

# The Billboard

Spotlight  
Section  
on  
Beer & Ale

Winter Outlook  
FOR  
TV Commercials  
Beginning Page 11

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DECEMBER 16, 1957 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

## Kiddies Buy Billion Penny Toys in 1957

Moppets, Sub-Teens Get \$10 Million Worth a Year From 300,000 Machines

By AARON STERNFIELD

NEW YORK—Charms, miniature toys representing a major source of amusement and an admission to a world of their own for youngsters from 3 to 14, are currently being automatically dispensed via penny vending machines at the rate of nearly a billion a year.

Elvis Presley, Davy Crockett and Sputniks I and II all have one thing in common: They are part of this going penny toy vending business in the shape of items bearing their trademarks in some form.

The estimated 300,000 such machines—the bulk of which vend the tiny trinkets for just a copper each—operating today are manned by an estimated 2,000 operators, a sizable number of whom operate them on a part-time basis. Routes range in size from as low as 150 machines to as many as 5,000 and more.

Secret for the success of the charm business: Ease of distribution. There are virtually no novelties left which sell for a penny over a counter. The vending machine is the only economical method of distributing these low-cost items.

Since the business is based in part on fads, big names and timely topics, the charm manufacturer must be in tune with the times, he must have a pretty good idea of how long a fad will last, and he must be an amateur child psychologist in understanding what toddlers and sub-teens will like.

For example, Davy Crockett novelties were going strong a year ago, and all the manufacturers attempted to cash in on the fad. Altho none in all probability lost money, the Crockett craze didn't

last long enough for any of them to show substantial profits.

Elvis Presley is big now, but few of the manufacturers are going overboard on Presley charms. They feel that Presley—as a charm subject—may fall from public favor in a matter of months.

However, manufacturers are making Sputnik charms and will probably continue to do so for some time. They feel that while Davy Crockett may have been a passing fad, the race for control of space will probably continue for a few years.

Moppets are fickle when it comes to charms. Miniature toy (actually a more descriptive word than charm) cycles are seasonal, and their attention span short. A charm reaches normally its peak of interest in about two months, is middle-aged in about four months, and is old within a year. However, these cycles are repeated every three to five years, so dies are never discarded.

### 21 Years Old

The charm business itself reached its majority this year. The first charms, Japanese imports, were used in vending machines back in 1936. At that time, the charms were designed for over-the-counter sales and were strung together. The strings had to be cut by scissors in order to separate the charms for vending machine use.

First importer of charms was Karl Guggenheim, Inc., currently a

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## CANADIAN TV MUSHROOMS IN 5-YEAR SPAN

MONTREAL — Television is five years old in Canada, introduced in this city in the fall of 1952. Now, 66 per cent of all homes have a TV set and 85 per cent are within range of a station. The world's longest microwave network, linking the Pacific and Atlantic coasts, will be completed January 1 by the Canadian Broadcasting Corporation.

Pay TV is expected to begin regular operations here next summer. There is less resistance than in the U. S. because government, broadcasting and public alike feel "national pride and the promise of exclusive events," resenting somewhat the wholesale programming import of U. S. shows. Also, CBC refuses to allow private stations to operate in markets where they might compete with CBC outlets, so Pay TV is considered the only answer to monopoly.

The moral code adopted by broadcasters here is far less stringent than in the U. S. One station, for example, supplies as a regular feature the location of police radar speed trap units. Another carries a forum show devoted to pro-Communist and Socialist talks on economics and art.

Canada is unable to reward native talent on the U. S. scale, so the migration south of the border continues. Viewers are nationality-conscious and give high ratings to any U. S. series which stars a Canadian.

## No Boom Tabbed for Yule Disk Sales; Dealers Still Hope

Key City Survey Points Business Slump With 8 Selling Days to Go

By JUNE BUNDY

NEW YORK — Altho record dealers and distributors are still in hope that Saint Nick will bring them another bonanza sales season this yule, a survey of key cities last week indicated that—with only eight selling days left before Christmas—the expected holiday boom has still failed to materialize.

However, some of those contacted said that the current "slump" may seem worse than it actually is, in that dealers and distributors have been conditioned (by remarkable sales increases earlier this year) to expect such a tremendous Christmas pay-off that anything less than fabulous has to be a let-down.

### Disappointing Sales

The current disappointing sales situation is attributed to a variety of events—many extremely valid—including recent layoffs of defense and auto plant workers; President Eisenhower's stroke; Sputnik; discounts and dating deals; the Asian flu; an over abundance of LP merchandise; recent Wall Street reverses; and the threat of a national recession. Recession fears were increased last week, via the government's report that more Americans were unemployed last month than in any November since 1949.

New York City was the hardest

hit last week, since the subway strike caused a dramatic drop in the city's over-all retail business, which reportedly was running from 45 to 55 per cent below the normal level of holiday trade at this time. Many Manhattan department stores reportedly refused to accept any more merchandise.

### No Better in Chi

Transportation was okay in Chicago, but business wasn't much better, according to Milt Salsstone, of M. & S. Distributors, who said traffic was very slow in local stores, with both singles and LP sales lagging. The exec said defense plant layoffs may have affected business, but he also opined that many dealers and distributors were "spointed" because business has been so great this year, and consequently became alarmed when sales dropped "from fabulous to good."

In line with this, John Kaplan of Pan American Distributors, Detroit, said that business should be 20 per cent better than it is at this stage of the holiday season. However, the exec said the record industry is doing better than most businesses today in what he thinks may be a period of slight recession.

Kaplan pointed out that many dealers who went overboard last August and September on dating deals haven't moved enough packages to pay up yet. Consequently, he said, in spite of lagging sales

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## NEWS OF THE WEEK

Stars Without Creative Program Ideas Cause Music TV Woes . . .

Music shows have great difficulty in stiff TV season, critically and rating-wise. The trade blames the pure reliance on name value substituting for programming creativity. **Page 2**

Brewers Throw Tonnage, Fast TV Show Buys Into Battle . . .

Activity among brewery sponsors shows a trend toward tonnage rather than program identification, with beer firms buying more single markets and more entries in given markets. They're also buying varied properties instead of sticking with one type. **Page 6**

New License Set-Ups Cue Columbia Global Expansion . . .

An expansion of Columbia Records' activities, plus additional licensing arrangements, will give Columbia and Epic artists more exposure thruout the world. The label's 1957 foreign

earnings are at least 50 per cent ahead of 1956. **Page 25**

Warners-Fox Confirm Interest in Label Buy . . .

Despite previous denials, Warner Bros., and 20th Century-Fox Studios last week firmly acknowledged they are currently seriously considering their entry in the record business. **Page 25**

### DEPARTMENTS AND FEATURES

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## Sputnik Hath Charms, Too

NEW YORK—Man's attempts to conquer outer space is currently the subject of the moment in the world of charms, tiny penny trinkets which are vended by some 2,000 operators to millions of kiddies and sub-teens.

Sputnik has invaded the field, with satellite rings, Sputnik "glow-in-the-dark starstone" rings, and Sputnik satellite "space buttons" among the various toys now being snapped up by the moppet trade.

So important is the timely aspect of charms that one manufacturer anxiously awaited the Vanguard rocket test, poised to change the name of his Sputnik charm to Vanguard if the test proved successful.

## Local Price War Headache

NEW YORK — Discounts and price wars are putting many disk outlets here and in New Jersey in the ironic position of losing money or merely breaking even while doing a sizable volume of business.

The 15-store Two Guys From Harrison chain has been offering all \$3.98 LP's for \$2.47, and all \$4.98 packages for \$3.09; while the Crovette chain is selling major label LP's for \$2.39, below the usual \$2.47 dealer-cost.

New Jersey branch of Stern Brothers has been offering all LP's for \$2.69, while the Jabberwock, New Brunswick, N. J., advertised all pop singles at 59 cents. During a recent price war among the Hempstead, Long Island, branches of Abraham & Straus, Klein's and Crovette, the price for \$3.98 LP's dropped as low as \$1.98.

## Creative Use of Stars Is Key To TV Musicals' Success

### Agencies Worry Re Weakies as Clients Shop; Finkel Reviews Como's Pattern

By CHARLES SINCLAIR  
NEW YORK—Merely pushing a famous musical name in front of a TV camera is no substitute for "creativity." And, the current game of musical chairs among the tune shows being played by over-familiar guest stars is resulting in a set of off-key ratings.

Those are the hard facts of TV life currently facing such agencies as McCann-Erickson, J. Walter Thompson, Kenyon & Eckhardt, Campbell-Ewald and Batten, Barton, Durstine, Osborn.

Several clients of these agencies are quietly doing their Christmas shopping at independent package firms to scout replacements for such sagging musicales as those built around Frank Sinatra, Rosemary Clooney, Eddie Fisher, Gisele MacKenzie and Pat Boone, and such packages as "Club Oasis" and even the venerable "Hit Parade."

Needless to say, the tigerish prowling of dissatisfied clients is a cause for much nervousness at the agency level, coming on the heels of the agencies' bullish attitude, earlier this season, toward high-priced, star-name music series, most of which are scoring current Nielsen Average Audience ratings that are down in the 16's, with only a few higher. Now the client preference is moving even more strongly to Westerns and audience participation shows — types over which the agencies have little, if any, creative control, and to which they make little or no creative contribution.

Does this mean that "music" is synonymous with "poison" on TV? Not at all, program veterans agree. "The fault is one of structure, format and just simply how you present a music personality," says a partner in one of the largest video package outfits.

Since the multi-sponsored Perry Como series is high on everybody's rating list—it scores a 40.9 in Nielsen Total Audience and is in fourth spot on the list — The Billboard sought out Bill Finkel, the show's producer, for his music opinions.

"Everything on a music show should be geared to enhance, not subtract, from the star's basic personality," says Finkel. "The star should not be made to do bits or scenes or routines which are uncomfortable, and guests should be

chosen more for their ability to match a show's particular theme than because they are a 'name.'"

The "sameness" of great stars revolving around the TV orbit is a major problem, Finkel feels. "You only get a good show when you hit that peculiar chemistry of the right mixture. This often means blending a semi-name with a big-name star to touch off creative sparks, not just grabbing the biggest names available."

As an example of "creative" cast-

ing, Finkel cites the two visits by Ethel Merman to the Como show. On the first, she paired off in a routine with Garry Moore. "It's no reflection on Moore," says Finkel, "but it just didn't work. He is too easy-going, too gentle in his humor." Next time around, Miss Merman was paired with Red Buttons. "That did it," says Finkel. "The combination was sensational."

Finkel and his staff feel that a major reason for the continuing success of what is basically a music show is its "style," a factor carefully developed.

"We try to give the impression that Perry has been virtually pushed out on the stage and is doing an impromptu show. And, do you know why he looks so relaxed on the show? That's because we enhance this quality by keeping everything else in the show at a fast pace. In fact, no element of the show runs over about three-and-a-half minutes."

TV viewers, and not Madison Avenue conference, play a key role in making minor changes in the structure of the Como shows, according to Finkel. "It was from our analysis of viewer mail that we learned audiences wanted to hear him sing a hymn on every show," he admits.

### OTHER WARS

## 2 Clients Ask Out of 'Price,' 'Robin' Battle

NEW YORK—Two alternate-week sponsors in one of Monday's hottest rating slugfests are in the process of stepping out of the contest.

Wildroot has served notice on CBS that it wants out "immediately" from its alternate slot in the 7:30-8 p.m. "Robin Hood," although an exit may not be possible prior to June.

The reason, it's said, is not due to the fact that "Robin" has been routed regularly in the Trendex listing, almost from the moment "Price" bowed in, according to insiders. Wildroot is in the process of launching a second hair tonic, and reportedly needs the TV network budget to back spot campaigns.

In Rockefeller Center, meanwhile, RCA has served notice that it plans to leave "Price," and NBC is out scouting a new co-sponsor to take over this spring. Again, the problem is reported to be in the budget department, with RCA money spread too thinly for their comfort.

RCA, however, is working closely with the packagers, Goodson-Todman, to find a quick replacement, according to sales chief Bud Austin.

Still left in the rating duel: Speidel, the original sponsor of "Price," and Johnson & Johnson, the original client of "Robin."

## 'Angels' Moves To Live in Jan.

HOLLYWOOD — "Date With the Angels" will switch from film to live production in January, shortly after it moves to a new time slot on ABC-TV. The change in the Don Fedderson-produced comedy is expected to give sponsor Plymouth more flexibility in co-ordinating programs with commercial pitch, and will also reduce costs. The series has been using live-on-film technique pioneered by Desilu. The ratings have been disappointing, Plymouth is committed to sponsorship thru October, 1958.

All hands have approved the three-way switch which will send "Angels" into the Wednesday 9:30-10 p.m. slot in January. "Walter Winchell File" moves from there to Fridays, 8:30-9 p.m., while the Patrice Mimsel show moves from 8:30 to the 9:30-10 p.m. berth being vacated by "Angels."

### NBC-TV HAUNTED

## Bishop Mulls Ax of 'Squad,' J. Wyman

NEW YORK — Like Banquo's ghost, the spectre of Raymond Spector is haunting NBC-TV this Christmas season. Spector, who is M. Hazel Bishop, is reported to be on the verge of canceling alternate sponsorship of the Jane Wyman show, Thursday, 10:30-11 p.m., and giving consideration to doing the same with alternate sponsorship of "M Squad," Fridays 9-9:30 p.m.

Hazel Bishop already has thrown in the towel on "Amateur Hour" which started in NBC's Sunday 7-

7:30 p.m. time slot. Should Miss Wyman be canceled — its ratings are far from satisfactory — NBC might be hard put to find another client to share the program with Quaker Oats. Stations consequently might refuse to continue clearing, which would then allow them to recapture the late evening half hour.

"M Squad" has been doing better than Jane Wyman, but its ratings haven't made the web happy. Both programs are packaged by MCA-TV.

## ISAACS LEAVES COOKS IN 'MACKENZIE' STEW

HOLLYWOOD—Claiming "constant harassment" by too many cooks all trying to stir the same pot, Charles Isaacs, producer of the Gisele MacKenzie Show, resigned last week, spotlighting a growing problem in the production of television programs.

Isaacs stated that "under the pressures being exerted, especially by Scott Paper and J. Walter Thompson," it was becoming "impossible to get a show on the air." On a more general level, Isaacs indicated, with an alternate sponsor, Schick (Benton & Bowles), a production company, J&M Productions; a talent agency, MCA, and the network, NBC, all involved in one way or another, it was becoming impossible to tell who was calling the shots.

Isaacs, giving an example of a number of heads pulling in different directions, said that following one week's show, he received a highly complimentary letter from Schick. A day later a representative of MCA told him that the show would have to be drastically revised from the one put on the previous week. When he asked who had ordered it, he was told "they" had done so. Isaacs asserts he never could find out who "they" were, but that he had finally come to the assumption that "they" represented a mythical ogre.

Instead of being able to concentrate on the production of the show, Isaacs states, he was called on to "spend several hours a day in conferences which are just unbelievable" and which amounted to "minor league brainwashing."

No producer has been set yet to replace Isaacs, a representative of MCA declared, adding that "we were happy with him." Cornwell Jackson, vice-president of J. Walter Thompson, said that he had no comment. Several Thompson and Scott Paper executives from New York were in Hollywood last week, however, presumably to see what can be done about beefing up the show. Rumors of Scott canceling its alternate sponsorship were flying around here.

### PRIME TIME HITS

## Some New Shows Into Winner Circle

NEW YORK — Which of the new crop of network prime time stanzas look as if they are definitely in the winner's circle? According to a study of Nielsen's first November report they are:

- (1) "Wells Fargo": Still not a year old on NBC-TV, it is in third position for average audience ratings with a 36.0.
  - (2) Danny Thomas: An old show with a new look, the switch to CBS-TV has done wonders. Its AA is 35.5, and it is fourth.
  - (3) "Have Gun, Will Travel": The new CBS package hit a 31.6 AA and is in 10th position.
  - (4) "Restless Gun": The second of NBC's Monday night touch-down twins has an AA of 30.3.
  - (5) "Bachelor Father": Doing much better on Nielsen than on Trendex it has a 27.2 AA and 39.8 share of audience.
  - (6) "Wagon Train": NBC's wonder show with a 26.6 AA has the toughest kind of Wednesday night opposition.
  - (7) "Zorro": This Contender leads the way for ABC-TV Thursday nights with a 25.8 A.
- The success of these shows reveal the value of program pairings. Danny Thomas precedes the high-rated "December Bride"; "Have Gun," the high-rated "Gunsmoke," "Restless Gun" and "Wells Fargo" is another combination, as is

"Bachelor Father" and "Lassie" Sunday nights. And the list also reinforces the success of the Western and adventure shows.

### CBS SALES

## Florists in March Buy Of 'Person'

NEW YORK — CBS-TV last week sold alternate weeks of "Person to Person" to the Florists Telegraph Service. Sponsorship of the Friday 10:30-11 p.m. show begins in March, when Florists takes over for Amoco in the East, and Hamm's beer in the Midwest. The advertiser has used the medium only on an occasional basis.

The network also last week placated Mogen David and Helene Curtis, the sponsors of "Dick and the Duchess," by showing them some new product in the series. The clients have decided to run with the situation-comedy, and will bring over the female lead, Hazel Court, for a promotion build-up beginning in January.

Meanwhile, the International Telephone & Telegraph Company also picked up a one-shot of "See It Now," which features Marian Anderson, on December 30.

### RUMOR MILL

The two hottest rumors of the week:

Simon B. Siegel, financial vicepee of American Broadcasting-Paramount Theaters, will become president of a new broadcast division embracing ABC-TV and ABN, the radio web.

CBS-TV will acquire a new owned-and-operated station via a spring purchase of KTVU, a new San Francisco-Oakland VHF outlet.

## Sponsor Signs Edwards Quiz

NEW YORK—Pharmaceuticals, Inc., has signed "End of the Rainbow," Ralph Edwards' new quiz package recently "previewed" on NBC-TV, as a replacement for the Saturday-night "What's It For?" series. The deal was set with Edwards thru the Parkson Agency. No starting date is announced. The show is a sort of "location give-away" show, touring major cities.

In a comparable purchase, Glamorene has signed, thru the Product Services agency, for the alternate week position in "Treasure Hunt," a new audience participation series on NBC. Although the show starts December 24, Glamorene won't join until January 28, when it takes the Tuesday 7:30 p.m. stanza for half of a 35-week run.

## Jimmy Dean May Be Sustaining, But He Draws Ratings

NEW YORK—Still a sustainer, Jimmy Dean's show on CBS-TV is pulling strong ratings, nevertheless, on late Saturday mornings. The 12-1 p.m. show got an 11.1 Average Audience rating on its November Nielsen.

The last rating for "Big Top," its predecessor, was 7.3. The show's share of audience is 42.5, and it is believed to be attracting more adults than children.

ANY OFFERS?

# Only Hold-Up on Instant Ratings Is Cold Cash

By BERNIE ASBELL

CHICAGO—Nothing stands in the way of a national instantaneous rating service—except money. If clients want one, and are willing to pay for one, such a dream rating service could be established in a matter of weeks.

This was the flat, and not very optimistic, observation of a key official of A. C. Nielsen and Company following the report last week that American Research Bureau is about to offer a local instantaneous service in New York, based on a 300-home sample at a cost of \$30,000 per year per client. According to the report, ARB also projects establishing a national quickie rating of a 1-800-home sample at a cost as yet unquoted, even unofficially. The system would involve electronic set meters to transmit tuning information to a central scoreboard in the client's office via leased telephone lines.

The Nielsen spokesman revealed that as far back as 1949, his company set up a pilot operation for an instant-count rating in Chicago and New York, involving just a couple of dozen homes in each city, enough to demonstrate that the system is workable.

The Nielsen tote board showed not only how many homes were tuned to each station, minute by minute, but identified each home according to size of family, age of the housewife, educational level and income level.

Nielsen's system is an out-

growth of the old Radox system developed originally by Sindlinger, which Nielsen bought out nearly a decade ago. The system has been in development at the research firm ever since, altho a step-up may be launched as a result of ARB's "Arbitron" system.

The only problem in the system is not a technical one, but of cost. Since the major cost is that of leased telephone lines, there is no known way to seriously reduce the cost of the whole operation. Moreover, establishing such a system necessitates such a heavy capital outlay that clients would be required to make long-term contract commitments to enable a rating service to move ahead with reasonable safety. Under existing rating set-ups, such heavy advance commitments by clients don't exist.

Another problem of a national quickie system, only soluble by buckets of cash, is the integrity of the sample. A system based on leased telephone lines seems to be practical—even tho it's still enormously expensive—if sample homes are located in or very near metropolitan centers. Otherwise, long-distance lines must be leased for each individual home in outlying territories. Under Nielsen's current Audimeter method of polling homes, or ARB's diary method, the cost of polling a country home is virtually the same as one in the city, so accurate national cross-sections are practical. With a phone-line system, the tendency would be strong to concentrate on city homes, thus throwing the national viewing picture out of balance.

The Nielsen company has quietly—but unexcitedly—kept working on and updating a method of converting its Audimeters to the possibility of such an instantaneous measure. But according to the spokesman, the consistent reaction from potential clients has been one of high interest and curiosity, and clear unwillingness to put up the wherewithal.

# WM Peddles Special Star Spring Series

HOLLYWOOD—William Morris Agency is peddling a 13-week spring series from its special attractions division, both in 30 and 60-minute versions. The stanzas include one-man shows by Joyce Grenfell, Hoagy Carmichael and Gracie Fields; music programs by Fred Waring's Pennsylvanians, Florian ZaBach doubled with Leonard Feather's "Encyclopedia of Jazz" troupe and Robert Maxwell and his Rhythm Players, the National Ballet of Canada, the Marionette Theater of Braunschweig, Jose Greco's Spanish Dancers and the Orfeon Choir of Portugal.

They're all planning to wind up U. S. tours in the spring. The Morris office is also prepping a fall series showcasing its newly developed record division. A concerted drive in 1957 has netted the talent firm about 30 upcoming vocalists, including Ferlin Husky, Sam Cooke, June Valli, Timmy Rogers, Rusty Draper and Jerry Lee Lewis. The brass felt there's a "Big Record" type of stanza in its new clients, and it can avoid that show's weak points. NBC-TV will get first look.

# 'Wyatt Earp' Starts 9-Wk. Serial in Feb.

NEW YORK — "Wyatt Earp" goes serial in February, with a vendetta story spanning nine episodes of the ABC-TV Western. It's an experiment by Producer Cobert Sisk to test cliffhanger values with an eye toward a permanent shift next fall to that format. ABC's "Zorro," Disney-produced, has been flirting with the idea since its premiere in October, but continues to supply viewers with a kind of wind-up each week which straddles the issue.

The "Earp" story will have Wyatt swearing revenge on a group of gunmen who kill two Indian friends. The marshal tracks the four villains and captures them one by one thru the nine stanzas, with about 14 characters running thru the series.

# Nielsen Points Up 'Beaver's' Viewer Build

NEW YORK — "Leave It to Beaver" is beginning to catch on with viewers. The CBS-TV Friday 7:30-8 p.m. situation-comedy started out with a 12.6 average audience Nielsen rating on October 4. Its last Nielsen AA for November 7 was a 19.8. This is a rating increase of better than 50 per cent within five weeks. Its increase in terms of homes reached is more than 3,000,000.

There is also every indication that the show's potential is far from being reached, with a shift to an 8 p.m. time period, a distant possibility if the right one opens up.

# Kent Buys Slot For 'Diamond'

NEW YORK—The P. Lorillard Company for its Kent cigarettes has bought Thursday, 8-8:30 p.m., on CBS-TV for "Richard Diamond," which will replace "Harcourmaster" shortly. The advertiser will cancel its sponsorship of "Assignment Foreign Legion" now being televised Tuesday, 10:30-11 p.m., on the same web.

Indications are that CBS-TV may turn the Tuesday 10:30-11 p.m. half hour back to its affiliates. The shift in programs was caused by the fact that the network could not clear enough stations in the late Tuesday half hour for "Assignment." It ordered 125 stations and got only 40.

# Gen. Foods Ups Sat. Mornings

NEW YORK — General Foods continues to increase its stake in Saturday mornings. The advertiser bought alternate weeks of "Ruff and Reddy," NBC-TV 10:30-11 a.m.

The Screen Gems cartoons are opposite CBS-TV's "Mighty Mouse," another show alternately sponsored by General Foods. At 11 a.m. General Foods sponsors "Fury" on alternate weeks on NBC.

# PRODUCERS GET SHOWS READY FOR NEXT FALL

HOLLYWOOD—December traditionally has been the month when preparations for next season's programming is stepped up by producers and packagers. This is what happened in program development last week:

**Pursuit**—(CBS) a live, hour-long anthology series, patterned to some extent after "Climax," contracted for its first scripts prior to kinescoping or taping a pilot.

**Collector's Item**—(CBS) had its rushes viewed by programming V.-P. Hubbell Robinson Jr. A new half hour of a show first filmed last year about an art collector whose treasures involve him in crime; the series stars Vincent Price.

**My Love Affair With the States of Maine**—(CBS) presently in scripting stage. Based on a book by Frances Goodrich about the adventures of two young girls in New England.

**The Sergeant and the Lady**—(CBS) about the adventures of a male and female team of cops is scheduled to start production in San Diego this week. Stars are Peggy Castle and Jack Lord.

**Bold Venture**—(Ziv-TV) former radio series being adapted for television by Dave Friedkin and Mort Fine. The Fine-Friedkin combo, which previously worked on "Frontier" and "Medic," was signed to an 18-month Ziv pact to develop this and other properties.

**McKenzie's Raiders**—(Ziv-TV) starring Richard Carlson. Pilot has been completed and placed in company deep freeze for thawing when needed.

**Rough Riders**—(Ziv-TV) in preparation, will star Kent Taylor (Boston Blackie).

**Flight**—(McCadden) is the first supersonic series to get off the ground since sputnik was launched. Pilot was shot at Norton Air Force Base, U. S. Air Defense Command headquarters, and series will deal with all phases of flight.

**Maggie**—(McCadden) Margaret O'Brien starrer filmed last spring is now center of co-production deal between McCadden and ABC-TV.

**The Quill and the Gun**—(Goodson-Todman, Screen Gems) originally presented as the last episode in "The Web" series this fall will be produced by Matthew Rapf. Jeff Richards stars in the drama about a Western editor.

**Dear George**—(GAC, Screen Gems) a comedy based on Hannibal Coombs Saturday Evening Post stories will be filmed in January by Harris Shevelson and Robert Morin.

**The Gaucho**—(Odyssey Pictures) in the works for the past three years, finally went before the cameras in Mexico City. Carlos Rivas stars in the pilot for Douglas Fairbanks Jr. and H. Alexander MacDonald.

**People**—(Mark VII) interview program filmed by Jack Webb was previewed Sunday, December 15, over KABC-TV, Los Angeles, to determine audience reaction to the somewhat unorthodox concept.

**Wayne King Show**—(Filmcraft) is being presented as a live musical package built around the band leader.

**Half Hour to Kill**—(Sharpe-Lewis) project originally scheduled for last year but postponed till this season will have Bill Castle, former Ziv-TV exec, who joined Sharpe-Lewis organization last week, as producer-director.

**Letter of Credit**—(Sharpe-Lewis) based on Jerome Weidman short stories is presently being scripted for TV by the author. Show will be an action anthology built around one central character.

**Three Wishes**—(Sharpe-Lewis) comedy series in pilot script stage. Writer is Robert Crutcher.

**Front Page**—(Simmons) will be based on the Ben Hecht-Charles MacArthur play about a tough newspaper editor. Writers Richard and Edward Simmons acquired TV rights in a partnership arrangement.

**Flight**—(Desilu) no relation to McCadden "Flight" (there have now been at least four projected series with the same title) being written by Frank Moss about Air Force adventures.

**Cindy**—(Hal Roach) comedy written and produced by Alex Gottlieb and starring Evelyn Rudie. Pilot set to roll December 26.

**McGarry and His Mouse**—(Hal Roach) combines husband-wife team of Michael O'Shea and Virginia Mayo in series based on Matt Taylor's magazine detective yarns. No piloting date.

**Jeopardy; The Feminine Touch; You're Only Young Once**—(M-G-M) are among eight or nine properties being considered by M-G-M-TV for piloting this season. According to TV V.-P. Charles (Bud) Barry, between two and four of these will actually be filmed, with one other, "Min and Bill," already in the can.

**Louis Prima Show**—(Cy Howard) is being prepped for the band leader and his wife, Keely Smith, as a musical comedy.

**Adventures of Tom Sawyer**—(Jackson-Weston) juvenile series based on the Mark Twain book is scheduled to roll early next year.

**Swiss Family Robinson**—(Trans-World Artists) based on the famous book, stars Will Rogers Jr. Production under direction of Edgar Ullmer is under way in Mexico.

**Air Line Hostess**—(TPA) moved nearer production, with naming of Milton Krims as producer-writer of the series.

**Sorority Girl**—(Fletcher Markle) will be starred in by the producer's wife, Mercedes McCambridge, as the house mother of a sorority house.

**Joan of Arkansas**—(NBC) stars Joan Davis in a new comedy format created by Phil Rapp (producer of "Hiram Holiday"). Pilot is set for January 6.

**Personal and Private** (CBS) is a private-eye series being tailored for Mickey Rooney. In scripting stage.

**CBS Hour Western**, as yet untitled, will be written and produced by Charles Marquis Warren, original producer of "Gunsmoke." Warren was signed by the net as a staff producer last week to supervise the property, first script of which has been written by Les Crutchfield.

**Stories of Doc Holliday** (Harris-McWhorter), a Western starring Mac McWhorter and Carole Mathews, with Austen Jewell set as director.

The '49ers (Warner Bros.), another hour-long Western, (Continued on page 10)

**The Billboard**  
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Founded 1894 by W. H. Donaldson

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**PROGRAMMING—**  
the key to successful TV advertising

**THE BILLBOARD—**  
the key to successful programming

**ABC** **NBC**

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Vol. 69 No. 51

THE SIGNAL

NBC Gives '58 Opera Green Light

NEW YORK — NBC has decided to go ahead with a full schedule of opera plans for 1958-'59, after mulling abandonment of its opera company concept.

The NBC Opera will premiere a new Menotti work, "Maria Golovin," at the Brussels World's Fair next summer, touring it then in Paris, Vienna, Berlin and other European cities, returning in time for a third annual U. S. tour of three operas in repertory.

The TV series, in which General Sarnoff has a great personal interest, will be offered for sale earlier and more intensively, with joint efforts by NBC-TV salesmen and California National Productions, the NBC subsidiary which technically houses the "opera-tion."

Skiatron Pay TV On Coast by April

NEW YORK — Matty Fox expects to have Skiatron operating a wired pay TV system in Los Angeles and San Francisco by the middle of April.

Fox's Skiatron International also signed a 21-year pact with Associated Rediffusion. The British electronics company will install, survey and supervise closed-circuit TV for Skiatron, in addition to putting its important research laboratory at the disposal of Skiatron.

Hewitt to Manage CBS Pix in Frisco

NEW YORK — Edward E. Hewitt was named manager of the San Francisco office of CBS-TV Film Sales.

Formerly with ABC-TV spot sales in San Francisco, he replaces Glenn H. Ticer, who is retiring after 16 years with CBS.

Lane Blackwell Goes to NBC Internat'l, London

LONDON — Lane Blackwell, British and European sales manager for Fremantle Overseas Radio and TV for the past two years, has resigned to become European sales manager for NBC International, headquartering in London.



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.

ADVENTURE, SUSPENSE, WESTERN SHOWS

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 TV shows and their costs.

NEWS, SPORTS AND MISCELLANEOUS SHOWS

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 news and sports shows and their costs.

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COMING COST PER THOUSAND ANALYSES:

Dec. 23: The Top Hundred for November

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 Sponsor Groups

Food & Beverage
Drug & Remedy
Automotive & Accessory

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

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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.

FOOD & BEVERAGE 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 food and beverage products and their costs.

DRUG & REMEDY 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 pharmaceutical products and their costs.

AUTOMOTIVE & ACCESSORY 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 automotive and accessory products and their costs.

KRON Orders First Mobile Video Tape

SAN FRANCISCO—First video tape recorder to be placed in a mobile unit will be one of two ordered by Station KRON-TV here.

According to Harold See, station general manager, plan is to utilize the VTR to shoot remote footage, thereby eliminating the time needed for film processing and substantially reducing the period between lensing and telecasting.

San Francisco stations have, comparatively, telecast very few live remotes, partially due to the problem of microwaving in the hilly terrain.

Neal K. McNaughton, manager of the professional products division at Ampex Corporation, said that, although no experiments had been made with VTR's in a mobile unit yet, he did not foresee any great technical difficulties.

CBS to Install New Sat. A.M. Programming

NEW YORK — CBS-TV will shortly install new programming in its Saturday 11-12 noon-time period to counterpunch the beefed up NBC-TV Saturday morning line-up.

Thinking is that "Heckle and Jeckle" will be more compatible with "Mighty Mouse," now in the 10:30-11 half hour than was "Susan's Show."

Clients Turn Santa Helpers for Paar

NEW YORK—Santa Claus has arrived early at Jack Paar's "Tonight."

In a rush of Christmas season shopping, sponsors have snapped up 100 per cent of the available participations in the NBC-TV series, tired to operate at the rate of six per hour.

The sell-out situation will last for at least the next two months.

Advertisement for MCA-TV Film Division, featuring a circular logo and text: "a top quality film show for Every Product, Every Market, Every Budget"

## BATTLE IN SUDS

## Beers Peg Survival Fight on Fast, Heavy TV Maneuvers

NEW YORK—Analysis of the stepped-up TV activities of beer advertisers in the past six months reveals five provocative facts:

(1) Beer firms are generally going after tonnage, rather than program identification.

(2) Larger regional companies are swallowing up smaller ones in order to compete with national firms.

(3) Beer companies credit TV with the continuing upward spiral of sales.

(4) The trend toward syndication buys holds firm and fast, with network buys slightly down from last year and essentially confined to sports events.

(5) In avoiding long-term commitments on first-run properties, beer firms are taking what they can get, resulting in more one-market buys, more buys within a single market and more diversification of programming types.

## Exceptions

"Schlitz Playhouse" is a notable exception to the network rule, with Hamm's about to retire from "Person to Person" and the only other weekly web buy being Miller Brewing's co-sponsorship of "All-Star Golf." Last spring, Pabst retired from ABC-TV's Wednesday fights, is currently confined to participations in "Tonight" and sports specials on regional networks.

In syndication, consolidation is on the upgrade. A sampling of current activities shows Gunther absorbing Fort Pitt to expand in the Pittsburgh area, now sponsoring "Silent Service," "Gray Ghost" and bowling shows. Falstaff has

absorbed Griesedieck and its "Silent Service" six-market buy.

A different approach to the battle with national competitors is the saturation of single markets. Piel's, for example, has nine shows in New York plus 14 weekly spots, three shows in Philadelphia with 13 spots and five shows in Hartford, Conn. Jax Beer has 10 programs each in Houston and Dallas, plus spots. Gunther has nine series in both Baltimore and Washington.

## Many Buys

Hand in hand with the attempt to blanket the given market by varying the buys has come a big jump in the average number of buys of different programs. Jax has gone from two properties to 13, Piel's from four to 11, Esslinger from one to six, Blatz from two to eight, all in a year.

The over-all brewery sales stayed about the same from 1955 to 1956, but the companies heavily in TV showed healthy increases. Thus, in 1957, the top 15 companies (by barrels sold) upped their total number of TV markets and total

number of shows. Anheuser-Busch, which led the industry until 1954, is turning on the TV heat to displace Schlitz, the current leader. Mickey Spillane's "Mike Hammer," the MCA-TV mystery, is its newest buy, for its Budweiser in five States, its Bavarian in three and other brands in six. It also bought "Sea Hunt," "26 Men" and "Silent Service" this year.

## Burgermeister Dip

Burgermeister, whose sales declined in 1956, also has plunged into more diverse buying, picking up "Silent Service," "Boots and Saddles" and "26 Men" within two months, each for but a handful of markets. The chief example of the large regional buy is Olympia, which just ordered 35 markets for "Target," but even in this case, the advertiser is eyeing variety, going alternate weeks in 25 of those markets to add other series and other markets.

What's happening is summated by an exec of Stegmaier, which just returned to TV via "Boots" in

(Continued on page 24)

## IN SUMMER, ONE

## CNP May Issue 2 For January Synd.

HOLLYWOOD—California National Productions plans to release two series for syndication in January and another probably in the summer, Earl Rettig, newly named president of the NBC subsidiary, said last week.

At the same time the company will be streamlined to some extent, with primary emphasis on syndication and merchandising. First move along these lines will be the splitting off of the NBC opera company from CNP. Decision as to whose jurisdiction the opera will come under hasn't been made yet. January series CNP will have available are "Union Pacific" and "Medic."

The "UP" show is a new one, based on the building of the transcontinental railroad. Some 16 episodes are now in the can.

"Medic," a fairly successful series on NBC for two seasons (it bucked "Lucy") has been off the air for almost two years. There are some 60 half hours, starring Richard Boone, available. With Boone's new popularity in "Have Gun, Will Travel," and the considerable pe-

riod that has elapsed since "Medic" was last telecast, the property appears to be the most valuable to have come off the network into syndication for some time.

The summer show is expected to be a new skein of 39 "Silent Service" half hours. The submarine series, which kicked off the CNP operation a year ago, is almost certain to go into a second cycle, according to Rettig.

CNP, meanwhile, set seven merchandising items for "Boots and Saddles." The licensed items are plastic figurines, cavalry hats, caps and bugles, kerchiefs, coloring books and a replica of Fort Lowell.

## ABC Takes Further Sales Revamp Steps

NEW YORK — ABC-TV continues its sales reorganization, with Bob Marcato, Eastern sales manager of ABC Film Syndication,

## TPA Names Armer East Script Editor

NEW YORK—Television Programs of America last week hired Frank Armer as its East Coast story editor. The script supervisor who will report to Leon Fromkes, the TPA production head, will search for writing talent in two fairly virgin fields — among magazine writers whose plotting talents have been neglected and in journalism schools.

TPA also pacted Robert Maxwell to a production arrangement in which he will act as a producer and production consultant. The contract includes Rudy Abel and Peter Frank, producer and associate producer of "Lassie," which Maxwell created.

## MGM Plan Eight For Next Year

HOLLYWOOD—MGM-TV expects to have a minimum of eight telefilm series shooting on the lot next season, Charles C. (Bud) Barry, the studio's vice-president in charge of television, said last week.

Of the eight, two are expected to be out-and-out MGM properties. Two will be produced in conjunction with independent producers (there are 10 such dealers under discussion now, and two will be culled from these). And negotiations are under way with four packagers for leasing of facilities on the lot.

At the same time, Barry thinks MGM-TV will produce one or two series for syndication. This depends on conclusion of a satisfactory co-production arrangement with California National Productions, which would handle distribution.

On the planning board are an hour Western, an hour mystery drama, and an adult science-fiction series, providing the cost problem on the latter can be licked. Other possibilities are "leopardy," an Andrew-Virginia Stone psychological thriller, and "Min and Bill," pilot of which is in the can.

The MGM feature package is now in 75 markets, Barry stated, and plans are to continue sales until all areas have been saturated.

## AT ABC PIX

## '26 Men' Now Sold to 150 Markets

NEW YORK—ABC Film Syndication made four sales of "26 Men" last week to put the Western in a current total of 150 markets. New stations are WEWS-TV, KWTW, Waco, Tex., and WMT-TV, Cedar Rapids, Ia., for Drewerys Beer.

The sponsor breakdown of "26 Men" shows a high percentage of beer and auto dealer advertisers in addition to food products, which always ranks as the No. 1 category in syndicated buying, according to ABC. The series has 10 regional beer sponsors, seven auto dealers and six petroleum, with 21 food advertisers representing 36 markets.

American Research Bureau figures for November put the adventure series among the top 10 syndicated films in every market where it made a November debut. Those ratings included 21.4, in Seattle-Tacoma; 20.1 in Cincinnati; 45.6 in Johnstown, Pa.; 32.9, in Jefferson City, Mo., and 24.0 in Little Rock.

## Ziv Continues Beer Relations

NEW YORK—Ziv-TV is continuing its long-term client romance with Drewrys, Ltd., the regional brew firm. Having sponsored Ziv shows for as far back as "Favorite Story," hosted by Adolphe Menjou, Drewrys has completed the circle by signing "Target," Ziv's newest syndication package, for 14 markets. The contract is thru the MacFarland, Aveyard agency, with markets including several key Midwest centers thruout the Drewrys distribution area and with an air date of March.

It's the second big beer sponsor to buy the anthology series hosted by Menjou, Olympia Brewing having signed for 35 West Coast markets.

## UA-TV Names Banker Expert

NEW YORK—United Artists is taking another major step into the financing and co-production of telefilm properties with the signing of Herb Golden, vice-president of Banker's Trust and a specialist in video film deals, as the new president of UA-TV.

Golden will step into the newly-created post after January 1, becoming also v.p. in charge of operations for UA and a board member.

Bruce Eells, moving in from Television Programs of America, will function as executive vicepee as previously announced, and as "top operating executive of UA-TV," according to Arthur B. Krin, president of the parent company.

## Sub Ready If Sinatra NSG

NEW YORK — If the Frank Sinatra switch to Thursdays, 9:30-10 p.m., doesn't work out, ABC-TV has an entry ready to go January 16, with the sustainer "O. S. S." exiting for syndication.

"Win a Million," a quiz with a top prize of \$1,000,000 and certain lottery elements acceptable to TV, is the new property earmarked for that slot. But it won't be a Friday entry, should Sinatra vacate that night.

## Kearney Quits ABC Film Post

NEW YORK—Don L. Kearney has resigned as sales veepee of ABC Film Syndication to become director of sales for the Corinthian Broadcasting Company, effective January 2. Kearney has been No. 2 man at ABC since its inception in August, 1953. Prior to that time, he served as national manager of spot sales for ABC-TV and TV sales manager of the Katz Agency.

Also departing ABC Film is Bob Marcato, Eastern sales manager, who moves to ABC-TV January 5 to head up daytime sales. Marcato came to ABC Film from NBC-TV last spring. No replacements have been set by the syndication firm as yet.

## ZIV SETS THE PACE WITH

4 OUT OF TOP 8

SYNDICATED SHOWS  
IN SAN FRANCISCO

- #1 HIGHWAY PATROL
- #5 MEN OF ANNAPOLIS
- #7 HARBOR COMMAND
- #7 SCIENCE FICTION THEATRE

Time after time in city after city

ZIV SHOWS RATE GREAT

ARB, Oct. '57

ZIV TELEVISION PROGRAMS INC.

# 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
<b>TRANSPORTATION</b>			
<b>Automobiles, Accessories, Equipment</b>			
Chrysler, De Soto, BBD&O (Groucho Marx, L. Weik, News, etc)	8 (90)	LA	Universal
Dodge	6 (60)	LA	Universal
Plymouth	5 (60)	LA	Universal
Mike Persia Chevrolet, Thos Conroy	1 (10)	FA, J	MPA
General Motors, Oldsmobile, D. P. Brother (Big Record)	1 (20), 1 (25), 1 (50), 1 (60), 1 (72)	LA (C, B&W)	Video
Ford, 1958 Cars, J. W. Thompson	6 (10), 6 (20)	FA	Playhouse
Chrysler & Imperial Div., McCann-Erickson (Climax!)	1 (15), 5 (20), 4 (60)	LA	Van Praag
Dodge Division, 1958 Cars, Grant	6 (20)	LA	Van Praag
Mercury Division, 1958 Cars, Kenyon & Eckhardt (Ed Sullivan)	2 (90), 1 (120)	SE	Van Praag
Chevrolet Trucks, Campbell-Ewald	3 (90), 3 (120)	LA	Van Praag
General Motors, Kudned	1 (180)	M, LA (C)	Van Praag
	1 (140), 1 (80)	M, LA (C, B&W)	Van Praag
General Motors, Kudned	1 (42), 1 (119), 1 (144), 1 (180), 1 (92)	LA, SE	Hal Roach
Goodyear Tire, Young & Rubicam	—	NA	Wilding
<b>Gasoline, Lubricants, Other Fuels</b>			
National Carbon, Prestone	—	—	—
Wm. Esty	1 (90), 1 (60), 1 (20), 1 (70)	LA	Robt. Lawrence
Eveready, Wm. Esty	2 (90), 2 (20)	Puppets	J. Geesink
	1 (70)	LA	Robt. Lawrence
Shell Oil, Direct	6 (30)	LA, FA	Robt. Lawrence
Richfield Oil, Hixon & Jorgenson	1 (30), 1 (20)	LA	Roger Wade
Gulf Oil, Gulf Crest Gas, Young & Rubicam	1 (10), 1 (20)	FA	Playhouse
Esso Standard, Imperial Esso, MacLaren	1 (20), 1 (08)	FA	Academy
Cities Service, Tatham-Laird	2 (60)	FA	Academy
Cities Service, Ellington & Co.	—	NA	Wilding
Esso Standard Oil, McCann-Erickson	8 (60)	LA	Gray-O'Reilly
	1 (60), 2 (20)	LA, SA	Wondsel-Carlisle-Dumphy
<b>DRUGS AND TOILETRIES</b>			
<b>Toiletries and Toilet Goods</b>			
Procter & Gamble, Prell, DF&S	7 (60)	LA	Elliot, Unger & Elliot
Camay, Leo Burnett	3 (60)	LA, SA (C, B&W)	Universal
Schick Shavers, Benton & Bowles	5 (60), 5 (20)	LA, SA	Universal
Grove Labs, Fitch Shampoo, Cohen & Aleshire (Today, Pacific Panorama)	2 (60)	LA	Gray-O'Reilly
Colgate, Brisk, Foster	2 (60), 2 (40), 2 (20)	LA	Clayton Cousins
Warner-Lambert, Sportsman, Norman, Craig, Kummel	1 (60)	LA	Sarra
Revlon, Clear-O-Dan, Aqua Lotion, E. Mogul	2 (20)	LA	MPO
Lever, Lifebuoy Soap, SSC&B	—	NA	Video
Chesebrough-Ponds, Vaseline Hair Tonic, McCann-Erickson (Giant Football)	1 (60), 1 (50)	LA	Sound Masters
Sutton Stick, Deodorant, Gumbinner	1 (60)	FA	Wylde
Seafurft Div. of Prince Matchabelli	1 (60)	LA	Majestic
Procter & Gamble, Prell, Benton & Boles	1 (60)	FA	Academy
The Jergens Co., Lotion, Fuller, Smith & Ross	2 (60), 1 (20), 1 (08)	FA	Academy
Bristol-Myers, Ronalds Advg.	1 (20), 1 (07), 1 (12)	SE	Hal Roach
Beauty Curl & Bliss, F. H. Hayhurst	2 (10)	SE	Hal Roach
Procter & Gamble, Camay, McCann-Erickson (L. Young)	1 (08), 1 (10)	SE	Hal Roach
Charles Antell, Formula 9	—	NA	Sarra
Procter & Gamble, Camay, F. H. Hayhurst	—	NA	Sarra
Pharma-Craft, Fresh, Coldene, J. W. Thompson	—	NA	Sarra
Remington-Rand, Snaver, Young & Rubicam	6 (120)	LA, SE	Gray-O'Reilly
<b>Drugs and Remedies</b>			
Grove Labs, 4-Way Cold Tablets, Cohen & Aleshire	3 (60), 2 (20), 3 (08)	LA	Gray-O'Reilly
Smith Bros., Cough Drops, SSC&B	2 (60), 2 (20)	FA	TV Graphics
Block Drug, Rem, Gumbinner	1 (60), 1 (20)	FA	Academy
Rem Rub, Gumbinner	1 (60)	LA	Gray-O'Reilly
Vick Chemical, Cough Syrups, Morse	1 (10)	LA	Majestic
Vapo-Rub, Morse	1 (10)	LA	Majestic
Tempo, Morse	1 (10)	LA	Majestic
Pastillas, Morse	1 (10)	LA	Majestic
Bromo Seltzer, F. H. Hayhurst	2 (10)	SE	Hal Roach
Block Drug, Nytol, SSC&B	1 (60)	LA, SE	Gray-O'Reilly
Luden's Cough Drops, J. M. Mathes (Sugarfoot)	2 (60)	LA	Roland Reed

(Continued next week)

## NTA Enters L-A Market Via 'Cochise'

NEW YORK — National Telefilm Associates has entered the sales of "Sheriff of Cochise," Span-

ish-dubbed seven-cartoon package sales and deals in Cuba and Puerto Rico for 20th Century-Fox feature films.

Sam Gaug, NTA foreign rep, reports the use of U. S. product continues to increase in South America, Mexico and the West Indies. This last is confirmed by ABC Film Syndication, which has sold five series to Bermuda's first station for its January debut and now has its entire catalog running in Puerto Rico and Cuba. Gaug leaves next month to open up Australian and Far Eastern markets.

**PROGRAMMING—**  
the key to successful TV advertising  
**THE BILLBOARD—**  
the key to successful programming

## Rating Losses For Summer Sponsors 27%

NEW YORK—What did summertime exposure in 1957 cost sponsors in ratings? A drop of about 27 per cent for shows in prime time periods—that is, 8-10 p.m.—according to a comparison of the January American Research Bureau ratings with those of July. The study was made by CBS-TV Film Sales.

The largest evening rating losses, about 45.5 per cent, were suffered by earlier programs between 7 and 8 p.m. The smallest drop was during the late evening hours, 10-11 p.m. when ratings were depressed by only 10.6 per cent. Summer ratings all thruout the day were down substantially, except for the 12-1 p.m. soap opera strip on CBS-TV, which was up 9. per cent.

Another interesting fact derived from the study was that kids watch more in the summer during the early morning hours, as do mothers and fathers. Good weather is obviously an inducement to get up earlier to watch TV.

## WTVJ Dominates South Fla. Market In November ARB

MIAMI—WTVJ here continues to dominate South Florida over nine competitors, according to November figures of American Research Bureau, with 70 per cent of quarter hour rating first and an average 51.1 share of audience. The formula of the CBS-TV affiliate: Live local programming confined to news, weather and sports.

Half-hour syndicated properties programmed as three strips, 8:30 a.m., 5:30 p.m., 7 p.m. All network entries carried. First-run feature films at 11:30 nightly.

## UNDER NARTB CODE

# WGN Cuts Blurb Use On Features by Third

CHICAGO—WGN-TV is placing a ceiling on the number of participating commercials in feature films, one-third below the number allowed by the NARTB code. The unusual self-restriction takes effect Thursday (19). It will apply to 10 p.m. movies on Thursdays, Fridays and alternate Mondays, as well as Sunday's 8 p.m. theater. On other nights, movies are sponsored by single advertisers.

The move culminates an effective clean-up of commercial policy gradually brought about since Ward L. Quaal's arrival as manager August 1, 1956. The policy has led to visible benefits in station ratings, prestige and revenue.

Commercial breaks, Quaal said, will be allowed at approximately 15-minute intervals, the exact spotting of them to be dictated by the story line of the film. Two spots per break, plus an occasional 10-second station ID, will be the top limit.

While the new show policy will not require the dropping of any current business, it will cause some shifting around of spots now scheduled.

"In our opinion," Quaal said, "the present (NARTB) formula per-

mits too frequent interruption of the plot of these dramatic presentations. . . . At the time the code was conceived, there was no way of anticipating the tremendous popularity of movies on television and their subsequent sponsorship, in many cases, on a participation basis.

"Where the formula of one commercial announcement for every five minutes of programming, as provided by the code, is very practical within the framework of a live participation feature, such as a cooking school or a variety show, for example, it is impractical in a feature film because of the frequent interruption of the story line."

## CBS-TV Film Sales Retires 'Range Rider'

NEW YORK — Much talked about but never done—the retirement of syndicated properties for a limited period—will finally be accomplished by CBS-TV Film Sales with its veteran "Range Rider."

The syndicator will retire the vidfilm series from the market for the period of a year beginning January 1. The Western is now in 53 markets, and as its contracts lapse they will not be renewed.

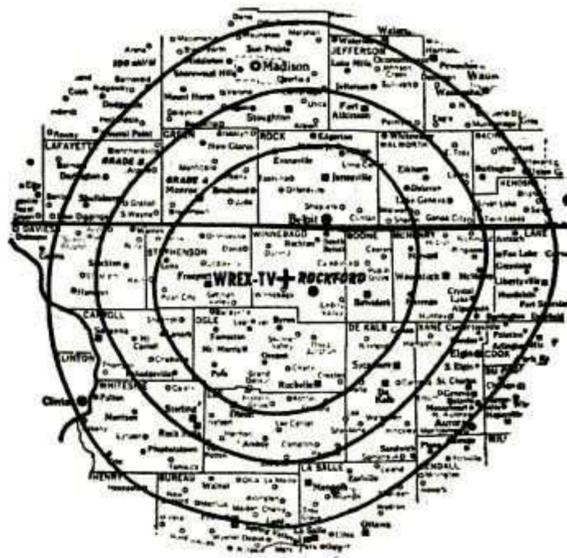
CBS Film Sales expects to preserve the value of the property by retiring it from local sale. The show has had an extremely successful career since it was made available more than five years ago. When it is refurbished and brought back to TV, the series will undoubtedly have a new title.

## AAP Control Fight Put Off

NEW YORK — The battle for control of Associated Artists Productions will most likely be settled in late December or after the beginning of the year. Justice Owen McGovern, of the New York Supreme Court, last week reserved decision on the various motions made by National Telefilm Associates, AAP and the Harris group of minority stockholders.

He asked that additional briefs be submitted by all parties. He will rule again on December 20.

## In This \$ BILLION-PLUS Sales Empire WREX-TV Is the KING Salesman



The Rockford TV Area—Illinois' 1st market outside Chicago—is 400,195 families strong, with \$2,357,080,000 income. It embraces rich farm counties whose cities house industrial giants like General Motors, Fairbanks-Morse, Parker Pen, Burgess Battery, Sundstrand . . . and show sales indexes like Rockford's 158, Beloit's 151, Janesville's 153, DeKalb's 184, Freeport's 176, Dixon's 203. Sales total \$1,706,962,000, average \$4,265 per family—\$447 above average.

The most recent viewership survey again shows WREX-TV as the favorite, by better than 3 to 1. It's favored by advertisers too . . . for its consistent results, at much lower cost per thousand **This One**

Chicago and Milwaukee—90 miles away—don't influence this market. WREX-TV is the sales window through which the area's over 250,000 TV families prefer to view — and be sold on — your product.

J. M. BAISCH, General Manager • Represented by H. R. TELEVISION, INC.



# PULSE FILM RATINGS for September

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

## The Pulse Audience Composition Studies

### Syndicated Film Western Shows

SEPTEMBER RATINGS		AMONG WOMEN	
Rank	Show & Distributor	Rank	Show & Distributor
1.	Death Valley Days (U. S. Borax).....12.8	1.	Stories of the Century (Hollywood).....82
1.	Sheriff of Cochise (NTA).....12.8	2.	Frontier (NBC).....79
3.	Frontier Doctor (Hollywood).....11.8	3.	Death Valley Days (U. S. Borax).....76
4.	Cisco Kid (Ziv).....10.5	4.	Frontier Doctor (Hollywood).....75
5.	Cowboy G-Men (Flamingo).....10.2	5.	Sheriff of Cochise (NTA).....64
6.	Annie Oakley (CBS).....8.6	6.	Gene Autry 1/2 Hour (CBS).....55
7.	Steve Donovan, Western Marshal (NBC).....8.5	7.	Annie Oakley (CBS).....54
8.	Frontier (NBC).....7.7	7.	Gene Autry 1 Hour (CBS).....54
9.	Wild Bill Hickok (Kellogg).....7.6	7.	Hopalong Cassidy 1/2 Hour (NBC).....54
10.	Last of the Mohicans (TPA).....7.4	10.	Hopalong Cassidy 1 Hour (NBC).....49

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distributor	Rank	Show & Distributor
1.	Death Valley Days (U. S. Borax).....83	1.	Kit Carson (MCA).....95
2.	Sheriff of Cochise (NTA).....79	1.	Last of the Mohicans (TPA).....95
3.	Frontier (NBC).....77	3.	Annie Oakley (CBS).....92
4.	Stories of the Century (Hollywood).....73	4.	Cowboy G-Men (Flamingo).....90
5.	Frontier Doctor (Hollywood).....68	5.	Cisco Kid (Ziv).....85
6.	Hopalong Cassidy 1/2 Hour (NBC).....60	6.	Wild Bill Hickok (Kellogg).....84
7.	Wild Bill Hickok (Kellogg).....59	7.	Hopalong Cassidy 1/2 Hour (NBC).....83
8.	Range Rider (CBS).....58	7.	Range Rider (CBS).....83
9.	Cisco Kid (Ziv).....57	9.	Gene Autry 1/2 Hour (CBS).....82
9.	Gene Autry 1/2 Hour (CBS).....57	9.	Hopalong Cassidy 1 Hour (CBS).....82
9.	Hopalong Cassidy 1 Hour (NBC).....57	9.	Steve Donovan, Western Marshal (NBC).....82
9.	Steve Donovan, Western Marshal (NBC).....57		

### Syndicated Film Misc. Shows

SEPTEMBER RATINGS		AMONG WOMEN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Kingdom of the Sea (Guild).....10.7	1.	Rosemary Clooney (MCA).....86
2.	Stars of the Grand Ole Opry (Flamingo).....10.6	2.	Frankie Laine (Guild).....85
3.	Rosemary Clooney (MCA).....9.7	2.	Patti Page (Screen Gems).....85
4.	Popeye (Assoc. Artists).....9.3	4.	Stars of the Grand Ole Opry (Flamingo).....80
5.	Looney Tunes (Guild).....7.4	5.	Liberace (Guild).....78
6.	Victory at Sea (NBC).....6.2	6.	Victory at Sea (NBC).....65
7.	Patti Page (Screen Gems).....4.4	7.	Kingdom of the Sea (Guild).....60
8.	Little Rascals (Interstate).....3.9	8.	Bowling Time (Sterling).....57
9.	Championship Bowling (Schwimmer).....3.5	8.	Championship Bowling (Schwimmer).....57
10.	Bowling Time (Sterling).....3.1	10.	Popeye (Assoc. Artists).....24

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1.	Championship Bowling (Schwimmer).....81	1.	Looney Tunes (Guild, Assoc. Artists).....101
2.	Victory at Sea (NBC).....79	2.	Popeye (Assoc. Artists).....97
3.	Bowling Time (Sterling).....76	3.	Little Rascals (Interstate).....93
4.	Rosemary Clooney (MCA).....73	4.	Frankie Laine (Guild).....22
5.	Frankie Laine (Guild).....68	5.	Kingdom of the Sea (Guild).....20
5.	Patti Page (Screen Gems).....68	6.	Rosemary Clooney (MCA).....17
7.	Stars of the Grand Ole Opry (Flamingo).....67	7.	Stars of the Grand Ole Opry (Flamingo).....16
8.	Kingdom of the Sea (Guild).....65	8.	Victory at Sea (NBC).....14
9.	Popeye (Assoc. Artists).....29	9.	Championship Bowling (Schwimmer).....10
9.	Liberace (Guild).....29	10.	Liberace (Guild).....9

## SHORT SCANNINGS

Herbert B. Lazarus, vice-president-general counsel of American Broadcasting-Paramount Theaters for 24 years, has resigned to enter private law practice. . . . BKO Teleradio Pictures has made these appointments: **George Ruppel**, treasurer; **Oscar Nittel** and **Charles Drayton**, comptrollers, and **Philip Wissman** and **Herbert Mayes**, assistant comptrollers. . . . **James H. Graham**, account exec with MacManus, John & Adams of Pontiac, has been elected a veepee of the ad agency. . . . Telemeter is setting up a permanent demonstration unit of its pay TV system in the Paramount Building, New York. . . . **Jack Benny** will be violin soloist at a benefit concert in Chicago on January 12. . . . The American Association of Advertising Agencies has engaged

**Clarence Eldridge**, veepee of George Fry Associates, as public relations consultant. . . . **Charles H. Bower**, general manager of Batten, Barton, Durstine & Osborn, has received the Poor Richard medallion for "outstanding leadership in advertising" from the Philadelphia ad club. . . . **Frank R. McMann** has been appointed research associate at the Emil Mogul Company. . . . **Len Blake** joins Grey Advertising as a senior copywriter. . . . **Anderson F. Hewitt**, senior veepee of Kenyon & Eckhardt, has been elected to the agency's executive committee, and **K&E** veepees **William King Jr.**, and **Howard M. Wilson** were elected to the board of directors. . . . **Bob Foreman**, TV-radio veepee at BBD&O, has been elected to that agency's executive committee.

# PULSE LOCAL RATINGS FOR OCTOBER

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

## ALBANY-TROY-SCHENECTADY, N. Y.

3 TV STATIONS—159,100 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—547,000 (40th in U. S.)  
Buying Income—\$949,741,000 (37th)  
Retail Sales—\$701,899,000 (35th)  
Food Sales—\$164,051,000 (34th)  
Drug Sales—\$16,380,000 (55th)  
Automotive—\$115,681,000 (47th)

Above figures include following counties: Albany, Rensselaer, Schenectady.

### TOP NETWORK SHOWS

- Standard Oil Show, WRGB, Su. 44.6
- Perry Como, WRGB, S. 40.8
- Wyatt Earp, WRGB, F. 37.4
- Pinocchio, WRGB, Su. 34.5
- Edsel Show, WCDA, Su. 32.8
- Groucho Marx, WRGB, Th. 32.2
- People Are Funny, WRGB, S. 30.9
- Gunsmoke, WCDA, S. 30.7
- Steve Allen, WRGB, Su. 29.9
- Ernie Ford, WRGB, Th. 29.5
- Father Knows Best, WRGB, W. 29.5

### TOP MULTI-WEEKLY SHOWS

- Newsreel (11:00 p.m.), WRGB, M-F. 16.9
- CBS News-Edwards, WCDA, M-F. 15.9
- Early Show, WCDA, M-F. 15.4
- Popeye, WCDA, M-F. 14.6
- Weather, Sports (11:15 p.m.), WRGB, M-F. 14.3
- Queen for a Day, WRGB, M-F. 14.2
- News, Weather (6:45 p.m.), WRGB, M-F. 13.8
- 11th Hour News, Weather, WCDA, M-F. 13.2
- Showcase, WRGB, M-F. 12.8
- Carion Circus, WRGB, M-F. 12.2

### TOP FEATURE FILMS

#### Once-Weekly

- Movie, WRGB, S.-4:30-5:45, 11:30-Sign Off. 13.3
- Hollywood Film Theater, WTRI, F.-8:30-9:30. 7.2
- Premiere Performance, WTRI, S.-10:30-Sign Off. 4.7
- Saturday Feature Theater, WTRI, S.-6:00-7:30. 3.1
- Six Gun Playhouse, WTRI, S.-3:00-4:00. 1.8

#### Multi-Weekly

- Early Show, WCDA, M.-S.-Various Times. 12.6
- Cinema 6, WRGB, M.-F., Su.-Various Times. 12.4
- Late Show, WCDA, M.-Su.-Various Times. 10.7
- Hollywood MovieTime, WTRI, M.-F., Su.-Various Times. 3.5
- Mid-Day Matinee, WTRI, M.-F.-1:00-2:30. 1.8

### TOP SYNDICATED FILMS

- State Trooper (MCA), WRGB, S.-7:00. 26.5
- Highway Patrol (Ziv), WRGB, Th.-10:30. 22.5
- Harbor Command (Ziv), WRGB, W.-7:00. 22.5
- Silent Service (NBC), WCDA, F.-9:30. 21.9
- Boots and Saddles (NBC), WRGB, T.-7:00. 19.8
- Esso Golden Playhouse (Official), WRGB, Th.-7:00. 18.9
- Foreign Legionnaire (TPA), WRGB, Su.-1:00. 18.2
- Last of the Mohicans (TPA), WRGB, Su.-5:30. 18.0
- Men of Annapolis (Ziv), WCDA, W.-7:30. 17.9
- The Falcon (NBC), WRGB, S.-11:00. 17.9
- Gene Autry (CBS), WRGB, S., Su.-12:00. 17.0
- Mr. District Attorney (Ziv), WCDA, Su.-9:00. 15.9
- Sky King (Nabisco), WRGB, S.-10:30 a.m. 14.7
- Popeye (Assoc. Artists), WCDA, M.-F.-5:00. 14.6
- Badge 714 (NBC), WTRI, M.-10:30. 12.5
- Famous Fights (Wink), WTRI, W.-10:30. 11.7
- Championship Bowling (Walter Schwimmer), WRGB, S.-12:30. 10.1
- Code Three (ABC), WCDA, S.-7:00. 9.2
- Suste (TPA), WCDA, M.-F.-1:00. 8.8
- O. Henry Playhouse (Gross-Krasne), WTRI, T.-10:30. 8.5

## DENVER

4 TV STATIONS—215,900 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—725,100 (26th in U. S.)  
Buying Income—\$1,247,924,000 (28th)  
Retail Sales—\$991,431,000 (24th)  
Food Sales—\$210,722,000 (24th)  
Drug Sales—\$46,729,000 (15th)  
Automotive—\$214,609,000 (21st)

Above figures include following counties: Adams, Arapahoe, Denver, Jefferson.

### TOP NETWORK SHOWS

- Wyatt Earp, KBTU, T. 45.2
- Edsel Show, KLTZ, Su. 43.4
- Perry Como, KOA, S. 37.2
- Pinocchio, KOA, Su. 35.4
- Standard Oil Show, KOA, Su. 35.4
- Person to Person, KLTZ, F. 32.0
- What's My Line?, KLTZ, Su. 31.9
- Your Hit Parade, KOA, S. 30.9
- Studio One, KLTZ, M. 29.3
- \$64,000 Question, KLTZ, T. 28.9

### TOP MULTI-WEEKLY SHOWS

- Mickey Mouse Club, KBTU, M.-F. 21.9
- Channel 7 Reporting (10 p.m.), KLTZ, M.-F. 19.3
- Sheriff Scotty, KBTU, M.-F. 18.6
- Clubhouse Gang, KBTU, M.-F. 18.3
- Weather, Sports (10:15 p.m.), KLTZ, M.-F. 15.7
- News, Weather (10:00 p.m.), KOA, M.-F. 13.5
- Academy Theater, KOA, M.-F. 12.0
- Queen for a Day, KOA, M.-F. 10.2
- Dick Lewis, KLTZ, M.-F. 9.7
- Verdict Is Yours, KLTZ, M.-F. 9.7

### TOP FEATURE FILMS

#### Once-Weekly

- N. Y. Furniture Theater, KBTU, S.-10:00-Sign Off. 16.4
- Warner Brothers, KOA, Su.-9:30-11:30. 15.2
- Premiere Performance, KTVR, Su.-10:30-Sign Off. 14.0
- Two-Gun Theater, KLTZ, S.-4:00-5:00. 13.4
- Command Performance, KTVR, S.-8:30-10:15. 10.4

#### Multi-Weekly

- Academy Theater, KOA, M.-S.-Various Times. 11.6
- 2d Academy Theater, KOA, M.-Th., S.-Various Times. 7.1
- Late Show, KTVR, M.-S.-Various Times. 6.1
- M-G-M Theater, KTVR, M.-F., Su.-Various Times. 6.1
- Starr Matinee, KLTZ, M.-F.-2:00-3:00. 5.4

### TOP SYNDICATED FILMS

- Sheriff of Cochise (NTA), KLTZ, T.-9:00. 31.2
- Highway Patrol (Ziv), KOA, F.-9:30. 26.2
- Whirlybirds (CBS), KLTZ, M.-9:00. 25.9
- State Trooper (MCA), KBTU, M.-7:30. 22.5
- Popeye (Assoc. Artists), KBTU, M.-6:00. 20.5
- Death Valley Days (U. S. Borax), KLTZ, M.-9:30. 19.4
- Guy Lombardo (MCA), KLTZ, Su.-9:00. 19.2
- Studio 57 (MCA), KLTZ, W.-9:00. 19.2
- Annie Oakley (CBS), KBTU, F.-6:00. 18.9
- Mickey Rooney (Screencraft), KBTU, F.-7:00. 18.5
- Frontier Dr. (Hollywood TV), KLTZ, Th.-8:00. 17.7
- Your All Star Theater (Screen Gems), KLTZ, Th.-9:30. 17.4
- Capt. David Grief (Guild), KOA, W.-7:30. 17.2
- Science Fiction Theater (Ziv), KBTU, T.-9:30. 15.9
- Parade of Stars (MCA), KLTZ, W.-9:30. 15.9
- Dr. Hudson's Secret Journal (MCA), KLTZ, F.-9:00. 15.9
- Harbor Command (Ziv), KLTZ, T.-7:30. 15.7
- Judge Roy Bean (Screencraft), KBTU, F.-8:00. 14.9
- San Francisco Beat (CBS), KTVR, Su.-10:00. 14.9
- Sky King (Nabisco), KBTU, W.-6:00. 14.5

## DETROIT

4 TV STATIONS—986,700 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—3,625,900 (5th in U. S.)  
Buying Income—\$7,596,374,000 (5th)  
Retail Sales—\$4,758,632,000 (5th)  
Food Sales—\$1,093,140,000 (5th)  
Drug Sales—\$203,163,000 (4th)  
Automotive—\$1,007,817,000 (4th)

Above figures include following counties: Macomb, Oakland, Wayne.

### TOP NETWORK SHOWS

- Edsel Show, WJBK, Su. 43.1
- Perry Como, WWJ, S. 40.2
- Gunsmoke, WJBK, S. 37.9
- Standard Oil Show, WWJ, Su. 36.0
- Playhouse 90, WJBK, Th. 33.0
- Wyatt Earp, WXYZ, T. 32.2
- Lawrence Welk, WXYZ, S. 31.9
- Pinocchio, WWJ, Su. 31.8
- Highway Patrol, WJBK, T. 28.9
- What's My Line? WJBK, Su. 28.9

### TOP MULTI-WEEKLY SHOWS

- Popeye, CKLW, M.-F. 25.3
- Mickey Mouse Club, WXYZ, M.-F. 18.6
- 12 o'Clock Comics, WXYZ, M.-F. 14.2
- News-Jac Leznoff (11 p.m.), WJBK, M.-F. 12.8
- Guiding Light, WJBK, M.-F. 12.1
- Search for Tomorrow, WJBK, M.-F. 11.9
- Captain Kangaroo, WJBK, M.-F. 11.3
- Love of Life, WJBK, M.-F. 10.9
- Hotel Cosmopolitan, WJBK, M.-F. 10.7
- The Price Is Right, WWJ, M.-W., F. 10.7
- Queen for a Day, WWJ, M.-F. 10.7

### TOP FEATURE FILMS

#### Once-Weekly

- Hollywood Showcase, WJBK, S.-9:30-11:00. 17.7
- Premiere Film Parade, WWJ, Su.-9:30-11:00. 13.8
- Hollywood Film Theater, WXYZ, F.-7:30-8:30. 13.3
- Hollywood Screening, WXYZ, S.-11:30-Sign Off. 7.5
- Sunday Showtime, WJBK, Su.-2:30-4:00. 7.2

#### Multi-Weekly

- Big Show, WXYZ, M.-F.-8:30-9:30 a.m. 8.4
- Nightwatch Theater, WJBK, M.-S.-11:30-Sign Off. 8.1
- Million \$ Movie, CKLW, M.-F., Su.-Various Times. 6.1
- Charm Theater, WXYZ, M., T.-1:00-2:00. 5.7
- FilmLand's Finest, WWJ, S., Su.-11:30-Sign Off. 4.4

### TOP SYNDICATED FILMS

- Highway Patrol (Ziv), WJBK, T.-9:30. 28.9
- Popeye (Assoc. Artists), CKLW, M.-S.-6:00. 23.9
- Dr. Christian (Ziv), WJBK, Th.-10:00. 22.2
- Amos 'n' Andy (CBS), WWJ, W.-10:00. 21.2
- S. Donovan, Western Marshal (NBC), WWJ, S.-10:00. 19.9
- Men of Annapolis (Ziv), WJBK, T.-10:00. 19.5
- Studio 57 (MCA), WWJ, W.-9:30. 16.8
- Badge 714 (NBC), WJBK, Su.-10:00. 16.5
- Captain David Grief (Guild), WJBK, T.-10:30. 16.2
- Racket Squad (ABC), WJBK, F.-10:00. 15.9
- Mr. District Attorney (Ziv), WJBK, Th.-10:30. 15.9
- Confidential File (Guild), WXYZ, M.-10:00. 15.9
- Annie Oakley (CBS), WXYZ, M.-7:00. 15.5
- Don Ameche (TPA), WJBK, M.-10:00. 15.5
- Death Valley Days (U. S. Borax), WWJ, M.-10:00. 15.2
- Whirlybirds (CBS), WWJ, W.-10:30. 14.7
- Your All Star Theater (Screen Gems), WXYZ, T.-10:00. 14.2
- Ellery Queen (TPA), WJBK, M.-10:30. 14.0
- Star Performance (Official), WXYZ, S.-9:30. 14.0
- Crusader (MCA), WWJ, T.-9:30. 13.9
- Celebrity Playhouse (Screen Gems), WJBK, F.-9:30. 13.9

Dick Jacobs, newly-signed to William Morris Agency, has replaced Don Walker as musical director of NBC's "Hit Parade." . . . **John Hansel**, retired executive veepee of N. W. Ayer & Son, died December 1 in Tucson, Ariz. . . . **Bill Brendle**, ABC flack, and wife **Frances** are parents of a third child, **Brian**. . . . A daughter, **Pamela**, has been born to **Jay Whalen** of the Katz Agency and

wife **Elaine Whalen**, chief time buyer for Emil Mogul. . . . **Buddy Young**, TV staffer of United Artists, and wife **Rebecca** are parents of a son, **Howard**. . . . **Bob Perlstein**, account rep for ABC-TV's station clearance department, is father of a boy. . . . **Bob Cuniff** leaves the NBC Opera staff to pen a TV column for NEA Service, Inc. . . . Guild Films promotion exec **Bill James**

is featured as an actor in "Street of Sinners," now playing neighborhood theaters. . . . "Today" reporter **Dick McCutchen** is in South Africa filming a report on segregation there. . . . **Ellen Carr** has won the ABC contest to find a hostess for "Do You Trust Your Wife?" . . . **Rin Tin Tin** and **Pal Rusty** (**Lee Aaker**) will guest star at the Fat Stock Show in San Angelo, Tex., March 6-10.

