilting rhythm in the arrangement. Not in the teen groove, but some deejays may like it for adult appeal. (Forster, ASCAP)

THE TEARDROPS
Jellyfish.....73
DOT 15669—A blues-patterned rocker with a strong beat and some wild sax work backed by shrieking party sounds in the middle. Enough excitement comes thru here to develop some activity. (Laine-Simms, BMI)
Bridge of Love....70
A rockabilly couple gives out with some suitably degenerate sounds on a fairly commonplace tune. The sound rather than the material is the thing here. Partners are billed as Tony and Paul. (Laine-Simms, BMI)

SUNNY GALE
Who Are We to Say?.....73
DECCA 30518—A slow and attractive ballad from the new pic, "Jamboree." Miss Gale will get plays but she's up against good competition from the original pic version by Paul Carr and Fran Lori. (BRS, BMI)
A Meeting of the Eyes....68
Vocal gimmicks and hiccups abound in the backing to his upbeat tune with a slightly Latinish rhythm. Miss Gale belts it for all she's worth tho material could help more. Flip would have a better chance. (Sequence, ASCAP)

JANIS MARTIN
All Right Baby.....72
RCA VICTOR 7104—Pert thrashing by country canary on catchy rockabilly ditty. Spinable wax for today's market. (Ridgeway, BMI)
Billy Boy, Billy Boy....72
Infectious tempo and sock guitar solo work marks this rockabilly side by thrush. Solid jockey item for both pop and c.&w. spinners. (Trinity, BMI)

I. V. LEAGUERS
The Story.....72
DOT 15677—Rock-a-ballad side of the very refined type. Disk opens with a recitative telling the love story in brief, followed by tasteful chanting. (Stella Lane & Gregmark, BMI)
Ring Chimes....71
A semi-Christmas side with an interesting, rock and roll type arrangement. Structure is blues. A novelty. (Stella Lane & Gregmark, BMI)

JO DAVIS
Believe It or Not.....72
COLUMBIA 41061—Miss Davis has a nice, creamy, un gimmicked style on this slow triplet-backed ballad. Appealing thrashing could win some attention. (Cedarwood, BMI)
Honey Baby, I'm Ready....68
The upbeat side finds the gal "ready to go steady." It's a bouncy blues with a better sound than message. Flip side has more appeal. (Johnston-Montel, BMI)

ART MOONEY ORK
The River Kwal March & Colonel Boney.....71
M-G-M 12590—Theme is from the forthcoming flick, "Bride Over the River Kwai." The march has also been cut by Mitch Miller. Whistled chorus has brassy ork backing.

(Columbia Pictures & Boosay & Hawkes, ASCAP)
Bullfight....70
A male chorus has the honors on the melody that is the same for the pop song, "My Ma Gave Me a Nickel." Arrangement has a Spanish flavor. Jocks may find it interesting wax. (Shapiro-Bernstein)

BILL BROWNING
Hula-Rock.....71
ISLAND 0187—A rock-a-hula, of course. Browning has a country sound, and he gets the most that can be gotten from this opus. Well-recorded side also spots guitar and girl gang chorus. Something different for pop and country jocks. (T. J., BMI)
Makes You Feel-a So Good....65
Another hybrid, with a little more emphasis on the folk side, except in the Hawaiian guitar bits. Flip has more weight. (T. J., BMI)

ANGELE McNEIL
Please, Daddy.....70
FELSTED 8501—Peppy rendition by the new artist on a medium-beat tune that borders on the rockabilly. Cute lyrics and catchy tune could create interest. (Talent, ASCAP)
Can You Tell Me Why....70
Rock-a-ballad is smoothly presented. Male chorus support and piano triplet backing complement the attractive vocal. It appears as strong as flip. (Talent, ASCAP)

THE IVORIES
Me and You.....70
MERCURY 71239—Briskly paced rocker, sparked by energetic warbling of lead singer. Has something for both pop and r.&b. markets, but primarily slanted at latter. (Selma, BMI)
I'm in Love....69
Personable chanting by young-sounding lead singer and group on catchy rock and roller. (Fifth Ave., BMI)

STEVE SCHULTE
Paying the Piper.....70
FELSTED 8502—Pretty ballad with rhythm support has a slight country feeling. Soft, light vocal by the artist is nicely backed. Fair chances. (Nash, BMI)
Too Blue to Cry....68
Listenable rendition of the medium-beat rock-a-blues could find favor with the kids. Excellent guitar accompanies. (Nash, BMI)

TEDDY WILSON
Sands of Time.....69
VERVE T0110—Pretty instrument arrangement features excellent piano work by Wilson on a tune by the composers of the "Kismet" score. Lush string backing helps on this quality side. Worth spinning. (Frank, ASCAP)
Sayonara....69
Irving Berlin tune was written for the Marlon Brando starrer of the same name. There have been several vocal waxings of the pretty song, but his attractive instrumental could provide a programming change.

THE LANE BROTHERS
Don't Tempt Me, Baby.....69
RCA VICTOR 7107—Bouncy rhythm ditty is warbled with good humor and an infectious tempo. (Marks, BMI)
A Lover's Heart....69
The boys and chorus sing out with feeling on a romantic ballad. Merits spins. (Rush, BMI)

BONNIE LOU
I'm Available.....69
KING 5094—Tune is currently a big one for Margie Rayburn. This is a close carbon copy, but it may be late for big loot. (Golden West, BMI)
Waiting in Vain....68
Pleasant thrashing stint by the artist on a ballad with light rhythm piano and guitar backing. Some action possible. (Lols, BMI)

FRANK CHER-VALI
My First Impression of You.....69
DOT 15674—Cher-Vali sounds like a tenor version of Kitty Kallen on this highly refined rock and roll ballad. Fiddles figure prominently. Moderate chances only. (Sudbury, BMI)
There's a Dream in My Heart....65
Cover version of the sprightly tune gets an okay reading by Cher-Vali. Side has limited appeal. (Manlowe, ASCAP)

LARRY CLINTON ORK
Foolin'.....68
JUBILEE 5309—An easy swinging instrumental with guitar, tenor and bass taking solo spots. Just the right pace for the lindy fans and it could go on some boxes. (Ludlow, BMI)
You're Getting Warm....68
It turns out that the guy is looking for his birthday present as the gal keeps saying "you're getting warmer," etc. Some doubt as to what he's looking for makes for a bit of spice. Air play not too likely on this and the future would seem questionable. (Cromwell, ASCAP)

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BLOSSOM DEARIE You for Me...68 VERVE 10109—Fine thrashing by Miss Dearie on a jazz-arranged ballad. The attractive effort may be too hip for current teen tastes. (JATAP, BMI) The Middle of Love...68 Same comment. (Vivid, ASCAP)

JO ANN HENDERSON Baby, Please Don't Go...68 PHONOGRAPH RECORDS 1020—Miss Henderson belts this rock-a-ballad with solid ork backing. Choice thrashing stint provides good material for deejays. The chick knows how to use her voice. (Blazer, BMI) Just Leave Me Alone...68 A nice contrast to the flip. This side is a smart hip vocal treatment of a catchy tune, backed by a modern arrangement. This could also click with jocks. (Kenrose, BMI)

KAYE BALLARD An Onion and You...68 RONDO 1217—Jocks may go for Miss Ballard's cute presentation on this off-beat side. The title refers to an expression that's in the "Kilroy Was Here" league. (Loena, ASCAP) My Dog Met Your Dog...67 Side is gimmicked with the effects of barking canines. Reprise is in French. Also possible material for deejays. One chorus is also a take-off on country music. (Loena, ASCAP)

LONNY KELLNER WITH WERNER MULLER ORK That's the Way It Goes...68 DECCA 30508—Miss Kellner, a continental thrush, sings this ballad in whispery, voice-with-a-tear quality. It's a pretty tune, nicely handled and would be fine torch material for a club act. Doubtful for current pop market. (Symphony House, ASCAP) I Told You So...64 A soft ballad offers little that's salable, tho Miss Kellner handles it in okay form. No threat here. (Symphony House, ASCAP)

RED JENKINS QUINTET I Never Had a Chance...67 VERVE/10106—The Irving Berlin oldie is given a swingin' go by the quintet. Jocks who program jazz might find this worth spinning. (Berlin, ASCAP) Begin the Beguine...67 Instrumental treatment of the Cole porter standard is also fine programming fare. (Harms, ASCAP)

EDDIE (PRINCE) PETTY That's You, That's Me...67 GUEST 1004—Soft, light delivery on a blues. Chorus support is listenable. Some action possible. (Edeo, BMI) I Simply Cracked Up...65 Adequate vocal effort by the artist on a so-so ballad. A chorus lends an assist. Side appears tame for today's market.

RANDY SPARKS I Remember Her...66 VERVE 10100—Placid vocal stint on pleasant folk-favored ballad. Moderate spin potential. (Oakland, ASCAP) Song of the Bolo...66 Gentle reading by Sparks and group on catchy West Indies-styled folk song. (DeVorzon, BMI)

MIKLOS GAFNI I Sing My Song to You...66 RONDON 1099—Operatic tenor, very much akin to the Lanza style, bows here with a belted, aria-type show-casing on which he is co-cleffer. A lot of power here. Pop potential lacking. (Aurora, BMI) Tonight I'm Not Just Pretending...65 A dramatic reading of an old melody by Franz Lehar. Gafni has talent but it's a question whether the pop world is ready for two of the Lanza school. (Loena, ASCAP)

MIKLOS GAFNI The Lord Is My Shepherd...66 RONDON 119—Gafni is accompanied by the Philharmonia Hungarica on a reading of the 23rd Psalm. A choir also is heard in support. Satisfactory performance thruout but its potential in singles field would certainly be limited. (Carl Fisher, ASCAP) When the World Was Young...64 Gafni, a dramatic operatic tenor, sings a ballad from a film called "The Golden Cage." He's accompanied by the Vienna Operetta Ork. Well enough done, but side lacks pop potential. (Aurora, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less.

JOHNNY CREAR: So Alone/Forever and a Day—Jorry 1734 FRANK & JACK: Jingle Bells/Twas the Night Before Christmas—Josie 827 BUDDY HACKETT: Funny Li'l Duck/Dear Santa Claus—Coral 61921 PETER LANCE CHORUS: Never Trust a Fellow/What Can I Do—Carter 1001 JEAN MARTIN: Thousands of Years/Bye Bye Blues—Coral 61913 MARIE YOUNG: Heartbreak Avenue/No One But Someone—Guest 1006 MIKE & JIM: Baby Don't Knock/Dun-garee Cutie—Josie 825 SKIP STANLEY: Planets/Satellite Baby—Satellite 92

Christmas

FRANK SINATRA The Christmas Waltz...82 CAPITOL 3900—From the Capitol album, "A Jolly Christmas" comes the side. Song is unusually good in concept. Sinatra gives the three-beat item a stylish performance. Great for jocks. (Sands, ASCAP) Mistletoe & Holly...78 Another to watch for Christmas action. Sinatra gives this one a crisp and polished vocal, to a tasteful backing. (Sands, ASCAP)

NORMAN LUBOFF CHOIR Let's Make It Christmas All Year 'Round...80 COLUMBIA 41065—Dorothy Fields-Burton Lane tune is from TV production of "Junior Miss." A very pretty, classy affair, beautifully sung by the chorus and tastily orked. Merits strong deejay support. (Chappell, ASCAP) Mary Had a Baby...68 A modern folk-spiritual effort. Doesn't come up to its several models. (Watson, ASCAP)

THE MCGUIRE SISTERS Santa Claus Is Comin' to Town...79 CORAL 61911—The Standard. The Sisters give it a lively go, with style and rhythm. Hefti has contributed a bright arrangement. (Feist, ASCAP) Honorable Congratulations...75 Charming novelty—a Christmas song with a Japanese orientation. The Sisters do a solid vocal, with smart backing by Neal Hefti. (Leeds, ASCAP)

TERESA BREWER Listen My Children...78 CORAL 61912—Pretty new Christmas tune is attractively warbled by Miss Brewer. It's from her album, "At Christmas Time." It rates well as holiday programming fare for jocks. (Vernon, ASCAP) Hush-a-Bye Wink-a-Bye...78 Lovely, warm vocal the artist on a Christmas ballad that is also from her Christmas album. This could also click with deejays. (Willow, ASCAP)

LAWRENCE WELK ORK Merry Christmas From Our House to Your House...77 CORAL 61914—Christmas waltz is presented in typical Welk fashion. Lovely vocal is by the Lennon Sisters. It could move well among the holiday offerings. (Vernon, ASCAP) Santa Clause Is Here Again...77 Cute, sparkling Christmas tune is also attractively presented by the Lennon Sisters. It appears as strong as flip. (Chatham, ASCAP)

THE WOODYETTES Jimminy Christmas...77 DECCA 30482—Cute ditty has a spoken narrative adaptation in Woody Woodpecker voice of "The Night Before Christmas." It leads into a sprightly tune sung by chorus that could click with the little ones. (Bibo, ASCAP) The Woody Woodpecker Song...76 The tune about Walt Lantz's cartoon character still has a certain charm. Today's kiddies could find it to their tastes. (Leeds, ASCAP)

TEX RITTER Here Was a Man...76 CAPITOL 3903—This is the story of Jesus' life, done by Ritter in recitative fashion, against a quiet musical background. A moral parallel is drawn. Very effective. (Vidor, BMI) It Came Upon a Midnight Clear...75 An affecting side for the holiday season. Ritter's heart-warming vocal, with chorus backing, will get jockey play. (Vidor, BMI)

JAN PEERCE A Child's First Christmas...76 RCA VICTOR 7109—The operatic tenor applies his successful "What Is a Boy" technique on narrative seg of this seasonal side. Rich warbling on sentimental ballad should grab off some play during holidays. (Duchess, BMI) Faith...66 Fervid vocal interpretation of okay sacred theme. Flip will probably draw bulk of spins. (Triple EEE, BMI)

JIMMIE DAVIS No Room at the Inn...75 DECCA 30517—Sensitive styling by Davis on a sacred song that tells of the familiar study of the Savior's birth. A fine holiday entry for country and Southern buyers. (Vern, BMI) Gently Rock His Cradle...74 The melody is the same as for the Christmas hymn, "Away in a Manger." It's given an equally sincere warble by the artist. It can go as well. (Lister, SESAC)

KATHY NELSON Santa Dear...74 The young lass has a real cute sound on this side which tells of a young lady who is anxious for Santa to appear. Fine ork support by Johnny Mann. (Orr, ASCAP) "Gimme" a Little Kiss Will "Ya" Huh?...70 More lovable chirping by the youngster on the oldie. She sounds like a junior edition of Patience or Prudence. Fair chances. (ABC, ASCAP)

(Continued on page 56)

in Two for the Money To my many friends for helping me Lou Krefetz

MAD MAD WORLD b/w Lonely Traveler

AL JONES POPLAR #104

Billboard Spotlight 11/25

Review Spotlight on . . .

AL JONES...Poplar 104...MAD, MAD WORLD (Chelwood, BMI) (Loosevelt, BMI) LONELY TRAVELER... Jones presents two interesting and different sides on a disk debut that impresses strongly. Top side is a blues of unusual quality rendered against excellent ork backing. "Lonely Traveler" is a ballad that is also given a strong vocal marked by a strong triplet piano figure. A promising look.

ONLY YOU (CAN GIVE ME HAPPINESS) b/w EVER LOVIN' BABY

DO REY SISTERS POPLAR #103

Billboard Spotlight 11/25

Review Spotlight on . . .

DO-REY SISTERS Poplar 103 ONLY YOU CAN GIVE ME HAPPINESS (Chelwood, BMI) The two talented young chicks debut with an attractive, medium beat ballad set against rhythm backing with a catchy, instrumental phrase. Listenable, distinctive sound can top pop and r&b sales. Flip, "Ever Lovin' Baby," is an appealing go on a solid rocker with good ork support. Chelwood, BMI.

ALSO:

#102 Terry Dean—"OH OH DREAM BOY"

Cash Box Award Aug. 12

#101 Jimmy Taylor—"AFTER"

Territorial Charts

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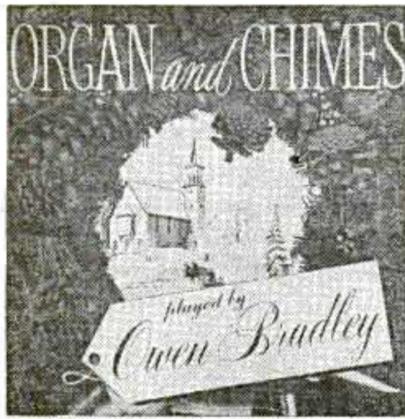
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"I ONLY WANT TO LOVE YOU"
and
"MY LOVE POSSESSED"
Jubilee 5307

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THE BIGGEST
"WAKE UP LITTLE SUSIE"
The Everly Brothers
Cadence 1337

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BILLY SCOTT
"YOU'RE THE GREATEST"
CAMEO 121

C.A.M.P. RECORDS

A SMASH!
ERNIE FREEMAN
"RAUNCHY AND PUDDIN'"
#3474

Imperial Records
6425 Hollywood Blvd. Hollywood 28, Calif

Your ticket to **SALES RESULTS—**
the advertising columns of **THE BILLBOARD!**

Christmas
Continued from page 55

MEL BLANC
Pancho's Christmas 73
CAPITOL 3902—Blanc does novelty to tune of "La Cucaracha" with Mex dialect of the "I Theenk" variety. Cute little Christmas story is un-wound. Some holiday plays likely. (Ardmore, ASCAP)

The Hat I Got for Christmas Is Too Beeg... 70
Ranchera backing by Billy May ork is a surprise, but the dialect novelty is pretty thin. (Criterlon, ASCAP)

JESSE HODGES
My Christmas Prayer 68
FABLE 601—Warm, sincere warbling of a pretty number on the style of "The Lord's Prayer." If exposed, this could find a market among those who cherish the religious aspects of the holiday. (Happy, BMI)

DONNA ZUKER
I Think It's Almost Christmas Time... 60
Cute enough child singing, but material is unlikely to start a conflagration. (Happy, BMI)

International

HERR HERMAN
Der Pfeifer 67
BOWERY 219—Herr Herman and His German band do an instrumental of the oompah sort. May have some novelty, or regional value. Material is a folk dance.

Der Stampfer... 67
Very similar to the flip in material and performance.

Novelty

MICKEY KATZ
Nudnick, the Flying Schissel... 74
CAPITOL 3851—Fans of the clever artist will go for this take off on the novelty which spoofs the Sputnik. Lively ork backing helps sell the dialect side. (Halmish, BMI)

K'nock Around the Clock... 72
Highly amusing mimicry on the Bill Haley hit of two years or so ago. This, too, should go well with the artist's following. (Myers, ASCAP)

Sacred

MILLARD PRESLEY
Denominations 76
BLUE HEN 228—Good advice here: Go to the church of your choice and get down on your knees and pray. It's chanted in rhythmic fashion to a simple string backing. (Lynn, BMI)

Jesus My Saviour... 68
Another sacred side, with a simple, sincere story. Good for the holiday season particularly. (Lynn, BMI)

Product Review
Continued from page 24

more compliant and has a lower mass.

In an A-B comparison by The Billboard with the older RPX models, the new VR-II's win in a walk, and can be stacked up against virtually anything in the cartridge field today in showroom demonstrations. Output is about the same as the older models, or slightly higher.

The sound can best be described as "sweet," with real purity and detail in the high end, and with a bass that at first seems a little lighter (probably due to the extended treble) but which can also deliver firm organ pedal tones without muddying.

Prices range from \$8.95 for the dual models to \$30.53 top for a double diamond, and from \$6.55 to \$17.53 for single models. Summed up: An excellent buy, with pre-sold acceptance.

—Charles Sinclair

Tape Know-How
Continued from page 24

other words, be in a good position to advise tape advertising accounts by having mixed in retailing and direct mail experience.

Davis' chief asset is energy. And, in the final analysis, that's the chief asset of any businessman. Energetic record dealers ask what they should do about tape. Davis has one answer. If it's unfamiliar, treat it like another business. Put your energy into it and soon it won't be unfamiliar. It will be a business and a profitable one.

Number of Releases This Week

LABEL	POP.	R&B	C&W
ALADDIN	2	—	—
ARGO	1	—	—
ARROW	1	—	—
ATHENS	1	—	—
BIG	1	—	—
CAPITOL	4	—	—
CAPROCK	—	1	—
CLASS	—	2	—
COLUMBIA	3	—	2
CORAL	9	1	—
DECCA	8	—	—
DELUXE	—	3	—
DOT	7	—	1
EMER-CASA GRANDE	1	—	—
END	—	1	—
FELSTED	2	—	—
FINE	—	1	—
FORTUNE	—	1	—
FRATERNITY	1	—	—
GEE	1	—	—
GONE	1	1	—
GUEST	2	—	—
IMPERIAL	1	—	—
JORRY	1	—	—
JOSIE	1	1	—
JUBILEE	1	—	—
KEM	1	—	—
KING	1	2	1
LIBERTY	2	—	—
LONG HORN	—	—	1
MASCOT	—	1	—
M-G-M	1	—	—
MERCURY	2	—	1
MODERN	—	1	—
OHIO	—	—	1
PHONOGRAPH	1	—	—
RCA VICTOR	6	—	—
RONDO	3	—	—
ROULETTE	1	—	—
RPM	—	1	—
SAGE	—	—	3
VEE JAY	—	1	—
VERVE	5	—	—
TOTALS	69	20	11

ON THE BEAT

Continued from page 23

play a strong role. Even in such lyrics as may convey salty ideas, the censor of conscience is always present, as in Kitty Wells' great hit, "Paying for That Back Street Affair."

"Lest a reader be misled, country music isn't concerned only with illicit love and sin. It's also full of the pastoral element—the freshness of the country—the outdoor approach to romance — as in Hank Williams' 'Settin' the Woods on Fire."

"Country music also reflects an awareness of the deity and the afterlife. All good country singers are also good sacred singers; for example, Jimmy Davis, Hank Williams, Red Foley and Carl Smith. Williams, for instance, recorded such great sides as "How Can You Refuse Him Now," and in a deeply solemn moment, he cut "Six More Miles to the Graveyard."

"Country music, of course, is deeply grounded in the blues, the so-called country blues. The father of the field, Jimmy Rodgers, wrote many songs in this idiom—such as "Brakeman's Blues." Others, too, quickly come to mind—like Hank Williams' "Move It on Over."

"Slick Broadway type characters and tin pan alleyites, jealous of the present popularity of the country idiom, have tried to put it down as being compounded of 'sin, sex and salvation.' Not so! This is a dastardly and devious understatement, since by omission, it creates an incorrect impression.

"Now, in the days of radio, TV and fast, shiny cars (Cadillacs), when rural areas are becoming more familiar with the delights and tribulations of big city life, country music is perhaps more vigorous than ever in its contributions to the broad pop stream of American music.

"Some folks have said that the hillbillies are a miserable, wretched lot, that they are mean and sometimes even kick kids on the street. Well, that may be so. Who can gainsay (Continued on page 60)

GET **The ORIGINAL!**
"BERTHA LOU"
and
"TILL THE LAW SAYS STOP"
by Johnny Faire
Surf #5019

SURF RECORDS
618 So. Glenwood Pl., Burbank, Calif.
Product of Babcock Eng. Co.
Victoria 9-2941

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Originators of the Patented rim drive, thick-thin type record
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1037 N. SYCAMORE STREET
LOS ANGELES 38, CALIF.

R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING NOVEMBER 23
RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers thruout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart	Title	Label
1.		6	YOU SEND ME (BMI) —Sam Cooke	Keen 34013
2.		8	JAILHOUSE ROCK (BMI) —Elvis Presley	Vic 7035
3.		6	SILHOUETTES (BMI) —The Rays	Cameo 117
4.		2	RAUNCHY (BMI) —Bill Justis	Phillips International 3519
5.		6	LITTLE BITTY PRETTY ONE (BMI) —Thurston Harris	Imperial 5463
6.		10	WAKE UP LITTLE SUSIE (BMI) —Everly Brothers	Everly 1337
7.		3	ROCK AND ROLL MUSIC (BMI) —Chuck Berry	Chess 1671
8.		1	RAUNCHY (BMI) —Ernie Freeman	Imperial 5474
9.		6	BE-BOP BABY (BMI) —Ricky Nelson	Imperial 5463
10.		5	MY SPECIAL ANGEL (BMI) —Bobby Helms	Decca 30423
11.		1	PEGGY SUE (BMI) —Buddy Holly	Coral 6185
12.		2	CHANCES ARE (ASCAP) —Johnny Mathis	Col 40993
13.		3	BONY MORONIE (BMI) —Larry Williams	Specialty 615
14.		6	HONEST I DO (BMI) —Jimmy Reed	Vee-Jay 253
15.		13	HONEYCOMB (ASCAP) —Jimmie Rodgers	Roulette 4015

Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 23
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart	Title	Label
1.		7	YOU SEND ME —Sam Cooke	Keen 34013—BMI
2.		7	JAILHOUSE ROCK —Elvis Presley	Vic 7035—BMI
3.		5	LITTLE BITTY PRETTY ONE —Thurston Harris	Aladdin 3398—BMI
4.		5	HONEST I DO —Jimmy Reed	Vee Jay 253—BMI
5.		6	SILHOUETTES —The Rays	Cameo 117—BMI
6.		8	KEEP A' KNOCKIN' —Little Richard	Specialty 611—BMI
7.		1	RAUNCHY —Bill Justis	Phillips International 3519—BMI
8.		1	BONY MORONIE —Larry Williams	Specialty 615—BMI
9.		14	FARTHER UP THE ROAD —Bobby (Blue) Bland	Duke 170—BMI
10.		1	ROCK AND ROLL MUSIC —Chuck Berry	Chess 1671—BMI
11.		5	BE-BOP BABY —Ricky Nelson	Imperial 5463—BMI
12.		2	SILHOUETTES —Diamonds	Mercury 71197—BMI
13.		2	RAUNCHY —Ernie Freeman	Imperial 5474—BMI
14.		5	TREAT ME NICE —Elvis Presley	Vic 7035—BMI
15.		4	WAIT AND SEE —Fats Domino	Imperial 5467—BMI

This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

Review Spotlight on . . . R&B RECORDS

FATS DOMINO

I Want You to Know (Commodore, BMI)
The Big Beat (Travis, BMI)—Imperial 5477
See review in Pop Spotlight section.

SAM COOKE

(I Love You) For Sentimental Reasons (Duchess, BMI)
Desire Me (Guild, BMI)—Keen 4002
See review in Pop Spotlight section.

BILLY WARD & HIS DOMINOES

My Proudest Possession (Ward, BMI)
Someone Greater Than I (Ward, BMI)—Liberty 55111
See review in Pop Spotlight section.

JOE TURNER

Teen Age Letter (Progressive, BMI)
Wee Baby Blues (Leeds, ASCAP)—Atlantic 1167—Two great sides by the Kansas City blues artist! "Teen Age Letter" is an up-tempo rocker delivered in a bright, shoutin' manner that could click with the kids. "Wee Baby Blues" is a rock-a-blues that is paced by excellent piano work by another great artist, Ray Charles. This could collect both pop and r.&b. coin.

CHUCK WILLIS

Betty and Dupree (Progressive, BMI)
My Crying Eyes (Progressive, BMI)—Atlantic 1168
Willis presents "Betty and Dupree" in the style of his hit "C. C. Rider." The blues is solidly belted with fine ork support. His rendition of "My Crying Eyes," a bluesy weeper-ballad, also could find favor. A contender in both pop and r.&b. marts.

RUTH BROWN

A New Love (Progressive, BMI)
Look Me Up (Progressive, BMI)—Atlantic 1166
The classy thrush has a pair of very strong entries in contrasting tempos. Top side is in her bright upbeat style, with good pop potential as well. The flip is a slight change of pace, which finds her expressing a warm, relaxed but nonetheless swinging invitation. Side has a nice chorus sound.

BO DIDDLEY

Say! Boss Man (Figure, BMI)
Before You Accuse Me (Figure, BMI)—Checker 878
The strongest try by the fine blues chanter in many a day. First, it's a woeful and tragic tale with pungent folk overtones. The flip is a wailer with Bo warning his chick to "Take a Look at Yourself." Funky guitar gives it added flavor. Strong chances on both.

JO ANN CAMPBELL

Wait a Minute (Bonnie, ASCAP)
It's True (Real Gone, BMI)—Gone 5014
See review in Pop Spotlight Section.

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 23
Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. You Send Me, Sam Cooke, Keen
2. Little Bitty Pretty One, Thurston Harris, Ala.
3. Silhouettes, Rays, Cam.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Be-Bop Baby, Ricky Nelson, Imp.
6. Raunchy, Ernie Freeman, Imp.
7. Raunchy, Bill Justis, Phil. Intl.
8. Bony Moronie, Larry Williams, Spe.

Charlotte

1. Jailhouse Rock, Elvis Presley, Vic.
2. Silhouettes, Rays, Cam.
3. Be-Bop Baby, Ricky Nelson, Imp.
4. Bony Moronie, Larry Williams, Spe.
5. Raunchy, Bill Justis, Phil. Intl.
6. Raunchy, Ernie Freeman, Imp.
7. You Send Me, Sam Cooke, Keen
8. Little Bitty Pretty One, Thurston Harris, Ala.

Chicago

1. You Send Me, Sam Cooke, Keen
2. Silhouettes, Rays, Cam.
3. Raunchy, Bill Justis, Phil. Intl.
4. My Special Angel, Bobby Helms, Dec.
5. Rock and Roll Music, Chuck Berry, Cha.
6. Jailhouse Rock, Elvis Presley, Vic.
7. Little Bitty Pretty One, Thurston Harris, Ala.
8. Be-Bop Baby, Ricky Nelson, Imp.
9. Klases Sweeter Than Wine, Jimmie Rodgers, Rit.

Cincinnati

1. Hard Times (The Slop), Noble (Thin Man) Watts, Bn.
2. Little Bitty Pretty One, Thurston Harris, Ala.
3. Honest I Do, Jimmy Reed, V J
4. Messin' Up, Fiva Royals, King
5. You Send Me, Sam Cooke, Keen
6. Blues Down Home, Dinah Washington, Mer.

Detroit

1. You Send Me, Sam Cooke, Keen
2. Raunchy, Bill Justis, Phil. Intl.
3. Silhouettes, Rays, Cam.
4. Jailhouse Rock, Elvis Presley, Vic.
5. Rock and Roll Music, Chuck Berry, Cha.
6. Wake Up Little Susie, Everly Brothers, Cdc.
7. Be-Bop Baby, Ricky Nelson, Imp.
8. Honest I Do, Jimmy Reed, V J
9. Klases Sweeter Than Wine, Jimmie Rodgers, Rit.

Los Angeles

1. Silhouettes, Rays, Cam.
2. Jailhouse Rock, Elvis Presley, Vic.
3. Wake Up Little Susie, Everly Brothers, Cdc.
4. Raunchy, Ernie Freeman, Imp.
5. You Send Me, Sam Cooke, Keen
6. Be-Bop Baby, Ricky Nelson, Imp.
7. Honeycomb, Jimmie Rodgers, Rit.
8. Honest I Do, Jimmy Reed, V J
9. Could This Be Magic, Dubs, Gone

(Continued on page 60)

Reviews of New R&B Records

THE CHANTELS

Maybe . . . 83
END 1005 — Organized confusion reigns on this side. There's a powerfully belted lead, dedicated backing by the rest of the group and pounding church-like piano chords. This one has to be watched—and it has to be heard to be believed. A dan-
(Continued on page 60)

YOU WIN EVERY YEAR!

- By DEMANDING THE ORIGINAL XMAS R&B HITS
- "MERRY XMAS BABY" CHARLES BROWN now coupled with "SLEIGHRIDE" LLOYD GLENN Hollywood #1021
- "LONESOME XMAS" (Parts 1 & 2) LOWELL FULSON Hollywood #1022
- "BOOGIE WOOGIE SANTA" MABEL SCOTT
- "CHRISTMAS BLUES" JIMMY WITHERSPOON Hollywood #1023
- "CHRISTMAS EVE BABY" JOHNNY MOORE'S BLAZERS Hollywood #1045

NOW SHIPPING 4 COLOR LP MERRY CHRISTMAS BABY 12—XMAS HITS—12 ALSO 4 COLOR EP MERRY CHRISTMAS BABY 6—XMAS HITS—6 (Regular Price Prevails)

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FOR STORE OR JUKE BOX
"WHITE CHRISTMAS"
By the Stars Who Made It Famous
THE RAVENS featuring RICHIE!
b/w "SILENT NIGHT"
#6040
"SILENT NIGHT"
Stirring Rendition by the Great BIG MAYBELLE
b/w "WHITE CHRISTMAS"
#6041
D.J.'s—Write for Samples

SAVOY RECORD CO.
38 MARKET ST. NEWARK, N. J.

261
"YOU NEVER MISS THE WATER"
Billy the Kid Emerson

262
"OH OH MY DARLING"
b/w
"TIME WILL"
Larry Birdsong

Vee Jay Record Corp.
2129 South Michigan Avenue
Chicago 16, Illinois
All Phones: CA 5-6141

THE PENGUINS
THAT'S HOW MUCH I NEED YOU
b/w
BE MY LOVIN' BABY
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Dooto Records
9512 S. Central Ave., L. A., Calif.

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SPUTNIKING SPIN-TACULARS
SOARING TO THE TOP

ROCK-SATIONAL

"SO TOUGH" ← **THE CASUALS** → "I LOVE MY DARLING"
Back Beat 503

SOUND-TABULOUS

"THAT'S ALRIGHT" ← **LITTLE "JR." PARKER** → "PRETTY BABY"
Duke 168

BLUE-SATIONAL

"PLEASE BE MINE" ← **JAMES WAYNE** → "IT'S YOU"
Peacock 1672

DUKE-PEACOCK-BACK BEAT RECORDS, INC.
2809 ERASTUS STREET HOUSTON 26, TEXAS

This Week's C&W Best Buys

ANNA MARIE (Open Road, BMI)—Jim Reeves—RCA Victor 7070—The side is a big one in all of the top c.&w. markets. It's also moving well in pop marts. Flip is "Everywhere You Go" (Lombardo, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on . . . C&W RECORDS

FARON YOUNG

The Locket (Lancaster, BMI)
Snowball (Fairway, BMI)—Capitol 3853
See review in Pop Spotlight section.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 23

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

- 1. Jailhouse Rock, Elvis Presley, Vic.
2. My Special Angel, Bobby Helms, Dec.
3. Story of My Life, Marty Robbins, Col.
4. Wake Up Little Susie
Everly Brothers, Cdc.
5. Raunchy, Bill Justis, Phil. Intl.
6. Don't Do It Darling, Webb Pierce, Dec.
7. Is It Wrong? Warner Mack, Dec.

Dallas-Fort Worth

- 1. My Special Angel, Bobby Helms, Dec.
2. Geisha Girl, Hank Locklin, Vic.
3. Jailhouse Rock, Elvis Presley, Vic.
4. Story of My Life, Marty Robbins, Col.
5. Wake Up Little Susie
Everly Brothers, Cdc.
6. Fraulein, Bobby Helms, Dec.
7. Don't Do It Darling, Webb Pierce, Dec.
8. Great Balls of Fire
Jerry Lee Lewis, Sun
9. Honeycomb, Jimmie Rodgers, Rit.
10. Is It Wrong? Warner Mack, Dec.

Houston

- 1. Wake Up Little Susie
Everly Brothers, Cdc.
2. I Found My Girl in the U. S. A.
Jimmie Skinner, Mer.
3. Is It Wrong? Warner Mack, Dec.
4. Jailhouse Rock, Elvis Presley, Vid.
5. Geisha Girl, Hank Locklin, Vic.
6. Fraulein, Bobby Helms, Dec.