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

Market statistics shown are derived from Sales Management's current "Survey of Buying Power," and cover only each market's metropolitan areas, as defined by government specifications. Altho they

thus cannot include complete TV coverage or trading areas, they do provide comparative statistics for the chief population centers of TV stations.

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

HOUSTON-GALVESTON
3 TV STATIONS—338,700 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—1,076,200 (15th in U. S.)
Buying Income—\$1,937,585,000 (15th)
Retail Sales—\$1,340,018,000 (16th)
Food Sales—\$308,506,000 (15th)
Drug Sales—\$40,807,000 (17th)
Automotive—\$281,344,000 (14th)
Above figures include following counties: Harris

TOP NETWORK SHOWS

- 1. Edsel Show, KGUL, Su. .... 48.9
2. Standard Oil Show, KPRC, Su. .... 39.9
3. Pinocchio, KPRC, Su. .... 30.2
4. Godfrey's Talent Scouts, KGUL, M. .... 29.4
5. Perry Como, KPRC, S. .... 29.3
6. What's My Line? KGUL, Su. .... 29.0
7. \$64,000 Question, KGUL, T. .... 28.2
8. Burns & Allen, KGUL, M. .... 27.0
9. Climax! KGUL, Th. .... 26.5
10. Gunsmoke, KGUL, S. .... 25.7

TOP MULTI-WEEKLY SHOWS

- 1. My Little Margie, KGUL, M-F. .... 17.2
2. Late Show, Misc., KGUL, M-Th. .... 11.7
3. NBC News, KPRC, M-F. .... 10.8
4. Queen for a Day, KPRC, M-F. .... 10.6
5. Roy Rogers, KPRC, M-F. .... 10.4
6. News, Misc. (10:00 p.m.), KTRK, M, T. .... 10.2
7. World Today-Sports (6 p.m.), KPRC, M-F. .... 9.3
8. Newsreel, Weather (6:15 p.m.), KPRC, M-F. .... 9.2
9. Modern Romances, KPRC, M-F. .... 8.4
10. Final Edition, Misc. (10:30 p.m.), KPRC, M-F. .... 8.0

TOP FEATURE FILMS

- Once-Weekly
1. Award Theater, KGUL, S. 9:30-11:30 .... 17.6
2. Million \$ Movie, KPRC, Su. 12:00-1:00 .... 11.6
3. Weekend Theater, KGUL, F. 10:30-Sign Off .... 10.4
4. Yours for the Asking Theater, KGUL, Su. 3:30-5:00 .... 9.3
5. Western Star Playhouse, KGUL, S. 12:00-1:00 .... 8.8
Multi-Weekly
1. Late Show, KGUL, M-Th. S-Su. Various Times .... 13.2
2. Movietime U. S. A., KTRK, M-F, Su. Various Times .... 7.0
3. Early Show, KGUL, M-F. 3:00-5:00 .... 6.1
4. M-G-M Theater, KPRC, M-S. Various Times .... 5.9
5. Movie Date, KPRC, M-F. 11:00-12:30 .... 5.3

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), KGUL, T. 8:30 .... 31.5
2. Susie (TPA), KPRC, Su. 8:30 .... 22.7
3. Crosscurrent (Official), KGUL, Th. 9:00 .... 22.2
4. Your All Star Theater (Screen Gems), KTRK, F. 7:30 .... 18.2
5. Death Valley Days (U. S. Borax), KTRK, M. 9:00 .... 18.0
6. My Little Margie (Official), KGUL, M-F. 6:00 .... 17.2
7. Stars of the Grand Ole Opry (Flamingo), KTRK, S. 8:30 .... 15.8
8. Sheriff of Cochine (NTA), KPRC, S. 9:00 .... 15.5
9. Men of Annapolis (Ziv), KPRC, W. 9:30 .... 14.9
10. Silent Service (NBC), KPRC, F. 9:00 .... 14.7
11. City Detective (MCA), KGUL, F. 10:00 .... 14.0
12. Martin Kane (Ziv), KPRC, M. 10:00 .... 13.8
13. Crusader (MCA), KGUL, T. 10:00 .... 13.7
15. Whirlybirds (CBS), KPRC, S. 9:30 .... 12.8
16. Parade of Stars (MCA), KTRK, M. 9:30 .... 12.3
17. Code Three (ABC), KPRC, T. 8:30 .... 12.2
18. Captain David Grief (Guild), KPRC, F. 10:00 .... 11.0
19. San Francisco Beat (CBS), KTRK, Su. 9:30 .... 10.8
20. Championship Bowling (Walt Schwimmer), KTRK, S. 10:00 .... 10.6

JOHNSTOWN, PA.
4 TV STATIONS—54,800 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—293,400 (77th in U. S.)
Buying Income—\$389,819,000 (96th)
Retail Sales—\$250,168,000 (109th)
Food Sales—\$60,992,000 (97th)
Drug Sales—\$4,991,000 (170th)
Automotive—\$45,811,000 (108th)
Above figures include following counties: Cambria and Somerset

TOP NETWORK SHOWS

- 1. Dragnet, WJAC, Th. .... 55.3
1. Groucho Marx, WJAC, Th. .... 55.3
3. People's Choice, WJAC, Th. .... 53.3
4. Ernie Ford, WJAC, Th. .... 52.8
5. Twenty One, WJAC, M. .... 52.3
6. Life of Riley, WJAC, F. .... 51.5
7. Perry Como, WJAC, S. .... 50.9
8. Court of Last Resort, WJAC, F. .... 50.8
9. Goodyear Theater, WJAC, M. .... 50.5
10. Lux Show, WJAC, Th. .... 50.3

TOP MULTI-WEEKLY SHOWS

- 1. 11th Hour News, Weather, WJAC, M-F. .... 39.0
2. World News (6:15 p.m.), WJAC, M-F. .... 26.6
3. Sports Page, Weather (6 p.m.), WJAC, M-F. .... 26.5
4. Comedy Time, WJAC, M-F. .... 24.8
5. Bride and Groom, WJAC, M-F. .... 18.1
6. Queen for a Day, WJAC, M-F. .... 16.7
7. It Could Be You, WJAC, M-F. .... 16.5
7. Tic Tac Dough, WJAC, M-F. .... 16.5
9. Matinee Theater, WJAC, T-F. .... 16.0
10. Feature Theater, WJAC, M-F. .... 15.3

TOP FEATURE FILMS

- Once-Weekly
1. Penn Playhouse, WJAC, F. 11:15-Sign Off .... 34.3
2. Allegheny Playhouse, WJAC, S. 11:45-Sign Off .... 33.0
3. Diamond Theater, WJAC, Th. 11:15-Sign Off .... 32.1
4. Sun. Night Movie, WJAC, Su. 11:15-Sign Off .... 31.3
5. Wednesday Night Movie, WJAC, W. 11:15-Sign Off .... 30.8
Multi-Weekly
1. Feature Theater, WJAC, M-F. 1:30-2:30 .... 15.3
2. Big Movie, KDKA, M-F. 1:00-2:30 .... 4.8
3. Gateway Studio, KDKA, M-Th. S-Su. Various Times .... 4.3
4. World's Best Movies, WFBG, M-Su. Various Times .... 3.3

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WJAC, F. 9:30 .... 49.0
2. Esso Golden Playhouse (Official), WJAC, Su. 10:30 .... 45.3
3. Studio 57 (MCA), WJAC, W. 10:30 .... 44.0
4. Death Valley Days (U. S. Borax), WJAC, S. 7:00 .... 40.8
5. Celebrity Playhouse (Screen Gems), WJAC, M. 7:00 .... 35.8
6. State Trooper (MCA), WJAC, S. 11:15 .... 33.3
7. Public Defender (Interstate), WJAC, S. 6:00 .... 32.8
8. Dr. Christian (Ziv), WJAC, T. 11:15 .... 31.8
9. Public Defender (Interstate), WJAC, T. 11:45 .... 31.0
10. Waterfront (MCA), WJAC, W. 6:30 .... 27.0
11. Hopalong Cassidy (NBC), WJAC, M. 5:30 .... 26.8
12. Sheriff of Cochine (NTA), WJAC, T. 5:30 .... 26.3
13. S. Donovan, Western Marshal (NBC), WJAC, W. 5:30 .... 25.5
14. Victory at Sea (NBC), WJAC, Su. 5:30 .... 25.3
15. State Trooper (MCA), KDKA, S. 10:30 .... 8.3
16. Silent Service (NBC), KDKA, S. 11:00 .... 8.0
17. Captain David Grief (Guild), KDKA, T. 10:30 .... 6.0
18. Star and the Story (Official), KDKA, F. 9:00 .... 5.8
18. Orient Express (NTA), WARD, S. 6:00 .... 5.8
18. Ray Milland (MCA), KDKA, Su. 1:15 .... 5.8
18. Popeye (Assoc. Artists), WFBG, M-F. 6:00 .... 5.8

PORTLAND, ORE.
3 TV STATIONS—245,000 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—785,600 (22d in U. S.)
Buying Income—\$1,301,021,000 (26th)
Retail Sales—\$995,480,000 (23d)
Food Sales—\$231,416,000 (20th)
Drug Sales—\$23,877,000 (32d)
Automotive—\$185,512,000 (24th)
Above figures include following counties: Clackamas, Multnomah, Washington; In State of Wash.: Clark

TOP NETWORK SHOWS

- 1. Edsel Show, KOIN, Su. .... 38.3
2. Standard Oil Show, KPTV, Su. .... 32.8
3. Pinocchio, KPTV, Su. .... 29.9
4. Climax! KOIN, Th. .... 29.5
5. Wyatt Earp, KGW, T. .... 29.0
6. Danny Thomas, KOIN, M. .... 28.9
7. Sugarfoot, KGW, T. .... 28.5
8. Groucho Marx, KPTV, Th. .... 27.9
9. Perry Como, KPTV, S. .... 26.5
10. Playhouse 90, KOIN, Th. .... 26.3

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KGW, M-F. .... 16.9
2. City Desk, Misc. (10:30 p.m.), KOIN, M-F. .... 12.5
3. Cartoon Time, KOIN, M-F. .... 12.3
4. Armchair Theater, KOIN, M-F. .... 12.0
5. Nightbeat (10:30 p.m.), KGW, M-F. .... 11.8
6. Queen for a Day, KPTV, M-F. .... 10.7
7. Garry Moore, KOIN, M-F. .... 10.5
8. CBS News, KOIN, M-F. .... 10.2
8. Newsbeat (6:30 p.m.), KGW, M-F. .... 10.2
10. Art Linkletter, KOIN, M-F. .... 9.8

TOP FEATURE FILMS

- Once-Weekly
1. Sat. Night Show, KGW, S. 7:30-9:00 .... 16.3
2. Hollywood Film Theater, KGW, F. 8:30-9:30 .... 15.8
3. Two Gun Playhouse, KOIN, S. 12:45-2:30 .... 13.3
4. Movie 12, KPTV, F. 10:00-Sign Off .... 13.0
5. Early Show, KPTV, Su. 12:30-2:00 .... 10.5
Multi-Weekly
1. Channel 8 Playhouse, KGW, M-Su. Various Times .... 9.5
2. Showtime on 6, KOIN, M-Su. Various Times .... 9.3
3. Academy Theater, KPTV, M, Th. Su. Various Times .... 6.4
4. Morning Movie, KGW, M-F. 10:00-11:30 .... 6.0
5. Your Afternoon Theater, KPTV, M, T, Th. F. 3:00-4:30 .... 5.3

TOP SYNDICATED FILMS

- 1. Sheriff of Cochine (NTA), KOIN, Th. 7:00 .... 23.9
2. Annie Oakley (CBS), F. 7:00 .... 21.5
2. Harbor Command (Ziv), KGW, S. 7:00 .... 21.5
4. Whirlybirds (CBS), KOIN, S. 9:30 .... 20.3
5. I Search for Adventure (Bagnall), KOIN, Th. 7:30 .... 18.9
6. O. Henry Playhouse (Gross-Krasne), KOIN, F. 6:30 .... 16.8
7. Highway Patrol (Ziv) KGW, M. 7:30 .... 16.5
8. Last of the Mohicans (TPA), KGW, T. 6:00 .... 16.2
8. Star Performance (Official), KOIN, T. 10:00 .... 16.2
10. Dr. Hudson's Secret Journal (MCA), KPTV, Th. 9:00 .... 15.9
11. Sky King (Nabisco), KGW, M. 6:00 .... 15.5
12. Man Behind the Badge (MCA), KPTV, T. 7:00 .... 15.2
13. Jungle Jim (Screen Gems), KGW, Th. 6:00 .... 14.9
14. My Little Margie (Official), KPTV, T. 6:30 .... 14.5
15. Studio 57 (MCA), KOIN, W. 10:00 .... 14.2
15. Honeymooners (CBS), KGW, Su. 6:00 .... 14.2
15. Men of Annapolis (Ziv), KOIN, M. 10:00 .... 14.2
15. Badge 714 (NBC), KPTV, M. 7:00 .... 14.2
19. Captain David Grief (Guild), KGW, M. 7:00 .... 13.2
20. Kit Carson (MCA), KPTV, S. 10:00 a.m. .... 12.5

SEATTLE-TACOMA
4 TV STATIONS—315,700 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—782,100 (24th in U. S.)
Buying Income—\$1,709,129,000 (20th)
Retail Sales—\$1,129,831,000 (22d)
Food Sales—\$239,252,000 (21st)
Drug Sales—\$36,655,000 (25th)
Automotive—\$161,127,000 (26th)
Above figures include following counties: King

TOP NETWORK SHOWS

- 1. Disneyland, KING, W. .... 36.9
2. Wyatt Earp, KING, T. .... 34.9
3. Twenty-One, KOMO, M. .... 32.1
4. Pinocchio, KOMO, Su. .... 30.8
5. Lawrence Welk, KING, S. .... 29.5
6. Sugarfoot, KING, T. .... 29.1
7. Danny Thomas, KTNT, M. .... 28.8
8. Edsel Show, KTNT, Su. .... 28.4
9. Perry Como, KOMO, S. .... 28.3
10. Rin Tin Tin, KING, F. .... 28.2

TOP MULTI-WEEKLY SHOWS

- 1. Early Edition (6:30 p.m.), KING, M-F. .... 18.4
2. Mickey Mouse Club, KING, M-F. .... 17.0
3. Stan Boreson, KING, M-F. .... 14.4
4. Cartoon Festival, KING, M-F. .... 12.2
5. Wunda Wunda, KING, M-F. .... 11.5
6. World Today, News (10:30 p.m.), KING, M-F. .... 11.1
7. Deadline, News (6:30 p.m.), KOMO, M-F. .... 10.9
8. Mickey Rooney, KOMO, M, W, Th. .... 10.8
9. NBC News, KOMO, M-F. .... 10.6
10. King's Performance, KING, M-F. .... 9.6

TOP FEATURE FILMS

- Once-Weekly
1. Dr. Kildare Theater, KING, S. 7:30-9:00 .... 15.1
2. Premiere Performance, KTNT, S. 10:30-Sign Off .... 11.2
3. Nightmare, KTNT, Th. 11:00-Sign Off .... 9.4
4. Bar Five Theater, KING, S. 12:30-2:30 .... 8.9
5. Armchair Theater, KING, Su. 1:00-2:30 .... 8.8
Multi-Weekly
1. King's Performance, KING, M-S. Various Times .... 10.4
2. All Star Movie, KTNT, M-W, F. 10:30-Sign Off .... 8.3
3. Midday Matinee, KING, M-S. Various Times .... 7.3
4. King's Kamers, KING, M-F. 1:30-2:30 .... 6.3
5. Queen's Movie, KING, M-F. 10:00-11:30 .... 5.8

TOP SYNDICATED FILMS

- 1. Silent Service (NBC), KING, W. 7:30 .... 34.5
2. Highway Patrol (Ziv), KOMO, Th. 7:00 .... 30.1
3. I Search for Adventure (Bagnall), KING, M. 7:00 .... 28.4
4. Studio 57 (MCA), KING, F. 7:00 .... 26.7
5. Sheriff of Cochine (NTA), KING, S. 7:00 .... 23.1
6. Code Three (ABC), KING, F. 8:30 .... 22.6
7. Twenty-Six Men (ABC), KOMO, M. 7:00 .... 20.8
8. Kit Carson (MCA), KING, T. 6:00 .... 18.9
9. Last of the Mohicans (TPA), KING, M. 6:00 .... 18.4
10. Annie Oakley (CBS), KING, Th. 6:00 .... 17.9
11. Dr. Christian (Ziv), KING, F. 9:00 .... 17.6
11. Badge 714 (NBC), KING, Su. 6:00 .... 17.6
13. Whirlybirds (CBS), KING, Th. 7:00 .... 17.3
13. Frontier (NBC), KTNT, Su. 9:30 .... 17.3
15. Judge Roy Bean (Screencraft), KING, W. 7:00 .... 16.4
16. Death Valley Days (U. S. Borax), KOMO, Th. 9:00 .... 16.3
17. Kingdom of the Sea (Guild), KOMO, T. 7:00 .... 15.6
18. Waterfront (MCA), KTNT, F. 10:00 .... 15.3
19. O. Henry Playhouse (Gross-Krasne), KTNT, W. 10:00 .... 14.7
20. Little Rascals (Interstate), KING, M-F. 4:30 .... 14.4

SPOKANE
3 TV STATIONS—73,600 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—261,000 (87th in U. S.)
Buying Income—\$485,789,000 (76th)
Retail Sales—\$336,760,000 (74th)
Food Sales—\$70,420,000 (81st)
Drug Sales—\$10,059,000 (72d)
Automotive—\$62,018,000 (75th)
Above figures include following counties: Spokane

TOP NETWORK SHOWS

- 1. Edsel Show, KXLY, Su. .... 50.1
2. Perry Como, KHQ, S. .... 45.4
3. Standard Oil Show, KHQ, Su. .... 38.6
4. People Are Funny, KHQ, S. .... 37.8
5. This Is Your Life, KHQ, W. .... 37.5
6. Pinocchio, KHQ, Su. .... 37.0
7. Top Tunes & New Talent, KREM, M. .... 36.1
8. Wyatt Earp, KREM, T. .... 35.3
9. \$64,000 Question, KXLY, T. .... 34.5
10. Climax! KXLY, Th. .... 33.8

TOP MULTI-WEEKLY SHOWS

- 1. Mickey Mouse Club, KREM, M-F. .... 28.4
2. Kit Carson, KREM, T, Th. .... 23.5
3. Queen for a Day, KHQ, M-F. .... 16.8
4. Popeye, KREM, M-F. .... 15.2
5. Modern Romances, KHQ, M-F. .... 14.1
6. Truth or Consequences, KHQ, M-F. .... 13.5
7. Late Movie, KHQ, T-F. .... 13.1
8. Comedy Time, KHQ, M-F. .... 12.6
9. Matinee Theater, Misc., KHQ, M-F. .... 12.4
10. News-Phillips, Sports (6:45 p.m.), KREM, M-F. .... 12.3

TOP FEATURE FILMS

- Once-Weekly
1. Western Theater, KHQ, S. 10:00-1:00 .... 20.8
2. Million \$ Theater, KREM, S. 10:30-Sign Off .... 15.8
3. Playhouse 2, KREM, F. 8:30-9:30 .... 15.4
4. Sun Matinee, KREM, Su. 3:00-4:30 .... 13.1
5. Western Roundup, KXLY, S. 3:00-5:30 .... 10.9
Multi-Weekly
1. Late Movie, KHQ, T-S. Various Times .... 13.1
2. Matinee on Six, KHQ, M-F. 3:00-4:30 .... 7.9
3. Channel Two Theater, KREM, M-W. 10:30-Sign Off .... 7.7
3. Late Show, KXLY, M, T, Th. S. Various Times .... 7.7
5. 5:00 Movie, Misc., KHQ, M-F. 5:00-6:00 .... 5.4

TOP SYNDICATED FILMS

- 1. Whirlybirds (CBS), KHQ, M. 7:30 .... 29.3
2. Sheriff of Cochine (NTA), KXLY, F. 9:30 .... 25.8
3. Highway Patrol (Ziv), KHQ, W. 9:30 .... 25.3
4. I Search for Adventure (Bagnall), KXLY, Th. 7:00 .... 24.8
5. Frontier (NBC), KHQ, S. 7:00 .... 24.5
6. State Trooper (NBC), KHQ, M. 7:00 .... 24.3
7. Sky King (Nabisco), KREM, M. 6:00 .... 23.8
8. Kit Carson (MCA), KREM, T, Th. 6:00 .... 23.5
9. Harbor Command (Ziv), KHQ, W. 9:00 .... 22.8
10. Rosemary Clooney (MCA), KXLY, T. 9:30 .... 21.8
10. Kit Carson (MCA), KREM, F. 7:00 .... 21.8
12. Silent Service (NBC), KHQ, F. 10:00 .... 19.8
13. Badge 714 (NBC), KXLY, T. 10:00 .... 19.0
13. Kit Carson (MCA), KREM, W. 7:30 .... 19.0
13. Frontier Doctor (Hollywood TV), KREM, T. 7:00 .... 18.8
15. Kit Carson (MCA), KREM, Su. 5:30 .... 18.8
17. Ray Milland (MCA), KREM, Su. 6:00 .... 18.3
18. Kit Carson (MCA), KREM, S. 5:00 .... 17.8
19. Men of Annapolis (Ziv), KXLY, F. 8:30 .... 17.3
20. Stu Erwin (Official), KHQ, S. 6:30 .... 16.8
20. Captain David Grief (Guild), KHQ, Th. 9:00 .... 16.8

STATION SIGNALS

The third annual National Association of Radio & Television Broadcasters Conference of State Association Presidents will be held in Washington on February 18-19. . . . KPIX, San Francisco, becomes the first U. S. station to carry Australian cartoons, with its pur-

chase of Rowl Greenhalgh Productions' 52 new color animation shorts. . . . WNDU-TV, South Bend-Elkhart, Ind., has sold two public service shows to sponsors—one a bank, one a County Bar Association. KYW-TV's attempt to film

Traffic Court proceedings in a Cleveland suburb was thwarted by the Cleveland Bar Association which called it "violation of the canon of judicial ethics." The Mayor says he'd like to let TV into courtrooms but not without the bar's permission. KGHL-TV, Billings, Mont., has bought the first antenna, developed by RCA, of a new type traveling-wave transmission. It was de-

signed for "economical high-power VHF telecasting," reports RCA. . . . Jefferson Standard Broadcasting has petitioned the Federal Communications Commission to grant a third VHF channel in Greensboro, N. C. Jefferson, which owns WBTW, Florence, S. C., and WBTU, Charlotte, N. C., aims for a full complement of outlets. Richard W. Schappa has been appointed promotion-merchandise-

ing manager of WWTU, Cadillac, Mich. . . . Alfred Di Giovanni has been made an account exec at WPIX, New York. . . . Alan J. Bell joins Peters, Griffin & Woodward, station reps, as assistant director of promotion and research. . . . Pat Bradley is the new production director at WMBR, Jacksonville, Fla. . . . WCSH-TV, Portland, Me., has signed Larry Geraghty as news director.

# TAPE PUT TO USE ON COMMERCIALS

## Shooting of 'Climax!' Blurb First; Type Of Filming Offers Number of Advantages

HOLLYWOOD — An indication of the new vistas being opened by television tape was demonstrated by Chrysler Corporation, McCann-Erickson and CBS-TV here last week. Commercials for the December 19 "Climax" were shot on location in the San Bernardino Mountains Monday (9) and recorded a hundred miles away at CBS-TV City for use this week.

It marks the first time tape has ever been used for location shooting, either for commercials or entertainment production. It's only the second occasion on which commercials have been pre-recorded on tape for integration into a telecast later on.

Helming the project was Bud Cole, producer-director for McCann-Erickson. Byron Avery represented Chrysler, with Howard Meighan, CBS-TV v.-p. in charge of West Coast operations, providing the network okay.

All commercials for the December 19 telecast, some six minutes in all, were taped in one day. Cast and crew were assembled at the location, Santa's Village, at 6:30 a.m. the day of taping.

CBS provided the remote equipment, four cameras, and the crews. A microwave link was set up to Television City, where a VT Recorder, with an engineer standing by, was held open for the entire day.

The three commercials, two minutes in length each, were rehearsed in sequence. When the first was ready for production, power was turned on, a signal flashed to TV City and the VTR put into operation.

Cole, sitting in the director's chair in the remote truck at Santa's Village, picked the camera shots he wanted just as he would in the studio. The air shot was then recorded on tape at TV City.

Four takes were shot on the first commercial, four on the second and three on the third. Production wound up at 5:30 p.m., the last couple of takes requiring lights.

Altho final cost figures have not yet been computed, best estimates is that they will be in the neighborhood of \$14,000. To have produced the same commercials on film would have cost anywhere from \$25,000 to \$40,000.

Theme of the spots ties in Chrysler cars with Santa's Village, a well-known Southern California showplace, in a sort of Christmas package. Regular "Climax" announcers Bill Lundigan and Mary Costa share the spotlight with Santa Claus, as the cars are put thru their paces in front of a rustic, snow-blanketed background.

Concept for the commercials originated several months ago when the agency first requested VTR use for commercials taping. The network turned down the request at that time because of a jammed schedule on the recorders, but consented when reapproached later on.

In the meantime, Chrysler had successfully produced remote commercials from the Douglas Aircraft plant for one program, and in another, a few weeks ago, had prerecorded the studio commercials for "Climax" on tape several days ahead of the show. To Cole the wedding of remote production with tape seemed a natural development.

Cole is a strong proponent of both live production and remotes, especially in automobile commercials. He believes that the locale creates viewer interest in the spots, and that the fact that they're done live, especially in the case of demonstration commercials, makes them more believable to the public.

The advantages of tape in commercials production are fourfold: 1) It obviates the possibility of error, just as film does; 2) it permits shooting of several takes with final choice of whichever is best; 3) it does these things at less than half the cost of film; 4) it has the quality of flexibility, which film does not.

The Chrysler commercials are a good illustration of the latter point. Many times an agency has hesitated to put an automobile spot on film because, in the auto industry, the copy needs to be changed constantly (e.g., Plymouth has been kinescoping commercials for integration into the filmed "Date With the Angels" series).

Tape can achieve the same quality as film, yet the commercial can, theoretically, be produced the same day as the show is scheduled to go on the air.

Because of the union problem tape cannot be edited yet, altho the technical hurdle has been overcome (Billboard, December 2). Electronic editing, as well as some experimentation, e.g., live music over, is being done, however.

### Our 12th Anniversary

## Thank You All

- American Telephone & Telegraph Corp.
- Auto-Lite
- Beech-Nut Gum
- Bristol-Myers Co.
- Campbell Soup Co.
- Cantrell & Cochrane Corp.
- Charm Magazine
- Colgate-Palmolive Co.
- Duffy-Mott Co.
- Enders Razor
- Ford Motor Co.
- General Foods Corp.
- General Mills
- Gunther Brewing Co.
- Richard Hudnut
- Jamaica Race Track
- Kellogg Co.
- Metropolitan Life Insurance Co.
- National Biscuit Co.
- Ocean Spray Cranberry Assn.
- Penn Mutual Life Insurance Co.
- Peter Paul, Inc.
- Philco
- Procter & Gamble, Inc.
- Schaefer's Beer
- Schmidt's Beer
- Shell Oil Co.
- United Fruit Co.
- United States Rubber Co.
- Valley Forge Beer

## PAUL J. FENNEL CO. ANIMATION SPECIALISTS

404 N. La Cienega Blvd.  
Los Angeles 48, California  
OLympia 2-2612

# ARB'S TOP 10 FILMS IN 15 KEY MARKETS

## By Type Program for October

All ratings listed were in ARB's Top 10 for film series in the markets shown.

### 15 KEY MARKETS SURVEYED EVERY MONTH BY ARB

SERIES (DISTRIBUTOR)	ATLANTA	BALTIMORE	BOSTON	CHICAGO	CINCINNATI	CLEVELAND	COLUMBUS	DETROIT	LOS ANGELES	MINN.-ST. PAUL	NEW YORK	PHILADELPHIA	SAN FRANCISCO	SEATTLE-TACOMA	WASHINGTON, D.C.
<b>COMEDY SERIES</b>															
ABBOTT & COSTELLO—STERLING ...	—	—	—	—	—	—	—	—	10.6	—	—	—	—	—	—
AMOS 'N' ANDY—CBS .....	—	—	—	—	—	—	—	18.3	—	—	—	—	—	—	—
THE HONEYMOONERS—CBS .....	—	13.4	21.7	12.5	—	—	—	—	9.9	—	19.1	18.0	20.5	—	11.4
LIFE OF RILEY—NBC .....	—	—	—	—	—	—	—	—	—	—	7.6	—	—	—	—
LIFE WITH FATHER—CBS .....	—	—	—	—	—	—	—	—	—	—	—	—	—	—	—
OUR MISS BROOKS—CBS .....	—	—	—	—	—	—	—	—	13.3	—	—	—	—	—	—
TOPPER—TELESTAR .....	—	—	—	—	—	—	—	—	11.0	—	—	—	—	—	—
<b>MYSTERY SERIES</b>															
BADGE 714—NBC .....	19.6	—	—	—	—	—	—	19.7	—	—	—	—	—	—	27.5
CHARLIE CHAN—TPA .....	11.3	—	—	—	—	—	—	—	—	—	—	—	—	—	—
CITY DETECTIVE—MCA .....	—	—	—	11.5	—	—	—	—	—	—	—	—	—	—	—
ELLERY QUEEN—TPA .....	—	—	—	—	—	20.6	—	—	—	—	—	—	—	—	—
MARTIN KANE—ZIV .....	—	—	—	—	21.8	22.5	—	—	—	—	—	19.1	—	—	13.8
MR. DISTRICT ATTORNEY—ZIV .....	—	—	—	—	—	—	—	—	—	11.0	—	—	—	—	—
RACKET SQUAD—ABC .....	—	—	—	—	—	—	—	17.9	—	—	—	—	—	—	—
<b>WESTERN SERIES</b>															
ANNIE OAKLEY—CBS .....	—	—	—	—	—	—	15.7	—	—	11.1	—	—	—	—	13.6
BOOTS AND SADDLES—NBC .....	—	—	—	—	—	—	—	—	—	—	—	11.8	16.6	—	—
BRAVE EAGLE—CBS .....	—	20.0	—	—	—	—	—	—	—	—	—	—	—	—	—
CISCO KID—ZIV .....	—	—	—	—	—	—	—	—	—	11.7	—	—	—	—	—
DEATH VALLEY DAYS—U. S. BORAX ..	—	13.4	—	—	—	23.5	33.6	21.0	—	—	12.9	15.3	—	24.1	—
FRONTIER—CBS .....	—	14.8	21.8	—	—	—	—	—	14.2	—	—	—	—	—	—
FRONTIER DOCTOR—H-TV .....	—	—	—	—	—	29.1	24.4	—	11.0	12.9	—	—	—	—	—
JUDGE ROY BEAN—SCREENCRAFT ..	—	—	—	—	—	—	—	—	—	—	—	—	—	—	18.8
LAST OF THE MOHICANS—TPA .....	—	—	—	—	—	—	28.9	—	—	—	—	—	—	—	17.6
SHERIFF OF COCHISE—WTA .....	14.7	14.4	—	11.2	30.3	21.8	19.3	—	13.1	—	8.5	—	15.8	20.0	—
STORIES OF THE CENTURY—H-TV ..	—	—	—	—	24.4	—	—	—	—	—	—	—	—	—	—
<b>ADVENTURE SERIES</b>															
BYLINE—M&A ALEXANDER .....	—	—	—	—	—	—	—	—	—	—	—	11.0	—	—	—
CAPTAIN DAVID GRIEF—GUILD .....	11.3	—	18.5	—	—	—	—	—	—	—	—	—	—	—	—
CODE 3—ABC .....	—	—	—	—	22.8	—	17.3	—	—	—	16.1	—	—	—	—
CRUSADER—MCA .....	—	—	—	—	—	—	25.1	—	—	—	—	—	—	—	—
GRAY GHOST—CBS .....	—	—	18.8	—	—	—	—	—	13.9	—	—	10.9	—	—	17.7
HARBOR COMMAND—ZIV .....	—	—	—	—	—	—	—	—	—	—	7.7	—	—	16.7	—
HIGHWAY PATROL—ZIV .....	21.3	27.9	17.9	15.0	23.9	28.1	41.0	33.6	12.8	14.7	20.4	19.1	25.4	23.8	18.9
MEN OF ANHAPOLIS—ZIV .....	—	14.2	—	—	—	—	—	—	21.5	12.6	—	—	—	18.3	22.9
SCIENCE FICTION THEATER—ZIV ..	15.3	—	—	—	—	—	—	—	—	—	—	—	—	16.7	—
SEARCH FOR ADVENTURE—BAGNALL ..	—	—	—	—	—	—	—	—	—	15.4	—	—	—	21.9	25.8
SHEENA OF THE JUNGLE—ABC .....	14.7	—	—	—	—	—	—	—	—	—	—	—	—	—	11.8
SILENT SERVICE—NBC .....	13.1	17.8	18.2	21.5	—	25.8	—	—	—	—	11.2	—	17.5	19.3	13.0
STATE TROOPER—MCA .....	11.8	—	18.0	31.7	—	—	—	—	—	17.5	—	14.2	—	—	10.8
SUPERMAN—FLAMINGO .....	—	13.7	—	—	—	—	—	—	—	—	—	12.1	—	—	—
WATERFRONT—MCA .....	—	—	—	—	—	—	14.7	—	—	—	—	—	—	—	—
WHIRLYBIRDS—CBS .....	—	—	27.3	11.3	30.0	—	—	—	13.6	—	—	—	—	—	27.5
<b>DRAMA SERIES</b>															
ALL STAR THEATER—SCREEN GEMS ..	—	—	—	—	23.0	—	—	—	—	—	—	—	—	—	—
CELEBRITY PLAYHOUSE—SCREEN GEMS	—	—	—	—	—	—	—	21.9	—	—	—	—	—	—	—
DR. CHRISTIAN—ZIV .....	24.2	—	—	—	24.2	—	—	21.4	—	—	14.7	—	—	—	—
GOLDEN PLAYHOUSE—OFFICIAL .....	—	—	18.4	—	—	—	—	—	—	—	—	—	17.7	—	—
IF YOU HAD A MILLION—MCA .....	—	—	—	—	—	—	—	—	—	—	11.8	—	—	—	—
O. HENRY PLAYHOUSE—GROSS-KRASNE	21.7	—	—	—	—	—	16.7	—	—	—	—	—	—	19.4	—
SAN FRANCISCO BEAT—CBS .....	—	—	—	11.6	—	—	—	—	—	—	—	—	19.1	—	—
SECRET JOURNAL—MCA .....	11.9	—	—	12.6	—	21.3	—	—	—	15.3	—	—	—	15.6	—
STAR PERFORMANCE—OFFICIAL .....	—	—	19.0	—	—	—	—	—	—	—	—	—	—	—	—
STUDIO 57—MCA .....	—	17.9	—	—	22.5	20.8	—	20.1	—	14.1	—	11.8	—	—	16.7

## KCOP's Buy Set; New Film and Live Programming Due

HOLLYWOOD—Money will be funneled into both new live and film programming for indie Station KCOP now that the purchase of the station from the Copley interests has been approved, Kenyon Brown, incoming president of the station, said last week.

In the changeover, Al Flanagan assumes the duties of general manager, replacing Jack Heinz, who is retiring. Another executive addition is that of Basil Grillo, former v.-p. of the defunct Bing Crosby Enterprises, who becomes secretary-treasurer of the station.

## Producers Prep for Next Fall

Continued from page 3

pilot of which will be shot January 15. Show, not yet cast, deals with gold rush days.

Cimarron City (Revue Productions) is a property developed by Producer Felix Jackson, who'll film it for the MCA subsidiary. Planned as an hour-long frontier Western.

Personal Service, show in planning stage by World Television Enterprises, formed by Zsa Zsa Gabor and Robert Sydney. Miss Gabor would star in role of personal consultant.

Pete Kelly's Blues being revived by Jack Webb as TV series, with possibility of Bob Crosby in lead role (Webb, Janet Leigh starred in feature two years ago). Other Mark VII projects are Fighting Marines, produced along lines of "The D.I." feature, and The D.A.'s Man.

Minerva (Screen Gems), situation comedy starring Myrna Loy and Lee Bowman. Company is also readying a comedy series for Donna Reed.

# WINTER OUTLOOK FOR TV COMMERCIALS

**HIGHLIGHT:**  
*Are Beer  
Brands Using  
TV Effectively?*

## CHI DEAD? NO! SAY FILM EXECS

**\$3 Mil in Commercials This Year  
Due for Windy City Lensing**

By **BERNIE ASBELL**

CHICAGO — Film producers here are battling, and with considerable success, to lure a growing number of advertisers to this city for production of their commercials. About a year and a half ago an exodus to New York and Hollywood set off a few fire alarms, but now the business is drifting back healthily, mainly on the basis of three sales arguments:

(1) A unique brand of "know-manship," born out of the history of film production in Chicago, and partly inspired by the so called "Chicago style" of TV;

(2) The importance of close contact between the film producer and the agency and/or the client himself. No matter how the entertainment aspects of TV may move eastward or westward, the industrial Midwest is firmly grounded as a client center;

(3) A given film often can be produced here for 10 to 20 per cent less than in the other major centers.

Chicago film men grant that Hollywood's superior facilities are beyond competition and that the Californians have the advantage in certain phases of technical know-how. But these factors, the Chicagoans argue, are not the critical ones in a successful commercial.

"Sure, if the storyboard calls for a sweeping staircase," says Hilly Rose, of Kling Films, "we'd have to build one and Hollywood's already got one. But 90 per cent of commercials stick to tight shots. These don't present a problem of elaborate props but of care and understanding of the advertising problem." Rose adds, however, that Chicago is equipped to meet some very demanding facilities problems. For a Greyhound commercial, Kling recently rolled 20 outside buses into a single stage.

### Products as Stars

Fred A. Niles, another major producer here, elaborates further on the importance of tight close-ups. "After years of background in producing theater features, it's hard for Hollywood to accept a can of tomato juice as the star of the show. You need years of commercial production to understand an agency's concern with details of a label, to understand and appreciate why for one product the advertiser wants to play up the 'U. S. Government Inspected' label, and for another product he wants to play it down."

Chicagoans claim to understand the commercial problems—to think like agency people—because their background is rooted in advertising. They were "born in it," according to the claim, whereas Hollywood people had to convert to commercials recently after the down-trend in feature film production forced them to shop around for something else to do. Chicago's main studios, Kling, Wilding, Niles, Dallas Jones, Filmack Atlas and others, grew up in the industrial film and sale training fields, injecting "sell" into their celluloid

from the beginning. For talent they inherited the vast pool of trained people disemployed by network radio when it shifted away from Chicago and from the early examples of "Chicago style" TV.

There is no casual attitude toward a deadline, as the Chicago men claim is often the case in Hollywood. It takes an advertising trained man to get used to the fact that while a release date for a feature might be flexible, an air deadline is not.

### The 'Chicago Style'

Traces of "Chicago style" creativity creep into commercials here when the client seeks it. Niles recently copped an award on an animated satire of "Meet the Press" for Ideal Dog Food, and another for the spots introducing the Ad-

*(Continued on page 12)*

## 'SPECTACULAR' COMMERCIALS

# Admen Spend More in New Quality Step-Ups

By **LEON MORSE**

A better quality commercial seems to be appearing on TV this fall. The step-up in quality is attributed to three factors. (1) More spending by advertisers to see that their commercials do not suffer by comparison with the numerous spectaculars programmed this season. (2) Greater co-operation between agency producers and film producers on the creative level. (3) And a greater knowledge and awareness of how to produce commercials at agencies aided, of course, by the cumulative weight of their experience. This is the consensus of the Film Producers Association and of a large number of commercial producers at major advertising agencies.

The influence of the spectaculars on commercials can be seen in the publicity given the Ford "Around the World" series of film commer-

cial, which is costing an estimated \$1,000,000. Less costly but no less ambitious is the series of location commercials being shot for Delco Batteries. This uses as its theme the performance of the product and all kinds of conditions and ties in with "High Adventure," the Lowell Thomas travel documentary, sponsored by General Motors' Delco and United Motors Divisions. "The Story of Energy," the 12-minute animated pitch by Transfilm for Standard Oil's recent 50th Anniversary special, rated a two-page spread in Life magazine.

### TV Rivalries

With such pace-setting commercials to compete against, virtually every sponsor and agency are taking more pains with their product so as not to arouse invidious comparisons.

Generally, the trade does not see any strong trend toward any

one technique for commercials. Producers generally take a functional approach and if animation is a good solution for their problem, they resort to it. Otherwise, they use commercial techniques which do the job. The only fairly new technique coming into play is Mobilux, the live, semi-animated process already employed by Chevrolet and Mentholatum.

There seems to be a greater reliance on original music (see other story this issue) as well as an emphasis on modernity and high fashion in photography. The film trade is also pretty well agreed that the quality to be striven for in most commercials is simplicity. There doesn't seem to be any agreement as to whether copy lines are getting stronger; in other words, whether the hard sell is coming into play. Young & Rubicam sources seem to feel there is a desire to establish a happy, friendly atmosphere in most commercials. Other agencies feel more hard sell is on the way.

The Y&R commercial for Procter & Gamble's Cheer, which features Martha Wright, is a notable example of the soft sell in one field, package goods, where it is almost never used.

Among other trends visible is the location shooting employed by most cigarette companies as well as automobile sponsors. In a continuing search for new ideas and new art treatments for commercials, agencies also are becoming more and more interested in shooting on colorful foreign locations.

J. Walter Thompson has made a Ponds commercial in France which stresses high fashion. One of Y&R's more imaginative commercials this fall was also made in Paris, but for economy, not location. It uses the stroboscopic camera to sell Johnson and Johnson's band-aid, and in a memorable manner which packs the commercial with an interesting density of copy.

### Abstract Art

Animation is relying more and more on functional abstraction, both in shape and sound. In many cases sounds are used without music. Two of the more widely heralded commercials are for Maltesers' Maypo and Top Top Bread's Emily Tipp series.

The Maypo series has already done sales wonders for the client who is using them only as spots. Maypo has achieved distribution in many areas where the product was not sold. The animated commercial produced by Storyboard pitches the sell to the kids, and softly, by stressing mainly humor and reality. The Emily Tipp series, produced by Graham, Elliot and Couling, is a female version of Bert and Harry, tho with a stronger sell and less personality.

Some interesting commercials have been produced by agency executives with complex messages to sell. The Fuller, Smith & Ross series for Alcoa, for example, sells both the use of aluminum, an institutional pitch and the many

*(Continued on page 14)*

## Music Must be Integral Part, Not Stepchild, of Filmed 'Sell'

By **RALPH PORTER**

More and more agencies, clients and film producers are boarding the musical train in hopes that this will be the fastest, most entertaining way to travel the TV viewer-circuit.

Never before have so many products been viewed with musical injections of one form or another.

But upon closer examination of the current TV spot scene, the same old contradiction of audio fighting video is still evident.

There are jarring, inarticulate jingles that strain to rhyme—whether or not the music and words apply to the visual image. There are nebulous mood pieces that linger unfulfilled referring to nothing in particular, least of all to the product. There are the musical fads like "calypso" and "rock 'n' roll" that lose the product or message.

The problem of balancing eye and ear effectively remains greater than ever—even with more music.

Among the vast array of producers, musicians, jingle writers and sound experts, stand many who are aware of this problem. Music, they say, unlike the spoken word, expresses only abstract sentiments. The sale of a product condensed into a snip of time leaves little room

for a musical theme to soar along with variations. The inevitable result is a compromise jingle with a stock melody which springs from a warm-up session.

The one-minute slot is a creative straight-jacket for the composer. In sixty seconds or less he must create music which, at once, captures the immaterial fancy of the viewer for the very material product of the client.

### Musical Opinions

Phil Frank, of Caravel Films, a musician in his own right, expresses thusly his typical concern over the use of music in the TV spot:

"Too many people use music indiscriminately. As much thought as goes into other parts of filmed commercials should go into music. The tendency is to rely upon the jingle as a convenient way out of the TV spot dilemma."

Lee Blair, TV Graphics producer, feels that music in a one-minute spot "is no different from music in a longer piece of film. It can, in its skill of communication, induce the viewer to identify himself with a given situation."

Jerry Jerome, musician, composer, arranger and producer of hundreds of jingles, suggests five basic requisites to integrate musical concepts in the TV spots:

"What makes a good jingle writer?" Jerome asks, and lists these answers:

1. He must have a good jazz background, because jazz is the most adaptable jargon for the quick impressions needed in TV spots.

2. He must be a smart arranger because simplicity, strong punctuation at cadence points, pleasing contrapuntal lines and new sounds will make the music sell the product.

3. He must have a good advertising sense because there has got to be a marriage of the melody and the lyric that gets the product across at the optimum pitch level.

4. He must appreciate show business because entertainment, sense of humor, flair for the dramatic, are imperative for capturing and holding interest.

5. He must be a diagnostician because he must interpret the needs of an agency which often cannot communicate those needs in musical terms."

About to celebrate their 10th year as jinglers, Lanny and Ginger Grey, one of the most sought-after jingle teams, emphasize entertainment. "The once lowly jingle has risen to its rightful place in the vast electronic entertainment industry."

*(Continued on page 14)*

## IN THIS SECTION:

# BEER COMMERCIALS— COPY, PROBLEMS, USE

# Chi Dead? No Say Film Execs

Continued from page 11

miral portable TV. Two other Niles spots for a local sponsor, Oklahoma gasoline, won widespread praise after intensive use as inserts in baseball telecasts. The striking thing about them was that not a word was spoken, yet the message had dramatic impact. One was a fancy animation of the Oklahoma trademark against the musical background of "Sabre Dance." The other was a tightly edited run-down of services performed on a car when it rolls into an Oklahoma station, all the film cuts edited rhythmically to go with the music background of "Fiddle Faddle." Each of these highly effective commercials cost the client \$3,500, including music clearance.

Proximity to the client has enabled Chicago producers to build special skills to meet the needs of

industries centered here. Kling claims a specialized knowledge, for example, in the tricky field of hair photography, developed to serve their clients, Toni and Helene Curtis. Food and appliances have also kept that studio active. Wilding Films, covering a broad range of products, has set up a studio in Detroit for specialized service to the automotive industry. They also were first to be equipped here with Mitchell rear-screen photography, thus are enabled to provide backgrounds from anywhere in the world. For speed Wilding is equipped with its own processing and printing laboratories.

These potent sales appeals have helped bring an estimated three million dollars in commercial business here, and that volume seems to be nudging upward steadily.

## AVOID 'TWO-FACED' ADS

# Tell Same Basic Story in TV, Print, Advises Agency

By DRAPER DANIELS, V.-P., Creative Departments Leo Burnett Agency

Agencies who started out by putting TV copy into a separate department now feel that they know exactly how to solve the problem. They are combining TV and Print copy into one department.

Agencies who began with TV and Print in one department have a solution to offer, too. They are dividing TV and Print into separate departments.

Many dyed-in-the-wool print writers will tell you positively that television is just another medium,

that a TV commercial is just a continuity ad with moving pictures and copy that you listen to rather than read.

Dedicated TV writers will say with equal positiveness that television is a unique blend of show business and marketing to which ordinary creative yardsticks cannot be applied.

Boiled down, what both are really saying is that it is easier to be ordinary than to be original; easier to be sensational than sound, and easier to turn out something that will sell to the client

than to turn out something that will sell to the consumer.

The TV writer will tell you that a TV commercial is different because it must offer a reward to the viewer. What kind of nonsense is this? Did you ever see a good print ad that didn't offer a reward to the reader?

The Print writer who tells you that most TV writers deliberately ignore the selling base too often supplies a selling base which could not be read in less than 30 seconds by Walter Winchell under a full head of steam. This may give the TV writer some problems if all the TV advertising consists of 20-second spots.

I think the real problem we're dealing with here is something far more basic than the problem of keeping TV and Print advertising on the same selling base.

It starts, I believe, with the fact that there are far too many so-called advertising writers who haven't the vaguest idea of how to build an ad from scratch for TV, magazines or matchbook covers.

### Basic Ideas

This business has grown unbelievably since World War II. And it hasn't grown creative people who understand the complete anatomy of advertising fast enough to do the creative work that must be done. As a result, we have a lot of people, many of them actually in executive or semi-executive creative jobs, who don't know the difference between a basic idea and an idea for an ad. Neither do they understand the difference between basic ideas and techniques.

Judging from my own experience there are more of these people writing TV than print. This is completely understandable. TV has the glamour which attracts the creative beginner. Young people got unparalleled opportunities in TV at the start by the pure and simple process of default. By this, I mean that many agency managements and many able agency copy people looked upon TV as an annoying upstart that would never be a truly national advertising medium. TV writing assignments were handed to kids and second-line writers in far too many cases. There was a definite tendency to duck TV whenever possible and dog it on TV assignments that couldn't be ducked.

The novelty of TV and its tremendous sales effectiveness helped to compound the felony. The mere fact of advertising on TV was enough to sell in itself in the early days. It didn't matter too much what you showed or did. The set owner sat in a darkened living room with as many friends and neighbors as could crowd in, and all of them watched with a wide-eyed stare everything put before them on the TV screen. That day ended several years ago. Today what you say on TV is as important as what you say in any other advertising medium. And with more advertising than ever before in history assaulting the eyes, ears (and too often nose) of the consumer, it seems important that TV and Print talk out of the same side of the advertiser's mouth.

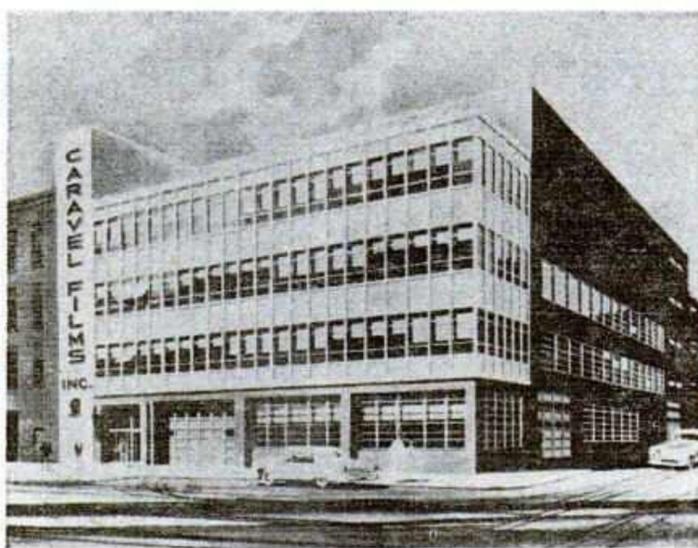
### The Same Base

I guess I should have added "in most cases." Obviously, there are and should be exceptions. For example, if children are an important influence in the purchase of a product, as they are in ready-to-eat cereals, it makes good sense to use the commercials on kid's TV story that have a copy base aimed at children whereas magazine ads on the same product aimed at

(Continued on page 18)

# Opening to Rave Reviews

## AND SET FOR A LONG RUN...



Yes, we have a hit on our hands — facilities that give our clients a guarantee of the best possible productions for their Industrial Films and Television Commercials.

CARAVEL offers the finest permanent staff of creative talent for producing motion pictures for Industry and Television — in its production center specifically designed and constructed for the efficient and economical production of YOUR films.

THE MAJOR FILM STUDIO THAT NEW YORK HAS LONG NEEDED

- 26,000 Sq. Ft. of working space
- Inset Stage: 25' x 54'
- Seven Costume, Make-up and Dressing Rooms
- Opticals and Special Effects
- 23' Elevator (holds large car or medium sized truck)
- Main Stage: 75' x 100'
- Six Editing Rooms
- All Animation and Art Facilities
- Carpenter Shop and Prop Department
- Projection Room (35mm & 16mm)
- Film Vaults and Storage



# CARAVEL FILMS INC.

20 WEST END AVENUE (60th ST.) • NEW YORK 23, N. Y. • Circle 7-6110

# T.V. spot editor

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

## SARRA

New York: 200 East 56th Street

Chicago: 16 East Ontario Street



"The secret ingredient in Chock Full O'Nuts Coffee is money." This theme is beautifully portrayed in a series of 60, 20, and 10-second spots starring Jean Martin who sings of that "heavenly coffee." Dramatic effects of money showering like rain or money pouring from a counting machine point up lyrics built around "Better coffee no millionaire's money can buy." Produced by SARRA for CHOCK FULL O'NUTS CORP. through GREY ADVERTISING AGENCY, INC.

## SARRA, INC.

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



The dual purpose of this live 60-second spot for Sportsman is to appeal to women from the gift angle, and to encourage men to buy the products for themselves. The device: a beautiful woman in a glamorous setting, telling the viewer how much she admires the type of man who uses Sportsman Grooming Essentials. Each product is identified and followed by the black and white silhouette of the Sportsman girl to tie in with the sponsor's print advertising. Produced by SARRA for SPORTSMAN DIVISION OF RICHARD HUDNUT through NORMAN, CRAIG & KUMMEL, INC.

## SARRA, INC.

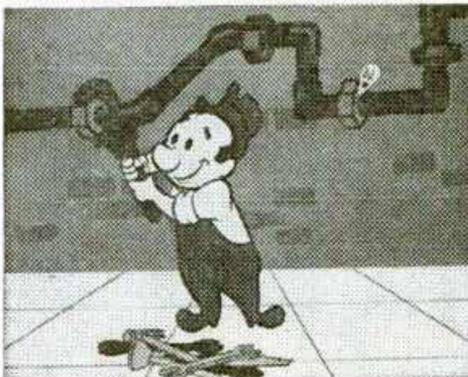
New York: 200 East 56th Street  
Chicago: 16 E. Ontario Street



Three well-known television characters—Kukla, Fran and Ollie (and some of their friends)—talk and sing about S&H Green Stamps in a series of live 60-second and 20-second commercials that sell much harder than meets the eye—or the ear! Fran's chats with her famous friends make a lively story of each spot. For a change of pace Fran is left out of some and the puppets do the entire commercial. Wherever possible the "S&H Distinguished Merchandise Catalogue" or the familiar S&H Shield is worked logically into the action. Produced by SARRA for THE SPERRY AND HUTCHINSON COMPANY through SULLIVAN, STAUFFER, COLWELL & BAYLES, INC.

## SARRA, INC.

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



The problem here was to devise a series of TV commercials to sell Molson's Export Ale in the Province of Quebec. (The law does not permit showing bottles or product-in-use.) Sarra's solution: 60-second and 20-second spots, in French and English versions, that underscore *enjoyment*. In full animation, a friendly, sympathetic little character struggles through everyday predicaments until the Molson label assures him that "Life Can Be Pleasant." For further identification, the label appears full-screen at the close of each commercial. Created by SARRA for MOLSON'S BREWERY LIMITED through COCKFIELD, BROWN & COMPANY LIMITED.

## SARRA, INC.

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



VIDE-O-RIGINAL is a quality-controlled motion picture duplicate, made exclusively by Sarra as an additional service to Sarra clients. Produced in Sarra's own photographic laboratory, a VIDE-O-RIGINAL protects your TV commercial investment. No matter how many you order, each print has all the spark of a Sarra original because it's custom made for maximum fidelity on the home TV screen.

## SARRA, INC.

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

# Music Cannot Be a Stepchild

• Continued from page 11

try. We begin each jingle as though it is a pleasing popular song."

Herb Moss, of Gotham Recording, believes that the audio portion of TV spots have not been given a fair shake. "Most large ad agencies today . . . are staffed with a recording director. At film and recording sessions this well-trained sound expert is forced to fight for equal rights as far as time spent on audio is concerned."

"There is no doubt," Moss goes

on, "that heavy concentration on the visual side of any commercial . . . very often leads to a dangerous 'snubbing' of the equally important element of sound."

Jack Shaindlin, veteran composer-conductor, stresses experimentation. "We must move out of the accepted doldrums of jingles and into the realm of mature musical interpretation. It is precisely because the TV spot forces upon us limitations in time and theme

that we must find new forms," he says.

Don Wright, popular choral arranger and jingle writer, adds, "The fault lies chiefly in the sponsor's unwillingness to change his attitude toward music and jingles. We are delighted to try out new techniques—but not at our own expense."

Phil Davis, jingle writer, expresses a similar thought. "Many agencies expect us to work out new musical gimmicks 'on spec.' This

can never be a healthy situation."

Sam Morgenstern, noted composer, conductor and author, has this to say: "Music is essentially an expression of feeling and emotion. It, therefore, must cater to the feelings and emotions of the viewers. When coupled with other forms of expression like motion pictures it must not 'take over' but must be fused together with the picture. It must grow out of the general theme—the product. It is this product-theme which excites the composer's creativity. The best way to consummate this fusion of music and picture is to invite the composer to express his views be-

fore the idea goes in front of the camera."

## Two Music Types

Almost all involved in creating the TV spot agree that there are two basic types of music in filmed commercials; the jingle and background music.

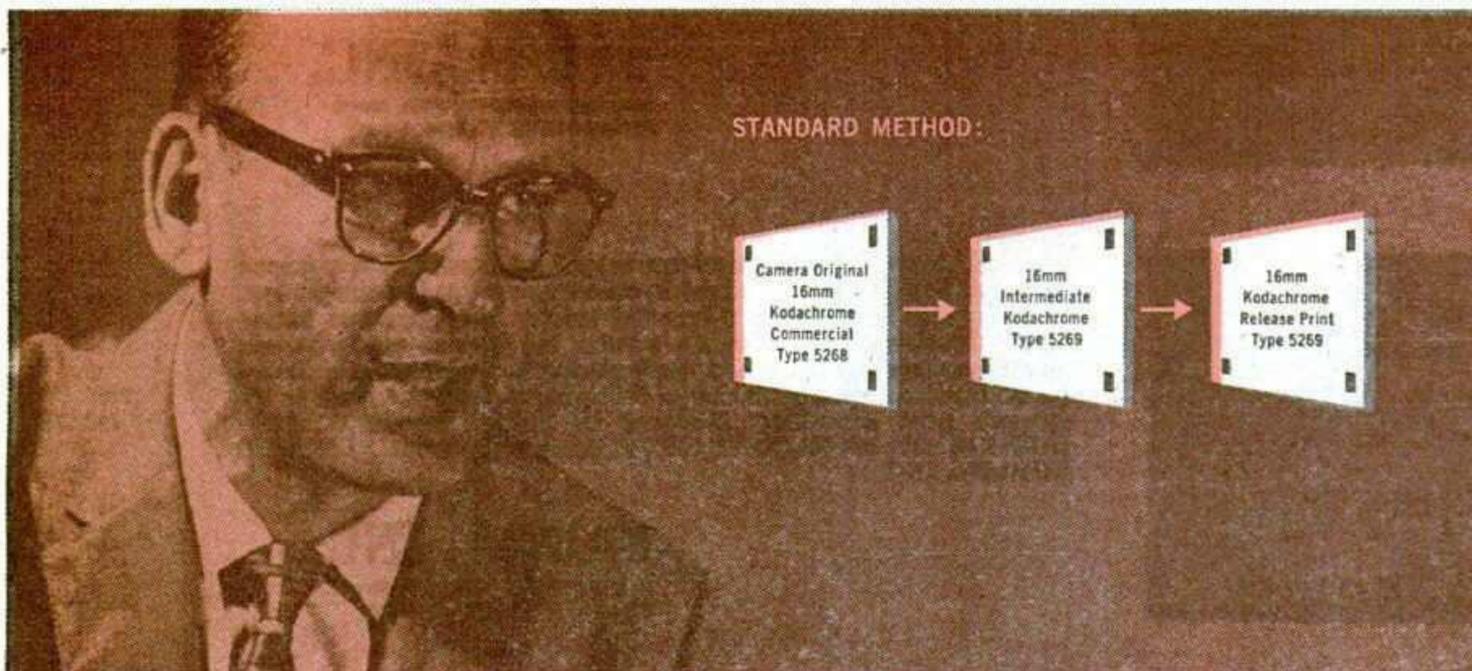
The jingle depends upon words and cute catchy melodies to capture interest. This form, however, is not integrated music within the framework of a product or "product-theme." The same jingle melody with a twist here and there may easily be applied to any other product as well. Or, as in some spots, the melody is not an original one, but a popular or recognizable tune. There is nothing wrong with this kind of music if done well and if the words are clever and clearly stated. But it seems that most jingles depend upon words to explain the product rather than upon specific music which can be recognized as an identifying theme for that product. (Pepsi-Cola has such a theme. Whenever people hear the musical phrase "Pepsi-Cola hits the spot . . ." they usually automatically think of the image "Pepsi-Cola.")

Background music, on the other hand, seems to come closer to the kind of integration composers mean, when they say "a blend of visual and aural." This kind of music may perform many functions. It may be the motivating force behind cartoon movement. It may set a proper mood for accepting a certain product which might otherwise fall flat upon viewers' ears. It may inject humor into the selling apparatus. And it may create an even closer emotional identity with the product than the spoken word does.

The solution to the problem of audio-video contradiction can best be found within the structure of the TV spot itself. There must be a recognition by agencies and clients, a growing number of film men feel, that 60 seconds of picture cannot give birth to 60 seconds of unrelated music accompaniment.

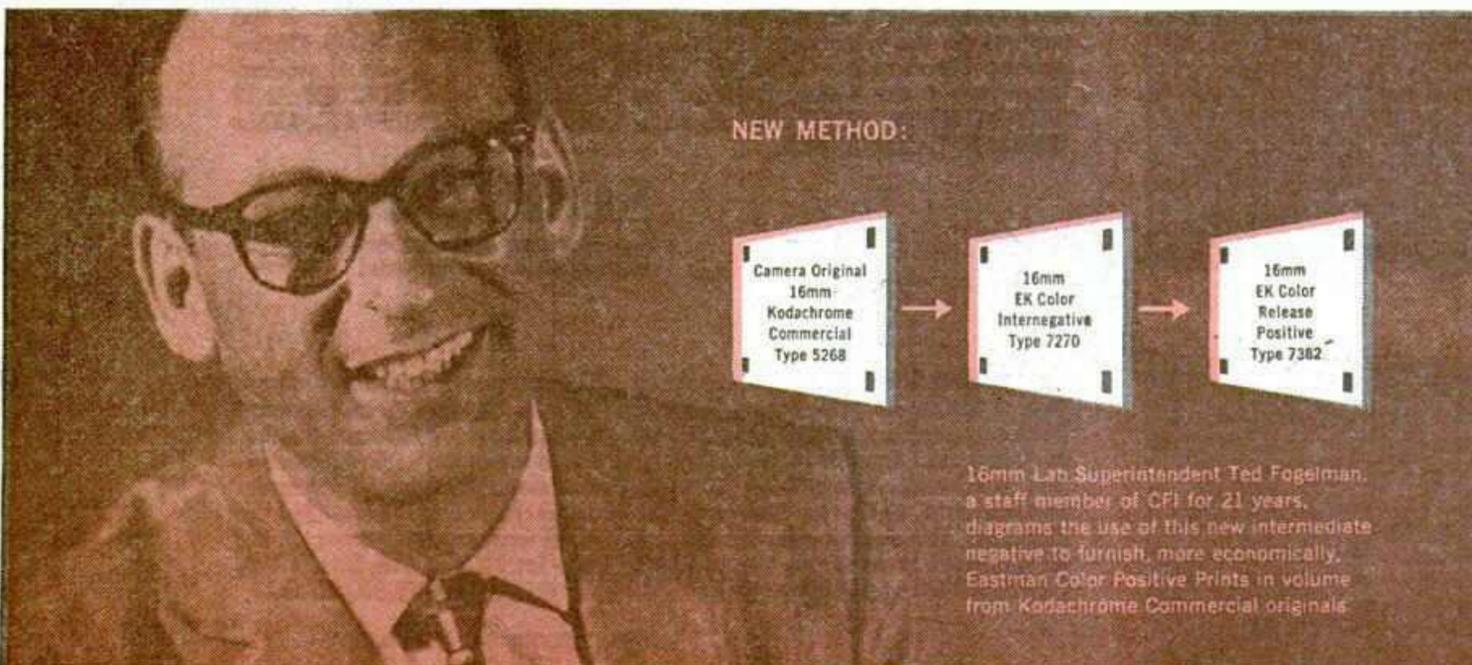
## PROBLEM:

How to provide large quantities of 16mm release prints in color from original 16mm Kodachrome Commercial . . . at lower cost



## SOLUTION:

New Eastman Kodak Color Internegative (type 7270) and Eastman Color Positive (type 7382)



Right now, film producers can photograph on 16mm Kodachrome Commercial . . . and get 16mm release prints with the added brilliance and realism of Eastman Color Positive. Credit for this important processing advance belongs to the new EK Color Internegative. With it, laboratory technicians can now achieve individual scene-to-scene color correction, integrate all effects, assure full protection for original footage, and provide clearer, more luminous release prints . . . all at lower cost!

For details on how to make the most of this new method, write or call Consolidated Film Industries in Hollywood or New York.



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521 W. 57th St., New York 19, New York • CIRCLE 6-0210

## Admen Spend To Up Quality

• Continued from page 11

products which are made of the metal. The slogan "It's Care-Free" is an additional plus.

Kenyon & Eckhardt produced an interesting animated commercial to sell color. The commercial had to create an illusion where none existed before and this it did by having objects in a landscape pop in and pop out.

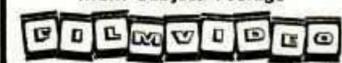
In live commercials one of the pace-setters is still the Westinghouse "Sand Test" for automatic washers. McCann-Erickson claims that this commercial alone increased the product's share of the market by 50 per cent. Other advertisers too are throwing their weight behind the live commercial since this TV sales form generally works even better on spectaculars and is influencing the form of film spots.

In general, it has been a year of growth and development for film commercials.

## STOCK SHOTS

for DOCUMENTARIES

Over 6,000,000 Feet of Classified Multi-Subject Footage



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CIRCLE 6-4821-22

**PROGRAMMING—**  
the key to successful TV advertising  
**THE BILLBOARD—**  
the key to successful programming

*we've made an Impression In our first five months!*



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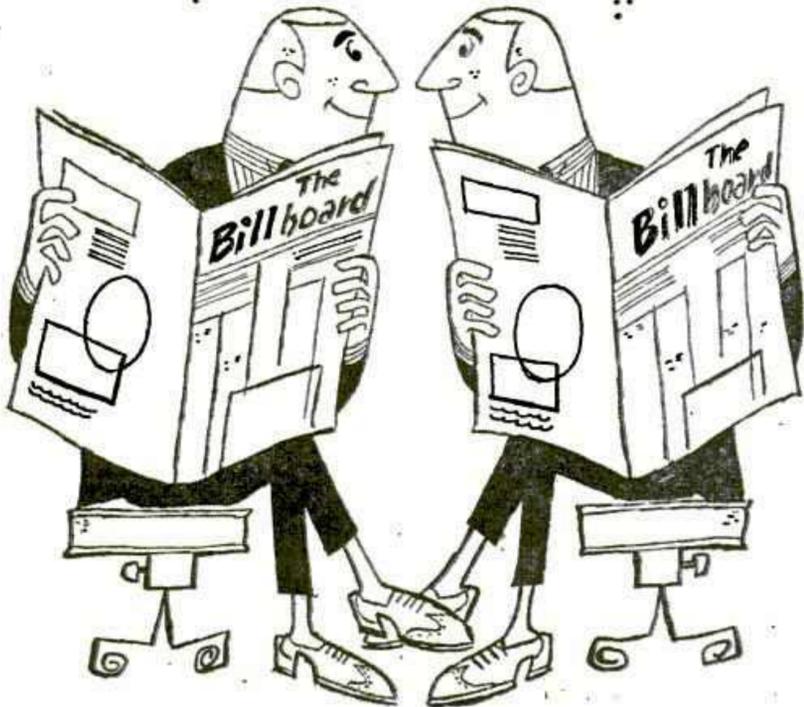
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# According to Billboard...\*



# KLING

was one of the nation's top two producers of television commercials last year.



## KLING FILM PRODUCTIONS

1058 W. WASHINGTON ST. CHICAGO  
1416 N. LA BREA AVE. HOLLYWOOD

\* Billboard Scoreboard • FILM PRODUCER CREDITS

## DAY'S NIGHTMARES

# Jingle Writer Bemoans Five Agency Errors

By Gordon M. Day  
Writer-producer Gordon M. Day is a former agency copywriter with a flair for music composition which caused him to form, in 1949, his own jingle firm with his wife, Carol, herself a former Madison Avenue ad gal. Their jingle credits include film spots for Alcoa, American Tobacco, Block Drug, Mazola, Northcool Suits and Sacramento Tomato Juice, among many others. Day's work, naturally enough, brings him in close contact with many agency men who are well versed in jingle-crafting—and a few who are not.

As a professional practitioner of the gentle art of jingle-making, I am occasionally stopped cold by the requests of ad agencies who want "something different" in the way of a TV jingle for commercial impact. But I'd say these are the five agency mistakes we encounter most often.

1. **The Be-Kind-to-Talent-Week Jingle.** Some agency men are unintentional philanthropists. Minimum union scale for a solo singer is \$70 (TV-off-camera) per spot per 13 weeks (national). The experienced jingle writer-producer, given a free hand, glances at the right side of the menu and pre-plans material with as few versions of the basic material as possible. But some admen will tack extra gimmicks and lyric changes on ad infinitum. I know of one bread account which found itself saddled with 20 TV spots. In a year's time the solo singer's fee alone was well into five figures, and the budget was increased twice. Des Moines, Philadelphia and Atlanta had to be dropped from the broadcast schedule. (Perhaps the account man was hoping for a plaque from the Lamb's Club?)

2. **The Buckshot Bit.** "I have a little list here of the copy points I want you to put in the jingle," the agencyman told me, handing me a two-page, single-spaced copy briefing for a nice, simple product like noodle soup. I was thrilled to learn, for the first time, the true facts about carrot dicing and rutabaga culture, and I enjoyed reading the heart-warming anecdote about the founder's daughter serving a plate of soup to President

Polk, but when will people learn that you can only get across something like three firm copy prints in any 20-second jingle?

3. **The Broadway Musical Mania.** A certain soap jingle (this one was written by an expert) was turned over for production to an agency group intent on out-doing Handel's "Messiah." Dig this—20 fiddles, 12 brass, four flutes, 15-voice choir, lots of percussion. When the commercial went on the air, it was just possible to hear the first, 13th and 25th words of the sponsor's copy through a vast haze of hi-fi noise.

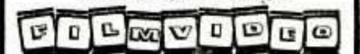
4. **The Do-It-Yourself Type.** Not long ago we missed (the first time around) an assignment to do a jingle for a beverage firm. The account executive, it seemed, had decided to do it himself with the aid of the copy chief and a tuba player he happened to know. He had no worries; he was an ex-Whiffenpoof, Yale, 1924. While the resulting try-out of the jingle didn't exactly cause the account to exit the agency, it was a fairly close thing. Moral: Jingles aren't as simple as they look. Use a professional.

5. **The Imitative Urge.** Agency men often clarify their assignments to us by saying "Give me something like 'Chiquita Banana.'" Unfortunately, when you get on a musical bandwagon, the band's already gone thataway—playing a new musical style. And, if you slavishly imitate, your jingle will be run-of-the-mill while your product stands on the shelf gathering dust. Don't copy others!

## STOCK SHOTS

for  
**LIVE TV SHOWS**

Over 6,000,000 Feet of Classified  
Multi-Subject Footage



333 West 52nd St., New York 19, N. Y.

**CIRCLE 6-4821-22**

film graphics inc.

INDUSTRIAL FILMS

television graphics inc.

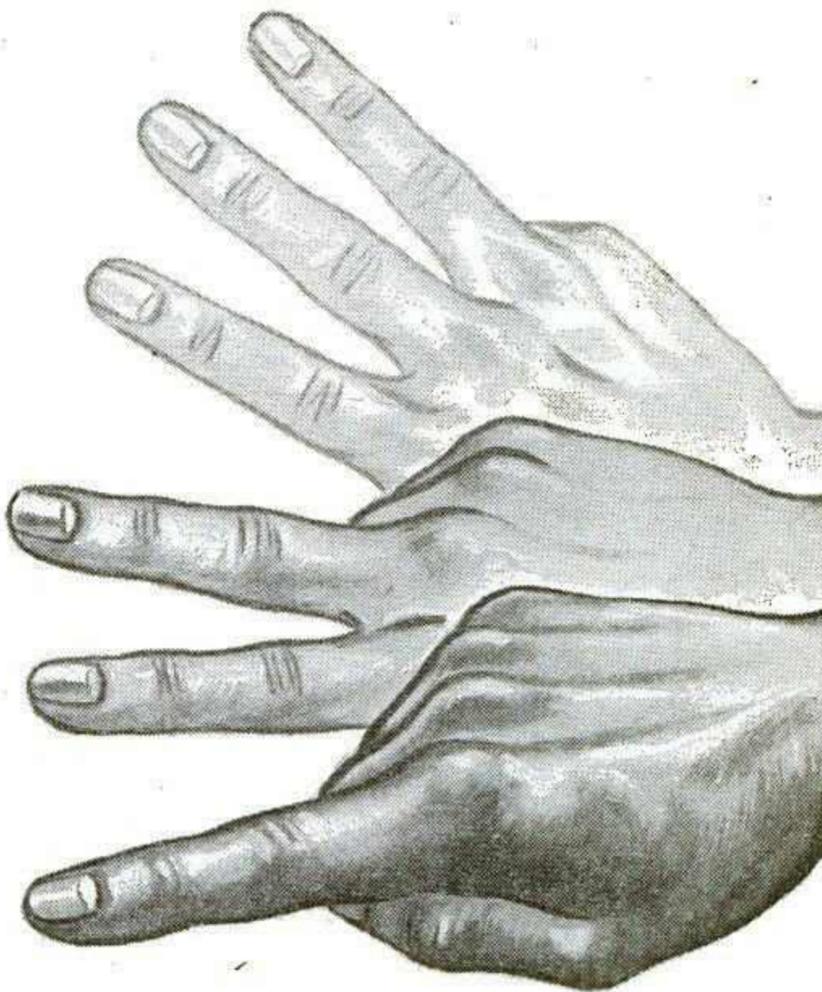
TELEVISION COMMERCIALS

245 W. 55 ST., N.Y.C. / JUDSON 6-1922

three...

two...

one...