Memphis

- 1. My Shoes Keep Walking Back to You
Ray Price, Col.
2. Story of My Life, Marty Robbins, Col.
3. My Special Angel, Bobby Helms, Dec.

- 4. Is It Wrong? Warner Mack, Dec.
5. I Found My Girl in the U. S. A.
Jimmie Skinner, Mer.
6. Wake Up Little Susie
Everly Brothers, Cdc.

Nashville

- 1. My Special Angel, Bobby Helms, Dec.
2. Story of My Life, Marty Robbins, Col.
3. Great Balls of Fire
Jerry Lee Lewis, Sun
4. Home of the Blues, Johnny Cash, Sun
5. Is It Wrong? Warner Mack, Dec.
6. I Found My Girl in the U. S. A.
Jimmie Skinner, Mer.
7. Wake Up Little Susie
Everly Brothers, Cdc.

New Orleans

- 1. My Shoes Keep Walking Back to You
Ray Price, Col.
2. Wake Up Little Susie
Everly Brothers, Cdc.
3. Geisha Girl, Hank Locklin, Vic.
4. Rock-A-Chicka, Warner Mack, Dec.
5. Why, Why, Carl Smith, Col.
6. My Special Angel, Bobby Helms, Dec.
7. Holiday for Love, Webb Pierce, Dec.
8. Jailhouse Rock, Elvis Presley, Vic.
9. Vacation's Over, Faron Young, Cap.

St. Louis

- 1. Raunchy, Bill Justis, Phil. Intl.
2. Jailhouse Rock, Elvis Presley, Vid.
3. Great Balls of Fire
Jerry Lee Lewis, Sun
4. Wake Up Little Susie
Everly Brothers, Cdc.
5. I Found My Girl in the U. S. A.
Jimmie Skinner, Mer.

Reviews of New C&W Records

LARRY HARVEY

The Seasons . . . 73
KING 5093—The seasons come and go—like a fickle heart. This country-flavored theme is wrapped in a pretty melody, well chanted. (Lols, BMI)

Rolling Home . . . 72

A train blues, with typical rhythm and whistle sounds. His baby wants him home and he catches the fast-moving night train. (R-T, BMI)

AL MUNIZ

Upset . . . 70
SAGE 256—He found her without another love. This creates a play on the word "upset," so that in addition to its weeper element the song has novelty value. (Sage & Sand, SESAC)

Escrow . . . 69

Novelty appeal to this lyric, which tells of pap's joy as he anticipates fatherhood. Muniz chants it to a simple backing featuring piano and drums. (Sage & Sand, SESAC)

EDDIE BOND

Backslidin' . . . 70
MERCURY 71237—Old-style country weeper. Good job but not more than territorial action likely. (Starrite, BMI)

Love, Love, Love . . . 68

Not the same tune as recent hit of same title. Muted trumpet is a novelty on such country wax. Rather light, the pleasant stuff. (Starrite, BMI)

BURTON & CHARLIE

My Dolly Fair . . . 70
LONGHORN 504—An affecting song, with a folk quality to it. Arrangement and performance is quite tasteful. (Hill & Range, BMI)

I Can Never Love You Again . . . 65

A weeper, telling of the chap who can't trust his chick anymore. Typical traditional performance, with string backing. (Hill & Range, BMI)

LUCKY PENNIES

Lovable One . . . 69
SAGE 252—A pop-ish side, both in content and performance. Arrangement includes horns backing the vocal. Pleasant. (Sage & Sand, SESAC)

Silver Framed Picture . . . 69

A weeper, prettily chanted by the girl lead of the group. Tune, with its tasteful backing, has a folk quality. (Sage & Sand, SESAC)

COWBOY COPAS

Blue Kimona . . . 68
DOT 15668—A bouncy tune of the "going back" school—this time to the gal back in Hawaii. Has flavor of the islands with ukulele rhythm. Some possibilities in the territories. (Acuff-Rose, BMI)

Breeze . . . 65

The chanter injects a good quota of heartbreak in this old weeper with a western flavor. Fair enough performance with but a slight chance to break out. (Shapiro-Bernstein, ASCAP)

THE COUNTRY LADS

I Won't Beg Your Pardon . . . 68
COLUMBIA 41062—Side features two different rhythms, first a bouncy, three-beater of the "Old Smokey" up-beat pattern, then a shift to a lik. Fair enough performance with moderate chances only. (Harppeth Hills, BMI)

Alone in Love . . . 63

Mournful, down-home country harmonies by the pair. Side has slim commercial appeal. (Cedarwood, BMI)

BOBBY BOBO

My Sweet Love Ain't Around . . . 67
SAGE 253—Traditional styling by Bobo and the group on blues-based Hank Williams cliffing. Has a good slow beat and an okay performance by Bobo. Limited action possible. (Acuff-Rose, BMI)

Lonesome and Heartbroken . . . 60

A deep voiced performance by Bobo on an uninspired western waltz weeper. Little to sell here. (Sage & Sand, SESAC)

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

Eddie Briggs, the Saltwater Cowboy, of Far East Network fame in Japan, has joined the deejay staff of KEAP, Fresno, Calif. Eddie would like to resume contacts with his friends in the country music field. His address is 4510 North Arthur, Fresno 5, Calif. . . . Barney Lee, owner of KEAP, has a daily country music show and says he's in need of c.&w. disks. . . . Dave Stogner (Decca) has returned to the KEAP turntables after a hop to Nashville to play for the Decca record party at the deejay convention. Dave's Western Rhythmaires furnished the music for the Decca party and cut an album in Decca's Nashville studio saluting the late Milton Brown.

Pee Wee King launches a new weekly Thursday night TV show over a Louisville station December 19. On December 7 King makes an appearance with "Hoosier Hayride," Fort Wayne, Ind. He's also set for early guest shots on "Midday Merry-Go-Round," Knoxville, and "Louisiana Hayride," Shreveport. . . . The Frontiersmen (Hi, Wayne and Hal), of the Squeekin' Deacon radio show heard over KXLA, Pasadena, Calif., are current at Riverside Rancho, Los Angeles. . . . Bill Clifton's new release on the Mercury label is "Mary Dear," b.w. "Lonely-Heart Blues." Deejays may obtain a sample by writing to Bill at 3 University Circle, Charlottesville, Va.

Johnny Cash, in his first appearance at Jubilee Ballroom, Baldwin Park, Calif., November 23, attracted one of the largest crowds ever to jam the dansant. With ducats scaled at \$2, Johnny packed the house and turned several hundred away, according to J. E. (Red) Swarr, of Maywood, Calif. Ralph Hicks, ballroom owner, credited much of Cash's success to extensive radio advertising. For two days prior to the engagement, spot announcements on the show were made every 15 minutes, Swarr reports. . . . John H. DeWitt Jr., president of WSM and WSM-TV, Inc., Nashville, says that a final check on the recent deejay conclave reveals that more than 2,000 deejays and industry people registered for the event.

Libby Horne, 13-year-old RCA Victor artist from McAlester, Okla., and a "Country Music Jubilee" regular the last two years, will share top billing with Hugh (Wyatt Earp) O'Brian at the Houston Fat Stock Show February 19-March 2. Top Talent, Inc., Springfield, Mo., negotiated the booking. . . . Wanda Jackson is Saturday (7) guest on Red Foley's NBC radio show. . . . Kenny Roberts, who is still doing a half hour of country music each weekday over television station WWTW, Cadillac, Mich., has been going like mad on personals in the Michigan sector in recent weeks.

A new "Town Hall Party" made its debut over Channel 11, Compton, Calif., November 23, with a three-hour show starting at 10 p.m. Group will be heard over the same channel each Saturday night at the same time. Emcee chores were handled by Spade Cooley, Tex Williams and Doyle O'Dell, each taking an hour. Jay Stewart and Charlie Williams, the latter a deejay on KXLA, Pasadena, Calif., handled the intermissions. Participating in the opening show were Bonnie Guitar, Mac Wiseman, Merle Travis, Tex Ritter, the Collins Kids, Johnny Bond, Bobby Charles, Rose Lee Maphis, Johnny

C&W Best Sellers in Stores

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throught the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

Table with columns: This Week, Last Week, Weeks on Chart. Lists 15 records including Jailhouse Rock, Wake Up Little Susie, My Special Angel, etc.

Most Played C&W by Jockeys

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with columns: This Week, Last Week, Weeks on Chart. Lists 15 records including Wake Up Little Susie, My Special Angel, My Shoes Keep Walking Back to You, etc.

O'Neil, Les (Carrot Top) Anderson, Gee Nee Sterling, Johnny Western, Dorothea Wright, Bonnie Sloan, Quincy Snodgrass and Wendy Hill. Joe Maphis, lead guitar and leader; Fiddlin' Kate and Pee Wee Adams, drums, are the only old band members remaining. New in the band line-up are Jelly Sanders, fiddle; Billy Mize, steel; Cliff Crawford, trumpet; Cousin Herb Henson, piano, and Skeets McDonald, bass.

A Detroit film crew was in Springfield, Mo., last week to shoot a special film to be used nationally in 1958 to introduce a new addition to the present line of Ford tractors. The color movie features Red Foley and Slim Wilson, with Red playing himself and Slim portraying a Ford tractor dealer. . . . Cathie Taylor, 12-year-old country singer of Morgan Hill, Calif., made her debut on the Walt Disney "Mickey Mouse Club" on the ABC-TV network November 22. Cathie has her own radio show every Saturday morning over KPER, Gilroy, Calif. . . . Colleen and Donna, of the WLS "National Barn Dance,"

were guests on Arthur Godfrey's show which originated from Chicago Monday (2).

Bill Denny, son of Jim Denny, has joined his dad's Cedarwood Publishing Company as head of promotion and advertising. Bill, who attended Vanderbilt University, Nashville, has been associated with the N. W. Ayer Agency, New York, and the McDonald Advertising Agency, Nashville. He spent last week on the West Coast and then flew back to Nashville via Chicago and New York. . . . Charles Goode, a Dallas lad now stationed with the Navy at Norman, Okla., last week won the talent contest at "Big D Jamboree," Dallas, for the 10th time, and has been signed to the cast as a regular. Other new talent recently signed by Ed McLemore, "Big D" chief, are Johnny Dollar and Johnny Carroll. Dollar has just been inked to an MGM contract. . . . Ernest Tubbs does the guest shot on "Big D Jamboree" December 21, his first appearance there in nearly 10 years. . . . Patsy Cline takes the guest role on "Country Music Jubilee" over the ABC-TV net from Springfield, Mo., December 7.

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and
Wiley Barkdull**

**"HE MADE
YOU FOR
ME"**

c/w

"I'D LIKE TO"

HICKORY 1069



**Wilma Lee
and
Stoney Cooper**

**"DIAMOND
JOE"**

c/w

**"I TELL
MY HEART"**

HICKORY 1070



Al Terry

**"COCONUT
GIRL"**

c/w

**"BRING ME
SOME RAIN"**

HICKORY 1071



Rusty and Doug

**"TAKE
MY LOVE"**

c/w

**"DREAM
QUEEN"**

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• Reviews of New R&B Records

• Continued from page 57

gerous reading. (End, BMI)
Come My Little Baby...76
These chicks have the wild, unbridled approach that often turns into a big record. Lots of noise and heat here. Side should be watched. (RealGone, BMI)

BOBBY DAY
Beep-Beep-Beep...82
CLASS 215—A very classy little rhythmic play on the Sputnik phenomenon. Day gives the smart lyrics a good whirl with the balance of the group in a steady "beep beep" rhythmic tattoo. Side could get plenty action if exposed. (Recordo, BMI)

Darling If I Had You...79
A strong ballad effort by Day. It's sung with great feeling and the chick group in the background gives the necessary extra excitement. Chanter had the original "Little Bitty Pretty One," and either side of this coupling could be a successor. (Recordo, BMI)

EARL BOSTIC ORK
Josephine...81
KING 5092—More fine walling by the talented altoist. Rocking go on the standard ballad is a side with a lure for Bostic fans. (Felt, ASCAP)

Jeannine, I Dream of Lilac Time...80
Usual, attractive alto work by Bostic is backed by solid orking on this rocking interpretation of the pretty oldie. His fans should like. (Felt, ASCAP)

JIM LAURRO ORK
Woke Up This Morning...80
FINE 2157—Solid blues wax. Vocal by King George is shouted very effectively, to a solid and funky backing by the ork; arrangement makes use of a couple of good musical figures in the arrangement. Side also cut by Kripp Johnson on Dot with a higher decibel level. (Modern, BMI)

Jive Train...80
Instrumental makes a good coupling to the flip. Has mood and beat, plus a funky sound. This rock and roller builds.

AL SMITH
Quarter Party...77
FALCON 1007—Excellent blues instrumental at relaxed medium tempo. Tenor sax carries most of the load. Certain to get plays and do profitable business. (Conrad, BMI)

Road House...77
Another instrumental blues rocker. Two great dance sides here. Guitar and tenor both prominent. (Conrad, BMI)

SONNY TERRY
Fast Freight Blues...77
JOSIE 828—A wailin' and hollerin' folk-style special, with Terry's harmonica, guitar, etc., making the exciting primitive train sounds. Some Southern sales possible. Country and blues spinners can find a good spot for this on shows. (Integrity, ASCAP)

Dangerous Woman...71
Vocal, and for Southern-style buyers. Good, earthy blues. (Integrity, ASCAP)

Alone in the Night...75
A rock-a-ballad. Wilbur's vocal again displays considerable technical excellence. A smart arrangement includes a fine honking tenor. Watch both sides. (Aladdin & Goday, BMI)

ROY & GLORIA
You Know My Love Is True...73
DELUXE 6153—Shades of Shirley and Lee and Mickey and Sylvia. This duo does a rhythm side here with a striding beat. Nice. (Men-Lo, BMI)

What a Fool Was I...73
Another rhythm number, with swinging tempo and honking tenor. Like the flip, in the teen groove. (Men-Lo, BMI)

DON COLE WITH AL COLE, PIANO
Snake Eyed Mama...73
RPM 502—Blues with a funky piano backing could have appeal in both pop and r.&b. fields. Nice warbling effort by Cole. (Mod. Music, Greg-Mark, BMI)

DON COLE WITH AL CASEY, GUITAR
Kiss of Love...72
Cole handles his vocal gimmicks well on this melody with a Latin beat, folksy flavor. If exposed, it might start something. (Greg Marks, Laine-Simms, BMI)

THE CADETS
Ring Chimes...73
MODERN 1026—Bongos pace the presentation on this action-delivered ballad with rhythm support. Nice group work and harmonies could prove an attractive lure for teen coin. (Stella Lane, Greg Mark, BMI)

Baby Ya Know...72
Shoutin' delivery by the lead on this bluesy, medium-beat theme receives good group support and ork backing. Possible pop coin too. (Malibar, BMI)

ALONZO STEWART
I Get the Blues...70
ATHENS 703—A moderately impressive reading of the favorite standard, done in New Orleans, Domino style, with the band in a similar groove. Good for some localized action. (Forster, ASCAP)

I'm Still in Love With You...65
A deep and soulful confessional, co-lected by Stewart. Chanter does a fair enough job with nice ork support. Flip is the side, however. (Cal, BMI)

THE ENCHANTERS
Bottle Up and Go...68
CORAL 61916—Enthusiastic shout of a rhythm and blues rumba. Not too much here for current market, however.

Mambo Santa Mambo...64
Combination calypso-mambo doesn't say much lyrically. (MHS, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

ANDRE WILLIAMS: The Greasy Chicken/Come on, Baby—Fortune 839

ON THE BEAT

• Continued from page 56

that? But on the other hand, it's just as true of any field. And besides, in their songs, the hillbillies always give proper recognition to the character of a man as against his power and money. In this vein they are sometimes more concerned with 'peace of mind' than with 'pockets of gold' as in Hank Williams' 'Mansion on the Hill,' and Jean Shepherd's 'Satisfied Mind.'

with Fats Domino's crew, is working on his own and has recorded for Herald. He'll be booked by Shaw Artists. . . . Bill Doggett has moved west for a 30-day tour. While on the Coast, he will fill a movie commitment. Meanwhile, Wild Bill Davis has brought his group to the East. Both tours are under the aegis of Shaw Artists.

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LITTLE WILLIE JOHN
Until You Do...76
KING 5091—Little Willie's exciting voice and church sound are in evidence here, altho his material is not as strong as it might be. Side likely to do well. (R-T, BMI)

Person to Person...74
Willie's version of this idea is soulful, in contrast to the wild performance of Screaming Jay Hawkins months ago. A fair side. (Jay & Cee, BMI)

THE SHARPS
Shufflin'...76
ALADDIN 3401—A slow blues, with a lot of color. Lead singer shouts the lyrics, calling all to a rousing good time shuffling in the alley. Lyric uses names of known talent and songs. Watch it. (Aladdin, BMI)

What Will I Gain...68
A rock-a-ballad. The lads sing out in stylized fashion. Material is merely adequate, and the group gets the best out of it. (Aladdin, BMI)

THE PASTELS
My One and Only Dream...76
MASCOT 123—Group sounds like an authentic gospel group on this rhythmic rocking chant. A contagious side that can do well if it gets played. (Keel, BMI)

Been So Long...65
A torch item with the same gospel flavor, but a weakly constructed lyric. (Keel, BMI)

THE FALCONS
Now That It's Over...75
FALCON 1006—Fancy tenor lead intones a plaintive rock-a-ballad. A good enough job, but interest lags midway. (Tollie, BMI)

My Only Love...75
The rhythm side. Good group walls it against choppy, Latin tinged beats. Interesting, somewhat "different" sound here. (Tollie, BMI)

LITTLE WILBUR
Heart to Heart...75
ALADDIN 3402—A rock-a-ballad. Wilbur's chanting is backed by a triplet figure and voices of some chicks. The vocal is solid, done with precise technique. (Aladdin & Hilder-Merenbach, BMI)

• R&B Territorial Best Sellers

• Continued from page 57

- New Orleans**
1. Little Bitty Pretty One Thurston Harris, Ala.
 2. You Send Me, Sam Cooke, Keen
 3. Bony Moronie, Ernie Freeman, Imp.
 4. Jailhouse Rock, Elvis Presley, Vic.
 5. Bony Moronie, Larry Williams, Spa.
 6. Walt and See, Fats Domino, Imp.
 7. Wake Up Little Susie Evely Brothers, Cdc.
 8. My Special Angel, Bobby Helms, Dec.
- New York**
1. You Send Me, Sam Cooke, Keen
 2. Silhouettes, Rays, Cam.
 3. Jailhouse Rock, Elvis Presley, Vic.
 4. Rock and Roll Music, Chuck Berry, Cha.
 5. Wake Up Little Susie Evely Brothers, Cdc.
 6. Raunchy, Bill Justis, Phil. Intl.
 7. At the Hop Danny and the Juniors, ABC-Para.
- Philadelphia**
1. Jailhouse Rock, Elvis Presley, Vic.
 2. Swanes River Rock (Talkin' 'Bout That River), Ray Charles, Atl.
 3. You Send Me, Sam Cooke, Keen

4. Silhouettes, Rays, Cam.
 5. Wake Up Little Susie Evely Brothers, Cdc.
 6. Alone, Shepherd Sisters, Lan.
 7. My Special Angel, Bobby Helms, Dec.
 8. Bony Moronie, Larry Williams, Spa.
 9. Honest I Do, Jimmy Reed, V J
 10. Rock and Roll Music, Chuck Berry, Cha.
- St. Louis**
1. You Send Me, Sam Cooke, Keen
 2. Honest I Do, Jimmy Reed, V J
 3. Rock and Roll Music, Chuck Berry, Cha.
 4. Silhouettes, Rays, Cam.
 5. Raunchy, Bill Justis, Phil. Intl.
 6. Swanes River Rock (Talkin' 'Bout That River), Ray Charles, Atl.
- Washington, D. C.**
1. You Send Me, Sam Cooke, Keen
 2. Wake Up Little Susie Evely Brothers, Cdc.
 3. Little Bitty Pretty One Thurston Harris, Ala.
 4. Silhouettes, Rays, Cam.
 5. Rock and Roll Music, Chuck Berry, Cha.
 6. Raunchy, Ernie Freeman, Imp.
 7. Jailhouse Rock, Elvis Presley, Vic.
 8. Raunchy, Bill Justis, Phil. Intl.
 9. Walt and See, Fats Domino, Imp.

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NSA FETE DRAWS 700 INTO ASTOR

Andy Williams, Other Top Acts Liven 20th Annual Club Banquet

NEW YORK — The National Showmen's Association returned to the Hotel Sheraton Astor with a burst of frivolity on Wednesday (27), as the 20th annual banquet and ball drew some 700 merry-makers and one of its most impressive entertainment lists.

Entertainers covered a broad range of years, from old-timers such as Lanny Ross and banjoist Roy Snek to such current big-time vocalists as Andy Williams, Lillian Briggs, Denise Lor, and Steve Lawrence. Comics Joey Adams, Al Kelly and Jack Durant performed on the Grand Ballroom stage, as did Berk and Hallow, dance team, and Tel Teigen, whose antics on a stack of chairs high in the proscenium arch drew heavy applause. Johnny Woods was emcee.

Surprise appearance was made by comedienne Jean Carroll, who went to the dais and warmed up the crowd for more than 10 minutes after the speechmaking was thru, when there was a delay in getting the acts onstage. She had been sitting at the General Artists Corporation table.

Music was provided again by Joe Basile and his band during the banquet, which featured a roast beef dinner, and by Nick Francis

and his band during the entertaining and subsequent dancing. Al Rickard again assembled the entertainment and handled the backstage chores.

Well Behaved Crowd

This was the best behaved NSA shindig in years, with performers getting polite attention and rousing acceptance. Harry Hershfield, the 73-year-old dais veteran, had the club and its friends in stitches as usual. He was making his fourth appearance of the day and left after the speechmaking, for a fifth function that night.

The ballroom was quietly and impressively decorated, and all elements combined to get the formal part of the evening over by 10:30. Before midnight the tables were being cleared to provide dance space.

On the dais were George A. Hamid, president emeritus; Morris Batsky, president; Jeff Harris, first vice-president; Al McKee, second vice-president; Joe Prell, third vice-president; Harry Rosen, treasurer; Louis D. Kind, chaplain; Dr. Jacob Cohen, physician; Bligh Dodds, International Association of Fairs and Expositions; Lou Dufour, International Showmen's Association; Richard Geist, Michigan Showmen's Association; Bernard Allen, Greater Tampa Showmen's Association president; Sam Glickman, Hot Springs Showmen's Association; Oscar C. Buck, Miami Showmen's Association.

Also, Max Cohen, American Carnivals Association; Irwin Kirby, The Billboard; Jeremiah Bloom, State Senator; Rev. Allen E. Claxton, Broadway Temple Methodist Church; past presidents John S.

(Continued on page 64)

FATHER-SON

C. J. Hindley Succeeds Dad At Fair Post

FERNDALE, Calif.—The name Hindley will continue to be connected with the Humboldt County Fair here. The board of directors last week named Cecil J. Hindley secretary-manager of the fair to succeed his father, Dr. J. N. D. Hindley, who is retiring from the top post on March 15 after 30 years of service.

Young Hindley was raised on the local fairgrounds. Nine years ago he was named assistant manager to his father and served continuously in this capacity. He moves into the top post on April 1.

Contracts for the fair, to be held August 8-18, are expected to be negotiated soon after the first of the year, the manager-elect said.

Engineering Firm Surveys Washington Stadium Needs

WASHINGTON — The New York City architectural and engineering firm of Praeger-Kavanagh-Waterbury has been selected by the District Armory Board to conduct an economic and engineering survey of the 50,000-seat stadium planned for the nation's capital. Selection of the firm was made by an eight-man advisory committee that interviewed many prospects.

The consulting firm will be paid from a \$35,000 grant made by the Housing and Home Finance Agency. Allocation was made under legislation authorizing construction of the stadium. Project cannot proceed, however, until the con-

sultant's findings are reviewed by Congress (The Billboard, September 18).

Emil H. Praeger, a partner of the firm, reportedly suggested earlier that the stadium be a circular bowl type, with the playing field depressed 20 to 30 feet. Nearly all the seats would be mounted on wheeled motor-driven platforms, movable for football and baseball. All permanent seats would be under cover. Space is planned for 10,000 cars.

Stadium is expected to be built on federally owned land near the National Guard Armory. Armory board will sell bonds to pay the government for the site.

EDMONTON

Al Anderson Points Out Fair's Value

EDMONTON, Alta. — The Edmonton Exhibition Association strives to create a better understanding and a closer relationship among the citizens of Edmonton, Al Anderson, general manager, said in a recent address to a service club.

Too few persons really understand what is done by the association, he said. City tax payers own the non-profit, self-sufficient organization. Property is leased from the city, which guarantees the association against loss. When buildings are complete they become the property of the city.

Wages paid out by the association last year totaled some \$275,000, Anderson said, of which about 95 per cent was spent in

(Continued on page 64)

New \$75 Million Calif. State Fair Plant to Bow in '60

Ted Rosequist Describes Financing; Plan 30-45 Day Opening Celebration

FRESNO, Calif. — The new plant of the California State Fair & Exposition will represent an investment of \$75,000,000 and is expected to open in July, 1960, with a 30 to 45-day celebration, Ted Rosequist, co-ordinator of the project, announced here.

Rosequist, speaking at a breakfast meeting during the Western Fair's Association convention here, asked that officials keep people in their areas advised as to the progress being made in developing the 1,065-acre site. Later monthly bulletins will be sent out, he said.

Rosequist, who assumed his new post after 11 years as assistant manager of the State Fair, also an-

nounced that Claud Galmarino, California State Fair director, had been named head of the finance committee for the new fair plant.

Finances Described

"The site on the American River was purchased some years ago for approximately \$800,000," Rosequist told the group. "Today it has a horseback appraisal value of \$5,000,000. The Legislature has appropriated \$3,743,000 for the project in this fiscal year and a similar amount for development in the next fiscal year. In addition to these appropriations, \$13,000,000 will be obtained from outside

(Continued on page 64)

Jacksonville Wins Increase of 5,500

Early, Late Rains Sandwich Several Big Days; Free Grandstand Studied

JACKSONVILLE, Fla. — The expanding Greater Jacksonville Agricultural and Industrial Fair has more changes in mind for 1958, aimed at further increasing the paid gate which went 5,500 ahead of last year's effort for the nine operating days ending Saturday (23). Total free and paid admissions ran close to 100,000.

A strong engagement which

opened in rain drew more damp weather on Thursday and Friday (21-22) to slow the pace. But Kidie Day on closing day drew more than 10,000 youngsters and many families, to send paid admissions ahead of 1957. Considering a gate hike from 50 to 75 cents, Manager Ted Chapeau noted, the financial result was encouraging.

The fair went up from \$5,000, even tho a loss of \$4,800 was suffered on the grandstand show featuring Leo Carillo. Another \$6,000 was not realized thru eliminating the boat show in favor of an automobile display which did not bring in as much space income. The auto show was extremely successful, however, and will likely be repeated and enlarged.

The auto dealers' association approached the fair management during the event with a request that all dealers be allotted space next year, to the tune of about 110 cars, nearly three times the number shown this time. Chapeau said the thought is to hold the auto show in the baseball park in 1958, and move entertainment from there to the Gator Bowl field.

This possibility raises the con-

(Continued on page 64)

SURVEY NOTES

Big Ohio State Fair Lure Is Fair Itself

COLUMBUS, O.—Patrons at the 1957 Ohio State Fair were drawn by the entire fair and not any particular portion, according to a survey conducted during the run, D. Robert Jones, fair manager, announced. The poll indicated that approximately 60 per cent of the fairgoers were there because of "general interest and habit."

No specific attraction or segment

of the fair drew more than 7.6 per cent of the visitors, Jones disclosed. He said that of the 3,000 adults interviewed, 7.6 per cent came to "see the grandstand or coliseum" name attractions.

Another 7.2 per cent said they went to the fair to see the amusements, youth exhibits, arts and crafts, talent shows and similar attractions.

"To bring children" was the reason given by 5.7 per cent, while only 3.5 said they came out of curiosity. Jones said 3.3 came "to enjoy the fair"; 3.1 to "see livestock"; 3.1 to "see machinery" and 1.8 were there as part of their vacation.

Ford Lure Strong

Of those who came especially because they were attracted by "name" entertainers, more than 45 per cent credited Tennessee Ernie Ford with being the major influence, Jones said.

The survey was supervised and the results analyzed by Richard Newberg and Harold Ecker of the Department of Agricultural Economics and Rural Sociology Ohio State University. The results were edited and coded for IBM tabulation at the Statistical Laboratory at OSU.

Jones said the purpose of the

(Continued on page 76)

South Dakota Fair Assn. Sets Meeting

GREGORY, S.D.—The South Dakota Fair & Exposition Association will hold a meeting January 29 in Pierre. Russell H. Garry, president, announced.

The meeting will be for the booking of attractions and carnival and grandstand bookers are welcome to attend, Garry said. Due to light attendance at its November meeting, the election of association officers will also take place in January.

Major League Teams Offered GAC Packages

NEW YORK—A baseball division headed by Coy Poe has been added to the General Artists Corporation structure, Joe Higgins reports here. The idea is for package shows to be presented prior to major league games, and to be routed to make some 12 appearances in each ball park contracted.

Poe has been working the system for 19 years in the minor leagues and this year played a few dates in the Cincinnati Redlegs' stadium. The shows would consist of a name attraction and sight acts, and would be bought outright by the baseball clubs.

Higgins said presidents of both big leagues have approved the proposition. He will leave the Chicago conventions to make the baseball meetings in Colorado Springs, Colo.

Illinois Fair Spends 500G On Coliseum

SPRINGFIELD, Ill.—Contracts totaling more than \$500,000 have been awarded to overhaul the Coliseum building at the Illinois State Fairgrounds.

Fireproof reinforced concrete constructions will take the place of the old wood interior, capacity will be expanded from 2,500 to 3,100 and the seats will be made more comfortable, J. Ralph Peak, general manager, said.

A combination speaker-band platform will be added, modern lighting and a new ventilation system will be installed and toilet facilities will be added. The exterior will be sandblasted, tuck-pointed and stained.

The small concession stands along the Coliseum circular walk will be eliminated, Peak said, and space thus made available will be used for an advance ticket sale office for both the Coliseum and grandstand attractions.

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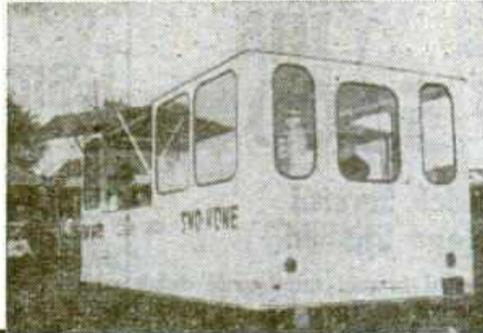
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Something New and DIFFERENT in your Custom-Built Concession Trailers—Now being built with a metal bonded plywood—Cuts weight—more interior space—sturdy and sanitary. Also, Ticket Booths built of this material. These Trailers and Booths have been tested and proven by showmen.

See us at the Sherman during the Convention.

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GOLD MEDAL PRODUCTS COMPANY

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KRISS-KROSS RING TOSS—America's Newest Game

Fully tested during past five years in Coney Island with eight units on one location. Operates for dime or quarter. Colorfully designed. Precision workmanship. Assembled or dismantled in five minutes. The perfect game for Carnivals, Beach Resorts, Amusement Parks. First and only game of its kind. Simple to operate and definitely a money maker. Literature on request.

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STOCK ROLL TICKETS 1 ROLL \$1.75 EACH ADDITIONAL ROLL SAME ORDER AT 90c PER ROLL

WELDON, WILLIAMS & LICK FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax. Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number.

GIVE TO DAMON RUNYON CANCER FUND

Intl. Stock Show Sets New Records

CHICAGO — Total entries of more than 10,000 head of livestock are expected to set records at the 58th International Live Stock Exposition and Horse Show, which opened its nine-day run Friday (29) in the International Amphitheatre.

Livestock in individual classes will number over 5,000 head, officials said. Competitions for car-

loads of cattle and sheep and truckloads of hogs are expected to bring the total to more than 10,000 head. The 35th annual Grain and Hay Show has drawn nearly 1,500 samples from growers in 24 States and five Canadian provinces.

Horse show performances, which will feature Arthur Godfrey and his horse, Goldie, will have nearly 600 horses from 40 States and two Canadian provinces. Nine night horse shows are scheduled and five matinees.

A new high in Angus entries is listed with 683 head of both breeding cattle and steers entered in the competition. Increases are also shown in Hampshire and Suffolk sheep, and Berkshire, Duroc, Poland China, Spotted Poland China and Tamworth swine.

RECORD CROWD

Bookers, Reps Keep Busy At WFA Meet

FRESNO, Calif. — The 35th Western Fairs' Association convention drew its record crowd, among which were booking agents, show producers and performers, during the four-day convention which closed at the Hacienda here Saturday (23).

John A. Strong booked a number of repeat dates as well as new ones for his John A. Strong Circus . . . Eddie Edwards, who is now known as Eddie the Clown, made some contacts here for his single . . . Buss Carson attended his first convention, booking his Western Shows . . . Isabelle Whall, of Fun Unlimited Productions, entertained throughout the convention. . . . Phil Arden was written-in for a number of 1958 dates as a special events director . . . George Budke represented GAC-Hamid and Perry Woodall, board president of the Central Washington Fair, Yakima, said that GAC-Hamid will produce the shows there in 1958 for the third consecutive year.

Bob Willding and Ned Tanen pitched Music Corporation of America shows during the convention . . . Larry (Bozo the Clown) Valli was on hand to make contacts . . . Alphonso LaBrada and M. (Whitey) Monette talked up the Mexican Village that they are presenting at a number of fairs next year . . . Frank W. Babcock and F. M. (Pete) Sutton, of the Frank W. Babcock United Shows, had the opportunity to talk about bookings . . . Jo and Newton (Carolina) Brunson, of the Hollywood Theatrical Agency, launched their 1958 booking season here . . . Wyatt Shepherd told fair managers that he will have his new ride available for special dates this coming year . . . Alex Freedman, of Freedman Concessions and Freedman Novelties, again made preparations to serve fairs, expositions, rodeos and celebrations . . . Harrold Harper, who has the nation's only lost child car, will again operate the car and act as special events director at a number of fairs.

Jo Lynch represented Jimmy Lynch Enterprises, eating concessions, in the absence of her husband, Jimmy, who was fishing and hunting in Parker, Ariz. . . . Lloyd Hilligoss and Joe Blash, games concessionaires, made a number of new contacts during the convention . . . Cecchini & Levaggi, game concessionaires, was represented by Louis and Al Cecchini. Mrs. Louis (Gale) Cecchini attended the social events. C & L has the concessions at the Southern California Exposition in Del Mar.

Recent visitors at the U. S. Tent plant in Sarasota included Walter Kernan, Pete Cristiani, Nick Carter, Bill Morris, George Bartley, John Sullivan and R. T. Duffy.

Legion Gets Vero Beach Fair Tract

VERO BEACH, Fla. — The Board of County Commissioners has voted unanimously to allow use of a 20-acre tract of land under its control for the American Legion's Indian River County Fair. No term was set for such use except for a tacit agreement that the Legion may occupy the land until such time as the county may require it.

Landscaping, wide entrances and parking facilities are being made ready. Commander Larry Finnegan stated that it was hoped to have the tract in top shape for the 1958 fair slated for February.

Memphis Fair Elects Tayloe

MEMPHIS — Howard Tayloe, president of the Tayloe Paper Company, this city, has been elected president of the Mid-South Fair here. He succeeds Wallace Witmer.

\$15,000 Fire Destroys Barn At Regina

REGINA, Sask. — Damage estimated at \$15,000 was done Saturday (23) when fire of unknown origin razed an old frame race horse barn at the fairgrounds. The building was insured.

Five tons of privately-owned baled hay and the wooden jumps used for the exhibition's annual light horse show were lost in the fire. A strong wind blowing toward an open area kept the blaze from endangering wooden barns nearby.

Dream Home Plan Revised

CHICAGO — R. A. Hodges, president of Exhibition Advertising Company, which operates the Dream Home giveaway at fairs, announced that they have evolved a new plan whereby the attraction can be presented in some States where it was previously prohibited by lottery laws. Hodges and his staff were here for the outdoor meetings.

HIGH PROFITS LOW OVERHEAD



Serve 600 delicious HAMBURGERS, HOT DOGS, CHEESE-BURGERS, TOASTED BUNS, per hour!

- ★ No experience needed!
- ★ Increases efficiency, volume!
- ★ Perfect product consistency!
- ★ Saves on food costs!
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Fully automatic, 20x27 three door, cast aluminum cabinet with built-in 1/2 hp. G.E. power unit. Produces over 1,500 lbs. of snow per hour (enough for 6,000 snow cones).

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NEW! 1-Pound Capacity GAS POPCORN MACHINE!

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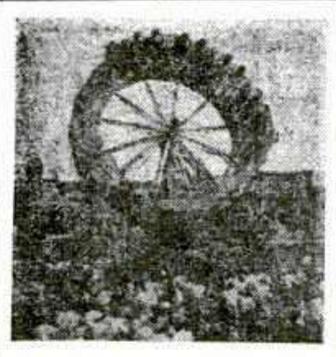
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IMMEDIATE DELIVERY 138 STYLES • STEEL • WOOD FOLDING • NON-FOLDING ON CHAIRS MINIMUM ORDER IS 4 DOZ. STATE QUANTITY NEEDED—ASK PRICES Adirondack Chair Co. Dept. T-4 1140 BROADWAY (27th) N.Y. • MU 9-4824

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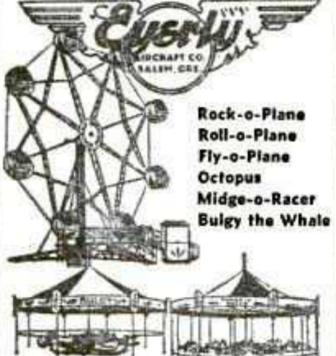
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- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
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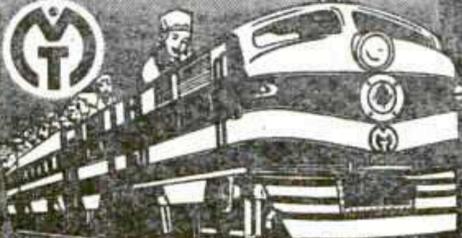
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Send for complete information on these rides, now! Also Adult Ferris Wheels, and Chairplanes, Trailer-Mounted Kiddie Auto Rides, Atomic Jet Fighters and Kiddie Chairplanes.

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5 models with capacities from 14 children to 240 adults
Write for FREE details
MINIATURE TRAIN DIV
ALLAN HERSCHELL CO.
North Tonawanda, N. Y.

ARENAS & AUDITORIUMS

Lincoln Auditorium Stages Biggest Promotion, But—

By TOM PARKINSON

A THORO-GOING promotion on the part of Auditorium Promotions at the Pershing Municipal Auditorium, Lincoln, Neb., used everything from postal meter plugs to the projection of slides against a building wall at the crossroads of the downtown area.

The schedule of promotional activities was set up by Don Jewell for "No Time for Sergeants." It began four weeks ahead with direct mail. Then came window cards, three weeks ahead. The postal meter advertising appeared not only on Auditorium mail, but on all mail emanating from the city hall, including utility bills.

In a tie-in with Lincoln Air Force Base, a committee printed 23,000 coupons, each worth \$1 toward purchase of a reserved seat ticket to the show. This committee, composed of civic leaders and representatives from each service club, got a percentage from each of the dollar coupons sold. Outlets were set up in all banks, two leading department stores and the air base. Window displays were numerous.

LINCOLN NEWSPAPERS, air force paper, college paper and even Omaha newspapers were used for advertising. Time was purchased on TV and on three radio stations. There were additional spots and plugs. The press was co-operative. News releases were sent to all Nebraska papers thru co-operation of the State press association.

With participation by the Lincoln mayor, council and auditorium board, 50 Nebraska mayors and their wives were guests on opening night at the show and at a reception, which members of the cast also attended. News releases about this went to papers in the 50 cities. Members of a principal downtown club were extended a deal for buying a combined theater and dinner party ticket. The promotion had extra co-operation on the University of Nebraska campus, with college representatives placing posters and heralds in fraternity and sorority houses and in the Student Union, advertising a student discount.

THE AIR FORCE placed a jet engine and a piston engine on display in front of the Auditorium, where a 60-foot banner was included among the decorations. On opening night there were spotlights and floodlights at the entrance, where one radio and one television station had interviews with theatergoers. One of the interviewers was Miss America of 1956.

During the three-day stand there were interviews on the air with cast members, as well as others. The promotion arranged to use a bank's projection system by which ads were flashed across a street and against another building. The 40-foot ads were at the heart of the city.

That all-out promotion could be expected to produce all the business there was to be had. It was the organization's biggest promotion to this time. But results are seldom predictable or assured and, in this case, in the words of the manager, it "went down the drain." The only apparent explanation: INFLUENZA.

Arena Recap

Jacksonville Voters Reject Jai Alai Plan
JACKSONVILLE, Fla. — Proposal to build an auditorium for jai alai was defeated in a referendum here recently. The margin was three to one.

Cincinnati Gardens Adds Outdoor Rink
CINCINNATI—The Cincinnati Gardens is constructing an outdoor ice rink which is expected to be ready by Christmas time. Manager Alex Sinclair said the 109x70 rink is to be in a former parking lot south of the building. Indoor skating will be offered when the arena is not busy otherwise, and outdoor skating will be offered regularly.

Fayetteville Starts Busy Basketball Time
FAYETTEVILLE, W. Va.— Busy basketball season is coming up at Fayette County Memorial Auditorium, with Robert Kent as manager. High school games start December 10. West Virginia and Washington and Lee play here December 14 and this will be SRO. Goose Tatum's All-Stars are scheduled late in the year and the Harlem Globetrotters are set for January 19. State high school tournaments follow. The building also is to have a Home Show, Auto Show, Flower Show, the U. S. Navy Band and, tentatively, Victor Borge.

Announce '58 Dates For Aviation Show
NEW YORK — International Aviation Show will be at the New York Coliseum, September 10-23, 1958. Producer of the show is Lou Dufour. Show is to be open to the industry only in the mornings and to the public in the afternoons and evenings. Show is during the International Geophysical Year.

Toledo Sports Arena Has Cabaret Concert
TOLEDO, O. — Toledo Sports Arena converted its ice rink area into a cabaret setting with 150 tables Wednesday (20). Occasion was the Toledo Orchestra Pops Concert, Manager Andy Mulligan recounted 3,000 people attended and among them were 600 socialites at the tables. Roger Williams, pianist, and Elinor Baker, soprano, were feature attractions. Table idea was transplanted from Boston.

USSR IMPORTS

Hurok Moves; Gets Okay on Bolshoi Visit

NEW YORK—The S. Hurok offices opened last week at their new location, 730 Fifth Avenue, after being at 711 Fifth Avenue for several years.

Hurok recently succeeded in clearing the way for importation of the Bolshoi Ballet and Moiseev ensemble of Russian folk dancers. Negotiations had hinged mainly on Soviet objections to fingerprinting provisions of the American immigration law.

Congress has eliminated a provision that all non-official visitors to the U. S. be fingerprinted. Both groups, each containing more than 100 performers, have performed widely outside the Soviet Union. A reciprocal agreement may see the American Ballet Theater going to Russia on an exchange basis.

Hurok seeks to establish a tour for the folk dancers in 1958, and a tour of the ballet group in 1959. A return to New York of the Black Watch ensemble of pipers, dancers and regimental bandsmen, was a sellout at the Sunday (1) matinee in Madison Square Garden. The group made a final appearance there prior to returning to Scotland. Three shows by the group in September drew more than 50,000 persons to the Garden.



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THE PUMP-IT
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Simple To Install • Low Initial Cost

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"NATIONAL" RIDES ARE CONSISTENT MONEY MAKERS
Rides built by National over 40 years ago are still in operation and considered too good to replace.

National Is Famous for...

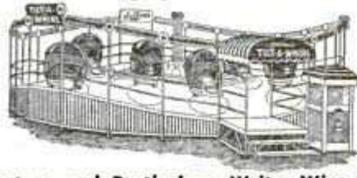
- ★ Complete Kiddielands
- ★ Century Flyer (Miniature Train)
- ★ Trackless Train (No Rails Needed)
- ★ Comet Jr. (Roller Coaster)
- ★ Kiddie Buggy Ride (10-Horse De Luxe)
- ★ The Pony Trot (10 or 20 Ponies)
- ★ Kiddie Ferris Wheel (For Safety and Profits)
- ★ Streamlined Coaster Cars (Custom Built for Your Coaster)
- ★ Funhouses (Designed for Big Profits)
- ★ Mirror Mazes (An Old Favorite)
- ★ Laughing Mirrors (Require Little Space)
- ★ Old Mills & Mill Chutes

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Features for 1958

- Beautiful Fluorescent Lighting
- New Center Light Column

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489 Lafayette St., N. Y. C. • 6349 N. Western Ave., Chicago • 1015 Chestnut St., Phila.

Ill. Fair Execs Name Owen Prez

MARION, Ill. — E. P. Owen, president of the Anna (Ill.) Fair, was elected president of the Southern zone of the Illinois Agricultural Fairs Association at the group's recent meeting here.

Also elected were Mrs. Nora Brown, Sparta, vice-president; Mrs. Faye Stumpe, Pinckneyville, secretary - treasurer. Paul Powell, Vienna, and Clyde Lee, Mount Vernon, were re-elected directors of the State association and Powell was indorsed for president of the State body.



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\$20.00 Dozen F.O.B. K. C.
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\$25.50 Dozen F.O.B. K. C.
14" SITTING POODLE
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In 43 States, the Caribbean and Overseas.

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Hottle, Buff, No. 2: Baton Rouge, La.
Royal Texan: Del Rio, Tex.
Scott, Turner, Rides: (College Park) Orlando, Fla., 2-28.

Circus Routes

Henson Bros.: Lebanon, Ky., 3; Elizabethtown 4; Cynthia 5; Harrodsburg 6; Danville 7; Georgetown 9.
Packs, Tom: Havana, Cuba, 20-Jan. 12.
Ringling Bros. and Barnum & Bailey: Mexico City, Mex., 5-Jan. 6; Shreveport, La., 16-19; Little Rock, Ark., 21-23; Memphis, Tenn., 24-26; Montgomery, Ala., 28-29; Tampa, Fla., 31-Feb. 2; Miami 6-9.

Miscellaneous

Burke's Wild Cargo: Brunswick, Ga., 2-7.
Greene, Dr. Morton, Hypnotist: Clarinda, Ia., 2; Jefferson 4; Lake Mills 5; Kewanee, Ill., 6; Ames, Ia., 7.
Matchstick City: Miami, Fla., 2-Jan. 4.
Meier's, Josef, Black Hills Passion Play: Tuscaloosa, Ala., 4; Macon, Ga., 6-9; Pensacola, Fla., 12-15.
NBC Opera Co.: Amherst, Mass., 2; Corning, N. Y., 3; Utica 4; Elmira 5; Buffalo 6; Kingston 7.
No Time for Sergeants: Syracuse, N. Y., 2; Montreal, Que., 3-7; Burlington, Vt., 9; Providence, R. I., 10-11; Waterbury, Conn., 12; Allentown, Pa., 14; Hartford, Conn., 15-17; Wilmington, Del., 25; Baltimore, Md., 30-Jan. 4.
Philip Morris Country Music Show: Wheeling, W. Va., 2-3.
Royal Ballet (Sadler's Wells): Minneapolis, Minn., 11-14; Chicago, Ill., 16-Jan. 5.
Waring's, Fred, Hi Fi Holiday: Columbia, S. C., 2; Atlanta, Ga., 3; State College, Miss., 4; Tuscaloosa, Ala., 5; Florence 6; Knoxville, Tenn., 7; Johnson City 8; Raleigh, N. C., 9; Savannah, Ga., 10; Tallahassee, Fla., 11; Gainesville 12; Orlando 13; Daytona Beach 14; Fort Lauderdale 15.

Ice Shows

Holiday on Ice: Toledo, O., 2-8.
Ice Capades, 17th Edition: San Diego, Calif., 2-8; Sacramento 10-15; Spokane, Wash., 25-Jan. 1.
Ice Capades, 18th Edition: Rochester, N. Y., 2-7; Springfield, Mass., 8-15; Boston, Mass., 27-Jan. 12.
Shipstads & Johnson's Ice Follies: Hershey, Pa., 2-7; New Haven, Conn., 8-15; Philadelphia, Pa., 25-Jan. 12.

INSURANCE

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IDA E. COHEN
175 W. JACKSON BLVD.
CHICAGO, ILLINOIS

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1,595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

Jacksonville Wins

• Continued from page 61

sideration of free grandstand entertainment in 1958, and is one element under serious consideration.

Increased revenue and admissions last week were reflected in the Cetlin & Wilson Shows grosses, which Chapeau complimented for its attractive layout and thoro cooperation.

Closing day was the only children's day, compared to the two in prior years when both Saturdays were utilized. About 40,000 school tickets were distributed, and eventual hopes are to get schools to let kids out for an additional mid-week kids' day. Coca-Cola contributed two bicycles for giveaways.

A development intended to aid the fair greatly is the coming coliseum which will get underway on Gator Bowl property in January. It will be completed in 1958 and will be available for fair use the following season. In the light of the impossibility of procuring suitable permanent fairgrounds because of real estate values, Chapeau said, the present system appears a most beneficial one. This calls for using both the ball park and Gator Bowl, paying rent to the city and employing recreation department personnel for the fair week. The name Gator Bowl instantly locates the fair in the minds of potential customers.

Al Anderson

• Continued from page 61

the city. During the year \$80,000 was spent on foodstuffs for the various concession booths, to feed the 968,000 persons who attended hockey games, races and other exhibition-sponsored events.

Business establishments, stores and Edmonton Transportation System all benefit from the yearly influx of out-of-town visitors who are drawn by the fair, he said. Despite criticism and the common opinion that the association makes a large profit from the annual race meets, only a small profit is shown after provincial taxes, Anderson said.

Youth in the city will benefit from plans calling for the construction of a youth building at the fairgrounds, Anderson commented. Various city youth groups could use the building for year-round indoor activities free of charge, he said.

\$75 Mil Calif. Fair Plant

• Continued from page 61

sources. Sale of the old fairgrounds is expected to add \$5,000,000 and pledged revenue from industry participation will increase the amount considerable. It is a \$75,000,000 project in the making.

"All of the ways have been cleared legally for action. We will be part of a \$2 billion project—the State. We will be calling upon State agencies to help us. When the talent is not available within the State, we will seek it elsewhere. For instance, if we should need an agronomist, we will use one from State personnel.

Contacts Industry

"Surveys have been made by the Stanford Research Institute. It was on the basis of these that legislative action was taken. The firm of Bendeburg, Linkletter Associates, Inc., New York, is now contacting industrial firms to participate at the new site. The report is expected early next year.

"The job of readying the new fair site will be done under State procedure."

The meeting was attended by Louis Merrill, Western Fairs' Association general manager; John McMurray, Western Washington Fair; Ed Paine, recently named

THE FINAL CURTAIN

BARBAY—Stanley,

47, partner with Mickey Mansion in the operation of Side Shows, November 16 in Gibsonton, Fla. Burial was in the cemetery plot of the Greater Tampa Showmen's Association.

CHUBUCK—Judy,

24, daughter of Ted Chubuck, carnival owner, November 22 in an auto crash. She leaves her mother and father and a sister, Kathern.

FENN—Mrs. Elizabeth,

wife of the late Jacob Fenn, formerly of the Rubin & Cherry, Johnny J. Jones and Nat Reece shows, November 26 of a heart attack at her home in Montgomery, Ala. Survived by a sister, Mrs. Harry Due, Montgomery. Services November 27 and burial in Oakwood Cemetery, Montgomery.

NSA Banquet

• Continued from page 61

Weisman, Gerald Snellens, Joe McKee and James E. Strates; Banquet chairman Sam Peterson, and co-chairman Sam Rothstein.

3 Get Gold Cards

Highlights of the program included the awarding of gold life membership cards. Procuring 50 members during the year earned such an award for Morris Brown of the I. T. Shows, and Ann Brown, president of the Ladies' Auxiliary, presented a gold card to Eileen Weisman for bringing in 25 members over a two-year period. Hamid also presented a similar card to Batalsky as outgoing president.

A list of donations from carnivals from jamborees and other activities included the James E. Strates Shows, \$1,100; World of Mirth, \$1,000; Cetlin and Wilson Shows, \$877; Prell's Broadway Shows, \$500; O. C. Buck Shows, \$500; I. T. Shows, \$400, and Amusements of America, \$300.

Dancing continued until past 2 a.m., but various show figures provided refreshments for friends even later into the morning.

Vincent Dorr, who was tiger trainer for Ringling early this year, until illness forced him to quit, writes from Woodstock, Md., that he is recovered and in excellent health again.

HOWARD—John S.,

64, veteran circus drummer, November 21 at Stanfield, Ariz., while in the city with the Capell Shop-O-Rama Circus. He had been with J. Augustus Jones circuses and more recently was with Wallace & Clark, Capell, Bros., and Carson & Barnes circuses.

PALMER—Nell Coulter,

amusement park games operator, at Mercy Hospital, Miami, Monday (November 25) of coronary thrombosis. She had been ill six months. For 22 years she operated three stores at Crystal Beach, Ontario. Survivors include her husband, Joseph V. Palmer, Bingo operator at the park.

REED—Oma L.,

68, at Bluffton, Ind., after eight months' illness, of heart trouble and cancer. She was formerly with carnivals and circuses as a concessionaire. Survivors include one son, Robert. Burial at Marion, Ind.

STIX—Henry A.,

60, controller of Rollohome Corporation, Marshfield, Wis., manufacturer of house trailers, November 24 in Marshfield. He was a former member of Harry Truman's wartime senate investigative committee.

WELLER—S. E. (Jenny),

November 21 in Grady Hospital, Atlanta. Friends are asked to contact H. C. (Ray) Wolfe, General Delivery, Atlanta.

WELLS—Addie,

50, wife of Chicago talent agent, Toby Wells, in Chicago November 19. Burial was in Chicago. She formerly was in show business, playing cafe dates. There are no other survivors.

WILLIAMS—Lillabell,

69, widow of Phil Williams, Crafts Show advance man, November 21 in Los Angeles following a long illness. During her first marriage to Joe Lowery, giant, she traveled with Foley & Burk Shows in 1917, the Bob Clark Shows and Al G. Barnes Circus in succeeding years. In 1945, she was with the Sello Bros.' Circus and later the Crafts Shows, retiring about 1950. She was a member of the Ladies' Auxiliary of the Pacific Coast Showmen's Association and a life member of the Regular Associated Troupers. Survived by a son, Frank Lowery; a sister, Mrs. Elmer Hanscom; two cousins, Ben Beno and Jewel Hanna. Burial in Pacific Coast Showmen's Rest Monday (25).

In Loving Memory of
**MY DEAR
WIFE and PAL
ROSE MARY
RUBACK**



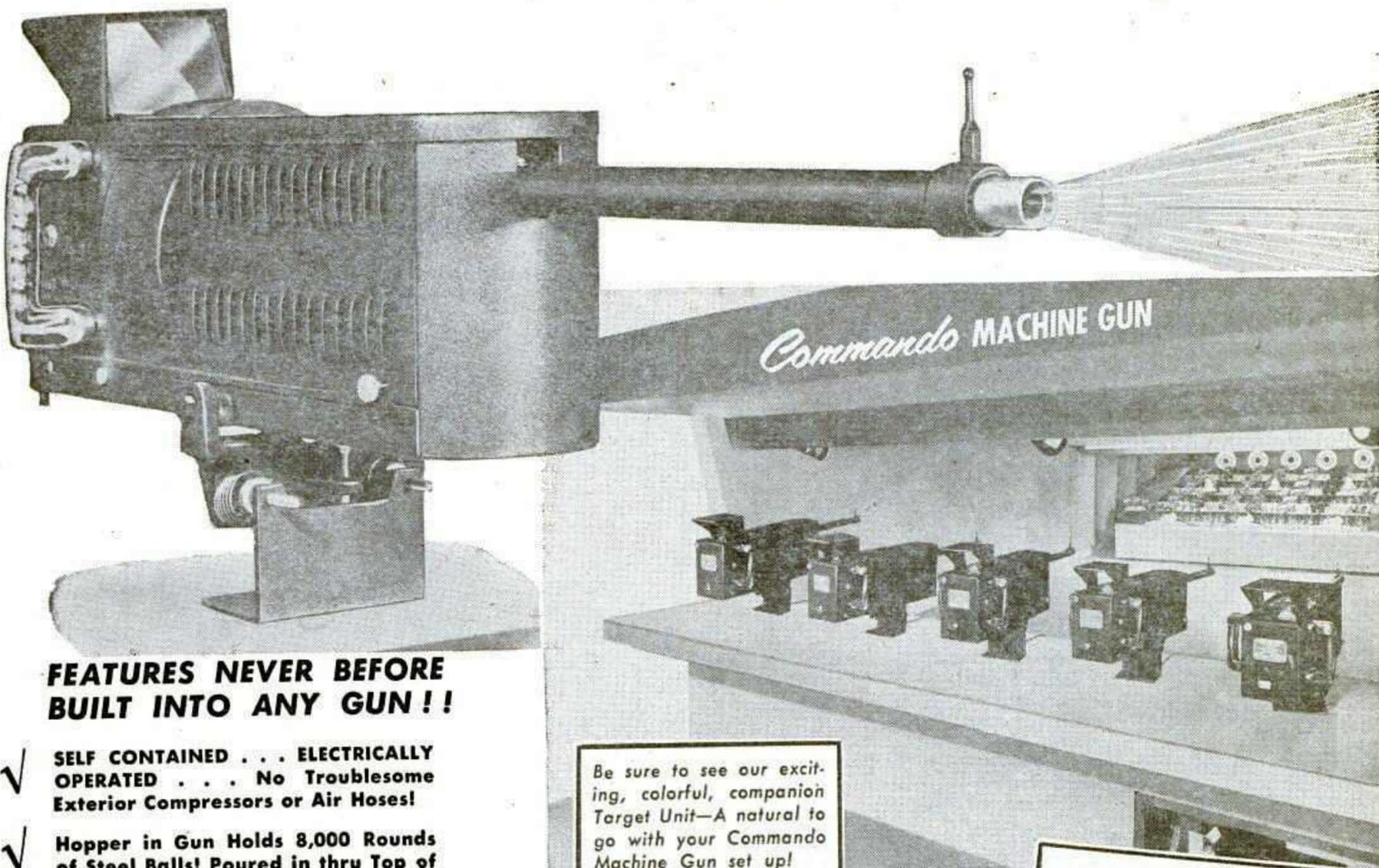
Who passed away Dec. 4, 1950
Jack Ruback

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MRS. ROSE RUBACK
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NAAPPB SPONSORS EUROPEAN JUNKET

Plan 1958 Post-Season Trip to See Brussels, Munich, Blackpool Events

CHICAGO — A tour of Europe and its amusement parks is being promoted by the National Association of Amusement Parks, Pools and Beaches at the current convention in Chicago.

Plan calls for a group of NAAPPB members to visit key amusement centers in Europe during the fall of 1958.

Among the attractions will be the World's Fair at Brussels, the Oktoberfest at Munich and the big British funspot at Blackpool.

The tour also will include London, Paris, Rome and other points.

Conventioning NAAPPB members in Chicago are getting details of the plans at the NAAPPB trade show, where one of the booths is operated by the tour plan.

Working in conjunction with the NAAPPB office is Trans-World Airlines.

Earl J. Redden, manager of Playland at South Bend, Ind., and a travel agent who, among other things, handles all tour plans for Notre Dame University groups, is acting as travel agent for the park tour and arrangements are being made thru him.

The junket is seen as a season's end get-together by NAAPPB members and as an ideal opportunity to see Europe's major amusement events.

Wilkes-Barre Park Starting 5-Year Plan

WILKES-BARRE, Pa. — San Souci Park's modernization program officially opened recently with press and TV coverage as Edward J. Lee, president, drove the first spike for the one-and-a-half-mile miniature railroad.

Lee then went to Chicago to attend the NAAPPB convention, where the new 24-inch gauge National Century Limited seven-car train is being displayed.

Attending the convention with Lee are James Lenahan Brown, the park's secretary-treasurer and general counsel, who recently was appointed a State deputy attorney general, and Sheldon C. Wintermute, Wilkes-Barre (Pa.) Independent city editor, who heads the park's press-radio-TV staff.

The five-year modernization program at Sans Souci will be climaxed in 1962, when the park marks its 60th consecutive year of operation.

More Rides Due

In addition to the new miniature railroad ride, which will replace a smaller 30-year-old train, Lee said two other new rides will be added, with the selection depending on what's new at the convention.

The same policy of adding new rides will continue during the five-year program, which has been approved by officers and directors of the parent Hanover Amusement Company.

Other park improvements will be additional all-weather shelters and a new paved parking area to increase free parking facilities to 6,450 vehicles.

The anthracite-filtered park pool will be renovated and the 3,500-capacity midway ballroom will be rewired for a new sound system.

The park this year opened April 21 and closed Labor Day, for 135 days of operation with only 10 washouts. A new attendance record of 551,000 was set.

Park Status Urged for Dinosaur Site

WASHINGTON—The nation is in critical need of more national parks to serve the growing demands of the public, according to the advisory board on national parks, historic sites, buildings and monuments.

The board, which serves as advisor to the Interior Secretary on National Park Service matters, is urging the Interior Department to report favorably on pending legislation to create national park status for Dinosaur National Monument, an area of more than 200,000 acres in Colorado and Utah.

AREA to Hear Floyd Gooding

CHICAGO — Floyd Gooding, head of Gooding Amusement Co., will be the principal speaker at the annual dinner of the American Recreation Equipment Association at the Sherman Hotel, Monday (2).

He will describe the rehabilitation program he instituted for an amusement park he purchased prior to last season at Columbus.

CAMDEN, N. J. — A four-ton Coast Guard buoy clipped off a section of Steel Pier in Atlantic City during a 1953 storm, the pier owners contend in a suit for \$200,000 against the federal government here this week.

That section of the pier housed a tank used in a high-diving horse act. The tank never was recovered, the pier owners told U. S. District Court Judge Thomas Madden.

Shore Spots In Operation Behind Glass

NEW YORK — Installation of metal and glass partition fronts to the stores of Simon and Nat Faber adds to the units which are doing business in heated enclosures this winter. There are six of these locations on Beach 98th Street, one side of which is occupied by Rockaways' Playland.

The heated stores are the Arcade, the Fabers' Skee Ball, Pokerino Shuffle alleys and Bingo-O-Reno; Altman's Skee Ball and Bingo-O-Reno; Martin's restaurant corner, and Nat Faber's Pokerino, Skee Ball and Bing-O-Reno.

Major Expansion Under Way At Wildwood, N. J., Fun Zone

WILDWOOD - BY - THE - SEA, N. J.—A multi-million-dollar facelift will greet spring motorists to this resort. Many big surprises are in store along the Boardwalk amusement zones, with a major new pier and an extension of other recently constructed piers.

Joe Barnes, of Philadelphia's Willow Grove Park, has acquired a long-term lease on the Wildwood Convention Hall pier. As a result, an entirely new pier leading to the Convention Hall Auditorium is under construction. The block of Boardwalk shops and convention hall Arcade are being demolished.

The new project will add about 20 new rides to this Boardwalk fun zone as well as another miniature golf course. The rides will extend all the way to the area under the Wildwood Convention Hall balcony. A new side entrance and runway will be added to handle

traffic to the 5,000-seat auditorium which has housed wrestling shows for 27 seasons.

Hunts Enterprises have also added a large new section to the new Hunts Ocean Pier which opened last spring. There will be room for more rides as well as spectacular electric advertising signs on the new section.

The Ramagosa interests, owners of Casino Arcade Park and the new Sportland pier, also plan to add new rides featuring a number of foreign imports. Extensive alterations are also planned at Casino Arcade Park, center city amusement center at Oak Avenue.

Increased emphasis on conventions and outings will also be stressed brought about by local business pressure. The first convention signed under the expanded program is the VFW conclave set for June.

George Carter, executive secretary of the Cape May County Chamber of Commerce, has urged the use of the Diamond Beach Lodge Club, world's largest theater-cafe for conventions before and after the July-August night club operation period. The cafe, seating 3,100 persons, features top names from July until Labor Day, but possibly be available for conventions during May, June and September.

In addition, the Cape May County Chamber of Commerce plans an advertising budget for TV and other purposes of \$45,000.

Lakewood Profits On Improvements

ATLANTA—A sizable number of improvements helped Lakewood Park along to a season's revenue estimated as high as 40 per cent better than 1956. More projects are contemplated for 1958 to further enhance the spot, according to E. Lee Carteron, secretary and general manager of the Southeastern Fair Association, on whose grounds the park is situated.

Projected for next year are a 70-foot widening of the midway approaches and relocating the modern arc lighting to the center of the streets. Thought is also being given to razing the old concession buildings and erection of a modern building at a cost of some \$5,000.

Prior to the opening of the past season the midway was widened by 15 feet, and rides were rearranged and moved back to permit the work. A new Dodgem building was put up and the rebuilt Sky Rocket Roller Coaster made its first park season run after several years of idleness.

New Rides Added

In addition to the Coaster's return to action there were several new units in operation. These included a park ride and Peppermint Land, Kiddieland which contained a train ride, Thunderbird, Hot Rods, Hand Cars and Glass Boat Ride.

Benches were placed around in plentiful numbers for patron relaxation and a new walkway was opened for convenient passage from the picnic area to the fun zone. The park contains one of the South's leading one-mile dirt tracks and the oval was used for eight race programs during the season. Other features are the year-around Figure 8 Ice Rink owned and operated by William H. Barg and Mary Bohland, and the Club Casino Roller Rink operated by Needham Nolan.

Two of the better promotions were Lockheed Aircraft's Family Day, sponsored by the Georgia Lockheed Employees' Recreation Club, which opened the 1957 season, and the WEAS Radio Station Day, which brought out thousands of rural patrons who were given reduced prices on rides.

A co-operative promotion plan worked up among concessionaires and the park management resulted in a satisfactory program during the year. Concession people nominated Carl J. Queen, operator of the Roller Coaster, to co-ordinate the program. Other concessionaires included Ralph Blackwell, who owns the Moon Rocket; Mr. and Mrs. Arnold Feldman and Mrs. Morris Hankin, Merry-Go-Round and Kiddieland; W. R. Millican, Chairplane; Carl Mills, Old Mill, Octopus, Roll-O-Plane and Red Barn; Helen and Oscar Mills, Ferris Wheel and games; Bill and Jack Stephens, Whip; L. F. Still, pony ride, and various other games and concessions.

Contracts for next year have not been awarded, altho the Sky Rocket Coaster has until 1962 to run its agreement. Discussions are underway to continue the co-operative advertising fund. Tentative opening in the first Saturday in May.

Elfred S. Papy is fair association president and other officers are Claude Grizzard Jr., vice-president; J. W. Seay, treasurer, and Edward S. White, counsel. Maurice C. Coleman aids Carteron as public relations director.

Contract Not Given Circus At Palisades

NEW YORK—It was erroneously indicated in The Billboard of November 25 that Palisades (N. J.) Park will open next season on April 4 with Hunt Bros.' Circus and Wild West Show as the attraction.

All that has been decided is the earlier opening date, operator Irving Rosenthal reports. Negotiations are underway for the feature attraction which will definitely be a circus-type show, he said. No contract has been awarded.

ROLLER RUMBLINGS

Joan Zazula Awarded Nat. Skate Queen Title

By BILL LOVE

NEW YORK — Joan Dorothy Zazula, Miss New Jersey in a field of 31 rink pretties, has had a hustling week since being crowned National Roller Skate Queen Saturday (23) at poolside of Patti Page's Hotel President Madison in Miami Beach. The first annual country-wide queen quest was conducted by the Roller Skating Foundation of America in conjunction with Pepsi-Cola and the Chicago Roller Skate Company.

After reigning at Saturday night's victory ball where the entire University of Miami football squad served as escorts for contestants, Miss Zazula was flown home to Rahway, N. J.

A Monday morning guest spot on Dave Garroway's TV show, followed by appearances on "Tinker Tom" and "Sports Page of the Air," started her Cinderella whirl. Thursday the queen graced her own specially designed float, surrounded

by 18 precision skaters from the Boulevard, Levittown and Hackensack Arenas, in the Macy Thanksgiving Day Parade. The event, with a two-and-a-half-minute shot of the roller exhibit, was televised locally on Channel 4 and was seen by millions nationally on 67 stations.

In between, she was interviewed by Joe Pincus and Jack Saunders of 20th Century-Fox and was snapped for several newspaper mag sections.

Pre-contest and after-contest newspaper breaks were undoubtedly the greatest ever received by non-professional skaters. Both stories and pix were featured in every section of the country, cracking even the hard-to-break New York press with pictures on a single day in the New York Journal-American, Daily News and Mirror. Publicity was masterminded by the RSFA's Irwin N. Rosee, assisted

(Continued on page 67)

Park Trade Show Opens Run At Chicago; Biggest Ever

CHICAGO—NAAPPB's biggest trade show got under way here Sunday (1) for its four-day run that will attract most of the important buyers of outdoor show equipment.

The record-sized exhibition at the Hotel Sherman, convention headquarters, was featuring new types and models of amusement

rides, the latest in concession supplies and equipment, plus a wide range of additional displays.

The latter cover promotional campaign aids and materials, ticket equipment, other printing food specialties and soft drinks.

Paul H. Huedepohl, executive secretary of NAAPPB, is director of the show.

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Capital desired on estab. permanent resort park attraction. Security. 1st mtge. plus 50% stock int. 10 M-B. offered. New 1957. Exc. potential. Saratoga Springs-Lake George, N. Y., area.

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Scoter — Tilt-A-Whirl—Ferris Wheel—Merry-Go-Round—Sky Fighter—Midge-O-Racers—Whirl-O-Boat Ride.

All in good condition.

BOX D-27
c/o The Billboard Cincinnati 22, O.

Help Fight TB



Buy Christmas Seals

ROLLER RUMBLINGS

• Continued from page 66

by Walter Nixon and Adele Martin Associates of Miami Beach.

The Zazula girl, a senior at Rahway High, skates at Twin City Arena, Elizabeth, where a coronation ceremony has been planned by America on Wheels General Manager Bill Schmitz. She's five feet five inches tall, weighs 125 pounds, has blond hair, brown eyes and measures 36-24-36.

Her prizes included a Ford Thundrebird sports car, donated by Pepsi-Cola; the Pepsi gold cup, and a 20th Century-Fox screen test tentatively set for January. Runner-up Salasta Yvonne Pemberton, Miss Fort Worth, received a trophy and a Havana holiday, the latter courtesy of Lefty Clark's Tropicana night club and the National Hotel of Cuba. Third-place Sara Ann Cooper, Miss Kansas City, took home a cup.

A special friendship award for the girl voted most popular by the field of contestants went to Gretchen Burbey, Miss Wisconsin.

Among other prizes were a day-to-evening wardrobe from Sandra Post of Miami Beach, Fla., for the Queen—and for all the girls: bathing suits, beach bags, suntan lotion, jewelry holders, etc.