# SELL

You have just seconds to make your commercial pay off!  
 Just seconds to sell your product - and the company  
 behind your product. Every one of those precious  
 seconds must be picture-perfect. That's why your  
 television spot...whether 60, 20 or 10 seconds...  
 deserves the skillful craftsmanship of HAL ROACH STUDIOS.

FIFTY MILLION VIEWERS AGREE  
*"The General Motors  
 commercials were a  
 work of art."*

—Helm  
 Daily Variety  
 Nov. 18, 1957

HAL ROACH COMMERCIALS ARE A HIT OF THE SHOW!  
*That's why the nation's most  
 exacting advertising agencies and  
 their clients are consistent users  
 of Hal Roach Studios' skilled  
 craftsmen and unequalled facilities.*

18 acres of complete production and service facilities for live or  
 animated filmed commercials • storyboard creation and art direction for  
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## HAL ROACH STUDIOS

*The Nation's Most Experienced Producers of Filmed Television Commercials*

HAL ROACH, JR., *President*

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JACK REYNOLDS, *Managing Director of Commercial Division*

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Frank Shea, *Director of Eastern Operations, 729 Seventh Ave., New York City* • James E. Anderson, *Director of Midwest Operations, 221 N. La Salle St., Chicago*

## Tell Same Story in TV, And Print, Advises Agency

• Continued from page 12

adults can well be built on an entirely different copy base. But let's assume we are dealing with the rule, rather than the exception. What then? How do you go about keeping TV and Print on the same base?

What I'm going to suggest first will sound pretty corny, but we've found that it works. Whether you have one central department or two separate departments, the TV and Print writers should start out even and work together. And you need someone in charge who knows what a sales base is. Before any ads or commercials are created, there should be agreement upon what you want the advertising to do.

If all advertising were reason why or news, the rest would be easy. It is somewhat more difficult in these days of brand image, assumption and devious prods at the consumer's sub-conscious.

I'd like to talk about Marlboro cigarettes. Here we've managed to stick to the same sales base in

TV, radio, newspapers, magazines, and outdoor and make enough of the opportunities offered by each medium to win at least one national award in each.

### Marlboro Pitch

At the time we went to bat on this, we were making satisfactory headway with our tattooed men, our simple and, we trusted, believable story of "the filter doesn't get between you and the flavor."

We wanted to continue projecting the virility without vulgarity personality. We wanted to continue to tell people that we had a filter cigarette that tasted good. In addition, we knew competition was going to come out with crush-proof boxes so we wanted to make sure people thought of Marlboro as the filter cigarette in the flip-top box.

You get a lot to like—filter, flavor, flip-top box . . . this was our basic Print story.

TV copy was ready with storyboards that did a good job of

telling the same story for TV, but we felt that we could make use of some extras which TV offered and which print did not. So we asked TV to devise a jingle which would present the basic message in strong and memorable rhythm.

A few Saturdays ago I got an idea that this was working fairly well. It was between halves at the Cornell-Princeton game. The Princeton band formed a filter cigarette and began to play the march version of the Marlboro jingle. All around me people in the stands began to sing the jingle. I tell you it was almost enough to make a man wish he'd gone to Princeton.

I still haven't answered the question that I am sure some iconoclast is going to ask—at least mentally. That is, is it important that TV and Print advertising be on the same selling base and, if so, why? I think it is important and this is why.

Mr. Daniels recently presented his views on the relationship of Print and TV media in New York at a workshop meeting of the American Association of Advertising Agencies, and it is from this that the above is drawn.

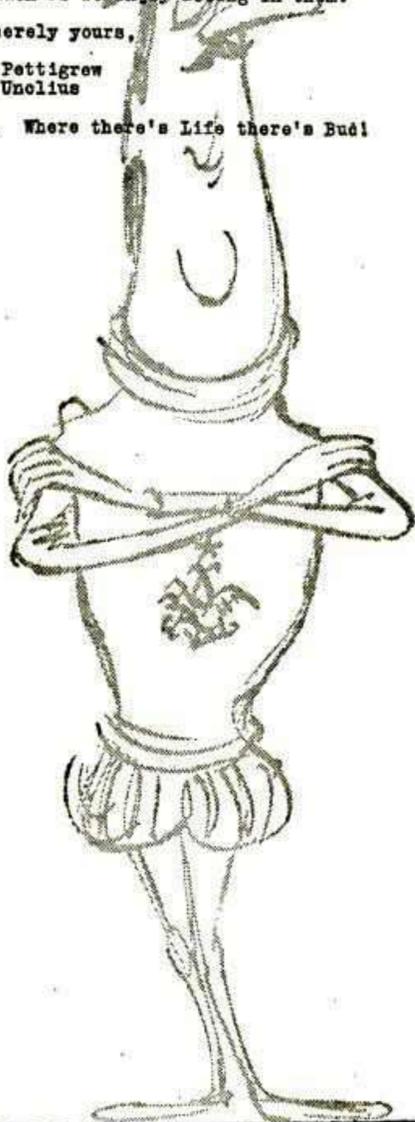


Dear Sirs:  
We would like to take this opportunity to thank you for the privilege of representing your fine product BUDWEISER BEER. The ingredients story on your label makes our job a very pleasant one. All we have to do is read the label to let our friends know that BUDWEISER BEER is made from the choicest hops, rice and best barley malt. We hope you enjoy our new commercials as much as we enjoy acting in them.

Sincerely yours,

Mr. Pettigrew  
Mr. Unelius

P.S. Where there's Life there's Bud!



**Sherman Glas. PROD.**

7142 SUNSET BLVD.  
HOLLYWOOD 46, CALIF.  
Phone: HOLLYWOOD 7-8151

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Leo Burnett Company, Inc.  
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Compton Advertising, Inc.  
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D'Arcy Advertising Company, Inc.  
Doherty, Clifford, Steers & Shenfield, Inc.  
Doyle, Dane, Bernbach, Inc.  
William Esty Company, Inc.  
Gardner Advertising  
Grey Advertising Company, Inc.  
Kastor, Farrell, Clifford & Chesley, Inc.  
Kenyon & Eckhardt, Inc.  
Edward Kletter Associates, Inc.  
Kudner Agency  
Al Paul Lefton Company  
Lennen & Newell  
Earl Ludgin & Co.  
Richard Mahoff  
Maxon, Inc.  
Emil Mogul Company  
McCann-Erickson, Inc.  
McKim Advertising, Ltd.  
North Advertising  
Ogilvy, Benson & Mather, Inc.  
Sullivan, Stauffer, Colwell & Bayles, Inc.  
J. Walter Thompson Company  
Wesley Associates  
Warwick & Legler, Inc.  
Erwin Wasey-Ruthrauff & Ryan  
Young & Rubicam, Inc.

The entire staff of  
MPO thanks all of the  
people at all of  
these great advertising  
agencies for having  
helped to make 1956  
our busiest production  
year to date.



We again look forward  
to the privilege of  
teaming our skills  
with your talents for  
the best tv commercials  
in the year ahead...

MPO TELEVISION FILMS, INC., 15 East 53rd St., New York 22. MU 8-7830

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Tony Brischler  
Tony Brooke  
Andrew Corallo  
Nan Culletto  
Dan Erickson  
Barbara Foerst  
Norman Gewirtz  
Max Glanbard  
Sandy Greenberg  
Gary Hayes  
Paul Heller  
Walter Hess  
Jerry Hirschfeld  
William Huston  
Dick Jacobs  
Ernest Jones  
Arnold Kaiser  
Jerry Kleppel  
Joseph Kohn  
Ben Kranz  
Armond Lebowitz  
Norman Leigh  
Barbara Lewis  
Frank Madden  
Larry Madison  
George Marvin  
Ira Marvin  
Neil Matz

Larry Mezey  
Bill Molyneaux  
Shirley Morningstar  
Al Mozell  
Charles Okun  
Jeanne Osen  
Paul Petroff  
Judd Pollock  
Sam Robert  
Dave Roland  
Marvin Rothenberg  
Robert Rubin  
Irving Sachs  
Jack Safran  
Dick Saewitz  
Reva Schlesinger  
Werner Schott  
Mickey Schwarz  
Hortense Sie  
Jerry Siegel  
Milton Siegel  
Victor Solow  
Bill Susman  
Jim Suydam  
Zoll Vidor  
Arthur Weiss  
Jim Young  
Betty Young

*The Billboard Product Profile Section*

# Spotlight on **BEER** Commercials

**Featuring:**

- Key copy themes of leading breweries
- Profile of ad slant in TV usage
- Schwerin Research report on brew TV effectiveness
- Low-cost formula for small-budget beer firms
- Which leading beer brewers are using TV

## A COPY CHECKLIST FOR BEER COMMERCIALS

The boxes below comprise a special report on one of the "basics" in advertising and selling beer on television—creative copy.

The source for the actual air copy used by the nation's 50 leading breweries is Broadcast Advertisers Reports, Inc., which gathered the material for its "Commercial Copy Guide" TV service.

Little is left to chance by BAR in the preparation of its reports. The audio tracks of TV commercials are recorded on magnetic tapes made in special "monitor locations" in a total of 22 cities, ranging from New York City to Dallas, and from San Francisco to Miami, and then carefully transcribed for publishing in special reports by the BAR firm.

As the six boxes show, the most popular obvious slants in beer TV spots are those of "flavor," "lightness," and "slow aging"—all fairly well geared in the direction of the viewer's taste buds. Newer copy gimmicks, however, are making their TV appearance, singly and in various combinations, in TV commercials.

These include a calorie pitch, beamed at weight-conscious feminine viewers and those U. S. males who worry about an expanding waistline. Others have a slight snob appeal, pushing the miraculous qualities in brewing of local water, or pushing the location of the brewery, or the good looks of packages and labels.

### THEME: "Finer Flavor . . . Taste"

**Brewers using:** Carlings, Falstaff, Hamm's, Ruppert, Labatt, Molson's, Narragansett, Pfeiffer, Rheingold, others

Oddly enough, the simplest pitch of all—"It tastes good"—is actually the favorite of most of the largest firms in the industry, as a glance at the blue-chip roster above shows.

A typical sampling of the use of this theme is the Carling pitch of "the fine flavor of Carling's Black Label is winning more and more new friends," or Falstaff's "Smooth, satisfying and so refreshing to your taste," or Labatt's "no other beer is so relaxing, so clean tasting, delicious as crystal."

With a simple and obvious theme

like this, ad agencies usually trick it up with cute adjectives—such as Hamm's apt use of the word "crisp" in describing its taste—and work over the idea in jingles, cartoons and "togetherness" spots.

Such a musical stunt is typified by the well-known (and well-remembered) Ruppert jingles for Knickerbocker Beer, which are built around the copy line of "Satisfy your beer thirst better," using soloists and chorus.

### THEME: "Soft Sell . . . Gimmicks"

**Brewers using:** Burgermeister, Dubois, Frankenmuth, Grain Bell, Gunther, Kingsbury, Ortlieb, Piel, others

In this field, the Piel spots with Bert & Harry have already become legend, establishing the two animated characters as distinctive personalities in the minds of TV dialers.

But Piel no longer has a monopoly on the off-beat "soft sell." Kingsbury Beer in the Middle West, for example, uses TV spots with the Kingsbury TV Bears ("Good for a king") and Gunther Beer has a "Godfrey Gunther Sr. and Jr." who exchange dialog quips, with Junior urging "We must be forceful, positive! Buy it, you out

there in TV land! Every man Jack of you" in a frank echoing.

New types of commercial pitches are coming into the beer field. Ortlieb, for instance, shows pictures of a sizzling steak, and urges "guess what goes with it—lots of refreshingly wet, Ortlieb's Premium Lager beer," using the "wet" point thruout the spots.

And, packaging is important as a "sell" point. Dubois-Budweiser punches home its seven-ounce bottle as "the most sensible container."

### THEME: "Lighter . . . Less Filling"

**Brewers using:** Brading, Drewry, Duquesne, Esslinger, Gluek, Griesedieck, Stroh, Valley Forge, and others

Never have so many Americans been so conscious of those extra inches around the waistline. So, in another way, are leading brewers concerned, fearing a turning-away from beer on a national scale in favor of the No-Cal-type soft drinks and non-fattening beverages.

Not that beer is the enemy of slimmness. However, in its monitoring, BAR turned up the "lightness" theme as a major or minor part of many a beer TV commercial, particularly those listed above, on the air today.

Mostly, the copy gets at the theme

in indirect fashion, such as the Esslinger Beer spot that plugs "completely satisfies your thirst without filling," or with "Stroh's lighter, smoother, more refreshing flavor."

But, Drewry's faces up to the problem squarely on occasion, plugging "Drewry's, the lighter, drier beer that out-refreshes them all," and later adding "Drewry's exclusive process brews the flavor in, and the sweetness out, to give you wonderful flavor with no full feeling afterward," to drive the TV point home.

### THEME: "Pure Water Is Used"

**Brewers using:** Coors, Goebbel, Iron City, Rolling Rock, others

Water is more than just a hydrogen-and-oxygen combination to the brewer. Just as the mountain streams of Scotland lend their own tang to Scotch, the purity and mineral content of water is a source of worry to beer firms—and a source of pride.

Many firms make minor mention of the purifying processes at the brewery in commercials, such as the typical Iron City video copy line: "Here is truly perfection in a glass, perfection resulting from a perfect blend of the choicest malt and hops available—along with the purest waters

known to the brewing method."

Others, however, make a production out of it. One such is the Denver-area Coors Beer, sold in the Mountain States. A typical Coors spot starts right out with this theme, and stays with it:

"The reason Coors tastes refreshingly different is that it's brewed with Rocky Mountain Spring Water. That cold, sparkly Rocky Mountain Spring Water, used exclusively in the brewing, gives Coors a different, naturally refreshing flavor," with the commercial tagging on a lightness theme.

### THEME: "Tradition . . . Skill . . . Methods"

**Brewers using:** Busch Bavarian, E & B Heileman Old Style, Jax, Meister Brau, National Bohemian, Stroh, others

Somehow, the picture of an old-time tavern and old-fashioned beer seems to make America thirsty on the spot. So, one of the most popular themes—at times slanted for real snap appeal—in beer copy today is to paint a word picture of tradition and Old-World brewing skills.

Also, brewers like to make use of special methods they may have, such as the Stroh point of "fire-brewed at 2,000 degrees to bring forth the finest flavor," or the Piel pitch, the exact opposite, of "cool-brewed Piel's."

An out-and-out snob pitch is made by Busch Bavarian Beer (the rich cousin to Budweiser), which shows gemütlich scenes of skiers with such copy as "Bavaria, paradise of the skier, blazing blue sky, sweeping smoke, great warm batches of friendly sun. And, at the mountain lodges, a special kind of beer, rich in body and flavor, real beer drinker's beer, the same kind that's scoring great here in America." Then, the Busch Bavarian "with a taste of Bavaria" is brought into the TV selling smoothly.

### THEME: "Milwaukee Brewed"

**Brewers using principally:** Schlitz Brewing, Blatz Brewing

Milwaukee has long been identified as a city with fabulous German cuisine, and a fabulous capacity to consume an enormous amount of beer. The city's two biggest brewers, naturally enough, make a fairly big point of the Milwaukee origin of their beers, in addition to using the standard appeals of taste, quality, brew skills and the like.

"Some brewers make one beer for bottles and cans, and a different beer for the taps. But not Milwaukee Blatz," says Blatz. "Blatz has become Milwaukee's and Wisconsin's favorite

premium beer," is a similar line.

Schlitz, on the other hand, is very forthright about its birthplace. It is TV-sold as ". . . the beer that made Milwaukee famous," even in commercials that feature (as one caught by BAR did) a new brewery in California.

Not to be caught off-base, however, Schlitz plugged, in the same commercial that BAR monitored, the copy point that nearness of brewery to California viewers "is the reason you can enjoy Schlitz for only a penny more."

10 ZOOMING YEARS OLD

# First Film Major in Commercials, Universal Has 30-50% of All Biz

Universal Pictures Company, whose commercials division celebrates its 10th anniversary this fall, has developed a mammoth, ever-busy organization with multi-million dollar annual billings, deliberately avoiding publicity and rarely breaking the shroud of silence which surrounds its dealings with a hundred blue-chip clients.

Competitors estimate that Universal accounts for anywhere from 30 to 50 per cent of all TV commercials. Its client list includes many direct rivals, like Colgate and

Lever Bros., Coca-Cola and Pepsi-Cola, General Motors, Ford and Chrysler. Its 16 sound stages in California are kept active by a staff in New York, with 20 series currently in production.

The whole neat trick is turned by the maintenance of a TV-trained staff and an emphasis on client rapport, according to Norman E. Gluck, general sales manager who heads up the commercials division. "Motion picture people are not qualified to make TV commercials," says Gluck, "so we look for staffers who have specific

TV training in editing, opticals, etc. But what motion pictures can offer, and we have it, is space and facilities.

"The Universal lot of 400 acres and 40,000 stock sets saves clients money. The casting department, costume and prop warehouses, research library and music experts are gathered in one place and are fully available," Gluck continues. Universal goes on location, of course, particularly when shooting industrial films, but the Hollywood production center is a big advertiser lure.

As United World Films, a Universal subsidiary, the division started operations late in 1947 with a single client, Lux. Then a pioneer, the company fought uphill to establish the West Coast as a feasible, let alone desirable, place to make a TV commercial. By 1950, its clients numbered eight, including Eastman Kodak, Tintair and Schlitz. Contract players from the parent company starred in most of the spots.

The fiscal year which ended this past October 31 saw 1,000 campaigns in work at Universal. Security blankets allow competitive accounts to use the company simultaneously. The most hush-hush films in TV are automotive, but last fall Universal produced commercials for Dodge, DeSoto, Ford and Chrysler cars at about the same time, and this fall Plymouth, DeSoto and Ford, with plenty of tarpulins and not a leak.

"We take our cue from George Bole, our top production man," says Gluck. "He compartmentalizes himself and his projects with ease and accuracy; it's an ability one can acquire."

The Universal execs demur at trend spotting, they admit the firm has been more and more successful working exclusively with the soft sell. "It's the ad agency's business and we never fool with a concept," states Gluck, "but they all seem to prefer a gentle approach." The only time Universal interferes is to tell a copywriter "This just cannot be photographed."

Storyboard ideas sometimes don't transmit perfectly, Gluck has found, to the copywriter's disappointment, so technical conferences with the ad agency are in order at an early stage. "But, unlike the very early days, each agency man knows what he's doing artistically and mechanically; he knows the other guy's job because he has to; so co-ordination takes place earlier and better."

Color isn't a big factor at Universal, which shoots 92 per cent of its work in black-and-white. Gluck doesn't expect the ratio to change much in the near future, partly because color is 35 per cent more expensive and partly because the

human margin for error is too much for present color processes to take.

"We do pitch to agencies when we hear they have a new account, but mostly we wait for them to call us," says Al Mendelsohn, assistant sales manager. "Many of our clients are of long standing and the rapport we work for has made them friends of ours both in business and personally. So we feel we can count on them." Universal seldom shoots a single unit (and then for a big client), preferring to concentrate on large accounts with large plans.

**Blue Chip List**

The result is the current on-the-air roster of all the Pepsi spots, all the Marlboro spots, all the Hit Parade spots and so on, including Schick, Oasis, Scotch Tape, Parliament, Beechnut, du Pont, Rice Krispies, Camay, Philip Morris and U. S. Army Recruiting. The next three months will see the completion of exclusive and entire campaigns for Chevrolet, Hills Brothers, Kellogg Corn Flakes, Burgermeister Beer, Chrysler Imperial, Nutrilite and Dow Chemical.

Universal has kept out of the East-West struggle, tho it resigned from the Film Producers Association of New York last season because "they're trying to move all production away from Hollywood." "There's too much work to be done and enough work for everybody," says Gluck, "so why raise issues of economic attrition, stagnation or price-cutting by fringe firms?"

The same rosy-glow philosophy made Universal welcome Warner Bros., MGM-TV and 20th Century-Fox into the TV commercials field. "There will always be room for producers, major or independent, regardless of geography," Gluck declares.

Probably the top TV grosser in commercials production (Gluck and Mendelsohn believe so), Universal shuns columnists and press agents. But its story is best told in last week's announcement of a corporate dividend of 25 cents per share of stock plus an extra dividend of 25 cents. "That extra dividend came from the commercials division," muses an exec from the theatrical film side. "Next year, it'll be 50 cents."

**K & W film service corp.**  
 1657 BROADWAY N.Y. 19, N.Y.  
**OPTICAL EFFECTS**  
**LETTERING . . . ART**  
**SPECIAL EFFECTS**  
**CONSULTANTS**  
**ANIMATION**  
 CIRCLE 5-8081-2

## 'Pre-Fab' Beer Spots on Upbeat

Regional and local breweries who must compete with the top beer brands have often found themselves in a tough spot; budgets are limited, yet they must come up with TV commercials that are as effective and punchy as the custom jobs developed for the Budweisers, the Schlitzes and the Rupperts.

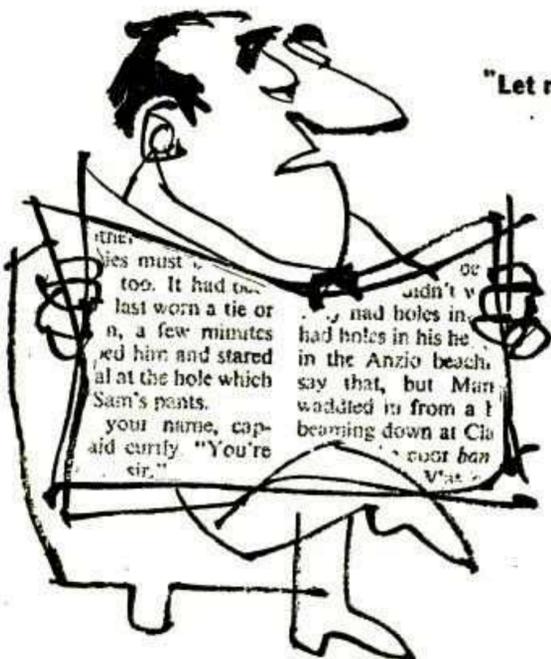
At least one film producer—New York's J. Armstrong & Company—has tackled this problem and come up with an answer. It's in the form of "basic" beer commercial series which can be shot, using the beer sponsor's own products, labels and so forth, for a variety of brewers.

"These are not 'open-end' commercials. The product in all cases is part of the action, whether it is animation or live action, and there's plenty of sponsor identification," says producer Joe Armstrong. The secret is deceptively simple. An old hand at making commercials—Armstrong has been turning

out TV spots since 1949—the Armstrong outfit designs a series of commercials around certain basic ideas, then goes looking for sponsors to buy them. Production is therefore made possible by operating on an assembly line basis.

The same series of actors and sets, or animation, will be used for  
 (Continued on page 23)

**STOCK SHOTS**  
 for  
**COMMERCIALS**  
 Over 6,000,000 Feet of Classified Multi-Subject Footage  
 F I L M V I D E O  
 333 West 52nd St., New York 19, N. Y.  
**CIRCLE 6-4821-22**



"Let me know when the show is over. I want to catch their commercial again!"

It is possible to create commercials that add to the "entertainment" of a program. Commercials that become conversation pieces can sell a lot of product too. Our designs for the animation sequence in "Around the World in 80 Days" have been hailed by critics\* as the best part of a great show. The same talent can make your next commercial a standout.

**animation, inc.**

8564 MELROSE AVENUE  
 HOLLYWOOD 46, CALIFORNIA  
 Olympta 2-3540

New York • Chicago • Detroit

\*Philip K. Scheurer, *Drama Critic L.A. Times*  
 Edwin Schallert, *Film Critic*

Save this now for later reference:

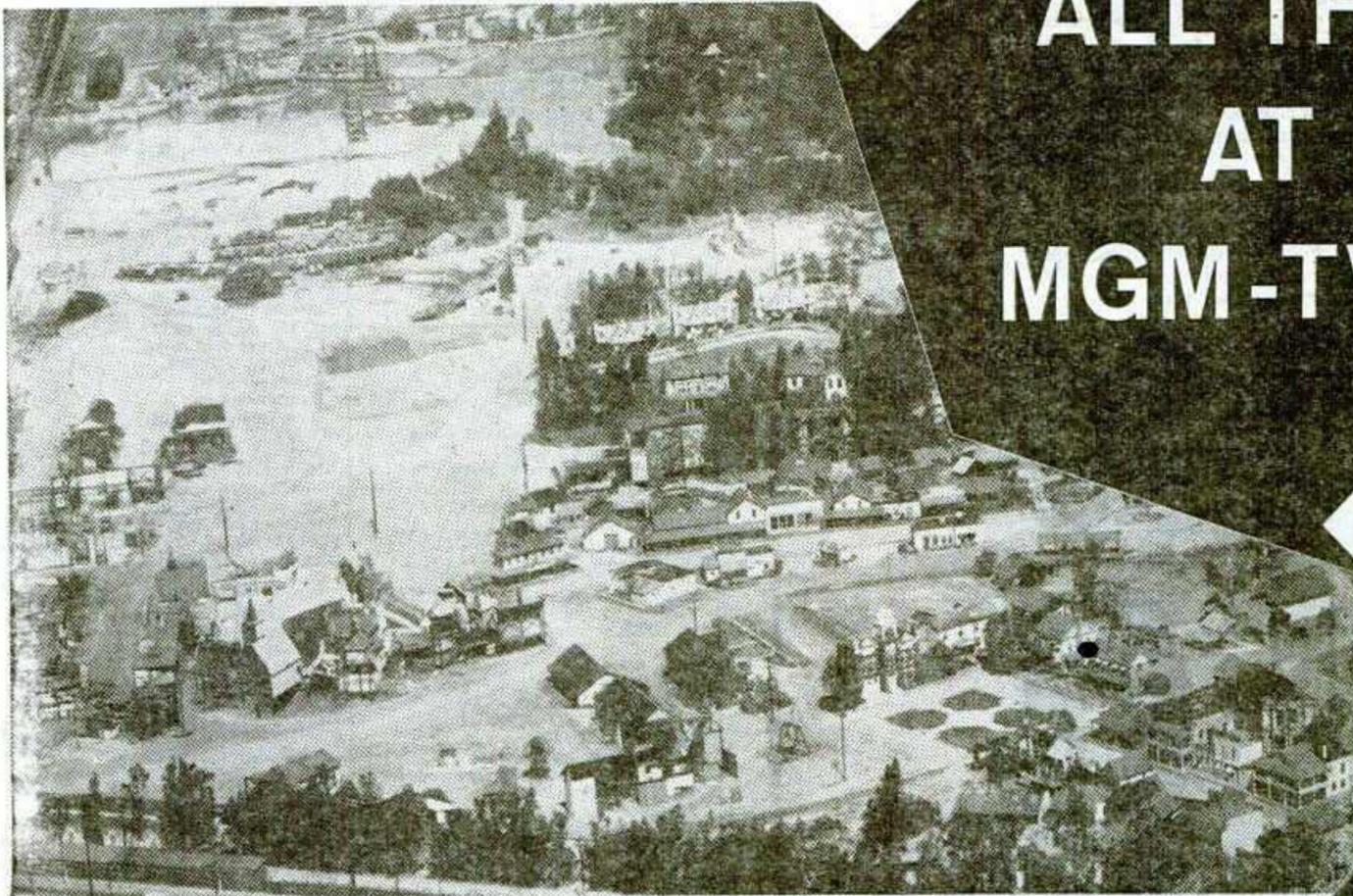
Among our Clients  
 # Adam Hats  
 # Barricini  
 Sunoco  
 Food Fair  
 Blatz Beer

**"JINGLES that don't JANGLE"**  
**LANNY & GINGER GREY**  
 SINGING COMMERCIALS  
 18 East 50th Street  
 New York 22, N. Y.  
 ENright 9-7777

Chase Bank  
 Quaker State Oil  
 Minute Maid  
 Almay Cosmetics  
 Yonkers Raceway  
 . . . and many others.

**NEW Tailor-Made Jingles at a Syndicated Price**

**ALL THIS  
AT  
MGM-TV...**

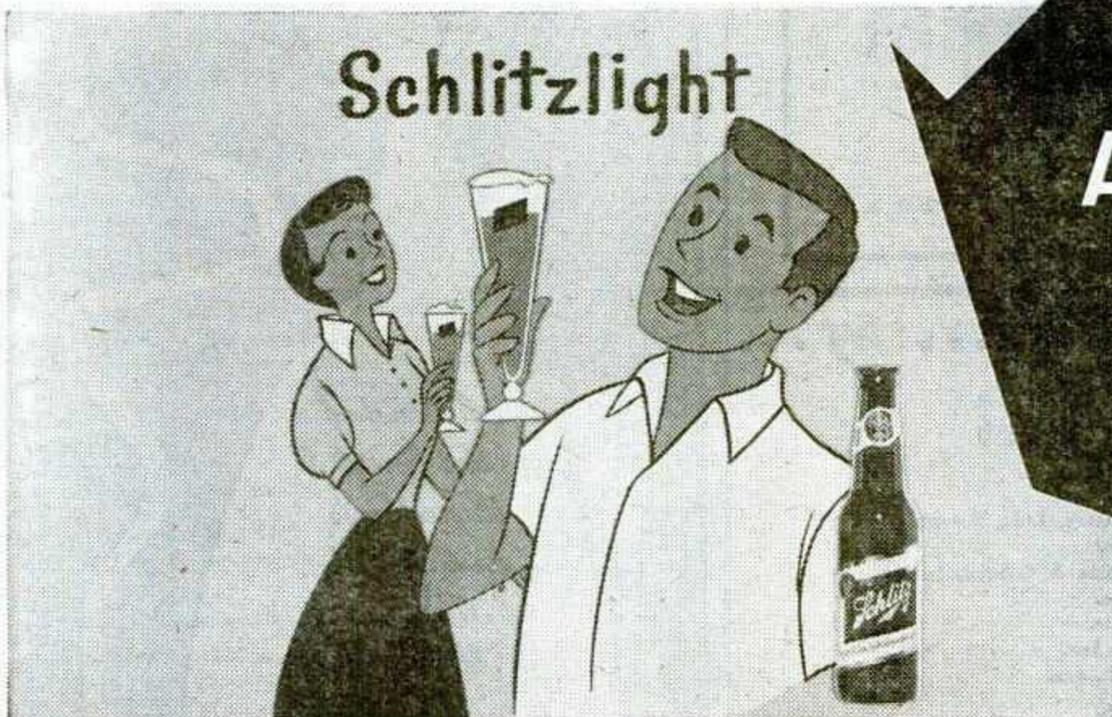


This aerial shot shows just one of the six MGM lots and includes—

- NEW ENGLAND FISHING VILLAGE
- MISSISSIPPI RIVER SHOWBOAT
- TROPICAL JUNGLE
- HARBOR OR RIVER
- OCEAN TANK
- FOREST
- RODEO GRANDSTAND
- MOUNTAINS
- SUBURBAN STREET SCENE
- EUROPEAN VILLAGE SCENE
- WESTERN STREET
- RAILROAD STATION
- SMALL TOWN MAIN STREET

All the famous, fabulous facilities of the Culver City studios—187 acres of sets, 29 sound stages and more than 100,000 set possibilities—are available to you when MGM-TV films your television commercials.

**...AND  
ANIMATION,  
TOO!**



Schlitz Brewing Company is among the many leading advertisers who have taken advantage of MGM-TV's animation resources. These are the same talents and the same facilities that turned out the prize-winning Tom and Jerry cartoons and many others. And, of course, also available to you!

**AMONG THE CLIENTS OF MGM-TV ARE THE FOLLOWING:**

- RCA • Eastman Kodak • Helene Curtis • Knickerbocker Beer • Maybelline
- Pure Oil Company • Schlitz Beer • Standard Oil of Indiana
- Houbigant Perfumes • Bell & Howell • Richard Hudnut • Pillsbury

**MGM-TV**

A SERVICE OF  
LOEW'S INCORPORATED

Wire, write or phone

Richard A. Harper, General Sales Mgr.  
701 7th Ave., New York 36, N. Y., JUdson 2-2000  
Richard Lewis  
360 N. Michigan, Chicago, Ill., RAndolph 6-1011  
Maurie Gresham  
MGM Studios, Culver City, Calif., TEexas 0-3311

# BAR Lists Top Beer TV Spot Campaigns

How do the major national and regional beers use spot television campaigns to sell their products?

A comprehensive guide to spot campaigns placed during the third quarter of 1957 follows, the most extensive such list to appear in any TV business publication. Under the name of each advertiser is the list of markets used, and the number of spots and programs in each.

The information in this list is derived from the Television Spot Index for the third quarter of 1957 prepared by Broadcast Advertisers Report, Inc. It is based on BAR's market-by-market studies, made by monitoring all programs and commercials in each of the markets during a one-week period in the third quarter of 1957. The mar-

kets studied include: Baltimore, Boston, Chicago, Dallas-Ft. Worth, Minneapolis, New York, Philadelphia, Seattle, St. Louis and Washington, Los Angeles, Milwaukee, D. C.

For permission to publish this material we are greatly indebted to BAR, the only source for complete and accurate information derived from monitoring off the air, by tape, the complete schedules of all radio and TV stations in principal markets. BAR produces many studies of TV and radio advertising and programming, including network, local market and spot film.

For additional information, or for complete campaigns of all beer sponsors, please contact BAR at

236 East 47th Street, New York 17, N. Y.

## BEER & ALE

- ALTES BEER**  
Detroit-(45 spots)
- AMERICAN BEER**  
Baltimore-(7 pgms.)
- BALLANTINE BEER & ALE**  
Baltimore-(1 pgm.)  
Boston-(1 pgm.)  
Hartford-(1 pgm. 2 spots)  
New York-(4 pgms. 18 spots)  
Philadelphia-(4 pgms.)  
Washington-(1 pgm. 29 spots)
- BLATZ BEER**  
Chicago-(8 spots)  
Detroit-(7 spots)  
Milwaukee-(8 pgms. 11 spots)
- BRADING ALE & CINCI BEER**  
Detroit-(1 pgm.)
- BUDWEISER BEER**  
Chicago-(1 pgm. 12 spots)  
Dallas-Fort Worth-(12 spots)  
Denver-(14 spots)  
Los Angeles-(pgm. 29 spots)  
St. Louis-(23 spots)  
Washington-(38 spots)
- BURGERMEISTER BEER**  
Los Angeles-(4 pgms. 38 spots)  
Seattle-(16 spots)
- BUSCH BAVARIAN BEER**  
St. Louis-(3 pgms. 9 spots)
- CARLINGS BEER & RED CAP ALE**  
Baltimore-(17 spots)  
Boston-(33 spots)  
Detroit-(39 spots)  
Washington-(1 pgm. 5 spots)

- COORS BEER**  
Denver-(1 pgm.)
- COUNTRY CLUB BEER**  
Los Angeles-(10 pgms. 7 spots)
- CROWN & ANCHOR BEER & ALE**  
Detroit-(1 spot)
- DREWRY'S BEER & ALE**  
Chicago-(1 pgm.)  
Detroit-(1 pgm.)
- E & B BEER & ALE**  
Detroit-(2 pgms.)
- EAST SIDE BEER**  
Los Angeles-(63 spots)
- ESSLINGER BEER**  
Philadelphia-(5 pgms.)
- FALSTAFF BEER**  
Baltimore-(1 spot)  
Dallas-Fort Worth-(3 pgms. 6 spots)  
Denver-(2 pgms.)  
Houston-(3 pgms.)  
Los Angeles-(1 spot)  
St. Louis-(7 pgms. 6 spots)
- FRANKENMUTH BEER & ALE**  
Detroit-(59 spots)
- GETTELMAN BEER**  
Milwaukee-(8 spots)
- GLUEK BEER**  
Minneapolis-(3 pgms.)
- GOEBEL BEER**  
Detroit-(2 pgms. 4 spots)
- GRAIN BELT BEER**  
Minneapolis-(1 pgm. 11 spots)
- GRIESEDICK BROTHERS BEER**  
St. Louis-(1 pgm. 6 spots)  
Washington-(3 spots)
- GUNTHER BEER**  
Baltimore-(9 pgms.)  
Washington-(9 pgms.)
- HAMMS BEER**  
Chicago-(4 pgms.)  
Dallas-Fort-Worth-(1 pgm. 5 spots)  
Denver-(1 pgm. 5 spots)  
Los Angeles-(1 pgm. 48 spots)  
Milwaukee-(2 pgms.)  
Minneapolis-(3 pgms. 5 spots)
- HAUENSTEIN BEER**  
Minneapolis-(6 spots)
- HEIDELBERG BEER**  
Seattle-(5 pgms. 10 spots)
- HEILEMANN OLD STYLE LAGER BEER**  
Chicago-(19 spots)
- JAX BEER**  
Dallas-Fort Worth-(10 pgms. 1 spot)  
Houston-(10 pgms.)
- KINGSBURY BEER**  
Milwaukee-(7 spots)
- KNICKERBOCKER BEER**  
Boston-(pgms.)  
Hartford-(3 pgms. 3 spots)  
New York-(1 pgm. 57 spots)
- LABATT BEER & ALE**  
Detroit-(21 spots)
- LONE STAR BEER**  
Dallas-Fort Worth-(25 spots)  
Houston-(13 spots)
- LUCKY LAGER BEER**  
Los Angeles-(2 spots)  
Seattle-(3 spots)
- MEISTER BRAU BEER**  
Chicago-(1 pgm.)  
Milwaukee-(14 spots)
- MILLER HIGH LIFE BEER**  
Denver-(2 pgms.)  
Washington-(3 pgms. 4 spots)

- MOLSONS BEER & ALE**  
Detroit-(2 pgms.)
- NARRAGANSETT BEER & ALE**  
Boston-(5 pgms. 4 spots)  
Hartford-(2 pgms. 10 spots)
- NATIONAL BOHEMIAN BEER**  
Baltimore-(10 pgms. 1 spot)  
Detroit-(4 pgms.)  
Washington-(4 pgms. 4 spots)
- NEUWEILER BEER**  
Philadelphia-(11 spots)
- OLD READING BEER**  
Philadelphia-(11 spots)
- OLD STYLE LAGER BEER**  
Milwaukee-(19 spots)
- OLD TIMERS ALE**  
Chicago-(3 pgms.)
- ORTLIEB BEER**  
Philadelphia-(6 spots)
- PABST BEER**  
Los Angeles-(19 spots)  
New York-(1 pgm.)
- PEARL BEER**  
Dallas-Fort Worth-(2 pgms. 16 spots)  
Houston-(2 pgms. 23 spots)
- PFEIFFER BEER**  
Detroit-(15 spots)
- PIELS BEER**  
Hartford-(5 pgms.)  
New York-(9 pgms. 14 spots)  
Philadelphia-(3 pgms. 13 spots)
- RAINIER BEER & ALE**  
Los Angeles-(7 spots)  
Seattle-(3 spots)
- REGAL PALE BEER**  
Los Angeles-(40 spots)
- RHEINGOLD BEER**  
Chicago-(1 spot)  
Hartford-(1 pgm.)  
New York-(11 pgms.)
- SCHAEFER BEER**  
Boston-(1 pgm. 11 spots)  
Hartford-(3 pgms. 8 spots)  
New York-(6 pgms. 1 spot)  
Philadelphia-(1 pgm.)  
Washington-(1 spot)
- SCHLITZ BEER**  
Baltimore-(7 spots)  
Chicago-(2 pgms. 6 spots)  
Dallas-Fort Worth-(1 pgm. 8 spots)  
Denver-(1 pgm. 2 spots)  
Houston-(9 spots)  
Los Angeles-(82 spots)  
Milwaukee-(1 pgm.)  
Washington-(3 pgms. 1 spot)
- SCHMIDT BEER**  
Minneapolis-(19 spots)
- SCHMIDT BEER & TIGER HEAD ALE**  
Hartford-(1 pgm.)  
Philadelphia-(7 pgms.)
- STAG BEER**  
St. Louis-(2 pgms. 3 spots)
- STROH BREWERY COMPANY PRODS.**  
Detroit-(2 pgms.)
- VALLEY FORGE BEER & RAMS HEAD ALE**  
Washington-(4 pgms.)
- VAN MERRITT BEER**  
Chicago-(5 spots)
- WEST BEND OLD TIMERS BEER**  
Milwaukee-(1 pgm.)
- WURZBERGER BEER**  
Chicago-(10 spots)

NOW in the East it's... **MOVIELAB**

for

# COLOR

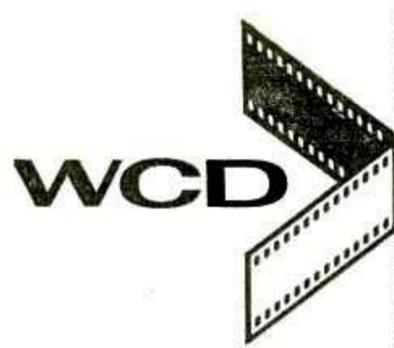


**MOVIELAB**  
COLOR CORPORATION

- 16mm-35mm EASTMAN COLOR Negative-Positive Processing
- Staffed by experienced COLOR technicians.
- Also KODACHROME and ANSCO-COLOR Printing.

MOVIELAB BUILDING, 619 W. 54th ST., NEW YORK 19, N. Y.  
JUDSON 6-0360

## Producers of the Finest in Films... say...

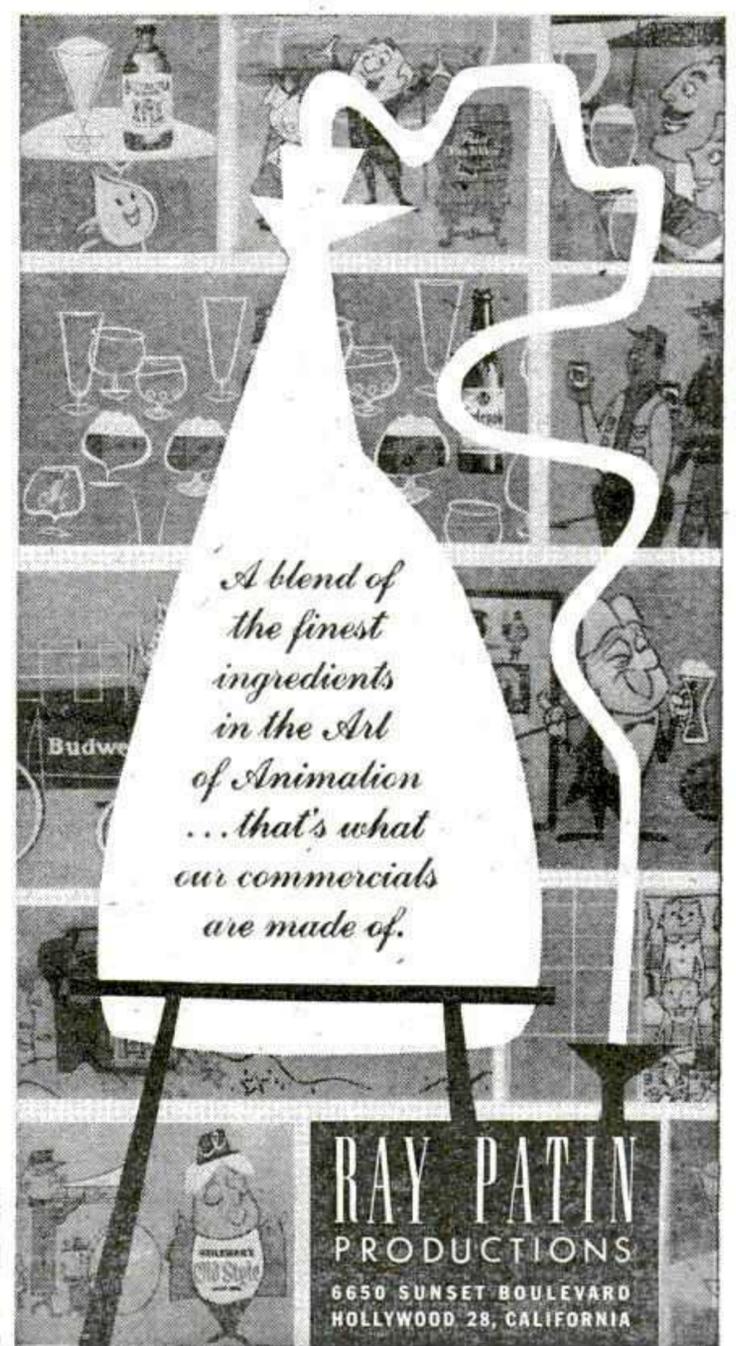


- Thank You to Our Friends at**
- The Advertising Council  
N. W. Ayer & Sons, Inc.  
Baker Advertising Agency, Ltd., Toronto  
Ted Bates & Co., Inc.  
Batten, Barton, Durstine & Osborn, Inc.  
Benton & Bowles, Inc.  
Calkins & Holden, Inc.  
Compton Advertising, Inc.  
Cunningham & Walsh, Inc.  
Donnhue & Coe, Inc.  
Doyle, Dane, Bernbach, Inc.  
Erwin Wasey, Ruthrauff & Ryan  
Fuller & Smith & Ross, Inc.  
Norman Gladney  
Grant Advertising, Inc.  
McCann-Erickson, Inc.  
Morse International, Inc.  
Norman, Craig & Kummel, Inc.  
Seagram Distillers Co.  
Raymond Spector Co., Inc.  
Sullivan, Stauffer, Colwell & Bayles, Inc.  
Sun Oil Co.  
Young & Rubicam, Inc.

You've given us a good year of 1957.  
May we wish you a healthy, happy and prosperous 1958.

## Wondsel Carlisle & Dunphy, Inc.

1600 Broadway, New York 19, N. Y.
Circle 7-1600



A blend of the finest ingredients in the Art of Animation... that's what our commercials are made of.

RAY PATIN PRODUCTIONS

6650 SUNSET BOULEVARD  
HOLLYWOOD 28, CALIFORNIA

## Court Nixes Oberstein Stock Claim

NEW YORK—An action filed in Supreme Court, New York County, by Commercial Trading Company against Eli Oberstein, has been decided in favor of the plaintiff, according to a declaratory judgment handed down this week by Judge Owen McGovern.

Basis for the action was a loan of \$50,000 which Commercial Trading took out, with its stock in five music firms, including Encore Music, Jewel Music, Allied Music, Robert Lee Music and East-West Music, as collateral. The plaintiff averred that it owned 100 per cent of the stock. Later, when publisher Gene Goodman was about to acquire the music firms' stock held by Commercial Trading, Eli Oberstein allegedly interfered with the sale, claiming that he owned 50 per cent of the securities.

Goodman, repped by Jay Raymond Levinson, sought a declaratory judgment that Oberstein was not a stockholder of the firms. In granting the motion, Judge McGovern held that Oberstein failed to establish his claim of ownership. Oberstein was represented by Wilzern and Halperin.

## Macleod Exits British EMI

NEW YORK — John N. Macleod, managing director of Electric and Musical Industries, Ltd., of England, is no longer with the company, according to information received by Dario Soria, for the past five years president of EMI (U. S.) Ltd. (Angel Records). Angel was recently acquired by Capitol Records.

Macleod had been responsible for the formation of Angel in the United States, and for EMI's purchase of Capitol.

No replacement has been named for Macleod at EMI, altho it is reported that J. F. Lockwood, [\(Continued on page 57\)](#)

## Merc Hikes Olympian LP's To \$4.98

CHICAGO — Following similar price increases in classical package goods by RCA Victor and Capitol, last week Mercury announced a hike in its Olympian series of classics from \$3.98 to \$4.98.

The change is effective February 1. No public announcement will be made until then, Irving B. Green, president, said, so dealers will have time to build up inventories at the lower price.

## Ivory Joe Hunter Judgment Sparks Interesting Facets

NEW YORK — Cleffer-chanter Ivory Joe Hunter has won a judgment against St. Louis Music in a decision handed down in New York Supreme Court by Justice Samuel S. Coleman. The court also dismissed a counter-claim against Hunter filed by St. Louis.

The action involved Hunter's tune, "I Almost Lost My Mind." According to the complaint, Hunter and the St. Louis firm signed a contract in 1949 and a modified contract in 1950, under which it was agreed they would share pub-

## COLUMBIA INKS MITCH TO NEW 5-YEAR PACT

NEW YORK—Mitch Miller, Columbia's pop artists and repertoire chief, has signed a new five-year pact with Columbia Records. The pact, specifying that Miller will head up the entire pop division—singles and albums—is a combined a.&r. and artist paper.

Miller has had an outstanding year in the singles field, and recently was also given the label's pop album a.&r. operation. Currently, the colorful a.&r. chief has five records on The Billboard's national best selling pop chart. These are Johnny Mathis' two-sided hit, "Chances Are" and "The Twelfth of Never"; Mathis' new two-sided hit, "Wild Is the Wind" and "No Love But Your Love"; the Four Lads' "Put a Light in the Window"; Marty Robbins' "The Story of My Life," and Jerry Vale's "Pretend You Don't See Her."

## Goodmans Get Bally Catalog Sans Johnson

NEW YORK—Gene and Harry Goodman, co-mahoffs of the Arc and Regent Music axis, have acquired the catalog of the defunct Bally label. The purchase does not include masters of Betty Johnson. All material by Miss Johnson out of the Bally catalog has been secured by Csida-Grean Associates.

Plans of the freres Goodman for the more than 300 masters, which includes over a dozen albums, were not disclosed, but some tradesters speculated that the pair, thru their connections with the Chess- [\(Continued on page 57\)](#)

## Fox-Warners Confirm Interest in Label Buy

HOLLYWOOD — The 20th Century-Fox and Warner Bros. studios are currently seriously considering their entry in the record business.

Despite previous denials from 20th sources and from Herman Starr, major domo of Music Publishers Holding Corporation, spokesmen for both firms last week firmly acknowledged that numerous discussions concerning the advisability of getting into the record business have been held, and that several proposals have been mullied.

Twentieth Century-Fox has the subject on its agenda at upcoming high-level studio talks scheduled

to begin this week with President Spyros P. Skouras, Vice-President Joseph Moskowitz, Executive Vice-President William Michel and other top brass in attendance. Ted Cain, business manager of the studio music department, will also attend the meetings.

It's an open secret here and in New York that Roulette Records is among those firms known to have been discussed by 20th. Morris Levy, proxy of the Roulette firm, is reported to be en route here for [\(Continued on page 29\)](#)

lishing rights and performance royalties on a fifty-fifty basis. The question before the court was whether Hunter's later direct contract with Broadcast Music, Inc. and his moneys received therefrom, precluded him from holding St. Louis to the original agreement. Justice Coleman held that: "It is plain that BMI's obligation to the plaintiff was a separate and independent one," adding that "the question of whether the plaintiff was free to make that agreement [\(Continued on page 29\)](#)

## New License Set-Ups Cue Columbia Global Expansion

### Spread Includes Broad Outlets In Burgeoning Foreign Markets

NEW YORK—An expansion of Columbia Records' activities overseas, plus additional licensing arrangements, will give Columbia and Epic artists more exposure thruout the world. This has been indicated by Arnold Berry, Columbia's Director of Foreign Operations, and Nat Shapiro, co-ordinator of International Artists and Repertoire, who pointed out that Columbia's 1957 foreign earnings are at least 50 per cent ahead of 1956.

New licensing arrangements

have been concluded covering Chile, South Korea and the British West Indies. This is the first time, in fact, that South Korea, with a population of 20,000,000, has been concluded covering Chile, South Korea and the British West Indies. This is the first time, in fact, that South Korea, with a population of 20,000,000, has been opened to the disk business. The deal was made with Hong Chan, who becomes the first record manufacturer in that country in the British West Indies,

the agreement was concluded with Roy Sampath.

In Europe, Philips, Columbia's licensee, is starting a new label, Fontana. Latter, with the same price tag as Philips, will debut January 1 in England, and by April will be available in Switzerland, Austria, Spain, Italy and other countries.

Shapiro and Berry pointed out that Philips could not absorb all Columbia and Epic artists. Hence the Fontana label will ease this situation by providing exposure. Most new Columbia artists not yet on Philips will be released in Europe on Fontana. The execs stated that Fontana will use about 75 per cent American artists—and in some countries even 100 per cent. The label's Number One promotion will be Johnny Mathis. Isaac Stern and Rudolph Serkins, of Epic, will also appear on Fontana, as will Columbia's Marty Robbins and Jerry Vale.

Philips, which has experienced big sales increases in the last two [\(Continued on page 57\)](#)

## Everybody Wants In On Disk Survey Act

NEW YORK—Everybody's getting into the disk survey act these days both on a local and national basis—most recent entries in the latter field being the American Broadcasting Network and Mutual, while new local tabulations services are being readied by Trendex and Monitor Radio, Inc., which covers Cleveland.

Meanwhile, a group of local Denver dealers who met last week to set up their Denver Record Dealers Association, said one of their primary objectives would be a close scrutiny of survey methods utilized by local radio stations in compiling "Top 40"-type programming lists.

Coming on the heels of similar protests by dealer groups in Dallas and Detroit about disk survey techniques of radio stations in their cities, the Denver move would

seem to indicate that "Top 40" charts compiled independently by local radio stations will be subjected to a serious appraisal by the disk industry and consumers next year. Certainly it is regarded as opening up a vast new target for pluggers.

ABN, which recently inaugurated the policy of spotlighting live renditions of best-selling tunes exclusively on its network shows, (based on the web's own compilation of various trade charts) came up with a new "Hit Preview of the Week" feature this week, whereby the network will attempt to predict and introduce one new potential "hit" tune each week.

ABN programming veepee Stephen Labunski believes this is the first time a network has instigated such a feature on a regular basis. The tunes, which will be selected by a weekly vote by all personalities, singers, music directors and producers of ABN's seven live shows (all emphasizing live music) will be rescored by ABN arrangers and featured on the network for one week.

Each tune will be billboarded from 10 to 20 times during that period. Labunski said the feature represents an attempt by ABN to broaden the local station's "Pick Hit of the Week" concept by putting it on a national basis.

Meanwhile, Mutual has augmented its regular "America's Top Tunes" service (which features best [\(Continued on page 29\)](#)

## Meyerson to Join Decca A&R Staff

NEW YORK—Harry Meyerson, currently artist and repertoire chief with M-G-M Records, will resign that post to join the New York a.&r. staff of Decca Records about the first of the year.

Meyerson, a veteran in the business, has been with M-G-M since its beginning in 1947, and formerly was with both RCA Victor and Decca. Morty Craft will move in to the M-G-M fold shortly to take over pop a.&r. chores under the label's new chief, Arnold Maxin.

## Muzak Mulls Commercial Disk Label

NEW YORK—Muzak, the pioneer transcription firm, reportedly is mulling an entry into the commercial disk field.

Altho Muzak officials denied last week that anything definite had been decided on that score, it is known that the management regards the Muzak name as something of a household word which might carry considerable weight in the commercial disk market place.

Muzak recently was purchased by Jack Wrather, wealthy oil man who also owns such properties as the Lone Ranger and Lassie.

## Jubilee Adds More Talent

NEW YORK—Jubilee Records has signed Jimmy Boyd and Pat Kelly. Boyd was formerly under contract to Columbia, while Kelly is a rockabilly warbler from Nashville.

Meanwhile the label released three new LP's last week—"Love Letters," by Fostini, famous love letters read against mood music background; "Holding Hands," by Carl Ravazz, and a jazz package "The Jackie McLean Quintette."

## Cap to Unveil 1958 Projects

HOLLYWOOD—Capitol Records will unveil its plans for 1958 this week (15-21) at a series of top-level sales and merchandising meetings between home office brass and field toppers.

Label's district sales managers will meet with Cap President Glenn Wallichs, Vice-President Lloyd Dunn, Sales Director Mike Maitland, Merchandising Director Bud Fraser and CRDC Sales Manager Max Callison.

Scheduled to attend the conferences are district sales managers Andy Miele, George Gerken, Col. Wade Pepper, Larry Owens, Peter Goyak, Bill Mikels, George Novak and George Steiner.

## M-G-M Makes 'Kwai' Tie-Up

NEW YORK—M-G-M Records has tied in with the RKO Palace Theater here on a mutual promotion involving the pic, "The Bridge on the River Kwai," and the Art Mooney disk of "Colonel Bogey," from the picture. The diskery has arranged for 100,000 ticket envelopes to carry an imprint plug for the Mooney disk. RKO neighborhood theaters are playing the Mooney disk in lobbies as well as using the disk for recessional music. Patrons buying premiere tickets will get a sample of the record.

On another front, the diskery announced that its well-known Lionel Barrymore album of Dickens' "A Christmas Carol," will be aired over CBS radio network Sunday evening (22). It will mark the 10th consecutive year for the airing of the package.

# Tab Says No Yule Disk Sale Boom

• Continued from page 1

distributors are reluctant to take a chance on delivering any new merchandise until the old accounts are settled.

Kaplan predicted that dealers will be more selective in their album buying next year, rather than buying across the board. He also said that as a distributor he too plans to be more selective and, starting the first of the year, will delete some numbers from his orders.

Harry Rosen, Rosen Distributors, Philadelphia, reports that disk sales in Philly are also suffering from the lagging sales blues, with layoff particularly extensive at the Philco and Philly Cigars plants.

Philly one-stopper Sid Williams, expects sales will run the same for him as last year, altho he admits that he hasn't been as busy to date as he was last year at this time.

In Cleveland, where over 80,000 are currently drawing unemployment compensation, dealer

Harv Arnold expects his Christmas business will run from 10 to 15 per cent behind last year's. Arnold attributes the sales drop to local unemployment and the fact that other disk outlets—drugstores, super markets, etc.—have cut heavily into the dealer's business.

However, one of the largest Eastern rack operations said that their Christmas business is also off from last year. One rack exec estimated that rack business across the country is 20 per cent less than it was last year at this time. Meanwhile, New Jersey and Long Island, N. Y., have been the site of a price war (see story elsewhere in this issue) which has resulted in more volume but lower net for many dealers.

Durham, N. C., dealer Paul Keyser estimates his Christmas sales will be off from 10 to 15 per cent this year, judging by business to date. However, he said sales picked up some last week.

Providence, R. I., dealer and one-stopper Al Lindgren also expects his holiday sales will be from 10 to 15 per cent lower than in 1956; while Boston one-stopper Jerry Flatto termed the 1957 yule "very abnormal." The season, said Flatto, never got off the ground, and altho sales were a little better last week, it was still nothing like the usual Christmas rush.

## Ameche Closes Lang-Worth Distrib Deal

HOLLYWOOD — Disk jockey Jim Ameche last week concluded negotiations with Lang-Worth Feature Programs, calling for the latter firm to sell and distribute the syndicated "It's Jim Ameche Time" show.

Show has been operating since June with coverage in approxi-

(Continued on page 59)

## Ken Copeland Inks With Dot

HOLLYWOOD—Dot Records inked singer Ken Copeland to a recording contract last week, rushing a recording session set for immediate release. Copeland etched "Where the Rio De Rosa Flows" and "In the Arms of Love," with the Dot firm scheduling a heavy promotion campaign on the sales. Copeland last recorded for Imperial Records.

Label topper Randy Wood left here last weekend for a week's stay in New York during which he'll confer with Barney Balaban, president of Paramount Pictures, and Henry Onorati, Dot vice-president in New York.

## Green to Exit MGM in Spring

HOLLYWOOD—M-G-M music department chieftain, Johnny Green, will ankle his post with the studio next spring, with a return to freelance music activities indicated.

Green originally joined the studio as a composer-conductor in 1942, and was named head of the music

(Continued on page 57)

## Burns to Cut Old Vaude Song Album

HOLLYWOOD—Vet entertainer George Burns inked a recording contract here recently, signing with indie Mode Records to do an album of songs he used in his early days in vaudeville.

Package is to be tagged "Songs I Like to Hear Me Sing" and is scheduled for release shortly after the first of the year. Label is expected to effect a promotional tie-in with Burns' TV film series, integrating plugs for the album in the show.

## TO PLAY OR NOT TO PLAY IS '?

HOLLYWOOD — To play or not to play Elvis Presley's Christmas package — that seemed to be the puzzler for disk jockeys last week.

Portland, Ore., disk jockey Al Priddy, KEX, chose to air Presley's "White Christmas" and promptly got fired for it. Station management had banned the playing of the wax, averring that the "treatment of the song was in extremely poor taste."

Conversely, Dick Whittinghill, KMPC, Los Angeles, answered a request to play the Presley album, with "No, I won't play it. That's like having Tempest Storm (stripper) give Christmas gifts to my kids."

## Frey Ousts Sidell in Close Race

CINCINNATI—In a nip-and-tuck election, marked by spirited pre-election campaigning, Robert L. Sidell, president of Local 1, American Federation of Musicians, was ousted from the presidency, a post he held since 1951, by Eugene V. Frey, member of the local Symphony Orchestra. A record 740 votes were cast, 357 for Frey, 330 for Sidell and 53 for Joseph E. Wright in the Monday (9) balloting.

The Frey ticket made almost a sweep, only one incumbent, Secretary-Treasurer Alvin Weiman, being re-elected. Other new officers are Roger Buddy, vice-president, and trustees Al Jorden, James

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## Werth to Mode Exec Post

HOLLYWOOD—Mode Records chieftain, Red Clyde, last week named Paul Werth to handle national promotion and advertising for the company, replacing Joe Quinn, who has returned to New York.

Werth was formerly associated with Clyde at Bethlehem Records in New York and before that with Verve and Decca Records. In addition to his chores at Mode, Werth will continue with his disk jockey activities at Station KNOB here.

Indie label also added two distributors last week, naming Benart Distributing Company in Cleveland and New Sound Distributors in San Francisco.

## Anthony Sees New Band Life In R&B Beat

HOLLYWOOD—Maestro Ray Anthony aims to breathe new life into the dance band business shortly when he emerges as a rock and roll dance band.

Anthony last week decried the prophets of doom in the band business who have alleged that there "isn't anybody around that knows how to dance."

"I have come to the conclusion that a whole generation of dancers has grown up around us," said Anthony. "The only thing wrong is that bands haven't been playing their type of music." To correct this, the Anthony ork will shortly include a rock and roll book in its library, tho it will continue with its sweet style when playing to adult audiences.

To kick the band off as a rock and roll unit, Capitol Records will release a new EP titled "Rock and Roll With Ray Anthony" on De-

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# Pros and Cons of Copyright Duration Highlight Study

By MILDRED HALL

WASHINGTON—The pros and cons of the music industry on copyright duration were released by the Copyright Office last week (12) as part of its study of duration. The study, prepared by James J. Guinan, formerly head of the Book Section, Copyright Office Examining Division, and not in private law practice here, is mostly background and analysis.

Industry comments are generally the same as they have been in past years—songwriters and their associations want duration to extend for a term of life plus 50 years, while broadcasters and recording industries are content with the present 56-year term.

ASCAP counsel Herman Finkelstein favors a term of life and 50

years because it protects the living author and his dependents against a form of "unfair competition" to which they are now exposed "in cases where some of an author's works have fallen into the public domain but others are still protected." In such cases, he says, users "are inclined to resort to the author's royalty-free works, thus discriminating against and discouraging the use of those that are still entitled to copyright protection." Finkelstein also feels a longer term would "eliminate one of the greatest fields of controversy, the question of who is entitled to the renewal term of copyright for the second 28-year period."

John Schulman, counsel for the Songwriters' Protective Association, believes the formula of "life and

## EXPERT BELGIAN ADVICE

# Distrib Savvy Key to Overseas Disk Sale

By REN GREVATT

NEW YORK—"Many American labels could sell a lot more records in Europe if they would change their distribution and exploitation practices. You can't sell records on the Continent solely thru British affiliation deals. You have to get right into the territory itself so you can move fast with a hit." This the essence of remarks made here this week by visiting Belgian disk-man, Pierre (Peter) Plum.

Plum, formerly a Continental artists and repertoire official for RCA Victor, makes his headquarters in Brussels. There, he's an independent album producer, deejay and distributor of such labels as Dot, Atlantic, Cadence, Chess, Liberty, Sun and Imperial. During his tour of this country, Plum is talking with a number of diskery officials lining up album cutting assignments to be carried out on his home ground, and attempting to corral other indie American labels for his Brussels distributing operation. In the past, Plum has cut such Victor albums as "Folies de Paris," and "Jewels from Cartier," the latter an album of Lew Alter cleffings, which got a special show-

casing in the window of the Cartier store on the Rue de la Paix in Paris.

Plum says that American labels who try to reach the Continent thru British affiliations, inevitably suffer from competition from the local label's own stars. Hence it may take a long time, relatively, to get a hot American hit disk into Belgium, Holland and France, all of which constitute his territory. "Not only do you compete with stars," he declared, "it's the same story as you have right here in America. The bigger companies are often top-heavy with organization. They can't move as fast as the smaller independents. It often doesn't pay to try to move thru them."

Referring to a Billboard story

(Continued on page 59)

## Riverside to Launch Kidisk Album Prog'm

NEW YORK—Judson Records, new subsidiary label of Riverside Records, has launched a heavy program of LP disk productions for children. Engaged to head up the project is Leo Israel, creator of a long list of best-sellers on other labels.

Judson is readying a list of six children's sets for January and February release. Thereafter, there will be a regular kidisk schedule of two releases per month.

The initial Judson titles will include "Gobbledegook Songs" with Stanley Holloway; "Mother Goose" with Alec Templeton; "Songs Children Sing in Italy" with Bob and Louise DeCormier (this is billed as the first in a series); "Hans Christian Anderson Stories" with Cyrio Ritchard; "Story of Celeste" with Susan Reed, set to music of Mozart; "The Book of God," Bible stories read by Jon Arthur of the "No School Today Show."

Israel, who is adapting most of the material, is the writer of the Children's Record Guild smashes, "Prokofieff's Cinderella," and "Tschakowsky's Sleeping Beauty," as well as most of the Captain Kangaroo material on Columbia.

## Cook Labs Back at Work

NEW YORK — Cook Laboratories is back in business actively, following a long production hiatus caused by a fire in the main plant at Glenbrook, Conn., which destroyed the office and Cook's entire high fidelity record inventory, along with cover art and shipping material.

Cook, who was badly burned in the fire, has re-established the cat-

(Continued on page 59)

## Cap Winners' Hula Junket

HOLLYWOOD—Fifteen members of the Capitol Records sales staff head for a week's vacation in Hawaii December 27 as a result of taking top honors in the label's October-November sales contest.

Winners included Andy Miele, Tom Carey, Vito Samela, Jim Peterson, Charles Bartlett, Joe Cerami, Sam Ball, Ed Nielson, Earl Horwitz, Bob Klein, Paul Bell, Bill Cannon, Dick Beaty, Bill Caffee, Jim Boyle and Don McDiarmid. McDiarmid will vacation here since he is from the islands.

## TOP A&R EXECS SPEAK OUT ON DAVIS TAPE

NEW YORK — Sammy Davis Jr.'s new taped interview show for Westinghouse radio chain spotlighted some provocative commentary on the record scene last Saturday (14) by four top artist and repertoire execs — Mitch Miller, Milt Gabler, Arnold Maxin and Hugo Winterhalter.

In addition to sounding off on rock and roll ("the comic books of music.") Miller gave Davis a run-down on his attitude toward Frank Sinatra.

"Frank," said Miller, "has a tendency sort of with me—he's indulged in public in what I call senatorial telegraphic tantrums, and while to me he's matured as an artist and there's no one greater, I feel he has yet to mature as a human being, because I think what is on Frank's mind is that he cannot face any responsibility for having had any failure."

In defense of rock and roll (both Miller and Davis put quite a blast on r.&r.), Arnold Maxin, M-G-M's new chief, opined that today's record market can't be compared with that of the 1930's and early 1940's, because in the latter era "the dollar that was ready for the record market was usually found in the pockets of kids 17 or older," whereas, today 13-year-olds are making enough loot, via baby-sitting, etc., to buy disks. "They have the dollars," explains Maxin, "but they also have untrained ears. The only thing they have is a feel for the beat and a feel for the sound."

Maxin also said he doesn't see "any end to rock and roll in the near future," which inspired Davis to remark, "I might commit suicide."

When Davis asked Winterhalter for his opinion on why Eddie "hasn't been able to get arrested in the last year or so on records," the latter opined: "Well, I think it's the trend. I know the past year or two—not only to Fisher and a lot of other established recording stars—has also been more or less a nightmare to me as an arranger."

Gabler bemoaned the fact that Louis Jordan missed the boat on rock and roll. "It was his baby," said Gabler, "Billy Haley is one of

my children and I love him, but I know Louis started it, and if I had a chance to get back with him again, we could do it all over again."

## Two Fined for Obscene Disk Sales in Hub

BOSTON — Sales of allegedly risqué records to teen-agers this week touched off a vice squad raid on a Hub record shop and its distributor's warehouse. Saul Weinstein, president of Transdisc Corporation, was fined \$500, and Jack Levenson paid a fine of \$200 as the operator of the record shop.

More than 1,400 records were confiscated at the offices of Transdisc and 40 records seized at the record store. Both men pleaded guilty to possessing "obscene, impure and indecent" phonograph records. A similar charge against a clerk in the store was filed.

The records were priced up to \$6.50 each with a total value of more than \$6,000. At the conclusion of the hearing the judge ordered the police to destroy the records. Two members of the vice squad acting on complaints of indignant mothers requested, and were sold what they termed a "dirty" record. The raid by six officers followed.

## Cap Realigns Sales District Patterns

HOLLYWOOD — Broadened activity of Capitol Records in all phases of the company operation plus the recent acquisition of Angel Records has resulted in a realignment of sales districts for the firm.

Max Callison, vice-president and national sales manager of Capitol Records Distributing Corporation, disclosed the creation of two new sales districts, an increase from six to eight such areas. Size of each such district has been reduced to enable each district sales manager to spend more time in the area under his supervision.

Callison named Peter Goyak to head up District No. 5, headquartered in Cincinnati, and George Novak to a similar post for the Baltimore area. George Steiner, sales manager of the Los Angeles branch, was also promoted to a d.s.in. post, replacing Bob Camp, who was recently named to head up Capitol's new product development branch.

## Philip Morris C&W Shows To Continue

NASHVILLE—The Philip Morris Country Music Show, which for the last year has been presenting free shows thru the South and parts of the Midwest to build good will for the firm and its product, has been renewed for another 13 weeks, beginning January 1. Jim Denny Artists Bureau, with headquarters here, handles the talent bookings on the show.

Show's current talent brigade is headed up by Little Jimmy Dickens, George Morgan, Red Sovine, Mimi Roman and Carl Smith's Tunemiths. Biff Collie is emcee and company manager.

The Morris unit has been engaged for a special Christmas show for the 17,000 servicemen and their dependents at Keesler Air Force Base, Biloxi, Miss., December 21-22. The Air Force will fly the troupe to Biloxi from Evansville, Ind., its December 20 stand-

## 'LADY' TO GO STEREO IN LONDON

NEW YORK — "My Fair Lady," smash musical which has made disk history in its original-cast recorded version on Columbia, will be recorded again in London.

This is likely to take place shortly after April 30, on which date "My Fair Lady" will open in London with the same leads: Rex Harrison, Julie Andrews and Stanley Holloway.

Chief motivation in doing another original-cast recording of "Lady," is the desire to do it in stereophonic sound.

## New Deals Build Marks Overseas Rep

NEW YORK — E. B. Marks Music firmed up a number of deals this week insuring itself of the strongest international representation in the company's history.

Herb Marks, prexy of the firm, completed a deal with Lennart Reuterskiold of Reuter and Reuter in Sweden. The latter firm will rep the Marks catalog thruout Scandinavia. On other fronts, Marks made renewal agreements, to take effect the first of the year, with Curci in Italy, and Bassart

## Mass Produced Stereo Disk Is Demonstrated

NEW YORK—Audio Fidelity's compatible stereophonic record was introduced to a special audience Friday evening (13) in the Times Auditorium, adjoining the WQXR studios. The demonstration proved beyond question (see review below) that a mass-produced, commercially-pressed stereo disk is a reality. Stereo disks were made earlier for special demonstration but these were not made in quantity by standard pressing processes. Initial pressing of the "Stereo-disc" was 500 copies.

In the words of Sid Frey, Audio Fidelity topper, the disk is a "hi-fi curiosity" rather than a product for mass use. Widespread sale and use of the disk is, of course, impossible because the equipment on which it is played is not available. Frey is making the disk available to interested people in the record industry at no charge. He believes it will help engineers test prototypes of stereo cartridges.

The demonstration was accomplished with the use of a stereo cartridge and arm developed by Fairchild Recording Equipment

in Holland. Only last week, new agreements were signed with Ralph Maria Siegal of Musikverlage in Germany.

Marks is currently represented by Albert Music in Australia, by Cuiroga in Spain and by Grever in Mexico, and also has representation in such far-flung areas as Japan, Israel and Greece.