Judging at poolside of the President Madison was by Jim McHugh, editor of Funspot; Charles Baker, vice-president of Pepsi-Cola; English Channel swimmer Florence Chadwick; Kenneth Oka, Mayor of Miami Beach; war and news photographer Sammy Schulman, and Harry Rosen, vice-president of the New York Post. Celebrities at poolside were Frank Torre, first baseman of the Milwaukee Braves; Joe Shevelson, vice-president of Chicago Skates; Vi Koch, publisher of the Skating Reporter; Al Kaye, national concession manager for Pepsi, and M-G-M starlet Myrna

Hanson, Miss USA in the Miss Universe contest.

Mrs. Koch served as house mother and chaperone thruout the three days at Miami Beach. Shevelson emceed the victory banquet.

After checking into the President Madison Thursday (21), there wasn't an idle moment for contestants. Thursday night activities included a welcoming dinner and skating at a local rink. Friday morning a motorcade of 10 convertibles carried the girls, clad in skating outfits, the length and breadth of Miami Beach to City Hall, where Mayor Oka presented keys to the city. In the evening, contestants along with rink ops and contest officials, were guests of Pepsi at the firm's dinner to the Theater Operators of America at the swank Hotel Fontainebleau. Judging on Saturday started at 2:30 p.m., followed by the victory banquet at 7 o'clock.

Gift fishing rods from the Park Falls (Wis.), Chamber of Commerce were presented by Gretchen (Miss Wisconsin) Burbey to Mayor Oka and to the writer, who emceed the contests.

Average age of the entrants was 18 years, with most signing in as high school seniors.

Citation to Sefferino

At Miami Queen Contest . . .
MIAMI BEACH, Fla. — The first citation ever presented by the roller Skating Foundation of America was accepted by Mrs. Clifford W. Sefferino for husband Cap at Saturday's (23) National Roller Skate Queen Victory Banquet at the Hotel President Madison here. The award was made to Cap for first suggesting that an event, patterned after the New York Journal-American Skate Queen contest, be run on a national basis at a place

equivalent to Atlantic City, traditional site of the Miss America competition. Lou Meyer, Cap's associate at Cincinnati's Price Hill Roller Rink, was present and acclaimed for having suggested Miami Beach.

According to the RSFA's Irwin N. Rosee, bids for the 1958 National Roller Skate Queen Contest have been received from Fort Worth, Palm Springs, Calif.; Las Vegas, Nev.; St. Petersburg, Fla., and from Mayor Kenneth Oka for a return to Miami Beach, Fla.

C. M. Lowe, Birmingham Operator, Dies at 81 . . .

BIRMINGHAM—C. M. Lowe, 81, owner-operator of Lowe's Roller Rink here for more than 43 years, died November 26, it was reported by Cecil W. Lowe. He was a veteran member of the Roller Skating Rink Operators' Association of America. Services were held November 28 at Rideout's Funeral Parlor here.

Amarillo's Eastway Offers Spced Program . . .

AMARILLO, Tex.—In a speed skating program offered at Eastway Roller Rink here November 10, Eastway skaters took four of six events, including a five-inch men's contest for which an 18-inch

(Continued on page 76)

SKATING RINK TENTS
42 x 102 IN STOCK
53 x 122 AT ALL TIMES

NEW SHOW TENTS MADE TO ORDER

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10x15 Ft.	40x 90 Ft.
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20x30 Ft.	60x 60 Ft.
20x40 Ft.	60x 90 Ft.
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GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOWMANSHIP. LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SKATING RINKS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

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Beatty Circus Sending Unit to Puerto Rico

DE LAND, Fla.—A winter unit of the Clyde Beatty Circus will go to San Juan, Puerto Rico, opening December 11. The engagement has been set by Walter Kernan, assistant manager, who was in Puerto Rico recently and in the past has had business operations in other Spanish-language locations. The circus will feature Clyde Beatty and wild animal act. It will use a two-pole, one-ring big top. Later, the Beatty act and other animals will play the Detroit

Shrine Circus, an Orrin Davenport production. Clyde Beatty will be with the circus carrying his name again in 1958.

First 4 Shows At Fort Worth Pull Capacity

FORT WORTH — First four performances of the Shrine Circus at Will Rogers Memorial Coliseum here drew full houses despite snow and sleet that had forced cancellation of the show's proposed street parade.

Chairman Sproesser Wynn, Shrine Circus chairman, said this, together with the advance sale for the remaining performances, gave the show assurance of its best attendance in 15 years.

The show opened Friday (23) and continues thru Sunday (1).

The performance is produced by the Shrine's own committee and is directed by Bob Atterbury, with Hal Sands handling the production numbers. Izzy Cervone has the band. There are four production numbers and a 15-minute intermission in the two-and-a-half-hour show.

Kelly-Miller Awaits Cargo Of Elephants, Rhino, Tapir

HUGO, Okla.—A major shipment of animals for the Al G. Kelly & Miller Bros. Circus is scheduled to arrive at Galveston, Tex., about January 13.

Included will be five infant Indian elephants, an Indian rhinoceros, a tapir, a wart hog and two leopards.

Several executives of the Kelly-Miller show, as well as of the Famous Cole and Carson-Barnes circuses, are in Chicago this week for the annual outdoor conventions. They are Mr. and Mrs. D. R. Miller, Mr. and Mrs. Art Miller, Richard O. Scatterday, all of Kelly-Miller; Floyd Hill, agent for Famous Cole, and Mr. and Mrs. Jack Moore, of the Carson-Barnes show.

TV Name Clicks At Evansville; Business Up

EVANSVILLE, Ind. — Evansville Shrine Circus opened Thursday (28) with about 9,000 people in the new Municipal Auditorium, and an advance sale that was increasing from three to five times the 1956 level.

Featured in the show is Matt Dillon, TV Western personality, who was met at the airport by 3,000 people despite rain. Show is produced by Al Dobritch, who announced he has definite plans now for featuring Dillon at the St. Louis Police Circus, for which he holds the contract.

On the bill are Wazzans, Woodcock Elephants, Baudy's Leopards, Baudy's Greyhounds, Great Wallendas, Zoppe - Zavatta Family, Bruno high act, Takio Usui, Jinx the Chimp, Flying Deislars, Joanne Day, Honeymooners Comedy Car, and Clowns Dick Lewis, Sherman Brothers, Frank Saluto, Jimmy Armstrong, Jimmy Davison, and others.

Dobritch said he would leave prior to the closing of the run on Sunday (1) to make the Chicago fair meetings starting Sunday.

North Returning On December 2

NEW YORK — John Ringling North will return from Europe December 21, aboard the liner United States, it is reported, and will set to making assignments for staging the 1958 edition of the Ringling Bros. and Barnum and Bailey Circus.

Among decisions to be made are a clarification of the duties of lyricist Tony Velona, who has been engaged, and the choreography and costuming assignments. Richard and Edith Barstow, who had done staging and choreography for several years, will not be associated with the 1958 edition, it was reported here.

Beatty Daughter To Coast TV Show

HOLLYWOOD—Lorraine Beatty, daughter of Clyde Beatty, will act as hostess-narrator when "Jungle" returns to television KCOP here Tuesday (3). Each week she will bring animals on the show and discuss animal life. The first night's showing will feature "Big Cats" and "Rattler-Roadrunner," on film. Miss Beatty will also bring an elephant on stage.

All-American Doing Well

WEST POINT, Ga. — Byron Gosh's All-American Circus has been doing well in Georgia. It will lay off for the holidays and then pick up a route of 16 weeks in the South.

Show has been making some flat-sale dates and in other spots is using sponsors. Parades with school bands are being used. At one spot a tornado struck nearby, but the show was not hit. In other areas, flu and rains have troubled the circus, but business has held up okay.

UNDER THE MARQUEE

Doc Stoddard, an old time circus clown, is ill and needs mail writes C. E. Strook, of the Pioneer Hotel, Chicago, where Stoddard is confined.

Paul H. Bowers, CFA, caught the Polack show at Charleston, W. Va., where he also visited with circus bandmaster Joe Rossi, who resides there.

Bill and Babe Woodcock, with their three elephants, played the Jacksonville, Fla., fair. On the way, they stopped in Bay St. Louis, Miss., to see the Will H. Hill

establishment. In Mobile they spotted the R. A. Miller operation at a big used car lot. They stopped overnight at the Ring Bros. quarters at Pensacola, visiting with Franco Richards.

The Lakeland, Fla., newspaper carried a page - one feature and photo about Walter D. Nealand's years as circus press agent. He was ahead of the Beatty show.

Henry Kyes caught some shows in New York. He's with the Polack Eastern show until it closes at the end of the month, when he'll go to his Sarasota home for the winter.

Todd Henry left Gainesville, Tex., for his Phoenix quarters.

Dr. Morton Green, hypnotist, closes a Middle Western tour on December 16 and resumes work January 6 at Pasadena, Tex.

Macon Annual Starts Strong

MACON, Ga.—The expanded Macon Shrine Circus drew the largest business in history for the first two nights of the six-day run.

Business for the opening night Monday (25) was about 25 per cent ahead of last year's opening, Chairman W. J. Bailey announced. The gross for Tuesday was about 20 per cent ahead. The total advance sale of tickets was given as \$10,000, which was about \$2,000 more than the advance sale in 1956.

Biggest source of income for the Macon show is the concession operations, which were boosted by a new policy of presenting the circus acts in four sections, with three intermissions, instead of the former policy of three sections with two breaks for concession play, circus officials said.

Wilson Storey, of the Storey Entertainment Enterprises, came to Macon to stage the performance. Storey, a wild animal trainer who came to this country from his native France 17 years ago with Alfred Court, is entering the indoor circus production field in connection with his booking office.

The show gained front page publicity Sunday night and Monday morning when a large chimpanzee in Oscar Konyot's act escaped. The chimp made a run to New Street and then through a thickly populated residential section to Poplar Street, while startled residents telephoned police. While means of capturing the chimp were being discussed, Mrs. Konyot solved the problem by calling the chimp to her evening meal. The chimp swung down from the tree limbs into her arms.

The Shrine Temple's 52-piece band plays concerts in front of the auditorium and inside the building between 6:30 p.m. and 8 p.m. but music for the performance is played by Phil Doto, trumpet; Happy Belisle, drums, and Ernie Daulton, at the electric organ.

The Theron bicycle act, featuring Guy Theron and his daughters, scored at luncheon club engagements, as did Dee Dee Dawn, contortionist and Jimmy O'Neil, barrel jumper. Liza DeRizkie (Mrs. Franco Richards) was featured in a television interview.

Oklahoma City Polack Crowds Set New High

OKLAHOMA CITY—The Polack Western show's stand here brought an attendance of 44,088 in eight performances, with local sources calling it a new record.

The Shrine-sponsored show played Municipal Auditorium, which seats 6,500 for a circus. First day had crowd of 5,000 and 4,875. Second day had 4,800 and 5,914. The third day drew 5,200 and 6,500, while the final day had 5,300 and 6,500 people.

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FAIRS-EXPOSITIONS

DECEMBER 2, 1957

Communications to 188 W. Randolph St., Chicago 1, Ill.

THE BILLBOARD

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FAIR MEETINGS

International Association of Fairs & Expositions, Hotel Sherman, Chicago, December 2-4. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 9-11. C. S. Miller, Tipton, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 3-4. Mabel C. Hetzer, 307 First National Bank Building, Huntington, secretary.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 4. Robert S. Turner, Horseheads, N. Y., secretary.

Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 5-7. Robert L. Barnett, Muncie Star, Muncie, secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 6-8. Hubert Ransom, St. James, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 7-8. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 9-10. Bollo E. Singleton, 108 Parkhill, Columbia, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 13. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Wisconsin Association of Fairs, Schroder Hotel, Milwaukee, January 14-16. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 14-16. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 15. Thomas M. Craig, Spartanburg, S. C., secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 16-17. Jack Vinson, Tennessee-Carolina Fair, Newport, secretary.

North Carolina Association of Agricultural Fairs, Hotel Sir Walter Raleigh, January 16-17. J. Sib Dorton Jr., Route 10, Charlotte 6, secretary.

Western Canada Association of Exhibitions, Palliser Hotel, Cal-

gary, Alta., January 17-19. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 18-20. William E. Finch, Fairgrounds, Danville, secretary.

The Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, January 19-21. Harry B. Kelley, Hillsdale, secretary.

Massachusetts Agricultural Fairs Association, Hotel Bradford, Boston, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

North Dakota Association of Fairs, Graver Hotel, Fargo, January 23-25. A. D. Scott, Fargo, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 27-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Americus Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, president.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 6-8. Bob Murdoch, 102 East Locust Street, Tyler, secretary.

WFA Selects Los Angeles For '58 Meet

FRESNO, Calif.—Los Angeles was selected as the site of the 1958 annual meeting of the Western Fairs' Association with the conclave skedded to open December 2 in the Biltmore Hotel.

The selection of Los Angeles was made by WFA members Saturday (23) as the group ended its 35th annual convention here in the Hacienda.

Several Los Angeles groups had been working to obtain the convention for that city. Among the groups were the Pacific Coast Showmen's Association, the convention bureau of the Biltmore and the Chamber of Commerce. Last time the association met there was in 1941.

The PCSA, represented here by its president, Bob Downie, will hold its annual banquet during the WFA meeting next year.

Committees For Raleigh Meeting Set

RALEIGH, N. C.—Committee appointments for the annual convention and banquet of the North Carolina Association of Agricultural Fairs were made at a recent meeting of officers and directors at the King Cotton Hotel, Greensboro. The affair will run January 16 and 17 at the Sir Walter Raleigh Hotel here.

Corbin Green of the Catawba Fair, president, reminds the NCAAF's 51 paid-up members that this will be the 25th get-together and invites suggestions that will improve the program. Among the subjects considered for discussion are public relations, advertising, passes, giveaways, advance sale tickets, youth at the fair, today's exhibits—are they educational?—local talent, and free grandstands.

Committee appointments are as follows, with chairmen mentioned first: Program, R. W. Shoffnew, Raleigh; Norman Y. Chambliss, Rocky Mount; Neil Bolton, Winston-Salem, and W. K. Lanier, Warrenton. Banquet, Curtis A. Leonard, Lexington; J. Sib Dorton Jr., Charlotte; Clyde Smyre, Statesville; Joe McKennon, Fletcher; C. W. Roberts, Leaksville, and Norman Y. Chambliss, Rocky Mount.

Auditing, Ernest P. Batton, Wilson; David S. Clay, Salisbury, and C. M. Hight, Henderson. Resolutions, M. W. Williams, Monroe; Thomas A. Bowles, Roxboro, and Alex G. McBryde, Fayetteville. Nominating, W. M. Oliver, Reidsville; Clyde Propst Jr., Concord and Joe Coble, Burlington.

At the Greensboro meeting, J. Sib Dorton Jr., secretary-treasurer, reported favorably on the association's membership and finances.

Marshall, Tex., Nets \$8,538 in '57

MARSHALL, Tex.—The 1957 Central East Texas Fair and Livestock Exposition produced a net profit of \$8,538.71, Paul W. Wood, president, said in a report of the board of directors.

At the meeting, September 1-6, 1958, was set as the tentative date of the 32d annual show.

Sioux Falls, S. D., To Build New Stand

SIoux FALLS, S. D.—Sioux Empire Fair, which canceled its 1957 run after losing its grandstand in a fire, will build a new one in time for next year's run, Jess Taylor, retiring president, announced at the fair's regular meeting.

The county has budgeted \$110,000 for construction of a 5,000-capacity grandstand and an additional \$40,000, received from insurance on the destroyed stand, will be added to this sum.

Talk of relocating the fairgrounds would not be practical, Taylor said, pointing out that a half million dollars has been expended at the present site which would be lost thru relocation. In addition to the 5,000 seats in the new stand, a total of 20,000 square feet of exhibit space will be provided under the seats. This compares with 12,000 square feet under the old stand.

Altho no entertainment plans have been discussed, bylaws were amended to authorize the fair association to stage a rodeo. The change was necessary under the exemption to federal amusement taxes.

A fiscal report for the year ending October 31, indicates that the fair realized a net income of \$8,494.80. This was based on \$3,494.80 income from operations

and \$5,000 for special assessment on Minnehaha County for fair operating expenses.

Taylor, president during 1957, was named chairman of the board. Don C. Cook was elected president; Bill Graham, vice-president; Gordon O'Donnel, treasurer, and Myles Johnson, secretary and manager.

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Orange Show Sets Staff

SAN BERNARDINO, Calif. — Several personnel changes at the National Orange Show were announced by William M. Wilson Jr., president of the board of directors, and G. Walter Glass, the show's manager.

Announcement was also made that Nell Gootee, who has been serving as secretary to the manager for the past three seasons, had been appointed to the position of administrative assistant to the manager.

The additions to the staff include Howard Bailey, who was named commercial sales manager; Theo. E. Armstrong, office manager, and Bob Maxwell, publicity and advertising manager.

LAURENS, S. C. — Robert L. Jones is the new president of the Laurens County Fair, succeeding George A. Roper. Other new officers are Tommy Pigg Jr., vice-president; Cary P. Moore, treasurer, and Jerry Stoddard, assistant treasurer.

AL KUNZ BUYS OUT HETH SHOWS

Veteran Executive Takes Control; Floyd Heth Retains Scrambler

BIRMINGHAM, Ala. — Al Kunz, general manager of the Heth Shows, purchased that organization with the exception of one ride from Floyd Heth here Tuesday (26).

Heth, who termed ill health as the reason for selling out, will retain the show's Scrambler, but Kunz will take over all other rides as well as the shows, trucks, light towers and other equipment.

Kunz has been with the Heth Shows for the past two years

after a longtime career in outdoor show business during which he was with the old L. J. Heth Shows for 10 years and prior to that was with the Hennies Shows.

Fairs already signed by the show for next year include the Ozark Empire Fair, Springfield, Mo., and the South Mississippi Fair at Laurel.

COX FLASHES WFA CONCLAVE

FRESNO, Calif. — Great Western Shows, headed by Ray Cox, gave a carnival flavor to the 35th annual Western Fairs' Association convention, which ended its four-day sessions here Saturday (23).

Cox brought in an 800,000-candlepower searchlight and installed his entrance arch over the driveway to the Hacienda's parking area.

To give more flavor, Cox held open house thruout the convention with Noradine Cox, the show's secretary, and Ewell (Slim) Harrison entertaining the guests.

Fla. Zoo Open on Strates Quarters

Railroader Replacing Wood With Metal Wagons and Bally Platforms

NEW YORK — An attractive commercial zoo is developing on the James E. Strates Shows winter quarters property here, built around menagerie animals featured on the midway during the outdoor season. One end of winter quarters is operating as a zoo already.

Some of the animals were utilized for clearing the wooded area being used for zoo compounds. A combination of bulldozer work and elephant hauling rid the area of heavy trees. Bert Pettus, circus animal handler who has been managing the menagerie, is in charge of the zoo. It is expected to build attention thru highway advertising.

The show will feature striking and stable improvements for the 1958 season, it is learned. All-steel wagons are being framed for the road, with estimates on the number due running as high as 20. Steel was acquired some time ago. Re-decking of flatcars is also under way.

Steel modernization will give the Strates show a big step forward in competition with other carnivals. The railroader's Pullman cars were sandblasted down to the metal last season and painted an attractive shade of blue. For 1958 the color scheme will likely stand. Steel is also being applied to back-end bally platforms which are being rebuilt. The wagon and bally front work is due to start after January 1.

The winter Florida tour will get under way with the fair date in Winter Haven, February 15-22. Five weeks are contracted, among them the South Florida State Fair in Homestead, February 17-24. Other fairs are Orlando, Fort Laud-

erdale and Fort Pierce. There will be a short layoff prior to the still-date season opener, toward the end of April in Washington, D.C.

Murray Heads Detroit Club Officers Slate

DETROIT—Cameron D. Murray, veteran carnival operator, was nominated for the presidency of the Michigan Showmen's Association on the regular ticket.

Others named to the slate were Calvin L. Lovejoy, first vice-president; Edor Burge, second vice-president; William Silber, third vice-president; Max Kahn, treasurer; Irving Rubin, executive secretary, and Paul Greeley, recording secretary.

Nominated for the board of directors were Sam Stone, Frank Cook, Irving Quist, Jack Segal, Rex Allen, Arthur Rosenthal, Sam Burd, Fred Silber, Marvin Keys, Sam Ginsberg, David Greenberg, Harry Peltier, Maynard Ostrow, Charles Duma and George Kane.

The building committee, under the chairmanship of Sam Stone, has negotiated for redecoration of the entire clubrooms. The annual Christmas party for children will be held December 22.

PCSA Skeds Major Winter Social Events

LOS ANGELES — Committees of the Pacific Coast Showmen's Association last week completed plans for the four biggest events of the year.

President Bob Downie said that the program will start with memorial services at 1:30 p.m. on Sunday (8). The Ladies' Auxiliary will have its annual bazaar and dinner in

(Continued on page 72)

STITES, AWARDS & FUN

Show Friends Jam New NSA Building

NEW YORK — Members and friends by the hundreds crammed into the new home of the National Showmen's Association Tuesday (26) as the club officially inaugurated its own building with a gala program consisting of memorial services, awarding of prizes and open house festivities.

The two-story building at 123 West 56th Street was occupied this fall after a long period of negotiation with the Friars Club, which built it six years ago. Despite its size and the two-story layout, the clubhouse barely accommodated the heavy throng which turned out for a combined program of solemnity and frivolity.

Eighteen prizes were awarded, for the largest amounts in years, and they went as follows: \$500 government bonds to Ben Hoff of New York and J. Beresin of Philadelphia; \$200 bonds to Tony Vitale of New Castle, Pa., and Frank Rapaport of New York; \$100 bonds to Richard Bonomo, Louis Scherer, Richard Maltby, Charles Young, Frank Feit, Harry Koretsky and John Arthur Exhibitions, all of New York, Bess Hamid and Charney's, both of Atlantic City, and A. Pons of North Bergen, N. J.; case of whisky to Bonita, of Trenton,

N. J.; gold man's watch to J. N. Zachary of West New York, N. J.; three-piece luggage set to Bill Powell the Globetrotter, and two automobile tires to Lydia Nall of Fort Pierce, Fla.

Opening part of the evening's program was the memorial services at which altar lights were lit for 12 members of the NSA and two Ladies' Auxiliary members who passed away during the past year. They are Benjamin Weil, Frank Capell, Jack Greenspoon, Frank Blatsky, Louis Kronenberg, Frank A. Meyer, David Posner, Sidney Levine, Edward P. Rahn, Al Schneider, Nelson Beardsley, Leo Eicholz, Amanda Coombs and Claire Priddy.

In addition to the candle lighting ceremony and roll call, the pro-

(Continued on page 72)

Calif. Ops Argue Concession Question

LOS ANGELES—Main topic of conversation in West Coast outdoor circles last week was the fair-concession question which was pointed up at the Fresno meeting of the Western Fairs Association and by the recent formation of the Western Concessionaires Association.

Some fair managers are considering booking concessions direct and contracting carnivals for rides only and perhaps for a limited amount of space.

Several carnival owners indicated they will not bid for fair midways that have concessions booked thru the fair office.

At least one fair manager indicated that if necessary, he will go into the ride business.

Louis Cecchini of the concessions firm of Cecchini & Levaggi, announced that his firm will retain the contracts for concession space booked thru fairs and will handle concessions at any other fairs that want their service. The firm recently signed a five-year contract with the Southern California Exposition, Del Mar, which includes the construction of 30 semi-permanent stands.

An additional 600 feet of space was allotted with preference given to those that turned in satisfactory performances in 1957. Paul T. Mannen, fair secretary-manager, reported the fair's income was boosted 90 per cent or approximately \$48,000 as a result of their

booking concessions and having Cecchini manage the line-up.

Orange Show Studies

The National Orange Show in San Bernardino is reported studying a plan similar to that used in Del Mar. The Orange County Fair in Costa Mesa has asked for bids "without concessions" from Crafts Shows, Frank W. Babcock United

(Continued on page 72)

Thomas Units Set Much of '58 Route

CHICAGO — Bernard Thomas, manager of the No. 1 unit of the Art B. Thomas Shows, arrived here Saturday (30) for the outdoor meetings with a number of contracts already inked for 1958.

Re-contracted for next year are the Colorado State Fair, Pueblo; South Dakota State Fair, Huron; Sioux Empire Fair, Sioux Falls, S. D., and the Red River Valley Fair, Fargo, N. D. Dates for the latter fair have been moved up a month and it will be held July 13-19.

Also in the fold is the Red River Valley Fair Circuit which includes Minnesota fairs at Barnesville, Fertile, Warrén, Mahnomen and Roseau. And to this he has added

other fairs in that State at Bemidji, Hibbing, Fergus Falls, Alexandria and Redwood Falls. Also on the '58 route are fairs at Waterloo, Neb., and Emmetsburg, Ia.

The season next year will be extended to include fairs in Arkansas, Louisiana and Texas, Thomas said, and plans are to play upwards of 25 fairs for the two units.

The No. 1 unit was strengthened by the addition of a new three-abreast Merry-Go-Round and another Ferris Wheel, for twin wheels. The No. 2 unit, managed by Art Thomas, will carry eight major rides, seven kid devices and eight shows.

Billy Collins Nominated by Mpls. Club

MINNEAPOLIS — William T. Collins has been nominated to succeed himself as president of the Midwest Showmen's Association. Collins is now winding up his term as first president of the club which was organized the past year.

Also on the slate are Frank R. Winkley, first vice-president; Charles Carroll, second vice-president; Bernard Thomas, third vice-president; Milan (Jake) Bozony, secretary, and Wesley Spence, trustee. Bozony is slated to succeed John Libby in the secretary spot as Libby asked to be relieved of this position due to the press of other duties. Board members nominated are the same as the current list.

Members were saddened by the death of Harry Bennett of Canby, Minn. Also by the accident to Nick Nachicas, who suffered a fractured leg when he was struck by an automobile.

As many members have already left for Chicago to attend the outdoor conventions. The next meeting here will be held December 12.

SIDELIGHTS OF BANQUET

Throat No Bar, Lou's Got It All on Paper

NEW YORK—Never one to enjoy forced silence, Lou Dufour had one of those rare occasions while sitting on the dias at the National Showmen's Association banquet. The moment the festivities began, he complained, he suffered the first attack of laryngitis in his long career. But it didn't stop him from using the printed word in lieu of speech. He circulated a clipping telling of the carnival he operated some 30 years ago. "I may be silent, but not unnoticed," he whispered to some dais members.

Rosen a Target

Harry Rosen, always a good target for a rib, came in for his share when some of the boys jokingly criticized the yearbook he produced. But Toastmaster Harry Hershfield set things right to Rosen's satisfaction by lauding the clown-decorated cover as being "real show business."

Bergen Ill, Missed

A wire from Richmond told of the operation scheduled for Friday

(29) for Past President Frank Bergen. His absence was felt by many veteran banquet-goers. Also prevented from attending were Secretary Max Tubis and wife, Jane, who wired from Hot Springs.

Women's Reception

In addition to the guest of honor cocktail party prior to the banquet, the Ladies' Auxiliary conducted its president's reception, a fixture on banquet nights. Aiding chairman Ethel Shapiro were Florence Van Raalte, Mae McKee, Catherine Anderson, and Syd Merger, who took the place of Evelyn Thaler.

Big Hat, Big Check

A satorial change was reluctantly made by E. James Strates after night-clubbing. The Eastern show owner's son and aid sadly reported that the bigger the hat, the larger the tab given to an obvious out-of-towner in Gotham. He exchanged his Western topper for something more city-like and said

(Continued on page 72)

Wade Gets 3-Year Pact at Detroit

DETROIT—For the first time on record, the Michigan State Fair has awarded a long-term contract for its midway with W. C. Wade Shows being the recipients. Donald L. Swanson, fair manager, said the pact, is for '58 and will extend thru 1960.

Terms are basically the same as in recent years being based on a

flat percentage rather than any escalator clause. The contract is not subject to renegotiation from the standpoint of monetary matters, Swanson said, altho it includes the usual protective clause for cancellation by either party for cause.

The contract provides that the show will bring in top rides including the Sky Wheels and Roller Coaster and possibly a Wild Mouse. Some improvements in the midway are planned, such as a new main sign at the north end, blacktopping and the addition of benches.

The fair itself, has received authorization to spend about \$75,000 on miscellaneous plant improvements. Included is blacktopping, painting, replacement of fencing and razing of the old racing secretary's building near the grandstand.

New regulations for concession facilities have been established under the direction of Gerard Lacey, director of space allocations. Rules will specify the type of stand that may be brought in for any purpose including the type of materials that may be used.

All stands were rated by Lacey and an assistant this past year and any concessionaire whose stand rated under 70 points will be asked to up-grade it before being given an okay to work at the '58 fair.

Midwest Club Auxiliary Plans Party

MINNEAPOLIS—The Ladies' Auxiliary of the Midwest Showmen's Association will hold its first Christmas party on December 14 in the clubrooms, Mrs. William T. (Mickey) Collins, president, announced.

Mrs. Collins opened the recent meeting assisted by Verna Winkley, first vice-president; Bete Carroll, second vice-president; Barbara Hoff, secretary, and Belle Signor, chaplain.

New members include Penny Carr, Ruth Williams, Blanche Lemish, Marion Jones, Vera Harrison, Edna Zeinet, Blanche Moore, Erna Fredrickson, Helen E h m a n n, Gladys Erickson, Hazel Erickson, Constance Jones, Billie Owens, Hazel Maddox, Elsie Williamson, Evelyn Cain, Mary Jane Diaz, Lucille Donaffio, Henrietta Sinderson, June Reynolds, Evelyn Spence, Katherine Signor, Jean Haddad, Geneva Hazen, Elsie Blikas, Lucille Henderson, Justine Swenson, Mrs. Ralph Glick, Grace Rogers, Clara Bennett, Wendy Lindsey, Opal Gallo, Johnnie Rathcliffe, Marvis Thomas, Violet Porterfield, Minnie Yazvac, Betty Shore and Neva Lanke.

Reports were heard from Angie Conroy, chairman of ways and means, and Blake Lambert reported on entertainment. Sick list included Hazel Erickson. Barbara Hoff reported Lillian Ray and President Mickey Collins both donated \$20 to the sunshine fund. Telephone committee was named to include Mickey Collins, Blake Lambert, Blanche Moore and Gladys Erickson.

New furnishings in the clubrooms includes drapes, a three-piece sectional, four leather chairs, lamps and lamp tables and silverware. Harry Frost, concession manager of the Minnesota State Fair, donated a hi-fi set.

Next regular meeting will be December 12.

Show Folks Name Board

SAN FRANCISCO — Thirty members of the Show Folks of America have been named to serve on the board of directors, Al Rodin, nominating committee chairman, announced.

The official ticket for directors' posts includes Teddy Texiera, Charles Albright, Bobby Cohn, Harry Martin, Louis Leos, Lola Krekos, Barbara Hellwig, Hazel Christensen, Isabel Myers, John Provenzale, Joe Barell, Barney Stevens, Leona Stevens, Flossie Fitzgerald, Sam Landesman, Jimmie Lynch, James Redder, Del Emery, Joe Richards, Ray Cox, Ewell Harrison, Oscar Mattley, Bill Coles, Al Rodin, Harry Baker, Ernest Santanni, Ruth Davis, Arthur Unger, Dave Cavagnaro and Mary Texiera.

Motor State Preps for '58

DETROIT—After a late Southern tour that did not come up to expectations, Motor State Shows pulled back into quarters here and is mapping plans for 1958, J. J. Frederick, owner - manager announced.

Since arriving here the show has added a new Scrambler, another new Tilt-a-Whirl, a Merry-Go-Round and four new semi-trailers. A new Funhouse is being built and all rides will be repainted. Plans for next year include a Penny Arcade and a Side Show, Frederick said.

Booking for next year is almost completed, he said Show will again play Michigan, Ohio, Indiana, Mississippi, Alabama and Louisiana. Some new dates have been added for the No. 1 and 2 units, with the third unit to again play small dates.

Visitors here included Pat Bright and H. E. Lowe.

San Francisco Club Reskeds January Social Events

SAN FRANCISCO — Show Folks of America is shifting its January schedule to allow out-of-townners to attend four events in three days.

Al Rodin, chairman of the Past Presidents' Night, announced that the date for the event has been changed to January 11 from January 6. With the memorial services to be held on Sunday (12) followed by the annual banquet and ball at the Sheraton Palace that night and the installation of new officers on Monday night (13), visitors will be able to attend all of the events in three days.

Mike Krekos, chairman of the banquet and ball, said that tickets for the event are now on sale. He urged that those planning to attend make early reservations as the capacity of the room is limited.

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FOR SALE
Girl Show, front and stage built on 24-foot semi and including 1953 Chevrolet Tractor. All in excellent running condition. Brakes and tires perfect. Has 12-foot revolving stage for posing plus extension stage for dancing.
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for information leading to the arrest and conviction of party or parties concerned with the theft of a FERRIS WHEEL, CHEV. TRACTOR and FRUEHAUF TRAILER taken at Cherokee, N. C., supposedly headed for Sandersville, Ga. Any information will be held in strictest confidence. Notify
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- 1 Silo Drome, complete new walls, floor and starting track, used one season, good canvas with 11 motorcycles, 1951 32-ft. Nabors trailer with Chev. tractor to haul same 2,000.00
- 1 Smith & Smith Kiddie Airplane Ride, capacity 20 children, fluorescent lights, in good shape 1,000.00
- 1 G.E. Searchlight mounted on 1952 Ford truck 1,000.00
- Wire, 2,300 ft. 1-0 2-Conductor Neoprene Covered Ground Cable at .50 per ft. 500 ft. 1-0 3-Conductor Neoprene Covered Ground Cable at .50 per ft. 1,000 ft. 1-0 Single Conductor Neoprene Covered Ground Cable at .50 per ft. 500 ft. No. 4 Single Conductor Neoprene Covered Ground Cable at .50 per ft. 1,700 ft. 2-0 Single Conductor Neoprene Covered Ground Cable at .50 per ft.
- 40 Junction Boxes, Each \$ 18.00
- 5 Downey Light Towers, complete with slim-line. Each 190.00
- 30 Dowis Light Towers, Each 75.00
- 1 1954 30-ft. Round-Up Ride, like new, with transportation 14,000.00
- 1 1951 Rock-O-Plane 12,500.00
- 1954 243 Chev. Tractor
- 1951 32-ft. Nabors Trailer fully equipped to haul ride 2,500.00
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CLUB ACTIVITIES

National Showmen's Association

Attending their first season's meeting on November 20 were Mrs. Sid Goodwalt, Fredi Coleman, Bea Prell, Sylvia Stern, Edna Unger, Beth Harris, Palmino Fantino, Mildred Ford, Jeanette Wright and Sid Murger. President Ann Brown presided, and Florence Van Raalte, chaplain, delivered the opening prayer.

Marion Allen is out of the hospital. On the sick list were Ann Lichter, Kitty Rausch and Flo Thompson.

Mack Kassow, husband of Bunny Kassow, has suffered a gall bladder

attack. Elinore Rinaldi's husband recently underwent surgery.

Gifts for the white table were received from Anna Nelson. A Christmas party is in the works for December 11. Meeting refreshments were provided by Eileen Weisman, Jane Tubis and Mae McKee.

Greater Tampa Showmen's Association

Ladies' Auxiliary

Pattynan Sciortino was selected to represent the club at the candle-lighting ceremonies of Caravans, Inc., in Chicago. Bertie Perrot was to represent the auxiliary at the installation dinner of the auxiliary of the Showmen's League of America.