Company of Long Island City, N. Y. The unit was designed to play back the 45-45 wextrex stereo groove, the same system used in cutting the Audio Fidelity disk. Cartridge uses a half mil diamond stylus. Due to its physical size it cannot be mounted in a standard playback arm. Fairchild, therefore, supplied the cartridge mounted in a special arm. Known as the Model 603, the combination arm and cartridge is available on a limited basis at \$250.

**STEREODISC.** Compatible Stereophonic Demonstration Record (for test and laboratory purposes). Side One: "Marching Along With the Dukes of Dixieland." Side Two: "Railroad Sounds, Steam and Diesel." Audio Fidelity Record AFLP-1872. Played monaurally, this disk packs the same sonic punch as the Audio Fidelity originals from which the sides were taken. They have lost nothing in the re-cutting that cannot be compensated for with the controls of an elementary hi-fi rig. This is to say that some equalization is needed when the record is played on single channel equipment, especially on the high end of the sound spectrum. As for stereo, the disk is too broad to be good stereo. But for the same reason, the disk is perfect for demonstrating two-channel sound.

All of the things listeners have learned to expect from stereo are here: enhanced presence, heightened reality and, in the case of the "Railroad Sounds," a definite sense of movement. The train moves from left to right, etc. Anyone who has heard the monaural "Railroad Sounds" release is aware of how the recording captures the feeling of crushing power of the engines. The stereo version manages to convey the same feeling but with even more reality. If customers had stereo cartridges, the disk would probably be in great demand. Since few if any cartridges are in use outside of laboratories, Audio Fidelity has realistically labeled the disk "for test and laboratory purposes."

## Ram Severs With Peer Combine

NEW YORK—The joint publishing venture involving the Peer-Southern combine and writer-manager Buck Ram has been terminated.

Ram has singed over to Peer his stock in the two publishing firms, Parrot and Panther. All of Ram's original, unpublished songs were returned to him. Along with these, Ram received "The Magic Touch," erstwhile hit recorded by Ram's group, the Platters. Among the Panther tunes which Peer retains is another Platters' smash, "The Great Pretender."

Following the amicable settlement, Ram gave Peer the selling rights to "Magic Touch."

## Winding Sues Tire Dealer for \$250G

NEW YORK — Kai Winding, jazz trombonist and bandleader, has engaged attorney Ralph H. Adams to represent him in a suit he has brought for \$250,000 damages against Ned's Firestone store in Detroit. Winding alleges he sustained injuries when he was hit on the head by a falling tire, and that these injuries have retarded his—and his septet's—progress.

## ON THE BEAT

RHYTHM & BLUES — ROCK & ROLL

By REN GREVATT

They may well be rocking and rolling it between halves at the upcoming Rose Bowl game in Pasadena. According to the latest word, Dick Boone of Shaw Artists is negotiating with authorities at Ohio State, the Big Ten representative in this year's contest, for Bill Doggett to appear in the Bowl as a part of the show to be put on by the State Marching Band. Boone will attend the game himself, and will then depart by steamer for Hawaii where he will spend his vacation.

The Everly Brothers' tour, being set up by promoter Irving Feld, goes out January 8 for a 17-day trek of major U. S. cities. The talent line-up is of all-star proportions. Acts include the Everlys, Jimmy Rodgers, the Crickets, the Rays, the Shepherd Sisters, Paul Anka, Margie Rayburn, Danny and the Juniors, the Tune Weavers, the Hollywood Flames, Jimmy Edwards, Billy Brown, the Mello Kings, Eddie Cochran, Al Jones and Sam Donahue and his ork. It's the first major package to hit the road in 1958.

Montreal, only recently a haven for U. S. strip teasers, may be swinging around into the rock and roll orbit. The Jack Archer wing of Associated Booking reports that Malcolm Dodds and the Tunedrops have had a tremendous reception at the Cafe Mocombo there. On the strength of this success, the agency has set appearances in the same spot for the Cadillacs, the Hollywood Flames and the Dells. Under the new deal with the Glase operations, Archer will be in a position to submit top acts from the ABC stable as well. Meanwhile, the Tunedrops have been booked to appear for the season with Cab Calloway in the Cotton Club Revue at Miami Beach. The same revue last season was the hit of the Beach area.

Things were moving at a swinging clip this week at the Newark offices of Savoy Records. The diskery mahoff, Herman Lubinsky, reports he has prepared an additional release of 10 singles in his "Jazz for Juke Boxes" series. Thirteen previous releases in the series have done very well, according to Lubinsky, both at retail and on the boxes, and in fact, some have helped raise the level of sales of albums, from which they were taken. The latest edition in the series, features a nine-man group helmed by trombonist Bill Harris, doing some arrangements by Billy Verplank. Lubinsky has also been active on the spiritual front, claiming—with a look at the financial pages—that spirituals always step out when a recession is under way. Newest singles release will be by the Gospel Giants and the Gospel Cleffs. The label will also issue a new album by the Davis Sisters, titled, "Shine on Me."

Rhythm and blues continues to influence the country field. The first break, of course, has now become standard procedure—the introduction of drums. Now, it appears to be material, as well as its treatment, which follows the pattern. Ray Peterson's country version of "Fever," originally a hit in the r.&b. field by Little Willie John, is as frantic a performance as any current r.&b. release. The sound and the reading are very close to r.&b. It's one of RCA Victor's best sellers and Peterson performed it on Ed Sullivan's show Sunday (8). Another country disk with strong rhythm and blues roots is Jimmy Dee's latest coupling on "Don't Cry No More," and "Henrietta." Johnny Horton's newest Columbia disk is a rumba

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## Roulette's Hottest LP's

NEW YORK — Roulette Records' top selling LP's this year were those cut by Buddy Knox and Jimmy Rodgers, according to a tabulation of the new label's 24 album releases this year.

Two "sleepers" took runner-up best selling honors—Pearl Bailey's "For Adults Only," and the Mara Sisters' "Italy," an Italian folk song package. The Bailey album was strictly a word-of-mouth deal, since none of the sides could be played on the air.

Roulette, which will be one year old next month, will release an average of six pop packages a month in 1958, according to artist and repertoire chiefs Hugo Perette and Luigi Creatore. In addition to Roulette's regular pop album release, the label is readying 16 re-packaged Tico LP's for the market.

## Cleffer Elsa Takes to Wax

NEW YORK — Elsa Maxwell, international party thrower, has signed a disk contract with Seeco Records. Her first LP will be released within the next couple of months.

Miss Maxwell, who has become a regular on the "Tonight" TV show, apparently has been writing songs for some years. Her album will consist of her singing such originals backed by a large ork.

# MUSIC AS WRITTEN

## Cyril Sings for Riverside . . .

Riverside Records is releasing an album of Cyril Ritchard singing eight Alec Wilder melodies set to lyrics by Lewis Carroll. Four of the numbers were recorded formerly by the artist in the label's recent "Alice in Wonderland" package, for which Wilder originally composed the tunes. The new release will feature the New York Woodwind Quintet conducted by Wilder.

## Wein Heads Boston Jazz Disk Seg . . .

George Wein, owner of Storyville, Boston jazz nitery, and producer of the Newport Jazz Festivals, has started an hour-long, across-the-board jazz disk show on Beantown's WVDA. Wein also teaches a credit course in jazz at Boston University.

## Mathews in Coast Huddle at Capitol . . .

Joe Mathews, pop records promotion manager for Capitol Records, huddled last week on upcoming plans of the company with Bud Fraser, director of merchandising, and Dick Rising, national promotion manager.

Mathews is expected to remain on the Coast for another week of meetings with Cap brass, following which he will return to his New York post.

## M-G-M Teams With Pic Showings of 'Kwai' . . .

M-G-M Records has teamed forces with the RKO Palace Theater in New York for mutual promotion of "The Bridge on the River Kwai" film and the Art Mooney disk of the pic tune. The diskery has arranged for 100,000 hard ticket envelopes to carry the imprint plug for the Mooney record. RKO neighborhood theaters are playing the platter in their lobbies, as well as using it for recessional music. Patrons buying "River Kwai" premiere tickets will receive a sample copy of the disk.

## Big 3 to Rep Ascherberg in U. S. . . .

The Big 3 Music Corp. has concluded a representation deal with Ascherberg, Hopwood & Crew, Ltd., of London. Deal provides that Robbins Music Corporation will be sole selling agent in the United States and Canada for six piano publications from the Ascherberg catalog. Robbins also obtained reprint rights as well as domestic sales rights to several school band publications.

## The Judge Knew His Tunes, Too . . .

Charles Grace, WSNY deejay, tells us that local dailes carried the news of the man who was arrested for speeding. The offender told the judge: "I was listening to 'Sail On Silvery Moon.'" The judge answered: "Chances are you were reckless if you were sailing on."

## New York

Dorsey Burnette, who recorded "Bertha Lou" on the Surf label, was replaced by John Faire, when it was discovered that the former is under contract to Coral Records. . . . Anita Darian is at Nino's Palm Beach, New York, for an indefinite engagement. . . . Abbey Lincoln opens at New York's Le Cupidon December 10. . . . Bill Darnell, national sales and promotion manager for Jubilee Records, recently returned to New York after a tour thruout the South, visiting distribs and deejays.

Max Gordon has enlarged the scope of his jazz presentations at the Village Vanguard nitery. Opening Tuesday (10), the bistro boniface has three attractions. Bill is headed by the J. J. Johnson Quartet, which just returned from Europe. Also featured is thrush Beverly Kenny, who just signed with Decca, and the Ellis Larkins Duo. All acts are in for two weeks.

## Victor Sets Top Promotion Play For 'Sayonara'

NEW YORK—Victor's upcoming release of the sound track album from the Warner film, "Sayonara," starring Marlon Brando, is set for a comprehensive promotion campaign. Highlights include a radio saturation campaign over NBC's three network shows, "Monitor," "Bandstand" and "Nightline," each covering 190 stations. Local radio campaign will concentrate on the New York, Philadelphia, Los Angeles, San Francisco, Chicago and Detroit areas. Distribs in other areas will get transcribed spots for station placement. Heavy ad campaign, extensive point of sale material, and deejay promotion is set. Victor has also made a tie-in with Bantam Books, publishers of the James A. Michener novel on which the film is based, whereby the diskery's distribs will place more than 1,000 books with deejays, in a three-way tie with the album, film and book.

## NEWS REVIEW

# Mathis Tops Best Orchid B. O. Draw

CHICAGO—Johnny Mathis humiliated all previous records at the plush Black Orchid here in a one-week engagement that often saw as many people lined up outside as sitting inside.

The Columbia find proved that whither his teen-age appeal might go, he's firming up a solid base with the night club spending, album-buying set. His programs showed studied care in not trading on his record hits, slipping in these numbers as tho they were any old tunes, playing heavily and savvily to adult responses. At one point, when female sighs arose over the first few bars of "It's Not for Me to Say," the lanky warbler cracked, "That's only my fan club, please excuse it."

A good half of Mathis' show displays a personality not revealed on his wax, an able handler of driving, up-tempo material. On these, he loses the distinctive vocal sound that tags him on records, but this loss is overcome by a strong rhythmic and dramatic sense.

Bernie Asbell.

# Sunday Jazz In Hollywood

HOLLYWOOD—A schedule of Sunday afternoon jazz concerts tagged "Jazz Moods" will henceforth be presented at the Biltmore Theater here under the aegis of cornetist Garner Clark.

Regular talent line-up will consist of Matty Matlock's Rampart Street Paraders, the Ray Baudac-Nappy Lamare Riverboat Dandies, and instrumentalists George Van Eps, Eddie Miller, Phil Stephens, Jackie Coon and Pete Fountain.

Concerts were kicked off last week with Bob Crosby, Curt Massey and Martha Tilton guesting. House is scaled from \$1.65 to \$3.30.

# Criterion Claims 'Luau Song' Rights

HOLLYWOOD—Criterion Music asked the U. S. District Court permission to perpetuate testimony of Guild Films here last week in a preliminary action involving the latter firm's alleged misuse of "The Luau Song."

Defendants allege the song is a traditional Hawaiian melody, while Criterion claims it is the copyright owner. Tune was ostensibly used in Guild's "Capt. David Grief" TV film series without Criterion permission.

Attorney Seymour Lazar is representing Criterion.

# BELAFONTE ON OVERSEAS BEAM

NEW YORK—Victor Records on December 9 staged what the label expects to be the first of a series of trans-Atlantic broadcasts featuring Victor artists. Harry Belafonte was interviewed in the Fifth Avenue studio of the French Government radio (INTER). Conversation was picked up in Paris and broadcast by George Fontaine, French deejay. Latter had arranged the program several months ago with George Pritting, Victor manager of sales for the international market.

The French government radio outlet has a power of 760,000 watts, beaming the program to many Continental countries.

# NO CONTRACTS NEEDED THERE

CHICAGO — Music mahoffs seem to have turned up a vast, untapped source of new talent—their own kiddies.

Roy Rodde, one-time manager of Joni James and president of Joyce Taylor, used his three daughters, aged 5, 9 and 13, to cut a master of "I Don't Want to Be the Last on Santa's List" and "Merry Christmas Window," which he promptly got released on the United label.

Last week, Jack Lee, manager of Meridian Music, took a ditty co-authored by his 14-year-old daughter, Nancy, "The Stroll," and engineered four recordings of it, one by the Diamonds on Mercury.

This trend could lead to a Protective Association for Bachelor and Childless Publishers.

# Csida Offers ASCAP, BMI Pubs AIP Bids

NEW YORK — The newly formed Association of Independent Publishers will hold its next meeting here the first or second week in January, at which time the immediate and specific objectives of the Association will be determined by the membership.

Meanwhile, AIP prexy Joe Csida sent out a letter to some 500 ASCAP and BMI publishers—inviting them to join the Association and advising them of the various classifications set up for membership.

# Camp Tops New Cap Dept.

HOLLYWOOD — Capitol Records has organized a new product development department, the latter designed to explore new marketing methods, new products, the expansion of existing Capitol lines and other aspects of the firm's long-range planning.

Named to head the department was Bob Camp, district sales manager for the Western area. Camp will make his headquarters in the firm's executive offices here, reporting to Lloyd W. Dunn, vice-president in charge of merchandising and sales. Camp's appointment is effective January 2.

Camp has been with Capitol for the past 11 years, starting in the company's San Francisco branch as a salesman. He has served as a branch manager there and in Los Angeles and was named a district sales manager in July, 1955.

# Valjo Music Loses 'Hound Dog' Suit

NEW YORK—New York Federal Court Judge Archie O. Dawson has dismissed a suit brought by Valjo Music, an Ohio corporation against Elvis Presley Music, Jerry Lieber and Mike Stoller. In the suit, it was claimed that Johnny Otis was a co-cleffer with Lieber and Stoller of the tune, "Hound Dog." Valjo was a party since Otis' tunes are published by the firm.

In the decision, the court held that any right of Valjo would have to be based upon proof that Otis wrote or collaborated in the writing of "Hound Dog." Otis testified that he wrote the third verse and a new line in the second verse, but Lieber and Stoller testified that Otis had no part in the writing.

## FREE PLUG

# Richmond Thanks Roulette

NEW YORK—Several months ago, when publisher Howie Richmond was in Europe, Roulette Records had Jimmie Rodgers record a folk-type song called "Kisses Sweeter Than Wine." Under the impression that this was truly a folk song in the public domain, Roulette put the recorded version into one of its own publishing firms and then plugged the disk into the hit lists.

Richmond returned home about the time the song was breaking and informed Roulette that it was his copyright, out of the old Weavers repertoire, and in Richmond's Folkways Music catalog. The Morris Levy-Phil Kahl interests had no alternative but to turn the ready-made hit back to Richmond.

Last Tuesday evening (10) at the annual Broadcast Music, Inc. Awards Dinner, Richmond accepted his citation for "Kisses" and made one of the few acceptance speeches.

Said the pubber, "I'd especially like to thank the boys at Roulette Records, who worked on the tune just as hard as they might if it had been their own."

**NOW . . . AND ALL THROUGH THE WINTER SEASON**  
Leroy Anderson's  
**Sleigh Ride**  
100% Recorded  
MILLS MUSIC

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**"GO ALONG BABY"**  
Dick Glasser—ARGO #5283  
**"I NEVER HAD A DREAM LIKE THIS BEFORE"**  
Les Baxter—Capitol #3842  
**"THE OBJECT OF MY AFFECTION"**  
Danny Davis—Capitol #CA 112  
Enoch Light—Grand Award  
#CA 45-1016B  
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Theme Melody of the  
20th Century-Fox CinemaScope Production  
**KISS THEM FOR ME**  
**KISS THEM FOR ME**  
MILLER MUSIC CORPORATION

**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.**

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 Chakfield London  
**M. WITMARK & SONS**

## PERSONAL APPEARANCES

**Harry Belafonte**  
Waldorf Astoria, New York

There's a steady stream of electrons passing between Harry Belafonte and the rapt feds of all ages in the swank Empire Room of the Waldorf Astoria here, as the singer makes his return to the cafe circuit following recent serious eye surgery.

As a disk artist, Belafonte is among the top sellers and as a floor salesman, he is closer to the top than ever. In his newest turn, he employs a "choir" of a dozen men, who not only back him in many numbers, but shine in a couple of spots all by themselves to great advantage.

Clad in the usual tight trousers and pink shirt, casually unbuttoned half way down, the singer uses intense dramatics with looks and movements as he sells a brace of ideas ranging from rousing folkish work songs, to both quiet and happy calypso material. He also manages to bring off a Hebrew folk song, a Spanish number and a swinging "When the Saints Go Marching In."

At one point, a lady customer who had lost a few inhibitions on the way, piped up, "Harry, do that Kingston thing, that's your best, you know."

Handling this interruption in focular style, Belafonte went on to wrap up the 75-minute turn in high form. Adding much to the act also, were two guitars, bass and drums and an assortment of other instruments brought in for various numbers. **Ren Grevatt.**

## Prescott Bows First Single

DETROIT—Prescott Records, new label recently formed here, has signed composer Jimmy Duncan as pop artists and repertoire director.

Duncan, who wrote the best-selling "My Special Angel," is initiating the label's singles program with a platter featuring the Saints, a male vocal group. Both sides of the disk were also penned by the a.&r. exec.

The new label, which has already made its bow in the LP field (via packages featuring Sam Donahue's orchestra, Edgar A. Guest and film star John Carroll) is headquartered in Detroit, altho most of its sessions will be cut in Nashville and Hollywood

## Fairway Sets Foreign Org

HOLLYWOOD—Fred Stryker, president of Fairway Music, Inc., has organized a new foreign publishing firm in partnership with Southern Music. New firm is to be known as Fairway Music, Ltd.

Southern offices thruout the world, with the exception of Australia, Canada and the U. S., will henceforth handle all of the Fairway catalog. Stryker is currently working on "Fraulein" and "Geisha Girl."

## Cap A&R Staffer Makes N. Y. Trek

HOLLYWOOD—Capitol a.&r. staffer Tom Morgan makes his first trek to New York this week since assuming his present post with the label. Trip is in line with the label's rotating plan for it's repertoire staff, with Morgan scheduled to remain in New York thru December 16. Morgan will also visit distributors and disk jockeys in Boston, Buffalo, Baltimore, Philadelphia, Cleveland, Chicago and Minneapolis before returning to his post here.

## WHY NOT 'MOST HAPPY FALLER?'

HOLLYWOOD—Now that we're concerned with satellites, sputniks and the like, disk promotion man Irwin Zucker figures there's gotta be an "Outer Space Top Ten." To help Martian d.j. programming, Zucker compiled the following list:

- (1) "The Last Time I Saucer Paris," (2) "Ol' Rocket Chair's Got Me," (3) "It's Moon in January," (4) "Don't Satellite Under the Apple Tree"; (5) "How Comet You Do Me Like You Do, Do, Do?"; (6) "Martian Thru Georgia," (7) "You're Getting to be an Orbit With Me," (8) "Oh, How I Missile You Tonight," (9) "I've Grown Accustomed to Your Space" and (10) "My Sphere Lady."

## Disk Survey Act

• Continued from page 25

selling disks) via a new musical show, "The Big Decision," spotlighting a panel forecast and review of new records. The panel will select one potential "hit" from the new releases each week. Panel will include a teen-ager, local Mutual deejay, juke box operator and a dealer. The show was launched last week on Friday, the 13th.

Monitor Radio, Inc. (no connection with the NBC program) is operated by Geroge Tewes. It provides a logging service of the Cleveland radio market from 8 a.m. to 12 midnight six days a week. Service concentrates primarily on KYW and WERE, but will also monitor other stations in the area if desired. In addition to record log, service provides information on deejay commentary on disks, interview treatment of guest artists, and notations on "exclusives."

The new Trendex service was launched officially last week by WMGM, which has hired the rating outfit to survey 100 local dealers for a weely list of the "Top 40" best-selling disks for Peter Tripp's "Your Hits of the Week" program.

Trendex is also making the service available to other indie stations.

## Ivory Joe Hunter

• Continued from page 25

is not an issue here." BMI had made no complaint that it was paying "double." On this matter, it was also indicated that it was not unusual for this "double payment" to occasionally occur.

A BMI spokesman testified: "What we pay the writer is in addition to and aside from what we pay the publisher." The spokesman agreed, in answer to a question, that no matter what is paid a writer there is no deduction from the publisher.

The Court added that the grievance, if any, was BMI's, and not the defendant's. St. Louis had felt that "BMI had been imposed upon."

## Fox-Warner

• Continued from page 25

discussions with a number of studio execs. A year ago, Skouras is also reported to have made an offer for Dot Records prior to that company's acquisition by Paramount.

With regard to Warner Bros., a spokesman for topper Jack Warner acknowledged that the studio "is interested in the record business," and recognized that such a division of the company would undoubtedly be an asset to the firm. While no firm offers have ostensibly been made regarding the acquisition of an indie label, the studio is known to have taken several proposals under advisement.

**RCA VICTOR's 45 ECONOMY PACKAGE OF "LENA HORNE AT THE COCOANUT GROVE"** EPA-4098 No cover. No minimum. But it's nightclub entertainment at its best as Lena sings: The Surrey with the Fringe on Top, Wouldn't It Be Lovely, Cockeyed Optimist and I Have Dreamed.

*Its' going places at 45 rpm—America's favorite speed!*



**RCA VICTOR**  
RADIO CORPORATION OF AMERICA



## TeleVerter To Get Trial

HOLLYWOOD — FM stations here expect to substantially increase their listening audience with the introduction last week of the Regency TeleVerter, a device which enables the owner to receive full band FM reception thru the sound system of a television set.

Southern California FM Broadcasters' Association will promote the TeleVerter thru its own members via a schedule of 10 spots daily thru January, 1958. Stations are also pitching the availability of stereo sound that can be achieved in conjunction with an AM receiver and the TeleVerter.

## Robin Label Gets Official Tee-Off

HOLLYWOOD — Robin Records has been officially launched here, with H. R. Huntington named president and chairman of the board last week. Other officers include Robert Storey, first vice-president and treasurer; Jack E. Welch, second v.-p. in charge of sales and promotion; attorney Jay M. Jacobus of San Francisco, secretary and legal counsel, and Ken Rich, third vice-president and assistant secretary.

Label is presently setting distribution, with Modern Distributing Corporation handling the line thus far on the Coast. Talent thus far includes Steve Rossi and the Robinaires.

## Ibert Gets a Face-Lifting

NEW YORK — In a move to cash in on the recent sales appeal of Ibert's classical work "Ports of Call" ("Escales") in the pop mood music field, Coral Records is bringing out a pop package, tagged "My Port of Call."

The album features a group of original tunes, penned by Jerry Leng and Jack Elliott in a style similar to the Ibert work. Bill Lee is featured warbler on the LP, which also spotlights Charles (Bud) Dant's orchestra. Songs are published by E. H. Morris.

## Brother George Turns to Pizzas

BOSTON — George Liberace who has split with his brother, the Liberace, will soon be promoting pizzas in the same way he promoted records. He is joining a cousin here in the Liberace Quality Manufacturing Company.

The violinist will give up as a performer with his brother and devote his full time to business. He will join his cousin, Alphonse, who sang on many dates with the brothers. George is scheduled to make appearances in Greater Boston supermarkets starting in January.

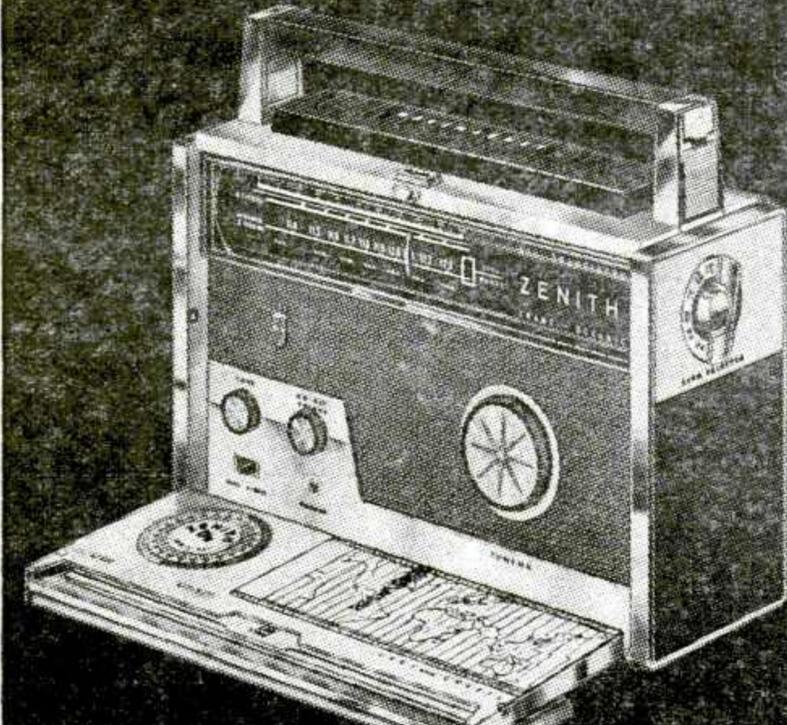
They are planning to get Lee to make some appearances for the company, but since he's presently in Australia, nothing has been definitely arranged.



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# EAR TO THE GROUND

Everybody in the music business pays a lot of money to get fast, authentic information on the early sales performances of new records. Penetrating the smoke-screen of hypes, promotion schemes and carefully planted rumors is pretty hard, nevertheless. Only a manufacturer really knows how many records he is selling.

Now, here at Atlantic, we have four new records of which we are particularly proud. Otis Blackwell, Ruth Brown, Joe Turner and Chuck Willis have given us the kind of disks that make you feel like you're holding four aces in a card game. They have started to sell in an impressive way and we are confident that each will make it.

To be unconventional for a moment now, we are not going to insist that the early sales chart of each of these records is alike; we are going to tip our hand and let you know that one of these records is outdistancing the others (in the first lap, anyway). So use this information accordingly.

RUTH BROWN is the leader in the race. "New Love" has gotten the nod in all territories, and from a consensus of information from the field, looks like a smashing winner. Some jockeys are working hard on the flip, "Look Me Up", as well.



## A NEW LOVE LOOK ME UP

Ruth Brown 1166

### CURRENT and STRONG on ATLANTIC

**1165** WHEN YOU'RE AROUND MAKE READY FOR LOVE Otis Blackwell

**1167** TEEN AGE LETTER WEE BABY BLUES Joe Turner

**1168** BETTY AND DUPREE MY CRYING EYES Chuck Willis

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

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

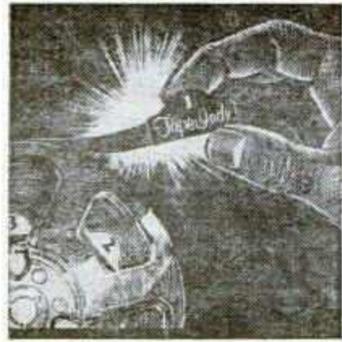
NEW PRODUCTS

EMC RECORDINGS UNVEILS STEREO TAPE PLAYER . . .

EMC Recordings Corporation, St. Paul, is introducing a stereo player with both stacked and staggered playback facilities for \$189.95. The versatile unit will also play full track or dual track monaural tapes. The unit does not include recording facilities. Simple to operate, the player has only three controls—volume, tone and balance. One simple control regulates motor speed, tape start, stop, play, rewind, fast forward and neutral.

TAPE INDX FOR LOGGING TAPES . . .

A new product — Tape Indx—makes it possible for the user to catalog tapes as easily as applying a postage stamp to an envelope. Importantly, it permits identification of a particular segment in a reel. The Tape Indx



tab is pressed to the spot on the tape to be identified for future use. A numbered tab projects above the tape. When the tape is boxed the tab lies flat. Each numbered section is identified on a pressure-sensitive label which is affixed to the reel or tape box. The item is produced by the Datre Company, New York City. The firm believes their system makes identification of a section of a tape as easy as identifying a band on a record.

NEW DISPLAY BOARD FOR GS CHANGER . . .

New display boards for the GS "77" high fidelity record changer serve a dual point-of-sale purpose. The board stimulates interest in the nationally advertised changer.



The flow of promotion material from Capitol continues with a group of Christmas items. Included, in addition to streamers, hangers and easels, are two browsers, one for the counter and a waist-high chimney. Both hold 100 LP's and plug the Capitol theme, "Christmas in Hi-Fi."

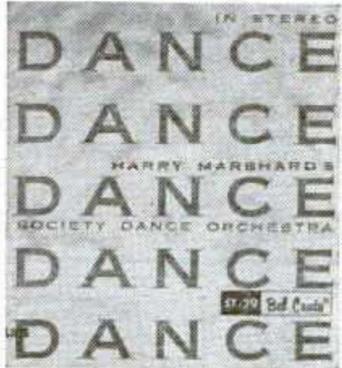
But it is also designed as a demonstration board for the "Speed-minder" feature of the unit. This



feature combines automatic size, speed, sequence, intermix with record and stylus protection measures such as full turntable pause during change cycle. A cutout at the base of the new display board facilitates lead-thru of all connecting wires for counter display operation.

BEL CANTO HAS STEREO DANCE SET . . .

Harry Marshard's "Society Dance" ork is now available on stereo tape. This is another in a series of albums recorded by Bel Canto especially for home danc-



ing, Marshard's music has, up to now, been heard only by engraved invitation, according to Rues Malloy, Bel Canto veepee. Marshard is "Mr. Dance Music" to the great social events in the Eastern U. S. The tape retails for \$11.95.

YOUNG SPENDERS

How to Capture a Bigger Share of the Teen Market

- The 13 to 19-year group still rates as disk industry's big customer
- Alert dealers aim their promotion and buy with teen crowd in mind

By RALPH FREAS

More than 16,000,000 teenagers will make cash registers ring to the tune of over \$9,000,000,000 next year. This explains why the 13 to 19 age group has always been looked upon as the record industry's best customer. It also explains why wiser dealers woo this market and woo it hard.

Recent studies, partial results of which appeared in the November issue of Cosmopolitan magazine, reveal that the average weekly income from jobs and allowances of the teen-age boy is \$8.96. The teen-age girl's pocket money is only slightly less—\$6.59. The study states that it is not uncommon for the teen-ager to hold a job that brings in upward of \$40 a week and that the uncommitted pocket money of the youngster often exceeds that of his parents.

Big Ticket Buyers

Is the teen-ager in a position to buy hi-fi components, sets, tape recorders and stereo tape players? You bet he is. He can also buy diamond needles, albums and more expensive LP sets. But he's equally able to buy hot rods, fishing and hunting gear, expensive cameras and any number of other items that appeal to him at the moment. Where he spends his money depends on how hard the industry, particularly on the dealer level, aims its sell in his direction.

One dealer who knows these facts is Don Marshall, owner-manager of the Don Marshall Record Shop, Bayonne, N. J. Everything in his store is geared to the teen crowd. Don, in the disk business only a year, was quick to see who his best customers were. His windows, in-store displays and his merchandise reflect his belief that if the teen-age crowd stops coming around he might as well give up record retailing.

Solid Promotion Stunt

Marshall backs up his beliefs with action. He constantly develops new ideas to bring the young crowd to his shop. A case in point is the giant Christmas card stunt, now proving itself his most effective teen-age traffic-builder.

By way of background, the Bayonne teen crowd makes a habit of tuning in the Dick Clark "American Bandstand" show on the ABC-TV network. The show is one of the more successful, using the dance party format and Clark top billing as a teen-age draw. The Garden State youngsters are not alone in their attraction to the good-looking TV emcee, as Pulse ratings will attest.

Don Marshall, aware of Clark's position, conceived the idea of sending him a Christmas card signed by all of his Bayonne teen-age admirers. He hired an artist to create the card, a large (four feet by eight feet), economy size. The cost, including envelope, was \$45.

Attract New Customers

When it arrived, he mounted it on an easel and played a spotlight on it. The response of the teen-agers was immediate and strong. Within three weeks, the card was covered with teen-ager names. Many of the youngsters,

Marshall notes with satisfaction, had never been in the shop before.

Some measure of the card's success is the amount of conversation it provoked. "How are you going to mail it?" "Will Dick show it on 'American Bandstand'?" "Will it be alright for my mother to sign it?" "When are you going to send it?" "How

many stamps do you have to put on it?" And on and on.

In addition to such stunts, Marshall caters to this crowd by carrying such side-line merchandise as "Swoon With Boone" and "Elvis Is a Jerk" buttons. Glossy photos of Sal Mineo and Jimmy Dean (15 cents each) rate counter space, along with disk cloths and 45 spindles.

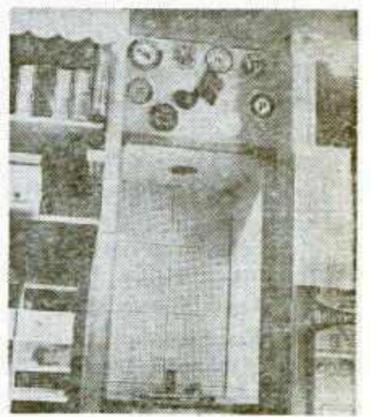
What's Marshall's next move? He isn't sure. One thing is certain, however, he'll plan some new gimmick to make sure that Bayonne teen-agers buy records and that they buy them from him.



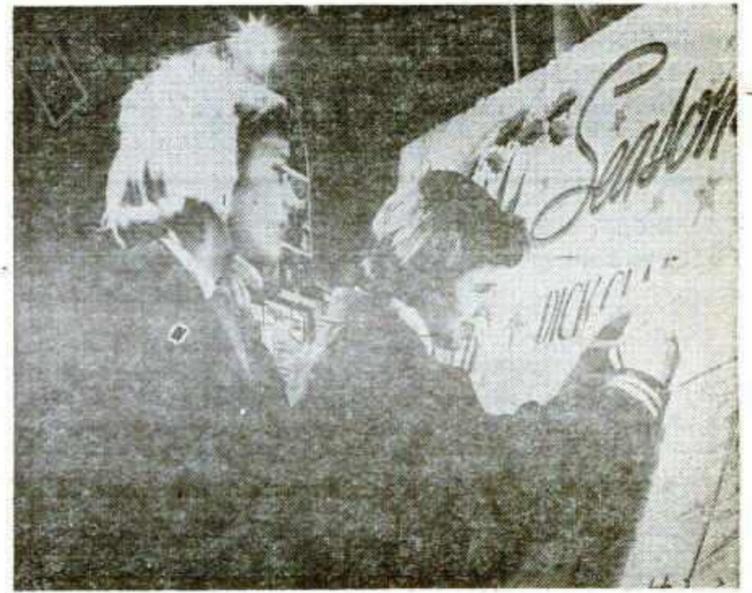
This is the giant Christmas card (4 feet by 8 feet) that Don Marshall installed in his Bayonne, N. J., shop. It will be sent to the teen-agers idol, Dick Clark, in mid-December. The card garnered thousands of signatures in a few weeks and brought many new customers into the Marshall shop.



Among the many accessories carried in the Marshall shop are Jimmy Dean and Sal Mineo photos, Elvis and Boone buttons. By catering to the teen-age crowds, Marshall assures himself a higher income in the period ahead.



High school pennants above the listening booth also attest to Marshall's interest in the teen group. The youngsters quickly recognize the retailer's special interest in them.



Noel Boyd, student at Bayonne's St. Andrew's School, signs her name to the giant Christmas card, while Joan Gleason awaits her turn. A cardboard mask is used to prevent smudging the signatures. The precaution is necessary because of the great numbers who flocked in to sign their names.

# THE BILLBOARD'S WEEKLY Packaged Records Buying Guide



## BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING DECEMBER 7

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	3	3	Elvis' Christmas Album	Elvis Presley, RCA Victor LOC 1035
2	2	89	My Fair Lady	Original Cast, Columbia OL 5090
3	4	3	Merry Christmas	Bing Crosby, Decca DL 8128
4	1	38	Around the World in 80 Days	Sound Track, Decca DL 9046
5	6	6	Ricky	Ricky Nelson, Imperial IMP 9048
6	5	9	Pat's Great Hits	Pat Boone, Dot DLP 3071
7	7	6	Pal Joey	Sound Track, Capitol W 912
8	—	1	Perry Como Sings Merry Christmas Music	Perry Como, RCA Victor LPM 1243
9	10	74	The King and I	Sound Track, Capitol W 740
10	13	22	Loving You	Elvis Presley, RCA Victor LPM 1515
11	—	1	Dream Along With Me	Perry Como, RCA Camden CAL 403
12	9	2	Christmas Carols	Mantovani, London LL 913
13	14	2	Smoke Dreams	Ronnie Deauville, Era EL 20002
13	14	2	Fascination	Jane Morgan, Kapp KL 1066
15	18	30	Love Is the Thing	Nat King Cole, Capitol W 824
16	25	3	There'll Always Be a Christmas	Ames Brothers, RCA Victor LPM 1541
17	8	118	Oklahoma!	Sound Track, Capitol SAO 595
18	11	13	Where Are You?	Frank Sinatra, Capitol W 855
19	12	30	Film Encores	Mantovani, London LL 1700
20	19	12	The Pajama Game	Sound Track, Columbia OL 5210
21	—	1	Just One of Those Things	Nat King Cole, Capitol W 903
22	20	12	Dukes of Dixieland, Vol. 3	Audio Fidelity, AFLP 1851
23	21	22	Spirituals	Tennessee Ernie Ford, Capitol T 818
24	22	15	Wonderful, Wonderful	Johnny Mathis, Columbia CL 1028
25	—	206	South Pacific	Original Cast, Columbia OL 4180

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## 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.

### EP Album

#### THE EVERLY BROTHERS (1-EP) — Cadence CEP 105

The first "economy package" by the hot team doesn't duplicate any of their available singles material and figures to hit hard with their fans in pop, country and r.&b. markets. Tunes include two Ray Charles smashes, "This Little Girl of Mine" and "Leave My Woman Alone," plus G. Vincent's erstwhile hit, "Be Bop A-lula," and an original, "Should We Tell Him." Will sell on sight.

### Popular Albums

#### APRIL LOVE (Soundtrack) (1-12)—Pat Boone-Shirley Jones. Dot DLP 9000

Popularity of Pat Boone and the plus promotional value of the 20th Century-Fox picture are certain to entice sales. Boone and Miss Jones do a creditable job, while the musical interludes by Lionel Newman are pleasant. Top-flight package in the current market.

#### MUSIC FOR THE GOLDEN HOURS (1-12)—Billy Vaughn & Orch. Dot DLP 3086

A sure-shot mood package that pales others of similar genre. Vaughn's arrangements are beautiful and they convey the message in a striking combination of sound and instrumentation. "Deep Purple," "Miss You" and "I Only Have Eyes for You" are delightful tastes to whet a customer's musical appetite. Cover art is striking and will add to the sales potential.

### Jazz Album

#### SATCHMO THE GREAT (1-12)—Louis Armstrong, Edward R. Murrow, Lewisohn Stadium Symphony Orch. (Bernstein). Columbia CL 1077

Armstrong performances were cut at foreign concerts or directly for the track of film of same title as the LP. "St. Louis Blues" in concerto grosso form was cut with the ork at a N. Y. Stadium concert. Murrow applies his "Hear It Now" technique somewhat to interview segs and program sequence. It's not the best Armstrong music around, and much of

the repertoire has been available, but format, cover and Columbia's past performances with the artist indicate heavy action.

### Religious Album

#### SONGS OF FAITH (1-12)—Lawrence Welk Ork. Coral CRL 57191

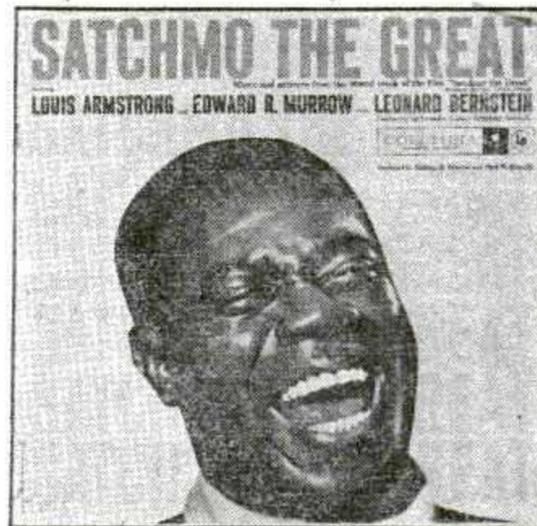
This can't miss. The TV idol and his vocal forces attack still another idiom, and the fans will rally to support as usual. Includes "popular" religious tunes as "He," "I See God," etc., as well as "Ave Maria" and "Lost Chord." A great gift for Grandma at yuletide.

### Special Merit Folk Album

#### FOLK MUSIC FOR PEOPLE WHO HATE FOLK

(Continued on page 34)

### — Album Cover of the Week —



SATCHMO THE GREAT, Columbia CL 1077. Local openings of the flick will create interest in this sound track album, and displays of this fine color shot of the artist will also lure buyers.

For Reviews and Ratings of New Albums See Page 34

## Most Played by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 7

Albums 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.

1. PAL JOEY  
Sound Track . . . . .Capitol W 912
2. JUST ONE OF THOSE THINGS  
Nat King Cole . . . . .Capitol W 903
3. YOUNG IDEAS  
Ray Anthony Orch. . . . .Capitol T 866
4. WHERE ARE YOU?  
Frank Sinatra . . . . .Capitol W 855
5. JIMMIE RODGERS  
. . . . .Roulette R 25020
6. A SWINGIN' AFFAIR  
Frank Sinatra . . . . .Capitol W 803
7. JACKIE GLEASON PRESENTS  
"Oooo!"  
Jackie Gleason . . . . .Capitol W 905
8. JACKIE GLEASON PRESENTS VELVET  
BRASS  
Jackie Gleason . . . . .Capitol W 859
9. DANCE TO THE MUSIC OF LESTER  
LANIN . . . . .Epic LN 3340
10. WE GET LETTERS  
Perry Como . . . . .RCA Victor 1463



## Best Selling Pop EP's

FOR SURVEY WEEK ENDING DECEMBER 7

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.

1. JAILHOUSE ROCK  
Elvis Presley . . . . .RCA Victor EPA 4114
2. ELVIS' CHRISTMAS ALBUM  
Elvis Presley . . . . .RCA Victor EPA 4108
3. RICKY  
Ricky Nelson . . . . .Imperial EP 153
4. LOVING YOU  
Elvis Presley . . . . .RCA Victor EPA 1-1515
5. AND A VERY MERRY, MERRY  
CHRISTMAS  
Pat Boone . . . . .Dot DEP 1062
6. FOUR BY PAT  
Pat Boone . . . . .Dot DEP 1057
7. THERE'LL ALWAYS BE A CHRISTMAS  
Ames Brothers . . . . .RCA Victor EPA 1-1541
8. SPIRITUALS  
Tennessee Ernie Ford . . . . .Capitol EAP 1-818
9. PERRY COMO SINGS MERRY CHRISTMAS  
MUSIC  
Perry Como . . . . .RCA Victor 920
10. JUST FOR YOU  
Elvis Presley . . . . .RCA Victor EPA 4041

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**In view of the tremendous response to the announcement of the first perfected commercial pressing of a stereophonic phonograph record (*STEREODISC\**), by **AUDIO FIDELITY** Records, we wish to make the following announcement:**

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*Sid Frey*  
PRESIDENT,  
AUDIO FIDELITY RECORDS INC.

\*registered applied for

Reviews and Ratings of New Popular Albums

MARLON BRANDO IN SAYONARA..77

Soundtrack (1-12") RCA Victor LOC 1041 This possibly could be another big soundtrack package, if Irving Berlin's title tune takes off in the singles sweepstakes. Main portion of disk is devoted to Frank Waxman's score which dramatically underlines the film's action. Good blend of exotic color and emotional impact.

HUGH O'BRIAN SINGS!.....76

(1-12") ABC-Paramount ABC 203 TV's Wyatt Earp is shrewdly showcased in his LP debut, via excellent backing and production, and wise selection of material—all in the folksy or western groove. O'Brian sings pleasantly in a manly fashion, which should appeal to both his young fans and his older admirers. Package is backed by heavy personal promotional push by the video star.

JIMMIE LUNCFORD IN HI-FI.....75

Sy Oliver Ork (1-12") Decca DL 8636 Second set of Lunceford re-creations in as many weeks, and the assets and debits about balance them. The Oliver did most of the original Lunceford scores, and uses them here, the supersonic age has had its effect on the old, relaxed two-beat that gave the original band its unique flavor. Even use of the original drummer doesn't help recapture that old feeling. It's good dance package, but that's about it.

LOVE IN BLOOM.....74

The Hilltoppers (1-12") Dot DLP 3073 The rapport established here should result in heavy sales. Group airs a collection of love songs, all of which are sung in smartly styled arrangements and with just enough bounce. Tunes all have a refreshing air about them, with "Let's Fall in Love" an excellent track.

SONGS FROM THE HEART OF ERIN O'BRIEN.....72

(1-12") Coral CRL 57194 Erin O'Brien's first package is made up of a dozen standard ballads—quality material sung in a voice of considerable charm. The vocal style is strictly legit—no tricks, no gim-

micks; and Charles Dant's arrangements are tasteful and quiet. Tunes include "My Foolish Heart," "These Foolish Things," "This Love of Mine." Notes by Steve Allen capture the album's flavor.

NO SAD SONGS FOR ME.....72

Alan Copeland (1-12") Coral CRL 57197 "Hit Parade" vocalist in package that nicely balances standards with off-beat material. Singer's arrangements and delivery are fairly distinctive, with results that promise even better things to come. TV following may account for some sales in shops.

PEABODY PARADE.....70

Eddie Peabody (1-12") Dot DLP 3080 A pleasing potpourri of banjo sounds, which have a steady but limited market. Peabody runs thru the oldies in energetic, spirited styling that should meet with the approval of oldsters. Good art work on the cover will add to the lure.

THE EMPIRE CITY SIX SALUTES THE COLLEGES.....70

(1-12") ABC-Paramount ABC 210 Here's a fairly commercial package which could generate some sales action around college campuses and with old grads. The boys stir up a bouncy batch of instrumentals in Dixieland style on 12 college themes . . . "Washington and Lee Swing," "Notre Dame Victory March," "On Wisconsin," etc.

FIELDS AND DREAMS.....68

Frank Fields Ork (1-12") Dot DLP 3089 A charming plush package of mood music designed to conjure up the aura of the English countryside. Tho the romantic mood music field is already over-crowded, package is a good addition to this firm's catalog.

BY REQUEST: THE MUSICAL KEYBOARDS.....67

(1-12") Epic LN 3407 The keyboards belong to piano and organ, played by Buddy Russell and Jerry Altes with rhythm accompaniment. Stylings are rather routine and cannot be expected to generate much excitement in shops.

AND THEY CALLED IT VAUDEVILLE.....66

Wager & Carroll (1-12") Golden Crest CR 3033 This team of chanters captures a portion of the spirit of vaudeville, delivering a dozen tunes popular during the great era of the two-a-day. "Oh, By Jingo," "Me and My Shadow," "Back In Your Own Back Yard," etc.—with sounds of banjo—and the feel of the soft-shoe dance. Moderate potential limited by bland singing.

Religious

LIFT UP YOUR HEART: MEDITATIONAL MUSIC, VOL. 1.....80

(1-12") Columbia ML 5226 Disk is not intended as an "aesthetic experience for its own sake or background music," but for meditational use. Contents, however, include selections by top classical artists of the label, including Stokowski, Stern, Beecham, Casals and Steber, so results are first-rate from various viewpoints. Bach and Handel are responsible for most of the music.

PRESENTING RONNIE AVALONE...74

(1-12") Word W 3034 LP Good product for the holidays. Ronnie Avalone sings with dedication and emotion. Voice is a dramatic tenor, rather uncommon. Songs include "Oh, What a Day," "Calvary," "In Days Gone By," etc.

Latin American

LET'S DANCE LATIN.....70

Martinez-Cheda Ork (1-12") Tropicana 1207 Collections of cha-cha-chas, mambos and merengues, grouped by dance type. Arrangements are of above-average interest. Rhythm is serviceable for dance sessions, but not outstanding.

Low-Priced

AL GOODMAN SALUTES IRVING BERLIN.....84

(1-12") Promenade 2097 The veteran orkster leads competent group in collection of 14 Berlin tunes. There is a fast-increasing number of Berlin tributes appearing on the market, but there is plenty of room for this one at the \$1.49 tag. Strong rack potential.

THE EUROPEAN TOUCH.....76

William Donati & His Quartet (1-12") Tampa TP 17 A fresh, interesting sound. Donati on

Review Spotlight on Albums . . .

Continued from page 32

MUSIC (1-12")—Sung by Herb Strauss. Judson L 3003

If this fresh and unusual entry doesn't do the trick, then nothing will. The smooth, flexible voice of Herb Strauss makes folk oldies like "Aura Lee" and "Shenandoah" shine like new pennies and coins neat musical currency with his own lyrics to folk tunes drawn from Scotland, Mexico and Israel. Mundell Lowe's backings are as modern as a jet, weaving haunting English horn counterpoints against familiar guitar chords and shifting tempos like quicksilver. A very promising entry.

Low-Priced Albums

OKLAHOMA—WORDS & MUSIC (1-12")—Crown CLP 5036

This \$1.49 package is a sock entry in the low-priced field and should grab off plenty of rack sales. Warbling stints by legit-styled talent are first class and backing is thoroly listenable. Colorful artwork on cover also makes this LP a strong impulse sales item.

MY FAIR LADY—WORDS & MUSIC (1-12")—Crown CLP 5042

This \$1.49 package should be a sure-fire sales item in its market. Wisely eschewing the score's demanding special material ("Why Can't a Woman," etc.), the LP concentrates on the show's most commercial tunes, which

are richly produced with lush backing and excellent legit-styled vocalizing by Irene Cummings and Lloyd Hanna. Attractive cover.

JAZZ FOR RELAXATION (1-12")—Featuring Marty Paich, Joe Mondragon, Larry Bunker. Tampa TP 23

A \$1.98 package that, if shown, could probably do almost as well unit-wise at \$3.98. Certainly, it's some of the most relaxed, ear-tickling modern jazz around and understandable to even a straight pop audience. Piano and vibes are mainly featured soloists, there are some great tunes, and a mighty pretty nude on the cover. Any jazz outlet can use it.

Sound

TESTING VOL. 2 (1-12")—Urania UPS 2

Another Popular Science-Urania workout for hi-fi rigs, which will probably cause some audio fans to purr contentedly while the rest pull their sets apart in a frenzy. Well-produced, superbly recorded and pressed, this disk supplies everything from filtered musical tones over a wide instrumental range to orchestral excerpts that will make all but the finest sound gear show its faults nakedly. Lucid notes explain the platter's use in testing hi-fi with what it's supposed to reproduce: Music.

Pros and Cons

Continued from page 26

at the expense of the public interest." Meyers claimed there has been "no clear showing that the present period of protection is inadequate as regards benefits to authors."

He continued: "The fact that other countries employ a life plus 50 years period of protection may be explained by their domestic economic policies. It is my view that our well-settled policy against monopoly as embodied in our Federal and State antitrust laws should militate against adopting the lengthier periods used by other countries taking a more lenient view of monopoly."

Sydney M. Kaye, vice-president and general counsel of Broadcast Music, Inc., regards a 56-year term as "preferable from the author's standpoint." He believes the present term of copyright "appears amply to have encouraged authorship." Kaye also believes that perpetual common law copyright "has grave disadvantages, particularly from the aspect of scholarship and research."

The study's author, James Guinan, appears to feel that if the life plus 50 years term is adopted, it "could logically apply only to works of individual authors," and that it would be necessary to adopt another measure for works of corporations, other organizations, and anonymous and pseudonymous works.

ASCAP's Finkelstein believes such works could have a term of 50 years from the date of publication or first public dissemination. BMI's Kaye sees no reason why the "corporate copyright proprietor of even the most useful work created by co-operative efforts should have a shorter potential term than is given to works of individual authors." Other experts on the panel of consultants are split in their opinions.

This study, along with those issued previously (The Billboard, October 14) and others yet to come, will form the basis of the first major copyright revision in the U. S. in 50 years.

folk artist in this package. His style has dramatic intensity, and the quality of projection is such that the wax performance has virtually the effect of a live show. Album's material, written from folk sources by William Attaway, covers a broad range, and includes such titles as "A Band of Birds," "Judy Drowned," etc. Kert is the lead singer in "West Side Story."

piano, plus cello and bass, provide a modern jazz performance which often verges on the classical. Arrangements make free use of the elements of counterpoint and fugue. Package has six tunes—including "I Get a Kick Out of You," "Yesterdays," "How High the Moon." A buy at \$1.98. Will interest students of the modern musical scene.

Semi-Classical

CURTAIN TIME—VIENNA.....75

Vienna Broadcasting Ork (Silberman) (1-12") Columbia CL 1037 Contents are drawn from operettas by such Viennese favorites as Lehár, O. Straus, Kalman, Johann Strauss and Zeller. There is a nice balance between very familiar and less often played selections. In spite of the Viennese origin of performances, however, disk could use some additional sparkle and lilt.

AGUA, AZUCARILLOS Y AGUARDIENTE—LA REVOLTOSA..72

Orquesta De Camara De Madrid (Estela) (1-12") Montilla FM 103 This disk does for the zarzuela what various recordings have accomplished for standard operas. Good orchestral arrangements of scores provide colorful material independent of texts. Can be suggested to all buyers who favor the Spanish idiom. Good recording.

Miscellaneous

THE CLARINET ARTISTRY OF JOHN LA PORTA.....72

(1-12") Fantasy 3248 Firm evidence of the artistic growth of jazz and the marriage between the classics and jazz is offered in this gem by La Porta. A serious take of a Brahms Sonata for Clarinet and Piano is offered on one side, with La Porta going modern on such gems as "Darn That Dream" and a dilly of an original in "Dirge for Dorsey" on the other. In both cases, La Porta's talent is commanding, and aptly shows his versatile and persuasive style. Decidedly off-beat, it's well worth stocking and selling.

Folk

SONGS OF THE RAILROAD.....85

Merrill Jay Singers (1-12") Cabot CAB 503 An excellent package of 16 songs comprising an authentic chunk of musical Americana. The Merrill Jay chorus has carefully interpreted the songs, capturing the spirit of the golden age of railroading. There are scholarly notes by Freeman Hubbard, editor of Railroad Magazine. Selections include "Paddy Works On the Erie," "Wreck of the Old 97," "Wabash Cannonball," etc. Quality folk merchandise.

BURL IVES SINGS IN THE QUIET OF THE NIGHT.....84

(1-12") Decca DL 8247 Some of Ives' best-known performances, culled from earlier discontinued 10-inch disks. Among top numbers are: "Foggy, Foggy Dew," "Cowboy's Lament" and "Down in the Valley." Reliable, steady-selling merchandise.

LARRY KERT SINGS.....79

(1-12") Epic LN 3409 Kert displays a world of talent as a

renders the traditional holiday airs, "Deck the Halls," "Adeste Fidelis," "Joy to the World," etc. in the spirit of carolers. Good promotion will help sell this.

International

A TOUCH OF ITALY.....77

Giuliano & His Ork (1-12") Epic LN 3406 It's refreshing to listen to a program of popular Italian selections that avoids the hackneyed choices that continue to appear. The present numbers are done in good cosmopolitan-Italian style, and are especially well recorded. Attractive and amusing cover photo.

HER NAME IS DALIDA.....70

(1-12") Verve MGV 20003 This is part of the new Verve International series. The package has a passionate-looking Latinish gal to stir counter action, but the content itself would appear to have a limited market. Control and fire of Dalida's contralto voice have a strong appeal but the material is sung in French. An attractive packaging job that seems destined to fairly slim sales.

GIVE ME YOUR HAND MAM'ZELLE..68

Bob Martin (1-12") Verve MGV 20004 Attractive vocal work of Martin was cut in Paris with the support of various French orks. Pleasant enough for Francophiles. The scantily-clad damsel on the cover seems to have little enough to do with contents, but she'll attract some buyers. Caution on ordering recommended.

Specialty

SPICY SONGS FOR COOL KNIGHTS..74

Katie Lee (1-12") Specialty SP 5000 There's something oddly attractive in the manner chirp Katie Lee handles this package of "spicy songs." Altho her voice lacks the range and polish of many other singers, it's adequate enough to attract sales, particularly among egghead, ex-urbanite class of buyers. Some of the selections might properly be termed folk tunes, i.e., "Venezuela," tho it's the title that will pique the interest.

SPANISH AFFAIR.....70

Daniele Amfiteatrof Cond. (1-12") Dot DLP 3078 Sound track from the Paramount feature "Spanish Affair" is very much in the flamenco mood and should entice "oles" from the select crowd that enjoys almost anything in the Iberian flavor. Excellent use of native dance sounds, crowd noises and amplified guitar adds to the interest. Sound achieved is notable and will meet with the approval of hi-fi addicts.

Christmas

CHRISTMAS IS A COMIN'.....75

Jack Halloran Singers (1-12") Dot DLP 3076 Choral arrangements in this, a capella package, are tasteful in their simplicity and pert enough in their performance to spark widespread interest. Group

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 15664 **HENRIETTA**—JIMMY DEE  
 15677 **RING CHIMES—THE STORY**—I. V. LEAGUERS  
 15675 **AT THE HOP—I DO**—NICK TODD  
 15666 **WINTER WARM—GO 'WAY FROM MY WINDOW**—GALE STORM  
 15683 **YELLOW DOG BLUES—SUGAR TRAIN**—JOHNNY MADDOX  
 15682 **LOVE LIKE A FOOL—AIN'T IT THE TRUTH**—THE FONTANE SISTERS  
 15680 **THAT'S WHY I WAS BORN—I CAN'T HELP IT**—MARGARET WHITING  
 15678 **MAKING BELIEVE—I SAW YOUR FACE IN THE MOON**—BONNIE GUITAR  
 15679 **ACORN—GOLDEN BOY**—CAROL JARVIS  
 15665 **THE BRIGHT LIGHT—ROC-A-CHICKA**—JIM LOWE  
 15659 **CRY, CRY DARLING—YOU'RE THE IDOL OF MY DREAMS**—JIMMY NEWMAN  
 15657 **I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND**—TAB HUNTER  
 15652 **ONE HEART—EVERY TIME I ASK MY HEART**—LEROY VAN DYKE  
 15649 **WHERE DID OUR YOUNG YEARS GO—COTTON-EYED JOE**—DON RENO—RED SMILEY  
 15643 **PLAYTHING—THE HONEY SONG**—NICK TODD  
 15612 **MISTER FIRE EYES—THERE'S A NEW MOON OVER MY SHOULDER**—BONNIE GUITAR

## DOT BEST SELLING LP's

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 DLP-9000 **Music From the Sound Track of the 20th Century**  
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 DLP-3075 **WORD JAZZ—JAZZ HORIZONS**—KEN NORDINE  
 DLP-3077 **PAT BOONE SINGS IRVING BERLIN**—PAT BOONE  
 DLP-3068 **HYMNS WE LOVE**—PAT BOONE  
 DLP-3017 **SENTIMENTAL ME**—GALE STORM  
 DLP-3012 **PAT BOONE**  
 DLP-3054D **Music From the Sound Track of CECIL B. DE MILLE'S "THE TEN COMMANDMENTS"**  
 DLP-3063 **THE THIRTIES IN RAGTIME**—JOHNNY MADDOX  
 DLP-3086 **MUSIC FOR THE GOLDEN HOURS**—BILLY VAUGHN  
 DLP-3073 **THE HILLTOPPERS**  
 DLP-3080 **PEABODY PARADE**—EDDIE PEABODY  
 DLP-3083 **CHRISTMAS CHIMES**—DR. CHARLES KENDALL

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 DEP-1056 **A CLOSER WALK WITH THEE**—PAT BOONE  
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 15685 **LIKE YOU BUG ME—PLEASE COME HOME**—THE QUARTER NOTES

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

**DAVE BRUBECK PLAYS & PLAYS & PLAYS** .....85  
(1-12")  
Fantasy 3259

The funky approach displayed by pianist Dave Brubeck in this, his second solo album on Fantasy, is one certain to find favor among fans of the older and contemporary jazz schools. Brubeck shows excellent technique and interjects a good deal of humor in all of the standards, with "Imagination" a particularly appealing track. Well worth stocking.

**NEW ORLEANS NIGHTS** .....81  
Louis Armstrong and the All Stars  
(1-12")  
Decca DL 8329

Reissue package of Armstrong all-star sides that have been around in different packages and singles for some years. As grouped here, total is one of the more attractive L.A. sets available, with New Orleans directions clearly indicated in repertoire and style. Strong, standard inventory for all shops.

**BAGS' GROOVE** .....80  
Miles Davis & the Modern Jazz Giants  
(1-12")  
Prestige LP 7109

Remastered, converted sessions cut in 1954, also including previously unused alternate takes. Valuable disk for modernist collectors, with outstanding solos by such as Davis, Milt Jackson, T. Monk, H. Silver and an earlier-day Sonny Rollins. Stimulating stuff, with good sound, and two tracks of well-known title opus. Must merchandise.

**SOUTH OF THE MASON-DIXON LINE** .....78  
Lawson-Haggart Jazz Band (1-12")  
Decca DL 8197

Another in a continuing series by the Lawson-Haggart group, this package by the 10-man outfit shapes as good Dixie of a slightly refined variety. In the group of 12 numbers, the accent is on the Southern States, with such tunes as "Alabama Bound," "Mississippi Mud," etc. The set has good sound and the style of playing makes it as good for dancing as for listening. Can achieve worth-while long-pull sales.

**JAMMIN' IN HI-FI WITH GENE AMMONS** .....75  
(1-12")  
Prestige LP 7110

This is one of the better sets by Ammons for the label. Highlight is an a-tempo expression of "Pennies From Heaven" by Ammons followed by excellent solos by Burrell, McLean, I. Sulieman and K. Burrell. Tight rhythm section has M. Waldron, P. Chambers and A. Taylor. Soulful blowing on the ballad and uninhibited wailing on the up-tempo numbers makes this an attractive item.

**CAL TJADER** .....74  
(1-12")  
Fantasy 3253 (1-12")

A dedicated attack on Gershwin's "Porgy & Bess" is the highlight of this set by vibist Cal Tjader. His treatment in the extended work is warm and sincere, with some top harmonics developed in the "Strawberry Woman" piece. Vince Guaraldi's piano is worthy of special note. Group essays some standards for the rest of the package, with a medley consisting of "Lover Man," "Willow Weep for Me" and "Round About Midnight" the swinger.

**ON A LARK IN DIXIELAND** .....74  
Joe Darensbourg and His Dixie Flyers  
(1-12")  
Lark LLP 331

While there's more than could have been achieved in the way of sound quality, there's nothing lacking musically here. It's a brace of traditional Dixie, with Joe Darensbourg (clarinet) backed by a stellar lineup of sidemen. "Martinique" and "Copenhagen" are particularly inviting and will make for good demo tracks. Dixie aficionados will go for this set. Band's current "Yellow Dog Blues" singles click will help.

**INTERPLAY FOR TWO TRUMPETS AND TWO TENORS** .....72  
J. Coltrane and B. Jaspas, tenors; I. Sulieman and W. Young, trumpets.  
(1-12")

The set contains four lengthy tracks, providing well-executed solo and group work. Often-used "challenge" idea points up the similarity in styles between Coltrane and Jaspas on sax and Sulieman and Young on trumpets. The talented crew presents a package that could go well with modernists if shown.

**MAL-2** .....71  
Mal Waldron Sextets (1-12")

Prestige LP 7111  
Waldron's fleet, concise style of piano is highly reminiscent of Bud Powell. While Waldron and the members of his two groups are comparatively unknown at this point, exposure to fans of the "hard" modern school could reap buys. Interesting treatments include swingin' runs of "The Way You Look Tonight" and "Don't Explain."

**DIZZY ATMOSPHERE** .....70  
(1-12")  
Specialty SP 5001

The front line of Dizzy Gillespie's ork; Al Grey, Billy Mitchell, Lee Morgan, Charlie Persip, Paul West, Billy Root and Wynton Kelly are packaged in a brace of admirable sides, all arranged by Roger Spotts and Benny Golson. "Dishwater" displays their talents, and tho it's a fair representation it somehow lacks the drive and enthusiasm of other recordings by Diz'band. Al Grey's trombone work on "Day by Day" is a bright spot.

**HOUSE OF HORN** .....70  
Paul Horn (1-12")  
Dot DLP 3091

There's some clever work displayed by Horn on a variety of interesting originals, most notable of which is "Golden Princess." Horn works the woodwinds thruout the set, using alto, clarinet, piccolo, flute and alto flute to achieve striking and at times brilliant effects. Instrumentation on "Princess"—flute, piano, celeste and vibes creates an infectious sound while the music itself is superbly written. Many modernists will enjoy the package.

**DIXIELAND JUBILEE** .....68  
(1-12")  
Decca DL 8622

This set was recorded in 1949 at a Dixie concert at the Shrine Auditorium in Los Angeles. Groups include Kid Ory's Creole Band, the Castle Jazz Band, the Bobcats, Charlie Lavere's Chicago Loopers and Pete Daily's Chicagoans, plus the Firehouse Five plus Two. There was a time when such a bash would have rated lots of attention, but this one suffers from less than impressive sound. The cover drawing is not particularly magnetic either. Modern day Dixie sets will be heavy competitors.

**Jazz 16 2/3 RPM**

**CONCORDE** .....85  
(1-12"—16 2/3 r.p.m.)  
Modern Jazz Quartet, Milt Jackson Quartet  
Prestige 1

Four one-time 10-inch LP's are now combined on a single 16 2/3 r.p.m. disk, making available all of the Prestige MJQ best sellers in convenient, budget form at \$6.95. Collectors will flip at idea of group's early efforts thus grouped. Quality loses nothing at slower speed. There's plus business here for the dealer who can push it.

**LET'S GET AWAY FROM IT ALL** .....84  
(1-12"—16 2/3 r.p.m.)  
Billy Taylor Trio  
Prestige 2

Here's a large collection of Billy Taylor, with 20 titles packed onto the new 16 2/3 r.p.m. disk. Nothing is new but by sheer weight of numbers, this is a bargain set. Despite the slow speed, the sound is excellent and the package figures to be worth testing. Demonstrating the disk will sell it to Taylor collectors.

**MILES DAVIS & THE MODERN JAZZ GIANTS** .....84  
(1-12"—16 2/3 r.p.m.)  
Prestige 3

Another excellent 16 2/3 r.p.m. platter carrying equivalent of two regular 33 1/3 LP's. Sound equals the 33 1/3 versions, and collectors have a good chunk of Miles and friends in one handy package at a saving. Sessions date from 1954 and include such as M. Jackson, T. Monk, S. Rollins and H. Silver. Includes "Bags' Groove" (two takes), etc.

**TROMBONE BY THREE: JOHNSON, WINDING, GREEN** .....80  
(1-12"—16 2/3 r.p.m.)  
Prestige 4

The set has 24 bands. All are conversions from previously released 33 1/3 disks. The reproduction is excellent and clear. Tracks are by Jay and Kai together, a Jay Jay Johnson sextet and septet, a Kai Winding sextet and Bernie Green with strings. If further releases by the label at the 16 2/3 speed sound as good, buyers have a real bargain bonanza in store.

**A HIT ON 45 EP!**

**TEEN-AGE**

Teenagers Dance  
**SUGAR CANDY BOP**

Belle-Aires

Sugar Candy  
I Wanna Be Loved  
My Only Love  
You Stole My Heart

45 EP ECONOMY PACKAGE  
RCA VICTOR



RCA VICTOR's 45 ECONOMY PACKAGE OF "TEENAGERS DANCE SUGAR CANDY BOP"

EPA-4121 Here's a new beat for teen-age feet, featuring a brand-new all-girl trio, The Belle Aires. It's going places at 45rpm—America's favorite speed!



**RCA VICTOR**  
TRADE MARK  
RADIO CORPORATION OF AMERICA





### THE COUNTRY LADS

I WON'T BEG YOUR PARDON  
*b/w*  
ALONE IN LOVE  
4-41062-c



### GUY MITCHELL

THE LORD MADE A PEANUT  
*b/w*  
(I'm Walkin' Down a)  
ONE WAY STREET  
with RAY CONNIFF  
and his orchestra  
4-41075



### THE FOUR VOICES

BON BON  
*b/w*  
DANCING WITH MY SHADOW  
with RAY CONNIFF  
and his orchestra  
4-41076



### THE BIG BEATS

CLARK'S EXPEDITION  
*b/w*  
BIG BOY  
4-41072



### JO STAFFORD

SWEET LITTLE DARLIN'  
*b/w*  
I'LL BUY IT  
(from the CBS Television show,  
"Junior Miss")  
with PAUL WESTON  
and his orchestra  
4-41078



### DORTHA WRIGHT

THE KEEPER OF THE KEY  
*b/w*  
THEY LISTENED WHILE  
YOU SAID GOODBYE  
with JOHNNY BOND  
and his orchestra  
4-41073-c

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 December 7

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
<b>1. April Love</b>	2	8	<b>6. Kisses Sweeter Than Wine</b>	10	4
By Fain & Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.			By Paul Campbell and Joel Newman—Published by Folkways (BMI) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4031. RECORD AVAILABLE: Weavers, Decca 27670.		
<b>2. You Send Me</b>	1	8	<b>7. Silhouettes</b>	5	9
By L. C. Cooke—Published by Higuera (BMI) BEST SELLING RECORDS: Teresa Brewer, Coral 61898; Sam Cooke, Keen 34013. RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Plas Johnson, Cap 3835.			By B. Crewe and F. Slay—Published by Regent Music (BMI) BEST SELLING RECORD: Rays, Cameo 117. RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856; Dean Jones, M-G-M 12580.		
<b>3. Raunchy</b>	3	4	<b>8. Peggy Sue</b>	12	4
By Justis-Manker—Published by Hi-Lo Music (BMI) BEST SELLING RECORDS: Ernie Freeman, Imperial 5474; Bill Justis, Phillips International 3519. RECORDS AVAILABLE: Muvva (Guitar) Hubbard, ABC-Paramount 9869; Billy Vaughn, Dot 15661.			By Jerry Allison & Norman Petty—Published by Nor-Va-Jac Music. BEST SELLING RECORD: Buddy Holly, Coral 61885. RECORDS AVAILABLE: Jackie Walker, Imperial 5473; Rusty York, King 5103.		
<b>4. All the Way</b>	6	6	<b>9. Chances Are</b>	7	14
By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3793. RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dec 30453; Norvelle Reid/J. Pleis, Dec 30444; Walter Scharf, Jubilee 5300.			By Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.		
<b>5. Jailhouse Rock</b>	4	10	<b>10. Fascination</b>	9	18
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7035.			By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) BEST SELLING RECORD: Jane Morgan, Kapp 191. RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamalton, London 1758; Dick Jacobs, Coral 61864; Don Johnson, Kandy 111; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6980; Ethel Smith, Dec 30421; Troubadours, Kapp 191.		

### Second Ten

<b>11. Great Balls of Fire</b>	16	2	<b>16. At the Hop</b>	23	2
By Jack Hammer-Otis Blackwell—Published by BRS-Hill & Range (BMI) BEST SELLING RECORD: Jerry Lee Lewis, Sun 281. RECORD AVAILABLE: Georgia Gibbs, Vic 7098.			By Singer-Medora-White—Published by Singular (BMI) BEST SELLING RECORD: Danny and the Juniors, ABC-Paramount.		
<b>12. Wake Up Little Susie</b>	8	12	<b>17. I'm Available</b>	21	6
By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1337.			By Dave Burgess—Published by Golden West (ASCAP) BEST SELLING RECORD: Margie Rayburn, Liberty 55102. RECORDS AVAILABLE: Dave Burgess, Challenge 1008; Kendall Sisters, Argo 5278; Bonnie Lou, King 5094.		
<b>13. My Special Angel</b>	14	9	<b>18. Little Bitty Pretty One</b>	13	8
By Jimmy Duncan—Published by Merge (BMI) BEST SELLING RECORD: Bobby Helms, Dec 30423. RECORDS AVAILABLE: Frank D'Rone, Mercury 71193; Sonny Land Trio, Prep 115.			By R. Byrd—Published by Recordo Music (BMI) BEST SELLING RECORD: Thurston Harris, Aladdin 3398. RECORD AVAILABLE: Bobby Day, Class 211.		
<b>14. Liechtensteiner Polka</b>	20	4	<b>19. Tammy</b>	18	22
By Kotscher-Lindt—Published by Burlington (ASCAP) BEST SELLING RECORD: Will Glahe, London 1755. RECORDS AVAILABLE: Lawrence Welk, Coral 61900; L'il Wally Ork, Banana 510.			By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851. 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.		
<b>15. Melodie D'Amour</b>	11	11	<b>20. Rock and Roll Music</b>	19	5
By Leo Johns-Henri Salvador—Published by Rayven Music (BMI) BEST SELLING RECORD: Ames Brothers, Vic 7046. RECORDS AVAILABLE: Marty Gold, Vik 0303; Edmundo Ros, London 1751.			By Chuck Berry—Published by Arc Music (BMI) BEST SELLING RECORD: Chuck Berry, Chess 1671.		

### Third Ten

<b>21. Around the World</b>	15	27	<b>26. Why Don't They Understand</b>	29	2
By Victor Young—Published by Victor Young Publications (ASCAP) RECORDS AVAILABLE: Georgie 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; Mantovani, London 1746; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741; Victor Young and Bing Crosby, Dec 30262.			By Joe Henderson-Jack Fishman—Published by Hollis Music (BMI) RECORD AVAILABLE: George Hamilton IV, ABC-Paramount 9862.		
<b>22. Just Born</b>	22	8	<b>27. Put a Light in the Window</b>	28	2
By Luther Dixon & Billy Dawn Smith—Published by Winneton Music (BMI) RECORD AVAILABLE: Perry Como, Vic 7050.			By Rhoda Roberts—Kenny Jacobson—Published by Planetary (ASCAP) RECORD AVAILABLE: Four Lads, Col 41058.		
<b>23. Re-Bop Baby</b>	17	11	<b>28. Oh Boy</b>	-	1
By P. Longhurst—Published by Travis Music (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5463.			By Sunny West, Bill Tilghman, Norman Petty—Published by Nor-Va-Jac (BMI) RECORD AVAILABLE: Crickets, Brunswick 9-55035.		
<b>24. The Joker</b>	25	3	<b>29. Ivy Rose</b>	24	7
By Billy Myles—Published by Angel Music (BMI) RECORDS AVAILABLE: Ronnie Gavlord, Kapp 158; Hilltoppers, Dot 15662; Billy Myles, Ember 1026.			By Al Hoffman-Dick Manning—Published by Roncom Music (ASCAP) RECORD AVAILABLE: Perry Como, Vic 7050.		
<b>25. Honeycomb</b>	27	27	<b>30. Twelfth of Never</b>	26	10
By Bob Merrill—Published by Hawthorne Music (ASCAP) RECORDS AVAILABLE: Jimmie Rodgers, Roulette 4015; Georgie Shaw, Dec 30418.			By P. F. Webster & Livingston—Published by Empress (ASCAP) RECORD AVAILABLE: Johnny Mathis, Col 40993.		

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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.

NO PLACE LEFT TO GO BUT UP!



Tom and Jerry  
"HEY SCHOOLGIRL"  
BIG RECORD No. 613

Dick Clark's  
AMERICAN BANDSTAND  
95 + 95 + 95  
Nov. 24th

The Cash Box  
SLEEPER OF THE WEEK  
Nov. 16th

Variety  
BEST BET  
Nov. 27th

Music Vendor  
RECORD TO WATCH  
Two Stars ★ ★  
Dec. 2nd

POPIN'

out all over . . .

Philadelphia, Detroit, Chi-  
cago, New York, Albany, Buf-  
falo, Pittsburgh, Hartford,  
Dallas, Denver, Oklahoma  
City, Cincinnati, New Orleans,  
San Francisco, Memphis,  
Cleveland.

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BIG RECORDS

1619 Broadway, N. Y. C. 19, N. Y. — JU 6-6616



# 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  
DECEMBER 7, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. JAILHOUSE ROCK (BMI)—Elvis Presley TREAT ME NICE (BMI)—Vic 7035	2	10	18. JUST BORN (BMI)—Perry Como..... IVY ROSE (ASCAP)—Vic 7050	17	8	35. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers..... Ol' Man River (ASCAP)—Checker 872	35	13
2. RAUNCHY (BMI)—Bill Justis..... The Midnite Man (BMI)—Philips International 3519	3	5	19. ALL THE WAY (ASCAP)—Frank Sinatra CHICAGO (ASCAP)—Cap 3793	18	6	36. PEANUTS (BMI)— Little Joe & the Thrillers..... Lilly Lou (BMI)—Okeh 7088	49	11
3. YOU SEND ME (BMI)—Sam Cooke.... SUMMERTIME (ASCAP)—Keen 34013	1	8	20. MELODIE D'AMOUR (BMI)— Ames Brothers ..... So Little Time (BMI)—Vic 7046	20	10	37. HULA LOVE (BMI)—Buddy Knox..... Devil Woman (BMI)—Roulette 4018	32	15
4. APRIL LOVE (ASCAP)—Pat Boone.... WHEN THE SWALLOWS COME BACK TO CAPISTRANO (ASCAP)— Dot 15660	4	7	21. BONY MORONIE (BMI)— Larry Williams ..... YOU BUG ME, BABY (BMI)—Specialty 615	24	6	38. I'LL REMEMBER TODAY (BMI)— Patti Page..... My, How the Time Goes By (ASCAP)— Mercury 71189	42	5
5. AT THE HOP (BMI)— Danny and the Juniors..... Sometimes (BMI)—ABC-Paramount 9871	14	2	22. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV..... Even Tho (BMI)—ABC-Paramount 5862	25	3	39. PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads ..... The Things We Did Last Summer (ASCAP)— Col 41058	-	1
6. GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis..... You Win Again (BMI)—Sun 281	12	3	23. HONEYCOMB (ASCAP)— Jimmie Rodgers ..... Their Hearts Were Full of Spring (ASCAP)— Roulette 4015	23	18	40. COULD THIS BE MAGIC? (BMI)— Dubs ..... Such Lovin' (BMI)—Gone 5011	33	6
7. PEGGY SUE (BMI)—Buddy Holly..... Everyday (BMI)—Coral 61885	8	6	24. FASCINATION (ASCAP)—Jane Morgan Fascination (Instrumental) (ASCAP)—Kapp 191	22	15	41. THE STORY OF MY LIFE (ASCAP)— Marty Robbins..... Once-a-Week Date (BMI)—Col 41013	38	3
8. CHANCES ARE (ASCAP)— Johnny Mathis ..... THE TWELFTH OF NEVER (ASCAP)— Col 40993	5	13	25. I'M AVAILABLE (BMI)— Margie Rayburn ..... If You Were (ASCAP)—Liberty 55102	19	6	42. YOU SEND ME (BMI)—Teresa Brewer. Would I Were (ASCAP)—Coral 61898	39	5
9. ROCK AND ROLL MUSIC (BMI)— Chuck Berry ..... Blue Feeling (BMI)—Chess 1671	9	6	26. OH, BOY (BMI)—Crickets..... Not Fade Away (BMI)—Brunswick 55035	26	3	43. THAT'LL BE THE DAY (BMI)— Crickets ..... I'm Lookin' for Someone to Love (BMI)— Brunswick 55009	43	18
10. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers ..... Maybe Tomorrow (BMI)—Cadence 1337	6	12	27. TAMMY (ASCAP)—Debbie Reynolds... French Heels (ASCAP)—Coral 61851	27	21	44. DANCE TO THE BOP (BMI)— Gene Vincent..... I Got It (BMI)—Cap 3839	45	2
11. SILHOUETTES (BMI)—The Rays..... Daddy Cool (BMI)—Cameo 117	7	9	28. TEARDROPS (BMI)— Lee Andrews and the Hearts..... Girl Around the Corner (BMI)—Chess 1675	30	3	45. PRETEND YOU DON'T SEE HER (ASCAP)—Jerry Vale..... The Spreading Chestnut (BMI)—Col 41010	-	1
12. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers ..... Better Loved You'll Never Be (ASCAP)— Roulette 4031	13	4	29. BUZZ, BUZZ, BUZZ (BMI)— Hollywood Flames ..... CRAZY (BMI)—Ebb 119	36	3	46. WITH YOU ON MY MIND (ASCAP)— Nat King Cole..... RAINTREE COUNTY (ASCAP)— Cap 3782	37	6
13. BE-BOP BABY (BMI)—Ricky Nelson... HAVE I TOLD YOU LATELY THAT I LOVE YOU? (BMI)—Imperial 5468	10	11	30. WILD IS THE WIND (ASCAP)— Johnny Mathis ..... NO LOVE (BUT YOUR LOVE) (BMI)— Col 41060	-	1	47. WUN'ERFUL, WUN'ERFUL (Parts 1 & 2) (ASCAP)—Stan Freberg.. Cap 3815	40	5
14. MY SPECIAL ANGEL (BMI)— Bobby Helms ..... Standing at the End of My World (BMI)— Dec 30423	15	9	31. KEEP A' KNOCKIN' (BMI)— Little Richard ..... Can't Believe You Wanna Leave—Specialty 611	31	11	48. AND THAT REMINDS ME (ASCAP)— Della Reese..... I Cried for You (ASCAP)—Jubilee 5292	44	6
15. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris ..... I Hope You Won't Hold It Against Me (ASCAP)— Aladdin 3398	11	8	32. BLACK SLACKS (BMI)— Joe Bennett & Sparkletons..... Boppin' Rock Boogie (BMI)—ABC-Paramount 9837	-	10	49. FRAULEIN (BMI)—Bobby Helms..... Heartsick Feeling (BMI)—Dec 30194	-	3
16. LIECHTENSTEINER POLKA (ASCAP)—Will Glabe ..... Schweitzer Polka (BMI)—London 1755	16	5	33. TILL (ASCAP)—Roger Williams..... Big Town (ASCAP)—Kapp 197	34	6	50. WHITE CHRISTMAS (ASCAP)— Bing Crosby..... God Rest Ye Merry, Gentlemen (ASCAP)—Dec 23778	-	1
17. RAUNCHY (BMI)—Ernie Freeman..... Puddin' (BMI)—Imperial 5474	21	5	34. THE JOKER (BMI)—Billy Myles..... Honey Bee (BMI)—Ember 1026	28	4			

## 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.

**WAITIN' IN SCHOOL** (Reeve, BMI)

**STOOD UP** (Commodore, BMI)—Ricky Nelson—Imperial 5483—The platter is taking off in all markets. The young artist appears to have another two-sided hit. Requests on each side are about equal at this point. A previous Billboard "Spotlight" pick.

**(I LOVE YOU) FOR SENTIMENTAL REASONS** (Duchess, BMI)—Sam Cooke—Keen 4002—This looks like a big one. It's registering solidly in all markets. Flip is "Desire Me," (Guild, BMI). A previous Billboard "Spotlight" pick.

**THE BIG BEAT** (Travis, BMI)

**I WANT YOU TO KNOW** (Commodore, BMI)—Fats Domino—Imperial 5477—This is the artist's strongest recently. It seems a two-sided winner. Both sides are much in demand. Good sales strength in all markets. A previous Billboard "Spotlight" pick.



## RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING DECEMBER 7

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.

You Can Make It, If You Try . . . . . **Gene Allison**  
(BMI) Vee Jay 713

*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.*

IT'S A DANCE · IT'S A SONG · IT'S A HIT

# THE STROLL



BY THE

# DIAMONDS



MERCURY 71242



**HOW TO DANCE "THE STROLL"**

- (1) Start
- (2) Touch left foot in front across right foot
- (3) Touch left foot to side left
- (4) Touch left foot in front across right foot
- (5) Touch left foot to side left
- (6) Step left foot behind right foot
- (7) Step right foot to right side
- (8) Close left foot to right foot
- (9) Touch or arch right foot to left foot, weight on left foot
- (10) Repeat entire step, opposite way, starting with right foot.



COMING DECEMBER 27th  
NEW PLATTERS RELEASE  
"HELPLESS"

# Most Played by Jockeys

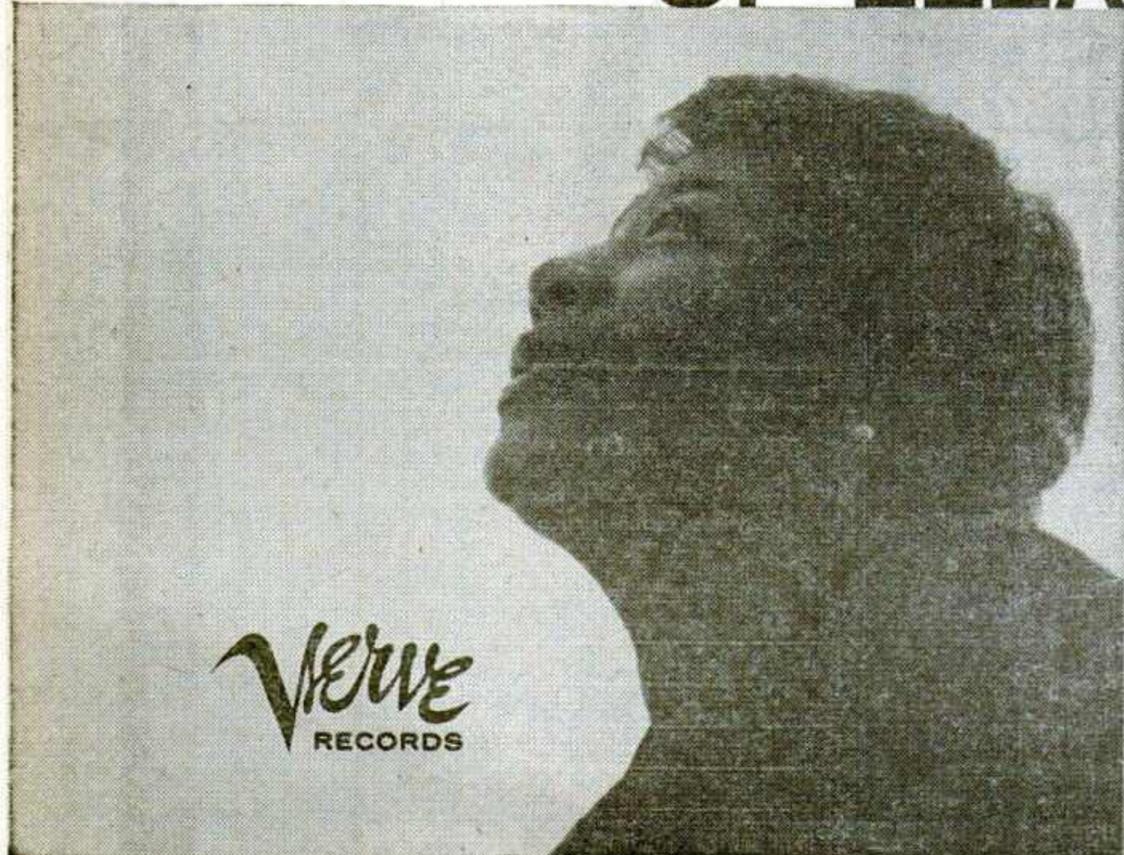
FOR SURVEY WEEK ENDING DECEMBER 7

**SIDES** are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. APRIL LOVE (ASCAP)—Pat Boone . . . . .	3	8
When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660		
2. YOU SEND ME (BMI)—Sam Cooke . . . . .	1	7
Summertime (ASCAP)—Kegon 34013		
3. KISSES SWEETER THAN WINE (ASCAP)— Jimmie Rodgers . . . . .	6	5
Better Loved You'll Never Be (ASCAP)—Roulette 4031		
4. ALL THE WAY (ASCAP)—Frank Sinatra . . . . .	4	8
Chicago (ASCAP)—Cap 3793		
5. JAILHOUSE ROCK (BMI)—Elvis Presley . . . . .	2	10
Treat Me Nice (BMI)—Vic 7035		
6. RAUNCHY (BMI)—Bill Justis . . . . .	5	4
The Midnite Man (BMI)—Phillips International 3519		
7. RAUNCHY (BMI)—Ernie Freeman . . . . .	13	3
Puddin' (BMI)—Imperial 5474		
8. PEGGY SUE (BMI)—Buddy Holly . . . . .	14	5
Everyday (BMI)—Coral 61885		
9. I'M AVAILABLE (BMI)—Margie Rayburn . . . . .	16	6
If You Were (ASCAP)—Liberty 55102		
10. SILHOUETTES (BMI)—The Rays . . . . .	9	8
Daddy Cool (BMI)—Cameo 117		
11. YOU SEND ME (BMI)—Teresa Brewer . . . . .	11	6
Would I Were (ASCAP)—Coral 61898		
12. MY SPECIAL ANGEL (BMI)—Bobby Helms . . . . .	18	8
Standing at the End of My World (BMI)—Dec 30423		
13. CHANCES ARE (ASCAP)—Johnny Mathis . . . . .	7	14
The Twelfth of Never (ASCAP)—Col 40993		
14. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers . . . . .	8	12
Maybe Tomorrow (BMI)—Cadence 1337		
15. MELODIE D'AMOUR (BMI)—Ames Brothers . . . . .	10	11
So Little Time (BMI)—Vic 7046		
16. JUST BORN (BMI)—Perry Como . . . . .	17	10
Ivy Rose (ASCAP)—Vic 7050		
17. PUT A LIGHT IN THE WINDOW (ASCAP)— Four Lads . . . . .	15	2
The Things We Did Last Summer (ASCAP)—Col 41058		
18. LIECHTENSTEINER POLKA (ASCAP)— Will Clahe . . . . .	—	1
Schweitzer Polka (BMI)—London 1755		
19. RAUNCHY (BMI)—Billy Vaughn . . . . .	—	1
Sail Along Silvery Moon (ASCAP)—Dot 15661		
20. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris . . . . .	19	5
I Hope You Won't Hold It Against Me (BMI)—Aladdin 3398		
21. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis . . . . .	20	2
You Win Again (BMI)—Sun 281		
22. WILD IS THE WIND (ASCAP)—Johnny Mathis . . . . .	—	1
No Love (But Your Love) (BMI)—Col 41060		
23. THE JOKER (BMI)—Hilltoppers . . . . .	—	1
Chicken, Chicken (ASCAP)—Dot 15662		
24. THE TWELFTH OF NEVER (ASCAP)— Johnny Mathis . . . . .	12	10
Chances Are (ASCAP)—Col 40993		
25. THE STORY OF MY LIFE (ASCAP)— Marty Robbins . . . . .	—	1
Once-a-Week Date (BMI)—Col 41013		
25. LOVE ME FOREVER (BMI)—Four Esquires . . . . .	—	1
I Ain't Been Right Since You Left (ASCAP)—Paris 509		

**FITZGERALD** *the Greatest...*  
with Frank De Vol's lush backing  
on **MIDNIGHT SUN**  
*Published by Crystal Music Publishers, Inc.*  
b/w **WHAT WILL I TELL MY HEART**  
V-10111 x 45  
2 selections from her  
best selling album  
**LIKE SOMEONE IN LOVE**  
MGV-4004

## THE SOFT SIDE OF ELLA



**Verve**  
RECORDS

**SWEEPING THE COUNTRY**

**The Hit Novelty**

**"MEIN  
KLEINER  
SPATZ"**

**(pronounced MINE KLINER SHPATZ)**



by

**SUNNY AND HIS GANG**

**JUBILEE—5310**

**jubilee records** 1650 BROADWAY, N. Y. C.  
COLUMBUS 5-8335

**Products of JAY-GEE RECORD CO., INC.**

# M-G-M Records

**JONI JAMES**

**NEVER TILL NOW I GIVE YOU MY WORD**

(From the MGM Production "Raintree County")

K12565 on 45 & 78 rpm

**MARVIN RAINWATER**

**LOOK FOR ME**  
(I'll Be Waiting For You)

and  
**LUCKY STAR**

K12586 on 45 & 78 rpm

**CONNIE FRANCIS**

**WHO'S SORRY NOW**

and  
**YOU WERE ONLY FOOLING**

K12588

**ART MOONEY AND HIS ORCH.**

**THE RIVER KWAI MARCH**

(COLONEL BOGEY)

(From the Horizon Picture "The Bridge on the River Kwai," a Columbia Pictures Release)

AND **BULLFIGHT** K12590

**ROBBIN HOOD**

**A DATE FOR ALWAYS**

and  
**I WANT TO THANK YOUR FOLKS**

K12599

**LEROY HOLMES**  
& His Orch. & Chorus

**WILD IS THE WIND**

(From the Paramount Film)

and  
**TIME REMEMBERED**

K12587

**CHUCK ALAIMO QUARTET**

**WHERE'S MY BABY**  
and  
**LOVERS AGAIN**

K12589

**THE FOUR SPICES**

**KITTY**  
and  
**SELAH BELAH SABA**

K12594

**ALAN LOGAN**

**FAREWELL TO NAPLES**  
and  
**CARELESS**

K12579



## Territorial Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 7

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

**At the Hop**  
Danny and the Juniors, ABC-Para.  
**April Love**, Pat Boone, Dot  
**Jailhouse Rock**, Elvis Presley, Vic.  
**Kisses Sweeter Than Wine**  
Jimmie Rodgers, Rit.  
**Peggy Sue**, Buddy Holly, Cor.  
**Raunchy**, Ernie Freeman, Imp.  
**Raunchy**, Bill Justis, Phil. Intl.  
**You Send Me/Summertime**  
Sam Cooke, Keen

### CHICAGO

**April Love**, Pat Boone, Dot  
**Jailhouse Rock**, Elvis Presley, Vic.  
**Liechtensteiner Polka**, Will Glahe, Lon.  
**Little Bitty Pretty One**  
Thurston Harris, Ala.  
**My Special Angel**, Bobby Helms, Dec.  
**Rock and Roll Music**, Chuck Berry, Chs.  
**Silhouettes**, Rays, Cam.  
**You Send Me**, Sam Cooke, Keen

### DETROIT

**At the Hop**  
Danny and the Juniors, ABC-Para.  
**Bony Moronie You Bug Me, Baby**  
Larry Williams, Spe.  
**Great Balls of Fire**, Jerry Lee Lewis, Sun  
**Raunchy**, Ernie Freeman, Imp.  
**Raunchy**, Bill Justis, Phil. Intl.  
**Rock and Roll Music**, Chuck Berry, Chs.  
**You Can Make It If You Try**  
Gene Allison, V J  
**You Send Me**, Sam Cooke, Keen

### EAST TEXAS

**At the Hop**  
Danny and the Juniors, ABC-Para.  
**Chances Are/Twelfth of Never**  
Johnny Mathis, Col.  
**Great Balls of Fire**, Jerry Lee Lewis, Sun  
**Jailhouse Rock**, Elvis Presley, Vic.  
**Peggy Sue**, Buddy Holly, Cor.  
**Raunchy**, Bill Justis, Phil. Intl.  
**Rock and Roll Music**, Chuck Berry, Chs.  
**Wake Up Little Susie**, Everly Brothers, Cdc.

### FLORIDA

**April Love**, Pat Boone, Dot  
**Be-Bop Baby**, Ricky Nelson, Imp.  
**Chances Are**, Johnny Mathis, Col.  
**Great Balls of Fire**, Jerry Lee Lewis, Sun  
**Jailhouse Rock**, Elvis Presley, Vic.  
**Melodie D'Amour**, Ames Brothers, Vic.  
**Raunchy**, Bill Justis, Phil. Intl.  
**You Send Me**, Sam Cooke, Keen

### LOS ANGELES

**Buzz, Buzz, Buzz**, Hollywood Flames, Ebb  
**Happy, Happy Birthday, Baby**  
Tune Weavers, Che.  
**He's Gone**, Chantels, End  
**My Special Angel**, Bobby Helms, Dec.  
**Peanuts**, Little Joe & the Thrillers, Okch  
**Raunchy**, Ernie Freeman, Imp.  
**Silhouettes**, Rays, Cam.  
**You Send Me**, Sam Cooke, Keen

### NEW YORK AND NEWARK

**At the Hop**  
Danny and the Juniors, ABC-Para.  
**Jailhouse Rock**, Elvis Presley, Vic.  
**Peggy Sue**, Buddy Holly, Cor.  
**Raunchy**, Bill Justis, Phil. Intl.  
**Rock and Roll Music**, Chuck Berry, Chs.  
**Silhouettes**, Rays, Cam.  
**Wake Up Little Susie**, Everly Brothers, Cdc.  
**You Send Me**, Sam Cooke, Keen

### NORTHERN NEW YORK STATE

**April Love**, Pat Boone, Dot  
**Chances Are**, Johnny Mathis, Col.  
**Jailhouse Rock/Treat Me Nice**  
Elvis Presley, Vic.

**Kisses Sweeter Than Wine**  
Jimmie Rodgers, Rit.  
**Liechtensteiner Polka**, Will Glahe, Lon.  
**Pretend You Don't See Her**  
Jerry Vale, Col.  
**Silhouettes**, Rays, Cam.  
**You Send Me**, Teresa Brewer, Cor.

### NORTHERN OHIO

**April Love**, Pat Boone, Dot  
**Chances Are**, Johnny Mathis, Col.  
**Great Balls of Fire**, Jerry Lee Lewis, Sun  
**Jailhouse Rock/Treat Me Nice**  
Elvis Presley, Vic.  
**Liechtensteiner Polka**, Will Glahe, Lon.  
**Raunchy**, Bill Justis, Phil. Intl.  
**Why Don't They Understand**  
George Hamilton IV, ABC-Para.  
**You Send Me**, Sam Cooke, Keen

### NORTHWEST

**April Love**, Pat Boone, Dot  
**Be-Bop Baby**, Ricky Nelson, Imp.  
**Black Slacks**  
Joe Bennett and Sparkletones, ABC-Para.  
**Fascination**, David Carroll, Mer.  
**Jailhouse Rock**, Elvis Presley, Vic.  
**Just Between You and Me**, Chordettes, Cdc.  
**Wake Up Little Susie**, Everly Brothers, Cdc.  
**You Send Me**, Sam Cooke, Keen

### PHILADELPHIA

**At the Hop**  
Danny and the Juniors, ABC-Para.  
**April Love**, Pat Boone, Dot  
**Chances Are/Twelfth of Never**  
Johnny Mathis, Col.  
**Jailhouse Rock/Treat Me Nice**  
Elvis Presley, Vic.  
**My Special Angel**, Bobby Helms, Dec.  
**Raunchy**, Bill Justis, Phil. Intl.  
**Silhouettes**, Rays, Cam.  
**You Send Me**, Sam Cooke, Keen

### SAN FRANCISCO AND OAKLAND

**All the Way**, Frank Sinatra, Cap.  
**April Love**, Pat Boone, Dot  
**Be-Bop Baby**, Ricky Nelson, Imp.  
**Chances Are**, Johnny Mathis, Col.  
**Jailhouse Rock**, Elvis Presley, Vic.  
**Melodie D'Amour**, Ames Brothers, Vic.  
**Peggy Sue**, Buddy Holly, Cor.  
**Raunchy**, Ernie Freeman, Imp.

### SOUTHERN OHIO

**Be-Bop Baby**, Ricky Nelson, Imp.  
**Chances Are**, Johnny Mathis, Col.  
**Fascination**, Jane Morgan, Kapp  
**Jailhouse Rock**, Elvis Presley, Vic.  
**Let's Light the Christmas Tree**  
Ruby Wright, Fly.  
**Little Bitty Pretty One**, Bobby Day, Cts.  
**Raunchy**, Ernie Freeman, Imp.  
**You Send Me**, Sam Cooke, Keen

### ST. LOUIS AND KANSAS CITY

**Buzz, Buzz, Buzz**, Hollywood Flames, Ebb  
**Jailhouse Rock**, Elvis Presley, Vic.  
**Love Me Forever**, Four Esquires, Pra.  
**Peggy Sue**, Buddy Holly, Cor.  
**Raunchy**, Ernie Freeman, Imp.  
**Raunchy**, Bill Justis, Phil. Intl.  
**Silhouettes**, Rays, Cam.  
**You Send Me**, Sam Cooke, Keen

### WASHINGTON AND BALTIMORE

**All the Way**, Frank Sinatra, Cap.  
**April Love**, Pat Boone, Dot  
**Be-Bop Baby**, Ricky Nelson, Imp.  
**Chances Are/Twelfth of Never**  
Johnny Mathis, Col.  
**Jailhouse Rock**, Elvis Presley, Vic.  
**Little Bitty Pretty One**  
Thurston Harris, Ala.  
**Raunchy**, Ernie Freeman, Imp.  
**You Send Me**, Sam Cooke, Keen

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## The Billboard's YEAR-END RECAPS OF 1957's TOP RECORDS

To help you in your programming from Christmas until the New Year, these recaps will be printed in the December 23 issue of The Billboard.

- TOP 50 POP RECORDS OF 1957
- TOP 50 C&W RECORDS OF 1957
- TOP 50 R&B RECORDS OF 1957
- TOP 25 POP LP'S OF 1957
- THE TOP TUNES OF 1957

According to The Honor Roll of Hits

and many other important  
programming recaps from

### The Billboard

THE COMMUNICATIONS CENTER  
OF THE MUSIC INDUSTRY



# Top 100 Sides

FOR SURVEY WEEK ENDING DECEMBER 7

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."

Pos.	Song, Artist, Label	Last Week
1.	YOU SEND ME, Sam Cooke, Keen	1
2.	JAILHOUSE ROCK, Elvis Presley, Victor	1
3.	RAUNCHY, Bill Justis, Phillips International	5
4.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	3
5.	SILHOUETTES, Rays, Cameo	4
6.	APRIL LOVE—Pat Boone, Dot	6
7.	CHANCES ARE, Johnny Mathis, Columbia	8
8.	BE-BOP BABY, Ricky Nelson, Imperial	7
9.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	11
10.	PEGGY SUE, Buddy Holly, Coral	12
11.	LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	9
12.	MY SPECIAL ANGEL, Bobby Helms, Decca	10
13.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	14
14.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	19
15.	RAUNCHY, Ernie Freeman, Imperial	13
16.	AT THE HOP, Danny and the Juniors, ABC-Paramount	23
17.	ALL THE WAY, Frank Sinatra, Capitol	19
18.	MELODIE D'AMOUR, Ames Brothers, Victor	18
19.	I'M AVAILABLE, Margie Rayburn, Liberty	16
20.	LIECHTENSTEINER POLKA, Will Glahe, London	22
21.	FASCINATION, Jane Morgan, Kapp	15
22.	HONEYCOMB, Jimmie Rodgers, Roulette	17
23.	TAMMY, Debbie Reynolds, Coral	21
24.	JUST BORN, Perry Como, Victor	24
25.	WHY DON'T THEY UNDERSTAND, George Hamilton IV, ABC-Paramount	36
26.	OH BOY, Crickets, Brunswick	34
27.	BONY MORONIE, Larry Williams, Specialty	27
28.	COULD THIS BE MAGIC, Dubs, Gone	27
29.	KEEP A' KNOCKIN', Little Richard, Specialty	26
30.	THE JOKER, Billy Myles, Ember	30
31.	HULA LOVE, Buddy Knox, Roulette	27
32.	HAPPY, HAPPY BIRTHDAY, BABY, Tune Weavers, Checker	25
33.	TILL, Roger Williams, Kapp	31
34.	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	46
34.	TEARDROPS, Lee Andrews and the Hearts, Chess	37
36.	YOU SEND ME, Teresa Brewer, Coral	31
37.	IVY ROSE, Perry Como, Victor	37
38.	PEANUTS, Little Joe and the Thrillers, Okch	42
39.	ALONE, Shepherd Sisters, Lance	35
40.	THE STORY OF MY LIFE, Marty Robbins, Columbia	49
41.	THAT'LL BE THE DAY, Crickets, Brunswick	42
42.	BLACK SLACKS, Joe Bennett and the Sparkletones, ABC-Paramount	58
42.	I'LL REMEMBER TODAY, Patti Page, Mercury	39
44.	WITH YOU ON MY MIND, Nat King Cole, Capitol	47
45.	BACK TO SCHOOL AGAIN, Timmy Rodgers, Cameo	47
46.	LOTTA LOVIN', Gene Vincent, Capitol	42
46.	AND THAT REMINDS ME, Della Reese, Jubilee	41
46.	WHOLE LOTTA SHAKIN' GOIN' ON, Jerry Lee Lewis, Sun	51
49.	WUN'ERFUL, WUN'ERFUL, Stan Freberg, Capitol	40
50.	SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER), Ray Charles, Atlantic	42
51.	WAIT AND SEE, Fats Domino, Imperial	50
52.	YOU BUG ME, BABY, Larry Williams, Specialty	54
53.	SOFT, Bill Doggett, King	53
54.	LOVE ME FOREVER, Four Esquires, Paris	55
55.	PLAYTHING, Nick Todd, Dot	55
55.	RAUNCHY, Billy Vaughn, Dot	69
57.	DIANA, Paul Anka, ABC-Paramount	51
57.	THE JOKER, Hilltoppers, Dot	66
59.	PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia	69
60.	RAINBOW, Russ Hamilton, Kapp	58
61.	DANCE TO THE BOP, Gene Vincent, Capitol	83
61.	LITTLE BITTY PRETTY ONE, Bobby Day, Class	61
63.	FRAULEIN, Bobby Helms, Decca	60
64.	HONEST I DO, Jimmy Reed, Vee Jay	55
64.	MR. LEE, Bobbettes, Atlantic	74
66.	THE TWELFTH OF NEVER, Johnny Mathis, Columbia	62
67.	AROUND THE WORLD, Mantovani, London	76
68.	AN AFFAIR TO REMEMBER, Vic Damone, Columbia	62
68.	LIECHTENSTEINER POLKA, Lawrence Welk, Coral	80
68.	NERVOUS BOOGIE, Paul Gayten, Argo	69
68.	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	91
68.	REET PETITE, Jackie Wilson, Brunswick	64
73.	PARTY TIME, Sal Mineo, Epic	66
74.	MY ONE SIN, Four Coins, Epic	69
74.	SEND FOR ME, Nat King Cole, Capitol	74
76.	AROUND THE WORLD, Victor Young, Decca	78
76.	REMEMBER YOU'RE MINE, Pat Boone, Dot	69
78.	WHITE CHRISTMAS, Bing Crosby, Decca	84
79.	DEEP PURPLE, Billy Ward, Liberty	84
79.	FRAULEIN, Steve Lawrence, Coral	66
79.	SILHOUETTES, Diamonds, Mercury	86
79.	WILD IS THE WIND, Johnny Mathis, Columbia	—
83.	MOONLIGHT SWIM, Tony Perkins, Victor	76
83.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	—
85.	THE CREATURE, Buchanan & Ancell, Flying Saucer	89
86.	AROUND THE WORLD, Bing Crosby, Decca	90
86.	LOVE ME FOREVER, Eydie Gorme, ABC-Paramount	—
86.	REBEL, Carol Jarvis, Dot	82
86.	TREAT ME NICE, Elvis Presley, Victor	84
86.	THAT'S ALL I WANT FROM YOU, Silva-Tones, Argo	—
91.	IN THE MIDDLE OF AN ISLAND, Tony Bennett, Columbia	64
91.	IT'S NOT FOR ME TO SAY, Johnny Mathis, Columbia	96
91.	THAT'S WHY I WAS BORN, Janice Harper, Prep	—
94.	DEEP BLUE SEA, Jimmy Dean, Columbia	88
94.	LOVE LETTERS IN THE SAND, Pat Boone, Dot	96
94.	ONLY BECAUSE, Platters, Mercury	80
97.	CA C'EST L'AMOUR, Tony Bennett, Columbia	96
97.	JUST BETWEEN YOU AND ME, Chordettes, Cadence	100
97.	I LOVE YOU BABY, Paul Anka, ABC-Paramount	—
97.	THINK, Five Royals, King	—

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from the film "The Bridge on the River Kwai"

B/W  
SPANISH GYPSY DANCE 1779

Instrumental Sleeper

Betty Smith

## DOUBLE SHUFFLE

1763

Vera Lynn

## TONIGHT

from the hit "West Side Story"

B/W  
I WOULD LOVE YOU STILL

1774

Don Fox

## BE MY GIRL

1770

Monia Liter  
and his orchestra

## PIANO POLKA

1766

Frank Chacksfield

## KATSUMI LOVE THEME

from the film "Sayonara"

B/W  
COSTA BRAVA

1772

### • 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. APRIL LOVE (Feist) .....	3	6
2. FASCINATION (Southern) .....	2	18
3. AROUND THE WORLD (Young) .....	1	26
4. ALL THE WAY (Barton).....	4	5
5. TAMMY (Northern) .....	5	22
6. SILHOUETTES (Regent) .....	6	6
7. KISSES SWEETER THAN WINE (Folkways).....	13	2
8. CHANCES ARE (Korwin) .....	9	12
9. MELODIE D'AMOUR (Rayven) .....	7	9
10. LIECHTENSTEINER POLKA (Burlington) .....	—	3
11. I'LL REMEMBER TODAY (Hollis).....	14	5
12. RUDOLPH, THE RED-NOSED REINDEER (St. Nicholas) .....	12	2
13. MY SPECIAL ANGEL (Merge).....	—	6
14. WHITE CHRISTMAS (Berlin) .....	11	2
15. WAKE UP LITTLE SUSIE (Acuff-Rose).....	—	9

### • 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
A Very Special Love (R)—Korwin—ASCAP	All the Way (R)—Maraville—ASCAP
All the Way (R)—Maraville—ASCAP	And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP
An Affair to Remember (R)—Feist—ASCAP	April Love (R) (F)—Feist—ASCAP
And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP	Bye Bye Love (R)—Acuff-Rose—BMI
April Love (R) (F)—Feist—ASCAP	Ca C'Est L'Amour (R) (F)—Buxton Hill—ASCAP
Ca C'Est L'Amour (R) (F)—Young—ASCAP	Chances Are (R)—Korwin—ASCAP
Chances Are (R)—Korwin—ASCAP	Fascination (R) (F)—Southern—ASCAP
Fascination (R) (F)—Southern—ASCAP	Fever (R)—Lois—BMI
I Never Felt More Like Falling in Love (R)—Korwin—ASCAP	Go Way From My Window (R)—Vera Nova—ASCAP
I'll Never Say Never Again (R)—Bregman, Vocco & Conn—ASCAP	Great Balls of Fire (R) (F)—BRS—BMI
I'll Remember Today (R)—Hollis—BMI	Jailhouse Rock (R) (F)—Presley—BMI
I'm Available (R)—Golden Vest—BMI	Jingle Bell Rock (R)—Cornell—ASCAP
Just Born (R)—Winneton—ASCAP	Love Me Forever (R)—Greta—BMI
Katsumi Love Theme (R) (F)—Witmark—ASCAP	Melodie D'Amour (R)—Rayven—BMI
Kisses Sweeter Than Wine (R)—Folkways—BMI	Merry Christmas From Our House to Your House (R)—Vernon—ASCAP
Las Vegas (R)—Peer—BMI	Object of My Affection (R)—Bourne—ASCAP
Listen to the Rockin' Bird (R)—Warnow—ASCAP	Once Upon a Horse (R)—Northern—ASCAP
Love Me Forever (R)—Greta—BMI	Put a Light in the Window (R)—Planetary—ASCAP
Melodie D'Amour (R)—Rayven—BMI	Raunchy (R)—Hi-Lo—BMI
My Special Angel (R)—Merge—BMI	Sayonara (R) (F)—Berlin—ASCAP
Pretend You Don't See Her (R)—Rosemeadow—ASCAP	Silhouette (R)—Regent—BMI
Put a Light in the Window (R)—Planetary—ASCAP	Silver Bells (R)—Paramount—ASCAP
Sayonara (R) (F)—Berlin—ASCAP	Sleigh Ride (R)—Millu—ASCAP
Silver Bells (R)—Paramount—ASCAP	Story of My Life (F)—Famous—ASCAP
Sleigh Ride (R)—Mills—ASCAP	There's Only You (R)—Broadcast—BMI
Story of My Life (R)—Famous—ASCAP	Tonight (R)—Schirmer—ASCAP
Swedish Polka (R)—Mills—ASCAP	Wake Up Little Susie (R)—Acuff-Rose—BMI
Till (R)—Chappell—ASCAP	Why Don't They Understand (R)—Hollis—BMI
Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP	Winter Wonderland (R)—Bregman, Vocco & Conn—ASCAP
You Send Me (R)—Higuera—BMI	You Send Me (R)—Higuera—BMI

### Light Pkgs. Top Ga. Yule Agenda

NEW YORK — Grand Award's Christmas LP program is highlighted by two special releases by Enoch Light and the Charleston City All-Stars — "The Roaring Flirty 30's" and "The Roaring 20's." Both packages, each containing two-12" LP's, retail at \$7.98.

Grand Award is also putting a special holiday promotional campaign behind selected catalog LP items (such as "Paul Whiteman 50th Anniversary") which will be wrapped in special plastic covers imprinted with "Merry Christmas." Covers will not be sealed, thereby enabling dealers to remove them after the holidays.

### POETRY-JAZZ NITERY BILL

NEW YORK—The poetry cum jazz vogue, rampant on the West Coast in recent months, will essay as attack on this metropolis this Thursday (19). Jack Kerouac, author of the best-selling novel "On the Road," which has a strong modern jazz orientation, will make his nitery debut that night at Max Gordon's Village Vanguard.

Kerouac will give readings from his poetry and his novel. Flanking his act will be thrush Beverly Kenney, J. J. Johnson and His Quartet, and the Ellis Larkins Duo.

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**Sarah Vaughan**



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COUPLED WITH **THE NEXT TIME AROUND** MERCURY 71235

**Johnny Jay**

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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

## • Reviews of New Pop Records

**THE FONTANE SISTERS**  
**Love Like a Fool**.....86  
 DOT 15682—Sprightly cover of the tune introduced by the Georgettes on Ebb. Fine chirping on the country-styled theme could find favor with teens and could take off. (Hill & Range, BMI)  
**Ain't It the Truth**...74  
 The Harold Arlen tune from "Jamaica," the current Broadway hit, is given a rockabilly treatment by the trio. Listenable go, but flip appears more powerful. (Felt, ASCAP)

**CARLSON'S RAIDERS**  
**River Kwai March (Col. Bogey)**.....84  
 Capitol 3857—"Col. Bogey" as done in the flick. Catchy march melody comes on from a distance, with march atmosphere. Strong memento for flick viewers, and this could be the version to take the play. (Boosey & Hawkes, ASCAP)  
**Teen-Age March**...72  
 Something different for the teens, with march and rock and roll intertwined. Male chorus chants tune to band backing. Jocks can use on radio and TV. (Leeds, ASCAP)

**JOHNNY MADDOX**  
**Yellow Dog Blues**.....79  
 DOT 15683—One of the better covers of W. C. Handy's old blues, originally revived by Joe Darnsborg on the Lark label. Catchy Dixieland-blues approach makes this one to watch. (Handy, ASCAP)  
**Sugar Train**...71  
 Maddox gives the tune a "Gay Nineties" treatment with instrumental, "train" effects. A good deejay item. (Randy-Smith, BMI)

**THE FOUR VOICES**  
**Bon Bon**.....78  
 COLUMBIA 41076—A Bob Merrill rockabilly with one of those responding fem voices adding a cozy note. Simple, appealing fare with likely teen attraction. (Oxford, ASCAP)  
**Dancing With My Shadow**...75  
 Ballad, with a bluesy strain, has bongo-inflected rhythm backing. Pleasant group side with appeal to rock and rollers as well as to more mature listeners. (Saunders, ASCAP)

**THE TWIN TUNES QUINTET**  
**The Love Nest**.....78  
 RCA VICTOR 7091—Poignant vocal stint by lead singer on rock and roll-styled version of nostalgic standard. Provocative wax for both pop and r.&b. jocks. (Harms, ASCAP)  
**Baby Lover**...75  
 Meaningful chanting by lead singer and group on r.&r. styled ballad with good title. Group sounds like the Four Lovers. (Wanessa, BMI)

**EDMUNDO ROS ORK**  
**Colonel Bogey**.....78  
 LONDON 1779—Standard march, featured now in film "Bridge Over the River Kwai," gets merengue dance treatment in this album excerpt. Should get plenty of exposure, and can sell. (Boosey & Hawkes, ASCAP)  
**Spanish Gypsy Dance**...70  
 Very familiar Spanish gypsy dance gets updated Latin band treatment. More for listening than dancing, as far as Yankee market is concerned. Jocks will like it. (Morro, BMI)

**BOYD BENNETT**  
**Sentimental Journey**.....78  
 KING 5097—The standard. Big Moe (remember his hit with "Seventeen") does a solid vocal, to a very interesting r.&r. arrangement. Latter includes smart guitar work. Worth good exposure. (Morris, ASCAP)  
**Boy Meets Girl**...65  
 A blues, with a lyric intended to have some novelty appeal, but which is not too bright. Instrumentation has good quality. (Lois, BMI)

**THE ESCORTS**  
**Misty Eyes**.....77  
 OJ 1010—Smoothly harmonizing male quartet essays a rockabilly with a dreamy tempo, but a firm beat. For the adolescent market, and a side to be watched. (Fellows, BMI)  
**Arrow Two Hearts**...76  
 Three-beat tune, with hill and teen flavoring. The symbols are carved on a tree in the garden of love. Good love-starved stuff, also worth watching. (Fellows, BMI)

**LES PAUL & MARY FORD**  
**Goodnight My Someone**.....77  
 CAPITOL 3858—Pretty, sweet lullaby has the team supported, for the first time, by big string section. Some jock programming use is feasible. (Frank, ASCAP)  
**Night of the Fourth**...75  
 Paul's guitar is backed by string ork here, too. Instrumental is a pretty, languid item that jocks should dig.

It's a different flavor for the virtuoso, who hasn't had one for many months. (Fox, ASCAP)

**JOE VALINO**  
**Declaration of Love**.....76  
 UNITED ARTISTS 101—Rockabilly is given a smooth vocal by the artist with chorus and ork support. The label's first disk could be a sleeper. (Unart, BMI)  
**Legend of the Lost**...74  
 Lush treatment of the pretty flick tune of the same name. Valino's vocal is rendered with classy ork backing. It bears watching. (Unart, BMI)

**GUY MITCHELL**  
**One Way Street**.....76  
 COLUMBIA 41075—Tune is delivered with a rockabilly attack. Pop-country flavor and rhythmic beat help put it in line for coin. It could start something. (Oxford, ASCAP)  
**The Lord Made a Peanut**...73  
 Cheerful chanting by the artist on a Bob Merrill folk-rockabilly tune. The artist has done much stronger things. Game assistance by Ray Conniff. (Joy, ASCAP)

**BROOK BENTON**  
**Devoted**.....76  
 VIK 0311—A hymn of dedicated love. Tender and sincere performance by Benton definitely merits a listen. With a push it could make noise. (Eden, BMI)  
**A Million Miles From Nowhere**...71  
 Deep and profound sentiments are voiced here in emotional style by Benton. Good performance is backed by Latinish rhythm of guitars, drums and chorus. Has a feeling of the wide-open spaces, and like the flip it rates attention. (Raleigh, BMI)

**JO STAFFORD**  
**Sweet Little Darlin'**.....76  
 COLUMBIA 41078—Dual track vocal by Miss Stafford on a country-type ballad with country string backing. Side is very much in today's popular idiom and could create interest. (Mellin, BMI)  
**I'll Buy It**...70  
 Cute tune, from the forthcoming pretty Dorothy Fields-Burt Lane melody, is read with the artist's usual fine piping. (Chappell, ASCAP)

**TEDDY RANDAZZO**  
**Red Ruby Lips**.....75  
 VIK 0310—A shouted rockabilly-type blues by the chanter, who will be remembered for his appearance in the pic, "Mr. Rock and Roll." Side has plenty of bright swinging sound and it could pull some action. (Quintet, BMI)  
**I'll Never Smile Again**...72  
 Ruth Lowe's standard gets an all-stops-out emotional treatment by Randazzo. Chanter's liberties with the melody, plus a bit too much power in the pipes tend to detract. Flip has more to offer. (Pickwick, ASCAP)

**JIMMY CAVELLO & HIS HOUSE ROCKERS**  
**Dream Toy**.....75  
 CORAL 61919—Rockabilly is given a bright go by the crew. Cheerful sound with listenable ork backing is a threat in r.&b. markets, too. (Vernon, ASCAP)  
**Cherry Pie**...72  
 medium-beat, bluesy side is nicely belted by the group. It can cop coin in both pop and r.&b. marts. Good guitar and triplet piano backing. (Bonita, BMI)

**PETE FOUNTAIN**  
**Yellow Dog Blues**.....74  
 BRUNSWICK 55045—Indie label action on old Handy tune has been a flock of covers. This is a two-tempo Dixie job by Lawrence Welk's featured jazz man. Nice, easy jazz disk. (Handy, ASCAP)  
**Tailgate Blues**...72  
 Mellowness of the jazz here is more New Orleans than Chicago, and it can please a wide range of listeners. In pop field, it can do better than most jazz disks. (Champagne, ASCAP)

**PETER HANLEY**  
**Rock 'n' Roll Polka**.....74  
 JUBILEE 5301—Hybrid comes off as a lively, danceable side. Hanley and group belt a pleasant vocal. Okay juke fare. (Time, BMI)  
**The Blues**...67  
 Hanley clefted both sides. Tune isn't a real blues, but a Mercer-Arlen type torch ballad. Some jocks will like it. (Time, BMI)

**DAV KIPP**  
**No Sweat Baby!**.....73  
 CORAL 61920—Rockabilly is belted against swift, Domino-type support. Funky tenor is featured in a brief instrumental reprise. It can do business. (Clorvel, BMI)

## • Review Spotlight on . . .

## POP RECORDS

**THE SHEPHERD SISTERS**...Mercury 71244.....  
 THE BEST THING THERE IS IS LOVE (Sheldon, BMI)  
**GETTIN' READY FOR FREDDIE**.....(Winneton, BMI)  
 This is the first by the chicks, who scored with "Alone," on their new label. The strong contender is in a rockabilly groove, and the sock chaotic vocal effort is loaded with teen appeal. Flip, "Gettin' Ready," is a rocker sort that is also solidly belted. The strong pairing can step out.

**THE SOPHOMORES**...Epic 9259.....  
 CHARADES (Cherio, BMI)  
 Platter was bought from Chord Records. Tune is a rocker-type with a catchy idea and a lot going on. The lead is supported by good group work and rhythm backing. Flip, "What Can I Do?" has a tango beat, and the group presents it with appeal (Cherio, BMI).

**MARK STONE**...Kapp 205.....  
 EVER SINCE I MET LUCY (Bourne, ASCAP)  
**THERE'S NOTHING TO DO ABOUT YOU**..(Garland, ASCAP)  
 The talented newcomer has a sound that reminds of Hoagy Carmichael. Vocal on "Lucy" is in a bright, cheerful rockabilly vein. Dual track delivery with good chorus and ork assistance makes this a dangerous side. Flip, "There's Nothing," is a ballad that is nicely chanted against Johnny Mathis-type piano backing. Watch it!

## POP DISK JOCKEY PROGRAMMING

**THE TROUBADORS**...Kapp 203.....  
 THE LIGHTS OF PARIS (Robbins, ASCAP)  
 The pretty theme from "The Sun Also Rises" is given a real quality treatment by the crew. The first chorus has the theme whistled with lush strings in support. The second features a chorus. Flip is an attractively styled beguine called "The Flaming Rose" (Famous, ASCAP).

**MOE KOFFMAN QUARTET**...Jubilee 5311.  
 THE SWINGIN' SHEPHERD BLUES (Benell, BMI)  
 Spins of this swingin' side can go equally well with jazz and pop listeners. The instrumental features nice flute sounds on the lyrical blues melody with good relaxed rhythm backing. It's from the Canadian jazz group's current album. Flip is nice outing on another jazz theme, "Hambourg Bound," by the Koffman Septet (Benell, BMI).

**Yea! My Baby Loves Me**...73  
 Good vocal effort by the new artist on a medium-beat side that has a feel of the blues. Fine ork backing complements. Similar to flip in potential. (Holford, ASCAP)

**BILLY WARD & THE DOMINOES**  
**When the Saints Go Marching In**...73  
 DECCA 30514—A swinging, stylized version of the PD song. Performance has a church quality and solid instrumentation, with heavily accented beat. (PD)  
**September Song**...73  
 A rhythmic, fleet-moving reading of the great standard from Ward's LP. This type of reading is unusual for the song—being heavily accented and swung. (De Sylva, Brown & Henderson, ASCAP)

**NIGHT HAWKS**  
**Want Your Love**.....73  
 STARS 550—Haunting, moody melody line played by the strings. A group of chicks does a brief vocal with a wild, wood-nymph quality. For jocks looking for unusual material. (Lowery, BMI)

**You're My Baby**...72  
 Blues, chanted in the rockabilly style. Vocalist has a good authentic sound, despite his debt to Elvis. (Lowery, BMI)

**JIV-A-TONES**  
**Fire Engine Baby**.....73  
 FOX 1—Another blues in the rockabilly style, with string backing. A train rhythm lends some excitement. Lead singer has an authentic touch. (Tecumseh, BMI)  
**Filthy Gentle**...71  
 A blues, chanted in the rockabilly style, with typical string effects, and no horns. Good swamp sound. (Tecumseh, BMI)

**BOB GIBSON**  
**Marching to Pretoria**.....73  
 DECCA 30528 — The young artist, who has a fair reputation as a folk singer, has a nice sound on this folksy, march-like Josef Marais tune. Bright chorus support assists. Interesting side could catch on. (Schirmer, ASCAP)  
**I'm Never to Marry**...70  
 Lovely, folksy waltz is rendered with appeal by the artist. The weeper is given a listenable chorus and ork setting by Jack Pleis. Fair chances. (Acorn, BMI)

**BEN HUGHES**  
**You Never Care**.....73

**SPECIALTY 616** — Hughes clefted both sides. This one is a medium tempo rocker. Bari has powerful pipes, and shows considerable church influence in his styling. Gal chorus in back is pop-style. This may not be the material to put him over. (Venice, BMI)

**I Need Someone to Love Me**...70  
 Bari balladeer sings a gentle, pleading ballad in a Hibbler-inspired style. Promising stylist, but not distinctive enough on this fancy chant. (Venice, BMI)

**LILLIAN BROOKS**  
**It's You**.....73  
 M-G-M 12593—Richly thrusted pop rendition of a country-type pleader. Tune and treatment are reminiscent of some of the Vera Lynn sides. Fair chances if plugged heavily. (Brandom, ASCAP)  
**Sorry**...70  
 Similarly styled ballad, with an old-time feeling. Good quality fem vocal in an era when these things rarely click. (Brandom, ASCAP)

**THE PETTICOATS**  
**I Ain't Gonna Do It No More**.....73  
 PREP 125—This has a rhythm and feel that recall "White Silver Sands," with the gals, formerly of the RKO Unique label, working with nice harmony effects and ork and chorus backing. Could corner some coin. (Joy, ASCAP)  
**Manhattan Mountains**...69  
 The "Tennessee Waltz" idea transmitted to a new locale. A pretty three-beater with no great power. (Olman, ASCAP)

**JOHNNY BURNETTE**  
**If You Want It Enough**.....73  
 CORAL 61918—An interesting rockabilly performance, exaggerated to the point where some of the grunts and groans sound like a native Hawaiian chanter. Side has the best chance of a moderately interest coupling. (Mitchell, ASCAP)  
**Rock Billy Boogie**...68  
 The familiar pattern of "we're going to rock (abilly) tonight" with Burnette chanting in the frantic, echo style. Shouts and shrieks fill the backing. Good pulsing rhythm could attract some interest. (Mitchell, ASCAP)

**JULIE WILSON**  
**Lilac Chiffon**.....73  
 VIK 0312—An attractive, medium-paced tune, sung by the thrush during her appearance on the Kraft Theater. She's singing in waltz tempo,

about a special dress with sentimental attachments. Reference to proms, etc., may catch a few teen-age fem ears. (Korwin, ASCAP)  
**Come to Me**...68  
 Miss Wilson sings this title tune of a recent Kraft TV Theater show in husky, half-shut lids style. Limited potential. (Korwin, ASCAP)

**THE WANDERERS**  
**Thinking of You**.....73  
 ONYX 518—Standard gets a moderately strong reading by the group with a flashy lead. Doesn't catch on fire but performance is good enough to rate plays. (Harms, ASCAP)  
**Great Jumpin' Catfish**...66  
 A jump tune with the group singing against tenor sax. Walling and shouting in spots doesn't save it from the handicap of so-so material. Moderate potential only. (Malver, BMI)

**LOUIS PRIMA**  
**Beep Beep**.....73  
 CAPITOL 15375—Rock and roll novelty with crazy beep effects. Fans who don't take rock and roll too seriously will get a few yocks. Sam Butera's sax helps. (Mills, ASCAP)  
**Buona Sera**...71  
 Two-tempo item is turned into a rock and roll novelty by the great musical clown. For those who break up at anything Prima does. (Enterprise, ASCAP)

**BOB CROSBY ORK**  
**Yellow Dog Blues**.....72  
 CORAL 61929—An indie version of the W. C. Handy oldie is reportedly kicking up a ruckus in the Midwest, and this re-issue, out of an LP, could cop a share. Instrumental Dixie. (Handy, ASCAP)  
**What's New?**...70  
 Filler from a recent Crosby Hi-Fi LP, with Charlie Teagarden trumpet featured on the beautiful standard ballad. Some deejay spins likely. (Witmark, ASCAP)

**LOVETT SISTERS**  
**Won't Cha Squeeze Me?**.....72  
 TODD 1001 — Pretty waltz. Sisters have a fresh sound. Instrumentation includes an accordion and has a toe-tickling effect. (Windy City, ASCAP)  
**Dear Daddy**...70  
 Tearjerker lyric tells of the heart-break of children, as Daddy gets ready to break up his home and leave. Sniffles at the end. Has moral.

(Continued on page 55)

# 2 Labels - 2 Hits

**the smash  
ORIGINAL**  
.....

**"I'M  
COMIN'  
HOME"**

by .....

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CHANCELLORS**

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*-Bernie Lowe-*

FOR  
SURVEY WEEK  
ENDING  
DECEMBER 7, 1957

# Billboard Weekly Juke Box Programming Guide

## POPULAR

SILHOUETTES  
★ THE RAYS ★  
DADDY COOL  
Cameo 117

MY SPECIAL ANGEL  
★ BOBBY HELMS ★  
STANDING AT THE END OF MY WORLD  
Decca 30423

WAKE UP LITTLE SUSIE  
★ EVERLY BROTHERS ★  
MAYBE TOMORROW  
Cadence 1337

ROCK AND ROLL MUSIC  
★ CHUCK BERRY ★  
BLUE FEELING  
Chess 1671

ALL THE WAY  
★ FRANK SINATRA ★  
CHICAGO  
Capitol 3793

AT THE HOP  
★ DANNY AND THE JUNIORS ★  
SOMETIMES  
ABC-Paramount 9871

FASCINATION  
★ JANE MORGAN ★  
FASCINATION  
(Instrumental)  
Kapp 191

APRIL LOVE  
★ PAT BOONE ★  
WHEN THE SWALLOWS COME BACK  
TO CAPISTRANO  
Dot 15660

**NEW HIT**  
★ WILD IS THE WIND  
★ JOHNNY MATHEIS ★  
NO LOVE (BUT YOUR LOVE)  
Columbia 41060

JAILHOUSE ROCK  
★ ELVIS PRESLEY ★  
TREAT ME NICE  
RCA Victor 7035

RAUNCHY  
★ BILL JUSTIS ★  
THE MIDNITE MAN  
Phillips, International 3519

I'M AVAILABLE  
★ MARGIE RAYBURN ★  
IF YOU WERE  
Liberty 55102

TAMMY  
★ DEBBIE REYNOLDS ★  
FRENCH HEELS  
Coral 61851

MELODIE D'AMOUR  
★ AMES BROTHERS ★  
SO LITTLE TIME  
RCA Victor 7046

WHY DON'T THEY UNDERSTAND  
★ GEORGE HAMILTON IV ★  
EVEN THO'  
ABC-Paramount 9862

YOU SEND ME  
★ SAM COOKE ★  
SUMMERTIME  
Keen 34013

KISSES SWEETER THAN WINE  
★ JIMMIE RODGERS ★  
BETTER LOVED YOU'LL NEVER BE  
Roulette 4031

BUZZ, BUZZ, BUZZ  
★ HOLLYWOOD FLAMES ★  
CRAZY  
Ebb 119

BE BOP BABY  
★ RICKY NELSON ★  
Have I Told You Lately That I Love You  
Imperial 5463

CHANCES ARE  
★ JOHNNY MATHEIS ★  
THE TWELFTH OF NEVER  
Columbia 4993

PEGGY SUE  
★ BUDDY HOLLY ★  
EVERYDAY  
Coral 61885

LITTLE BITTY PRETTY ONE  
★ THURSTON HARRIS ★  
I HOPE YOU WON'T HOLD IT AGAINST ME  
Aladdin 3398

OH, BOY!  
★ THE CRICKETS ★  
NOT FADE AWAY  
Brunswick 55035

JUST BORN  
★ PERRY COMO ★  
IVY ROSE  
RCA Victor 7050

RAUNCHY  
★ ERNIE FREEMAN ★  
PUDDIN'  
Imperial 5474

TEARDROPS  
★ LEE ANDREWS AND THE HEARTS ★  
GIRL AROUND THE CORNER  
Chess 1675

HONEYCOMB  
★ JIMMIE RODGERS ★  
THEIR HEARTS WERE FULL OF SPRING  
Roulette 4015

BONY MORONIE  
★ LARRY WILLIAMS ★  
YOU BUG ME, BABY  
Specialty 615

LIECHTENSTEINER POLKA  
★ WILL GLAHE ★  
SCHWITZER POLKA  
London 1755

GREAT BALLS OF FIRE  
★ JERRY LEE LEWIS ★  
YOU WIN AGAIN  
Sun 281

## COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

GEISHA GIRL  
★ HANK LOCKLIN ★  
LIVIN' ALONE  
RCA Victor 6984

**NEW HIT**  
I FOUND MY GIRL IN THE U. S. A.  
★ JIMMIE SKINNER ★  
CARROLL COUNTY BLUES  
Mercury 71192

WHY WHY  
★ CARL SMITH ★  
EMOTIONS  
Columbia 40984

HOME OF THE BLUES  
★ JOHNNY CASH ★  
GIVE MY LOVE TO ROSE  
Sun 279

MY SHOES KEEP WALKING  
BACK TO YOU  
★ RAY PRICE ★  
DON'T DO ME THIS WAY  
Columbia 40951

THE STORY OF MY LIFE  
★ MARTY ROBBINS ★  
ONCE-A-WEEK DATE  
Columbia 41013

**RHYTHM & BLUES**  
Records eliminated if duplicated in Pop List.

THE JOKER  
★ BILLY MYLES ★  
HONEY BEE  
Ember 1026

COULD THIS BE MAGIC  
★ THE DUBS ★  
SUCH LOVIN'  
Gone 5011

SWANEE RIVER ROCK  
(TALKIN' 'BOUT THAT RIVER)  
★ RAY CHARLES ★  
I WANT A LITTLE GIRL  
Atlantic 1154

WAIT AND SEE  
★ FATS DOMINO ★  
I STILL LOVE YOU  
Imperial 5467

## OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

**BEST BUY**  
GENE ALLESON  
You Can Make It, If You Try  
Hey, Hey I Love You  
You Jay 713

**BEST BUY**  
FATS DOMINO...I Want You to Know  
The Big Beat  
Imperial 5477

**BEST BUY**  
SAM COOKE  
(I Love You) for Sentimental Reasons  
Desire Me  
Keen 4002

**BEST BUY**  
RICKY NELSON...Waitin' in School  
Stood Up  
Imperial 5483

## 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.

**OPINION**  
THE SHEPHERD SISTERS...  
The Best Thing There Is (is Love)  
Gettin' Ready for Freddie  
Mercury 71244

**OPINION**  
MARK STONE  
Ever Since I Met Lucy  
There's Nothing to Do About You  
Kapp 205

**BEST BUY**  
THE SOPHOMORES...Charades  
What Can I Do?  
Epic 9259

• **Reviews of New Pop Records**

• *Continued from page 52*

message and is well done. (Cornell, ASCAP)

**DARLA DARET**

**Don't Cha Wanna?**.....72  
SILVER 2001—An infectious sound by Miss Daret on a cute upbeat tune. Fem group assists in the backing. Nice performance marks the label's and the gal's debut. (American, BMI)

**Honey Honey**....69  
A catchy ditty which has a simple flavor. Pleasant thrushing by Miss Daret, supported by harmony-minded chick group. (American, BMI)

**LURLEAN HUNTER**

**Show Me Love**.....71  
VIK 0309—An easy-going show-type tune delivered tastily by the thrush, backed by a smart big band sound. Good jock material. (Fred Fisher, ASCAP)

**You Touched Me**....70  
A sophisticated tune with a Latinish rhythm, nicely thrushed by Miss Hunter. Material would go well with the blue lights in an intimate club. Possible for jocks but doesn't hit the groove for the mass market. (Muirfield, ASCAP)

**MONIA LITER ORK**

**Fascinating Rhythm**.....71  
LONDON 1766 — Fly jazz piano blows against big, slick, danceable ork in this fine British disking. Jocks will dig it, especially as an instrumental opener or closer. (New World, ASCAP)

**Piano Polka**....68  
Big band and piano beat out a lively, but somewhat overblown polka. Danceable, but the flavor isn't indigenous. (Piccadilly, BMI)

**ALAN LOGAN**

**Farewell to Naples**.....68  
M-G-M 12579 — Classy arrangement of the pretty theme is a fair mood side for jocks. The instrumental spotlights listenable piano by Logan. (Weiss & Barry, BMI)

**Careless**....68  
Eddie Heywood approach on the standard is also a good instrumental treatment. Jocks may also find this to their liking. (Bourne, ASCAP)

**THE DOODLERS**

**Smoky Pokey Choochoo**.....68  
LIBERTY 55116—Boys essay pleasant, somewhat childish material with okay beat, but personality doesn't get across on the disk. (Studio, BMI)

**Sugar Plum**....67  
Cute rockabilly, not too unusual. Group shows little character here. (Studio, BMI)

**FRANK FIELDS ORK**

**The Girl With the Heather Green Eyes**.....68  
DOT 15676 — Moderately attractive mood-styled ork material. Harmonica solo is in the spotlight. Jock possibility. (Michele, ASCAP)

**Straw Hat**....66  
A gay and colorful orking which conjures a picture of the peasants or ploughmen parading and dancing in the square. A good effort by the ork that has no special future. (Michele, ASCAP)

**AL CASEY**

**Willie Mae**.....68  
LIBERTY 55117 — Guitarist Casey both sings and plays on this pounding blues side. A good sound with the Casey guitaring somewhat more effective than the chanting. Moderate chances in pop and c.&w. (Gregmark, BMI)

**She Gotta Shake**....65  
There's a funky, backshack sound on this side tho the idea of the song is nothing new. No great appeal, with flip getting a slight edge. (Gregmark, BMI)

**RAYMOND CARBONE WITH EDDIE BARTEL ORK**

**My Christmas Problem**.....67  
STAR-X 502—Vocalist has a teen-age, fresh sound. Song is a good Christmas tune, with a swinging tempo and attractive lyric. (Biernat, Dietz, BMI)

**Rockin' on My Rockin' Horse**....60  
This side mirrors the rock and roll trend, as seen by a tot. Horns give the instrumentation a rock and roll effect, but it's quite ineffective. (Biernat, Dietz, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less.

**ANNISTEEN ALLEN:** Don't Pull the Wool/That's the Music for Me—Decca 30243

**JACKIE CARBONE WITH EDDIE BARTEL ORK:** Jam-Up/Just Foolin'—Star-X 503

**KEN CARSON:** If You Need Me/Gypsy. Tell My Fortune—Davis 461

(Continued on page 56)

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**"SECOND FIDDLE"**  
The Rays

Checker 878  
**"SAY BOSS MAN"**  
Bo Diddly

Chess 1675  
**"TEAR DROPS"**  
Lee Andrews and the Hearts

Chess 1671  
**"ROCK AND ROLL MUSIC"**  
Chuck Berry

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**CARLSON'S RAIDERS**  
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**• Reviews of New Pop Records**

*Continued from page 55*

**JOHNNY CRAWFORD:** Undecided Lover/ Hobo Heart—End 1009  
**EDDIE DAVIS:** Heart of Ice/To Be or Not To Be—Vita 170  
**PAT DENNIS:** My Buddy/French Rock & Roll—Pop 2703  
**MICHAEL DICKLER:** Christmas Is Here/ Bye, Bye—Classic 1000  
**CAB CALLOWAY:** Tomorrow Night/The Blues Came to Dinner—Gone 5018  
**FOUR SPICES:** Selah Belah Saba/Kitty—M-G-M 12594  
**ROYE GOODRICH:** I'm Sorry I Made You Cry/I've Got the Edge—National 114  
**THE ROY LINDSEY SINGERS:** The Koo Joo Song/One Kiss From You—Classic 1001  
**RITA MOSS:** I Should Know/In My Ole Kentucky Home—Debonair 1839  
**LOUISE O'BRIEN:** Sweeter as the Years Go By/Spend Christmas With Your Mother—E-Z 685  
**THE QUARTER NOTES:** Who Am I/ Teen Age Blues—Fox 2  
**STEVE ROSSI:** I'm Gonna Hate Myself/ Poinclana—Robin 1001  
**THE TIP TOPS:** Safety First/Satellite for Two—Huber 1004

**Jazz**

**JOHNNY PATE QUINTET**  
 The Elder...74  
 FEDERAL 12312 — Tasteful instrumental, with a lilting melody line. Side features Lennie Druss on flute. A cool, relaxed sound. For jocks. (Armo, BMI)  
 Swinging Shepherd Blues...74  
 Similar in quality to the flip. Side is a blues, and again features Druss on flute, with a relaxed combo behind him. Nice wax. (Benell, BMI)

**Spiritual**

**THE SOUL STIRRERS**  
 Were You There?...83  
 SPECIALTY 907—Expressive rendition of the well-known gospel is a new interpretation. The theme is given a minor quality. It should find favor with lovers of spirituals. (Venice, BMI)  
 Sinner, Run to Jesus...83  
 Lively go on the hymn should also appeal to devotees of this sort. Good vocal by the lead is well-supported by the group. (Martin & Morris, BMI)

**GOSPEL LIGHT SINGERS**  
 I Need You Lord, Yes I do...72  
 FRIENDLY 1011 — Strong gospel group, singing with precision and feeling. Mixed voices answering each other creates a strong effect. (Reed & Reed, BMI)  
 Time Moves On...72  
 This side is done with intensity, the chanters picking up steam as they go along. A swinging effect. (Reed & Reed, BMI)

**Sacred**

**THE HARVESTERS**  
 I Shall Not Be Moved...78  
 COLUMBIA 41074—Rousing, public domain sacred tune is belted in jaunty down-home style by the boys. Bible-Belt action likely. Good AM jock stuff. (PD)  
 Closer Than a Brother...76  
 In three-quarter time, with a suggestion of what has come to be known as rock and roll backing. But this is where those triplets came from in the first place. (Lynn, BMI)

**Christmas**

**JOE POOVEY & EARNEY VANDAGRIFF**  
 Christmas Filled With Cheer...78  
 RURAL RHYTHM 503 — Country Christmas side which literally drips with pathos and tears. Following the vocal, a youngster gives a tear-drenched recitative. Dangerous, and could take off. (Sage Brush, BMI)  
 Santa's Helper...69  
 Another Christmas side. This one has a novelty appeal. (Sage Brush, BMI)

**THE LENNON SISTERS**  
 Merry, Merry Christmas...75  
 BRUNSWICK 55044 — The sister foursome turns out a sprightly cover reading of the Ruby Wright side on Fraternity which has pulled loot in some areas. TV following for the youngsters can help this develop moderate action. (Buckeye, ASCAP)  
 Let's Light the Christmas Tree...75  
 A pleasant, slow version of Ruby Wright's disk that's moving in the Cincinnati territory. It's an appealing holiday tune and this version can do okay on the Christmas market. Attractive coupling. (Broadcast, BMI)

**FREDERICK FENNEL**  
 A Christmas Festival...72  
 MERCURY 71238—Leroy Anderson adaptation of Christmas hymns will provide an excellent programming for jocks during the Yuletide season. The medley includes several traditional carols. (Mills, ASCAP)  
 Sleigh Ride...72  
 The Eastman Ensemble is equally listenable on this Leroy Anderson  
*(Continued on page 58)*

**A Solid Hit!**

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**Jimmy Dee**

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**Goodmans Get**

• Continued from page 25

Checker disk combine in Chicago, might seek to merchandise the material in new packages at under-\$2 prices primarily for rack sales.

In the meantime, Betty Johnson, whose "I Dreamed" was Bally's biggest singles hit, has been pacted by Atlantic Records. Csida and Crean are discussing with Atlantic the possible use of some of the Johnson sides in a scheduled LP for the thrush.

Jimmy Hilliard, proxy of the Bally label, is understood to be headed for a vacation in the Virgin Islands at an early date. No announcement as to his plans is expected until he returns from the West Indian trek.

**Johnny Green**

• Continued from page 26

department in 1949. At present, Green is mulling the take-over of all music chores for the upcoming Samuel Goldwyn production of "Porgy and Bess," in addition to several Broadway musical projects.

Green still has nearly a year to go on his present contract, tho he's asked studio toppers to leave his post by April 1. He's scheduled to complete music for "Merry Andrew," "Tunnel of Love" and "Brothers Karamazov" for that date. He recently completed music for "Raintree County" and "I Cover the Waterfront" and "Body and Soul" are among his composing credits.

**Macleod Exits**

• Continued from page 25

chairman of the board, will direct EMI's disk business.

Macleod had been with EMI 29 years. After the war he revived and expanded the company's business on the European continent. In 1952, when EMI's contract with American Columbia was due to expire, he asked Daric Soria to form an American company for the distribution of EMI's "English Columbia" classical catalog. The recording angel trade-mark was revived to become the Angel label. In order to place for EMI the pop catalog it had also lost, when the contract with American Columbia was not renewed, Macleod later recommended the purchase of Capitol Records.

**License Set-Ups**

• Continued from page 25

years, has started operations in Argentina, Chile, Uruguay and other South American countries—except Brazil and Colombia. Epic repertoire will be used.

Shapiro and Berry announced another deal whereby Columbia Records has acquired rights, thru Philips, to the Italian Durium label which has an extensive catalog of Italian pop music. Currently, Columbia has Durium for the United States and Argentina, but other areas will be included as pacts expire. One of the diskery's motivating impulses acquiring Durium is the fact that Italian pop music is now a major trend in Europe. Marino Marini, Durium artist, is a big seller on the Continent. His first Columbia LP will be out in April.