New members are Girlie Morehouse, Virginia Chandler, Matilda Myers, Carole Miller, Frances Fitro, Jeanette Laughan, Joan Fingar, Gladys McGinnis, Frances Scott, Frances Lauther, Stephanie Earl, Mattie McMurray, Myrtle Glazer, Ruth Ann Miller, Mildred Collins, Paddie LaRue, Louise McDade, Nova Dell, Bessie Gaimpoetone, Billie Ruth Owens, Patricia Harky, Willie Price, Marguerite Milton, Bonifay Culpepper, Irene Burton, Rosaira Lamkin, Virginia Nicely, Eula Drew and Elizabeth Hatchett.

Chairman for the various booths at the bazaar were named as follows: Nora Reinhardt, Maxine Cyr, cakes; Neva Warbritton, Barbara Moody, candy; Bobbie Jean Taylor, Gussie Livingston, jewelry; Frances Piercy, Edith Sullivan, country store; Ella Stophel, Vera Cox, parcel post; Vera Harrison, Sue Walters, miscellaneous; Nancy Young, Marge Weber, handwork; Evie Belew, Clover Garden Club, and all past-presidents, Past-Presidents' booth.

Reported on the sick list were Francine Jones, Edna Adams, Par Richards and Esther Groscurth.

Arizona Showmen's Association

PHOENIX — President Harry Lucas opened the first regular meeting of the fall season.

Sick committee reported John M. Stone had left the hospital and was convalescing at his home in Mesa, Ariz. Harry Gordon in Maricopa County Hospital following a heart attack. Ralph Lovagnine also in the same hospital. June Curry was on the sick list.

Earl Salter flew to Lima, O., to visit his brothers. Louie Wald is back after a New York visit. Joe and Peggy Steinberg left for Los Angeles. Roy Hatheson visited here from Mission Beach, Calif.

Banquet and ball will be held at the Encore Club on December 16.

Lone Star Showmen's Club of Texas

DALLAS — The second meeting of the season was called to order by President Katie Little with Chaplain Jewel Connor leading the opening prayer.

Money collected on various shows was turned in by June Reynolds, North American Shows; Jack Ruback, Alamo Exposition Shows; Katie Little, Schafer's Just for Fun Shows.

Winners on the donation books were Jack and Emily Wilson, Eli-

Shows Host Fair Execs At Fresno

FRESNO, Calif. — Carnival owners and general agents were hosts to fair managers and directors each afternoon following the business meetings of the Western Fairs' Association during the four-day convention which closed here Saturday (23).

Crafts Shows was represented in a suite where refreshments were served from 2 p.m. until early morning. The show's personnel included O. N. Crafts, Eleanor Crafts, Roger Warren, Larry Ferris and Jimmy Lantz.

West Coast Shows was in another division of the same section. This show was represented by Mike Krekos, Bobby Cohn, Al Rodin, Eddie Hellwig and E. W. (George) Coe.

Fair Time Shows, Inc., also went all out to entertain. Olivia Waldron, Chet Barker and Ted LeFors were on hand to greet prospective contractors.

Foley & Burk Combined Shows was represented by E. S. Fitzgerald, general agent.

Gold Coast Shows, headed by William Meyer, was represented by Dick Scarce. Golden Gate Shows, owned by Charles Albright, had Ted Levitt contacting prospective customers.

Argue Concession Question

Continued from page 70

Shows, and Fair Time Shows, Inc. Stewart Yost, the fair's secretary-manager, said that only Fair Time Shows, thru its president, Olivia Waldron, had offered to contract.

Frank W. Babcock, owner of the show bearing his name, said that he did not bid for the Del Mar date in 1957 and would not bid this year if the same arrangement of fair-booked concessions was in operation. He added that he had also instructed his manager, F. M. (Pete) Sutton, not to book on any of Cecchini & Levaggi's concessions.

"We can't make money with just rides," Babcock explained. "As long as the concessions are separate, I see no reason for show owners to keep a concessions-manager's staff together and then move into the best spots. Without rides a fair is out of luck. We need concessions. A fair needs rides."

Cecchini said that the operation of concessions such as he has for the fair in Del Mar removes the problem of concessions, gives the show space for its regulars, and allows them a legitimate profit. As to the shows barring his operation, Cecchini declared there had been "talk of it." Mrs. Waldron of Fair

nor Price, H. P. Palmer, Jack Barnes, Margie Young, Don Pierson, Ed Fowler, Adolph L. Koss, Archie Hensley, Mrs. McFalls Sr., Joe Hall, Earl Malone, D. Wattner, Jimmie Johnson, Harry Hain, Ed Felske, Mark Moran, Lue Thomas, Emil Cagle, Clarence Salle, Mrs. Tom Morris and Charlie Elders.

Sunshine committee reported Margaret Sendall was in Baylor Hospital following injuries received in an auto collision. Herb Moore is up and around but using crutches. Charlie Ragland is in a Lufkin, Tex., hospital.

Red and Kathy Kearns have purchased a new home, as have Mr. and Mrs. W. A. Schafer. Chuck and Martha Moss were in Aransas Pass, Tex., fishing. Paul Julen bought a new 48-foot trailer and headed for Aransas Pass.

Members were saddened by the death of Rutl. Gray Young. Time Shows has indicated that she will play spots that want her and

MIDWAY CONFAB

Mrs. Louise Lankford is confined in Room 286, St. Joseph Hospital, Lexington, Ky., where she is receiving treatment for injuries suffered in a bus crash. . . . Seen in Hot Springs last week were Mr. and Mrs. Frank Miller, Ralph Lockett J. W. (Patty) Conklin, Mr. and Mrs. Max Tubis and Viola Parker. . . . Al Zellers and his son, Tom, wound up their season at Charleston, S. C., then visited friends and relatives in Florida before returning to Pittsburgh, Pa. . . . Walter Williams, ride op, is out of the hospital and reports he's headed for Saudi Arabia to work for the U. S. government.

Recent visitors with Herman (Jew) Sworty, concessionaire, in Levy Memorial Hospital, Laramie, Wyo., were Nig and Irene Williams.

Claude Harrison pens that Blackie Fairbrother, side show talker, and Buddy Lockett, girl show talker, were recent visitors to Jack Synrex's quarters in West Palm Beach, Fla., where Synrex was finishing work on a new side show to supplement his three Eastern girl shows.

Out-of-towners and friends hit New York in large numbers for the NSA festivity last week. Open house guests included Howard Parker, counsel Max Cohen, Oscar Buck, Jimmy Strates, Frank Schilizzi, Bucky Allen, Irving Merson, Harry Kaplan, William Gott-

lieb, Ben Herman and many others who had not been standbys at the new location.

Living the New York open house night was the appearance of Vince Anderson in a gleaming white Stetson hat, a la Gerald Snellens. There was no confusing the two, however, as Anderson towers over the World of Mirth representative.

Banquet Sidelights

Continued from page 70

the difference in bistro checks was surprising. The Strates party was one of the banquet's largest.

WOM Contingent Large

The World of Mirth Shows had its customary long list of banquet friends. The contingent numbered Bucky Allen, Bonnie and Gerald Snellens, Jim Bergen, Ben Tucker of Richmond; Mr. and Mrs. Hicks, Teaneck, N. J.; Mr. and Mrs. Jack Cohen, Warner Poster Company; Mr. and Mrs. Vince Williams, New Rochelle, N. Y.; Major Doyle, New Jersey State Police; Dr Lieberman and party, New Britain, Conn., and James J. Gresser, Jamaica, N. Y., assistant district attorney.

Danbury Fair Active

Popular Danbury Fair prexy John Leahy and assistant C. Irving Jarvis were among the evening's most active visitors, joining in the socializing at several entertainment suites in the Astor. Other fairmen present included Bligh Dodd, Gouverneur, N. Y.; Norman Y. Chambliss, Rocky Mount and Greenville, N. C., and Charley Bochert. Bochert recently got over hospitalization and a good number of friends extended congratulations.

We Don't Deduct

One of the amusing parts of the evening was a low exchange between Harry Hershfield and George A. Hamid that went over the loudspeakers. The toastmaster, fearing time was short, inquired whether he could "deduct some of those items, such as the charities." Hamid shot back quickly: "We don't deduct, we only add."

NSA Affair

Continued from page 70

gram included addresses by Rabbi Radin of 'arwood Hebrew Congregation and the Rev. Allen E. Claxton of Broadway Temple Methodist Church, songs by the Broadway Quartet, taps by Joe Basile's buglers, and expressions by Louis D. King and Florence Van Raalte, chaplains of the participating groups. The cemetery and memorial committee is headed by Ike Weinberg and includes Al Howard, Morris Vivona, Jack Stern and Is Trebish.

This was one of the rare occasions when the open house night, preceding the annual Thanksgiving Eve banquet, went off early and on schedule. Scheduled events ended by 11:30 and many visitors left to turn in for the following night's frolic at the Sheraton-Astor Hotel, thereby clearing the club for its nightly order of business: card playing. Credit for the prompt ending went to the Ladies' Auxiliary, which prepared all food at their homes, thereby saving precious time in the clubrooms. Liberal helpings of chicken, salami, roast beef, rolls, soft drinks, coffee and other embellishments went to all.

Harris as co-chairmen, will be held in the Gold Room of the Biltmore Hotel Tuesday night (10). A floor-show is being arranged by Joe Faber, who booked and produced the shows in the Biltmore Bowl for a number of years.

GREATLY REDUCED

Must settle Estate by January 1, 1958 Rocket Ride, 1956, use 6 months, perfect condition, \$1,000.00; Kiddie Roller Coaster, 1956, used 6 months, lighted sign and center standard, perfect condition, \$1,500.00.

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10-car Allan Herschell Kiddie Ride, excellent condition, \$1,500.00, or best offer. Must be sold.
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Want Freaks and Novelty Acts. State salary and particulars in first letter.

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Kiddie Rides and Arcade.
Allan Herschell Tank Ride and Sky-fighter with 28 ft. trailer and '49 International tractor. Complete Arcade—55 machines, 30x60 top, two 1½-ton trucks. Rides or Arcade with or without transportation. Best cash offer.
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Fleischer & Kasner Import Company, 828 North Piedras, El Paso, Tex., specialist in Mexican Imports, has among the hundreds of different items available hand-tooled purses, belts, wallets and leather novelties, straw hats, Mexican knives, onyx novelties, sarapes, carved canes and bats, wool jackets, hand-painted skirts, Mexican earrings and rings, musical instruments, women's tooled shoes and feather bird pictures. Write for a complete listing to get special prices to the trade on these items and others. Fast delivery is promised by the firm, which is making a name for itself for good service and first-class merchandise.

Established since 1918, Celtona Medicine Company, 1016 Central Avenue, Cincinnati 2, has been successfully taking care of the needs of medicine men. For repeaters at lower prices, you are invited to write for quotations on the firm's complete line of tonics, herbs, liniments, salves, corn medicines, foot creams, tooth powder and vitamins. The firm also specializes in private label and formula work. All products are fabricated by a registered manufacturing pharmacist. Products liability insurance is carried on all its own brands as well as those ordered.

A new gadget has been announced by Popeil Brothers, Inc., 14 North Sangamon Street, Chicago 7. Called the Hasty Tasty pastry cutter and juicer, this multipurpose gadget makes a spectacular demonstration with proven results. Retail price is 59 cents each, two

for \$1. A few of the things Hasty Tasty will make are doughnuts, little pies, ravioli, tarts, turnovers, cookies, biscuits, crescents, patty shells and meat rolls. These have been worked at three Midwest fairs with sales of \$400 to \$500 per day, an exceptional record for a low-priced item. The pitch is easy to learn and is ideal for female demonstrators. In addition to the above, it also may be used as a citrus juicer that demonstrates easily.

One of the latest novelties which is meeting acceptance in the field as a cleverly designed pair of autograph falsies, to be autographed and hung in car, den, bar or playroom. Attractively packaged in polyethylene for fast selling, they are offered by Souvenir Corporation of America, 400 Newbury Street, Boston 15, Mass., at \$5.40 per dozen pairs prepaid. They are packed four dozen to a carton. The firm requests you send 20 per cent with order.

Topval, Lyndhurst, N. J., is promoting its rum and brandy-flavored fruit cake in the two-pound size. These are packed in a fancy tin package and filled, it is claimed, with the finest quality fruits and nuts. A sample order is \$10.20 per case of 12 tins. The price drops to \$8.20 per dozen when a gross is ordered. Five-pound tins are also available. Write for the new catalog which also shows such items as watches, jewelry, silverware, cutlery, cookware, dinner ware and appliances.

PIPES FOR PITCHMEN

By BILL BAKER

NEWS NOTES . . . from the recent St. Louis firemen's rodeo by Jim Poole: Charles (Chuck) Fester, the Scoutmaster of the Ozarks, had the exclusive on the 50-cent programs. Also seen at the show were Joe (Jesse James) Marks, Frank Lazar and Lonzo (Mr. Heat) Shallow, who was seen having many conferences with Don Lewis, concession manager, managed to survive the wholesale exodus of the Jesse James troupe. Red McCoy, veteran novelty and confection operator, had the smoothest operation ever seen at an indoor date. His key men were Bozo (Funny Old Clown) Baugh, Elmer (King of the Bundle Men) Regan, Kansas City Mike, Al Gardner, Dick Cornell, Rudolph (Red Nose) Mazie and Ray Alred, the flower king. Joe Joblots was in charge of outside operations, with Al Kuhn selling reindeers and Annie Oakley buttons. They also played a red one at the Missouri State Teachers convention with reproduction pictures and leftover Red Lux pretzels from his Maxwell Street shop. Poole would like to read pipes from Joblots, One-Eyed Stein and H. T. Weiss.

WRITING . . . from Harrisonburg, Va., Jack (Bottles) Stover reports he is making his Christmas rounds and is finding the going a bit rough. "Sure hope Pardee, Forkner and all the other lads and lassies at the sales and markets down yonder are getting their Christmas bankrolls," he concludes.

AFTER A LONG . . . silence Ray and Madaline (Ragan) Herbers write from Hollywood, Fla., that they recently visited Palm Beach County, Florida, on a booking jaunt and while there stopped at the West Palm Beach Farmers' Market and Auction to visit with members of the fraternity

working the date. Among those on hand were Herman Highlander, working polish; Bertha Dabney, jewelry; Doc Ross, the old med showman, working a gift basket layout; Horseback Benny Meyers, with his food for thought and scientific brain wash; Jack Joyce and wife, Louise, and Doc Marvin and wife, Lillian. Doc now has a research laboratory back in the everglades. Ray and Madaline say that the market has shown tremendous growth in recent years under the management of Stanley Rothenberg. They agree with recent comment in the column by Tom Kennedy and also expressed pleasure at seeing a pipe from Red Bailey in a recent issue. Madaline's twin, Mary, is having a mobile home built to order at Little Rock after a good season in the Northwest. "We also ran into Jack Anthony recently at Vi Wander's Farmers' Market at Coulds," Ray and the better half reported. Vi is currently busy helping with the promotion of the South Florida Mardi Gras to be held at the market in January. Ray and Madaline are looking forward to the forthcoming visit to Florida by Tom Kennedy.

THE NOELLS . . . Robert and Mae, former med show folks who put in the past season on carnivals with their Noell's Ark Corilla Show, grabbed some space in The Tarpon Springs (Fla.) Leader of November 14. The big story was the arrival of Uncle Tom, a 13-pound gorilla which arrived at Tampa International Airport from the Cameroons in French West Africa. The animal is destined to be an attraction at the Noell's zoo, a mile south of Tarpon Springs on Alternate Highway 19, and in the gorilla show next season. The baby and Mrs. Noell were the subject of a two-column picture and story in the paper.

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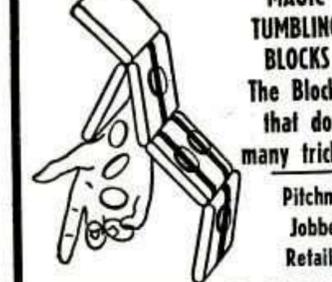
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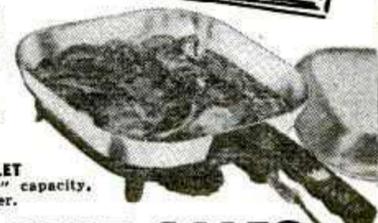
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COMING EVENTS

- Arizona**
Phoenix—Ariz. Natl. Livestock Show (Fairgrounds), Jan. 1-4.
Phoenix—Commercial Rabbit Show (Fairgrounds), Dec. 7-8. Commercial Rabbit Assn.
Phoenix—Christmas Flower Show, Dec. 7-8.
Phoenix—Parada Del Sol, Jan. 31-Feb. 2.
Scottsdale Jr. Chamber of Commerce.
Phoenix—All-Western Stampede, Feb. 8-10. Western Saddle Club.
Wickenburg—Rodeo, Nov. 28.
- California**
Los Angeles—Great Western Boat Show (Great Western Exhibit Bldg.), Jan. 10-19. H. Werner Buck.
Los Angeles—Great Western Livestock Show, Nov. 29-Dec. 4. A. M. Mathews.
San Francisco—San Francisco Auto Show (Cow Palace), Nov. 29-Dec. 8.
San Francisco—San Francisco Natl. Sports & Boat Show (Cow Palace), Feb. 28-March 8.
Turlock—Far West Turkey Show, Dec. 3-5. M. S. Johnson.
- Colorado**
Denver—Denver Automobile Show (Coliseum), Feb. 10-15.
Denver—Natl. Western Stock Show, Jan. 6-11.
- Connecticut**
Hartford—Connecticut Sportsmen & Boat Show (Armory), Jan. 18-25. R. E. Aldrich.
Hartford—8th Annual National Autorama Expo, Feb. 19-23, 1958 (Conn. State Armory). Joe Kizla.
- District of Columbia**
Washington—National Capital Area Auto Show (Natl. Guard Armory), Jan. 11-19.
- Florida**
Fort Pierce—St. Lucie Co. Home Show, Feb. 15-19. Al Stern, Pilot Club, Arcade Bldg.
Hollywood—Hollywood Home Show, Jan. 25-29. A. Stern, National Press Club, Washington 4.
Miami—International Air Show & Expo (Master Field), Jan. 22-26.
Miami—Miami Automobile Show (Dinner Key Aud.), Dec. 14-19.
Miami—South Fla. Mardi Gras & Home Show, Jan. 31-Feb. 9. Kiwanis Club.
Miami—Southern Trade Fair (Dinner Key Aud.), Jan. 5-8.
Tampa—Tampa Auto Show (Fort Hesterly Armory), Jan. 23-28.
- Georgia**
Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 28-March 17. Atlanta Marine Trades Assn.
- Illinois**
Chicago—Chicago Auto Show (Intl. Amphitheater), Jan. 4-12.
Chicago—Intl. Livestock Expo. & Horse Show (Amphitheater), Nov. 29-Dec. 7.
Chicago—Chicago National Boat Show (Intl. Amphitheater), Feb. 7-16. Guy Hughes.
Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 21-March 2. Mel R. Morrison.
- Indiana**
Fort Wayne—Fort Wayne Sports, Vacation & Boat Show (Coliseum), Jan. 23-28. E. M. Berg.
Indianapolis—Indianapolis Automobile Show (State Fairgrounds), Jan. 17-25.
- Iowa**
Des Moines—Des Moines Home & Flower Show, Feb. 22-March 2.
- Kansas**
Wichita—Kansas Sports, Boat & Travel Show (Forum), Feb. 12-16. R. G. Langenwaller.
- Kentucky**
Louisville—Louisville Automobile Show (Fairgrounds), Feb. 1-9.
- Louisiana**
Baton Rouge—E. Baton Rouge Parish Fair, Feb. 22-25. C. L. Flowers.
St. Francisville—West Feliciana Parish Fair, Feb. 23-24. W. D. Magee.
Buras—Orange Blossom Festival, Dec. 6-8. Frank Ferguson, Gen. Del., Amite.
Cameron—La. Fur & Wildlife Festival, Jan. 17-18. Mrs. Marie Vaughan.
Natchitoches—Christmas Celebration, Dec. 7.
- Massachusetts**
Boston—Boston Auto Show, Nov. 30-Dec. 8.
Boston—New England Poultry Show (Mechanics Hall), Jan. 22-25.
Boston—New England Sportsmen's & Boat Show (Mechanics Bldg.), Feb. 1-9. Albert C. Rau.
Boston—New England Home Show (Mechanics Hall), Feb. 14-19.
Boston—Eastern Dog Show (Mechanics Hall), Feb. 22-23.
- Michigan**
Detroit—Detroit Automobile Show (Artillery Armory), Jan. 18-26.
Detroit—Detroit Boat Show (Artillery Armory), Feb. 22-March 2. Frank Jenkins.

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- Miller, N. W. Miller, Paul H. Miller, Wally Moon, Rita Moore, D. W. Moran, Mr. (from London, England) Morgan, Ralph Mort, George Murphy, R. F. Myers, Paul & Mrs. Nathan, Milton Neil, Sam & Mrs. Newcomer, Lewis E. Nippon, Wm. M. Norman, Charley O'Leary, Betty O'Neill, Michael Oliver, Jack Orleck, Normau Orman, Frank Osteen, Clarence Paradis, Tony Paris, Bill Parry, Elizabeth Parsons, Palmer W. Patterson, Robert Peterson, Johann Phillips, Clyde S. & Mrs. Phillips, Mrs. Russell Phillips, G. Piercy, Howard & Mrs. Plume, Chuck Purse, A. Alice Putecki, Steamer & Dorothy Quarello, Marino J. Ralston, Vaughn G. Ramsyer, Earl Raper, William (Bill) Raymer, Ford E. Reed, J. E. Reese, Barney & Mrs. Regan, Louis George Reichert, Frank Remley, Eddie Richmond, Edward Rieder, Mickey A. Robertson, Mrs. Lucille Rogers, H. L. (Whitey) Ross, Peter Rowell, Bob Royer or Roger, Sidney J. Rucker, Mrs. Betty Russell, Mrs. Myrtle Sakobie, Mrs. May Salter, Hubert E. & Mrs. Salyina, John A. Sanders, Alfred Sargent, Edna Louise Sargent, William H. Saxe, Reggie Sayers, Jimmie Schrover, Donald Schuler, Charles (press agent) Scott, A. C. (Duke) Scott, H. L. & Mrs. Scott, Wiley B. Settle, Ethel Sharkey, Mrs. Barbara Sharp, Max Sheaks, Floyd Simpson, C. T. Smith, Mrs. Inga Smith, Edward W. Smith, William H. Snyder, Shelley Smyth, Wm. A. Southworth, William Spencer, Wm. Stanger, Mrs. Esther Stanley, Bob & Mrs. Stanley, Robert G. Star, Faith Steffen, J. E. Stephenson, Oney Jay Stevens, Elmer Stevens, Ruby Stokes, Robert Strickland, Wm A. Swank, Ruth (Ruth Vinson, Jack Syzdek, Stanley J. Tarrant, Bert Tedrow, Darwin Terry & Van Thomas, Robert L. Thompson, Henry (Hank) Tieman, Lawrence Toier, C. H. Toiley, Virgil Towner, (Towner) Tom Treadwell, James C. Trenholm, Joseph A. Turner, Clarence Tynski, Walter United States Shows VanSeln, Robert VanSeln, Roger Vance, William Vanteen (The Magician) Vaughn, Ernie Viers, Steven Le Roy Vileko, Paul Vincent, Alfred Vinson, Jack Wagner, Harry (Fire Act) Walker, Earnest Walsh, Earl Wandol, John Wantz, Gerald & Mrs. Ware, Chester B. Warfield, Frank Watkins, Clifford L. Watkins, R. A. (sm. pkg. 10¢ due) Wellner, Joseph (Bolony Joe) Wilder, Dorothy Williams, Mrs. Mark Winburn, Herb Wilson, Frank Woods, W. Louis Worley, Eugene Wright, Mrs. Jimmie Youder, Floyd & Mrs. Young, Joyce Younger, Carl Zamichowski John Zimm, George

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ROLLER RUMBLINGS

Continued from page 67

trophy was awarded the winner, an Eastway skater. There was also a five-mile women's contest. Admission was 50 cents for the 9 p.m. to 1 a.m. competitions.

Recently organized at the rink was the Eastway Skating Club. Members are currently in rehearsal for the season's first roller skating show, to be held December 18. Tickets are \$1.

Jax's Southside Reverts To Roller Operation

JACKSONVILLE, Fla. — After operating as a ballroom for several years, this city's oldest rink, the Southside, has reverted to roller skating operation. Since reopening October 7 the rink has been well received by the public, according to owner Sid Walker, a veteran rink man who spent many years on the road with portables. Boasting a fine skating surface, the rink hosted a good crowd at an October 31 Halloween party. Special decorations were used for the occasion, along with favors.

Walker, owner of Walker Amusement Enterprises, plans to use special acts at the rink during the winter season. He first operated the Southside 30 years ago. In succeeding years it operated alternately as ballroom, film studio and banquet hall.

RSROA Appoints New Committees

DETROIT — The appointment of committees to deal with various phases of rink operation and skating activities for the Roller Skating Rink Operators Association of America was announced recently by Robert D. Martin, secretary-treasurer, at national headquarters:

Advisory—Victor J. Brown, Newark, N. J., chairman; William T. Brown, Seattle, Fred A. Martin, Fort Lauderdale, Fla.; E. H. LaVenture, Fitchburg, Mass.; Fred A. Freeman, Miami Beach, Fla.; Thomas Boydston, Lincoln, Neb. Finance—Al Kish, Toledo, chairman; John S. Rando, Waltham, Mass.; Robert Bollinger, Portland, Ore.; Charles W. Young, San Pablo, Calif. Amateur and professional relations—Ralph Fox, Omaha, chairman; Mrs. Lillian Morrison, Springfield, Mo.; K. D. Strayer, Johnstown, Pa.; Ted C. Bruland, Bellingham, Wash.; David H. Bingson, San Francisco; E. E. Young Jr., Natick, R. I. Legislative—A. E. Litzenger, Philadelphia, chairman; Edward W. Stollery, San Mateo, Calif.; Andrew E. Foster, Zanesville, O. Reappointment—William T. Brown, Seattle, chairman; Mrs. Art Hages, Grand Forks, N. D.; Chester Fridinger, Reading, Pa.; J. P. Meagher, Shreveport, La.; Charles Kahn, Atlanta. Skating Queen of America—Mrs. Dorothy Lane, North Sacramento, chairman; Mrs. Francine Russell, Seattle; Charles Sanford, Fort Lauderdale, Fla.; Charles W. Young, San Pablo, Calif. Dress, conduct, ethics, standards—Mrs. Dorothy Caille, Holly Oak, Del., chairman; Roy Parker, Bradley, Ill.; Mrs. Jack Dalton and Mrs. D. Reynolds, Cleveland. Magazine and publicity—J. A. Spillman, San Antonio, chairman; Joseph J. Nazaro, Redwood City, Calif.; Victor Caille, Holly Oak, Del.; Ralph Fox, Omaha; George P. Bergin, Fort Worth. Trophy—Robert Bollinger, Portland, Ore., chairman; Fred Flesher, Gresham, Ore.; Arthur Russell, Seattle. Delegates to U. S. Chamber of Commerce—Victor Caille, Holly Oak, Del.; Arthur Litzenger, Philadelphia; Victor J. Brown, Newark, N. J.; Thomas S. Boydston, alternate, Lincoln, Neb. Delegates to World Roller Skating Congress—William T. Brown, Seattle; Victor Caille, Holly Oak, Del.; Fred A. Martin, Fort Lauderdale, Fla.; delegates for U. S. Harry G. Law, London, Ont., delegate for Canada; Frank Bartik, Elizabeth, N. J., and William Gilhart, Summit, N. J., delegates for amateurs; Richard McLaughlin, Wolcott, Ind., dean of Society of Roller Skating Teachers of America. Membership—John Sawyer, Kansas City, Mo., chairman; John Rando, Waltham, Mass.; Frank Negri, Richmond Hill, N. Y.; Chester Fridinger, Reading, Pa.; Victor Caille, Holly Oak, Del.; E. L. Hodges, Springfield, O.; O. E. Holliman, Detroit; Roy Parker, Bradley, Ill.; Wilton Tatem, Lake Charles, La.; Ralph Fox, Omaha; Carl Johnson, Denver; Joe Spillman, San Antonio; Mrs. Lillian Morrison, Springfield, Mo.; Fred Flesher, Gresham, Ore.; E. J. Erickson, Roseburg, Ore.; Red Bruland, Bellingham, Wash.; Herb Baile, North Tonawanda, N. Y.; Charles Sanford, Fort Lauderdale, Fla.; William H. Flaherty, Fullerton, Calif.; Don Bromley, Tulsa, Okla. Life membership and honors—William T. Brown, Seattle, chairman; Thomas Boydston, Lincoln, Neb.; Benjamin P. Morey, Pensacola, N. J.; Jack Dalton, Cleveland; Victor Caille, Holly Oak, Del.; A. E. Litzenger, Philadelphia. Membership problems—William T. Brown, Seattle, chairman; Arthur Russell, Seattle, Chapter 5; Elyas—William T. Brown, Seattle, chairman; Frank Negri, Richmond Hill, N. Y.; A. E. Litzenger, Philadelphia; Thomas S. Boydston, Lincoln, Neb.; Joe Spillman, San Antonio. Advertising and publicity—Victor Caille, Holly Oak, Del., chairman; Charles W. Young, San Pablo, Calif.; Joe Spillman, San Antonio.

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Survey Notes

Continued from page 61

survey was "to check public opinion regarding various aspects of the fair." "The findings are to be used by the State Board of Agriculture, Fair Study Committee and the Fair Manager's staff to isolate problem areas in the fair operation and to aid generally in the planning and management of future fairs."

The survey was designed to determine characteristics of persons attending the 1957 fair, their ages, occupation and residences; to determine why they attended, and their likes, dislikes and general comments on the fair."

Jones said the survey found that 54.6 per cent of the fairgoers were from outside Columbus and Franklin County; 36.4 per cent from Columbus and 3.2 per cent from Franklin County outside Columbus. "A surprising 5.8 per cent came from out of the State," Jones said. In the "like most" category, the percentages by attractions were: livestock 18.7; grandstand or coliseum 13.9; everything (exhibits) 12.6; machinery 9.4; agricultural exhibits 9.0; Buckeye Building exhibits 7.4; midway 5.6; family living exhibits 4.6; conservation display 4.1; Columbus Building 3.3; Youth Attractions 2.8; and miscellaneous 8.8.

Eighty per cent of the persons interviewed said there was nothing about the fair they disliked. Those who stated specific dislikes listed such things as "comfort factors," "too commercial," "poor information service," "buildings too crowded," "midway complaints," "grandstand and coliseum complaints" and several others. Jones said the survey supports the policy of fair management in striving for a good all-around exposition rather than one that emphasizes any one or two particular phases.

COMING EVENTS

Continued from page 75

- Oklahoma Tulsa — Northland Celebration, Dec. 8-7. Pennsylvania Harrisburg—Farm Show, Jan. 13-17. Pittsburgh—Pittsburgh Automobile Show (Hunt Natl. Guard Armory), Jan. 18-25. Philadelphia—Philadelphia Home Show, Feb. 10-15. Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 28-March 8, Clinton W. Smullen. Texas Brownsville—Charro Days, Feb. 13-16, M. G. Dennis, 1006 Van Buren St. Dallas—Southwest Boat Show (Aud.), Feb. 25-March 2, Ira W. Curry. El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1. El Paso—Southwest Livestock Show & Rodeo (Coliseum), Feb. 3-9, Chamber of Commerce. Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 24-Feb. 2, Wm. R. Wait. Fort Worth—Fort Worth Boat Show (Will Rogers Annex), Feb. 19-23, Fort Worth Marine Trade Assn. Houston—Houston Automobile Show, Jan. 25-Feb. 2. Houston—Houston Fat Stock Show, Feb. Laredo—Washington Birthday Celebration, Feb. 18-March 2, J. George Loos, Box 465. 19-March 2, Herman Engle. Odessa—Sand Hills Hereford-Quarter Horse & Rodeo Show, Dec. 28-Jan. 5. San Antonio—San Antonio Auto Show (Bexar Co. Coliseum), Jan. 17-22, Auto Dealers' Assn. Uvalde—Uvalde Co. Jr. Stock Show & Sale, Jan. 31-Feb. 1, W. B. Sherrill. West Virginia Huntington—Huntington Automobile Show (Memorial Field House), Jan. 22-25. Wisconsin Milwaukee—Milwaukee Auto Show, Feb. 8-16. Wyoming Cheyenne—Cheyenne Auto Show (Frontier Pavilion), Feb. 21-23. Rice, W. B. Ridings, Charley Robertson, Murry J. Rowe, Jack Royal United Shows Sandusky, Durb Sharkey, Thomas F. Shaffer, William Silva, Mrs. Nickie Starr, Hedy Jo Starkey, John Stephens, Frazier Sterner, E. E. Stevens, Mr. & Mrs. Joe Timberlake, Forest VanEtta, R. P. Vinson, Jack Wetherbee, Harold White, Mrs. Worth Williams, (Elsie) Wilber, Henry O. Williams, Mrs. Geneva Williams, Walter Wingert, Billy Wood, James L.

ATTENTION, PREMIUM USERS LIONEL TRAINS Five-car Diesel freight. Pulled by the powerful Jersey Central Diesel switcher. Includes operating searchlight car, hopper, pipe car, manually operated crane and companion work caboose. Track is 8 sections curved, 3 sections straight, 1 #6019, remote control track set. Transformer is #1053, 60 watts. Lock-on lubricant, instruction booklet. Model #1557 Dealer Cost \$33.50 each include postage with order. 25% deposit with c.o.d. orders.

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Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Socks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Ball Gum, Special Bingo Merchandise. Catalog Now Ready—Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in. ACME PREMIUM SUPPLY CORP. 2201 Washington Ave., St. Louis 3, Mo.

SOMETHING NEW UNDER THE SUN IF THERE IS—YOU'LL FIND IT IN THE BILLBOARD MERCHANDISE SECTION! GET THE BILLBOARD EVERY WEEK! SUBSCRIBE NOW Low subscription rates save you more than 20% on the newsstand price. The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes Please send me The Billboard for one year at \$15. (Foreign rate, one year, \$15) 788 Name Address City Zone State Occupation

News in Brief

A. B. T. Maps Automatic Coin Changer for Dollar Bills . . .

An automatic coin-changer for use with dollar bills will go into production early next year at A. B. T. Manufacturing Corporation. Device is designed for use separate from vending machines and will be leased instead of sold. At different demonstrations, William A. Patzer, inventor and president of A. B. T., has shown that machine will take dollar bills in any condition, while it rejects foreign, phony, or bills of other denominations. Dollar bills are placed in drawer type receptacle in any flat position, lid on drawer is closed, and six-second changing cycle started. Coin changer hooked up to currency unit returns two quarters, three dimes and four nickels, the unit can be adjusted for other combinations. Machine holds \$150 in change. Inventor Patzer did not disclose details of machine's operation, but said it works on a "new electronic principle."

Vending to Hit \$5 Billion By '65, Says NAMA Head . . .

In a speech before Merchandising Executive Club, William S. Fishman, president of National Automatic Merchandising Association, predicted the vending industry should reach gross of \$4 to \$5 billion by 1965. Tracing history of automatic merchandising, Fishman said: "About 1929 the cigarette machine became practical and increasingly popular. There followed the candy bar vending machine and the bottled soft drink machine." Production of vending machines was prohibited during the war, he said, but immediately afterwards there was "a terrific growth and diversification." He said that NAMA statistical reports indicate vending sales for 1957 will be over \$2 billion. Turning to the program and goals of the organization, he said: "NAMA is now in its 22d year. Its programs are broad and varied. They include combatting unfair taxation and restrictive legislation against the industry by federal, State or local authorities; development of effective public relations programs to improve the public attitude toward automatic merchandising; management training courses and many other programs planned to help vending operators become more efficient and better business citizens." In addition to his NAMA post, Fishman is executive vice-president and general manager of Automatic Merchandising Company, Chicago.

NAC Re-Elects Incumbent Officers at Confab . . .

Incumbent officers of National Association of Concessionaires were re-elected for 1958 at November 20-23 convention held at Americana Hotel in Miami Beach, Fla. Officers are: Chairman, Bert Nathan, Bert Nathan Enterprises, Inc., Brooklyn; president, Lee Koken, RKO Theaters, New York; first vice-president, Van Myers, Wometco Theaters, Miami; second vice-president, Harold F. Chesler, Theater Candy Distributing Company, and treasurer, Theodore O. Meland, Albert Dickinson Company, Chicago. Koken said in coming year NAC will continue to stress new membership and development of regional meetings. He said: "We want the large and the small operators; our concern and interests are for both, and our dues structure is so set up that we can accommodate all." Regional meetings are scheduled for 1958 in Dallas, Las Vegas, Chicago, Toronto and either New York or Boston. Conventional and drive-in theaters, said Koken, include more and more automatic merchandising equipment in their facilities. "This type of concession merchandising has advanced greatly in recent years," he said.

Avenco Markets New Coffee, Hot Chocolate Vender . . .

Avenco, Minneapolis, has a new instant coffee vender, fully automatic, and eight coffee/hot chocolate selections. Push-button operation, 206 cold, 165 hot-cup capacity. Immersion type hot water tank and operation of machine is two-nickel or one dime. Weight 120 pounds. Dimensions 56 inches by 20 inches by 10 inches. Price \$235.

Joyner Adds Geneva, Ill., Manufacturing Plant . . .

A second manufacturing plant at Geneva, Ill., was purchased by Joyner Vendors Corporation, Sycamore, Ill., in November. Firm manufactures instant and self-brew coffee equipment. Ray Joyner, president, stated that executive headquarters will remain at original plant in Sycamore. Combined factory area of both plants totals 36,000 square feet. Sub-assemblies and parts will be chiefly produced at old plant, while final assembled and shipping will be done at Geneva plant.

Bally Markets New Cold Sandwich Machine . . .

Bally Vending Corporation, Chicago, has new four-selection cold sandwich machine with built-in toasting or heating grill. Manual placement of sandwiches in warming compartment if desired. Heated at 138 degrees, heating element shuts off five minutes after product is vended. Machine holds 168 sandwiches under refrigeration. Dimensions 75 inches by 24 inches by 31½ inches.

Rudd-Melikian Schedules New Equipment Display Series . . .

Series of special displays for its full line of new modular vending equipment is scheduled by Rudd-Melikian, Inc. First two regional showings were held last month in Washington and in Los Angeles. Third showing will be December 6-8, Statler-Hilton Hotel, Dallas, to be followed by last regional showing January 11-14 at Palmer House, Chicago.

Vend-O-Matic Markets New Hot Canned Food Vender . . .

Vend-O-Matic Sales, Inc., Minneapolis, marketing new eight-selection hot canned food vender. Four-price operation, 168-can capacity, with 60 cans held in pre-heat, 60 in regular storage. Automatic spoon dispenser, take-out columns, actual cans displayed behind illuminated plastic front included. Dimensions 61 inches high by 29½ inches wide by 20 inches deep. Price \$510.

Atlas Denies FTC Charges Of False Ads

Jenkins Disclaims Connection; Son Defends Claims

WASHINGTON—Atlas Manufacturing & Sales Corporation and American Products Corporation, Cleveland, Ohio, last week (26) denied Federal Trade Commission charges of misrepresenting earnings to be made from servicing vending machines allegedly made and sold by them.

Denials were also filed by Wallace Jenkins, president of Atlas, Frank Olsak, vice-president, and Phillip Schwimmer, attorney for the firm, all three of whom were named in the complaint.

Roland S. Jenkins (son of Wallace), who trades as Atlas Enterprises, distributes the products. The commission complaint, issued [\(Continued on page 87\)](#)

FTC Clears 2 Chi Firms of False Claims

WASHINGTON—The Federal Trade Commission last week (27) dismissed charges that Illinois Continental Machine Corporation and Copperite, Inc., both of Chicago, misrepresented the earnings from operating their candy and chewing gum vending machines, and the assistance they give customers.

The Commission adopted an initial decision by hearing examiner Abner E. Lipscomb, who held that the charge in the complaint issued last year had not been proved by reliable and substantial evidence. (The Billboard, October 20, 1956, September 16, 1957.)

The complaint had charged that, contrary to the companies' claims, large profits rarely accrue to pur- [\(Continued on page 87\)](#)

BULK BANTER

Tho you attempt to refute Your need to contribute, Only an operator knows His own pleasures and woes.

So write your likes and dislikes, news and views of bulk vending to Bulk Banter, editor, The Billboard, 188 West Randolph, Chicago, Ill.

By FRANK SHIRAS

Operators all use roughly the same types of products, but the reasons and needs often vary. Listen to what some operators in the single State of California have to say about why and how they use charms.

Leo W. Weiner, Western Vend- [\(Continued on page 89\)](#)

Luna Ring: Eppy Glowing Charm

NEW YORK—Samuel Eppy & Company announced the release last week of a new charm, the Luna Ring, which glows in the dark.

Also released is the new Gun Smoke Six Shooter charm, a miniature of the Roscoe once used in the West.

NVA Committee Plans May Meet

Initial Planning, General Policy Set by Officers in Chicago Session

By FRANK SHIRAS

CHICAGO—The steering committee of the National Vendors' Association met in the Persian Room of the Graemere Hotel last Friday (22) for initial planning of the 1958 convention to be held in Miami Beach May 1-4.

Those in attendance gathered at noon for an informal lunch, and the meeting was afterwards called to order by co-chairmen Rolfe Lobell, Leaf Brands, Inc., Chicago, and Paul Crisman, King & Company, Chicago. The meeting lasted until 3:30 p.m.

Others in attendance were: Jane Mason, also of Leaf Brands; Phil Sparacino, S & S Vending, Chicago; Alvin (Bob) Kantor, Confection Specialties, Inc., Chicago; Les Hardman, Penny King Company, Pittsburgh, Pa.; Harry Bell, Lawndale Candy Sales, Chicago; Leonard Quinn, Confection Products Company, Columbus, O., president of NVA, and Milton Raynor, general counsel.

After the meeting was formally opened, Lobell spelled out the policy of the coming convention. Foremost, its business sessions will be designed to give operators specific information on how they can better their businesses in all phases. To that end speakers will be invited who can speak authoritatively on different aspects of bulk vending.

A second part of policy will be an increased effort to contact those

prospective exhibitors who can afford the visiting operator the broadest possible view of bulk vending products and equipment.

Initial investigation showed that a great number of operators will travel to Miami with their wives, and accordingly the steering committee will make persistent efforts to have the convention as interesting as it is informative. Entertainment facilities and possibilities will [\(Continued on page 79\)](#)

Portland Holds Location Liable For Licenses

PORTLAND, Ore. — The city council will overhaul its license code to make location owners instead of operators responsible for vending machine licenses.

The new ordinance will be designed to bolster the city's hand against the conversion of some machines resembling ball gum units for gambling purposes. Penny machines will be exempted because they are too numerous to regulate. It will allow the city to collect a fee on vending machines at busi- [\(Continued on page 78\)](#)

INDIVIDUAL TESTING

Treat Locations Separately: Op

This is the second of a two-part series on the methods and procedures of a full-time Denver bulk operator. The first part dealt with his servicing methods

DENVER—Sam Kaplan, Kap's Vending Company, has found that getting and developing new locations personally is the only sure way of making a profit.

He firmly believes in a complete line of fills and tests each new item that appears on the market.

He thinks manufacturers are not fully aware of the needs in machine design.

Over the past seven years, Kaplan has personally developed most of his 900 locations himself. "I experimented with using salesmen for a while," he said. "But this didn't work out because the salesmen hired were invariably landing locations where sales possibilities were almost nil. I couldn't find a man who had a grasp of the factors involved, and consequently I had to go back to handling the entire location placement job myself."

One distinct advantage in finding locations for himself gives Kaplan a more intimate and detailed knowledge of a good location, its peculiarities and needs. He has found, for example, that locations near a school are best in his area, while supermarkets take second place. Bowling alleys and similar sport centers he finds are next best.

Conversely, he has found that

service stations are least desirable in his area. Machines are continually damaged, attendants leave them out overnight, and peanuts—which Kaplan doesn't like to use—are usually asked for. Said Kaplan, "Peanuts are always a problem simply because the machine is so hard to clean."

He remarked further on peanut vending: "At one time I had 190 service-station locations, all vending Spanish peanuts, but after I had an accountant go over the situation, on the basis of the amount of time I spent in cleaning the machines and making repair calls, he informed me that I could not show a profit if the peanuts were free. Consequently, I vend just as few peanuts as possible and then only where their sales are so rapid that a worthwhile profit is created, or [\(Continued on page 80\)](#)

Mandell Resigns NYBVA Berth

NEW YORK — Moe Mandell has resigned as treasurer of the New York Bulk Vendors Association. He explained that the press of his own business as well as his duties with the national distributor organization do not allow him to devote the time to the local job.

Elected in his place was Sid Gallin, who with Lou Ellis was named to the membership committee. The group holds its next regular meeting Wednesday (11),

VENDOR DIST. CO.
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 AMCO, VICTOR, OAK, NORTHWEST-ERN, LEAF GUM, CHARMS.
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N.W. Model 49, 1¢ or 5¢	\$14.50
N.W. Deluxe 1¢ & 5¢ Comb.	12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.C.	6.50
Columbus 5¢ Bulk	6.50
Silver King 1¢ B.G. or Mds.	7.45
ABT Gums	30.00
Acorn, 1¢ or 5¢	9.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	\$.85
Pistachio Nuts, Jumbo Queen	.69
Pistachio Nuts, Large Tulip	.67
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Shell	.43
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.30
Rainbow Peanuts	.32
Boston Baked Beans	.28
Jelly Beans	.28
Licorice Gums	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.50
Hershey-cis	.43
Rain Bio Gum, 60 ct.	.28
Rain Bio Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Bio Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain Bio Ball Gum.	
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.45
Beech-Nut, 100 ct.	.45
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
 1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices. Write

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Bring 7-Way Profits!
 ● New Keeney "22" Riviera Electric Cigarette Vender
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VICTOR'S SENSATIONAL NEW GOLF GAME and BALL GUM VENDOR \$24.50 EA.

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Solid oak natural finish cabinet, 7" wide, 15" long.

WRITE FOR FREE 32 PAGE CATALOG

1/3 Deposit With All Orders.

PARKWAY MACHINE CORPORATION
 715 Ensor Street, Baltimore 2, Maryland

Portland Holds
 • Continued from page 77

ness places where they are located instead of trying to identify the legal owner.

An estimated 4,500 vending machines will be affected by the proposed ordinance. These include gum and confection machines. Cigarette machines are specifically excluded. Postage stamp machines taxed under the present ordinance will be excluded from this licensing regulation.

The new ordinance was prompted by instances where operators have acquired licenses for legitimate machines but used them for other purposes.

The new proposal will mean that an inspector, on finding an unlicensed or illegal machine, can fix responsibility on the proprietor instead of the operator.

It will make the owner and operator of such machines subject to the same general retail license required of merchants. The individual tax on the machine itself will be the responsibility of the proprietor.

Heretofore, operators have been required to pay a flat \$25-a-year license fee plus \$1 tax for each machine in its inventory. This \$1 per machine fee now reverts to the proprietor on devices vending 5-cent products. It increases to \$2 a machine for 50-cent products.

The new ordinance will make the operators subject to a flat \$15 license fee plus 14 per cent of his gross receipts in excess of \$10,700. That provision is similar to the license regulations on retail merchants. In each case the licensee may elect to compute his fees on net income instead of gross receipts.

The regulations cover all devices which have 5-cent to 50-cent coin considerations, except those mentioned above.

VICTOR Standard TOPPER 1c BALL GUM VENDOR \$13.25 Each

\$12.75 Each 100 or more

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Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

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 STONER 6-COLUMN CANDY, 102 capacity, prewar model... 80.00
 STONER 8-COLUMN CANDY, 160 cap., postwar changemaker. 175.00
 STONER 8-COLUMN CANDY, postwar, 5-10-20 165.00
 NATIONAL CANDY, 9-column 90.00
 ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb. ... 85.00
 EASTERN ELECTRIC CIGARETTE, 10-col., all coin, 25c & 30c... 125.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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REGULAR CLASSIFIED ADS
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 RATE: 20¢ a word—Minimum \$4.00.
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
 Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
 RATES: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER
 Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Experienced Operators Say:
"YOU MAKE MORE MONEY WITH.. Northwestern VENDING EQUIPMENT"

PROVE IT TO YOURSELF!

Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1¢, 5¢ or 10¢ play. Write for complete details of this and other Northwestern money makers today.

THE NORTHWESTERN CORP.
 27121 ARMSTRONG STREET MORRIS, ILLINOIS

KING SIZE CHARM ASSORTMENT

Mix of all large Vacuum Plated Charms

Lots of 1,000 \$6.50 M
 Lots of 5,000 5.50 M

RAKE COIN MACHINE EXCHANGE
 609-A Spring Garden Street
 Philadelphia 23, Pennsylvania

SAVE MORE MONEY—MAKE MORE MONEY
 Subscribe to The Billboard TODAY!

Parts, Supplies & Services

WE HAVE PANORAM AND SONOVISION parts for sale. Lakes Panoram Service and Parts, 1905 N. Wabash, Round Lake, Ill. Kimball 6-2358 de16

Used Coin-Operated Equipment

ANYTHING IN VENDING MACHINES—Every type machine made; new or used; under the market prices. Established 30 years. Mack H. Postel, 2952B Milwaukee Ave., Chicago, Ill. de2

CIGARETTE CANDY VENDING MACHINES; reconditioned, refinished, guaranteed like new. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de30

CIGARETTE MACHINES—8-COLUMN Rowe Crusaders, new paint, 25¢ & 30¢ vending, \$60 each; 8-Column Eastern Electrics, new paint, 25¢ & 30¢ vending, \$60 each; 5 or more machines, \$55 each. 1/3 down, balance C.O.D. Dallas Cigarette Service, 2806 McKinney Ave., Dallas 1, Tex. de2

THE FOLLOWING MACHINES: 10¢ KLEENEX, 5¢ Candy Bar, 1¢ Tab Gum, 14 Kent 25¢ Latex, Five 10¢ Advance Kotex, 1¢ Movie, 3 U. S. Postage Stamp. Any of these, \$12.50 each. Al Hoff, 1920 Rose, Baltimore 13, Md.

U-SELECT-IT CANDY MACHINES, \$35; Rowe Diplomat Cigarette Machines, 30¢ vend, \$75; 144 capacity Sanitary Machines, \$35. Send 1/3 deposit. Texas Associated Enterprises, P. O. Box 1068, Amarillo, Tex. de9

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 49¢, Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-17a

CASH—HIGHEST CASH PAID FOR C.C. Binkers, C.C. Bull's-Eyes, United and Genco Guns, Wms. Baseballs and 6 Keeney Flicker Pools. Allied Coin Machine, 686 Milwaukee, Chicago 22, Ill., or call Canal 6-0293. de3

COIN SPECIALTIES

TEN PINS BOWLING VENDOR

The latest concept in merchandising ball gum. Helps Ops capitalize on the ever-growing sport of bowling.

FEATURES:

- Attention-getting front. Three-view showcase display window attracts attention
- A brand new Bowling Game
- Designed for faster play
- Has an extra large playfield
- Proven trouble-free mechanism and flipper
- Size: 14" high, 10 1/2" wide, 9 1/2" deep
- Packed two machines to a shipping carton

VENDOR HOLDS 15 LBS. OF 210 BALL GUM

CONTACT YOUR NEAREST DISTRIBUTOR

Birmingham Vending Co. 540 Second Ave. N., Birmingham 4, Ala.	Northwestern Sales and Service Co. 446 W. 36th St., New York 18, N. Y.
Graben Vending & Coin Machine Corp. 1246 Washington St., Boston, Mass.	Vendors Distributing Co. 682 Madison Ave., Memphis, Tenn.
Bernard K. Bitterman 4709 E. 27th St., Kansas City, Mo.	Veeco Sales Co. 2124 Market St., Philadelphia, Pa.

KING & COMPANY EXCLUSIVE DISTRIBUTOR
 2700 W. LAKE STREET CHICAGO 12, ILLINOIS

Big Profits • Repeat Play

USE THIS HANDY FORM TODAY

Forms close Wednesday for the following week's issue
 Please use pencil when filling in this form

1. Clip your ad to this form.
2. Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
3. Check whether you want Regular or illustrations or cuts.
 - Regular Display
4. Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
 Coin Market Place
 2160 Patterson St.
 Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 Issues Next 4 Issues Next 3 Issues Next issue only

\$ _____ Payment enclosed

Address _____
 Address _____
 City _____ Zone _____ State _____

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.



\$19.00

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y.
Distributors, Write for Prices.
J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 25, N. Y.
President 2-2900



WESTERN COWBOY HAT

Vacuum Plated
Lots of 1,000 \$10.00 M
Lots of 8,000 8.75 M
Plastic
Lots of 1,000 \$6.00 M
Lots of 8,000 5.00 M

VENDOR DIST. COMPANY
682 Madison Street
Memphis, Tennessee

SPUTNIK SATELLITE BUTTONS

1,000 Buttons \$11.50
5,000 Buttons \$9.00



- 12 New Exciting Designs
- Printed in 2 colors on White
- Lock Pins
- Packed 1000 to Bag
- 5 Free Stickers with Each Bag
- 7/8" Diameter

IMMEDIATE DELIVERY
KING & COMPANY
2700 W. Lake Street
Chicago 12, Ill.

SATELLITE RING



From Outer Space!
Beautifully vacuumed plated ring with tinscoiled effect on stones to give it that stardust appearance! Every kid will want his own Satellite Ring from outer space. Order now and cash in on this satellite craze! **\$15.00 per M**
Labels available at your distributor or:

paul a. PRICE CO., INC.
55 Leonard St. N. Y. 13, N. Y. COll 1-91 7-1172

NVA May Met Planned

Continued from page 77

be thoroly looked into by the committee before the convention.

After Lobell stated convention policy the committee went into a brainstorming session, with suggestions and points of view coming from all sides. Leonard Quinn, president of NVA, led off the session.

A package deal whereby operators could pay in advance for hotel reservations and meals was suggested and discussed. The general opinion prevailed that a complete package deal wouldn't be a good idea, altho the committee may eventually decide upon a limited one.

A bull session around one of the hotel swimming pools, where operators could lounge, drink cocktails and discuss business problems in a relaxed atmosphere, was also suggested. A roof-top session was advanced by another member of the committee as an alternative, but final decision was not made on either.

Final decisions were made on sponsored breakfasts the first two days of the convention, on a cocktail party to be held the second day, Saturday afternoon, and on a dinner party to be held Saturday evening.

The brainstorming turned on possibilities for business meetings and brought quick results. Many felt that a session devoted to machines, their operation and repair would be beneficial to the operator. It was suggested that each machine manufacturer exhibiting at the convention have a complete parts display of his own machines, showing how they operate in detail and how they can be repaired.

A speaker qualified to talk on supermarket operation was looked upon favorably by the entire committee. All felt that a detailed explanation of how to obtain supermarket locations, how to best service them and special techniques to employ was preferable to a general background speech on bulk vending in supers.

It was felt by many that different legal matters should be detailed at one of the business meetings. Many operators seem unaware of

different insurance benefits, and they could be fully explained, for example.

Committees and individual members were appointed to investigate the different possibilities that were brought up during the meeting. In the ensuing meetings prior to the May convention, reports of findings will be made and final decisions formed on the basis of convention policy.

Ball and VENDING GUMS LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 27¢ lb.
Chicle Ball Gum, 130 ct. 25¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 27¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum, 100 packs \$1.90

F.O.B. Factory 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
33 YEARS OF MANUFACTURING EXPERIENCE
4th & Mt. Pleasant • Newark 4, N. J.

BERNARD K. BITTERMAN

Victor Vending Sales and Service

TIME PAYMENT PLAN
WRITE FOR FREE 40-PAGE CATALOG TODAY

4709 E. 27 Kansas City 27, Mo.



Your Net Profit On Each Filling Is \$15.30 on VICTOR'S NEW BASKETBALL & FOOTBALL

BALL GUM VENDOR

Packaged and sold 2 per case.

\$19.75 Holds 12 lbs. ea. 210 ball gum

Write for Lowest Prices. Complete line of Charms, Ball Gum, Stands, Parts.

Order Now From Victor's South-eastern Distributor.

H. B. HUTCHINSON, JR.
2086 N. Decatur Road, N.E.
Atlanta 7, Ga.
Phone: DRake 7-4300

THIS WEEK'S SPECIAL

U-SELECT-IT MODEL J CANDY BAR VENDOR

Many makes, models, sizes and prices.

GUARANTEED SAME AS NEW

Write or Phone Telephone: 20592

T. O. THOMAS CO.

1572 JEFFERSON PADUCAH, KENTUCKY

when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!



VICTOR'S STANDARD TOPPER

1c Ball Gum Vendor **\$13.25** ea. \$12.75 each 100 or more

Complete Line of Victor Products

Write or Phone

BIRMINGHAM VENDING CO.

540 Second Ave. No., Birmingham 4, Ala.
Phone: FAirfax 4-7526

J. SCHOENBACH

Distributor For
oak Manufacturing Co., Inc.
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES



Under 5 M. **\$15.00** per M.

Gold & Silver with colored glow-in-the-dark jewel stones
FREE ADVERTISING LABELS

at your distributor or . . .

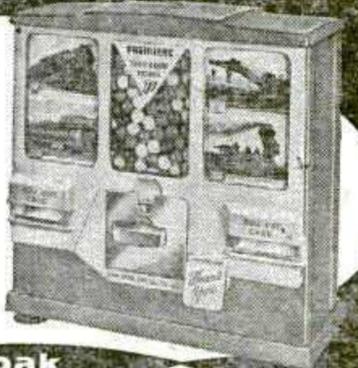
Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

the new OAK'S "PREMIERE"

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.



oak

oak's famous ACORN all purpose vendor

The all-time favorite of the vending business. Vends all 1¢ and 5¢ bulk merchandise. Tamper-proof with a pick-proof lock, fills from top through wide globe opening—dispenses from bottom. Guaranteed mechanically perfect—the one machine with virtually no depreciation—today's Acorn looks the same as the original!



contact your DISTRIBUTOR

Pacific Coast Distributor OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles
East & Midwest Gen. Sales Mgr. M. J. ABELSON Phone: AT 1-6478 2033 Fifth Ave., Pittsburgh

oak

MANUFACTURING CO., INC.
11411 Knightsbridge Ave. Culver City, Calif.



LIVE DISTRIBUTORS WANTED

For the greatest money maker in its field, Coin Machine Operators in all parts of the country are adding Swami and Madam X napkin machines to their routes. Swami and Madam X has more location potential than any other coin machine, because you can place from 10 to 40 or more units in each restaurant location. A natural for juke box operators. Swami and Madam X is the only machine of its kind in the world, no competition. Our Los Angeles distributor sold approximately 50,000 units in three and a half years.

Write today for proof and free information and demonstration.

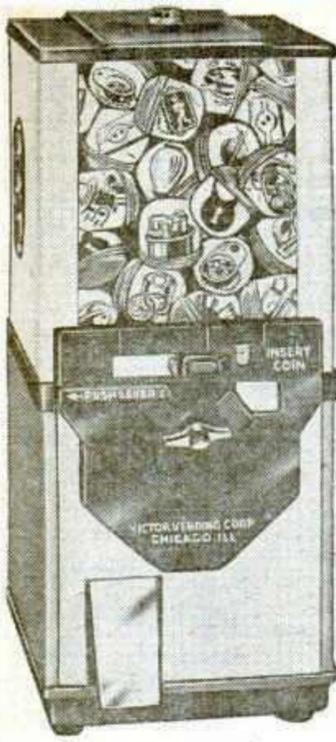
F. E. ERICKSON CO., INC.

P. O. BOX 3666

N. SACRAMENTO, CALIFORNIA

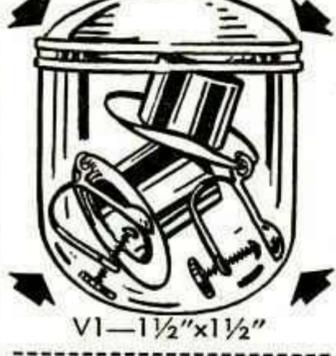
when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

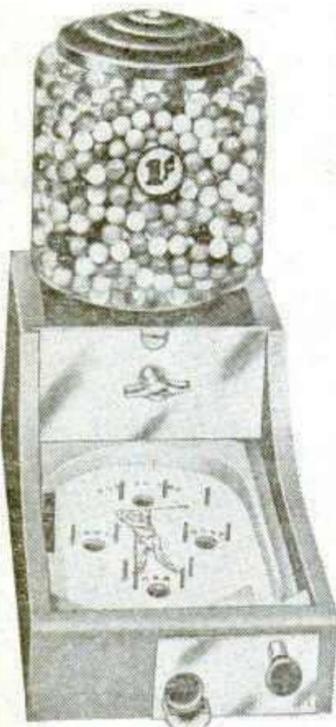


VENDORAMA® SUPER MART®

Now Features
10c and 25c Capsule Vending
Gives You Greater Profits.
Holds 200 of the New
1½" x 1½" V1 Capsules
Be first in your territory with
this tested and proven out-
standing Money-Maker.



PLAY GOLF



with VICTOR'S
Sensational 210 Ball Gum Vendor
**FAST PLAY
BIG PROFITS**
See Your Victor Distributor
VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.
Mfrs. of Famous Line of TOPPER
Vendors

CORRECTION!
In our ad on Page 80 of the Nov. 18
issue of Billboard, price on 700 vendors,
merchandise, stands and locations,
was incorrectly given as \$1,000.
CORRECT PRICE IS \$10,000.
FAYE
1635 Osceola Denver 4, Colo.

J. SCHOENBACH
For Victor Vending Corp.
Machines, Parts, Globes
Charms, Merchandise Supplies
1645 BEDFORD AVE., BROOKLYN 25, N. Y.
President 2-2900
PHONE or WRITE FOR PRICES

**CANDY & COOKIE
MACHINES**
52 models or 102
models, precision
mechanism, choice
of four colors.
**JOBBER
with salesmen
WANTED**
You can make big
profits on our low-
cost line of vendors
for:
**CANDY BARS
CIGARETTES
POSTAGE STAMPS**
Manufactured and
guaranteed by us.
Our 25th year! Write
at once.
SHIPMAN MFG. CO.
LOS ANGELES 23, CALIF.

**FINEST RECONDITIONED
VENDORS**
N. W. Jol Capsule Mach. \$ 9.95
Topper Cabinet, B. G. 9.95
Advance Comb Machines 12.95
Atlas 5c Capsule Machine 9.95
Post-War 8 Col. Stoners 195.00
Model V, B. G. Wheel 8.95
Pro-War 8 Col. Stoners, theater 125.00
2-Col. Card Machine, 3 for 5c. 19.50
3-Col. Shipman Stamp Machine .. 22.50
2-Col. Stamp Machine 12.50
Asstd. Counter Games 19.50
(Write for List)
Columbus Bi-More Machine 15.00
Silver King, 1c or 5c 8.50
N. W. Model 49, 5c Machine .. 12.50
Master, 1c and 5c 8.50
3-Col. Hot Nut 22.50
DuGranier, 6-Col., 1c Tab 14.50
Mills 6-Col., 1c Tab 17.50
Factory Reconditioned "Popcorn
Sez" Machines 100.00
**MEMBER NATL. VENDING
MACH. DIST., INC.**
Send for 1957 Catalog-Mdse. List!
All Machines Completely Checked
and Ready for Location. Order With
Complete Confidence. 1/3 Dep., Bal.
C.O.D.

Rake Coin Machine Exchange
609-A Spring Garden St.,
Philadelphia 23, Pa. LOmbard 3-2676

**INSIST
ON
STAR
BRITE
BALL
GUM**
Save Money!
**1957 SHOWS
TREMENDOUS SALES INCREASE!**
There Must Be a Reason
Beats All Others "All Hollow"
Cramer's 7/8" SOLID
"KING" BALL
BUBBLE GUM
● 9 COLORS ● 9 FLAVORS
Ask your distributor to stock
Cramer's "Star-Brite" for you!
210-170-140 BALL GUM

CRAMER GUM CO. INC.
150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

All the news of your industry
every week in The Billboard...

Treat Locations Separately

• Continued from page 77

where the location owner abso-
lutely insists upon them."
In developing his route per-
sonally, Kaplan has noticed what
he thinks might prove a trend in
bulk vending at least in his area.

Pizza restaurants have sprung up
all over the Denver area, and he
has invariably found that vendors
do well in them. He theorizes that
customers waiting for their orders
are prone to use his machines as a
diversion. Looking ahead, Kaplan
thinks that pizza restaurants may
well prove one of the best locations
for penny and nickel vending.

Remedy Stations
Unlike many operators, Kaplan
doesn't believe in "bad" locations
that "just don't go." Thus, when
vendors are doing poorly in a new
location or dropping off in an old
one, instead of pulling out his ma-
chines he first tries to remedy the
situation.

Time and again Kaplan has found
that a seemingly poor location will
show a good profit merely by
changing the fill used. Accordingly,
he now carries a full line of fills
including Boston Baked Beans, ball
gum, colored gum, charms, cap-
sules, marbles and seasonal con-
fections. He makes a practice of test-
ing new specialties as soon as they
come out and, as an example, was
the only Colorado operator to dis-
cover that new gum flavors such

as root beer and banana were liked
by youngsters.

There are needs in machine de-
sign which Kaplan doesn't think
manufacturers are aware of. Loca-
tion owners continually complain
that merchandise from the ven-
ders is spewed on the floor because
customers aren't aware of the ab-
sence of a trap to catch the mer-
chandise. Kaplan has spent as much
as \$5 to develop a trap similar to
those that catch gum balls. He has
often written manufacturers who
manufacture a lid on the delivery
chute that easily bends out of
shape and fails to catch the mer-
chandise.

Plastic Globes
Plastic globes pose a financial
hazard to the operator, which Kap-
lan thinks the manufacturer could
remedy. The operator continually
has to replace globes that have be-
come badly scratched, milky or
discolored. He believes the indus-
try could develop some sort of
lucite or other type plastic globe
that would resist abrasions as well
as glass does but without the prob-
lem of breakage.

Kaplan has found that the stand-
ard vender is too high for a young
child, and yet the bulk manufac-
turers have done nothing to make
adjustable stands. At present Kap-
lan tailors the height of his ma-
chines in his shop, where he has
pipe-cutting and threading equip-
ment. Since seeing the merchandise
is the most important selling point
in bulk vending, Kaplan can't un-
derstand why manufacturers
haven't incorporated such a simple
feature as adjustable vendors.

WANTED!

**ITEMS TO RETAIL
FOR 10c AND 25c**
In Wide Variety—to Vend in This
V-1 Capsule 1½" x 1½"



Send samples and prices. Con-
tact the following for sample
capsule:

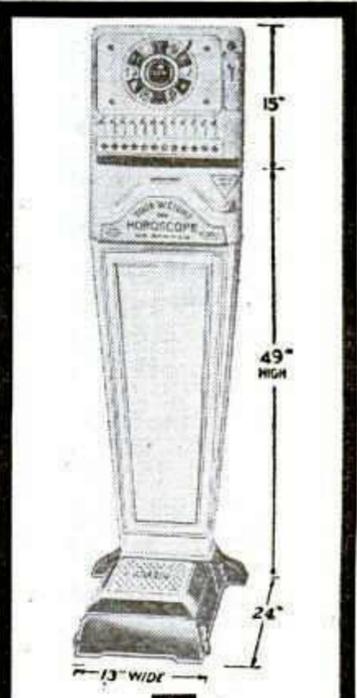
- GRAFF VENDING SUPPLY CO.**
2817 W. Davis, Dallas, Tex.
- LOGAN DISTRIBUTING CO.**
916 Milwaukee Ave., Chicago 22, Ill.
- STANDARD SPECIALTY CO.**
1028 44th Ave., Oakland 1, Calif.

VICTOR'S SENSATIONAL NEW

**GOLF
GAME
and
BALL
GUM
VENDOR**
**\$24.50
EA.**
Be first with this
new money-mak-
ing sensation.

Solid oak natural finish cabinet,
7" wide, 15" long.
**ORDER NOW FROM
NEW YORK'S EXCLUSIVE
VICTOR DISTRIBUTOR**

**PIONEER
VENDING SERVICE**
Syd Rubenstein
590 Albany Ave. Brooklyn 3, N. Y.
President 4-5358



**5c
HOROSCOPE SCALE**
TOP OF SCALE PAYS BIG
DIVIDENDS . . . NOW YOU
CAN REALLY MAKE MORE
MONEY operating scales be-
cause you get 5c as well as 1c
**\$25.00
DOWN
BALANCE \$10.00
PER MONTH**
WATLING MFG. CO.
4650 W. Fulton St., Chicago 44, Ill.
Est. 1889
Telephone: COLUMBUS 1-2772
Cable Address:
WATLINGITE, Chicago

GIMMICKS CHARMS CHARMS GIMMICKS
How Smart are You?
Can you take this... and
this... and make this
PYRAMID PUZZLE?
\$3.00 per 1,000 individual pieces
in 5,000 lots and up
SAMUEL EPPY & CO., INC. 91-15 144th Place
Jamaica 35 L.I. N.Y.

WE HAVE
**OAK'S
"PREMIERE"**
STANDARD SPECIALTY CO.
1028 44th Avenue
Oakland, Calif.

**American Beauty
Diamond Ring**
Probably the richest looking ring a child has
ever owned! Terrific attraction. Giant center
stone, with side stones in beautiful assorted
colors. Gold and Silver Vacuum Plated.
SURE-LOCK, the perfect capsule.
Outstanding items. Send \$2.50 and
receive 100 high quality filled capsules.
Contains our complete line.
Send **35¢**
for **SAMPLE
KIT OF
CHARMS**
**The
PENNY KING
Company**
2538 Mission Street, Pittsburgh 3, Penn.
World's Largest Selection of Miniature Charms
**NATIONAL SALES HEADQUARTERS
FOR ATLAS-MASTER MACHINES**

Juke, Game Takes Trail in Baltimore

Industrial Layoffs and Increased Taxes Cut Deeply Into Operator Revenues

BALTIMORE — Coin collections are falling off considerably here, and juke box takes are somewhat behind last year's figures, according to Irv Golder, head of the Amusement Machine Operators of Baltimore.

Golder explained that industrial layoffs have cut into game revenues, and increased taxes have hit operators of game, phonograph and cigarette machines.

The Baltimore situation is unique among major cities. Bingos are legal, and while there are 5,000 juke boxes in the area, virtually all operators are primarily game

men, with music a secondary factor.

Dime Play

Hence, there has been little effort to get dime play on phonographs. New machines are going on location at 5 cents. The operator figures he makes enough on games to carry music.

If the operators had music exclusively, there is little doubt that dime play would be making headway here, and there is no doubt that new equipment would not be set up at 5-cent play.

It costs an operator \$340 a year in license fees for a bingo, with \$250 going to the federal government and \$90 going to the city. Last year, the city fee was boosted from \$65 to \$90.

Juke Box Tax

License fees on phonographs, too, have been boosted from \$10 to \$25 a year. The pinball and juke box taxes are the only ones *(Continued on page 87)*

BOYS IN BACK ROOM WHOOP IT UP

CINCINNATI — When it comes to coin-operated music machines, there are a couple of boys here who'll tell you the juke box is strictly a new fangled contraption.

The pair, Harry Garrison and Matthew MacLeid, both 22, have made a profitable sideline of repairing coin-operated player pianos, a popular item here some 50 years ago.