In connection with Columbia's overseas business, Berry and Shapiro stated that the label's wholly-owned subsidiaries in Canada, Mexico, Brazil and Argentina, and the record club operation in Canada were all very successful. As an indication of how the foreign market is growing, it was noted that Doris Day's "Que Sera Sera" had an approximate sale of 2,000,000 outside the United States. In England, for instance, the disk sold 780,000; in Holland, 100,000, etc. Name artists, such as Guy Mitchell, Johnnie Ray, Frankie Laine, etc., continue to sell heavily

**VOX JOX**

By JUNE BUNDY

**CAPTIVE AUDIENCE:** Sperm Feller, WVDA, Boston, recently received a letter from a group of Massachusetts State Prison inmates g6. had compiled their own list of tunes for an "Album for Convicts" package. Songs included "Those 3500 Volts Are

**YESTERYEAR'S TOPS—**

The nation's top tunes on records as reported in The Billboard

DECEMBER 20, 1947

1. Near You
2. How Soon
3. Too Fat Polka
4. Ballerina
5. You Do
6. Civilization
7. Serenade of the Bells
8. —And Mimi
9. Golden Earrings
10. I'll Dance at Your Wedding

DECEMBER 20, 1952

1. Why Don't You Believe Me?
2. Glow Worm
3. You Belong to Me
4. I Saw Mommy Kissing Santa Claus
5. Don't Let the Stars Get in Your Eyes
6. I Went to Your Wedding
7. Because You're Mine
8. Lady of Spain
9. Keep It a Secret
10. It's in the Book

Breaking Up That Old Gang of Mine," "Up the Lousy River," "Please Don't Talk About Me When I'm Paroled," "You Ain't Nothing Bu' a Stool Pigeon," "Throw Mama From the Train a File," "On the Sunny Side of the Cell," "I Might as Well Be Sprung," "Old Electric Chair's Got Me," "People Will Say We're in Jail," "Let's Put Out the Lights and Go Over the Wall."

**GIMMIX:** Joe Flood, KTLN, Denver, has an appealing gimmick going for his sizable teen-ager following. Each day a "head girl" (representing a local junior or senior high school) is honored on Flood's program. Students are selected on basis of grades, personalities and participation in school activities. Flood reads a brief biography about each winner on the air, and sends them free subscriptions to "Teen Magazine." The jock reports that the stunt has practically doubled his mail.

**HOLIDAY WAX:** In addition to debating the merits of Elvis Presley's rendition of "White Christmas," deejays across the country are generally gearing decking of the current disk scene in a multitude of holiday promotions. Station WHB, Kansas City, Mo., for instance, has arranged for several local choirs and choruses to record Christmas songs and hymns, which will be played thruout the day by WEB jocks until December 25. Every time one of the disks is played, the spinner will also name the choir and director and plug their pet charities.

on disks and draw well in personal appearances. Shapiro noted that the interchange of Philips and Columbia artists on the personal appearance level is being stepped up. Philips' Juliette Greco, Patachou and many others are due to come to the United States in 1958. Michel LeGrand will arrive in April. Columbia's Errol Garner is currently overseas at the request of Philips. Dave Brubeck and Buck Clayton will tour England and the Continent, with Clayton scheduled to go in February. Columbia, in fact, has recorded a special Clayton LP for release in England, tying in with Clayton's projected visit.

At the same station, WBB jockey Wayne Stitt has set up a novel format for his "Top 40 Show" on Christmas Day. Stitt has asked listeners to send in titles of their favorite Christmas music, which will serve as special "Top 40 Christmas Songs" list which the deejay will feature on his Christmas show, thus winding up WHB's traditional 24-hour "Festival of Christmas Music."

Jockeys at WJIM, Lansing, Mich., recently staged and broadcast a four-hour pre-Christmas "Toys for Tots Family Record Hop." A record total of 10,000 toys were collected at the dance, with admission to the affair priced at "a toy a tot that needs a toy." Rather than pitch the annual dance just at the teen-agers, the public service affair was billed as a "Family Record Hop." During the four-hour broadcast four WJIM deejays took turns at the mike—Lloyd Garten, Jim Harrington, Bryon Connelly and Alan Norman.

**MONITOR MUSICAL SURVEY**

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

- Safford, Ariz. "Leichtensteiner Polka," Lawrence Welk, Coral.
- Tuscaloosa, Ala. "All of You," Ray Charles Singers, M-G-M.
- Saint Cloud, Minn. "Put a Light in the Window," Four Lads, Columbia.
- Knoxville "March From the River Kwai," Mitch Miller, Columbia.
- Kingsport, Tenn. "No Love," Johnny Mathis, Columbia.
- Miami "Fascination," Dick Jacobs, Coral.
- Huron, S. D. "Raintree County," Nat King Cole, Capitol.
- Paducah, Ky. "How Can I Begin to Tell You," Four Freshmen, Capitol.
- Albuquerque, N. M. "My One and Only Love," Johnny Mathis, Columbia.
- Fort Worth "All the Way," Frank Sinatra, Capitol.

**CHRISTMAS P.A.:** In addition to handling their regular broadcasting chores, staffers at KYW, Cleveland, devote an extensive amount of time to off-the-air promotion. For instance, on Christmas Day they'll make personal appearances in some of their listener's home. Stunt is the outgrowth of a contest, whereby the station asked dialers to nominate their favorite families—those who would appreciate a visit from KYW jocks. Making the rounds with gifts will be Big Wilson, Specs Howard, Gloria Brown, Joe Finan, Wes Hopkins, Bud Wendell, and Johnny Bell.

**CHANGE OF THEME:** Deejay program director J. P. Abaray, WKAL, Rome, N. Y., has moved from an afternoon slot to a morning show, while morning man Jim Duke has taken over Abaray's old program. . . . Marie Peters, who records for Jester Records, is the new early morning deejay at WTYM, Springfield, Mass. . . . Don Bell, KIOA, Des Moines, Ia., is spinning a pre-school age record each morning at 8:30 a.m. and is looking for kiddie wax.

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## • Reviews of New Pop Records

• Continued from page 56

melody, which is also a spin-worthy side. (Mills, ASCAP)

### Polka

**JOHN WILFAHRT ORK**  
Minneapolis Polka.....80  
DECCA 30497—With the "Liechtensteiner Polka" providing a surprise

## • Number of Releases This Week

Label	Pop	R&B	C&W
ALADDIN	1	—	—
APOLLO	—	1	—
ATLANTIC	—	1	—
BRUNSWICK	1	—	—
CADENCE	1	—	—
CAPITOL	3	—	1
CHESS	—	1	—
CLASSIC	2	—	—
COLUMBIA	4	—	—
CORAL	5	—	—
DAVIS	1	—	—
DEBONAIR	1	—	—
DECCA	3	—	2
DOT	1	—	—
DUKE	—	1	—
END	1	—	—
EPIC	1	—	—
E-Z	1	—	—
FLIP	—	1	—
FOX	2	—	—
GONE	1	—	—
HERALD	—	2	—
HUBER	1	—	—
IMPERIAL	1	1	—
INTERNATIONAL	—	—	1
JOHNSON	—	1	—
JUBILEE	1	—	—
KING	1	1	1
LIBERTY	2	—	—
LONDON	2	—	—
MERCURY	2	—	—
M-G-M	3	—	2
NATIONAL	1	1	—
O-J	1	—	—
ONYX	1	—	—
PEACOCK	—	1	—
POP	1	—	—
PREP	1	—	—
RCA VICTOR	1	—	3
ROBIN	1	—	—
SAGE	—	—	1
SAVOY	—	1	—
SILVER	1	—	—
SPECIALTY	1	2	—
STARS	1	—	—
STAR-X	2	—	—
TODD	1	—	—
UNITED ARTISTS	2	—	—
VIK	4	—	—
VITA	1	—	—
ZEBRA	—	1	—
TOTALS	62	16	12

## Frey Ousts Sidell

• Continued from page 26

Wilbur, Clayton Moorar, Jack Saatkamp and Tom Henderson.

Chief complaints against Sidell's administration were that he hadn't held a regular membership meeting in six years, that he sent no financial reports to members, and that election votes were counted by a committee named by incumbent officers. Frey said he would cut the president's salary from \$15,000 to \$10,000 when he takes office January 7.

## • Reviews and Ratings of New Classical Albums

**STRAVINSKY: AGON; CANTICUM SACRUM (1-12)**—Los Angeles Festival Ork and Chorus (Stravinsky). Columbia ML 5215.....75

Two recent compositions by one of the giants of our time: a ballet score and a choral work. The former continues his neo-classic ballet series; the latter harks back to his "Mass" and "Symphony of Psalms." The composer leads outstanding performances. Realistic recording has full play in reproducing fascinating sonorities.

**DELLO JOIO: AIR POWER (1-12)**—The Philadelphia Ork (Ormandy). Columbia ML 5214.....75

This symphonic suite is drawn from the composer's score for the CBS television series. Various sections depict aspects of the air age including "Frolics of the Early Days," "Mission in the Sky" and "Wac Scenes." Descriptive music has direct appeal and, if pushed, may enjoy some of the sales amassed by Rodger's "Victory at Sea."

**MOZART: MISSA BREVIS; CORONATION MASS (1-12)**—Soloists with Vienna Choir Boys & Vienna Symphony Boys and Vienna Symphony Ork (Moralt). Epic LC 3415.....72

The "Missa Brevis" is new to disks and the superb "Coronation Mass" has

hit, this, too, could create interest. The lively polka is happily styled by maestro Wilfhart. Not as cute as "Liechtensteiner," but polka fans might like it. (PD)

**St. Paul Waltz....78**  
Pleasant outing on the oom-pah-pah melody. Good juke bait. (PD)

**GENE WISNIEWSKI**  
Swedish Polka.....76

DANA 3276—Solid polka fare. Side is an instrumental, and the lads play with precision and verve.

**Liechtensteiner Polka....76**  
Instrumental version of the hit polka. This one has bright sound and a swinging quality. (Burlington, ASCAP)

## Latin American

**ORQUESTA AMERICA**  
Never.....80

PANART 2060—Male chorus attractively presents this pretty slow cha-cha with light ork accompaniment. Good potential in Latin-American market. Spanish lyrics.

**Tunnel of Love....77**  
Male chorus has the vocal on this cute cha-cha melody. In Latin-American market, it can go well. Lyrics are in Spanish.

**ORQUESTA AMERICA**  
The Gay Deceiver.....77

PANART 2059—Bouncy, medium-beat beguine is nicely styled by a male chorus. Listenable side can do biz in this market.

**Silver Star....77**  
Instrumental first chorus of the rumba is followed by a vocal taken by a male group. It appears as strong as flip.

## Childrens'

**BOB HANNON**  
Good Morning, Mr. Kokomo (Parts I and II).....84

RCA VICTOR WBY 70—The TV simian star is the subject of these sides. Bob Hannon sings the smart ditties very well, interspersing the tunes with chatter. Sides have charm and melody. Fine kiddie programming. Matter of fact, this kiddie disk is more sensible than a flock of teen-age and "adult" disks. A 49-cent rack natural.

## Ray Anthony

• Continued from page 26

December 23, with the latter package including "Jailhouse Rock," "Be Bop Baby," "Kisses Sweeter Than Wine" and a new tune tagged "Haul Off and Rock." Label is putting its heavy promotion guns to the wheel on the EP, according to Anthony, with stations and dealers to be blanketed with copies.

Promotion is part of a Capitol package that will get under way on that date, with other disks by Frank Sinatra, Nat Cole, Ernie Ford and Dean Martin.

Anthony believes the band business needs some new excitement, and feels that rock and roll can stimulate the industry. Leader will put his new r.&c. band into action via a four-week road tour beginning February 5 in Richmond, Va.

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**Belgian Advice**

• Continued from page 26

last week (December 9 issue) about German publishing and dinking practice, Plum said that indeed it was truly difficult to kick off a hit in Germany. Not so in the French-Benelux area. "Our territory is faster than either England or Germany in picking up an American hit. Sailors, for instance, bring disks in on visits to our ports. We get them fast on the radio stations and tho we can't mention the name of a label on the government owned station, we play the artist so much that the demand rises very quickly. We had Sam Cooke's "You Send Me" on our juke boxes almost as fast as they did in the States."

Our three countries comprise a very hot market for records, and the biggest single influence on this right now is the Paris radio station, "Europe Number One," which programs much of the pop and rock and roll record material. This station has superseded Radio Luxembourg's French-language outlet as the top record promotion medium in the area.

"In France," Plum continued, "the concept of rock and roll music is 'fast' music. A few months ago, you'd have found nothing but fast moving, up-tempo records on the juke boxes. Now, they are going for music that is rocking but slower and more bluesy. They like the blues very much there." This reflects a trend in Stateside disk repertoire as has already been discussed in The Billboard (November 18 issue). Plum also noted the success of slower-tempoed rock and roll groups in France, such as the Platters, who recently had a highly successful engagement at the Paris Olympia Theater.

**Lang-Worth Deal**

• Continued from page 26

mately 25 cities. Lang-Worth expects to increase this to 100 stations shortly after the first of the year, with a minimum of 350 stations by the end of 1958.

Minimum schedule for a station is six hours a week with a 13-week contract. Ameche's firm, Jim Ameche Productions, Inc., will use a newly developed thin tape with exceptionally good tensile strength, making it possible for a one-hour show to fit on a seven-inch reel.

Jerome L. Doff and Seven G. Valenci handled negotiations for the Ameche firm. Company now includes Frank David, in charge of production and packaging; A. G. Telson, business manager, and Harold Spina Jr., programming.

**Cook Labs**

• Continued from page 26

alog (most of the stampers were saved intact and all master tapes) and is also marketing several new albums this month, along with at least six representative numbers on stereo tape.

Cook is pressing only new items and former best sellers at first, to fill existing orders, and is reviving direct mail service to give dealers time to stock up.

New hi-fi album releases include "Voices of the Sky," modern aircraft sounds; "King of Organs" with Bill Floyd at the N. Y. Paramount Theater's console Wurlitzer; "From the Frontier of Space," featuring sputnik signals. The tape release includes "King of Organs" and five items from the existing catalog.

**Becker to Head Jubilee Eastern Promotion . . .**

Richard Becker has been named Eastern sales and promotion rep for Jubilee Records, according to Jubilee chief Jerry Blaine. Becker previously was with Shapiro-Bernstein Inc., and Joy Music.

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• This Week's C&W Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . . C&W TALENT

DORTHA WRIGHT

They Listened While You Said Goodbye (Vidor, BMI) The Keeper of the Key (Vidor, BMI) - Columbia 41073 - Miss Wright has a youthful, sincere and distinctive vocal quality on these two nicely presented sides. "Keeper," a c.&w. ballad, has a traditional country flavor, despite the persistent piano triplets in support. "They Listened" is a waltz-keeper that is poignantly styled. Real talent here.

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 7

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. Oh Boy, Crickets, Brk.
4. Raunchy, Ernie Freeman, Imp.
5. The Story of My Life, Marty Robbins, Col.
6. Kisses Sweeter Than Wine, Jimmie Rodgers, Rit.
7. Great Balls of Fire, Jerry Lee Lewis, Sun

Dallas-Fort Worth

- 1. My Special Angel, Bobby Helms, Dec.
2. Fraulein, Bobby Helms, Dec.
3. Great Balls of Fire, Jerry Lee Lewis, Sun
4. The Story of My Life, Marty Robbins, Col.
5. Jailhouse Rock, Elvis Presley, Vic.
6. Is It Wrong? Warner Mack, Dec.
7. Geisha Girl, Hank Locklin, Vic.
8. I Found My Girl in the U. S. A., Jimmy Skinner, Mer.
9. Wake Up Little Susie, Evely Brothers, Cdc.
10. Honeycomb, Jimmie Rodgers, Rit.

Houston

- 1. Wake Up Little Susie, Evely Brothers, Cdc.
2. I Found My Girl in the U. S. A., Jimmy Skinner, Mer.
3. Great Balls of Fire, Jerry Lee Lewis, Sun
4. My Special Angel, Bobby Helms, Dec.
5. The Story of My Life, Marty Robbins, Col.
6. Is It Wrong? Warner Mack, Dec.

Memphis

- 1. The Story of My Life, Marty Robbins, Col.
2. I Found My Girl in the U. S. A., Jimmy Skinner, Mer.

- 3. Wake Up Little Susie, Evely Brothers, Cdc.
4. My Shoes Keep Walking Back to You, Ray Price, Col.
5. My Special Angel, Bobby Helms, Dec.
6. Is It Wrong? Warner Mack, Dec.

Nashville

- 1. The Story of My Life, Marty Robbins, Col.
2. Jailhouse Rock, Elvis Presley, Vic.
3. Wake Up Little Susie, Evely Brothers, Cdc.
4. My Special Angel, Bobby Helms, Dec.
5. Geisha Girl, Hank Locklin, Vic.
6. Why, Why, Carl Smith, Col.
7. Great Balls of Fire, Jerry Lee Lewis, Sun
8. Home of the Blues, Johnny Cash, Sun

New Orleans

- 1. My Special Angel, Bobby Helms, Dec.
2. Jailhouse Rock, Elvis Presley, Vic.
3. The Story of My Life, Marty Robbins, Col.
4. Why, Why, Carl Smith, Col.
5. Geisha Girl, Hank Locklin, Vic.
6. Great Balls of Fire, Jerry Lee Lewis, Sun
7. Wake Up Little Susie, Evely Brothers, Cdc.
8. Treat Me Nice, Elvis Presley, Vic.
9. Home of the Blues, Johnny Cash, Sun
10. My Arms Are a House, Hank Snow, Vic.

St. Louis

- 1. Raunchy, Bill Justis, Phil. Intl.
2. Kisses Sweeter Than Wine, Jimmie Rodgers, Rit.
3. Jailhouse Rock, Elvis Presley, Vic.
4. My Special Angel, Bobby Helms, Dec.
5. Great Balls of Fire, Jerry Lee Lewis, Sun
6. I Found My Girl in the U. S. A., Jimmy Skinner, Mer.

FOLK TALENT AND TUNES

By BILL SACHS

Around the Horn

"Grand Ole Opry" package, starring Roy Acuff, the Wilburn Brothers, June Webb and Cordon Terry, plus a number of supporting acts, plays Kansas City, Kan., December 28; Omaha, 29; Topeka, Kan., 30; Beatrice, Neb., 31; Wichita, Kan., January 1, and Sioux City, Ia., 2. Dates were set by Frankie More in conjunction with the Hap Peebles Agency, Wichita. More is also handling the promotion on Acuff's new Hickory release, "Once More" b.w. "I Don't Care." Deejays may obtain a copy by writing to More at 226 Donelson Pike, Nashville 14. . . . W. E. (Lucky) Moeller, of the Jim Derry Artists Bureau, Nashville, has set Eddie Hill, George Morgan, Carl Butler, Smiley and Kitty and Rita Fay for an appearance in Durham, N. C., December 19.

Joe Allison, of KRKD, Los Angeles, emcee of the ABC-TV "Country America" show, which emanates from Hollywood, is reported heading up a West Coast group which is mapping plans to hold a country music convention in the Los Angeles area in the spring. . . . Jimmy Heap and the Melody Masters, with Perk Williams, have signed with the new Fame Records label. Their initial waxing, released last week, couples "Alone at the Phone" and "I'm One of Those." Also inked by the new Flame firm are the Clefs and two new artists, Bill Taylor and Bill Denning. Taylor teamed with the Clefs to cut "Little Jewel," with Denning and the Clefs waxing "Studyhall Romance."

The Porter Wagoner Trio, now being handled by Herb Shucher, guested last Saturday (14) on "Country Music Jubilee" from Springfield, Mo. . . . Louise Coe, for the last three years secretary to Red Foley, recently became the bride of John Sharp, of Springfield, Mo. . . . Beginning in January, the "Red Foley Show" will be broadcast weekly on the world-wide Armed Forces Radio Network, reaching every overseas base where American troops are stationed. . . . Dortha Wright (Columbia) has left "Town Hall Party," Compton, Calif., where she has been a feature the last year and a half, to join the cast at Ralph Hicks' Jubilee Ballroom, Baldwin Park, Calif.

Donn Reynolds' M-G-M recording of "Rose of Ol' Pawnee" and "All Alone" has just been released in England. Another of his releases, "Hasta Luego" and "Lorelei," on

get spins, tho it's not in today's hottest groove. (Sage & Sand, BMI) I Gave You My Heart. . . 64 Shuffle-backed pop-type ditty of no special distinction. Fans of the WLW radio-TV artists may go for it. (Vanguard, BMI)

TOM MOFFATT Beyond the Reef. . . . 68 INTERNATIONAL 204—Tune of several years back is done in a countryish talk-sing manner, with one portion just recited against group humming and Western guitar sounds. An interesting, different side, with both pop and country potential. (Laurel, ASCAP) Rock Along. . . 60 A rocker with some Hawaiian flavor. Interesting, but broad sales are unlikely. (Congressional, ASCAP)

DYER SISTERS A Little While Ago. . . . 66 DECCA 30529—Slow and sad rural ballad with uninspiring harmony thrashing by the Dyer pair. Little power for the market. (Copar, BMI) Destination Heartache. . . 63 Sister duo intones a rock and roll weeper. Performance and material have but so-so potential here. (Forest, BMI)

• 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 throuout 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 'MY SPECIAL ANGEL', 'JAILHOUSE ROCK', 'WAKE UP LITTLE SUSIE', etc.

• Most Played C&W by Jockeys

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throuout 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 'MY SHOES KEEP WALKING BACK TO YOU', 'WAKE UP LITTLE SUSIE', 'MY SPECIAL ANGEL', etc.

HMV, was introduced in that country several months ago. Reynolds recently appeared as a guest on Buddy Dean's "Bandstand" over WJZ-TV, Washington. . . . Ann Raye, Decca artist, daughter of Mr. and Mrs. Frank J. (Yankie) Barhanovich, was married Sunday (15) in Biloxi, Miss., to Roy T. Ebbberman Jr., nonpro. . . . Rusty and Doug, most recent additions to the roster of WSM's "Grand Ole Opry," last week joined the Louvin Brothers, George Jones, Montana Slim and Floyd Tillman for one-night stands in Trenton, N. J.; White Plains, N. Y.; Newburgh, N. Y., and Newark, N. J. Don Larku and Lyle Reed handled the promotion.

stands at four boys and one girl. . . . Ginny Jackson is the newest member of "Country America," heard via ABC-TV from Hollywood. She takes the slot formerly occupied by the Canadian Sweethearts. . . . Bonnie Sloan, out of action the last year and a half, has returned to "Town Hall Party," Compton, Calif.

Dick Carson played six stands in Illinois last week with Lee Webb, formerly of WWVA's "World's Original Jamboree."

(Continued on page 63)

• Reviews of New C&W Records

GEORGE McCORMICK Doubt. . . . 76 M-G-M 12592—Strong country performance. Lyric is a good one. Vocal is solid, in the traditional style. Worth strong exposure. (Acuff-Rose, BMI) I'll Keep Your Name on File. . . 76 Bright country novelty. Lyric has wit, and the instrumentation bounces right along. Deejays will find this one an aid to bright programming. (Acuff-Rose, BMI)

HANK THOMPSON Just an Old Flame. . . . 75 CAPITOL 3850—Light, sensitive reading of a very poppish ballad with chorus support and country string backing. Thompson is clefter of the tune. (Texoma, ASCAP) If I'm Not Too Late. . . 75 Also a Thompson tune. The rockabilly-styled ditty is also in a poppish groove. It can go as well as the flip. (Texoma, ASCAP)

STUART HAMBLEN This Ole World. . . . 75 RCA VICTOR 7111—A bright and breezy upbeat Hamblen reading on the "This Ole House" melody with rewritten lyric. This time the message is that he's clearing out of "This Ole World" aboard a rocket ship. Cute idea and a sharp performance can get spins. (Hamblen, BMI) Don't Fool Around With Calico. . . 75 A most catchy tune by Hamblen, the message of which is to forget about other pastures that may look green. Great sound for the toe tappers with

the hopped-up piano and fancy fiddlin'. In the right sectors this can get plays aplenty. (Hamblen, BMI)

THE BROWNS True Love Goes Far Beyond. . . . 75 RCA VICTOR 7110—A strong ballad, country-flavored, telling of the strength and quality of true love. Jim Edward, Maxine and Bonnie chant it with high seriousness. (Penix, BMI) The Man in the Moon. . . 74 Country-flavored novelty, chanted with effect by the Browns. Ditty has a good melody. String backing lends a lively beat. (Mar-Kay, BMI)

RUSTY YORK Shaky 'Em Up, Baby. . . . 74 KING 5103—Country blues, York's vocal has an authentic sound. He's backed with typical string instrumentation, which has some swinging passages. Lyrics are real colorful. (Jay & Cee, BMI) Peggy Sue. . . 68 This version of the tune gets a nice performance by York. Backing has smart percussion in the scoring. Late cover of the Buddy Holly hit. (NorVa-Jak, BMI)

EDDIE THOMAS You're Out of My Sight. . . . 72 M-G-M 12591—Country-flavored song, Thomas sings it with feeling. Effective side. (Pine Ridge, ASCAP) Never, Never Knew. . . 70 A pretty melody, Thomas does a pleasant, legit vocal, sans tricks. Chick voices are in the arrangement. (Miller, ASCAP)

DEL WOOD Maggie Blues. . . . 72 RCA VICTOR 7088 — The "Down Yonder" gal provides a zippy, rickety-tick reading with an organ assist on the rhythm version of "When You and I Were Young, Maggie." Good bright sound for the boxes. (Mills, ASCAP) Whirl-a-Way. . . 70 Good ragtime piano on a snappy toe-tapping upbeat. More good box wax. (Starrite, BMI)

THE HOME TOWNERS Burning Bridges. . . . 71 SAGE 257—A languid weeper waltz with a polished Western-flavored rendition by the quartet. Good job could

SENSATIONAL "GREAT BALLS OF FIRE" JERRY LEE LEWIS Sun #281

NOW ON HICKORY! Roy Acuff "ONCE MORE" Hickory 1073 If It's Country Music It's Bound To Be Good!

### R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING DECEMBER 7 RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. 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	Weeks on Chart	Rank	Title	Label
1	8	1	<b>YOU SEND ME</b> (BMI)—Sam Cooke	Keen 34013
2	10	2	<b>JAILHOUSE ROCK</b> (BMI)—Elvis Presley	Vic 7035
3	4	3	<b>RAUNCHY</b> (BMI)—Bill Justis	Philips International 3519
4	8	4	<b>SILHOUETTES</b> (BMI)—The Rays	Cameo 117
5	3	5	<b>RAUNCHY</b> (BMI)—Ernie Freeman	Imperial 5474
6	3	6	<b>PEGGY SUE</b> (BMI)—Buddy Holly	Coral 61885
7	5	7	<b>ROCK AND ROLL MUSIC</b> (BMI)—Chuck Berry	Chess 1671
8	8	8	<b>LITTLE BITTY PRETTY ONE</b> (BMI)—Thurston Harris	Aladdin 3398
9	10	9	<b>MY SPECIAL ANGEL</b> (BMI)—Bobby Helms	Dee 30423
10	1	10	<b>AT THE HOP</b> (BMI)—Danny and the Juniors	ABC-Paramount 9871
11	2	11	<b>GREAT BALLS OF FIRE</b> (BMI)—Jerry Lee Lewis	Sun 281
12	12	12	<b>WAKE UP LITTLE SUSIE</b> (BMI)—Everly Brothers	Cadence 1337
13	5	13	<b>BONY MORONIE</b> (BMI)—Larry Williams	Specialty 615
14	8	14	<b>BE-BOP BABY</b> (BMI)—Ricky Nelson	Imperial 5463
15	1	15	<b>BUZZ, BUZZ, BUZZ</b> (BMI)—Hollywood Flames	Ebb 119

### Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING DECEMBER 7 SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Weeks on Chart	Rank	Title	Label
1	9	1	<b>YOU SEND ME</b> —Sam Cooke	Keen 34013—BMI
2	9	2	<b>JAILHOUSE ROCK</b> —Elvis Presley	Vic 7035—BMI
3	4	3	<b>RAUNCHY</b> —Ernie Freeman	Imperial 5474—BMI
4	1	4	<b>GREAT BALLS OF FIRE</b> —Jerry Lee Lewis	Sun 281—BMI
5	7	5	<b>LITTLE BITTY PRETTY ONE</b> —Thurston Harris	Aladdin 3398—BMI
6	3	6	<b>RAUNCHY</b> —Bill Justis	Philips International 3519—BMI
7	3	7	<b>ROCK AND ROLL MUSIC</b> —Chuck Berry	Chess 1671—BMI
8	1	8	<b>BUZZ, BUZZ, BUZZ</b> —Hollywood Flames	Ebb 119—BMI
9	3	9	<b>BONY MORONIE</b> —Larry Williams	Specialty 615—BMI
10	8	10	<b>SILHOUETTES</b> —The Rays	Cameo 117—BMI
11	2	11	<b>PEGGY SUE</b> —Buddy Holly	Coral 61885—BMI
12	7	12	<b>HONEST I DO</b> —Jimmy Reed	Vee Jay 253—BMI
13	4	13	<b>SILHOUETTES</b> —Diamonds	Mercury 71197—BMI
14	3	14	<b>SWANEE RIVER ROCK</b> (Talkin' 'Bout That River)—Ray Charles	Atlantic 1154—BMI
15	6	15	<b>WAIT AND SEE</b> —Fats Domino	Imperial 5467—BMI

### R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING DECEMBER 7 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.

City	Rank	Title	Label
<b>Atlanta</b>	1	Peggy Sue, Buddy Holly, Cor.	Cor.
	2	Raunchy, Bill Justis, Phil. Intl.	Phil. Intl.
	3	Raunchy, Ernie Freeman, Imp.	Imp.
	4	Buzz, Buzz, Buzz	Hollywood Flames, Ebb
	5	Jailhouse Rock, Elvis Presley, Vic.	Vic.
	6	You Send Me, Sam Cooke, Keen	Keen
	7	Be-Bop Baby, Ricky Nelson, Imp.	Imp.
	8	I'll Come Running Back to You	Sam Cooke, Spe.
<b>Charlotte</b>	1	You Send Me, Sam Cooke, Keen	Keen
	2	Jailhouse Rock, Elvis Presley, Vic.	Vic.
	3	Raunchy, Ernie Freeman, Imp.	Imp.
	4	Peggy Sue, Buddy Holly, Cor.	Cor.
	5	Little Bitty Pretty One	Thurston Harris, Ala.
<b>Chicago</b>	1	My Special Angel, Bobby Helms, Dec.	Dec.
	2	Raunchy, Bill Justis, Phil. Intl.	Phil. Intl.
	3	Peggy Sue, Buddy Holly, Cor.	Cor.
	4	You Send Me, Sam Cooke, Keen	Keen
	5	Rock and Roll Music, Chuck Berry, Chs.	Chs.
	6	Silhouettes, Rays, Cam.	Cam.
	7	Jailhouse Rock, Elvis Presley, Vic.	Vic.
	8	Kisses Sweeter Than Wine	Jimmie Rodgers, RL
	9	At the Hop	Danny and the Juniors, ABC-Para.
	10	Great Balls of Fire	Jerry Lee Lewis, Sun
<b>Cincinnati</b>	1	Raunchy, Ernie Freeman, Imp.	Imp.
	2	Little Bitty Pretty One	Thurston Harris, Ala.
	3	Soft, Bill Doggett, King	King
	4	You Can Make It If You Try	Gene Allison, V J
	5	Bony Moronie, Larry Williams, Spe.	Spe.
	6	Honest I Do, Jimmy Reed, V J	V J
<b>Detroit</b>	1	You Send Me, Sam Cooke, Keen	Keen
	2	Raunchy, Bill Justis, Phil. Intl.	Phil. Intl.
	3	Silhouettes, Rays, Cam.	Cam.
	4	Great Balls of Fire	Jerry Lee Lewis, Sun
	5	Rock and Roll Music, Chuck Berry, Chs.	Chs.
	6	At the Hop	Danny and the Juniors, ABC-Para.
	7	I'll Come Running Back to You	Sam Cooke, Spe.
	8	Jailhouse Rock, Elvis Presley, Vic.	Vic.
	9	Kisses Sweeter Than Wine	Jimmie Rodgers, RL
<b>Los Angeles</b>	1	Jailhouse Rock, Elvis Presley, Vic.	Vic.
	2	Raunchy, Ernie Freeman, Imp.	Imp.
	3	You Send Me, Sam Cooke, Keen	Keen
	4	Wake Up Little Susie	Everly Brothers, Cdc.
	5	Silhouettes, Rays, Cam.	Cam.
	6	Be-Bop Baby, Ricky Nelson, Imp.	Imp.
	7	Chances Are, Johnny Mathis, Col.	Col.
	8	Buzz, Buzz, Buzz	Hollywood Flames, Ebb
	9	Could This Be Magic, Dubs, Gone	Gone
	10	Kisses Sweeter Than Wine	Jimmie Rodgers, RL

### Reviews of New R&B Records

**RENE HALL'S ORK**  
Twitchy .....82  
SPECIALTY 618—Loose-string guitar sound contributes to primitive mayhem that makes this side an instrumental standout. Great, unrelenting rhythm and deep funky feeling will hit hard in the South. (Venice, BMI)  
Flippin'....78  
Guitar bites thru much of this medium-tempo rocking blues instrumental, and there's some growl tenor sax. Fine dance side. (Venice, BMI)

**THE TURBANS**  
Congratulations .....78  
HERALD 510—The congrats are for the chick's new love affair. Lead singer proffers them in agonized fashion. Tune is a rockaballad, with plucked string backing. (Angel, BMI)  
The Wadda-Do....74  
A rumba blues. Lead singer chants it with authority, bending his notes with facility. Group and backing supply a beat that moves. (Angel, BMI)

**DON AND DEWEY**  
Just a Little Lovin'.....77  
SPECIALTY 617—A new opus, not the old country hit. It's a rocker, and the boys give it their usual caricature treatment, belting it hard over a riffing chorus. Good for dancing or for a lively closer on deejay sets. (Venice, BMI)  
When the Sun Has Begun to Shine....74  
Bluesy lament wailed, coughed, talked and yoked by this amusing duo. Good beat holds interest high. (Venice, BMI)

**OTIS BLACKWELL**  
When You're Around.....76  
ATLANTIC 1165—The ballad side. Tune has a retentive quality and the dripping message is bound to get across. A fine performance by Blackwell. This could be the side. (Progressive-Shalimar, BMI)  
Make Ready for Love....74  
The clefter has a bouncy rhythm tune that has touches of the country field in the treatment. Agreeable chanting by Blackwell and the message could sell to the teen world. Side rates exposure. (Progressive-Shalimar, BMI)

**THE RAYS**  
How Long Must I Wait (For You)?..75  
CHIESS 1678—A blues of standard form. Material is adequate, but per-  
(Continued on page 62)

#### New Orleans

1. Raunchy, Ernie Freeman, Imp.
2. You Send Me, Sam Cooke, Keen
3. My Special Angel, Bobby Helms, Dec.
4. Little Bitty Pretty One
5. Jailhouse Rock, Elvis Presley, Vic.
6. Bony Moronie, Larry Williams, Spe.
7. You Can Make It If You Try
8. Could This Be Magic, Dubs, Gone
9. Chances Are, Johnny Mathis, Col.

#### New York

1. You Send Me, Sam Cooke, Keen
2. Silhouettes, Rays, Cam.
3. At the Hop
4. Wake Up Little Susie
5. My Special Angel, Bobby Helms, Dec.
6. Raunchy, Bill Justis, Phil. Intl.
7. Rock and Roll Music, Chuck Berry, Chs.
8. Great Balls of Fire
9. Peggy Sue, Buddy Holly, Cor.

#### Philadelphia

1. You Send Me, Sam Cooke, Keen
2. Silhouettes, Rays, Cam.
3. Little Bitty Pretty One
4. Swanee River Rock (Talkin' 'Bout That River), Ray Charles, Atl.
5. I'll Come Running Back to You
6. Raunchy, Bill Justis, Phil. Intl.
7. Raunchy, Ernie Freeman, Imp.
8. Be-Bop Baby, Ricky Nelson, Imp.
9. Chances Are, Johnny Mathis, Col.
10. My Special Angel, Bobby Helms, Dec.

#### St. Louis

1. Rock and Roll Music, Chuck Berry, Chs.
2. Raunchy, Bill Justis, Phil. Intl.
3. Bony Moronie, Larry Williams, Spe.
4. You Send Me, Sam Cooke, Keen
5. You Can Make It If You Try
6. At the Hop
7. Jailhouse Rock, Elvis Presley, Vic.
8. Wake Up Little Susie

#### Washington, D. C.

1. You Send Me, Sam Cooke, Keen
2. Raunchy, Ernie Freeman, Imp.
3. Little Bitty Pretty One
4. Be-Bop Baby, Ricky Nelson, Imp.
5. Rock and Roll Music, Chuck Berry, Chs.
6. Silhouettes, Rays, Cam.
7. Bony Moronie, Larry Williams, Spe.
8. Jailhouse Rock, Elvis Presley, Vic.
9. At the Hop
10. Great Balls of Fire

## RIDING HIGH

Vee Jay 253 <b>"HONEST I DO"</b> Jimmy Reed	Vee Jay 261 <b>"YOU NEVER MISSED THE WATER"</b> Billy the Kid Emerson
Vee Jay 262 <b>"OH, OH MY DARLING"</b> b/w <b>"TIME WILL"</b> Larry Birdsong	Falcon 1006 <b>"MY ONLY LOVE"</b> The Falcons
Vee Jay 256 <b>"YOU CAN MAKE IT IF YOU TRY"</b> Gene Allison	Vee Jay 258 <b>"TIME MAKES YOU CHANGE"</b> b/w <b>"PAIN IN MY HEART"</b> The Dells
Falcon 1005 <b>"SEVEN NIGHTS"</b> Dee Clark	Falcon 1007 <b>"ROAD HOUSE"</b> Al Smith

## VEE JAY-FALCON RECORDS

2129 South Michigan Avenue Chicago 16, Illinois  
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## 5 BEST SELLING XMAS ALBUMS!

1. LAFF OF THE PARTY  
Vols. 1, 2, 3, 4, 5 & 7—REED FOX
2. LAFF OF THE PARTY  
Vol. 8—BEXLEY & TURNER
3. BEST GOSPEL SINGERS  
ZION TRAVELERS & others
4. BEST VOCAL GROUPS  
'N' ROCK AND ROLL  
PENGUINS, CUFF LINKS & others
5. DEXTER BLOWS HOT & COOL  
DEXTER GORDON'S JAZZ STARS

### HOT SELLING SINGLES!!!

**THAT'S HOW MUCH I NEED YOU** .....Penguins 428

**EARTH ANGEL** .....Penguins 348

**THE GOLF GAME** (From Laff of the Party, Vol. 8) Bexley & Turner 431

**YOU GOT THE NERVE OF A MONKEY** .Filmore Slim 429

**HIT INSTRUMENTAL!!!**

**DANCE PARTY** .....(From the Album Dance Party) Peppy Prince 430

**BEST SELLING BLUES!!!**

**BLAME IT ON THE BLUES** .....Willie Headen 427

## DOOTO RECORDS

9512 S. Central Avenue Los Angeles 2, California

# This Week's R&B Best Buys

YOU CAN MAKE IT, IF YOU TRY (Babb-Conrad, BMI)—Gene Allison—Vee Jay 713—The record has been around for a while, but is now beginning to move. It's also showing well in pop marts. Flip is "Hey, Hey, I Love You," (Babb-Conrad, BMI). A previous Billboard "Spotlight" pick.

## Review Spotlight on . . . R&B RECORDS

### THE SOPHOMORES

Charades (Cheerio, BMI)—Epic 9259—See review in Pop Spotlight section.

### THE THREE PLAYMATES

Sugah Wooga (Planemar, BMI)  
 Lovey Dovey Pair (Planemar, BMI)—Savoy 1528—The three gals have a sound of their own on these two powerful entries. Clever use of voices on "Sugah," a cute rocker-novelty, gives the side strong potential "Lovely Dovey Pair" is a rockaballad devoted to a tender, adolescent love story.

### SOUTHERN TERRITORIAL

#### MUDDY WATERS

I Live the Life I Love (I Love the Life I Live) (Arc, BMI)  
 Evil (Arc, BMI)—Chess 1680—Two great gutbucket sides that should click in the Southern market. "Evil" tells of a cat so dangerous that even the mighty beasts cover and fall under his glance, while the chicks find his bad ways to their liking. "I Live," the flip, is an interesting bit of philosophy that is told in earthy style.

# ON THE BEAT

Continued from page 27

blues, a form normally reserved to the rhythm and blues field. The guitar sound on this record has a typical funky Southern flavor. The triplet backing, now often heard in the rockabilly wing of the country field, is of course, also derived solely from r.&b. influences.

Disk jockey Al Benson of Chicago, will stage his third rock and roll, rhythm and blues stagershow on January 27. . . . Jimmy Scott has signed a new long-term pact with the Savoy label. . . . Tim Gale has returned from a fast visit to his agency's Coast office. Gale reports that Little Richard is doing gospel appearances in the West and that his contract to appear

with the Alan Freed New York Paramount Christmas show has been canceled. . . . Jim Fleming of Shaw Artists' Chicago office is in New York for conferences with the home office forces. . . . Bobby Short, after a smash engagement at New York's Le Cupidon, has moved into the Cleveland territory for appearances. . . . Billy (The Joker) Myles does the Ed Sullivan show January 26. . . . Carol Stevens, Atlantic's "Satin Doll," has been held over at the Backroom Club in Cleveland.

Abbey Lincoln is doing a two-week stint at Le Cupidon, New York. . . . Morgana King is appearing at the Bonsoir, same city. . . . Bobby Helms appears on ABC-TV's "American Bandstand" Monday (16). . . . Renato Carosone and his Italia jazz sextet will do two concerts at Carnegie Hall, Saturday afternoon, January 4 and Sunday evening, January 5. In this country, the group's disks appear on Capitol. . . . Coral's Tina Robin is appearing at Blinstrub's in Boston. She's also promoting her newest disk, coupling "Believe Me" and "Everyday," with the jockeys there. . . . Decca's Bill Haley is on a promotion tour of Chicago, Detroit, St. Louis, Kansas City and Cincinnati, pushing his newest, "Mary Mary Lou," and "It's a Sin." . . . Don Rondo appears at the Shell House, Island Park, N. Y., December 27 thru 31.

**DISTRIB DOINGS:** Ned Herzstam, Western sales manager of Urania, has announced appointment of two new Southwest distributors: H. W. Daily, Inc., in Houston and Big State Distributing Company, Dallas. In those cities, Bud Daily and Bill Emerson are kicking the line off with a dealer push on the packages, "Music for Playboys to Play By," and "Seven Winds." . . . Tampa Records will be distributed in Mexico by Columbia. Ten salesmen are operating there for the firm, known as Columbia Discos. Line will be shipped direct via air freight for reshipment.

Fans who hear the new Joe

Wheeling, W. Va. Carson, who hails from Cleveland, recently took over the managerial reins on Webb, Doc Stuart and Nickie Green. Last named appears on the Decca label. . . . Hal Smith, of Gaylord Music, Nashville, reports that his firm is pushing two tunes by Curley Sanders titled "Walkin' Blues" and "This Time," and one by Carl Smith called "That's What You Think." The Sanders ditties are on the Concept label. Hal Smith says copies are available to deejays who'll write to him at 4705 Galatin Road, Nashville. . . . W. E. (Lucky) Moeller represented the Jim Denny Artists Bureau, Nashville, and "Country Music Jubilee," Springfield, Mo., at the recent Iowa State Fair Association meeting in Des Moines.

Grandpa Jones, of "New Dominion Barn Dance," Richmond, Va., has been set by Carlton Haney to appear with an A. V. Bamford package in Ohio December 26 thru January 1. Show plays Akron New Year's Day. Bert Repine, Haney's Richmond rep, last week revived the Barn Dance News Letter. Deejays interested in receiving same are asked to write to Repine at WRVA, Richmond. . . . After a Christmas layoff, December 15-27, the Blackwood Brothers Quartet resumes at Knoxville December 28, following with the National Guard Armory, Washington, on the 31st. . . . Brenda Lee, Chuck Bowers and the Country Gentlemen hopped into Columbus, Ind., Saturday (14) to entertain employees of the Hamilton Manufacturing Company. Brenda spent Friday (13) in Chicago working radio and TV spots.

Back from the West Coast, where he went for personals and a film commitment, Webb Pierce this week journeys to Swainsboro,

Turner Atlantic release for the first time, will notice some interesting pianistics in the background. On "Wee Baby Blues," it's Pete Johnson himself, while the flip, "Teen-Age Letter," features Mike Stoller. Meanwhile, on Chuck Willis' new disk, "Betty and Dupree," the same tenor man who appeared on Willis' great "C. C. Rider" hit was flown into the New York recording session from Norfolk, to recreate the sound of the earlier disk. . . . Popular Records, new jazz label, has been formed in New York by Ralph Burrell and Donald Turner. First sides are set for January release. . . . Paul Brown, press agent for the film, "Jamboree," says that all the tunes, from the rock and roll pic have been put together in a special LP for 1,500 deejays. . . . Satellite Records has been organized in New York by Stanley Hoffman.

"Christmas Spiritual," a new album featuring the Angelic Gospel Singers, the Davis Sisters, the Harmonizing Four, and Brother Rodney, is being issued by Gotham Records, to retail at \$2.98. Also on the spiritual front is Peacock's continuing series of releases, which this week highlights a new one by the Gspelaires. Speaking of Peacock—and its "same-family" label — Back Beat—it looks like the boys in Houston may have pulled off a goof. Newest group getting the tout treatment by the Robey forces is the Casuals. Another group (or could it be the same) also known as the Casuals, is just out with a new release on Dot. Another Del Vikings type mixup?

for a play date and to handle a bit of business at Station WJAT, which he owns jointly with Jim Denny. . . . William Arliss (Curly) Shelton, entertainer on "Hillside Ho-Down," Saturday night country music show on WEHT-TV, Henderson, Ky., was found beaten to death in his automobile on U. S. 41, three miles south of that city, December 6. Further details were lacking at press time. . . . Jack Bradshaw, Ev Huddleston and Marty Winkfein have been presenting their country-style music at the Towne Bar in Chesterton, Ind., on Friday nights for the last 36 weeks, and are in their 11th week as the Saturday night feature at Jim and Teddy's, Hammond, Ind. They are heard on Mar-Vel Records.

Lawton Williams, writer of "Fraulein" and "Geisha Girl" and a regular on "Cowtown Hoedown" at the Majestic Theater, Fort Worth, on Saturday nights, is plugging one of his originals, "Don't Burn the Bridge Behind You," which he recently cut for RCA Victor. It's his initial release on the latter label. Flip side is "Foreign Love," which he also penned. George Jones, "Grand Ole Opry," was featured with Williams on "Cowtown Hoedown" last Saturday night. Jack Henderson, "Hoedown" producer, has taken over the entire operation of the Majestic Theater.

Jackie Dee (Sherry Lee), erst-while country singer, recently returned from South America, where she toured with a rock 'n' roll unit featuring the Platters. She's at her home, 39 South Mallory, Batavia, Ill., for the holidays. . . . Georgie Riddle, entertainer and deejay at WARU, Peru, Ind., is now appearing six nights a week at the Rainbow Club in that city. He's also appearing as a regular on the new

Saturday night jamboree over WIOU, Kokomo, Ind. . . . Pee Wee King, Little Eller Long and Benny Martin are slated for a guest shot soon on "Hoosier Hayride," which originates Saturday nights from the Court Theater, Auburn, Ind.

The country and western music business was well represented at the recent annual outdoor showmen's convention in Chicago. Among those spotted around convention headquarters in the Hotel Sherman were "D." Kilpatrick, "Grand Ole Opry" bossman; Dub Allbritten, manager of Brenda Lee; Col. Tom Parker and Tom Disken, of the Elvis Presley camp; Herb Shucher and Archie Gayer, of Emerson & Shucher, Nashville; Harry Smythe, of Buck Lake Ranch, Angola, Ind.; Rex Allen; Gene Autry; Vi Muszynski, now pitching her son's tunes, and Jack Kaplan, veteran outdoor showman, who represents various c.&w. interests at the deejay convention in Nashville each year.

Reno and Smiley, now operating the "New Dominion Barn Dance," Richmond, Va., each Saturday night, report that they have been forced to add an extra show to take care of increased business. They rekindled the barn dance October 12, after it had been closed down three months previously by Station WRVA. Regulars on the show are Reno and Smiley and Their Tennessee Cut-Ups, Grandpa Jones and Ramona, Pete Pike, Billy Haney and Curtis Lee and the Dixie Buddies, Rusty (KoKo) Adams, Clyde Moody, and Little Ronnie Reno. Show is under the direction of Reno and Smiley's manager, Carlton Haney. Reno and Smiley's newest on the Dot label is "Where Did Our Young Years Go?" b.w. "Cotton-Eyed Joe."

## Reviews of New R&B Records

Continued from page 61

formance — both vocal and instrumental backing — has real flavor. Tempo is fast, with honking horns adding flash. (Arc, BMI)  
**Second Fiddle. . . . 75**  
 A rockaballad, with conventional triplet-styled arrangement. The vocal is strong. Occasional horns answer the singer, creating a chant and response pattern. Good sound. (Arc, BMI)

**THE MELLO KINGS**  
 Baby Tell Me (Why Why Why) . . . 74  
 HERALD 511—Lyric of this one is country-flavored. The Kings do it with a marked beat, and a staccato vocal. (Angel, BMI)  
 The Only Girl (I'll Ever Love) . . . 71  
 A ballad of the refined sort, in which the girl is quickly compared to angels. The celestial influence continues thruout, to a dignified arrangement. (Angel, BMI)

**LITTLE JUNIOR PARKER**  
 Pretty Baby . . . 73  
 DUKE 168 — Rockabluess is told against funky backing by Parker. The artist has been cold for a while, but earthy belting on this gutbucket side could do business. (Lion, BMI)  
 That's Alright . . . 73  
 Slow blues is read with a down home approach. Wailing harmonica is prominently featured in support. Potential similar to flip.

**BIRD ROLLINS**  
 Pretty Little School Girl . . . 72  
 JOHNSON 105—A blues, uptempo. Lyric is in the teen groove, with the swain offering jellybeans, soda pop and, of course, he will carry her books. Vocal is wild, with suitable instrumentation. Worth watching. (RealGone, BMI)  
 That's All I Wanna Do . . . 70  
 Good enough blues. He loves her and that's all he wants to do. Rollins shouts this message, to funky string backing. (RealGone, BMI)

**BOBBY MITCHELL**  
 I'm Gonna Be a Wheel Someday . . . 72  
 IMPERIAL 5475—Rocker is delivered with gusto by Mitchell. Funky backing with a distinctive beat accompanies. Fair chances. (Travis, BMI)

You Better Go Home . . . 67  
 So-so vocal by Mitchell on a mild rocker with countryish string support. Some action possible. (Travis, BMI)

**STICKS EVANS**  
 Zulu's Court . . . 71  
 ZEBRA 118—Worthwhile blues instrumental with a hard-hitting boogie-woogie rhythm figure backing sax. Deejays can use it, as can teen dancers. (Dodger, BMI)  
 You Are My Sunshine . . . 60  
 A strange version of country oldie, with warbles in several vocal ranges, mostly silly. Misses the target. (Peer, BMI)

**JAMES WAYNE**  
 Please Be Mine . . . 70  
 PEACOCK 1672 — Enjoyable easy rocker. Style and rhythm are fine, but material should be stronger if it's to click. (Lion, BMI)  
 It's You . . . 68  
 With chick group piping in back, Wayne chants in a pleasant Milburn-type manner. Gritty surface doesn't help his message. (Lion, BMI)

**TITUS TURNER**  
 Stop the Pain . . . 69  
 KING 5095—The cat shouts out the agonies on this moderate-paced blues. Chorus backs with a repetitive figure. Chanter gives it a bleeding quality. Fair prospects. (Jay & Cee, BMI)  
 Hold Your Loving . . . 69  
 The rhythm side. It's a good, noisy, hand-clapping sound that builds to a big windup. Turner sells it well and the side figures to grab some spins. (Jay & Cee, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less.

**THE BACHELORS:** I Want a Girl/Today, Tomorrow, Forever—National 115  
**RICHARD BERRY:** Rock, Rock, Rock (This Dance Is Crazy)/Sweet Sugar You—Flip 327  
**LA FETS & KITTY:** Christmas Letter/Can Can Rock & Roll—Apollo 520

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**'SUGAH WOOGA'**  
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Sound-Tabulous!  
 LITTLE "JR." PARKER  
**"THAT'S ALRIGHT"**  
 and  
**"PRETTY BABY"**  
 Duke 168  
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## IOWA NOTES

### West Union Annual Sets Herb Shriner

DES MOINES—Fayette County, West Union, Ia., will present a name attraction grandstand program in 1958 headed up by Herb Shriner, it was announced at the Iowa fair meetings here last week.

The names, all booked thru Eldred Stacey, Music Corporation of America, will include Randy Brown, who will top a kids' matinee one day and will emcee a night program of acts. Shriner will be in for one afternoon and one night, with a show featuring Sonny James set for another matinee and night. Stacey also reported the Great Jones County Fair, Monticello, had closed to have four days of MCA names in front of its grandstand, with the actual names to be selected at a later date.

The pattern of attraction booking at the meeting followed that set at the Chicago outdoor conventions. Many fairs, both large and small, did a lot of shopping, but signed few contracts.

Al Sweeney, president of National Speedways, Inc., reported on business done at Chicago and at Des Moines. New business will be two days of auto racing at the Red River Valley Fair, Fargo, N. D.; two days of racing at the Ozark Empire Fair, Springfield, Mo., and one day and two nights of auto racing at Wausau, Wis.,

### Iowa Fair Nets \$19,895 On '57 Run

DES MOINES — The Iowa State Fair reported a profit of \$19,895.50 from its '57 run and re-elected all officers and directors at its annual meeting here last week.

The net was derived from total fair receipts of \$646,029.47, of which \$459,082.98 was derived from ticket sales. Attendance totaled 432,521, a 6 per cent decline from last year.

Re-elected to office were W. J. Campbell, president; Lyle R. Higgins, vice-president, and Lloyd Cunningham, secretary. Directors renamed for two-year terms were C. J. Matthiessen, C. S. Macy and John W. Cory Jr. Wilbur Yount, who recently was appointed to the board to fill an unexpired term, was elected a board member.

### Hartford Sport Show Has House Contest

HARTFORD, Conn.—A house giveaway is included in the Sportsmen and Boat Show to be held in the Armory, January 18-25. The Reed Homes Unit will be erected on the Armory floor and will be awarded on the final night. It will be a free guessing game as to the home's weight, with free installation on the winner's lot.

Lee Barton Evans is director of space sales. A. Hymes of New York has the novelties and other concessions. Talent includes boy and girl log rollers and canoe tilers, Velma Goodwin, organist; emcee Johnny Woods, the Berry Family, and Phil Bennett with Jackie the talking crow. A theatrical name will be headlined.

which now has its own track lighting plant.

Iowa fairs booked by Sweeney included Dennison, one night of big cars; Aagona, big cars; West Union, one big car meet and one motorcycle race; Eldon, one afternoon of big cars; Oskaloosa, one big car and one stock car program at the fair and one still date; Donnellson, two programs at the fair and one still date; Burlington, one stock car program at the fair and one still date. Also signed was a contract to race a big car program at Knoxville, Ill., during that fair.

**Good Turnout**  
Attraction representatives and  
(Continued on page 64)

## WITH THE LADIES:

### Gowns Sparkle At League Ball

By VIRGINIA KLINE

CHICAGO—The distaff side of outdoor show business sparkled at the 45th annual banquet of the Showmen's League of America, which this year was preceded by a series of social events at which the ladies were just as charming and graciously gowned.

One of the high points was the park association tea on Sunday where Mrs. John L. Coleman, wife of the NAAPPB president, and Mrs. Harry Batt Sr., served as hostesses. Mrs. Coleman was in a glitter fabric of blue while Mrs. Batt chose a cocktail frock of absinthe green.

Mrs. Jack Norman and the Belmont twins presided at the Sedlmayr cocktail party in the absence of Mrs. C. J. Sedlmayr Jr. Lou Dufour's unusual serving of exotic things was the highlight of his event.

Mr. and Mrs. J. W. (Patty) Conklin held forth at their traditional party just prior to Wednesday's banquet and ball. Surprise attendees were Mr. and Mrs. Jimmie Conklin, who flew in for the event. Mrs. Jimmie Conklin wore a gown designed for her by Wanda of the Maryann Shop, Toronto, a soft scarlet, the short sleeves puffed and a full, long skirt. Mrs. Patty Conklin chose a Dior, one of his last before his death. The fabric was black, embroidered in silver and rhinestones, the skirt floor length. Mrs. Neil Webb offset her blonde prettiness with angel blue with outlines of silver.

#### Sweeneys Lead

Mr. and Mrs. Al Sweeney led the grand march in the ballroom with Mrs. Sweeney carrying the traditional red roses, contrasting perfectly with her Sophia gown of sheerest white, the bodice outlined with a band of black. Mrs. Jack Duffield and her husband were next. Mrs. Duffield in a cloud white Copeland model, the skirt full and floor length. Next lady in line, on the arm of her husband, was Mrs. Bill Carsky, who came in a Fred Perlberg number of continental green, the skirt short and sheathed. Mrs. Edward Sopenar was escorted by her husband and wore a pearl white lace gown by Rappi.

Mrs. Bernie Mendelson, on the arm of her husband, the League treasurer, wore a pastel pink

### Indiana State Delays Final Action on Show

INDIANAPOLIS — No action on signing of a night grandstand attraction was taken at a Saturday (7) meeting of the board of the Indiana State Fair.

Representatives of a number of agencies and attractions were on hand including Roy Rogers and GAC-Hamid, with a number of other offices submitting thru the mails and by wire. Offered were Sam Snyder's water show and GAC-Hamid offered Sam Howard's water production.

A definite commitment is expected to be made by the board at a mid-January meeting.

### GAC-Hamid Pacts Saginaw, Pueblo

Two Michigan Events to Trade Names; Revue to Play Rutland, Vt., and Elmira, N.Y.

NEW YORK—The GAC-Hamid office added two major fairs to its grandstand booking route last week the Saginaw (Mich.) Fair and the Colorado State Fair, Pueblo.

The deal at Saginaw, a new contract for the agency, is unique. Thru a tie-in with the Allegan,

Mich., fair, which runs the same week, the two will have basic GAC-Hamid act programs but will trade name attractions at midweek. Details of this program have yet to be worked out and no definite names were listed on the program of either fair.

Saginaw will be played by the agencies "Satellite Revue," which has also been signed to play fairs at Rutland, Vt., and Elmira, N.Y. The Pueblo fair will get three name performers, a line and five other acts.

The revue will carry a total of 36 people, the agency disclosed. Fred Kirby will produce the show while Hal Sands, assisted by choreographer Dorothy Conova, will stage the production numbers.

#### EARLIER HRS.

### Sale Up for N. Y. Garden 'Ice Follies'

NEW YORK—The 17-performance run of Shipstads and Johnson's Ice Follies opened its advance sale last week in Madison Square Garden, with results slightly ahead of 1957 for the first week. Opening performance is Tuesday, January 14.

Performance time changes will see the earliest Sunday night show yet, 6 p.m. Sunday of recent shows in the Garden is that the earlier the Sunday time, the better the gate. In addition, there will be 7:30 times on midweek shows, Mondays thru Thursdays. The traditional 8:30 p.m. is retained for Friday and Saturday shows.

Matinees will be held Saturdays and Sundays, with kids half-priced for the Saturday afternoon show only. Price scale is \$2 thru \$6.

### 200 Turn Out For Annual IMCA Banquet

DES MOINES—The International Motor Contest Association crowned its top drivers here Sunday (8) at its annual banquet held for the first time in the Fort Des Moines Hotel here.

Johnny Beauchamp, Harlan, Ia., received the award and \$600 for the top driver in the stock car division while Bobby Grim, Indianapolis, took top honors in the big cars. Bobby Burdick, who was second in the stocks, was presented with \$200, the purses being donated by the Goodyear Tire and Rubber Company. In all, a total of \$6,800 in point money was distributed.

Close to 200 turned out for the banquet where Doug Baldwin, Minnetonka State Fair, served as toastmaster. Also at the speaker's table were Mr. and Mrs. Lloyd Cunningham, Iowa State Fair; Ed Schultz, Nebraska State Fair; John Libby, IMCA secretary; Mr. and Mrs. Frank Winkley, Auto Racing, Inc., and Mr. and Mrs. Al Sweeney National Speedways, Inc.

### Kochman Staying East With '58 Thrill Tour

NEW YORK—The Jack Kochman auto thrill shows will not venture into the West and Far West next season, Kochman reported last week. Two units will be fielded, the Heil Drivers and Auto Daredevils, both under the Kochman name. They will bear separate color schemes.

Kochman is continuing his commercial association with the Dodge Division of Chrysler which will result next season in 38 pieces of new Dodge equipment being fielded. Kochman's shows played a total of 210 dates in 1957 and early booking was reported encouraging for 1958.

The show sent over to Europe had a generally good tour and there is a possibility for a return next year. Last season's tour was made at locally promoted spots, but there is a chance the show will promote its own European dates if it repeats. At least 100 dates would be required to make this feasible. The Kochman fair appearances

have benefited from advertising of national products thru local dealers. Dodge, Sinclair and Goodyear all co-operated in the effort, which was credited not only with helping the grandstand attendance for the thrill shows, but in stimulating interest in fair-going.

Bob Conto continues as general manager under Kochman, and Bill Horton as superintendent.

### Allentown Fair Elects; Major Contracts Pending

ALLENTOWN, Pa.—The Lehigh County Agricultural Society returned its slate of officers for another year on Wednesday (11). One exception was the second vice-presidency spot for which Harvey W. Muth defeated Linn H. Schantz.

Continuing as president is Frank F. Hausman, who took office last year and under whose reign the fair had its most profitable season.

Re-elected was first vice-president; Robert E. Moyer, third vice-president; Warren A. Schadt, fourth vice-president; Reba D. Schall, secretary; and Edward G. Leidig, treasurer. Leidig is also general manager of the fair. Hausman's name was placed in nomination by Mayor Donald V. Hock.

Chosen directors without opposition were Joseph J. Sarnir, Thomas

W. Cooper, Leon Schrieber and Ed Leidig. In directors contests, John F. Stine defeated John P. Creveling, Reuel Musselman defeated John W. Schlegal Jr., Harry Hertzog defeated Harry R. Dubbs, Fred Laudenslager defeated Fred Schantz and Paul Schrieber defeated Harry W. Shimer.

The stockholders met in the new Agricultural Hall, which debuted for the 1957 fair, the building, containing a vast exhibit hall and meeting rooms, will be used for part of the State fair association meeting, January 27-28.

Pending are contract awards for the midway and grandstand show, among the East's most desirable pacts. Hausman said committees will be named in mid-January and decisions are expected within a week after then.

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## Gowns Sparkle at SLA Ball

Continued from page 63

model. Mrs. Ben Weiss came in a Fred Probert original, the bodice a cascade of tiny ruffles blending into the skirt.

Margaret Hook came in a Piquet model of black, the collar contoured to frame her face and platinum hair. Her daughter, Evelyn, wore an Eisenberg original in royal blue. Viola Parker chose a Juillard gown of petal pink, the skirt of tulle, ankle length, and bodice of white over pink. Mrs. Margaret Filograsso came in a Don Loper original in toast brown print while Mrs. Harry Julius selected a blue Philip model, the neckline a whirl of white fox. Mrs. Art Briese wore a cotillion gown in flattering green velvet while Mrs. Dick McIntosh, wife of the toastmaster, caused much interest with an evening coat of cashmere over

a cream white gown, decorated with a scattering of embroidered irises in blended shades of cream and mink.

### Selects Lace

A blonde azure model in lace was selected by Mrs. Frank Duffield while Mrs. Bennie Glosser came in a green Jeni cocktail number. Mrs. Ned Torti selected a Maurice in cruise blue. A Renter with just an illusion of sleeves was worn by Mrs. Clint Shuford while Mrs. Sam J. Levy Sr., wore a Paquin blue lace. June Kurlander wore a brilliant evening suit of Balmain's in ombre tones of gray. Mrs. Jimmie Sullivan came in a Simons of blue. Mrs. Fred Eastman was charming in a charcoal black velvet Lang and Mrs. Pat Marco in an ankle-length Done model in midnight blue. Mrs. John Perkizas wore a Monte-Sano model in cinnamon brown tissue chiffon.

Mrs. John Lerch came in blue while Mrs. Art Anderson chose a Dache model in frosted gray. Mrs. Bob Parker wore a black Fath model while Mrs. Fred H. Kressmann came in an unusual Navajo squaw dress trimmed in gold and silver. Mrs. Ted Webb wore a daring blue model, the neckline bateau-shaped, the skirt waltz length. Miss Ellyn Bagus came in a powder blue taffeta formal while Miss Marilyn Tarson came in a black cocktail number decorated with pearl jewelry.

Mrs. Sophia Carlos also chose powder blue in a Patou model while her close friend, Mrs. Minnie Simmonds wore a blue print chantilly lace. Mrs. Tobe McFarland came in a Harvey Berin original in subtle black; Mrs. Chuck Moss a sapphire blue from Neiman-Marcus of Dallas; Mrs. Robert Harris a Copeland of black lace; Mrs. Jack Woody a Carnegie gown in blond net, and Mrs. Billy Aubin a Ceil model in black lace over blush pink.

### Wears Orchids

Mrs. K. H. Garman presided at her table in a Rosenstein model in an amethyst shade with an orchid corsage. Mrs. Berni Lusk wore a topaz gold frock; Mrs. Vern Day a Jenny model in Empire blue; Miss Martha Mahure a long gown of white with a red floral print; Mrs. Joe Porcheddu a blue Magnin number and Mrs. John Dailey a black lace gown from Harzfelds of Kansas City. Mrs. Beverly Briley and her husband, the Nashville judge, showed some new dance steps, she gowned in a Jablow model of moonbeam blue.

Mrs. Wolf Carsky came in a Castillo model of smoke gray; Mrs. Maurice Ohren was in a Millie Parnis gown in toast chiffon; Mrs. Kitty Glosser in a floor-length Jay Thorpe of shirred net and tones of mink trimming; Mrs. Jack Norman chose a Suzy frock in pastel chiffon lace. The ever-popular Belmont twins were charming in the sheaths of black from Rudolph's and each wore rhinestones. Mrs. Ralph Pope wore a charming number from Ben Reiz, black with rows of tiny ruffles of lace around the bodice. Mrs. Lucille Hirsch came in blue lace from Joselli.

Mrs. Jules Ohern wore a short white frock with unusual shoulder treatment and Mrs. E. S. Carteron came in a Nettie Rosenstein gown with short skirt, the fabric lightly touched with silver. Mrs. Mae Taylor chose an ice blue lace frock; Mrs. Sol Wasserman came in a black Fath number topped by a sweater with white mink collar.

### Chooses Gray Lace

Mrs. Paul Huedepohl came in a gray lace number; Mrs. Art Frazier a Bendel town in brown sugar tones; Mrs. Katie Little wore dove gray; Mrs. Freda Rosen a black frock in short length; Mrs. Marie Broughton a Perette number the bodice tapered and the skirt ankle-length. Mrs. Dick Horan

selected black contrasted by orchids; Miss Sharon Horan a chiffon frock in blue; Mrs. Jack Desplenter wore Kelly green and Mrs. E. J. Desplenter a hand-woven ribbon knit evening frock in dark blue.

Mrs. Romeo Gouvreay wore gray; Mrs. Jack Murphy a Dior in light gold; Mrs. Marcelle Dame a black, molded sheath from Givenchy; Mrs. Al Carsky in Kelly green chiffon from the Dorothy Ritter shop; Miss Joan Kornell a black sheer chiffon with thin shoulder straps. Mrs. Frank Winkley chose a dream blue frock with molded bodice, the skirt ankle-length. Mrs. W. A. Schafer chose her frock from Ceil Chapman, it being of black lace; Mrs. E. D. McCrary came in silver blue; Mrs. Viola MacLeod a frock of sun-touched beige chiffon; Nellie Vaughn in Royal blue, and Mrs. Joyce Mills in honey beige.

Mrs. Dorothy Kennedy, new president of the SLA Auxiliary, wore black, a Jennie model with brief sleeves. Mrs. Ethel Wadoz came in green, beaded with pearls. Mrs. May Smith wore a black cocktail frock. Mrs. George Hamid wore an Adele Simpson black model. Miss Ida Cohen wore a black sheath.

As the orchestra played "Home, Sweet Home" the couples moved away from the 45th annual ball, having made it one of the most colorful in its long history.

## Herb Shriner

Continued from page 63

fair suppliers on hand included Jack and Louise Lindahl, Boyle Woolfolk Agency; Frank and Verna Winkley and Moke Cosby, Auto Racing, Inc.; Smokey Smith, Smokey Smith Enterprises; Mary Jo Healy and Halina de Wanning, Pleasure Tours; Aut Swenson, Tom Durant, Swenson Thrillcade; Gene Holter, Holter's Animal Shows; Roy Green, Illinois Fireworks Company; Gust Karras, Bob Craddock, Gust Karras Sports; D. L. Engelbort, Karl King's Band; Charles Zemater Sr., Charles Zemater Theatrical Agency; Joie Chitwood, Chitwood thrill show; Mr. and Mrs. Irish Horan; Russell Fillion, Iowa Thoroughbred Racing Association; Marshall Lines, Keith McCabe, E. G. Staats, Inc.

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CHICAGO—Holiday on Ice, Inc., will operate a single unit in the U. S. next season, shelving the show that heretofore has operated part time as "Holiday" on a string of fair dates and part time as "Ice Vogues."

The regular first unit of "Holiday on Ice" will continue as usual, it was stated here by Al Grant, business manager. Grant and Morris Chaflen, company president, were in Chicago for the fair convention, but Grand said this time it was largely a public relations visit.

He said that after a year's layoff the fair unit and "Vogues" may be activated. Business for the show at this year's fairs was off and the Southern dates which comprised the backbone of the unit's arena route also brought a business decrease.

A good route of fair dates exists for ice, it was said, but it will take some years to build it up.

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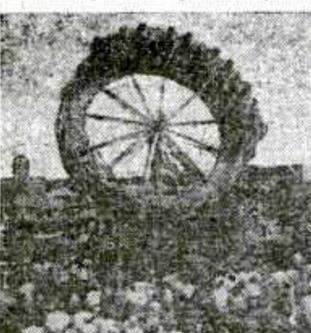
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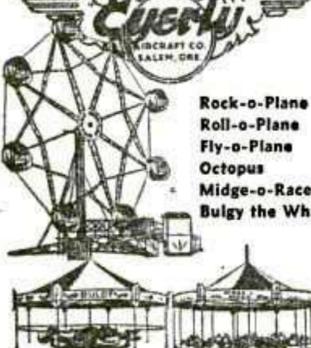
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**ARENAS & AUDITORIUMS**

**Blackburn Tells Success  
Of Lubbock Priority Plan**

By TOM PARKINSON

A TICKET SALES plan which substitutes for season tickets and which has special appeal to several important categories of ticket buyers has been developed this season by Civic Lubbock, Inc., the promotional agency for events at the new municipal Auditorium-Coliseum at Lubbock, Tex.

David T. Blackburn, manager of the building and executive of the promotional organization, explains that with an especially active season, including such diverse entertainment as "The Rivalry," Fred Waring, Ringling-Barnum, "No Time for Sergeants," Ballet Russe and Roberta Peters, it wasn't practical to offer season tickets. Nor would contracts permit a discount for season tickets. Yet the advance multiple sales were highly desirable.

THE LUBBOCK SEASON Priority Plan was developed as a result. It provides that a participant who wants to see all of the shows is assured of having the same seat for each.

Participants in the Lubbock plan pay full price for the tickets. They are permitted to pick up the entire season's set at one time or to pick up and pay for tickets to each event individually.

Their reserved seats not only are held for all events this year, but they also are to be given the opportunity of retaining the same seats for the future seasons. Blackburn's plan is that in the future these locations will be held a specified time for Season Priority buyers; if the tickets aren't picked up in time, they are offered to the general public.

INITIATED THIS FALL, the plan has been operated with considerable success, Blackburn points out. This first offering brought the sale of more than 700 sales of priority seat locations for each event.

Blackburn notes that many of the buyers are those from out of the city. They want to be assured of tickets for each event and they like to know where they are located.

Another large bloc among the buyers is made up of Lubbock business people who have need for tickets to each event. The system permits them to buy good seats for the entire year and to be assured not only of tickets, but also of consistent location.

POPULARITY OF the idea and successful operation during this first season have led Blackburn to conclude that in the not too distant future all of the better seats in the building will be held by season priority buyers.

**ARENA-THEATER LEGIT**

**Columbia's BTA Clicks;  
Books 'Mame,' 'Yankees'**

NEW YORK—The subscription association plan evolved this year by Broadway Theatre Alliance will be plugged heavily for the 1958 season. Three cities were organized this season for the tour of "No Time for Sergeants," and results appear excellent.

A subsidiary of Columbia Artists Management, BTA is also booking "Auntie Mame" and has secured dates thru April for "Damn Yankees." The last-named, procured by BTA thru the Griffith-Brisson-Prince producing office, was revamped for road use by Dick Horner and Justin Sturm.

Financially, the road shows have proven extremely successful, with "Sergeants," using its birdcage framework rigging, having grossed nearly \$300,000 in nine weeks. "Mame" has topped \$150,000 in three and a half weeks. Units play

numerous municipal auditoriums and civic theaters as well as legit houses.