Altho the boys are primarily interested in the home market (rumpus and family rooms) they get a twinkle in their eyes when taverns or saloons are brought into the conversation.

"Years ago," says Harry, "there were thousands of coin-operated pianos in Cincinnati...there was even one in every ice cream parlor."

They don't think their product will give the juke box a run for its money, but for tradition's sake, they would like to see some of their pianos installed in modern saloons, where they feel they belong.

Pioneer Operators: Juke Displays Pay

The Majority of Ops Continue to Ignore P-O-P Items, Experiments Get Results

• *Continued from page 1*

display item to remain on any juke box more than a week. Usually, his own display items consist only of a small card with a few words mentioning the name of the artist and the tune in large bright letters. Sigismund believes the value of his simple signs lies wholly in catching the eye, thereby encouraging patronage.

Another operator who follows a similar pattern of display usage is James J. Geracos, of National Music Company, located in Dorchester, Mass. Geracos uses all available material plus making up his own. He is convinced his collections have increased since first using them.

Album Covers

Some operators using album covers for display use them without wall or cabinet mountings, simply taping or pasting several

inside the front glass. Dale Freeman, of Valley Music Company, El Centro, Calif., uses covers this way in addition to using streamers or pictures of artists the same way.

Freeman uses two, three or four covers. He believes they help play, uses them in any locations he believes they may attract attention.

Tony and Sam Samolitis, of Clydesdale Music Company, headquartered in Oglesby, Ill., position album covers inside the cabinet glass to promote extended-play collections. They report good results. *(Continued on page 82)*

N. Y. Music Ops Re-Elect Slate By Acclamation

NEW YORK—The entire officer slate of the Music Operators of New York was re-elected by acclamation Tuesday night (26) at the annual dinner meeting of that organization at the Park-Sheraton Hotel.

Al Denver was named to his 14th consecutive term in office. Other officers are Joe Connors, vice-president; Harry Wasserman, treasurer, and Ben Chicofsky, secretary.

The only change on the board of directors was the election of Ray Knoss to succeed Jerry Basile, who declined to run for re-election.

Other board members are Al Denver, chairman; Joe Connors, Harry Wasserman, Ben Chicofsky, Lou Levy, Lou Herman, George Holtzman, Don Shapiro and Mac Pollay.

Nash Gordon remains as managing director.

Phil Corbisiero Dies Suddenly

NEW YORK—Funeral services for Felice Corbisiero, a controversial figure in the juke box industry, were held Tuesday (26) at St. Rose of Lima Church, Brooklyn, with interment in Holy Cross Cemetery.

Corbisiero was known in the trade as Phil Corbisiero. He was also known as Miami Phil and Phil Dee. He died suddenly in Miami Saturday (23).

Joe Godman, attorney for the Music Operators of New York, said that he has granted a postponement in the suit of MONY against Crest Music as a result of Corbisiero's death. Corbisiero and Harold Kaufman had been named as defendants in the injunction sought against Crest. The operating firm had been accused by MONY of inducing locations to breach their contracts with other operators.

Corbisiero had also been named as a co-conspirator in the conspiracy indictment handed down by a Brooklyn grand jury against Al Cohen and was a defendant in the injunction handed down against Cohen's union, Local 531.

REAL SALES JOB

Tailoring Equipment to Cafe Decor Lands Tough Location for Denver Op

DENVER—Even tho the owner of a de luxe restaurant is firmly set against the use of a coin-operated phonograph, he can still be sold, provided the operator does a sufficiently thoro job of tailoring his equipment to the restaurant's decor.

Pat Ryan, owner of Bell Music Company here, proved this point for himself recently after installing a juke box with 21 wall boxes and multiple speaker hookups, in a plush new restaurant at Denver's Lakeside Shopping Center.

Heavy Traffic

The site is a newly erected White Spot restaurant—a 24-hour fast service eatery that capitalizes on extremely heavy traffic brought by more than 100 stores in the suburban shopping center.

Ryan saw the spot as an ideal location for a good juke box installation.

However, in making a routine sales call, as the restaurant was being built, he was met with a flat refusal by the location owner, who didn't feel the phonograph would fit into the ultra-modern decor of his restaurant. Not only that, but the floor planning was so tight, the owner didn't want a phonograph cluttering up the space.

Remote Unit

When Ryan suggested a remotely placed machine with wall boxes, the owner pointed out that the restaurant had no walls in the conventional sense. Instead there were nine-foot glass windows, to which a wall box could hardly be mounted.

Surveying the layout of the restaurant, Ryan found that there was only one point where the wall boxes could be logically mounted, the low dividers, separating rows of booths in the restaurant and covered with the same Naugahyde

plastic as were the seats themselves.

While he knew the restaurant owner would object to tall wall boxes which obstructed any part of the view, or which became so prominent as to detract from the appearance of the decor, he felt that a specific effort to blend the wall boxes into the appearance of the restaurant might change his mind.

Match Interior

Experimenting, Ryan found that small-size wall boxes mounted in a "saddle" bracket between the rows of booths would not interfere with the patrons eating and were low enough that the standing customer could easily see over them. If they were finished in bright chromium, to match the stainless steel and chrome used thruout the restaurant, they would not "stick out like the proverbial sore thumb either."

The Denver operator offered the location 21 such wall boxes, to *(Continued on page 90)*

Std. Financial Names Vultee As Director

NEW YORK — Howard F. Vultee, administrative vice-president of the Marine Midland Trust Company and vice-president of the Marine Midland Corporation, has been elected a director of the Standard Financial Corporation, a finance house specializing in coin machine paper.

Vultee has served as a director of the Office of Economic Affairs of the U. S. mission to NATO and European Regional Organizations in Paris with the rank of minister.

He is founder and past president of the New York Society of Security Analysts and a director of the Miami Copper Company, the Sun Chemical Company and the Health Insurance Plan of Greater New York.

Vultee is also a member of the New York State Chamber of Commerce, the New Jersey Manufacturers' Association, the Ridgewood Country Club and the Swan Island Gun Club.

G. Miller Details MOA Support to Mass. Ops

BOSTON—A strong boost in the fight against prohibitive City and State licenses fees on juke boxes was infused here November 20 when George A. Miller, president of Music Operators of America, paid his first visit to Boston to discuss the problems with David J. Baker, president of the Music Operators' Association of Massachusetts.

Apprised of Miller's visit, Baker quickly organized a special meeting and brought together about 75 operators from three New England States. After studying the Boston situation, Miller said he believed it was a problem which could affect the livelihood of every music operator in the nation and assured

MOAM of the MOA's financial and moral backing to the fullest extent.

December Docket

MOAM is presently awaiting the presentation of its case before the Supreme Court of Massachusetts, expected in December, in a suit to obtain relief from the \$150 yearly fee per machine for the operation of a juke box on a seven-day basis in the city of Boston. The State levies a \$50 fee and the city charges \$100.

A preliminary hearing already has cleared the way for the Supreme Court move.

Miller's enthusiasm for the license fight also spurred some of the New Englanders to action. *(Continued on page 88)*

Juke Hearings Delayed Until January 15-17

Senate Committee To Hear ASCAP & MOA in 2-3 Days

• *Continued from page 17*

afternoon of January 16. They may run over into January 17, for such time as may be necessary. Break in the hearing schedule was necessitated by a speaking engagement.

More Time

No further extension of hearing time is anticipated by the committee. Industry members reportedly would have liked more time to testify than the original two-day allotment. The O'Mahoney bill would amend the 1907 copyright statute to make coin-operated phonograph music liable as public performance for profit, but will exempt location owners from payment unless they also own the machine. (The Billboard, Nov. 18, 1957.)

N. Y. State Ops To Meet With Distributions in N. Y.

NEW YORK—The New York State Coin Machine Association will lay the groundwork for participation by distributors in the organization at a meeting to be held at the Sheraton-Astor Hotel here Thursday (5).

Another objective of the meeting will be to encourage membership from operators in the New York area. Tom Greco, NYSCMA president, emphasized that the group seeks active participation from operators in all sections of the State.

In addition to Greco, the following NYSCMA officers are expected to attend the meeting: Bob Charles, Binghamton, vice-president; Mrs. Amelia McCarthy, Hurdleyville, treasurer, and Max Cohen, Woodridge, secretary.

Scheduled to attend the meeting are Meyer Parkoff, Atlantic New York; Al Simon, Chicago *(Continued on page 90)*

OPS REPORT DISPLAYS PAY

• Continued from page 81

Currently, they are programming EP's with album display use on all new locations or in installing a new machine. They charge a dime for a single, 15 cents for an EP selection, two EP selections for a quarter. They also use some wall display mounts, always indicate on the cover the selection number and letter for each selection.

Jack Cutshall, who has a music operation of the same name in Corona, Calif., positions covers on the selector panel itself. Tunes displayed are listed in the center of the selector panel, with an arrow pointing to the tunes promoted. Cutshall uses a maximum of two covers per machine.

He reports that play is more than "average EP play" and he is "well satisfied that EP's are worth the effort." He definitely believes that album covers are a decided advantage in producing play.

Besides these typical examples of the small group of operators using display materials to advantage are two examples of a more spectacular use of displays, both of which are reportedly producing excellent results.

The first of these is a large,

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SELECTION MODELS

A

ROCK-OLA

FOR
EVERY LOCATION

three-foot-high cabinet mounting which accommodates 20 album covers. These mountings, which consist of strong metal frames with five sets of railings into which album covers are inserted, are being made by an independent company for Music Systems, Inc., Seeburg distributors in several Midwestern States.

Steve Smith, of the Cleveland office of the firm, reports that more than 150 of these mountings are currently in use in that area and that he has ordered nearly that many more from the company. Music Systems sells the mountings to operators at their cost, approximately \$20 each.

Results on EP play with the use of these elaborate mountings have been impressive, according to operator reports, Smith says. Usually an operator buys only one or two in the beginning, comes back to buy more. EP play is priced at 15 cents per selection, two for a quarter.

Smith believes that the biggest reason for failure of EP usage by many operators is poor choice of EP selections, and the failure to make the public aware they are on the machines.

With proper selections, proper displays and proper price structure, EP's are definitely proving themselves on 200-selection equipment, says Smith.

Color Slides

The second spectacular use of displays is with colored slides projected on a large screen mounted on top of a juke box. Glenn Walters, son of Ray Walters, Dayton, O., music operator, and head of two independent companies in motion picture and slide film production, has experimented with his

slide film unit, called Phonevision, for the past six months.

Results of this experimentation, details of which will appear in future issues, are impressive.

Walters has kept weekly tabulations of collections on Dayton area locations where these units are used and now believes that after six months there is no question they increase juke box collections, in some instances substantially.

Artists Push

Prices on all locations using EP selections, promoted on the slides with color pictures of the artists, are 15 cents, two for a quarter. In each case, the same juke box is used with the slide film projector as had previously been installed.

To test results completely, Walters in some locations places a unit on a juke box for a month, takes it off, replaces it. He has found that collections immediately increase after installation of the unit, drop when it is removed, then never back to the original level.

Both EP pop hits and standards are promoted, with the unit and play meters of both indicating increased activity after installation of the mechanism.

Walters changes three or four slides of the total 14 per unit to insure a measure of freshness to the slides (which are projected for a few seconds on a continuous, rotating basis). In all cases, the number and letter of the selection captions each slide.

The Town Tap, a downtown Dayton tavern that also serves complete meals, has always been a good location, but never as good as he and his father thought it should be. Average total gross collections from the machine had been averaging between \$30 and \$35 per week during the past year. Walters de-

ided this would be a good spot to include in his experimentation.

He found that after installing his unit, collections jumped. Feeling that this might be just because of the novelty of the unit, he wasn't surprised, but kept complete tabulations on returns.

Walters' findings reveal that for the past six months total gross collections have averaged \$55 to \$60 per week at this location.

Both Smith and Walters are quick to admit that there are locations where neither EP's nor any displays are worthwhile. What they both point to, however, are some highly interesting results using elaborate display materials.

One fact they both state: Their displays have increased collections. In addition, it improves relations between operator and location owner, and in some cases, wins the good will of customers to boot.

Despite these successes being enjoyed by a small number of operators using juke box display materials on a regular basis, either to promote EP play or single play, the overwhelming majority of operators appear to remain uninterested.

For example, in Miami, most operators use no display aids because they don't feel they would help and because it would rob time of the serviceman they feel they could put to better advantage.

In Memphis, only one distributor-operator, Parker Henderson, general manager of Southern Amusement Company, uses display items. He sometimes displays album covers of top artists such as Elvis Presley or Pat Boone furnished by record companies.

All other Memphis operators interviewed felt display material was of "doubtful value" in their area because of the "different pace" of the people in Tennessee. Some said it would be too expensive, still others believed location owners would have objections.

Milwaukee operators ignoring

display items feel they detract from the appearance of the machine, or say they've tried "some of these gimmicks" a few years ago and found they did not help collections.

Cary, Ind., operators do not use display material. Summing up what many thought, one operator declared that "we're in the juke box business. If we push anything at all, it'll be the entire box and not any one play. We're not disk jockeys."

Washington, D. C., operators believe materials pose too many problems. Majority of operators believe that good programming is more valuable—and less "troublesome"—than display items.

A check of the metropolitan Boston area shows that there is virtually no enthusiasm for point-of-purchase displays on juke boxes. Distributors agree that there are no requests for it from operators. Operators in turn say that bars, diners and drugstores have no room for display material, that it "doesn't last long anyway."

Boston operators do concede that special promotional material, such as that used for a recent dime-play campaign, was worthwhile.

One fact is certain: Altho the number of operators using display materials represents only a tiny fraction of the total number of operators, their current experience with these aids cannot be ignored.

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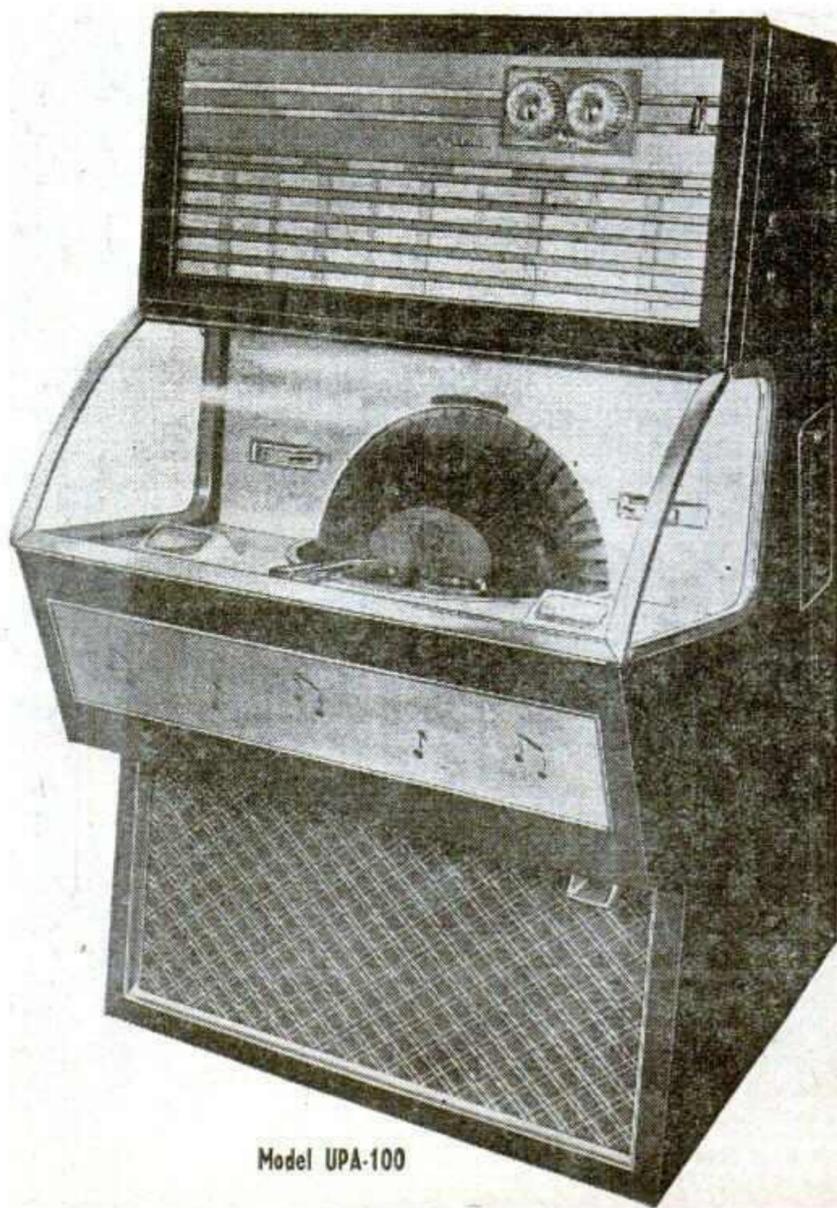
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Genco Details Drive For 5-Ball Trade

Avron Gensburg Tells How Firm Geared To Make Major Entry in Pin Business

CHICAGO — Avron Gensburg, Genco Manufacturing vice-president, last week announced the entry of his firm into the five-ball pin business as a full-time, major competitor. The first of the new Genco five-balls, Show Boat, is expected to be introduced this week.

Recognizing the five-ball pin trade as a highly stable, but highly competitive business, Gensburg stated, "We will have to prove our merit... we intend to do so."

Backing up this statement, Gensburg related what has been done at the factory to prepare for regular output of the new five-ball line, in respect to machinery, tooling, and electro-mechanical components.

Rather than simply modernize the Genco five-ball line which was discontinued early in the 1950's,

Gensburg said the firm has added all new equipment. This includes electrical circuits with high voltage, new ball flipper design, new thumper bumper construction, new method of bumper contact, and the tooling necessary to producing these components.

Ball Count Window

Special five-ball features will include a "direct view ball count" window, thru which the player can count the balls he's shot; an all metal bottom playfield plate which holds instructions, information on flipper action, and contains "balls played window." Hinged socket reflector board provides easy servicing.

Other electro-mechanical features include a metal door in a metal frame; a drop chute with National Slug rejector mechanism, built into door as standard equipment. If chute is revised to accept multi-play on quarter coin chute, the door need not be replaced. The games will have all-metal legs of triple coat baked enamel. Cabinet will have locked corner construction to provide added strength.

Sound effects include multiple ringing bells and knockers, providing four distinct sounds. Scoring is set for up to 9,000,000.

A special inspection procedure will include a "vibration test" to precede final inspection. Game is vibrated and caused to jump a

(Continued on page 85)

NAAPPB COIN LINE-UP DOES QUICK CHANGE

CHICAGO — The line-up of coin machine exhibitors at the National Association of Amusement Parks, Pools & Beaches Show changed course like a scampering turkey before Thanksgiving.

Latest change at press time, Wednesday (27) saw Williams Manufacturing Company withdraw, and Bally Manufacturing Company move in. A week previous, International Mutoscope withdrew, and Irving Kaye Company signed up.

Bally expected to show its kiddie ride line, Bally Bike, Model T, Champion Horse and Toonerville Trolley, its Strike-Bowler, and its hot and cold beverage venders.

Williams, originally planning to introduce new products at the show, reported that the new equipment was not ready in time for the exhibit.

3-WAY OUTPUT

Smooth the Word In Bowling Games

CHICAGO—The ball bowling game got its latest dose of realism over the past two weeks when three manufacturers shed the trip switches on their alleys and produced new models with smooth surfaces.

While previous models featured ball-hit-pin action, actual scoring was registered when the ball passed over trip switches below the pins.

Now the days of artificial scoring on coin-operated alleys appear over.

At any rate, the three manufacturers, Bally Manufacturing Company, Chicago Coin and United Manufacturing Company, are all busy shipping the newer type models.

Zenith in Realism

With realistic play reaching an all-time high on coin bowling games, it would appear that manufacturers have at last reached a zenith in bowling game production.

Operators now feel that the one major improvement that might still be made would be installation of a lower price tag. The games still seem to be out of the reach of most operators as a game for all spots. Most operators in the Chicago area, for instance, have ball bowlers at less than 20 per cent of their stops. They'd have more if they could afford them.

But the addition of a lower price tag may never become a reality. Manufacturers are quick to explain that no price cutback would be possible without hurting the game's play appeal. And most feel that

(Continued on page 85)



GENSBURG

Kaye to Show 5 New Items At Pk. Confab

NEW YORK—The Irving Kaye Company, local game manufacturer, will display five new items at the National Association of Amusement Parks, Pools and Beaches convention at Chicago.

The DeLuxe Competitor is a six-pocket pool game with a formica top rail and pockets countersunk and flush with the rail. Scoring markers are recessed. List price is \$599. A four-pocket version of the game is also available for \$299.95.

The firm will also display six-foot and eight-foot versions of a new hockey game, with the former listing for \$349.50 and the latter listing for \$399.50. The games are mechanical, two-player and set for dime play.

Also to be displayed will be a Music Tower, a wall box with a hi-fi speaker and volume control for music operators. It will list for \$99.95.

Other Units

Rounding out the Kaye exhibit will be the El Dorado pool game and the Activaire electric hand drier. Kaye announced that he now is manufacturing the latter.

Representatives at the show will be Kaye and Charlie Katz, sales manager.

N. Y. Coinmen Set For Dinner-Dance

NEW YORK — An estimated 400 to 450 members of the coin machine industry are expected to attend the eighth annual dinner-dance of the Associated Amusement Machine Operators of New York, to be held Saturday (14) at the Grand Ballroom of the Park-Sheraton Hotel.

Zero Mostel, actor and comedian, will act as emcee. The cocktail hour begins at 7 p.m., with dinner scheduled for 8 p.m.

Gore to Head Exhibit Supply As President

CHICAGO — Exhibit Supply last week named Chester F. Gore president.

Gore has been associated with the 56-year-old company for over 20 years and most recently acted as manager of its Arcade Division.

Gore stated that Exhibit will continue production on all types of Arcade equipment, card venders and an expanded line of picture postcards. The firm is showing a line of its products at the National Association of Amusement Parks, Pools & Beaches convention here this week.

Fischer Bows New Nine-Ball 4-Pocket Pool

TIPTON, Mo.—Fischer Sales & Manufacturing Company here shipped to distributors last week a new type of four-pocket coin pool table, Nine Ball Pool.

Nine Ball Pool is designed to supplement the standard six-pocket games on location. It measures 59 by 37 by 32 inches, about six inches longer than the standard bumper-type table.

The game, shipped with nine balls rather than 15, features fast

(Continued on page 91)

Capitol Projectors Shows 4 Rides

NEW YORK—Capitol Projectors, local kiddie ride manufacturer, will show four rides at the NAAPPB show in Chicago this week. They are the Test Pilot, Auto Test, Junior Auto Test and Lancer Horse.

The firm will be represented by Sam Goldsmith, Leo Willens and Ralph Hotkins.

FEW BEEFS REGISTERED

Capital Pin Operators Enjoy Rare Freedom From Legal Difficulties

This is the seventh in a series on the effects of the U. S. Supreme Court ruling subjecting payoff pinballs to the \$250 gambling tax.

WASHINGTON—Pinball operators in the nation's capital have an enviable record of freedom from legal difficulties, despite the complex licensing regulations imposed on them when they venture into nearby Maryland or Virginia counties. Fact that most operations have avoided trouble and don't make cash payoffs also means that the Supreme Court decision making payoffs illegal if they consist of anything but free plays, will not cause excitement here.

Surprisingly enough, most operators describe regulations and license

fees in Washington as "liberal" and "lenient." As one operator put it, "While we'll never look forward to paying taxes and license fees, the set-up is basically a very fair one. The authorities recognize us as honest businessmen and help us keep our operations on an even keel."

The District of Columbia license fee was cut in half last year because the machine cost less to supervise. An operator now pays \$6 each for the first three machines, and for each three additional machines \$6 more. The maximum is \$100.

Ops Back Regulations License Superintendent Thomas Helan says operators have done a good job of enforcing the regulations imposed by the District gov-

ernment. As a result, complaints from parents and school authorities are "few and far between," he says.

Pinballs making payoffs in anything other than free plays are illegal here and police are set to move rapidly against offenders. It has been a long time since any action was necessary, police spokesmen say.

Placing machines in neighboring Maryland and Virginia counties poses a few problems for the local operator, however. Greatest difficulty is that he must keep abreast of State and county government activities as they pertain to license fees and taxes.

In Montgomery County, Mary-

(Continued on page 89)

United Ships Smooth Alley, Royal Bowler

CHICAGO—Royal Bowling Alley, a new smooth-alley ball bowling game, was shipped to distributors last week by United Manufacturing Company.

The Royal eliminates trip switches on the alley, scores registered instead by actual meeting of ball and pins.

Game is available in standard 13 and 16-foot lengths, expandable four-foot sections to 17 and 20-foot size.

It has regulation scoring for up to six players, and other basic features similar to previous United games. Principal change is in the smooth, switch-free alley.

Ruling Hits Multi-Coin Cincy Pins

CINCINNATI—A court ruling in support of an ordinance banning multi-coin pinballs has had the effect of ousting such games from operation in the city.

For a year a court injunction granted by Judge Bell stood in the way of police seizure of multi-coin pinballs. But a new ruling by Judge Bell now modifies the injunction and, in effect, bans multi-coin pins.

Operators were told to either disconnect such games or convert them to single-coin play.

City Solicitor James Farrell said operators would get "a reasonable time" to make conversions, during which time there would be no seizures as long as the games remain inoperative. But operators were reported pulling "pinballs by the

(Continued on page 91)

Nat'l Shuffleboard Names 2 Distribs

EAST ORANGE, N. J.—Francis L. Cardaropoli of Turners Falls, Mass., has been named New England distributor for the National Shuffleboard Company. He replaces Ed Martell, who recently moved to the main office as sales manager.

Martell announced that Charles Fleigle of York, Pa., has been named distributor for Central Pennsylvania.

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**Ask \$10 Tax on
St. Louis County
Games and Phonos**

ST. LOUIS — Coin-operated amusement games and juke boxes would be taxed \$10 per year in unincorporated areas of St. Louis County in 1958, under a newly introduced ordinance before the County Council.

The annually introduced ordinance includes games and juke for the first time. In the past it has set up a license tax on shows, professional performances and amusement facilities.

It exempts coin machines vending food, services, confections or merchandise. The tax would be \$2 per year on penny games.

**Price to Bow
'Different' Coin
Game, Mid-Dec.**

LOS ANGELES—A new coin-operated game made from a working model by an outside inventor will be introduced here about December 15, D. W. Price, head of the manufacturing corporation bearing his name, said.

The company advertised several months ago for inventors to submit working models. The new game that Price describes as "entirely different," is the first to be completed on this program. Others are in the making and the corporation is still seeking to contact inventors who have developed their ideas beyond the blueprint stage.

The Price corporation also manufactures the conversion kits for switching Seeburg machines from 78 r.p.m.'s to 45's. During the past seven years, the company has manufactured guided missile components as well as an aviation item of its own design used by air frame and military installations.

Price added that he had found a number of inventors with salable models. To encourage further development in this field, the corporation has established a legal department to protect inventors.

Genco Drive

• Continued from page 84

quarter-inch from vibrator bed, which matches conditions equivalent to those of an extensive trip by freight car. This, according to Gensburg, is designed to bring to the surface any possible malfunction such as loose strip screws, cold solders, improper contact adjustments, or shorts. According to Gensburg, this will help to insure that the game on arrival at its destination, will be ready for play.

Steam Cleaning Process

Inspection system also includes steam-cleaning of contact points, done after assembly with high-heat, high-pressure chemically treated steam.

Said Gensburg, "We will have a constant run on pinballs, along with our regular output on other types of games. We have several more five-ball models ready to be tested in the near future."

The company's regular distributor organization will handle the new five-ball line on an exclusive basis, as they now handle the firm's other amusement machine models. In addition, the firm reports setting up new accounts in Europe for export trade. Sample shipments have already been made to overseas points, with samples to U. S. distributors due this week.

3-Way Output

• Continued from page 84

there is no turning back—once an improved game is introduced, few operators or locations would be satisfied with a new model with watered-down play features.

The manufacturers make the best, the public demands the best and the operator is often caught in the pinch. He has to provide the latest for at least his top locations.

Yet, many operators report holding off buying in quantity, and making do with the games on hand. Such conditions gradually put a crimp in the whole industry.

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BILLBOARD NOVEMBER 18, 1957

"In 1957 alone, over 7,000 kits were bought by juke box operators."

their introduction trails the 45's by as much as two or three weeks. The other reason is that 78's cost more than 45's, anywhere from 10 to 20 cents per disk."

"The fact that hits on 78's are in short supply and altho some hits are eventually available,

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NOVEMBER 18, 1957 THE AMUSEMENT INDUSTRY

78 RPM Juke Box Obsequies Delayed

Kits to Convert Units to 45's Become Hot Items as 78 Sales Fade Away

By NICK BIRO

CHICAGO — Tags may have pointed for the old 78 r.p.m. juke box, but the day of burial appears to have been postponed.

There is little question that the spirit of the machine has been literally killed by an acute shortage of 78 r.p.m. disks. But the body is still here. And now juke box operators are fighting to give it new life by means of converting the machines to the slower 45 r.p.m. speed.

Evidence of this is an almost meteoric hike in sales of conversion kits produced by juke box manufacturers just for this purpose.

Hot Item

Since their inception in 1951, the units have done little but gather dust on the factory shelves. But during the past year, they've suddenly become, in the language of the trade, a hot item.

In 1957 alone, over 7,000 kits were bought by juke box operators (better than one-third of the total sold since 1951). And the trend, if anything, indicates the units will continue very much in demand, though how long, is anyone's guess.

Since 1951, nearly 20,000 conversion kits have been sold, more than 10,000 of them

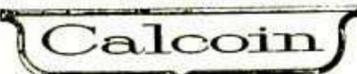
rather than strapping it or taping it in. Most of the converted models are placed on the same time, there are two equally important reasons for the swing to conversions on 78 r.p.m. equipment which are still operable. One is the fact that hits on 78's are in short supply and altho some hits are eventually available, their introduction trails the 45's by as much as two or three weeks. The other reason is that 78's cost more than 45's, anywhere from 10 to 20 cents per disk.

One large Midwestern record outlet, Chicago's Singer One-Stop, has experienced a 10 per cent drop this year in the sale of 78's to operators. And according to manager Fred Simpson, the drop should be even more substantial during the next few months.

Big Difference

Singer's price for 78's runs from 65 cents to 76 cents for a single disk. On 45's the price is a flat 69 cents. For the juke box operator who buys anywhere from 100 to a lot more, the cost difference is substantial.