Under the subscription scheme, BTA sends men into the field to organize groups which sell the show in advance of its play date. No box office sales are needed, under the ideal set-up. One of the three spots organized to date, and the only one for which figures are available, is Rochester, N. Y.

**Rochester a Sell-Out**

Rochester was played as a split week with Buffalo, N. Y., and was a complete sell-out, it is reported, with a gross in excess of \$51,000. Another sell-out is on the books for Charlotte, N. C. New Orleans has also been organized on a subscription plan. In Charlotte there is a four show series, all of which

(Continued on page 69)

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**Atlantic City  
Convention Hall  
Plans Budget**

ATLANTIC CITY—The 1958 budget for the resort's Convention Hall, introduced in meeting of the city commission last week, anticipates an increase of \$5,500. But expenses will jump \$45,500. The auditorium expects to pay out an additional \$30,000 for personnel services, including salaries and wages.

Public hearing on the Convention Hall budget will be held on January 2. The budget provides for a \$175,000 appropriation from the city to make up the deficiencies in operating the big hall. This is \$50,000 more than was provided for in 1957. Another \$250,000 will be taken from previous appropriations to meet operating costs.

The total budget for the year for operating expenses, apart from the estimated city requirement of \$175,000, amounts to \$1,203,500 for 1958, as compared to a budget of \$1,108,000 in 1957. Estimated income for 1958, including the \$250,000 from previous appropriations, amount to \$853,500; as compared with \$858,000 in 1957.

Breakdown of anticipated receipts in 1958 shows \$20,000 from concessions; \$35,000 from store, garage and office rentals; \$200,000 from convention rentals; \$42,000 from event rentals; \$4,000 from admissions; \$300,000 from special services, and \$2,500 from discounts and other miscellaneous sources.



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# Stief Renamed by Exhibit Producers

NEW YORK—Harvey G. Stief, of Cleveland, was named to a second term last week as president of the three-year-old Exhibit Producers and Designers' Association. The group, which held its prior annual conventions in Cleveland and Chicago, met Friday thru Sunday (6-8) at the Barbizon-Plaza Hotel here.

Stief is president of Harvey G. Stief, Inc. His president's report traced the growth of the EP&DA from its conception to the 1957 sessions, in which time it has expanded to nearly 150 member companies, 23 of which received certificates at the convention.

Membership comprises firms providing displays and exhibits for trade shows, conventions, TV work, parades and other uses. At the last convention a Code of Ethics was adopted, and at this one, the leaflet, Quick Hints, was made available in a 10,000-issue printing and 6,000 were subscribed for. The leaflet details how to get good results in a trade show and covers many aspects. It also contains an EP&DA membership roster.

**Four Local Chapters**

The association has chapters in Cleveland, Chicago, Philadelphia and New York, and is organizing them in other communities. Last year's national get-together drew some 70 representatives of exhibit firms and suppliers who are associate members. This year's turnout was about 140, of which 125 registered.

Highlights of the convention included talks by Rudolph Lang, president of the Exposition Managers' Association; Charles Strong, renting manager of the New York Coliseum; Robert Letwin, editor of Sales Meeting, and a film on "Trade Fairs in Other Countries." Narrated by John Laly, it was made available by the Department of Commerce Office of International Trade Fairs.

In addition to exhibits by the Chicago and New York chapters, there were a number of displays by associate member companies.

Other officers elected, in addition to President Stief, include vice-president, Fred Kitzing, Kitzing Studio, Chicago; secretary, Wendall P. Blanton, Ad-Craft, St. Louis, and treasurer, Peter Corn, Displayers, New York. All are on the board of directors in addition to Harold Averick, Design Built Studios, Long Island City, N. Y.; Courtney Franklin, Design Associates, Philadelphia; Walter A. Hartwig, Hartwig Displays, Chicago; Leslie Levi, Ivel Construction, New York; Leon A. Manne, Manncraft Exhibitors Service, Miami, and Clifford McKay and Fred F. Tabery, Ohio Displays, Cleveland.

Norman F. Hadley, president of Norman Fisher Hadley, Buffalo, received a plaque noting his leadership, and was named an ex-officio member of the board. Raymond J. Walter continues as executive secretary of both the national association and the New York chapter.

## 3 MINUTES

# Company Reps To Have Say At Ga. Meet

MACON, Ga.—A long list of speakers has been approached for the 45th annual convention of the Georgia Association of Agricultural Fairs. The get-together will be held Monday, January 13, in the Dinkler Plaza Hotel, Atlanta.

Joe E. Pruett, secretary, notes that two other conventions will be in the hotel, which has set rooms aside in the fair group's name, and that he should be contacted for reservations. Business session is scheduled for 10 a.m., followed by luncheon, and afternoon session, and evening banquet with speaker and floorshow.

One of the features this year will be a three-minute period for each associate member, for his discussion on "What's New in Concessions and Entertainment." Associate members will have the chance to say anything desired about their companies or products. There will also be panel discussions on various topics.

# Melfort, Sask., Re-Elects Officers; Receipts Fall Off

MELFORT, Sask.—All officers of the Melfort Agricultural Society were re-elected at the organization's 52d annual meeting. A. George Lancaster will be president for a second term and Walter A. Schmidt and Dave J. Vansickle are vice-presidents. C. D. Manson is secretary-manager.

Summer exhibition receipts totaled \$22,136 and expenditures were \$20,994, it was reported. The year's receipts, at \$34,158, were down \$3,405.

The 1956 fall swine show and sale showed a loss of 85 cents, the seed fair and poultry show and sale showed a loss of \$286, and the 4-H beef club show and sale showed a loss of \$211.

A statement of assets and liabilities showed the society's surplus now stands at \$46,260.

In his presidential report, Lancaster said improved sanitation and dining facilities and a long-range painting program were needed. The decision of garage and implement dealers to not exhibit at the 1957 fair had been a disappointment, he said, but the dealers are expected to reconsider for 1958.

# THE FINAL CURTAIN

**BANTZ—Leonard**, 29, ride foreman on Buff Hottle Shows, December 1 in an auto crash in Nebraska. Survivors include his parents, three brothers and four sisters.

**DANLAN—Charles**, former tenor with the J. A. Coburn Minstrels, December 2 in General Hospital, Warren, Pa. Burial in Johnsonburg, Pa.

**DORN—Mrs. George M.**, 56, wife of George Dorn, well known in the circus field as legal adjuster and 24-hour man, December 7 in Greensburg, Pa. Other survivors include a brother, Walter Stoffal, wild animal showman of Tampa, and three sisters, Mrs. Ruth Moore, Winston-Salem, N. C.; Mrs. Mabel Mickey, Alhambra, Calif., and Mrs. Irene Keck, Greensburg. Services December 10 and burial in St. Clair Cemetery, Greensburg.

**ESPINOSA—Vera**, 75, of the Dancing Espinosas, of a heart attack following the recent San Francisco Theatrical Club banquet in the Sheraton-Palace Hotel, San Francisco.

**GARDINER—F. E.**, circus fan, at Butte, Mont., December 3. He had been with the telephone company 40 years and retired three years ago. He was a member of circus fan and model circus organizations. Survivors include his widow, Gertrude, and a son, Dr. Frank A. Gardiner.

**GRAZIANO—Tony**, veteran pitcher, December 4 in Ogdenburg, N. Y., of a heart attack. Services and burial in Bethel, Vt. (Details in Pipes column.)

**JOHNSON—Edward A.**, 86, owner of the former White City Shows, December 3 in a

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**Circus Routes**

Henson Bros.: Sadlersville, Ky., 16; Corbin 17; London 18; Somerset 19; Columbia 20; Campbellsville 21.  
Packs, Tom: Havana, Cuba, 20-Jan. 12.  
Ringling Bros. and Barnum & Bailey: Mexico City, Mex., 16-Jan. 6.

**Miscellaneous**

Matchstick City: Miami, Fla., 16-Jan. 4.  
No Time for Sergeants: Hartford, Conn., 16-17; Wilmington, Del., 25; Baltimore, Md., 30-Jan. 4.  
Royal Ballet (Sadler's Wells): Chicago, Ill., 16-Jan. 5; Detroit, Mich., 7-11; Toronto, Ont., 13-15; Cleveland, O., 17-19.

**Ice Shows**

Ice Capades, 17th Edition: Spokane, Wash., 25-Jan. 1; Seattle 3-12; Vancouver, B. C., 13-18.  
Ice Capades, 18th Edition: Boston, Mass., 27-Jan. 12; Providence, R. I., 13-22.  
Shipstads & Johnson's Ice Follies: Philadelphia, Pa., 25-Jan. 12; New York 14-26.

Quincy, Ill., hospital. He had retired from show business 35 years ago. A cousin, John C. Johnson, Atlanta, Ia., survives.

**KIMBALL—Orville A. (Tart)**, formerly with Schafer's Just for Fun Shows and circuses, November 30 at his home in Ponca City, Okla.

**MATHEWS—Mrs. Margaret**, 64, who with her late husband, Thomas, retired from the circus field with the closing of the Mighty Haag Circus in 1939, December 8 in Schneck Memorial Hospital, Seymour, Ind. She had been a performer for many years and after retiring she and her husband had charge of maintenance at a farm near Medors, Ind.

**PRICE—Arthur B.**, 72, owner of Gwynn Oak Park, Baltimore, and a theater executive, December 9. (Details in Parks section.)

**RENTZ—Mrs. C. M.**, 69, mother of Mrs. Ruby Wantz, of the G. B. Shows, December 5 at her home in Columbia, S. C.

**WALL—Jeannette**, 58, former dancer and a past president of Caravans, Inc., December 7 in Milwaukee following a long illness. Death came as the result of a heart attack. She was one of the organizers of Caravans and had been active in the club since its inception in 1944. She left a sister, Edith Streibich, and a brother, Stanley Zeinski. Burial in Showmen's Rest, Chicago.

# 'Sim Sala Bim' Returns for Europe Tour

NEW YORK—The "Sim Sala Bim" magical-musical revue has returned to the Continent after playing five cities on this side of the Atlantic. Seven months of bookings, including attractive guarantees, are cited in the return.

The show, starring Kalanag, opens Christmas Day in Rotterdam for three weeks. London and Stuttgart are booked, plus eight weeks in Vienna and six weeks in Munich. The Exposition Provinciale in Quebec was the North American debut, after which the show played theaters in Montreal, Detroit, Toronto and Boston.

Available theater time in New York was not available for the holiday season and plans are to present "Sim Sala Bim" at a Times Square location next fall, possibly in October.

# Local Show Opens Denver Ice Rink

DENVER—An hour long, locally produced ice spectacular kicked off the opening of the new \$150,000 Zeckendorf Plaza Ice Skating rink here. The show director was Hedy Stenuf, former member of Sonja Henie's ice shows. The new ice rink is part of the new Zeckendorf Plaza Hotel.

The rink will be managed by Russell Sherman. Daily skating sessions are open to the public from 10 a.m. until noon; 12:15 to 2:15 p.m.; from 2:45 until 5 p.m., and from 5:30 p.m. until 10 p.m.

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Who sent flowers and helped so wonderfully following the death of

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I wish to express my sincerest thanks.

**INGRID ABLETT**

## ROLLER RUMBLINGS

### Box-Office Potentials In Part-Time Deejaays?

TEMPLE CITY, Calif.—Use of amateur disk jockeys in roller rinks is suggested to operators by Joe L. LaTella, member of the Society of Roller Skating Teachers of America. LaTella maintains that recorded music, if carefully planned and promoted for regular skating sessions, can be just as attractive and effective as live music, and believes that use of an amateur deejay to spin the disks could supply the box-office punch that is missing in so many rinks today.

To back up his theory, LaTella asks operators this question: How is recorded music exploited and promoted so that the public will

buy? "The answer, of course, is the salesman known as the disk jockey," he says, pointing out that a disk jockey can build a following quicker and in greater numbers than any other box-office promoter in town. "The deejay has been known to draw hundreds of persons to rinks that have made the experiment with two-in-one nights," LaTella avers.

#### Haphazard Operation

"Most rinks have a stack of records laying beside the record player, out in the open where they are subject to dust and rough handling," LaTella says, "and when a session starts whoever is handiest picks up a handful of disks and puts them on the record player. Thus the old grind starts. The music just plays, and if it's a good tune that's fine. If it's a beat-up, scratchy record, it manages to get thru another session."

Almost every rink has one or two customers who are sound, radio or TV technicians, LaTella points out. If not that, there is one who might make a good emcee because he has a pleasant, entertaining personality.

Such a person, LaTella believes, is the person who might be developed into a rink disk jockey and program director on a part-time basis. This person, by planning his program in advance with the rink operator and by gathering worthwhile news and commentary, could certainly entertain a crowd of teen-agers in a rink. His news and comments could include reports on school athletic events and comment on other school functions. He might dedicate a number to someone on the floor who is popular or to someone who was responsible for the presence of a group skating party. He might say a few words about a pop record or a new disk that is being played for the first time. He might announce program numbers with a little extra fanfare, or he might tell the crowd in a diplomatic way why rules must be enforced. Such a person, LaTella believes, under the supervision of the operator, could develop a strong following and quickly become an asset to a rink.

#### Three Necessities

There are a few necessities in order to make the plan effective, the SRSTA pro believes. These are:

(1) The deejay would have to be visible to the skating audience, and if he wore playback earphones his appearance would be complete.

(2) A good sound system that will give hi-fi reception of both voice and music.

(3) A soundproof, glass-enclosed studio-type room, located so that it would command a full view of the floor and box-office door. It would be equipped with only such items as record racks, tools to repair sound system, replacement tubes for amplifier, needles for turntables, a buzzer control so that the jock could signal floor manager and crowd to clear the floor or that the program was changing, a skate sign that could be handled from a panel switch-board within the d.j.'s reach, floor light switches within his reach so that lighting effects may be

## TRIGGER-HAPPY HUNTERS SHOOT FUNSPOT'S DEER

PHILADELPHIA—Among the most trigger-happy, if not the meanest, hunters must be those who shoot Santa Claus' lead deer.

That's what happened recently at Bernard Bertolet's Storybook Zoo in Bucks County near here. A car drove up to the zoo enclosure and two men got out. One shot a deer, perhaps thinking it was wild. As neighbors were attracted, the men apparently realized the error and left.

The deer had been the lead animal in a Christmas display of Santa's team.

## Tilyous Set Jan. 10 Steeplechase Meeting

NEW YORK — Frank Tilyou will present his report and suggestions for the 1958 Steeplechase Park season at the January 10 family meeting here. Tilyou made his annual visit to the Chicago parks convention from his Arizona winter home.

Major products last year included additions to and extension of the Steeplechase Pier in Atlantic City. Three rides were acquired, the Roundup, Super Stratojet and Arrow's kiddie Auto Ride. The pier was extended an additional 150 feet.

New units in Atlantic City fared well and the pier's season was a good one. It is managed by Irene Tilyou McAllister.

Winter work in Coney Island consists of maintenance. The huge building provides ample storage space for equipment and ride bodies, and the 24-man crew, under Jimmy Onerato's supervision, does much repainting and other work in the heated park restaurant.

If the family follows its pattern, opening of the 1958 season will be the second or third Saturday in May. The park usually shuts down Mondays in season.

## Hamid Proposes Theater Subsidy At Atlanta City

ATLANTIC CITY—A plan for the opening of the Roxy Theater on the Boardwalk as an off-season attraction was proposed last week by George A. Hamid Sr., who operates a string of movie houses here as well as Steel Pier. His plan calls for hotels and stores to purchase blocks of \$100 and \$200 worth of tickets for distribution to their guests and customers.

Hamid's suggestion was made following a proposal to the Chamber of Commerce that a luxury tax be put on all meals over \$2 as a method of deriving a \$250,000 fund to subsidize winter attractions. He pointed out that most Boardwalk hotels have an appropriation for movies shown in the hotel, and that an official of the Boardwalk Association had asked that the Boardwalk stores be included in any such plan. The theater was closed, he said, because "losses were too great for our individual operation to sustain."

Mike Fiore, president of the Atlantic City Hotel Association, said the time was coming when an off-season entertainment and business promotion fund would have to be raised, but he preferred that it be done by the city rather than by certain businesses such as hotels and stores.

Hamid's proposal met with mixed reactions. Hotelmen agreed there was a need to liven up the Boardwalk at this time of the year, but didn't think that they should subsidize any particular business.

## Arthur Price, Gwynn Oak Owner, Dies

BALTIMORE—Arthur B. Price, 72, owner of Gwynn Oak Park and former owner of a string of theaters here, died unexpectedly Monday (9). He was active in the real estate business and he had been a member of the city council.

A native of Baltimore, he was educated here as an attorney. In 1910 he managed two theaters and by 1914 he was manager and part owner of a Baltimore theater chain. Five years later he went into business for himself and he continued with theaters thru 1931.

At that time he opened Lake-wood swimming pool. In 1936 he leased Gwynn Park from the Baltimore Transit Company and he purchased the park outright from that firm in 1943. The funspot was rebuilt and modernized under his direction.

He was active in the Shrine, Masons Elks, Baltimore Athletic Club and Allied Theater Owners' Association, and formerly in the Maryland National Guard.

Price was elected to the city council by the council itself to fill a vacancy in 1944. In 1951 he was elected to a four-year term as president of the city council, and in 1955 he was unsuccessful candidate for nomination for mayor.

Survivors include his widow, Mrs. Mary Elizabeth Price; two brothers, Frank Price Jr. and Edward R. Price; a sister, Mrs. Florence Steppach; a daughter, Mrs. Audrey C. Toth, and three sons, Arthur B. Jr., James F. and David W., all of Baltimore.

He had sold his theater business several years ago and his sons had taken over active operation of the park.

created for different numbers, a cross-file for records so that the d.j. could instantly find a specific record, a large counter-type table at which the jock would work in front of the window, preferably two variable speed turntables so that the deejay could switch instantly from one to the other for an uninterrupted flow of music, a good studio-type mike hanging from the ceiling at mouth level when the jock is in sitting position and a variety of records.

The last named would include all-skate instrumentals, all the dance skating tempos; game records such as "Hokey Pokey" and "La Raspa," singing trio records like "Yankee Doodle," "Pop Goes the Weasel," "Shoo Fly" and "Take Me Out to the Ball Game"; tele-

(Continued on page 69)

## Eye American Kiddie Rides For Tivoli

COPENHAGEN — Henning Soager, executive manager of Tivoli, has returned to his office following a six-week tour of America. He visited several major parks, numerous Kiddielands and resort attractions such as the zoo-type locations in Florida, which he reported being impressed with.

Soager spent time at Coney Island, Pontchartrain Beach, Chicago's Riverview Park, Las Vegas, Disneyland, the Ringling Art Museum in Sarasota and elsewhere. He spent many hours in New Orleans with the Harry Batts, commenting on their modern Danish furniture, of Copenhagen origin.

Several rides and devices will reportedly be imported for next season at Tivoli, but no decision was released. It was noted, however, that American units will likely be added to the Tivoli Kiddieland.

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## Beatty Sets Palisades Opening; San Juan Winter Stand Starts

### See New York Competition With Ringling

PALISADES, N. J. — The Clyde Beatty Circus will open its 1958 season with a month's stand at Palisades Amusement Park here, across the Hudson from New York. It's the same date that Hunt Bros. Circus played last year.

Like Hunt, the Beatty show will be tied in with George A. Hamid for the engagement. The billing is expected to read "George A. Hamid presents the Clyde Beatty Circus." Last year, the title was Hamid-Morton & Hunt Bros. Combined Circus.

The park date will open April 6 and will be day-and-date with most of the Ringling-Barnum run at Madison Square Garden. Since Palisades bills heavily in New York City, it is anticipated by observers that there will be some sharp opposition.

The Palisades set-up was finalized by Frank McCloskey for the circus. Irving Rosenthal is the park operator.

Circus sources said that the show will open with a rehearsal in DeLand, Fla., winter quarters and then motor to the Palisades spot to kick off its 1958 season. The Palisades engagement is scheduled to end on May 4. There will be a day en route, and then the circus will begin its regular road tour.

### Suesz Interests Will Repeat Tour By Rex Bros. Unit

EDMOND, Okla. — Howard Suesz's circus interests here will frame a winter show again this year to play about six weeks of dates early in 1958. The show again will be called Rex Bros. It is made up of some personnel and stock from Hagen Bros. Circus, managed by Bob Couls.

Suesz also is expected to announce plans for more activity shortly.

Meanwhile, there are reports here that a new riding act is being broken at Hagen-Clyde quarters and that additional animals are being delivered.

### Wild West Show Interest Revives

CHICAGO—Interest in reviving the Wild West show has cropped up in several places recently and one man says he has lined up plans and backing for putting out such a show next season. No definite action has been taken yet, however.

Other interest has not appeared to be so outspoken, but nevertheless a couple of other show people have been asking about equipment and operation of such shows with open-center arena-style canvas.

The suggested ball park show would use about ten or 15 trucks, some circus acts, Western band, stock and possibly a TV Western personality.

From Wilson F. Storey, Sarasota agent, comes word that his office is booking seven acts on the Atayde Bros. Circus in Mexico City, December 20 for seven weeks. They are Wallendas, St. Leons, Sils Sisters, Cimses Dogs, Five Sailors and the Karrels.

### CIRCO SEASON GOING GREAT

CHICAGO — Latin America is seeing more of U. S. circuses this winter than in any other time. Ringling-Barnum is in Mexico City for a month. Clyde Beatty Circus is working three or four weeks in Puerto Rico. Tom Packer Circus has the ex-Ringling date at Havana, Cuba. Other U. S. acts are going to Latin America to appear with local circuses, adding up to the greatest exodus south of the border.

### People Scatter After Polack Western Closes

SOUTH BEND, Ind. — The 1957 tour of Polack Bros. Western unit ended with a three-day stand here Thanksgiving weekend. Seven performances, including a Saturday morning show, were given in the Washington-Clay Auditorium.

Date was Polack's first for the *(Continued on page 69)*

### Puerto Rico Billed Well; Big Opening

SAN JUAN, P. R. — Clyde Beatty Circus launched its winter run in Puerto Rico here Wednesday (11), behind a heavy billing. Preliminary reports told of big business on the first day.

The show is appearing under a two-pole big top and features Clyde Beatty and His Wild Animals, Josephine Berosini's high wire act and other acts.

After about three weeks in San Juan, the show will move to another Puerto Rican stand for an additional week.

This engagement was set by the Beatty show's assistant manager, Walter Kernan. Also associated in the date is Jerome Wilson, who previously has operated the Gran Circo Americano here.

The Beatty Show's outlook for business here was good, although another show reportedly did not draw big business here recently. One factor is that the Beatty show's billing has been up for some time and it is heavy. About 45 24-sheet boards were used in the San Juan area. About 100,000 heralds were mailed here. This and other Beatty promotional material was translated into Spanish for the date.

### BOOKING GOES OKAY

## Jack, Jake Mills Set European Visitation

CLEVELAND HEIGHTS, O.— Jack and Jake Mills, co-owners of Mills Bros. Circus, will go to Europe January 8 to scout talent at circuses in England and on the Continent. They will return about January 20.

Meanwhile, booking of the show is moving along successfully, Manager Jack Mills reported. His advance staff now is headed up by H. W. Ahrhart, who returns after a couple of years off the road, and Larry Lawrence, who has been with the show regularly. More contracting agents are to be added.

Mills said the show's first seat wagon for blues has been turned out of a shop at Cleveland and is ready to have the seats mounted on it. Another of the scheduled four blues wagons is to be started early in January. The show will use all retractable seats.

A promotional booklet has been prepared by the show for soliciting auspices. It is being mailed to contacts in the territory the show expects to play. It includes text of the Mills Bros. contract along with other information about the show.

The booklet has a blank space on the back page where the show fills in the month that it expects to be in a given area.

Mills announced recently that the circus will open its 19th annual tour in April at quarters here.

Meanwhile, the Mills Bros. 1957 route book has just been published by Harry M. Simpson, Camden, O. The 16-page booklet includes the full roster of the show, last year's route and the show's first route, 1940. There are pictures of personnel and a detailed rundown of the program. The book also recounts highlights of the season's tour.

## Stern Controls Staff, Routing On Polack Combine

### Single Unit Opens January 19; Plays Eastern, Western Stands

CHICAGO — Arrangements crystallized here this week for the future operation of Polack Bros. Circus as a single unit. The organization will continue as a partnership between Louis Stern and Bessie Polack, widow of I. J. Polack.

Stern will be in active charge of the new show. Mrs. Polack is expected to be with the show a major portion of the time.

Staff of the combined show will be the same as that of the last year's Western unit for the most part. However, Stern said he was not yet ready to announce a detailed make-up of the staff.

Stern is in personal command of framing the 1958 route. He was leaving his Chicago office at the end of the week in this connection and was expecting to return just before the start of the 1958 season.

#### Start at Flint

The new Polack circus will open January 19, at Flint, Mich., Stern revealed. This has been the

opening stand of the Western unit since 1952.

Principal dates of both the Eastern and the Western units will be played by the new organization. The show also said that some new dates are to be included and that the combination will "give the show a considerably stronger route with more solid time than in previous seasons." The 1958 season will run from the January start into December of next year.

Because of the inclusion of some of the Eastern unit's dates, the show's annual spring jump from the Middle West to the Pacific Coast will be made about the first of May, a month later than usual.

#### First Towns Named

Specifically, the Polack show will open at Flint and then play the same set of stands as did the Western unit at the first of last year. These are Hammond, Ind.; Fort Wayne, Ind.; Madison, Wis.; Louisville, and Chicago. The Louisville date this year will be at the new Coliseum, a change from the past location.

After the Chicago engagement will come Erie, Pa., an ex-Eastern date, and then Indianapolis. Between the end of the Indianapolis Shrine show and the jump to the Far West will come another set of ex-Eastern stands. These are Canton, O.; Albany, N. Y., and Akron, O. One additional stand is to be filled in after than and before the West Coast dates.

### Royal Plays Texas

FORT WORTH — Roy Romas and his Royal Bros. circus attractions will play Christmas dates at army camps in Texas.

He played a major route from the February Shrine Circus in Honolulu to the November Shrine Circus in Fort Worth. The current holiday unit is smaller.

## Sarasota Debates Tax Deal For Ringling Winter Quarters

SARASOTA, Fla. — County commissioners here Monday (2) cancelled a tax exemption for the Ringling-Barnum circus quarters property, and in subsequent days the county, circus and Chamber of Commerce have been debating what is to be done next.

Under a 30-year contract, which just expired, the county did not collect taxes on the circus property. This amounted to from \$5,000 to more than \$6,000 yearly. In return, the circus gave the city publicity on the show, in its programs and in such publicity as national magazine articles and TV shows.

The county explained that original copies of the agreement had been lost and that cancellation was

by way of clearing the way for a new proposal along similar lines.

The Chamber of Commerce formed a committee to improve relations between the circus and local authorities, but the committee suspended action and said it was waiting for Ringling to ask for another agreement with the county. A circus attorney then said there seemed to be little point in preparing another contract since he had prepared another recently and then the whole plan was cancelled.

Meanwhile, the Sarasota Herald-Tribune said editorially that it was time for the whole set-up to be re-examined. It asked what the plans of the circus are for the future and how much time it expected to be in Sarasota.

Thruout the discussions there were references to a rumored offer from Miami by which the circus would be given certain buildings if it would move to that city.

The city of Sarasota has a tax agreement with the Ringling show also, and it continues unaffected now.

Bentledge, Mary Bentledge, Jimmy Davison, Butch Francisco, Dick Lewis, Jeff Murphree, Henry Boers, Barry Otto, Frankie Saluto, Sherman Brothers, Jimmy Armstrong, Carl Marx and Joe Trosey.

Bob Orth writes that he had a heart attack and is confined to bed and would enjoy having mail at the Palomares Street home of his daughter in Pomona, Calif. . . . Visiting the Noell's Ark Gorilla

## UNDER THE MARQUEE

By TOM PARKINSON

Antoinette Concello was in Chicago during the outdoor conventions. Others included Arthur Konyot, who was in town with Arthur Godfrey; the Paul Delaneys; Joe Tinty, Plainfield (Conn.) Stadium; Cisco Kid; Joe Antalek and Dewey Barto.

Paul Kelly was in Chicago for the outdoor conventions. He reports that two of his elephants are being sent to Florida for use by the Benson Bros. Circus, owned by his brother-in-law, Bill Morris.

David King pens from Cedar Rapids, Ia., that his Christmas unit includes his vent act, clowns, imitations. Assistant manager is Hubert McNeill. . . . Bob Wells handles the Diano Elephants. Joe Duval handles the zebras and camels. . . . Clown Bozo Cooper visited in Chicago recently.

When the Orrin Davenport circus was in Kansas City, CFA's including Roger S. Brown, Julius Jimenez, Bette Leonard, the Herman Quiniuses, Agnes and Howard

Hansen, Frank and Caroline Jer-shin, and Mary Jane and Floyd Henton, plus Plato and Josephine Walker, and Joe Sharp, visited with Cleo Plunkett, George J. Keller, Merle and Nina Evans, the Ed Widamans, Charlie and Beverley Allen, Grace McIntosh, Hubert Castle, Franklin and Astrid, Zavatta Family, Four Kovacs, Dorita Konyot, Weingard Family, Flying Deislars, Roland Tiebor, Jo-Anne Day, Betty and Benny Fox, Wazzan Troupe, Betty Pasco, Victor Julian, Ernie Burch, Bill

Show's home base at Tarpon Springs, Fla., were Ben Davenport, the Bradleys, the Frakers, Irah Watkins, and Art Riley.

Among those at the Chicago conclaves were E. K. Fernandez, Emmett Sims, Charley and Beverly Allen of Allen's Bears, Omer Kenyon, E. R. (Pops) Gray, Gene Autry, the Freddy Joneses of Beat Circus, Billy Powell, and Johnny Anderson.

vy.6 Circus Mar. uee 12-16 tp BJ Terrell Jacobs, wild animal trainer, lost a lion while playing a shopping center in Beaumont, Tex., last week. The wire-walking cat fell from the wire and broke its neck. The Jacobs unit moved on to play Houston.

Frank Robinson has bought the interests of the late Melvin Cook in Western Shows, a Seattle parade and celebration outfit, and will be manager. Agent will be F. L. Kirsch.

Mike Malko said in Chicago that his act, the Flying Malkos, again includes Tony Steele, as well as Mike and June Malko. He and Steele are again accomplishing the triple somersault. The act is to be with Hamid-Morton Circus this winter.

Filly Dick writes that he visited Jim and Sylvia Hirschberg at Charlotte, N. C., and that Jim is recuperating from surgery. Other visitors included Phil and Betty Escalante, Keller and Jerry Pressley and Bill and Dorothy Hill.

The Great Seabright, high act, is working out of his San Antonio home. . . . Sunny Jim Snell, clown, has been taking Masonic work and now is in the Scottish Rite and the Springfield, Ill., temple of the Shrine.

Hazel King visited the Fort Worth Shrine Show. . . . Clark McDermott took his bears to the San Francisco area for Christmas dates. The Ed Widamans are back in Gainesville, Tex., after making the Kansas City stand for Orrin Davenport.

Tex Arnold, the rock and roll clown currently with Henson Bros. Circus, infos that he has developed a rocking ladder bit that is going over big.

Ed (Crazy Ray) Hawley, steam calliope player, is in Veterans' Administration Center, Hot Springs, S. D., and would like to hear from friends.

Ward Hall and Harry Leonard have completed their dates with Byron Gosh's All-American Circus and they now are readying a side show they will take to Havana as part of Tom Packs' Circus.

Bandleader Joe Rossi writes that he'll again front the band for Jimmy Hetzer's dates, opening Monday (16). . . . L. E. (Roba) Collins made a barbecue at Lige Chiam's motel in Festus, Mo., and saw H. R. (Rube) Ray there. The three were on the road together some years ago.

Max Schumann, famous European horseman, will be in this country for two television appearances in February, first time the Schumann horses have been in this country.

From Capell Bros, Circus & Carnival, Bob Capell writes that recent visitors were Frank Babcock, Pete Sutton, J. R. Leeright, Tom McLaughlin, Jack Moore, Ted Wilson, Happy Hanks, D. R. Miller, Frank Ellis, Vern and Morgan Berry, Joe Colby, and more. . . . Visiting the Polack Eastern show before its closing in Florida were Don Edwards, Ronnie Lewis, Carmen Slayton and children, Wynn Danielson, Mildred Taylor, Cora Davis and youngsters, Raymond Aguilar, Bill Petty, Ben Davenport, Lucio Cristiani, Pete Cristiani, the Frank Ballous, and Claude Bentley.

Joanne Jennier, student at Florida State University at Tallahassee, visited her parents, the Walter Jenniers. . . . Ali Baba & Pixie, John Facer, Ben Victor and Pat King are playing a week of A' Dvorin's Christmas dates in Tennessee, starting Tuesday(17). Al Sharpe joins on the return trip.

Mrs. Minnie Johnson, retired rider and widow of Spader Johnson, is living in the Bronx, N.Y., again after having been in California for some time.

Clown Joe Short, of Detroit and Bob-Lo Park, writes that he is making his Christmas store dates. Ernie Palmquist had his miniature

circus in Miami recently and was visited by the Bill Sadlers.

Roy Bible has his Sello Bros. Circus working along with Paul Pugh's YMCA circus for a Shrine show at Bremerton, Wash., recently, writes Don Marcks.

Henry Trefflich, New York dealer, is delivering a hippo to Bob Capell on Capell Circus and Carnival. A platform show will be framed. H. N. (Doc) Capell is taking it easy around the show now and his sons, Bob, Jack and Bill are in charge of the show.

Billy Hoffman is spending the holidays around Kansas City and will go to Los Angeles after Christmas.

Clarence D. Auskings, agent for the Capell show, writes that he is wintering at Victorville, Calif., after completing the season's route at Chandler, Ariz.

Charlie and Beverly Allen have been in the Chicago area with their bear act and played day-and-

**Columbia's BTA**

Continued from page 65

are sold out. These three cities came up conveniently, BTA announced, and did not require organization work on its part. Several representatives will canvas additional communities in 1958.

"Damn Yankees" will open January 18 in Altoona, Pa., as did "Sergeants." It will play the same general territory as "Sergeants" and, being not as heavy a production, will catch up with the other show and eventually wind up playing the "Sergeants" route in reverse. Several new towns will be opened up by this unit, which will contain most of the personnel in the "Damn Yankees" production in Las Vegas, Nev. It reportedly will be easier to handle, using rolled-up drops rather than portable rigging, but since it must be hung from lines, it is limited to legitimate houses. A minimum capacity of 1,500 seats is required. One of the towns scheduled is Lima, O., which showed Frank Fay in "Harvey" several years ago.

Negotiations between BTA, the bookers and show property owners are conducted by Theatrical Interest Plan.

**Polack West'n Folks Scatter**

Continued from page 68

South Bend Shrine Club and proved a winner, despite the location three miles from downtown and a snowstorm closing day.

Personnel of the show scattered in all directions after the South Bend engagement.

Mac and Peggy MacDonald took the show-owned Besalon elephants to Flint, Mich., where Polack will open its 1958 season. Baby Opal appeared on Ed Sullivan's TV show with her front-foot stand in New York Sunday (15).

Animals and personnel of the Hawthorn Wild Animal Fantasy and Paramount Bears went to South Miami where John F. Cuneo Jr. was awaiting their arrival. The Bertram Mills Chimpanzees went to Hammond, Ind., to await their next U. S. bookings and will return to Great Britain in early spring.

Sarasota was the destination of the Fredonias, Barbettes and most of his girls, and the Flying Palacios. The latter were joined a week later by Lalo Palacios after his discharge from a Seattle hospital.

Rose Gold to Vienna

Rose Gold flew to her home in Vienna for a visit while other members of her trio went to Sarasota. Josephine Beronini took her family home to Miami and then went with the Clyde Beatty Circus to Puerto Rico.

The Lacy Troupe and Original

Gutis had bookings in Canada. The Kelroys planned to spend the holidays with friends in Rhode Island.

Gene Randow, after a visit to Chicago, began his holiday dates. Larry Benner went to Chicago, then home to Miamisburg, Ohio; Al Ackerman to Minneapolis and Harold Simmons to Sarasota. After Christmas dates, Jimmy Douglass planned to go to Daytona Beach and Art Gallagher to Indianapolis.

Ross Paul went to Inglewood, Calif.; Bee and Gwen Carsey and Sam Steffen to San Antonio, and Wally Newbury to Hollywood.

After two weeks in Polack's Chicago office, Louis Stern began his usual westward swing with a stop at Hot Springs, and George and Opal Paige went to their home in Sacramento. Bessie Polack, after conferences in Chicago, returned to her home in Sarasota. Justus Edwards will spend Christmas at Burlington, Ia.

Joe O'Donnell, who handled the advance promotion in South Bend, went to Hammond, Ind., for his first date in 1958. Chester and Winnie Stanley also are in Hammond.

date at a high school with Adams Bros. Circus. Each unit was playing for a different auspices at the same building. The Allens are playing schools for a lecture bureau this year. Their bears are to be seen on a local TV show "Susan's Show" out of Chicago Saturday (21).

Ann Mace, formerly with Ringling-Barnum, is playing club dates now and recently was at the Merry Land Club, Washington, D. C. . . . Visitors on the All-American Circus have included Frances Morrison, Maskell Family, U. S. Benners Family and Wayman and Opal McCune.

Frankie Little, who was on the road several years as midget clown with Spike Jones, has retired and now is associated with his family's bakery at Milwaukee.

Leonard Farley, librarian of the Hertzberg Circus Collection at San Antonio Public Library, has begun a series of lectures about the circus and its history.

Hub and Eunice Hubbell, the Shooting Hubbells, are wintering in Sarasota. They worked rodeos in New York State and operated a store specializing in Western wardrobe.

Tom Inabinette, now of Joplin, Mo., is planning to be in Mexico City over the holidays and expects to see Ringling, Atayde, and other shows there.

Eddie Jackson is wintering in Tampa. . . . Art Bitters will be in Milwaukee for Christmas with his son and then back in Tampa for the winter.

Happy Kellems and Van Wells, former partners, worked together again at the Fort Worth and Houston Shrine shows. In Fort Worth

**B. O. Potential**

Continued from page 67

tions of waltzes and fox trots for couples and special numbers, and the latest 10 records listed in The Billboard's Honor Roll of Hits.

Watch Honor Roll of Hits

LaTella recommends that once operators obtain the Top 10 that they keep close watch on the listings and continually add new ones as they make their appearance on the chart. "Don't worry about the vocals," he advises, "the kids love them. But don't play them except for special numbers and specially dedicated couple or trio numbers. I have noticed that the kids don't particularly care whether or not they can do something on skates in time with the music. The big point is that the tunes are popular and your skaters like to hear them. These records should be featured more when you have large school crowds. I don't recommend that you play these disks so often that your skaters turn up their noses at them."

A set-up such as this, LaTella points out, leaves the operator free to handle other administrative duties, and, most important, allows him time to promote business thru the friendly welcoming of skaters as they enter the door. The foregoing suggestions allow a wide degree of latitude for variations, he says. Many ideas may be added or deleted, depending on individual preferences and conditions. He believes, however, that this is a practical way of promoting recorded sessions and is the means of returning a hundredfold the operator's costs of recorded music.

**AGENTS-SALESMEN-PHONEMEN-BUSINESS MEN**

who can stand prosperity—no heavy drinkers considered.  
**HOTTEST MONEY MAKING DEAL IN YEARS**  
Men or women or man and wife teams contracting P.T.A., Women Clubs, Schools, Lodges, etc., easy as contracting shows.  
**FUND RAISING DEALS**  
You have nothing to sell. Committees do the selling. Good Promoters should make \$300.00 to \$1,000.00 per week, no money to collect, we finance the complete deal to committees. If you can finance yourself two weeks to 30 days in small towns and want to make big money, write or wire for details. NO COLLECT Wires or Phone Calls Accepted.  
**NEAL WALTERS POSTER CORPORATION**  
Eureka Springs, Arkansas

the mayor made them honorary citizens.

Little Bob Stevens and Eddie Akin, of the Hagen outfit, were in Hugo, Okla., recently, visiting Kelly-Miller quarters. . . . Elephant man Bill Woodcock, Hugo, has been elected to head up the Royal Arch Masons there this year. . . . Diamond Jim and son, David, are in Hugo for the winter.

Michael J. Lyons, who clowned with the Kelly-Miller show a couple of years ago, now is assistant to the president of John G. Stratford Film Corporation, New York, and the firm is considering a circus film series for TV.

Conferring at Sarasota with the Cristianis last week were Arnold Maley, Charles Underwood and Elmer Kaufmann.

**Wanted**  
**TWO CONTRACTING AGENTS**  
For Mills Bros. Circus  
Must be real salesmen of highest caliber, able to get signed contracts for phone promotions and in  
**The \$50,000 Yearly Class**  
I pay highest commissions to this type of man. Must have car, typewriter and be able to start  
Now  
**JACK MILLS**  
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**WANT IMMEDIATELY**  
4 experienced Phone Solicitors to sell tickets under sponsorship of Shrine and Masonic Lodges for the  
**RABBIT FOOT MINSTREL SHOW**  
Greatest colored show on earth.  
Playing large auditoriums. Show opens Jackson, Miss., Jan. 13. Phones in now.  
Contact  
**EDDIE MORAN, Mgr.**  
Edwards Hotel Jackson, Miss.  
No collect calls, please.  
Ed O'Neal, get in touch with me.

**FOR SALE**  
**ONE OF AMERICA'S MOST FAMOUS ELEPHANT ACTS**  
consisting of three young elephants in top condition. Excellent routine. Full prop equipment and two sets of harness. Write  
**BOX 915**  
The Billboard, 188 W. Randolph St.  
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**A FINE XMAS PRESENT**  
and  
**CIRCUS COLLECTORS ITEM**  
**"MR. CIRCUS"**  
(A story of the late Charles T. Hunt Sr.)  
Price \$3.50 per copy.  
Approximately 1,000 copies to be offered of first and only edition.  
Makes checks payable to  
**MR. CHARLES J. HUNT**  
c/o Hunt Bros. Circus  
Burlington, New Jersey

**PHONEMEN**  
UPC's and Banners, 3 towns ready, phones in. No layoffs, pay daily. No collects or advance.  
Phone: Wo. 4-6506 or Wo. 4-0351  
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**BOOKING NOW FOR 1958 SEASON**  
**Albert Spiller**  
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Rt. 1, Box 318-B, Tarpon Springs, Fla.

**PHONEMEN**  
BOOK, UPC TICKETS AND BANNERS  
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331 W. Depot St. Knoxville, Tenn.  
First Indoor Circus in several years.

**Promoters & Phonemen**  
Security, permanent, reliable. No waiting—the best ever; year-round work. Tickets, Book. No drunks.  
**Christianity & Truth**  
Topeka, Kan.

**PHONEMEN**  
Phones in, deal started Dec. 9. Strong sponsor. UPC's and advertising. Two towns booked to follow. This one good until Easter. Collect and pay daily.  
**CHECK MERCHANT**  
1088 Broadway Gary, Ind.  
Phone: Turner 5-2790. No collects.

**Christmas Number of WHITE TOPS—All Circus**  
Published six times a year by the Circus Fans Association of America. Read interesting stories on Fred Buchanan, Sparks Circus, Circus Season of 1957.  
50¢ per copy \$3.00 per year  
**Address WHITE TOPS**  
Rochelle, Illinois

**PHONEMEN**  
We can place immediately 2 good men for steady work. Renewal deal. Call  
**AMherst 8-0785**  
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## Robinson's Greater Inks Dubuque Fair

DES MOINES—Bob Robinson, owner-manager of Robinson's Greater Shows, made the biggest news in an otherwise quiet convention of the Fair Managers' Association of Iowa here Monday and Tuesday (9-10).

Robinson and his general agent, Clem Smith, closed to provide the midway attractions at Dubuque County Fair, Dubuque, which was played in 1957 by Schafer's Just for Fun Shows.

Smith, who also general agented Byers Bros.' Shows here at the meeting, reported closing for the Osceola, Ia., July 4 celebration for Byers. Fairs to be played in the State, all repeats, include Independence, Jefferson, Rockwell City, Humboldt and Osage.

Floyd O. Kile, owner of the show bearing his name, came up with three fairs new to its route. They are at Lamoni, Sac City and Bedford. Show will play Knoxville, Ia., for its third year and Fairfield for the second year.

## Siebrand Inks Western Canada Route of Fairs

SWIFT CURRENT, Sask.—Siebrand Bros.' Circus and Carnival has been signed for the Swift Current Frontier Days Celebration and Exhibition next July, it was announced by Irving Hansen, managing director of the event.

The show will also play Moose Jaw, Sask., and Lethbridge, Alta., it was reported. The Siebrand show made its first Canadian appearance in 1957 when it played Lethbridge.

Moose Jaw and Swift Current had Royal Canadian Shows in 1956 and 1957, and Lethbridge had Royal Canadian in 1956.

Moose Jaw and Lethbridge were members of the Western Canadian Class B circuit until they broke away after a dispute over dates.

Swift Current plans to extend its midway lot some 200 feet to accommodate the Siebrand show.

Contract for the grandstand shows at Moose Jaw, Lethbridge and Swift Current in 1958 will be handled by KBD Enterprises, Calgary, headed by Bob DiPaolo.

## Bus Strike Cuts PCSA Ball Turnouts

LOS ANGELES — A bus strike cut attendance of outdoor show people, friends and guests to approximately 300 at the 37th annual Pacific Coast Showmen's Association banquet and ball held in the Gold Room of the Biltmore Hotel here Tuesday (10).

J. W. (Patty) Conklin, a PCSA past president and Canadian showman, was the toastmaster, introducing representatives of the various clubs and reading congratulatory telegrams from well wishers. Leo Carrillo, veteran film and television star, made a surprise appearance as the speaker of the evening, and told of his varied and long experience in show business.

Mrs. Kile, who has been ailing and off the road for the better part of the year, was at the meeting and said that she'd be back in the office wagon this upcoming season. In fact, she'll be in the new air-conditioned office that is being built. Kile also plans to add two more kid rides to bring his total to 10 major and kid devices. Show will play Iowa, Missouri, Arkansas and Louisiana.

Mr. and Mrs. K. H. Garman, owners of Sunset Amusement Company, made a quickie visit, leaving early Monday to embark on a Mediterranean cruise. Before leaving, Garman reported he'd be on the midway at Iowa fairs in Web-

(Continued on page 71)

## TO ELECT JANUARY 8

### Harris Tops NSA Nomination List

NEW YORK—With no independent slate being offered, the National Showmen's Association will be guided next year by officers led by J. Jeff Harris, nominated for the presidency to succeed Morris Batalsky. Election is now an automatic affair.

Harris, New England midway producer, was elevated from first vice-president by a seven-man nominating committee. Also on the slate are Alfred G. McKee and Joe Prell, who move up to first and second vice-president, respectively, and Max Tubis, who enters the line of success as third vice-president. Morris Vivona was chosen secretary, Harry Rosen continues as treasurer and Harry Eddels was named assistant treasurer.

Joe McKee headed the committee, which also named 50 members as the board of governors. Committeemen with McKee were Morris Brown, Dave Brown, George Bovino, Charles Rubenstein, Sam Weisser and Angelo Pepe.

Governors Named  
Governors will be as follows: Harry Agne, Vincent Anderson, George Bovino, Dave Brown, Morris Brown, John Christopher, Issy Cetlin, Norman Y. Chambliss Sr., J. W. Conklin, Charles Davenport, Lou Dufour, Maurice Elk, Walter Fried, Richard Geist, Max Gruberg,

Among the highlights of the evening were the awarding of a silver membership card by PCSA President Bob Downie to Willard Dodsworth of United Tent & Supply Company for his donations of tents and tops for shows-within-a-show in this area. Toastmaster Conklin also presented Downie with a gold life membership card, a token of appreciation for the club's many achievements during his term of office.

Conklin held the speeches to a minimum following the invocation delivered by Ted LeFors in the absence of Harry G. Seber, chaplain. Music for the group singing of "The Star Spangled Banner" was

(Continued on page 71)

## BURNS POSER

### Flat \$1,000 Gross From 5,224 Tickets

CHICAGO—G. N. Burns and his wife, veteran Torture Show operators, had a strange one to tell during the outdoor conventions. It took place at the Vancouver, B. C., kiddies' day.

At the end of the day there had been 5,224 tickets sold on eight rolls and at three different prices. Gross came to \$1,000 even. It was the first time, Burns said, he had hit such a figure on the button in 24 years, and the experience was his pet topic of conversation at the conventions.

## Del Mar Fair Inks Waldron for 3 Years

DEL MAR, Calif. — Olivia Waldron's Fair Time Shows, Inc., will supply rides and approximately 300 feet of concessions at the Southern California Exposition here for three years starting in June, Paul T. Mannen, fair manager, announced.

Mrs. Waldron, president of the carnival corporation, offered 50 per cent of the gross with an \$18,000 guarantee. Her bid was the only one submitted to supply rides, with the major portion of concessions to be again handled by the fair thru Louis Cecchini, of Cecchini

& Levaggi, game concessionaires of Sun Valley, Calif. C & L has a five-year contract to supply the concessions. The contracts were issued thru the fair for the first time this year.

Crafts Shows was the only other show to bid. It offered \$45,000 flat for the midway and would have ended the fair-concessionaire booking contract which last year boosted revenue to the fair from concessions a reported 90 per cent.

Mrs. Waldron, in her contract, agreed to supply the fair with 12 major and 13 kiddie rides. Under terms of the contract, it is indicated that she will take with her to play the date only her regular concessionaires. The remainder are being booked directly by the fair thru Cecchini.

## Va. Greater Crew Waits Fix-Up Word

SUFFOLK, Va. — A near-full crew is at Virginia Greater Shows' quarters here awaiting word from Manager Rocco Masucci to get in full swing. There is a heavy schedule of repair and refurbishing work on tap.

Masucci will return to quarters after the Southern fair meetings.

The show closed the final week in October. In quarters are Ike and Leo Matina, Dutch Kerschner, Earl Miller and Bill Murray. Leo Matina, chef in the off-season, laid out a Thanksgiving dinner in the cookhouse, with roast chicken and all the trimmings. A Christmas tree is being trimmed to keep quarters in the holiday mood.

## Fair Meeting Visits Set For Champagne

PELHAM, N. H.—Winter quarters work is all but completed on the Continental Shows, wintering here. Owner Roland Champagne, fully recuperated from last summer's illness which hospitalized him for several weeks, has moved with Mrs. Champagne into their new home in Dracut, Mass.

Champagne and agent Paul La Cross will make their usual visits to Northeastern fair meetings. The show will open the latter part of April and make its usual tour of still dates and fairs in New York State and New England.

## PCSA Honors Past Prexies

LOS ANGELES—Sixteen past presidents of the Pacific Coast Showmen's Association attended the annual Past Presidents' Night at the clubrooms here Monday (9). The program featured a dinner, entertainment and the end of the year's giveaway program.

The past presidents attending

(Continued on page 71)

## Two Hats in Ring For PCSA Presidency

LOS ANGELES—An independent candidate for president of the Pacific Coast Showmen's Association is in the running with no opposition to the official ticket indicated for the three vice-presidencies, treasurer and secretary. The election is to be held December 30.

Steve Vaughn, 1957 president of the Regular Associated Troupers, committee chairman for the past several years at PCSA, and concessionaire, will oppose Matthew (Jimmy) Lantz, concession manager for the Crafts Shows and now serving as PCSA vice-president.

The official ticket as returned by the PCSA nominating committee lists Arthur Andersen, first vice-president; Joseph (Red) Dauer, second vice-president; Matt Herman, third vice-president; H. D. (Bob) Matthews, secretary, and Al Weber, treasurer. Matthews and Weber are up for re-election.

Joe Glacy was nominated for the cemetery board to serve five years, and Eddie Harris, senior past president, for the board of trustees.

If Vaughn is successful in winning the presidency, it will be the first time that a husband and wife have headed the PCSA and auxiliary at the same time. Helen Vaughn was elected Auxiliary president here Monday night (9).

During the 35 years the club has existed, an independent candidate for president has never been elected.

Nominated for the board of governors were Harry Phillips, John

T. Backman, Robert Banard, Joe Blash, M. M. Buckley, Toney Martone, L. G. Chapman, Ton Condron, Al Cohen, William Davis, Dan Dix, Sam Dolman, M. H. Ellison, Alex Friedman, Charles Goss, William Meyer, Arthur Hockwald, Eddie Hellwig, Harry A. Illions, Rudy Jacobi, C. C. Loomis, Sam Landesman, Newton Stone, Joe Mead, Fred Mortensen, C. E.

(Continued on page 71)

## Penn Premier Readies 'Neon Look' Convention

HENDERSON, N. C. — Completion of winter-quarters work on the Penn Premier Shows should see the emergence of a new look on Lloyd Serfass' midway in 1958. Complete conversion to fluorescent lighting is in the works.

Tubing is to be applied on all rides and back-end units, replacing incandescent bulbs. Several independent concessionaires are being urged in Miami and elsewhere to accept the neon treatment for next season.

Opening is tentatively set for the first week in April. A good weather break aided the show last spring and hopes are for more of the same.

### Seek Club Unity

Harry (Buster) Westbrook, agent and business manager, who is ac-

tive in the Miami Showmen's Association as its third vice-president, will press this winter for legislative unity among show clubs. Each club will be approached for support. A committee has been named in Miami to work with Westbrook on the cause, which would have clubs solicit support from auspices groups who gain revenue from sponsorship of outdoor show events. The support would be used to avert threatening legislation.

Serfass and Westbrook will be at Eastern fair meetings to round out the route. Lynchburg, Va., was on the 1958 fair route before the end of last season, as was the July Fourth celebration at Charleroi, Pa. Westbrook was in New York recently to order a Junior Hot Rod for 1958.

# Hoosier Fair Recontracts Cetlin-Wilson

INDIANAPOLIS — The Cetlin & Wilson Shows upped their percentage bid to retain the midway contract at the Indiana State Fair for '58.

The contract was awarded Friday (6) here when C. & W. offered the fair 40 per cent of the first \$5,000 in ride and show receipts and 45 per cent of all receipts in excess of \$50,000.

The contract for last year, generally regarded in fair and midway circles in the Midwest as excessively high, gave the fair 35 per cent of the first \$25,000, 37½ per cent of the all receipts between \$25,000 and \$50,000 and 42 per cent of all receipts in excess of \$50,000.

Jack Kochman's thrill show was awarded the thrill show contract. The Kochman unit will be in the first Friday night, Saturday night, and Sunday matinee. The contract calls for a 50-50 division of grandstand receipts. A fourth performance may be added.

The fair board was scheduled to meet Saturday (7) to hear presentations and award the contract for the grandstand attractions.

## PCSA Turnout

Continued from page 70

provided at the piano by Mrs. Al Flint.

Included among those on the dais were Elmer Velare, representing the Showmen's League of America; Charles Walpert, Miami Showmen's Assn.; Sam Steffin, Arizona Showmen's Assn.; LeFors, acting chaplain; Al Weber, PCSA treasurer; Matthew (Jimmy) Lantz, PCSA vice-president; Downie, president; Carillo; Moe Levine and Edward J. Harris, banquet co-chairmen; H. D. (Bob) Matthews, PCSA secretary; Berta Harris, PCSA Auxiliary president; Eddie Hellwig, Show Folks of America president, and Matt Herman, Greater Tampa Showmen's Assn.

Congratulatory telegrams were read from National Showmen's Association, Greater Tampa Showmen's Assn., Miami Showmen's Assn., Show Folks of America, Arizona Showmen's Assn., and Showmen's League of America.

Those in the audience who were introduced included Orville Crafts of Crafts Shows, Dr. Louis Firestone of the Michigan State Fair and Flint Amusement Park, Olivia Waldron of Fair Time Shows, Inc., P. W. Siebrand of Siebrand Bros. Circus and Carnival, and Mike Krekos of West Coast Shows. Mrs. Steve (Helen) Vaughn, who was elected president of the PCSA Auxiliary on Monday (9) was presented and given an ovation.

The floor show, provided by Joe Faber, included Blair Sisters, dancers; Jack Marshall, comedy; Shirley Mills, vocalist, and Arvon Dale and his orchestra.

## PCSA Honors

Continued from page 70

included J. W. (Patty) Conklin, Hunter G. Farmer, Ed. J. Harris, O. N. Crafts, Theo Forstall, Mike Krekos, William Hobday, J. Frank Warren, Harry G. Seber, J. Ed Brown, C. F. (Doc) Zieger, E. W. (George) Coe, Moe Levine, Joe Glacy, S. L. Cronin and Harry Fink.

Glacy was the toastmaster, pointing up the achievements of each past leader along with good-natured ribbing.

The festivities followed a pot roast dinner served by a committee headed by Seber. Dinner was served from 6:30 to 7:30 p.m. Re-

## Club Activities

### Showmen's League of America

CHICAGO—Despite the proximity of the out-of-town meetings a total of 75 members turned out at the Thursday (12) meeting.

President Jack Duffield was in the chair. Also present were Bill Carsky and Ed Sopenar, vice-presidents; Bernie Mendelson, treasurer; Hank Shelby, secretary, and four past presidents, Sam J. Levy Sr., Fred H. Kressman, Maurice Ohren and Al Sweeney.

Much action was reported on the Sunday Christmas party for underprivileged children.

J. P. (Jimmie) Sullivan and Andre Dumont were reported hospitalized.

### Greater Tampa Showmen's Association

TAMPA—President Bucky Allen was in the chair for the regular meeting, assisted by Earl Maddox and Vernon Korhn.

A moment of silent prayer was observed for Sam Gordon, who died November 30.

Irish Gaughn and Maddox, chairmen of the Christmas party, made an appeal for funds and \$750 was raised.

Charlie Gross and Jack Gallupo announced they had raised \$400 at a jamboree on Cetlin & Wilson Shows at the Jacksonville, Fla., fair.

Total paid up members was reported as 609.

The custodian's house, just north of the clubhouse, has been razed and a new parking lot is being constructed.

The homecoming barbecue will be held at the club on December 15.

### Show Folks of America

SAN FRANCISCO—The Monday (25) meeting was called to order by Oscar Mattley, second vice-president. Also on the platform were Joe Barell, third vice-president; Charlotte Porter, treasurer; Lola Cox, corresponding secretary, and Bonnie Townsend, recording secretary.

Alex Freedman, Mrs. Bluestein and Teddy Texiera were also invited to the rostrum.

Mike Krekos reported a record demand for banquet and ball tickets. Tables are being set for six and 10 with seats at \$10 each. Event will be held January 12 in the Sheraton-Palace Hotel.

Past presidents' night will be marked January 11 with Al Rodin as chairman. Memorial services are scheduled for January 12 at 1:30 p.m. and installation of officers for January 13.

### Dubuque Pact

Continued from page 70

ster City, Mount Pleasant and Audubon.

Also on hand at the convention were Bernard Thomas, Art B. Thomas Shows; Louis J. Berger, Olson Shows; Sheldon and Floyd Shorter, Shorter Greater Shows; John Lempart, showmen's supplies and equipment; Bill and John Dillard, Sonny Myers Amusement Company; Mr. and Mrs. Bill Dyer, Dyer's Greater Shows; Earl Backer, Blue Grass Shows; Mr. and Mrs. Alva Merriam, Merriam's Midway Shows; Mr. and Mrs. H. W. Bartholomew, American Beauty Shows, and B. Davidson, Davidson Shows.

freshments were on hand, with this section being handled by Jimmy Lantz, Dick Scarce, Joe (Red) Dauer and Steve Vaughn.

The annual give away was awarded James Carter.

# Reithoffers Set Repeat At Rhinebeck

DALLAS, Pa. — Recontracting of the fair in Rhinebeck, N. Y., was reported last week by the Reithoffer Shows, whose 1958 route has been shaping up satisfactorily in recent weeks.

The show will again be represented in the South at coming State fair meetings, Pat Reithoffer Jr., said. Outlook for next year is good for the show, which played some 30 fair dates and made its first excursion into the South in 1957.

Winter quarters work, in addition to the usual refurbishing, includes the building of a large Minstrel Show front. Three semis will be used for it, the show notes, and its expanse will cover 120 feet in panels.

## Glades Spruces Up For 7 Fla. Annuals

LA BELLE, Fla.—Preparation of Glades Amusement Company equipment for seven weeks of Florida fairs, getting under way January 13, is in progress at winter quarters here. All of the fairs are repeat dates, said Mrs. Dolly Young, business manager.

In addition to Mrs. Young, the show staff will include Jerry Saddleire, owner; Mrs. Saddleire, treasurer; Johnnie Keeler, lot superintendent, and Joe Dedoe, electrician. Mr. and Mrs. Saddleire recently returned here from a booking trip.

Last season the show spent much of its playing time in Virginia and North and South Carolina and had one of its best seasons. Most of the show's 1957 fair dates have been re-signed for 1958, said Mrs. Young.

## NSA Nominations

Continued from page 70

Sollenberger, Isidor Trebish, Ben Weiss, Sam Weisser, Sam Wertheimer, Leo Willens and Michael Wynn.

Next club meeting will be on Wednesday (18). Election will be held at the meeting following that one, January 8. Between the sessions will be the New Year's Eve party at the club, with tickets at \$2.50 per person. Included is seating, favors, music and entertaining.

## 2 Hats in Ring

Continued from page 70

Moore, Harry Myers, Maurice Schiller, Dick Scarce, Jack Shaffer, James Smith, Lee Smith, John Snobar, Sam Steffin, Joe Steinberg, George Surtees, Charles Walpert, Steve Vaughn and Elmer Velare.

# 200 Honor Deceased At PCSA Services

LOS ANGELES—Approximately 200 members and friends of the Pacific Coast Showmen's Association and its Ladies' Auxiliary paid tribute to deceased members at the 35th annual memorial services here Sunday (8) at Showmen's Res: in Evergreen Cemetery.

The services were conducted by Harry G. Seber, PCSA chaplain and chairman of the memorial services committee. Seber gave the invocation, which was followed by the Pledge of Allegiance and group singing of "The Star-Spangled Banner," led by Ruth Felt. Miss Felt also sang "The Lord's Prayer" and lead the singing of "God Bless America," which closed the ceremonies.

The welcome address was made by William R. Sherwin, club attorney. Jack Hughes, the Blind Observer and past chaplain, delivered a brief talk in which he discussed the history of show business.

The principal address was delivered by Sam Abbott, of The Billboard, for the fourth consecutive year. The title of his talk was "Let's Live."

Opal Monly, auxiliary past president read a poem, "The Rose Over the Wall," and wreaths were placed on the PCSA and Auxiliary monuments by Bob Downie and Berta Harris, presidents, respectively, of the groups. Downie made a brief address in the concluding portion of the services.

PCSA members who died during the year include Frank Shaphran, Otto Fictum, Charles Carpenter, Russell Faulkner, Sam Houston, Edward J. Bender, Abe Grant, Harry LaMack, Charles Gammon, Phil Horn, Mike Doolan, Clarence Wrightson, Denver Harmon, Henry Dickens, William J. Swenson, Ben Korte, Charles W. Cooper, Elisha Pickard, John Grisafull, B. B. Bassford and James Thomas.

Those of the auxiliary who died during the year include Estelle Wampler, Frances Dillon, Minnie Pounds Ford Inez Allton, Marie Mead, Gladys Mackey, Jessie Loomis, Lilabell Williams and Mamie Butters.

The PCSA trustees of the cemetery committee are Al Weber, chairman; Art Andersen, Edwin Tait, Joe DiSanti and Seber, of the auxiliary, Peggy Forstall, chairman; Mary Taylor, co-chairman; Lucille Dolman, Marie Tait, Margaret Farmer, Grace Merkel and Clara Zieger.

Chairs used at the services were

furnished thru the courtesy of Bob Downie and the Canvas Specialty Manufacturing Company.

## WANTED

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P. S. All attractions already booked, please contact.

## Iowa Association Seeks Pari-Mutuels

Plan to Introduce Legislation; Claude Appleby Named President

By CHARLIE BYRNES  
DES MOINES—The Fair Managers' Association of Iowa went on record at its annual meeting here as favoring the introduction of pari-mutuel horse racing in the State with some of the proceeds to go into a county fair aid fund.

The action, in the form of a resolution, was adopted at the association's 50th annual meeting here Monday and Tuesday (9-10) in the Hotel Fort Des Moines.

The resolution directed the president of the association to appoint a committee of four to study a pari-mutuel bill for the State of Iowa and present it to the 1958 convention. The committee will work with the new Iowa Standard Brand Horsemen's Association, which was organized at a Sunday (8) meeting here. Bill Woods, manager of Clay County Fair, Spencer, introduced and recommended the resolution, saying that it was not the thinking to operate mutuels at the fairs but to have them at big tracks with some of the proceeds to go to the county annuals. Alvin Ahrens,

U. S. Trotting Association, also spoke in favor of the move.

Claude Appleby, secretary of the Great Jones County Fair, Monticello, was elected president of the association, succeeding Eugene Moore, Tipton. Jean Kleve, Humboldt County Fair, Humboldt, was named vice-president. E. T. Alcorn, West Union, was named a director from District 5, and Moore was named District 6 director. Moore served as secretary-treasurer during most of the year due to the retirement of C. S. Miller, Tipton, who was forced to vacate the position due to ill health. Miller plans to move South in the near future.

Moore told the convention that the association had sought to have State aid increased to \$225,000 during the year. The governor approved an increase to \$210,000 but the Legislature failed to approve this, thus leaving the total sum at \$200,000.

Much of the program, instead of formal addresses, was devoted to open discussions on such points as tight outside gates, free gates, insurance, competition from television, giveaways and the feasibility of consolidating several county fairs into district events.

Robert Pinches, State youth director, spoke on the "Important Role of County Fairs in Furthering the Education and Welfare of Youth"; Wilbur L. Plager, secretary of the American Yorkshire Club, illustrated an address on European fairs with dozens of slides and proved to be one of the most entertaining speakers of the sessions. John Coverdale, president of the Iowa Good Roads Association, spoke on the need for roads and illustrated his talk with a motion picture.

Al Sweeney, auto race promoter, showed a new film which depicted the role of the United States in foreign trade fairs. John W. Besanceney, Des Moines Convention Bureau, delivered an address of welcome.

The annual banquet Tuesday night drew its usual strong turnout. Bob Johnson, secretary to Governor Herschell C. Loveless, was the chief speaker of the evening, with President Moore as toastmaster. Acts in the show that followed dinner included Jody Gray, Pomp Off Thedi, Don Rice, Renowns, LaVerne Pierson, Keith Killinger's Kayettes and the Killinger orchestra.

## Barnes Pacts London, Ont., Night Show

LONDON, Ont.—The Western Fair has awarded the contract for its 1958 night grandstand show to Barnes-Carruthers Theatrical Enterprises, Chicago, E. D. McGugan, fair general manager, announced. Stu McClellan, B-C rep, closed last week with the fair.

The contract marks the first here for the Chicago booking office. The show will be a revue-variety type of production with the details to be worked out later, McGugan said. It will be in front of the grandstand for six nights.

## N. C. Banquet Easy Sellout

RALEIGH, N. C.—Another full house of 450 persons is assured for the annual banquet of the North Carolina Association of Agricultural Fairs on Friday night, January 17. Talent has been procured and arrangements are all completed by the committee comprising Curtis A. Leonard, Lexington; Sib Dorton, Charlotte; Clyde Smyre, Statesville; Joe McKinnon, Asheville; C. W. Roberts, Leaksville, and Norman Y. Chambliss, Rocky Mount.

Corbin Green, Hickory, association president, will preside over the function at the Sir Walter Hotel, which will include dancing. There will be a floorshow and music by the Larry Elliott orchestra.

## Charleston, S. C., Sets Long-Range Plans for Grounds

CHARLESTON, S. C.—The Charleston County legislative delegation has announced that it will spend \$250,000 during the next five years to establish a new plant for the Coastal Carolina Fair here. Negotiations are underway for a site just outside the city, it was disclosed.

Three sites are being considered ranging in price from \$60,000 to \$120,000.

## Winter Fairs

- Arizona  
Mesa—Maricopa Co. Fair, March 27-30.
- Florida  
Arcadia—DeSoto Co. Fair & Livestock Expo. Jan. 13-18. A. G. Erickson, Bradenton—Manatee Co. Fair, Jan. 27-Feb. 1. Harper Kendrick.  
Clewiston—Sugarland Expo. Jan. 28-Feb. 1. D. G. Peary.  
Dade City—Pasco Co. Fair, March 5-8. J. P. Higgins.  
De Land—Volusia Co. Fair, March 3-9. Lee Maxwell.  
Eustis—Lake Co. Fair & Flower Show, March 10-15. Karl Lehmann.  
Pannin Springs—Suwannee River Cattle Show, Feb. 19-21. L. C. Cobb, Trenton.  
Fort Myers—Southwest Fla. Fair, Feb. 3-8. Robert Hippelheuser.  
Kissimmee—Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Partin.  
LaBelle—Hendry Co. Fair, Jan. 28-Feb. 2. Frank Poibill.  
Largo—Pinellas Co. Fair & Horse Show, Feb. 25-March 1. J. H. Logan.  
Madison—North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.  
Miami—Southeast Fla. & Dade Co. Youth Show, Jan. 18-28. Ralph E. Huffaker.  
Ocala—Southeastern Pal Stock Show & Sale, March 3-7. Louis Gilbreath.  
Orlando—Central Fla. Fair, Feb. 24-March 1. C. T. Bickford.  
Plant City—Fla. Strawberry Festival, Feb. 17-22. Fred W. Nulter.  
Sarasota—Sarasota Co. Agri. Fair, March 10-15. K. A. Clark.  
Sebring—Highlands Co. Fair, Feb. 24-March 1. B. J. Harris Jr.  
Tampa—Fla. State Fair, Feb. 4-15. J. C. Huskisson.  
West Palm Beach—Palm Beach Co. Fair, Jan. 24-Feb. 1. Lamar Allen.  
Winter Haven—Fla. Citrus Expo, Feb. 15-22. Robert J. Eastman.

## FAIR MEETINGS

- 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. Rollo E. Singleton, 108 Park-hill, 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, Calgary, 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.
- Association of Alabama Fairs, Jefferson Davis Hotel, Montgomery, January 20-21. Christie W. Summer, Jasper, 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 Mar-

kets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 27-28. H. C. McClellan, Arlington, secretary.

Western Canada Fairs Association, Bessborough Hotel, Saskatoon, Sask., January 27-28. George K. Ross, Prince Albert, Sask., secretary-treasurer.

South Dakota Fair & Exposition Association, Pierre, January 29. Kenneth E. Johnson, Colome, secretary-treasurer.

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.

Louisiana Fair and Festival Association, Bentley Hotel, Alexandria, February 9-10. Adolph Netter, Donaldsonville, secretary.

## PNE Plans Names for '58 Birthday Run

VANCOUVER, B. C.—Name attractions and top exhibits are being planned for the '58 centennial run of the Pacific National Exhibition, Bert Morrow, general manager, disclosed. Morrow, along with Bill Borrie, past president, and D. A. Town, commercial exhibits supervisor, returned here last week after visiting a number of Eastern manufacturing firms.

Dave Dauphinee and John Rennie, PNE execs, reported that they had tried to get Perry Como at the Chicago meetings and also Tennessee Ernie Ford, but were unable to close for either of these performers.

Being considered are the Mills Brothers, Dennis Day, Pat Boone and Bob Crosby, Dauphinee said.

## Bath, N. Y., Names Execs

BATH, N. Y.—William H. Robinson was elected president of the Steuben County Fair here at its recent annual meeting. J. Victor Faucett was named secretary for the 22d year and Burce W. Tetor was elected treasurer.

Dates for next year will be August 26 - September 1. The board reported profit during 1957 totaled over \$2,500.

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- Men's 3-Rhinestone Rings, boxed 2.75
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## MERCHANDISE TOPICS

M. K. Brody says it can't be beat for merchandise. Located at 1014 South Halsted Street, Chicago, this firm has been in business for 37 years and carries a complete line of electrical appliances, household goods, glassware, clocks, lamps, assorted novelties, baby dolls, boudoir dolls, plush animals, plastic goods, carnival goods, premium goods, special auction goods and small novelties for giveaways. An 86-page catalog is available free on request.

It is claimed tremendous profits are being made with Hagen's exclusive tear gas pencil. This product discharges tear gas to instantly stop or incapacitate the most vicious man or beast and is the best substitute for dangerous firearms. Hagen Supply Corporation, Department BB-117, St. Paul 4, says no selling experience is necessary to handle the tear gas pencil. It sells to service stations, small stores, loan offices, banks, homes, etc. Remittance of \$5.95 gets you a complete demonstration kit of the pencil, 10 demonstrators and 3 tear gas cartridges.

Standard Industries, 1112 South Wabash Avenue, Chicago, specializes in what it calls proven profit makers. Currently offered are six items, \$5 billfolds at 52 cents each in half gross lots, 6x30 binoculars which list at \$39.95 each and at \$7.68 each in lots of three, nine-piece Sheffield combination steak knife and carving set at \$3.25 each, 25 pop records in carrying case at

\$5.35 in three-deal lots, 100 per cent baby chenille bedspread (peacock design) at \$4.62 each in lots of six, and a square automatic skillet at \$6.43 each in dozen lots. The firm says all these items are fast sellers and that the prices quoted are wholesale, f.o.b., Chicago warehouse. The trade is invited to send for a 108-page name brand color catalog and toy supplement. While in Chicago be sure to visit the firm's new, large showrooms.