Most of Singer's



THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

(For 10-week period ending with issue of November 18, 1957)

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM	\$125.00	\$ 75.00	\$ 99.50
Model B (48) 40 sel., 78 RPM	175.00	99.00	145.00
Model C-40	69.00	69.00	69.00
Model C (50) 40 sel., 78 RPM	195.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM	295.00	285.00	285.00
Model E-40 (53) 40 sel., 78 RPM	225.00	225.00	225.00
Model E-80 (53) 80 sel., 45 RPM	375.00	350.00	350.00
Model E-120 (53) 120 sel., 45 RPM	650.00	345.00	395.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	595.00	350.00	575.00
ROCK-OLA			
120 Comet	\$495.00	\$475.00	\$495.00
1428 (48) 20 sel., 78 RPM	99.50	49.50	95.00
1432 (50-51) 50 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	125.00	125.00	125.00
1434 (50-51) 50 sel., 78 RPM	185.00	135.00	150.00
1434 Fireball	195.00	135.00	195.00
1434 Rocket	150.00	135.00	135.00
1436 (52) 120 sel., 45 RPM	335.00	250.00	295.00
1436 A- (53) 120 sel., 45 RPM	175.00	175.00	175.00
1438 (54) 120 sel., 45 RPM	465.00	395.00	395.00
1442 (54) 50 sel., 45 RPM	550.00	495.00	500.00
1446 Hi-Fi 120 sel., 45 RPM	445.00	445.00	445.00
146 (46)	50.00	39.50	40.00
1475 (47) 20 sel., 78 RPM	70.00	25.00	50.00
SEEBURG			
147-M	\$ 65.00	\$ 65.00	\$ 65.00
148 ML (48) Remote 20 sel., 78 RPM	99.50	74.50	99.00
HM-100-Hideaway (9/49)	149.50	149.50	149.50
M-100-A (9/49) 100 sel., 78 RPM	515.00	69.50	185.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	350.00	395.00
M-100-BL (10/51) 45 RPM	525.00	450.00	525.00
M-100-C (5/52) 100 sel., 45 RPM	525.00	450.00	499.00
HF-100-G (9/53) 100 sel., 45 RPM	695.00	574.00	595.00
HF-100-R	695.00	640.00	675.00
100-W (9/53)	575.00	574.00	575.00
Seeburg Sicum 200 Set	695.00	275.00	275.00
WURLITZER			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	75.00	50.00	50.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	95.00	95.00
1250 (50) 48 sel., 45 or 78 RPM	145.00	69.50	115.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	124.50	195.00
1450 (51) 48 sel., 45 or 78 RPM	150.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	299.50	175.00	225.00
1550-A (53) 104 sel., 45-78 RPM Mix	299.50	275.00	275.00
1600 (53) 48 sel., 45 or 78 RPM	275.00	225.00	225.00
1600-A (54) 48 sel., 45 or 78 RPM	425.00	400.00	400.00
1650 (53) 48 sel., 45 RPM	325.00	225.00	265.00
1650A (54) 48 sel., 45 RPM	325.00	225.00	295.00
1700 (54) 104 sel., 45 RPM	620.00	495.00	515.00
1800 (2/55) (W)	750.00	595.00	695.00

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)	\$ 65.00	\$ 65.00	\$ 65.00
Beach Beauty (1/55)	225.00	30.00	185.00
Beach Club (2/53)	75.00	25.00	30.00
Beauty (11/52)	75.00	43.00	75.00
Big Time (1/55)	245.00	110.00	125.00
Bright Lights (5/51)	55.00	55.00	55.00
Bright Spot (11/51)	95.00	35.00	85.00
Broadway (12/55)	270.00	185.00	245.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	75.00	45.00	60.00
Frolic (10/52)	80.00	43.00	65.00
Gayety (3/55)	95.00	55.00	60.00
Gaytime (6/55)	145.00	95.00	125.00
Hi-Fi (6/54)	75.00	60.00	65.00
Ice Frolics (1/54)	55.00	45.00	45.00
Miami Beach (9/55)	150.00	110.00	125.00
Nite Club (3/56)	340.00	210.00	250.00
Palm Beach (7/52)	40.00	40.00	40.00
Palm Springs (11/52)	65.00	55.00	60.00
Spot Lite (1/52)	45.00	45.00	45.00
Surf Club (3/54)	75.00	40.00	60.00
Variety (9/54)	95.00	70.00	75.00
Yacht Club (6/53)	55.00	30.00	55.00
CHICAGO COIN			
Basket Ball Champ (10/49)	\$195.00	\$125.00	\$175.00
Home Run	175.00	175.00	175.00
Tahiti (10/49)	75.00	75.00	75.00
EVANS			
Saddle & Turf Club Model (10/53)	\$275.00	175.00	\$225.00
GENCO			
Basket Ball, 2 Player (10/53)	\$245.00	\$225.00	225.00
400 (10/53)	75.00	35.00	49.00
Golden Nugget (2/53)	95.00	35.00	65.00
Invader (3/54)	145.00	109.50	125.00
Jumping Jack (11/52)	75.00	25.00	50.00
GOTTLIEB			
Arabian Knights (11/53)	\$126.00	\$ 95.00	\$115.00
Auto Race (9/56)	270.00	245.00	265.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	65.00	65.00	65.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	245.00	235.00	240.00
College Daze (8/49)	50.00	50.00	50.00
Coronation (11/52)	45.00	35.00	45.00
Crossroads (5/52)	195.00	45.00	65.00
Cyclone (4/51)	25.00	25.00	25.00
Daisy Mae (7/54)	145.00	125.00	140.00
Derby Day (4/56)	210.00	195.00	210.00
Diamond Lill (12/54)	140.00	120.00	130.00
Dragonette (6/54)	175.00	135.00	150.00
Duette (3/55)	195.00	150.00	195.00
Duette Deluxe (4/55)	250.00	225.00	245.00
Flying High (2/53)	65.00	45.00	45.00
Four Belles (10/54)	125.00	125.00	125.00
Four Stars (6/52)	65.00	50.00	65.00
Frontiersman (11/55)	185.00	150.00	185.00
Gold Star (8/54)	150.00	135.00	140.00
Grand Slam (4/53)	60.00	35.00	60.00
Green Pastures (1/54)	100.00	75.00	100.00
Guys & Dolls (5/53)	80.00	45.00	65.00
Gypsy Queen (2/55)	175.00	145.00	170.00
Happy Days (7/52)	65.00	65.00	65.00
Happy-Go-Lucky (3/51)	40.00	40.00	40.00
Harbor Lites (2/56)	200.00	185.00	195.00
Hawaiian Beauty (5/54)	120.00	120.00	120.00
Hawaiian Beauty (5/54)	120.00	120.00	120.00
Hit 'n' Run (3/52)	65.00	45.00	65.00
Jockey Club (4/54)	130.00	85.00	110.00
Joker (11/50)	50.00	50.00	50.00
Jubilee (5/55)	275.00	210.00	210.00
Jumbo (10/54)	235.00	225.00	225.00
Just 21 (1/50)	60.00	60.00	60.00
Marathon (10/55)	245.00	245.00	245.00
King Arthur (10/49)	40.00	40.00	40.00
Knockout (12/50)	49.50	45.00	49.50
Lady Luck (9/54)	150.00	120.00	125.00
Lovely Lucy (2/54)	110.00	110.00	110.00
Marble Queen (6/53)	85.00	85.00	85.00
Minstrel Man (2/51)	45.00	45.00	45.00
Mystic Marvel (3/54)	125.00	120.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	100.00	100.00	100.00
Poker Face (8/53)	85.00	75.00	75.00
Quarette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	65.00	60.00	60.00
Quinette (3/53)	75.00	65.00	65.00
Rockettes (8/50)	50.00	50.00	50.00
Rose Bowl (10/51)	35.00	35.00	35.00
Round Up (11/48)	60.00	60.00	60.00
Score-Board (3/56)	275.00	195.00	225.00

	High	Low	Mean Avg.
Sea-Belles (8/56)	\$285.00	\$285.00	\$285.00
Sharpshooter (5/49)	60.00	60.00	60.00
Shindig (9/53)	110.00	90.00	100.00
Skill Pool (8/52)	70.00	35.00	65.00
Sluggin' Champ (4/55)	180.00	125.00	165.00
Sluggin' Champ Deluxe (4/55)	180.00	180.00	180.00
Southern Belle (6/55)	170.00	165.00	165.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	150.00	130.00	150.00
Sweet Add-A-Line (7/55)	175.00	175.00	175.00
Toreador (6/56)	295.00	275.00	295.00
Tournament (8/55)	225.00	225.00	225.00
Triplets (7/50)	65.00	65.00	65.00
Twin Bill (1/55)	150.00	145.00	150.00
Wild West (8/51)	50.00	50.00	50.00
Wishing Well (9/55)	185.00	165.00	185.00
UNITED			
ABC (2/52)	\$545.00	\$545.00	\$545.00
Cabana (3/53)	150.00	35.00	50.00
Caravan (1/56)	225.00	135.00	200.00
Circus (8/52)	25.00	25.00	25.00
Havana (2/54)	80.00	30.00	55.00
Hawaii (6/54)	120.00	45.00	45.00
Leader (10/51)	95.00	35.00	50.00
Manhattan (4/55)	80.00	60.00	70.00
Mexico (3/54)	195.00	70.00	135.00
Nevada (8/54)	43.00	43.00	43.00
Pixie (9/55)	145.00	70.00	95.00
Rio (11/53)	25.00	25.00	25.00
Singapore (10/54)	43.00	40.00	40.00
Stardust (4/56)	225.00	120.00	210.00
Starlet (11/55)	210.00	98.00	125.00
Stars (6/52)	65.00	40.00	60.00
Tahiti (8/53)	175.00	50.00	90.00
Triple Play (8/55)	85.00	65.00	78.00
Tropicana (1/55)	75.00	75.00	75.00
Tropics (7/55)	145.00	145.00	145.00
Zingo (10/51)	65.00	65.00	65.00
WILLIAMS			
All Star Baseball	\$195.00	\$150.00	\$155.00
Army & Navy (10/55)	35.00	35.00	35.00
Big Ben (9/54)	125.00	65.00	95.00
C. O. D. (9/53)	75.00	75.00	75.00
Colors (11/54)	95.00	95.00	95.00
Dealer '21' (2/54)	35.00	35.00	35.00
Deluxe Baseball	195.00	85.00	125.00
Disk Jockey (11/52)	40.00	40.00	40.00
Eight Ball (1/52)	35.00	35.00	35.00
Four Corners (11/52)	65.00	65.00	65.00
Fairway (6/53)	40.00	40.00	40.00
Georgia (7/50)	49.50	30.00	49.50
Grand Champion (8/53)	80.00	35.00	60.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	50.00	50.00
Hong Kong (10/52)	55.00	42.50	50.00
Jalopy (8/51)	40.00	40.00	40.00
Jolly Joker (10/55)	160.00	95.00	95.00
King of Swat	225.00	225.00	225.00
Lazy Q (2/54)	35.00	35.00</	

QUALITY MERCHANDISE

Shopped and Ready for Location

MUSIC
WURLITZER

- 1017—Cobra Pickup \$ 35.00
- 1400 155.00
- 1250 80.00
- 1217 HIDEAWAY, 45 rpm. . . 95.00

AMI

- MODEL C's 65.00
- MODEL D-40 135.00

WALL BOXES

- WURLITZER 4851, Like New \$10.00
- WURLITZER 3020, 48 Selec. 3.95
- AMI 40 SEL. 2.95

BINGOS

- MANHATTAN \$ 60.00
- CIRCUS 25.00
- RIOS 25.00
- BALLY BEAUTY 40.00
- SOUTH SEA 165.00
- PIXIES 70.00
- CARAVAN 135.00

FIVE BALLS

- CIRCUS WAGON \$190.00
- SKY WAY 65.00
- STAR POOL 75.00
- ARABIAN KNIGHTS 100.00
- BALLS-A-POPPIN' 180.00
- SMOKE SIGNAL 125.00
- DAISY MAE 125.00
- LADY LUCK 105.00
- NIAGARA 35.00
- BIG BEN 85.00
- WONDERLAND 130.00
- STAGE COACH 130.00

ARCADE

- SEEBURG COON GUN \$ 95.00
- CHGO. COIN PISTOL 25.00

UNITED & BALLY
14 FT. BOWLERS
\$475.00
crated

¼ down, balance C.O.D.

Lew Jones Distributing Co.
Exclusive Wurlitzer Distributor
1301 North Capitol Avenue
Indianapolis, Indiana
Phone: ME1956 5-1593

SOMEWHERE IN THE WORLD . . .
There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 —!

Balti. Grosses

• Continued from page 81

in the city which may be paid quarterly. All others must be paid in one lump sum.

Baltimore is probably one of the highest taxed cities for cigarettes. The recent boosting of the city tax from 3 cents to 5 cents a pack, with a pending 2-cent State tax, would total 7 cents in State and local taxes.

Pool games and shuffle alleys move slowly here. Generally, an operator will place these units on a stop when the location owner insists. The operator will comply because the stop probably does well on bingo. After a while, when the novelty wears off, the game will be removed.

\$30 Average

Altho music is still at 5 cents, collection averages are higher than in most other cities. Juke boxes average about \$30 a week gross, with the 50-50 split in effect. Minimum guarantees and front money are a rarity here.

Many operators are setting a dime minimum (for two selections), with five plays for a quarter. But few get a dime a selection.

HEARD ABOUT REX'S NEW 12" HI-FI SPEAKER!!!

The wall speaker that operators have needed for years!

- 12" 10 watt true coaxial speaker
- 500 ohm impedance
- 40 to 14,000 cycle frequency range
- Direct radiation insures full range without distortion
- Carries true tone from phonograph
- Use with ANY phonograph

Attractive Cabinet Assorted Colors Installs Anywhere **\$69.50**
Telephone Your Order Today!

Still Going Strong! "CONSOLETTA"

- Remote control
- 40" x 27" x 18"
- Volume control
- Shipping wt. 40 lbs.

Write for Information

DISTRIBUTORSHIPS AVAILABLE

Call Harrison 2-8255

REX COIN MACHINE DIST. CORP.

821 So. Salina St., Syracuse 3, N. Y.

Atlas Denies FTC Charges

• Continued from page 77

earlier, alleged that Wallace Jenkins and Atlas Manufacturing supplied "deceptive" advertising and promotional material to Roland Jenkins, who, acting as distributor with Atlas Enterprises, places the ads in newspapers and furnishes literature to salesmen.

Wallace Jenkins and Atlas admit they supply advertising and promotion material to Roland Jenkins, but deny they had anything to do with the challenged advertisements quoted in the complaint.

Complaint alleged that virtually no purchasers realized 100 per cent to 300 per cent net profit as claimed by the companies. (The Billboard, October 14.) Roland Jenkins asserts that the claims are "predicated upon experience, knowledge, and published facts. A person engaged in the bulk vending business can make gross earnings up to 750 per cent. Therefore, depending on overhead expense, net profits may easily reach as high as 300 per cent."

Other claims which the answers to the complaint declare are true include: That profitable locations for the machines are easily secured; that the inventory is worth the money invested that the business is permanent and depression-proof.

Further, Atlas Manufacturing admits it manufactures and sells the machines and their supplies, but both the company and Phillip Schwimmer deny he is or ever was its secretary.

American Products Corporation denies it is a vending machine

FTC Clears 2

• Continued from page 77

chasers of the machines, "who generally are unable to earn \$100 a week spare time or to get back their investment in six months." Altho some purchasers testified they did not make what they considered a "reasonable" profit, the examiner said evidence showed that numerous purchasers have expressed satisfaction by buying additional machines. He found the record does not show the percentage of dissatisfied purchasers compared to total purchasers, nor does it show how many made satisfactory profits. Without such evidence, the examiner ruled, these charges have not been proved.

The examiner also found the concern's advertising has not represented that operators would not be required to engage in any canvassing or selling. In the absence of evidence to the contrary, he said, the words "selling" and "canvassing" must be accepted as understood by the public to mean that operators would not have to sell door-to-door or otherwise contact customers.

Other charges dismissed are that the companies misrepresent that (1) their machines will be placed at satisfactory locations, (2) purchasers are required to have a car and good references, (3) purchasers are given exclusive sales territories, (4) the companies give financial assistance to purchasers for expansion, and (5) the purchase price of the machines includes the cost of insurance.

The examiner had ruled that the respondents misrepresent themselves as the manufacturers of their vending machines. However, he dismissed this allegation also because no proof was given to support the statement in the complaint that the public prefers to deal directly with a manufacturer, believing that lower prices and other advantages are thus obtained.

manufacturer or distributor. Company claims it is "engaged" solely in a jewelry business and has been entirely disassociated with the vending machine business since August, 1956."

CORRECTION

A price was incorrectly listed in ad November 25. Correct price is as follows:
6 United 2-Player

STAR SLUGGER
Free Play Like New **\$185.00**
LAVOIE & HILLMAN
2 E. Main St. Fall River, Mass.
OSborne 8-5431

SPECIALS!

14 FT. BOWLERS . . . \$495.00

BINGOS

- Miami Beach \$120.00
- Gaytime 120.00
- Big Time 125.00
- Variety 75.00
- Hi-Fi 65.00
- Frolics 65.00
- Palm Springs 65.00
- Surf Club 55.00
- Yacht Club 55.00
- Spot Lite 45.00

5 BALLS

- Southern Belle \$170
- Jockey Club 110
- Diamond Lil 125
- Gold Star 140

AMI F-120, \$495
AMI G-120, \$575

SEEBURG 100 A \$185

KEENEY 22 Col. Cigarette Vendor write

ARCADE

- Cross Country \$175.00
- United Slugger 225.00
- Genco Fi Fly 195.00
- Photomatic 245.00
- Quarterback 185.00
- Hooligan Pool 85.00
- Sportsman Gun 175.00
- Rifle Gallery 165.00
- Champion Baseball 185.00
- Seeburg Bear Gun 85.00

SHUFFLEBOARDS!

- 12 ft. American Bank \$175.00
- 22 ft. Rock-Ola 150.00
- Overhead Scoreboards 95.00
- Wall Type Scoreboards 69.50
- 4-Way Bowling Conv. 75.00

4322-24 N. WESTERN AVE.

CHICAGO, ILLINOIS

JUNIPER 8-1814

PURVEYOR
DISTRIBUTING CO.

Better Buys

6-POCKET POOL TABLES by



Dependable, Trouble-Free, Service-Free! A thoroughly tested, proven mechanism! Exclusive patented "Easy-Count" Score! Many other Valley Features that make more money for Pool Table Operators!

Valley "Cadillac Quality" Insures Your Profits!

Only VALLEY makes BUMPER POOL®

(T.M. Reg.)
Nothing Finer in the Market!

Write, Wire, Phone for Details

VALLEY SALES CO. (Sales Affiliate, Valley Mfg. Co.)

333 Morton St., Bay City, Michigan.

Twinbrook 5-8587

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

VENDORS

Cigarette

- Eastern, 22 col. . . . \$320.00
- new
- Mercury, 11 col. . . . 175.00
- 30¢
- Mercury, 9 col. . . . 150.00
- National 930 110.00
- National 930 125.00
- National 9 A 150.00
- Lehigh, 12 col. . . . 200.00
- Lehigh, 8 col. . . . 85.00
- Lehigh, 10 col. . . . 125.00

CANDY & MISC.

- Mills, 5 col. . . . \$ 65.00
- U-Select 35.00
- Vendall, 8 col. . . . 95.00
- DuGrenier, 8 col. . . . Write
- new
- National, 9 col. . . . 95.00
- Ship, 2 col. Gum. . . . 18.00
- N.W. 2 col. Roll
- Stamp 74.50
- U.S., 2 col. . . . 35.00
- Ship, 3 col. Stamp 39.50
- Kleenex 20.00
- Harmon Comb 17.95
- Harmon Kofex 25.00
- Harmon General 35.00
- Frigid Fruit 240.00
- 6 col. Film Vendors 175.00
- Andico Coffee, cup 325.00
- Colespa Coffee, cup 325.00
- Keeneey Coffee, cup 295.00
- Spacarb 3 flavor 325.00
- Cup 125.00
- Mills Coca-Cola 125.00
- CUP 125.00
- Mills Choc. Cup 165.00
- Craig Ice Cream 150.00
- Bar 150.00
- Revco Cup Ice 125.00
- Cream 125.00

COUNTER GAMES

- Adv. Shockers \$22.50
- Marc. Grips 25.00
- Pop-Up 20.00
- Kickers-Catchers 52.50
- Got. Grippers 25.00
- Challenger Gun 35.00
- Play Golf 15.00
- Love Meters 25.00
- Ship. Art Show 35.00

RIDES

- Donald Duck \$275.00
- Elsie 275.00
- Lancer Horse 495.00
- Space Ship 295.00
- Palomino Horse 295.00
- See-Saw 250.00
- Miss America 250.00
- 2 Horse Carousel 325.00
- Crusader Horse 295.00
- Big Bronco 350.00
- Moonride 225.00
- Leaping Lena 165.00
- Depey Duck 240.00
- Reindeer 240.00
- Pluto the Pup 240.00

5 BALL PIN GAMES

- Blondie \$210.00
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Continued from page 86

Table listing amusement machines with columns for High, Low, and Mean Avg. prices. Includes titles like Arrow (CC), Banner (U), and various bowling and shooting games.

Table listing amusement machines with columns for High, Low, and Mean Avg. prices. Includes titles like Speedlane Bowler (K), Star, 5 Player (U), and various shooting and bowling games.

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling.

Table listing arcade equipment with columns for High, Low, and Mean Avg. prices. Includes titles like AA Gun (K), ABT Challenger (5/46), and various shooting and skill games.

Table listing amusement machines with columns for High, Low, and Mean Avg. prices. Includes titles like Hockey (CC), Home Run, 6 Player (CC), and various shooting and skill games.

Advertisement for Seeburg Music featuring 'CLOSEOUT PRICES!' and 'Available Immediately!'. Includes contact information for International Scott Crosse Company.

Miller Details
Continued from page 81
group of operators from Rhode Island pledged themselves to contribute \$100 and the Western Massachusetts Music Guild also is contemplating financial help.

and Jack Mitnick, of United Manufacturers. Baker told the meeting that the second annual banquet (November 12) of MOAM had been a huge success and that several requests for tickets for next year's banquet had already been received.

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Bulk Banter

Continued from page 77

ing Machine Operators' Association president, doesn't think charms are a necessity. He says, "I have added charms to some machines and seen the revenue increase. I have also removed charms from other machines and noted an increase in sales there, too. Just what it is, I do not know." With a situation like that, it would be hard for anyone to judge.

Legal Relations in Capital

Continued from page 84

land, only the levy applied under the Internal Revenue Code is required. Payoffs in free plays are legal, but cash or merchandise payoffs are not. Most operators are content, and arrests are "very few," according to county officials.

Arlington County, Virginia, however, taxes "any person renting, selling or leasing" pinballs at \$1,000 yearly. An Arlington city tax in the same amount is added. If a location owner buys a pinball machine, he pays \$25 yearly to the county and \$25 to the city. In this county, payoffs of all kinds are illegal. Law enforcement authorities say that paying off even in free plays "constitutes gambling." Regulations are imposed under the Virginia State Code.

Some Violations

Only exception to the otherwise rosy picture in the Washington area is Prince Georges County, Maryland. Widespread violations of county laws have been played up in the local press, causing many people to look with disfavor on pinballs. Many legitimate operators won't risk placing machines in the county because they fear location owners will make payoffs and subject them to possible fines or other police action.

Payoffs other than free plays have been illegal in Prince Georges for some years. Early this year, State's Attorney Blair Smith charged that widespread payoffs were being made, regardless of the law forbidding them. A check by law enforcement officers revealed that many pinballs carried the \$250 gambling tax stamp. A bill was then drawn up by Sen. Winship Wheatley (D., P. G.) making the stamps prima facie evidence that the machines were being used for gambling. (The Billboard, February 23, April 6.) Bill was passed by the General Assembly and signed into law by Governor McKeldin four months ago.

The Supreme Court decision in the Korpan case strengthened the Wheatley law. County detectives claimed that location owners and operators were holding up their purchase of the \$250 stamps pending outcome of the case.

If the high court ruled that pinballs making payoffs were exempt from the higher tax, there would be no need to buy the stamps made prima facie evidence under the Wheatley law. Court's decision, however, served to tighten the statute, which subjects violators to fines ranging from \$100 to \$500 and possible prison sentences.

Remote Control Problem

In August, another furor arose when pinballs were reportedly required for remote control operation. Machines allegedly made payoffs and did not carry the \$250 stamp. New method was labeled a "subterfuge" by Herman E. Greenland, chief of the intelligence division of Internal Revenue's Baltimore district. He said that any machine seen involved in payoffs would be seized. Indications are, however, that it will be a long time before the situation is cleared up entirely.

Most area operators feel that if they go on running their operations properly it won't be too long before public sentiment is on the side of the legitimate operator—in spite of situations like that in Prince Georges County.

At least one operator pointed out that the coin machine business is attracting men of high caliber. He feels that by keeping up with trends in business, being alert to changes in laws and being active in associations, coin machine men can help their finances, communities and themselves.

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ARCADE

CONTROL TOWER	45
Wm. CRANE	125
Genco SKY ROCKET GUN	185
Exh. SHOOTING GALLERY	85
Seeburg COON HUNT	95
C.C. TWIN HOCKEY	215
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Un. STAR SLUGGER	275
BASEBALL	150
Un. CARNIVAL GUN	150
Bally BALLS-A-POPPIN', 2-PI.	255

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ACE HIGH	Write	4-PI. REGISTER	375
ROYAL FLUSH	285	4-PI. SCOREBOARD	195
RAINBOW	265	2-PI. CONTINENTAL CAFE	375
AUTO RACES	235	2-PI. FLAGSHIP	315
DERBY DAY	195	2-PI. FAIR LADY	305
HARBOR LIGHTS	185	2-PI. SEA BELLES	275
FRONTIERSMAN	165	2-PI. TOREADOR	275
DIAMOND LILL	125	2-PI. GLADIATOR	255
HAWAIIAN BEAUTY	125	2-PI. MARATHON	225
		2-PI. TOURNAMENT	210
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Tailor Equipment to Decor

Continued from page 81

serve each booth in the 65-person restaurant, as well as all customers along the fast service counter on the opposite side.

would not only be finished in the same chrome which is used for most of the exposed metal in the restaurant, but would be mounted on a support bracket covered with

the same soft sea-green plastic as were the seats in the booth and on the stools.

Moreover, an extremely remote location was guaranteed, using out of the way waste space in the basement, so that the installation would not require a single inch of needed service or operating space.

Contract

In presenting this argument along with facts on the earnings of similar installations in Denver, Ryan got the restaurant owner definitely interested, and as the restaurant went into its final completion stages, permission to make the

installation was granted on a five-year contract basis.

This proviso was written into the situation simply to protect Ryan in return for the extra expense and effort which went into engineering the job.

The result is a handsome installation consisting of 21 chrome roll boxes, multiple speakers and a remotely operated 200-selection phonograph.

Back to Back

All the wall boxes, except for those on the fast-service counter, are mounted "back to back" across the separating partition of the booth on a panel block of heavy, three-quarter-inch plywood which is covered with the same plastic material as are the booths.

The work, incidentally, was turned out at Bell Music Company's own offices.

Now operating around the clock on a 24-hour schedule, this unusual wall box installation is showing a profit return well above average even in terms of the

greater expense involved, and is serving as a "pilot model" for future such jobs as the Denver market area expands. Altho there are no wall box installations of this kind in any of the other six White Spot restaurants included in the chain, there is every likelihood that as additional restaurants are opened, the success of this "pilot model" may lead to similar installations in the future.

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United UPA-100



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Scoreboard 275.00	Piccadilly 265.00	
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Toreador 295.00	Three Deuces 180.00	
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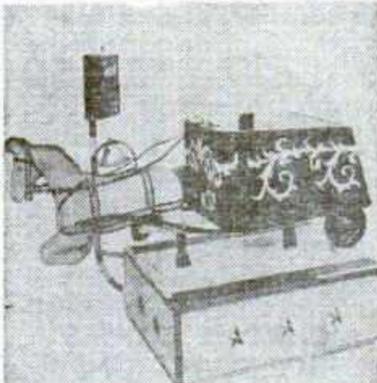
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AMI	
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MEIrose 4-3571

Fischer Bows

Continued from page 84

play, with both skill and luck combining to add interest. According to Fischer, it is designed to trigger the same blend of popular play first featured on the original bumper-type games.

Nine Ball utilizes the large 2 1/2-inch balls, the same as those used on standard six-pockets. It will fit into locations that often can't accommodate the larger six-pocket models, also available from Fischer.

With the new model are shipped rules for two different games which can be played on the table—Nine Ball Rotation and Five Ball. The latter game is played similarly to the popular Eight-Ball game, but with five balls, rather than 15.

Fischer said the new model has been tested on locations over a period of two months.

Cincy Pin Ruling

Continued from page 84

score" out of locations in the city.

Farrell said that the ruling would not affect bowling games, altho they are multi-coin in the sense that each player inserts a coin to play one game. The pinball games referred to by the ordinance are those in which one player can insert an unlimited number of coins for each game.

Westerhaus, Inc., large pinball operator here, had contested the ordinance banning multi-coin pins in the court action that led to Judge Bell's modification of the injunction. No further legal action was indicated.

Earlier, State enforcement agents had confiscated 36 pinballs from 21 cafes as "gambling devices" outlawed under State liquor board regulations.

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*Now, a Bowler with the Big Difference that Puts Money in Your Pocket!



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Finest mahogany cabinet. Genuine Slate Tops! Jumbo Plastic Bumpers!

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Bert Lane MILK WAGON	475
Bert Lane LANCER HORSE	495
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A Brand New Model! KAYE'S "COMPETITOR" 6-POCKET POOL

Greatest Value in the Industry!

Largest selection FIRST-Conditioned POOL GAMES

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Wms. STAR SERIES	85
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"ADVANCING VALUE" ROTO-TARGETS

Competitive play and outstanding player appeal make Falstaff a natural profit-builder... proven by world-wide location tests.

Exclusive new "Advancing-Value" Roto-Targets have attained phenomenal player acceptance. Consecutive hits multiply Roto-Target values by 10 and 100 for higher scoring playfield action. This sensational new feature is more fun for all and presents an even greater challenge to the skill and timing of every player.

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Natl. Shuffleboard Plans Move to New Quarters

ORANGE, N. J.—The National Shuffleboard Company will soon move to a new and as yet undisclosed location, according to Ed Martell, sales manager.

The firm is attempting to lease its present plant as well as some of its machinery. However, Martell explained that the machinery to be leased is for the production of church furniture and has nothing to do with shuffleboard.

Martell said the new location will be on a highway, with the showroom accessible to transient traffic. He added that the new facilities would be larger than the existing ones.

He added that the firm expects to increase shuffleboard production, but concentrate on fewer lines of church furniture.

UNION CITY, N. J. — Jack Butler of Toledo has been named distributor for Northwestern Ohio by the American Shuffleboard Company. Butler has been in the shuffleboard business for 13 years.

NOW DELIVERING

- ★ Bally A.B.C. Champion Bowling Lanes
- ★ Bally Sun Valley, Circus, Carnival, Bike, The Champion, Model T and Toonerville Trolley
- ★ Rock-Ola Phonos—50-120-200 Selection

Write or call for prices

★ ★ SPECIAL ★ ★	BINGO GAMES
1432 Rock-Ola, 50 Selection, 78 or 45 R.P.M. \$ 95.00	Gayety \$ 65.00
1438 Rock-Ola 395.00	Yacht Club 30.00
A.M.I. G-200 645.00	Palm Beach 40.00
Like new A.B.C. Bally Bowling Lanes, 11 ft. 495.00	Variety 85.00
14 ft. 545.00	Miami Beach 125.00
Bally Rocket Bowler 125.00	Parade 245.00
Bally Jumbo Bowler 295.00	Dude Ranch 45.00
Bally King Pin Bowler 295.00	Big Time 125.00
Genco Skill Ball 195.00	
ChiCoin Ska Bowl 245.00	

All machines have been checked, cleaned and ready for location.

5 BALLS

Snafu	\$125.00
Capri	125.00
Blondie	145.00
Mystic Marvel	95.00
Grand Slam	50.00
Balls-a-Poppin'	245.00

ARCADE

United Carnival Gun	\$125.00
Bally Bull's-Eye Kiddle Gun	225.00

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5-BALL AMUSEMENT GAME

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To do this we have spent many thousands of dollars and months of time designing, engineering, and retooling. Prices will be 100% competitive. Location tests have been thorough and results exciting.

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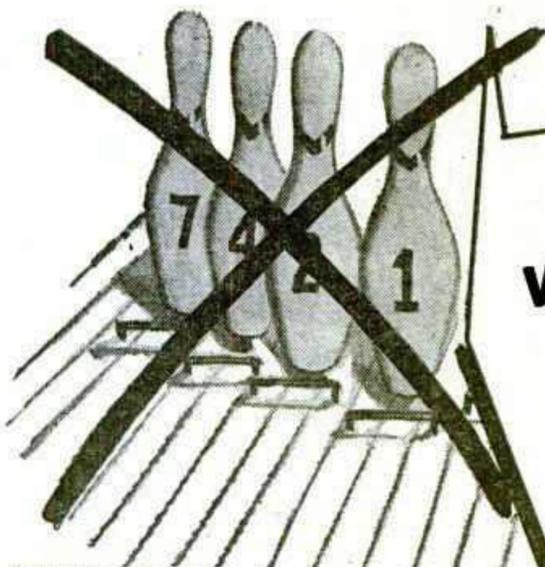
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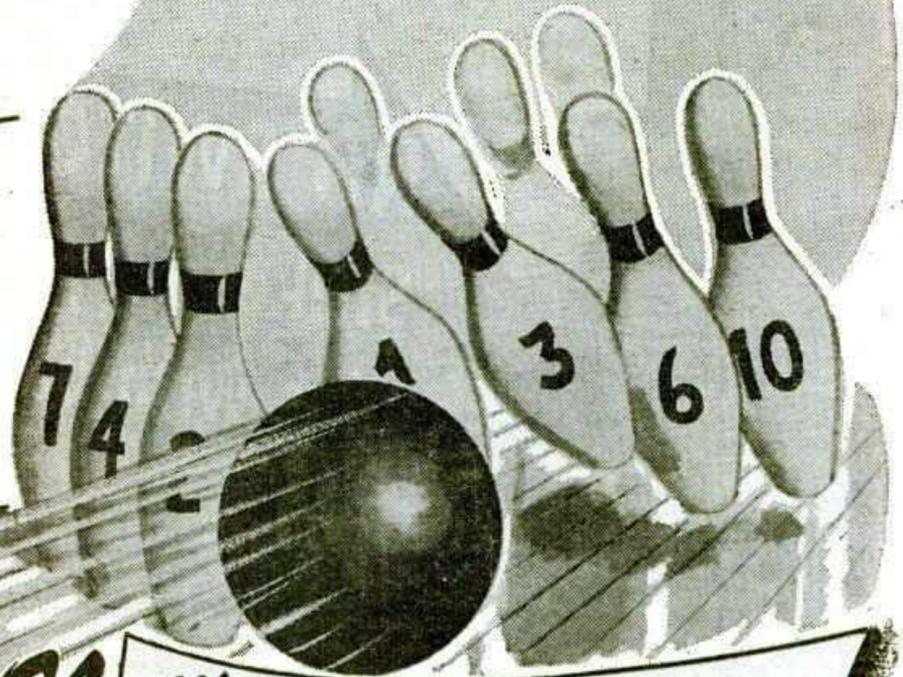
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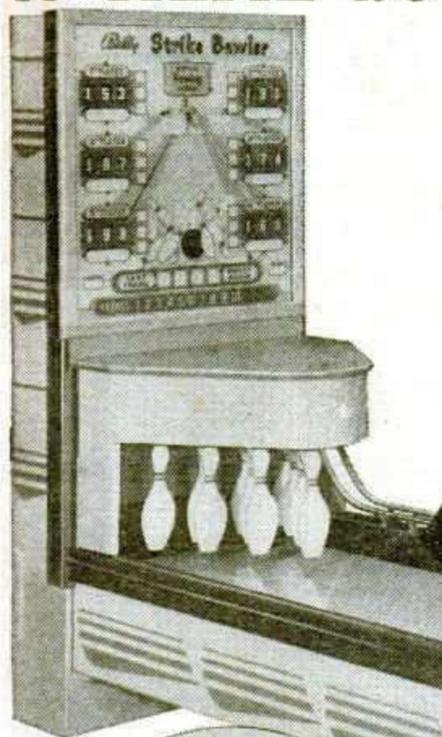
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 Strikes... Spares... Blows scored by hitting pins with ball... exactly like real bowling

New
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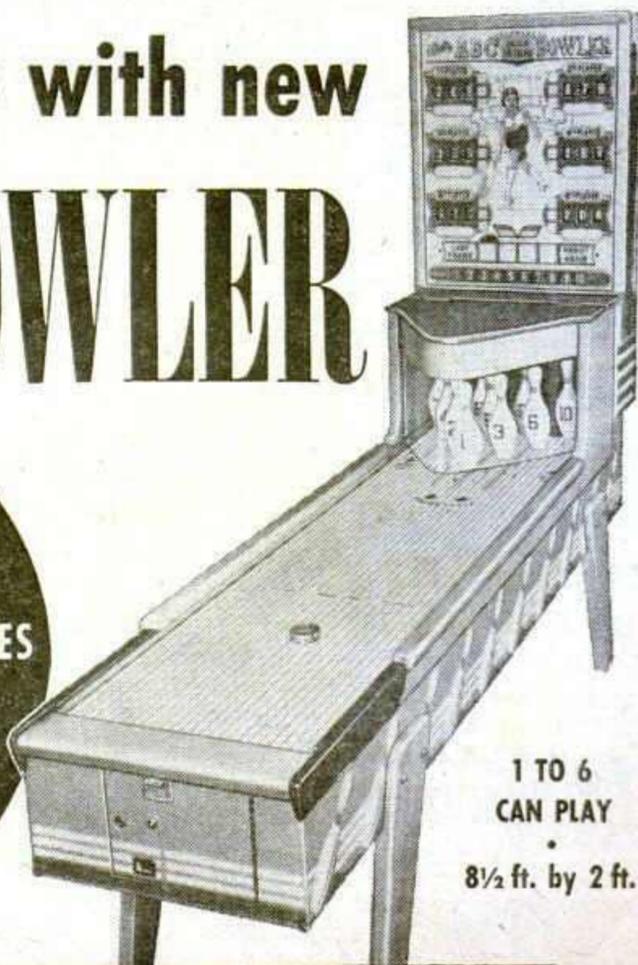
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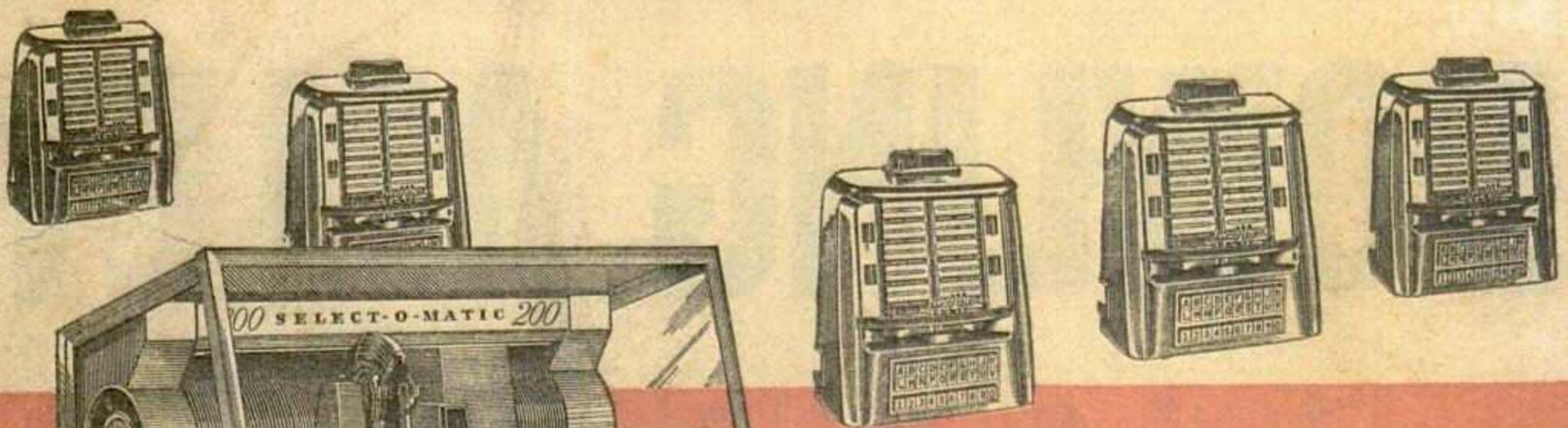
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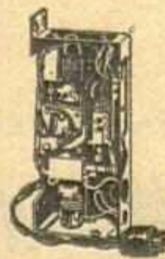
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