A consistently strong seller is the miracle cross offered by Providence Ring Company, 49 Westminster Street, Providence, R. I. This is a chain-suspended cross set with 12 brilliantly cut stones. When the center of the cross is placed near the eye, the Lord's Prayer may be clearly seen. In nickel silver finish, the miracle cross is offered at \$4.75 per dozen and \$54 per gross. With a heavier chain and in a gold finish, it is \$6 per dozen and \$66 per gross. In addition, the firm is promoting a new ring which it says has been copied from a \$500 model. The ring is set with three brilliantly cut rhinestones or white center with red side stones, and has a gold finish. An unusual appearance is achieved by holding suspended the center stone to give a completely different effect. This No. 905 ring is specially priced at \$4.50 per dozen or \$51 per gross. Rated wholesalers are invited to write for samples.

## PIPES FOR PITCHMEN

By BILL BAKER

WORD . . . was received recently by Mr. and Mrs. Danny Barberio, manufacturer representatives of Minneapolis, of the December 4 death of Tony Graziano, one of the old timers of pitchdom. Graziano was the victim of a heart attack in Ogdensburg, N. Y., and his body was sent to Bethel, Vt., for services and burial. Graziano was well known in the trade for his lavender displays at fairs. "Friends wishing to do so may send contributions to his surviving sister, Vicki LeRoc, Bethel, for a Catholic mass," said the Barberios."

JACK (BOTTLES) STOVER . . . pipes from the Shenandoah Valley of Virginia (Harrisonburg) that "it is truly a lovely day for a sheetie, with four inches of snow on the ground, the wind whistling 'Yankee Doodle' and the temperature low enough to call for Al Harvey's favorite remedy, a shot of Old Granddad. Clyde Korkner was in recently, but left for a warmer climate, probably Roanoke, Va., or Mount Airy, N. C. Sure hope Up-and-at-Em E. C. Pardee is getting it at the Morristown, Tenn., tobacco market. The valley, and especially my Rockingham County, is the turkey capital of the East, but the market is so low they just won't talk turkey on the leaf. There are not many deuces, and when you get a buck, your vino costs you 80 cents a fifth, stud costs a jip, you bum your matches and spend the other 15 cents for a can of pork and beans. I will be mak-

ing Luray, Staunton and Covington, Va.; Petersburg and Moorefield, W. Va., and Oakland, Md., until Christmas. During January and February I expect to spend considerable time with my friend, Fred Layman, who operates Layman's Restaurant. Lost John Meade and I are trying to spring a Ferris Wheel, Merry-Go-Round and Swings and we're making Layman's eatery our winter headquarters. Pipes in, all you lads and lassies."

JERRY DEETZ . . . who has perfume in the Federated Department Stores' outlet in Detroit is reported to be on the lookout for workers.

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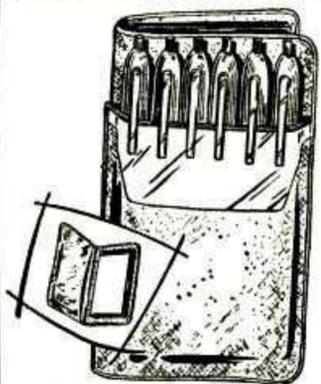
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Colors—White, pink, blue and multi-colors.  
**TREMENDOUS VALUE**  
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**100 SPUTNIK AND SATELLITE GAGS.** \$1. 1,200 Gags, \$8; 800, \$5; 500, \$3. Eddie Gay, 242 W. 72nd St., New York 23, N. Y. de16

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**23,000 PROFESSIONAL GAGS, ROUTINES,** ad lib., doubles! 1,600 pages! For free comedy catalog write: Robert Orben, 73-11 Bell Boulevard, Flushing 64, N. Y. de23

## AGENTS & DISTRIBUTORS

**ATTENTION, CONCESSIONAIRES—2 1/2"x2 1/4"** Loose Butt Hinges, standard size. 12 1/2¢ each plus postage. C.O.D. Pat Patterson, 17 Shelton Ave., Wolcott, Conn. de30

**BE THE FIRST TO TRY OUR LATEST IN** Balloons, 9 in., Biblical picture and verse. \$5.50 per gross. Send for sample. Michigan Echo, 2513 First St., Wyandotte, Mich. de16

**COMEDY CARDS! RAGE OF THE COUNTRY!** Promotional imprint deal! Ninety different, resalable samples, \$1 postpaid. Sebastian, 10934-B Hamlin, North Hollywood, Calif. ja27

**EARRINGS—ASSORTED STONED AND** tailored, \$6 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. de30

**HOSIERY—LOW PRICES: LADIES' MEN'S,** Children's. Ladies' Nylons \$1 dozen up. Slightly imperfect Nylons, packed cello bags, \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AM5-1741), 1258 Market St., Chattanooga, Tenn. de23

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**HUNTING HORNS—STEER 14", \$3; POW-** der Horns, \$4; with Reed, \$6. Discount on quantity. Frontier Products Co., 3102 Salinas, Laredo, Tex.

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Assorted Stoned Brooches ..... \$1.75 dz.  
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Aurora Borealis Stoned Grob boxed ..... 12.00 dz.  
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Asst. Tie Slides, carded ..... 1.00 dz.  
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**LADIES' AND MEN'S BENRUS, GRUEN,** Bulova and Elgin 17 Jewel Watches, \$12 each; boxed \$12.50. Chain Stone Novelty, 19 West 34th St., New York, N. Y. ch-16

**MEN'S WALLETS—PLASTIC-ALLIGATOR.** Sensational price, \$14.40 per gross plus postage C.O.D. Grosz lots only. New England Jewelry, 124 Empire St., Providence, Rhode Island. de30

**NEW FLASHY 7X11" SIGNS: LIGHT** reflecting, illustrated, color balanced, 2,000 varieties. Sample, 10¢; 12, \$1; 100 best sellers \$6 postpaid U. S. only. Koehler, 335 Goetz, St. Louis 23, Mo. de30

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**PICTURESQUE OVERSEAS IMPORTS.** Good items for mail order and direct sales. Two samples, 10¢. Chas. Goodall, 68-N Joost, San Francisco 12, Calif.

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**SENSATIONAL DIAMOND SALE—2 GENU-** ine diamonds, One on each side. Elaborately detail design. 14 K gold ring with diamonds totaling 1.32 carat and synthetic stone in your favorite color. Regular \$45; now \$22.50 including fed. taxes. Young, 104-16 34th Ave., Corona 68, N. Y.

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**THREE LINE RUBBER STAMP, \$1. FREE** Ink Pad. George's Stamp Works, Box 25, Centralia 5, Ill.

**WAGON PEDDLERS AND HOUSE-TO-** House Peddlers, send one dollar for liberal sample. Order newest Earrings. House of Earrings, 2002 1/2 E. Henshaw Rd., Phoenix, Arizona.

## ANIMALS, BIRDS, PETS

**CHIMPANZEE BABIES, \$500 EACH; GROWN** Chimps, \$400 each; all in excellent condition. One trained male Chimp, three years old, \$700; has routine, works well. Treflich's, 228 Fulton St., New York.

**PLENTY SNAKES ALL KINDS, ALSO** Alligators, Terrapins, Armadillos, Deodorized Skunks, Coati-mundis, Ringtail Cats, Pumas, Peafowl, Monkeys, Badgers, Owl, Hawk, Prairie Dogs. Otto Martin Locke, Phone MA 5-4523, New Braunfels, Tex. ja6

**ELEPHANT—ONE INDIAN FEMALE, 4 1/2** feet high, tame, easily handled, can be taken anywhere, \$3,500; Oudads, \$65 ea.; Tahrs, \$65 ea.; Red Deer, \$85 ea.; Elk, \$150 ea.; Guanaco, 8 months old, \$250; 1 Casowary, almost full grown, \$650; 1 Male Llama, five years old, \$350. Treflich's, 228 Fulton St., New York. Write for complete animal list.

**SPECIAL TAME PET SPIDER MONKEYS,** \$30 ea. with collar; Whiteface Organ Grinder Monkeys, \$27.50 ea.; beautiful Honey Bears, \$35 ea.; Toucanets, \$12 ea.; Alligators, \$1 ea.; pair tame Coati-mundis, \$15 ea.; Woolly Monkeys, \$55 ea.; Squirrel Monkeys, \$14.50 ea. or \$12.50 ea. in lots of 5; Midget Marmosets, \$13.50 ea.; Penguins, \$65 ea.; Ocelots, \$65 ea. Live arrival guaranteed. Cashier's check or money orders, please. Monkey House, 2700 La Salle St., New Orleans, La. Phone: TW 5-2241 day; night TW 1-7174. de23

**CAMEL—MALE DROMEDARY, SPECIAL,** \$750. Cheatah, male, 1 1/2 yrs., \$900. Lion Cubs, 4 to 8 months old, \$100 each; one year old \$150 each. All perfect specimens. Treflich's, 228 Fulton St., New York.

**SPECIALS—DESCENTED SKUNKS AND** Furry Skunks, \$12; Baby Raccoons; Himalayan Bear; Rattlesnakes, \$1.50 foot. Free list. Thompson Wild Animal Farm, Clewiston, Fla. de23

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**WANTED TO BUY—TRAINED DOGS. THE** younger the better. Send full details. Box A-199, Billboard, 1520 N. Gower, Hollywood 38, Calif. de16

## BUSINESS OPPORTUNITIES

**ATTRACT CROWDS AND COIN MONEY** with portable electric machine baking new greasy-less doughnuts. Free recipes. Norbert Ray, 3605 S. 15th, Minneapolis 7, Minn. np

**FASCINATION—50 TABLES FULLY** equipped. Seats, balls, accessories, cheap, can buy all for \$6,000. Al Siegel, 50 Highland Blvd., Keansburg, N. J. Keansburg 6-0990.

**OPERATE MONEY-MAKING INTERNA-** tional "Drop-Shipment" Business. Information free. Directory, \$2 postpaid. Western Activities, 1730 B-1 W. 7th St., Los Angeles 17, Calif.

**OPPORTUNITY TO EARN \$15,000-\$30,000** annually. Franchise protected. Granted on \$12,500 basis. Live at home. No merchandise to buy. Self employed. One of the most exclusive and non-competitive businesses in United States and Canada. Send for free explanatory booklet. Harrell & Co., Box 8-Y, Louisville, Illinois. ja13

**ROLLER RINK FOR SALE—82'x140'.** GOOD business, fully equipped. Dissolving corporation. Roller Bowl, 1102 Temple Terrace, Tampa, Fla. np

**SELL OR RENT ZOO, 2 BUILDINGS, 100** ft. long, 20 Stalls, Compound, 20 Acres on Hi-Way 6 near Palmdale. A. R. Black, Rt. 3, Box 123, Palmdale, Calif. de23

**\$30 DAY, AVERAGE EARNINGS, ASSEM-** bling our novel, rustic Lamps. Simple, easy. No house canvassing. Write: Ougor Lamp Co. Caldwell, Ark. ch-1fn

**YOUTH CENTER—70x160 STEEL AND** concrete building. Near new. Beautiful maple floor, skating, dancing and shuffleboard. Excellent business. Owner retiring. Sell on contract. Iowa location. Box C-256, c/o The Billboard, Cincinnati 22, Ohio. de16

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**ABOUT ALL MAKES OF POPPERS, CARAMEL** Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. de16

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**FOR SALE—OCTOPUS; ALLAN HER-** schell Merry-Go-Round; 60 kw. Diesel Light Plant. Write Sam Cooper, Jacksonboro, S. C., or Tel. Cottageville, S. C., 52107.

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**READY FOR FLORIDA—KIDDIE FERRIS** Wheel, Whip, Merry-Go-Round, all truck mounted. Maryland Kiddieland Association, 6209 Carter, Baltimore 14, Md. de18

**TRAINS—ALL SIZES, GAUGES, TYPES;** new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass.

## MAGICAL APPARATUS

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**KEEP LONGER, SELL FASTER!**

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.

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Assorted Metallic Hats ..... 10.80 gr.  
Assorted Cellophane Hats ..... 21.60 gr.  
New Year Top Hats ..... 30.00 gr.  
8" Horn ..... 3.20 gr.  
7" Cardboard Horn ..... 3.50 gr.  
6" Foll Horn ..... 3.25 gr.  
50-pc. Noisemaker, assortment ..... 3.50 bx.  
16" Blowouts ..... 2.25 gr.  
Serpentine (1,000 throws), box ..... 3.25  
9" New Year Balloons ..... 7.50 gr.  
7" Round Balloons ..... 3.50 gr.  
9" Round Balloons ..... 4.50 gr.  
11" Round Balloons ..... 4.50 gr.  
Paper Balloon Bag ..... 1.50 ea.  
10" New Year Banner ..... .85 ea.  
50-pc. Merrimaker Assortment for 50 people includes 50 Hats, 25 Horns, 25 Noisemakers, 50 Balloons, 250 Serpentine—per assortment 9.90

Include postage with order. 25% deposit with COD order.

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Send 25¢ for sample of both. Either style: 90¢ dozen. \$6.70 per 100. \$50.00 per 1000. F.O.B. Detroit. Johnson Smith Co., Detroit 7, Mich.

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**TIP CARDS • BASEBALL CARDS** at very reasonable prices. Phone: Wheeling—Cedar 34282

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BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog. Ireland, B-109 North Dearborn, Chicago 2.

MISCELLANEOUS

WATERBIKES SLIGHTLY USED. OPPORTUNITY for concession, park to acquire world-famous Selleck foot-pedal craft. Watercycle Co., Boca Raton, Fla.

PERSONALS

FREE—A GOSPEL OF JOHN TO EVERY Showman. Put Christ in Christmas. Send name and address to Showman's Testament Fellowship, 149 W. St. Clair Street, Romeo, Michigan. de23

LAS VEGAS, NEV. LARGEST GAMBLING center in world. Six weeks' divorce. Confidentially, 25¢; \$3 mo. Classified, \$1. Unique, Box 1376, Las Vegas, Nev. de16

WILLIAM COURTNEY KING—EVERY-thing ok. Have very urgent message, call home immediately. Preferably at night or Sunday. Mother. ja6

YOUR MARRIAGE CERTIFICATE LOST IN transient can now be replaced. Used by Clergymen, Justice of Peace, Aldermen. Printed in three colors, bond paper, 8 1/2 x 11 inches. Suitable for framing. One dollar. Fast service. Box C-258, c/o The Billboard, Cincinnati 22, Ohio.

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COMIC FOREGROUNDS AND BACK-grounds. Direct-Positive Cameras, Papers, Chemicals. Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo.

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1846 W Cortez, Chicago 22, Ill. ch-12n

PRINTING

ALWAYS FASTEST SERVICE—QUALITY 3-color posters! 14x22 window cards, \$8 hundred; 17x26 size, \$12.50 hundred Tribune Press, Dept. 457 Earl Park, Ind. de23

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8 1/2 x 11 Letterheads, 200 6 3/4 Envelopes, \$5 postpaid. Printing by Ace, Box 262, Lendhurst, N. J. de23

200 8 1/2 x 11 LETTERHEADS AND 200 6 3/4 Envelopes, \$3.95, black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. de16

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—WORLD'S finest; best outfits; complete with free instructions; all supplies; free catalogue. Owen Jensen, 129 West 83d St., Los Angeles 3, California. ja20

WANTED TO BUY

HAMMOND ORGAN, USED, ANY MODEL with or without Leslie Speaker. Bert Ponard, Elks Club, Lakeland, Fla.

SCRAMBLER WANTED—NEW OR USED, with or without truck. Quote price in first letter. Write Box 34, Clintonville, Wisconsin. de23

WANTED—TWO MALE LIONS, TWO TO three years of age, for immediate shipment. State all details in first letter. Trefflich's, 228 Fulton St., New York.

WHY PAY MORE?

4 BALL POINT PENS & DESK STAND SELLS ON SIGHT!

Red pen writes red Green pen writes green Blue pen writes blue Black pen writes black An outstanding value... a wonderful gift and a practical and useful item for business people, students and housewives. Takes Little Space Black Base Uses Standard Refills Individually Boxed \$7.00 per doz. sets



SAMPLE \$1.00 SET Ppd

NATIONAL PREMIUMS 2204-BB Flatbush Ave., Brooklyn 34, N.Y.

Supplies and Equipment advertisement for John A. Roberts Co. Inc. listing various stationery and office supplies.

HELP WANTED

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY.

Forms Close Wednesday for the Following Week's Issue

CHORUS GIRL FOR BARMAID WORK. Will train. Must be honest and sober; excellent pay; send picture. Paramount Bar, 431 Superior St., Toledo 4, O.

GIRL SINGING PIANISTS COCKTAIL LOUNGE ENTERTAINERS

Contact: Mickey Sullivan Suite 330-331 306 Main Street Worcester 8, Mass.

PIANO—SOCIETY TYPE, FILL-INS, LOCATIONS; also Trumpet. Orchestra Leader, 9426 Grand, Duluth, Minn.

WANTED—MUSICIANS AND GIRL VOCAL-ist for replacements on organized Commercial orchestra. Guarantee 50 weeks a year. Contact Del Clayton, 1611 City Nat'l Bank Bldg., Omaha 2, Nebr. de23

AT LIBERTY ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Wednesday for the Following Week's Issue

CIRCUS & CARNIVAL

RAYS CIRCUS REVUE SOLICITING offers 1958; just closed 3rd successful season Bill Greens Bird & Animal Farm, Fairlee, Vermont. Now winterquarters Magnolia Ohio, Route #1. Phone: Union 62010. de23

MISCELLANEOUS

HYPNOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige F Diehl, Route 3, Staunton, Va. je2 '58

WORLD FAMOUS HYPNOTIST, CURRENT-ly doing one niters in Middle West, now available for 1958-'59 season. Dr. Morton Greene, 8457 W. Monroe St., Chicago 24, Illinois. de23

MUSICIANS

AT LIBERTY—A-1 ORGANIST AND PIANO stylist. Record of long engagements proves my ability to satisfy and entertain the public. George Sankey, 20 Groveland, Minneapolis 3, Minn.

AVAILABLE AFTER 31ST OF DEC. TENOR and Clarinet, any style; read shows well, prefer location in South. Write or wire: "Tater" Dahneke, Vulcan Trailer Park, Birmingham, Ala.

PIANIST, WELL EXPERIENCED, AVAIL-able from December 21 thru New Year's Eve. Write for details. Musician, 64 N. Georgia Avenue, Mobile, Ala. de16

COMMERCIAL LEAD, ALTO OR TENOR, double Flute; ad lib. Clarinet, Bass Clarinet; read shows well. Name experience. Consider combo or hotel work only. Prefer location in south. Write or wire Eddie Beau, Taycheedah, Wis.

DRUMMER—YOUNG, NAME AND SEMI-name. Experience playing shows, Latin, society, swing, etc. Will consider all good offers. Drummer, 317 S. Galena Ave., Dixon, Ill. 2-3851.

PIANIST—DOUBLE HAMMOND SPINET Organ, own organ, experienced, neat, play requests, union, dependable, prefer Florida location. Box C-257, c/o The Billboard, Cincinnati 22, O.

PIANIST—READ SHOWS, PLAY COMMERCIAL, Jazz and Latin; will travel. Write or wire GERRY ROSS, 6232 Vermillion Blvd., New Orleans, La. de23

PIANIST—EXPERIENCED, READ, FAKE, shows, fine rhythm, personable, union, references, desires permanent Florida lounge, restaurant, hotel. Consider all. Write: Musician, Box 27, Mason City, Iowa.

TRUMPET MAN—EXPERIENCED, READ or fake. Prefer small commercial combo. Travel anywhere. Gil Ataway, 1219 Pine-rove Ave., Atlanta 19, Ga. Phone: Cedar 3-2210.

PARKS & FAIRS

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Shafer, 1041 S. Dennison, Indian-apolis 21, Ind. de30

HIGH DIVING EXTRAORDINARY, FEAT-ured by Fox Movietone and the New York press. Presented here and abroad. Results impressive. Large, colored illus-trated posters available. Capt. Mac Produc-tions, 456 Lamphier Place, Warren, Ohio N. E. Phone 45337. mh3

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post (License plates, 38c) Glyn, Peter E.

- Ackley, Jimmie Burns
Adams, Mike J.
Adrian, Geo.
Anderson, Francis D.
Anderson, Robt.
Annin, Ralph J.
Averill, Wm. G.
Baker, Louis
Baron, Hank
Beasley, Emmett
Bellows, Alan & Mrs.
Benson, H. E.
Bentley, Claude E.
Bishop, Jack Thora
Blackhawk, Jim
Blair, J. Wesley
Blake, David & Mrs.
Boley, James E.
Boyd, Louis
Boyd, Frank
Brady, Jerome A.
Brady, F. J.
Brady, Pat & Billie
Broeffle, H. J.
Broeffle, Barbara
Brooks Jr., Paul
Brunk, Henry
Burke, Anthony
Burke, Irwin
Burton, Howard
Butler, Gil (Fishhead)
Cameron, Debbie
Campbell, C. Ray
Cannon, John
Carter, Kenneth
Carawan, C. L. & Mrs.
Castro, Esther
Cavalero, Pat
Chapman, E. A.
Cheminant, L.
Claire, Hans &
Clark, J. B. & Mrs.
Clark, Louden
Clark, Mike
Clark, Ralph
Cohen, Jerry
Coleman, Wm. LeeRoy
Conley, Yvonne
Conner, Mrs. Earl
Conners, Jack
Cook, Al H.
Cooper, Aaron Harry
Cooper, Quey
Cooper, Roy W.
Corbett, Millie
Cox, Doc B.
Craven, Sam K. &
Craman, Max
Cummings, Wm.
Cutsinger, Thos.
Darymple, Marcyln
Dan, Harry
David, Jack
Davidson, J. E.
Davidson, Virginia

- Hoge, Mark
Horwitz, Helen
Housner, Sam
Hubbard, James
Hudson, Steve
Hughes, Howard
Hurt, Frank
Ingle, Fred E.
Ingle, Shorty
Ireland, Mrs. Agnes
James, Miss Terry
Jason, Fred
Johnson, Mike
Johnson, Odie W.
Johnson, Wm. Teddy
Joseph, Herman
Joseph, Peter
Joyce, Mrs. Charlie
Kaduke, Paul
Kanerva, August
Kearney, J. C.
Kellman, W. B.
Kelly, David B.
Kelly, T. W. Slim
Killey, Jean, Loyd, Tommie
Kinard, Kathleen M.
King, Luke
Kjos, Marvin O.
Klaus, Freddie
Kneeland, E. C.
Knight, I. T.
Knirk, John V.
Kosterman, Ralph H.
La Breche, Freda
La Grow, Howard
LaMorris, William F.
La Pearl, Jack
Lazellias, Aerial
Lane, Betty (Nina)
Lane, Dixie
Lane, Jinx
Lane, Nina
Lane, Rickie
Lane, Mrs. Lie
Lanier, Roy
Lee, Sandra
Lee, T. Tona
Lemmons, A. L.
Leonard, Aaron Wolf
Leslie, Bert (Harry)
Lewis, Chas. Ed
Lilly, Slim & Millie
Longear, Louie E.
Luciona & Friedel
Lynch, Bud
Lytton, Louis
McCarthy, Charles &
McDaniels, Mrs.
McGarry, K. C.
McGregor, Robert
McManus, Mac & Mrs.
McSpadden, John R.
Machen, Dale
Mack, LeRoy E.
Manhan, Richard
Manley, Harold A.
Manley, Richard
Manning, J. F. & Mrs.
Mannuzza, Carmella
Marion, Betty
Martinkus, Jack
Mason, Leonard H.
Maynard, Ken
Maynard, Red
Medecke, Mrs. C. E.
Meyer, Clint C.
Meyer, Fred
Mikloiche, Jos. &
Miller, Art (Doc)
Miller, L. W.
Miller, Paul (Terrell)
Miller, Jacobs Wild
Animal Show)
Miller, Wallace F.
Ming, Ala
Mitchell, G. L.
Morehouse, Doc
Moore, Frenchie
Morgan, Joseph
Murphy, Mrs. Elizabeth
Murray, Edw & Norma
Myers, Paul & Mrs.
Neeland, Walter
Newbrey, Gerry
Newbrey, Rita
Nichols, Albert L.
Nixon, Paul E.
Nord, Melvin T.
O'Connor, J.
O'Dare, Lynn
O'Matta, Mike
Odl, Joseph
Odie, Penny
Oneal, Jack
O'Reilly, Jerry
Orleck, Norman
Osinski, Anthony
Osteen, Clarence
Pace, Terry
Pailison, Henry & Cynthia
Palmatier, G. R.
Pardee, E. C.
Parnely, Weldon & Mrs.
Parry, Elizabeth May
Parsons, Carl
Patton, Arnold
Payson, Walter
Pelauin, Joe
Pelley, Grace & Mrs.
Permento, Henry F.
Phillips, Goody
Pierce, George
Pike, Estelle
Pitner, Billy & Mrs.
Porter, Roland & Mrs.
Postak, William
Preston, L. C.
Pritchard, Mrs. Bill
Punch, Dick & Mrs.
Ragan, Madeline &
Ragan, Ray Herbers
Rates, Jimmy
Ray, Ginger
Razmer, Ford E.
Reed, James E.
Reese, Larry
Regan, Johnny
Regan, Louis George
Reyer, Buck
Reithofer, Mrs. Julius
Reno, Mrs. (dancer)
Rhynor, W. L.
Richardson, Edward
Ritchie, Kenneth Lee
Rogers, Bernie
Rogers, Red
Rosenheim, Jacob
Ross, C. H.
Ross, Frank
Royal, Danny
Royer or Roger, Sidney Jr.
Russell, Fred & Mrs.
Russe, Leonard H.
Sakobie, James
Salyina, John A.
Sargent, Edna Louise
Sargent, William H.
Shaffer, Chas. (Blackie)
Schreiber, Harry
Schuch, Pete
Seib, John E.
Shaffer, Mrs. Gladys
Shawater, Margaret
Shumaker, Mrs. Ray

- Silverman, Frank
Simms, Frank (Allie)
Simpson, Gene
Slick, C. E. & Mrs.
Smith, Bert & Mrs.
Smith, Harry Dee
Smith, Willie Love
Snyder, Adelaide M.
Sorrell, Arthur & Mrs.
Spencer, Wm.
Speng, Jack
Stanger, Mrs. Esther
Star, Hedy Jo
Steffen, J. E.
Stephens, Arthur L.
Stephens, Edith M.
Stevens, Elmer
Storkey, John
Stokes, Miller & Mrs.
Suber, Sarge & Mrs.
Swan, W. L.
Swartz, Francine
Sylvesters, The (Shorty & Peggy)
Talbot, E. A. (Blackie)
Tammany, John
Tan, George
Thomas, Ben
Thomas, W. B. (Dick)
Thompson, Carl
Thompson, Sylvia
Thompson, Carl F.
Timberlake, Mr. Billie
Toler, C. H.
Tolley, James & Gloria
Tolley, Virgil
Travis, Jimmie
Treadwell, Mrs. Hazie
Tumber, Bill
Tumbler, Wm.
Tutterow, Chas. C.
Tyrle, Dewey & Mrs.
United States Shows
Vanteen (The Magician)
Vierra, Steven Le Roy
Vinson, Jack
Wade, Doug
Wagner, Buddie
Wagner, Joie Chitwood
Thrill Show)
Waite, Kenneth
Walden, J. D.
Walker, Earnest
Wandol, John
Ware, Chester B.
Watkins, Johnny
Watson, Harry
Weiss, Nelson
Wetzel, Mrs. Isabell
White, Waley
Whitfield, Willis
Whitlock, Mrs. N.
Wilcox, Jackie & Mrs.
Williams, Joseph
Williams, Lawrence L.
Williams, Mrs. Mark
Williams, Ted & Mrs.
Willis, Betty (Hammond Organ & Dogs)
Wilson, Frank
Wood, Mrs. Patricia
Worthington, Arthur
Wurster, Arthur E.
Younger, Carl
Zamichowski, John V.

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 36, N. Y.

- Are, Bill
Barton, Boja & Eva
Bevins, Joe & Rosie
Brand, Patricia V.
Braun, Henry
Burke, George
Carter, Sheila & Jack
Clemen, F.
Dancer, Bill
Demetry, Peter
Dexter, Lois
Du Pont, Hart
Earle, Beatrice
Gaver, Jack
Gerlings, William J.
Goude, Murray
Goldie, Jack
Hall, Sam
Karp, Vincent
Kincaid, Miss E.
Kirschhoff, Mary E.
King, Sally
Lane, Dixie
Lee, Joe
Maricle, R. A.
Omer's Mechanical City
Millett
Michalson, Henry E.
Miller, A. G. Kelly
Montgomery, Mrs. Don
Quigley, William J.
Ruzaf, Andy
Sandfor, Dr. Marvin
Smith, James A.
Vintaiour, Michael
Weinstein, H.
Yates, Robert

MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. Chicago 1, Ill.

- Arnez, Mr. & Mrs. Tomms
Benner, Larry
Brown, Morris
Clewis, Dr. John M.
DeBusk, C. Y.
Day, Joanne
Dalesio, Michael
Freedman, Cora L.
Floyd, Mr. & Mrs. Don
Grushecki, Mrs. Rose
Harkins, Mr. & Mrs.
Hickcock, John W.
Klipple, Jack
Potter, Henry
Quist, Eugene H.
Smiles, J. Lee
Segal, Benjamin
Taylor, Thomas J.

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg. St. Louis 1, Mo.

- Ackley, James W.
Anthony, Joseph
Baker, Paul
Barry, A. J.
Bennett, Mr. & Mrs. Charles
Bennett, Jack
Bluestein, Mr. & Mrs. Morris
Bonta, Sam
Boyle, Chuck
Boyle, Chas. V.
Brown, Chester W.
Burns, William J.
Cameron, Wm. J.
Cantrell, Mr. & Mrs. Deas
Carpenter, Walter E.
Carroll, Curly
Carle, Frankie
Clark, Jack
Cowboy, Mac
Crowe, W. J.
Croy, Charles P.
Cummings, Mr. & Mrs. E.
Danials, Anna Louise
Daubenspeck, R.
Davis, Cecelia
Davis, Mrs. Vic
Eagle, Mr. & Mrs. W.
Enquist, Clarence L.
Festor, Charles G.
Finley, Kenneth B.
Fletcher, Charles E.
Graves, Floyd A.
Grutes, James
Hall, David D.
Harris, Frank
Harrigan, Jack
Henderson, Les &
Holston, Mrs. Vera
Hoyt, Clyde
Ingell, Fred (Shorty)
Jessop, Mr. & Mrs. Harold
Johnson, Windy
Jones, Brenda
Jordan, James D.
Kernes, Jim
Kibbiry, J. S.
Kruhl, Mr. & Mrs. Howard
Lantz, Mr. & Mrs. Johnny
Krieger, Albert
Leason, Eldon
Lewis, Sam
Larsen, Orvin Ray
Leonard Bros.'
Loe, James H.
Longcore, John M.
McAllen, Mr. & Mrs. George
McHenry, M. F.
McMillan, R. J.
Madison, Harry & Pete
Maloney, J. F. & M. A.
Matthews, Sprot
Medlin, Jimmy
Moore, Gertrudine
Newman, Milton
Pendleton, C. T.
Phifer, Ellis
Prevost, David J.
Rader, Kenneth
Rerrill
Rankin, Russell
Reeder, Leon
Rice, W. B.
Roberts, Max
Roder Roy
Ruccitto, Emil B.
Sandusky, A. D.
Schotzfeld, John P.
Scott, Mr. & Mrs. H. L.
Sears, Roger
Segal, Ben
Shipley, Leonard L.
Sinderson, C. Van
Sittki, William
Smith, Ray Talla
Starnes, Lucky
Starr, Hedy Jo
Stockfield, Alfred
Stutz, Jim
Taylor, Glen E.
Teska, Adam & Ed
Thomas, Kenneth B.
Timberlake, Forest B.
Varner, Grant
Vinson, Mr. & Mrs. Jack E.
Warren, Mrs. G. R.
Welch, John
Wells, Mr. & Mrs. Bill
White, Worth
Whidaman, Mr. & Mrs. Ed
Yager, Mrs. Marie & Elaine

NEW YORK—Frank Moore, veteran manager of Madison Square Garden's World Championship Rodeo, is recovering at home from successful eye surgery. Moore was hospitalized 10 days, and expects to return to work in two weeks.

Time to CASH IN ON THESE SENSATIONAL Watch Values from WEINMAN'S Choice Lot! 6 for \$49 (Sample, \$9.95) 10 for \$69 (Sample, \$8.95)

SPECIAL Men's Waterproof WATCHES \$6.95 EACH Round, waterproof cases. Expansion or leather band. (17-Jewel, \$7.95) Sparkling Beauty! 7-JEWEL Rhinestone WATCHES \$7.95 17-Jewel, \$8.95 Latest style rhinestone or plain cases. In exquisite gift boxes! Reconditioned and GUARANTEED LIKE NEW!

7-JEWEL Pocket Watches \$7.95 15-Jewel \$8.95 17-Jewel \$9.95 Reconditioned and Guaranteed like new! Sell at sensational profit!

Ladies Late Style 7-Jewel Watches \$7.95 6x8, Yellow or white. Complete with stretch bands. 17-Jewel, \$8.95

Cigarette Lighter CHROME. Table or Pocket Models. Size 1 1/4 x 1 1/4" Guaranteed Reg. 2.95 Value for Postage Prepaid 2 Doz. for \$10.80 Send Cash, Check or Money Order to GENERAL R. & S. F. CO. 919 W. Girard Ave. Philadelphia 23

Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, 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.

## COMPLEMENTARY SELLING

### Major Equipment Builds Higher Bulk Vender Sales

CHICAGO—A spot check in five major cities of a number of operators placing bulk venders alongside major vending equipment revealed almost invariably an increase in sales over individually-located venders.

A check of several major-equipment operators themselves was made in Chicago. All reported that the bulk vending did well, they were in the process or had already dropped penny vending, leaving a vacuum that could be filled by bulk specialists.

#### No Competition

Bulk venders placed alongside major equipment cannot compete for sales because the two types of machines do not vend the same merchandise nor is the same coin

denomination used. On the contrary, it appears that for some reason the major equipment will complement sales of bulk venders.

C. D. Gill, Memphis bulk operator, who has penny ball-gum routes in nearby Mississippi and Arkansas as well as in Memphis, finds that parking garage and industrial plants with varied food and drink machines always raise gross sales in his bulk venders. He reports an average increase of at least 10 per cent in his penny machines. E. F. Flippen, another Memphis operator, has a route of penny peanut machines and finds that collections average at least a 15 per cent increase when placed next to soft drink and cigarette machines. Service stations, parking garages,

industrial plants and stores are all utilized by him for complementary selling.

Joe Arguelles, Long Beach, Calif., operator, says: "A good location is next to a soft drink machine. A peanut machine goes especially well here. Peanuts will sell soft drinks and soft drinks will

## BULK BANTER

Write your likes and dislikes, news and views of bulk vending to the Bulk Banter editor, The Billboard, 188 West Randolph, Chicago 1.

By FRANK SHIRAS

Carl Everett, Oswego, Ill., sends in a couple of operating tips. Writes Everett: "To keep vandals from destroying machines, a hole can be drilled in the back of the machine. A chain is then fastened with a screw thru the hole. The other end of the chain is anchored to the wall. Even if the bracket is broken the machine will be hard to remove."

To keep ants out, Everett advises: "Fasten fly paper (sticky side out) around the machine stand."

Ralph C. Arms, Minneapolis, Minn., discusses a servicing technique he has been using but which promises to be more difficult

(Continued on page 79)

### Kids Buy Billion Penny Toys in '57

Moppets, Sub-Teens Get \$10 Million Worth a Year From 300,000 Machines

Continued from page 1

leading manufacturer. Three years later, Sam Eppy opened the first American charm manufacturing plant.

Before the advent of charms, printed pictures distributed in packs of gum were treasured by children. These pictures were generally of major league baseball players or Indian chiefs. However, with the advent of inexpensive plastics after World War II, a whole new three-dimensional world was opened to the youngsters.

#### Metal Stampings

Before the plastics boom in the late 1940's, charms were mainly made of metal stampings and their variety was limited. Inexpensive plastics opened up a new design field.

First came colored charms, then color on color, plating, the heat seal process on a plastic base, and

then a plastic powder that gives a soapstone-like appearance.

The mechanical limitations on the charm manufacturer are severe. Size limit is 1 by 1 1/2 inches. The design must be on both sides, so that no matter how it falls in the ball gum machine, it will be visible to the buyer.

#### Hand Assembled

In fact, a high percentage of charms are no longer merely simple die stampings. They must be hand assembled, sometimes requiring as many as four processes.

These charms must be made to sell for a penny a piece and still leave a 33 per cent profit for the manufacturer and 20 per cent for the distributor.

Charms are one of the few manufactured products whose price has declined over the years. In

(Continued on page 77)

### NVMD Maps System Of Uniform Pricing

CHICAGO — The National Vending Machine Distributors, Inc., is currently working on a uniform pricing structure as well as arrangements for the exchange of credit information among members of the organization, reports Jack Nelson, vice-president.

The purpose of uniform pricing is to give operators throughout the United States a simple listing of the total cost of delivered machines from the different members of NVMD.

#### No Uniformity

At present unit and quantity prices of machines, the sales tax, and freight costs are not entered in a uniform manner in price lists mailed out by the different distributors, the result being a certain amount of confusion on the part of operators. One distributor includes freight costs in the quoted price, while another will state that freight costs are to be added, for example.

It is felt by the association that confusion and misunderstandings

can be avoided if all member distributors use a uniform price structure that will enable an operator to make a quick comparison of prices.

Many distributors sell on open account to fledgling operators, says Nelson. Some operators, he said further, make a practice of switching to another distributor when they can't make payments.

It is felt by NVMD that an easy method should be devised whereby member distributors will be able to quickly exchange credit information on operators. Accordingly, plans are now on the boards for a method that will find acceptance among all distributors in the organization.

#### NVMD Membership

The National Vending Machine Distributors, Inc., now has a total membership of 17 distributors (The Billboard, October 28). Names, addresses and areas (other than their home States) served are as follows: Bernard K. Bitterman, 4709 East 27th Street, Kansas City, Mo. (Kan.)

(Continued on page 90)

### Graff Vending Has Customer Dinner Meet

DALLAS, Tex. — The Graff Vending Supply Company planned a dinner over the weekend for approximately 60 of its customers, said Everett Graff, owner.

Plans called for Rolfe Lobell, Leaf Brands, Inc., Chicago, as guest speaker at the dinner, which was to take place at the Semos Restaurant.

Said Graff, he hopes to give three such dinners for his customers each year, the purpose of which is general, relaxed discussion of new developments in bulk vending.

### Vender Sign Up Cig Sales

ALBUQUERQUE, N. M.—A frosted glass two-way sign mounted on a cigarette machine, with the words "Cigarettes Here," is being used by Border Sunshine Novelty Company as an effective point-of-sale aid.

Finding that vender sales in a busy, popular restaurant were consistently below expectations, the operating firm reasoned that probably the machine wasn't prominent enough to attract attention. Accordingly, a box using frosted glass with interior illumination from two low-wattage lamps was mounted on a railing directly above the cigarette vender.

Most of the traffic in the restaurant and bar passes near the machine, and E. Snodgrass, general manager of the vending firm, believes that the sign not only helps customers find the machine but likewise reminds a lot of people who otherwise would not buy.

## News in Brief

### Final Court Date Pending In Heinz-Mills Cross-Suit . . .

Cross-suit instituted in May, 1957, by H. J. Heinz Company and Mills Industries is still in pre-trial stage, with a definite court date still not set. Legal representatives for both sides began taking depositions of essential witnesses late in December instead of holding second pre-trial hearing December 2. Alleged breach of contract between two firms was cause of cross-suit. Initial action was taken by F. L. Jacobs Company, parent firm of now inactive Mills Industries which manufactured hot canned-food vender that was leased to operators by Heinz. Jacobs-Mills sued Heinz for \$1,750,000, and Heinz brought counter-suit for \$750,000.

### Canteen of Colorado Adds to Full-Line Vend Operation . . .

Expansion of automatic feeding operations continues at Canteen Company of Colorado. Joseph L. Chappell, firm owner, announced latest installation in Davis Bros., wholesale drug company. Chappell cites labor shortages and limited cafeteria service in large factories as factors primarily responsible for firm's expansion. Operation includes hot and cold sandwiches, canned foods, soups, salads, snack, confection and beverage venders.

### Egg Vend Experiment Being Made by Colorado A&M . . .

Egg vending experiment has started at Colorado A&M College that will continue for a year in Fort Collins area. Experiment is designed to determine whether machines will sell more of farmers' egg production. Two refrigerated venders set up at roadside of two farms, holding 120 dozen eggs each in cartons, are employed. Fresh eggs are used daily. Colorado program is one more in increasing attempt to explore potentials of vending for dairy-poultry economy.

### Ice Cream Assn. Corrects '56 Vender Gallonage Figures . . .

International Association of Ice Cream Manufacturers announced last month an error in initial report of ice cream gallonage per vender for 1956. Instead of 525, it is 294 gallons per vender. Correction also affects average ice cream gallonage per dealer per year, which drops from original 934 gallons to 925.

### Wico Corp. Names Gerstein to Eastern Distributorship . . .

Harry Gerstein, Nu-Matic Machines, New York, named New Jersey and Eastern Pennsylvania distributor by Wico Corporation, Chicago. Gerstein, who is also New York distributor for Stange vending soups, currently operates Wico canned food equipment in own operation in Fort Dix, N. J.

### Vending License Ordinance Amended in Va. County . . .

Culpeper County, Va., vending machine license ordinance has been amended effective January 1. License on hot dog venders will be reduced to \$25, on candy machines in movie theaters to \$5, and on other candy machines to \$10. Under existing ordinance, operation of vending machines, with some exceptions, requires license of \$100.

### First NAMA Labor Relations Seminar Held in NYC . . .

First National Automatic Merchandising Association seminar in labor relations held in New York City November 22 was attended by nearly 25 NAMA operator members. Seminar was conducted by Dr. Benjamin Werne, labor relations professor at New York University and counsel to NAMA. Designed for vending operators, seminar dealt with recent developments in secondary boycotts, contract negotiations and clauses, bonuses and wages and hours developments. Similar meetings are planned for other sections of country, and next is scheduled for January, 1958, at as yet unselected city in California.

### Incorporation Charters Given To Four New York Firms . . .

Following New York firms have been granted charters of incorporation: Bonnie Vending, Inc., Malverne, listing capital stock of 200 shares, no par value; Commercial Distributors of America, Inc., New York City, listing capital stock of 200 shares, no par value; D E H Vending Corporation, Freeport, listing capital stock of 100 shares, no par value; F & F Coin Meter Corporation, Bronx, listing capital stock of 200 shares, no par value.

### Miss. Sheriff Faces Damage Suit by Vending Firm . . .

Attorneys for Stevens Enterprises, Inc., former Biloxi, Miss., vending machine firm, have filed motion for new trial in damage suit brought against Sheriff Edward M. O'Donnell. Stevens Enterprises had sought a \$120,063 damage judgment on allegation McDonnell acted illegally in carrying out provisions of State tax commission warrant issued September 14, 1954, directing the then sheriff to seize and sell firm's property to satisfy a \$21,000 tax lien for alleged non-payment of State sales tax. Attorneys maintained property auction amounted to forced sale and charged fair prices were not received for the confiscated property. Circuit Judge Leslie B. Grant, who had not ruled on new trial motion, held during original trial that firm could not collect damages on loss of assets.

### Kaiser Aluminum Can Ready For Commercial Use . . .

Kaiser Aluminum & Chemical Corporation said to have new aluminum can ready for commercial use. Cost of container not disclosed. Kaiser vice-president, D. A. Rhoades, said initial costs would be higher than tin product. Seamless construction is feature of Kaiser can. Production is accomplished thru drawing and ironing metal alloy. Advantages of new can are said to include better protection of contents, elimination of base coating, lighter shipping weight and use of new can shapes.

# FLASH! PRICE LAUNCHES MUTTNICK!

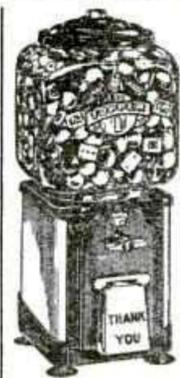


You can really see the dog through a crystal-clear dome sitting on his platform. Dog and platform come in assorted beautiful colors. Mutt-nick vends in all types machines. Positively the most sensational item to come out in years! Order today.

**\$15.00** per M

Labels available at your distributor or:

Paul A. PRICE CO. INC.  
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**VICTOR  
Standard  
TOPPER  
1c  
BALL GUM  
VENDOR  
\$13.25  
Each**

**\$12.75 Each  
100 or more**

**30 day money-back guarantee  
if not satisfied**

1/2 deposit on all orders  
Write for lowest prices on filled capsules. Immediate delivery.

**SPECIAL  
TRADE-IN OFFER. As High as  
\$6.00 Per Machine on  
VICTOR TOPPERS  
Send Us Your List.**

**VEEDCO SALES CO.**

2124 Market St., Philadelphia 3, Pa.  
Phone: LOcust 7-1448

# Kid Market in Penny Toys

Continued from page 76

1956, imported charms sold to operators for \$3.50 a thousand. Today, domestic manufacturers sell charms for \$1 a thousand.

### Competition Keen

It costs the manufacturer an average of \$10,000 to launch a charm. This includes the cost of dies, promotion and advertising. Moreover, once a manufacturer hits with a item, his competitors will generally hop on the bandwagon. The trick is to sell the item quickly enough so the original manufacturer will have a profit before his competitors have the opportunity to tool up.

### Selling Job

The major selling job must be done in the stores where the bulk vending machines are located. Machines must stand out and not be just a part of the scenery. They must be kept clean, with the charms tactfully displayed next to the glass. Newest and fastest-moving items are up front. Point-of-sales displays—stickers and decals—will boost sales.

The only way youngsters can become acquainted with new charms to replace old favorites is thru display inside the machine and sales aids outside.

But youngsters are not the only ones who are fascinated by charms. Sweetheart lockets are popular with the Elvis Presley set, and many adults will buy charms for their children.

### Not Big Business

At the manufacturer level, the charm industry is not big business. Manufacturer revenue from the sale of charms to operators is estimated at \$2,000,000 a year. Another \$250,000 to \$500,000 is spent for foreign imports.

It is difficult to estimate what the charms do at retail, as most of them are sold in mixed gum machines. Figuring charm sales at a penny each (nickel charms are a very small portion of the total market), an annual sale of a billion charms would mean a gross of \$10,000,000.

Historically, most of this revenue has come from "mamma and papa" stores—the neighborhood grocery generally operated by a family.

### Supermarkets

However, in recent years the trend has been toward high traffic locations, notably chain stores and

supermarkets. Here the single unit often placed in a dingy recess of a small store has been replaced with a battery of from four to eight units, brightly polished and seen by thousands of shoppers in the course of a week.

All this means that the operator is passing up marginal locations and investing his money in the better stops, spending more for equipment and display, and usually winding up with better profits.

### Three Classes

Charms may be broken into three categories—those which depict everyday items on a small scale, those which appeal to the sense of the grotesque, and those which do something.

The best example of the first-

## CANDY & COOKIE MACHINES

5c models or 10c models, precision mechanism, choice of four colors.

**JOBBERS  
with salesmen  
WANTED**

You can make big profits on our lowest priced 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.

## 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.

named is the miniature grocery series. Nearly 30 million grocery charms have been sold in the last eight years. False teeth are a good example of the second category, while scissors which actually work and a light bulb which glows in the dark are representative of the last-named.

## VENDOR DIST. CO.

**RUSS THOMAS**

682 Madison, Memphis, Tenn.

AMCO, VICTOR, OAK, NORTHWESTERN, LEAF GUM, CHARMS.

Member Nat. Vend. Mch. Dist., Inc.  
Write for NEW catalog.

GIMMICKS CHARMS CHARMS GIMMICKS

**VACUUM-PLATED  
BUGS**

**Insects: Spider, Fly  
Frog, Snail, Fish**

**12 Assorted Kinds**

**\$7.00** per 1,000 in 5 M lots and up  
Attractive Labels

**SAMUEL EPPY & CO., INC.** 91-15 144th Place  
Jamaica 35 L.I. N.Y.

## New—For Additional Income

**ADVANCE AMCO®**

## HANDY POCKET COMB VENDOR

**Dispenses a Quality Comb for 10c**

A typical product by Advance known the world over for the best in vendors. Provides a highly appreciated location service and fits in well on location with other vendors. Built to last, to deliver a comb for each coin deposited and is guaranteed against mechanical defects.

### SPECIFICATIONS

Sturdy all steel construction, fine white synthetic enamel finish, silk screened in blue lettering; height 3 1/4", width 4 1/2", shipping weight 22 lbs.; hasp and shackle on top; coin mechanism gives good coin detection, coin returned when machine is empty; separate cash box can be locked with different key number than key of cabinet; capacity approximately 200 combs; size of comb, 4 1/4" long, 1 1/2" wide, 7/64" thick.

### PRICE OF MACHINE

10c Operation—	Each
Single	\$24.10
2 to 11	19.30
12 to 49	16.05
50 or more	17.60

### PRICE OF COMBS

	Gross
1 to 24 gross	\$3.50
25 to 49 gross	3.25
50 to 100 gross	3.00

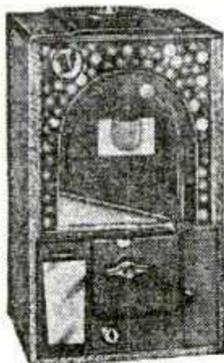
Prices quoted are net, F.O.B. Brooklyn.  
Deposit required with order — balance C.O.D.

**Immediate Delivery on Machine and Combs. Order Today!**

Write for information on other types of vending machines & merchandise

**J. SCHOENBACH** 1645 Bedford Avenue, Brooklyn 25, N. Y.

**GIVE TO DAMON RUNYON CANCER FUND**



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. 210 ball gum ea.

Write for Lowest Prices. Complete line of Charms, Ball Gum, Stands, Parts.

Order Now From Victor's South-eastern Distributor.

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2086 N. Decatur Road, N.E.  
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Phone: DRake 7-4300

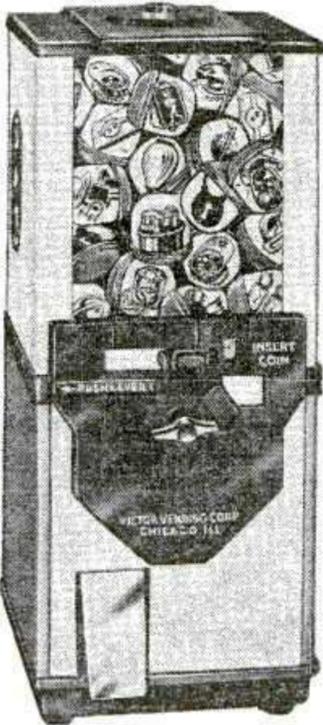
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**Bring 7-Way Profits!**

- New Keeney "22" Riviera Electric Cigarette Vender
- Coffee • Soup
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- 4-Way Cold Drinks
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Write for Full Details, Prices and Easy Payment Terms

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## VICTOR'S STANDARD TOPPER

1c Ball Gum Vendor **\$13.25** \$12.75 each ea. 100 or more

Complete Line of Victor Products

Write or Phone

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540 Second Ave. No., Birmingham 4, Ala.  
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We now have in stock for the 25c machine some of the finest merchandise averaging \$80.00 to \$100.00 per thousand, depending on ratio of mix.

Example: Knife and Fob, Real Lock, Real Cigarette Lighter, Rocket Puzzles, Gun Harmonicas, Owl and Key Chain, Gold Top Hat Earrings, several additional varieties of earrings, and a wide selection of scatter pins. These are just a few of the fine values which can be merchandised through the Victor Super Mart Capsule Vendor.

MANDELL GUARANTEED USED MACHINES

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 Mdse.	8.00
ABT Guns	30.00
Acorn, 1¢ or 5¢	9.50

MERCHANDISE & SUPPLIES

Almonds, 5-lb. pack	.85
Pistachio Nuts, Jumbo Queen	.69
Pistachio Nuts, Large Tulip	.66
Pistachio Nuts, Vendor's Mix	.57
Pistachio Nuts, Sheik	.43
Cashew Whole	.66
Cashew Butts	.58
Peanuts, Jumbo	.42
Spanish	.32
Mixed Nuts	.57
Tabby-Lets, 520 ct.	.32
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Gems	.28
Leaflets, 650 ct.	.40
M & M, 550 ct.	.50
Hershey's	.43

Rain-Blo Gum, 60 ct.	.28
Rain Blo Ball Gum, 140 ct., 170 ct., 210 ct.	.30
Rain Blo Ball Gum, 100 ct.	.32
200 lb. minimum, prepaid on all Rain Blo 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  
MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

**NORTHWESTERN**  
SALES AND SERVICE CO.  
MOE MANDELL  
446 W. 36th St., New York 18, N. Y.  
LOngacre 4-6467

ADVERTISERS know exactly what THE BILLBOARD delivers because The Billboard is a member of the Audit Bureau of Circulations.

Major Equipment Builds Sales

Continued from page 76

sell peanuts. The operators of beverage venders are glad to have you put a peanut machine near theirs. Copeland Russell, Milwaukee, Wis., full-line operator, gives another slant. "We can only make out with our bulk venders when they are put next to candy or drink machines. They do particularly well if they are located next to our odd-penny coffee machines. Customers tend to put a lot of their pennies they get in change from

their hot coffee purchases into the penny peanut machines."

Two operators in Detroit, who seem to agree that bulk collections are higher in conjunction with major equipment, explain the phenomenon in terms of increased traffic which a lone bulk vender wouldn't attract. Speculates Carl Hill: "If you have a coffee machine, you might be able to figure on a congregation of people around it, and step sales up that way."

Another Detroit operator, Henry C. Lemke, is even more specific about traffic as the prime cause. Says he of his bulk venders: "I think the fact that they stood next to another machine had no effect on sales. In my opinion it was just that this was where most of the people congregate—and you have most action."

Partial Analysis

It is curious that both Detroit operators go no further than attributing an increase in sales to an increase in traffic. This is of course always true, but the question here is what causes the high traffic. Many operators believe that placement of equipment side by side is itself in large part responsible for heavy traffic.

The technique of grouped machines is commonly employed in major-equipment vending. Naturally there are practical reasons for the grouping—easier servicing, location preference—but this could hardly interfere with any pulling power the grouping, as such, might have. Many operators think a line-up of machines does indeed induce people to buy—who might otherwise pass up an individual vender. In the same way, the mere presence of a soft-drink machine may induce someone who already has a mild desire for peanuts to use the peanut vender. Some operators think so, and the very fact that collections from such bulk venders are heavier demonstrates that some form of complementary selling is responsible.

High Labor Costs

A check of four major-equipment operating companies in Chicago gave identical results: penny venders do exceptionally well alongside big machines but product and particularly labor costs make the cent venders unprofitable.

The Automatic Merchandising Company had several thousands of peanut venders at one time but almost all have been eliminated because of the high overhead incident with union wages. Joe Kaden of Kandy Kit Company gave the same reason. Penny equipment does well but the time necessary for servicing wipes out the profit. Lynn Farber, another major-equipment operator, keeps only a nominal number of penny venders because of location demand, even tho he found they did up to 300 per cent more volume next to his coffee machines.

A very large concern operating thruout the United States reported that all over the nation major-equipment companies are dropping penny equipment. Unless the location specifically requests penny equipment, a restriction to gum and nuts in nickel packages is made.

Thus a vacuum is being left which the bulk specialist might be able to fill. Certainly it would be worth his while, since all reports show that complementary selling, in this restricted sphere, is a fact.



**INSIST ON STAR-BRITE BALL GUM**  
**Save Money!**  
**HOLIDAY GREETINGS!**  
and many thanks for the biggest year in the history of our business.  
**IN 1958... BE RIGHT with "STAR-BRITE"**  
9 COLORS ALL FLAVORS • SIZES  
Beats All Others "All Hollow"  
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.

Manufacturers' sales of confectionery and competitive chocolate products were estimated at \$126,945,000 by Commerce Department in October. Figure is 8 per cent above sales for September and 5 per cent above last year's October total. Poundage sales of bar goods were up 6 per cent, while poundage sales of bulk goods were up 2 per cent.

**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. .... 35¢ 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.

**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

**DATE DAGGER PINS**  
Wear them Crossed if you're going steady. Wear them side by side if you're unattached.  
**VACUUM PLATED WITH PINS**  
LOTS OF 1,000 ..... \$15.00 M  
LOTS OF 5,000 ..... 13.50 M  
FEATURE LABELS INCLUDED FREE  
SOLD ONLY THROUGH DISTRIBUTORS  
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**ATLAS MASTER PENNY-NICKEL BALL GUM CHARM VENDOR**  
Penny-nickel mechanism... one turn for a penny, five turns for a nickel. This means 30% more business because of the nickel play. The Atlas-Master exclusive coin mechanism will not jam, skip nor take washers.  
Send 35¢ for Sample Kit of Charms  
SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.  
"World's Largest Selection of Miniature Charms"  
NATIONAL SALES HEADQUARTERS FOR ATLAS MASTER MACHINES  
**PENNY KING COMPANY**  
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**FINEST RECONDITIONED VENDORS**  
N. W. Jet Capsule Mach. .... \$ 9.95  
Topper Cabinet, B. G. .... 9.95  
Advance Comb Machines .... 12.95  
Atlas 5¢ Capsule Machine .... 9.95  
Post-War 8 Col. Stonors. .... 195.00  
Model V. B. G. Wheel .... 8.95  
Pre-War 8 Col. Stonors, 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-Moro 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  
DuPontier, 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**  
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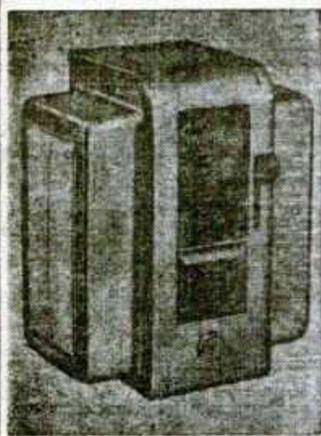
**VICTOR'S SENSATIONAL NEW GOLF GAME and BALL GUM VENDOR**  
**\$24.50 EA.**  
Be first with this new money-making sensation.  
Solid oak natural finish cabinet, 7" wide, 15" long.  
WRITE FOR FREE 32 PAGE CATALOG  
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**SAVE MORE MONEY—MAKE MORE MONEY**  
Subscribe to The Billboard TODAY!

Experienced Operators Say:  
**"YOU MAKE MORE MONEY WITH.. Northwestern VENDING EQUIPMENT"**  
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.  
**PROVE IT TO YOURSELF!**  
**THE NORTHWESTERN CORP.**  
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**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's "GOLD MINE" tab gum selector**  
Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.  
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**J. SCHOENBACH**  
Distributor For  
**oak Manufacturing Co., Inc.**  
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President 2-2900  
PHONE or WRITE FOR PRICES



**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

**Bulk Banter**

Continued from page 78

with the newest machines. Writes Arms: "In servicing my gumball and charm route of Model V Victors, I exchange machines — the empty machine is removed from the stand or bracket by unlocking a padlock which is used to lock the handle of the machine to the stand or bracket. When more than one machine is left at location a key for the padlock is left with the owner. He can thus put a second or third machine on the stand or bracket when needed, but he cannot unlock the machine to get at the pennies.

"This method of operation is very good. But my Model V's are getting somewhat worn and the latest Victor Toppers don't fit on this type of stand or bracket because they are a little higher than the Model V's. I am wondering if there are methods of putting the newest Victors or Acorn vendors on brackets or stands so they can be removed by location owners without their having a key to the machines. I would be very interested to get comments from other operators on this matter." If you have any suggestions for Arms, send them in to Bulk Banter editor for publication.

Sam Brodsky, Illinois Vending Company, Chicago, thinks penny peanut vending can't last. He feels there is no profit left in the business . . . Irvin Brodsky (no relation), Carousel Industries, Chicago, reports that his bulk vendors do well with the kiddie rides he operates in variety stores . . . W. Cowser, San Antonio, Tex., would like to see some local operator meetings. He reports that plated charms do best in his machines . . . Dave Yurmark, Mark Vending Company, Clifton, N. J., covers the entire State of New Jersey. Each town has a different local tax and it is becoming a problem for him.

Distributor visitors to Chicago during the past few weeks were Bert Fraga, Standard Specialty Company, Oakland, Calif., Everett Graff, Graff Vending Supply Company, Dallas, Tex., and Sam Koff, Veedco Sales Company, Philadelphia. Koff stopped over at Leaf Brands, Inc. to see his friends while he was here. . . R. R. Whitehead, Atlanta, Ga. distributor, began business in 1929 as an operator and became a distributor in 1945. Whitehead is pleased with the end result: "Today we have just about all the business we can say grace over, with an increase each year we have been in business." . . . Lewis LaPlata, Springfield, Mo. reports an operator association in his area is working on the local tax.

**J. SCHOENBACH**  
For Victor Vending Corp.  
Machines, Parts, Globes  
Charms, Merchandise Supplies  
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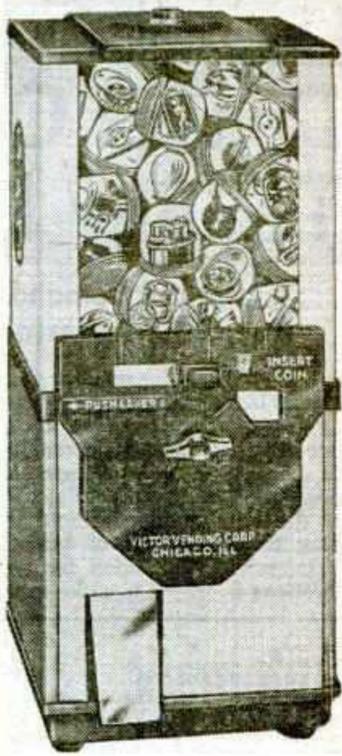
**CIGARETTE AND CANDY MACHINES**

Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

STONER, 8-COLUMN CANDY, 160 capacity, prowar model... \$110.00  
STONER 6-COLUMN CANDY, 102 capacity, prowar 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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308 Furman St. Brooklyn, N. Y.  
TRiangle 5-1857



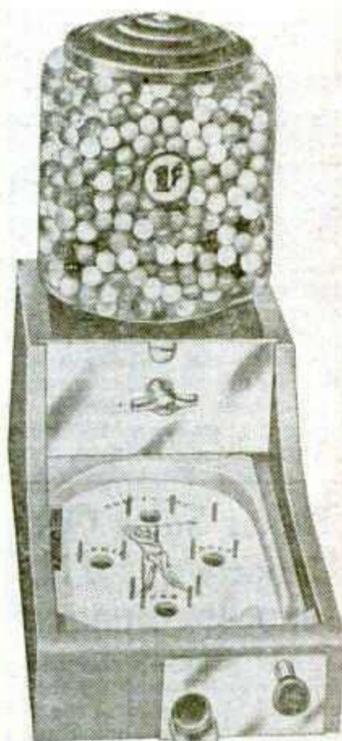
**VENDORAMA SUPER MART**

Now Features  
10c and 25c Capsule Vending Gives You Greater Profits.  
Holds 200 of the New 1 1/2" x 1 1/2" V1 Capsules

Be first in your territory with this tested and proven outstanding Money-Maker.



**PLAY GOLF**



with VICTOR'S Sensational 210 Ball Gum Vendor  
**FAST PLAY BIG PROFITS**  
See Your Victor Distributor  
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5701-13 W. Grand Ave., Chicago 39, Ill.  
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Set in usual want-ad style, one paragraph, no display. First line in regular 5 pt. caps.  
RATE: 20¢ a word—Minimum \$4.00.  
CASH WITH ORDER

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
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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.

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WE HAVE PANORAM AND SONOVISION parts for sale. Lakes Panoramic Service and Parts, 1905 N. Wabash, Round Lake, Ill. Kimball 6-2358. de16

**Routes for Sale**

DISTRIBUTORSHIP FOR THE FAMOUS Acorn Vending Machines for the state of Texas, plus eight hundred to one thousand Acorn machines on good locations, and supply store. Finance available to responsible party. Priced very reasonable. Contact J & A Vending Co., 419 Broadway, Houston, Texas.

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ANYTHING IN VENDING MACHINES—Every type machine made; new or used; under the market price. Established 30 years. Mack H. Postel, 2952B Milwaukee Ave., Chicago, Ill. de30

CIGARETTE CANDY VENDING MACHINES; reconditioned, refinished, guaranteed like new. T. O. Thomas Co., 1572 Jefferson, Paducah, Ky. de30

FOR SALE—USED BINGOS OF ALL TYPES. Write for prices. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. de23

FOR SALE—USED CIGARETTE MACHINES, ready for location, 25¢ & 30¢ operation. 9 Col. Keeney, \$40; Lehigh 8 Col., \$75; Lehigh MC 10 Col., \$85; Lehigh MC 12 Col., \$95. Send 1/3 deposit. Frank Guerrini, 1211 West 4th St., Lewistown, Pa. de23

FOR SALE—1 COFFEE OR HOT CHOCOLATE semi-automatic machine. Almost new. Sacrifice, reasonable offer accepted. G & H Co., New York. Axtell 7-1354.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triplex \$29.50 each, like new. Folders direct factory prices. USP Co., 100 Grand, Waterbury 5, Conn. ja6

**Wanted to Buy**

ALL TYPES USED VENDING MACHINES wanted. 48's, Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-17n

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- Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
  - Regular
  - Display
- 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.

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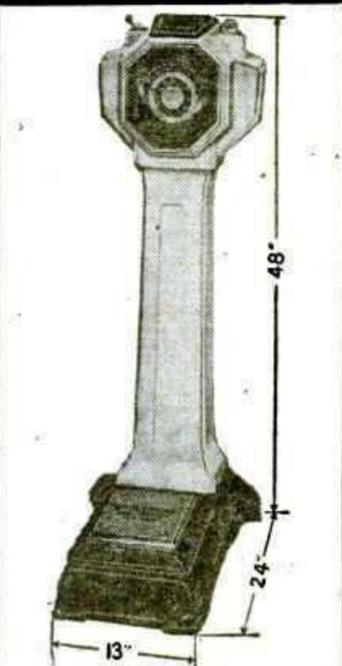
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**ALL WEATHER SCALE**  
**COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS.**  
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Invented and Made Only by  
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**STANDARD SPECIALTY**  
Now offering  
**Northwestern TAB**  
VENDING EQUIPMENT  
You'll hit the jackpot with this selective tab venter. Our specialty is helping more operators make more money.  
**STANDARD SPECIALTY CO.**  
1028 44th St. Oakland, Calif.

## Denver Ops Forced To 'Buy Locations'

**Top Spots Demand \$500 to \$1,000 From Operators to Install Juke Box**

DENVER—The practice of operators bidding large sums of money for top locations has broken out to an alarming degree here in Denver with many operators now questioning how to get out of the vicious circle without bidding themselves out of business. Intensive competition for good locations in the Colorado capital

has started operators paying \$500 and even as high as \$1,000 for a premium spot.

So severe is the problem that it was the main topic of discussion at a meeting of the Colorado Music Merchants' Association here recently. However, to date members are without an answer.

### Snowballed

The whole thing stemmed from a practice in the area of an operator paying the location a modest sum for the privilege of installing a juke box—usually \$100 or less. But in the past few months, the thing snowballed, with locations hiking their asking price, operators complying, to the point where today the price paid to the location for a top spot often exceeds the price of the phonograph itself.

*(Continued on page 84)*

## Automatic Moves to New Quarters

CHICAGO—Automatic Phonograph Distributing Company, AMI outlet in Chicago, has moved to new and more spacious quarters at 3652 West North Avenue.

According to Automatic's manager, Mike Spagnola, the move was prompted by a need for more space as well as a desire to provide better parking facilities for patrons.

### More Space

Automatic's new facilities are located in a new one-story brick building, providing about 50 per cent more floor space for the operation. Adequate parking facilities are also available.

Showrooms and office space is in the front of the building, parts and service in the center with warehousing in the rear.

## Bever Joins Western Firm, Leaves United

SALT LAKE CITY—Bob Bever resigned his sales post with United Manufacturing Company to join Dan Kenaga and Kenny Medrud in a new distributorship in the Intermountain area.

The firm, to use the name Western States Distributing Company, has offices now in Pocatello, Idaho, and will set up offices and showroom at Salt Lake City. Bever

*(Continued on page 92)*

## Injunction Motion Vs. Local 19 Presented

NEW YORK—The motion for a temporary injunction against the Cigarette and Coin Machine Vending Employees' Union, Local 19, affiliated with the Federal Service Workers' Union, was heard Wednesday (10) at New York Supreme Court before Justice Owen McGovern.

The injunction is being sought by the Music Operators of New York and six local juke box operators against Local 19, its officers, officers of La Bella Music Company and various other persons.

Briefly, the association claims that the defendants are not operating a bona fide union, but are attempting to drive MONY members from their locations.

## Ticket Sales Get Under Way for N. Y. Juke Box Banquet

NEW YORK—Ticket sales got under way last week for the 20th annual dinner dance of the Music Operators of New York. The affair will be held November 9 at the grand ballroom of the Waldorf-Astoria Hotel.

The operators hold their general meeting at the Park-Sheraton Hotel. Officers will be nominated for the dinner meeting and election, to be held November 26.

Nash Gordon, MONY business manager, said that contributions for the Sidney H. Levine Memorial Foundation have been disappointing to date.

One of the defendants, John Amalfitano, Local 19 business agent, charged in an affidavit that the Association and Local 1690, RCIA, (AFL-CIO) are guilty of collusion.

He further alleged that Local 19 is merely trying to organize the

*(Continued on page 84)*

## LOCAL OP GETS OFF HOOK CHEAP

NEW YORK—Al Koondel, local game and music operator, is getting off the hook cheaply this year. Each December 14, he celebrates Mrs. Koondel's birthday by taking her out on the town. This year, the Associated Amusement Machine Operators of New York, Inc., holds its annual banquet December 14 at the Park-Sheraton. Koondel always takes his wife to that function too. This year, he will celebrate Mrs. Koondel's birthday by taking her to the AAMONY banquet.

## George Miller, MOA President, In Hospital

OAKLAND Calif.—George A. Miller, president of Music Operators of America, was confined to a hospital in Oakland last week.

Miller's condition was described as "very satisfactory" by his office. The nature of his illness was not disclosed pending tests that are being taken.

Miller is expected to be away from his office for "several weeks," according to a member of his staff.

He is staying at the Peralta Hospital, 450 30th Street.

## Solomons New Juke Distrib For United

COLUMBUS, O.—A new distributor was appointed by United Music Corporation for the State of Ohio last week, according to Jack Mitnick, United head.

Distribution for the area will be handled by Central Ohio Coin Machine Exchange, owned by Sam Solomons. Harry Steward is general manager of the organization with Jerry Bremner as sales representative.

Solomons also heads up Cleveland Coin Machine Exchange, an amusement game distributing organization, this city.

## EDITORIAL

### How to Cut Your Throat

Juke box operators should take a long, hard look at Denver, a good example of what happens when cash is paid locations to get or keep them. (See story elsewhere on this page.)

As usual, it all started on a small scale. In the heat of unusually keen competition, some operators anxious to secure new locations began giving locations a fee. The fees paid were small in the beginning, altho initial sums ranged as high as \$100.

The fees grew. The word spread among location owners that operators were on the make. All expected fees. Fees grew still larger. Most operators reading this know the rest.

In the last few months, location demands ran to figures as high as \$500 per location, some as high as \$1,000.

Some operators have been forced to "buy" their own locations or lose it to an operator willing to pay to get it.

Results have been crippling to the juke box business in the area. Operators paying large sums to simply keep a location are in no mood to invest in new equipment.

Ultimately everybody in the business loses on this vicious practice: the operator, the distributor, and the public.

Denver is not unique. The bonus practice has been going on for years in many areas. It is the full book of lessons for an operator on how to cut his own throat.

It must be stopped. But how?

This is a problem that an association can help solve. The Colorado Music Merchants Association in considering the problem at their last meeting has shown its concern and willingness to help.

But altho associations, thru mutual exchange of information on the viciousness and source of the problem, can provide considerable help in solving it, they are severely limited.

An association by itself cannot stop the practice.

An operator, acting on his own, can.

Action he takes with his locations before the practice starts in the first place is the soundest: written contracts, providing top equipment and service, maintaining close relationships with locations.

Action he takes immediately after he begins being troubled with the problem is the next best.

He then can meet a demand for cash with a counter offer of a loan; he can offer a newer machine and/or stepped-up service, providing a written contract is negotiated.

He can explain in detail how much he needs to get from the location in order to justify his providing it with music to show why he can't provide more.

He can re-examine his commission arrangement with a view to setting up one equitable to himself tied to a written contract.

He can even suggest—if the location warrants it and doesn't already have it—an amusement game or a cigarette machine.

In short, he can offer much—if the location is worth it—within the framework of services he can provide as a juke box operator. He can drop the location if it isn't worth it, often the least expensive policy.

But he cannot—without cutting his own throat—offer cash.

The Denver experience, only one of a number of such experiences, should be convincing enough evidence of that.

If an operator is not conducting his business properly in the first place, and if in the second place—the practice starts—he doesn't meet it head-on, there is little left for him to do but hope that his bankroll lasts longer than the demands for more of it from location owners.

The Colorado association can help in succeeding months to hammer these facts home.

Operators can then once again provide the service they're in business for, instead of acting as if locations were doing them a favor by allowing them to operate juke boxes in their places of business.

## LOCATIONS STALLED

### Gotham Music & Game Operators Hit Hard by City's Subway Strike

NEW YORK — Amusement game and juke box operators here have been among the hardest of those hit by the Gotham subway strike. The motormen's walkout, which began Monday (9), has left this city of 8,000,000 in a state of semi-paralysis, with all surface traffic virtually tied in knots.

Trips which normally took 30 minutes by the city's rapid transit now takes as long as three hours by a combination of bus and taxi. Driving is extremely slow and difficult.

Complicating the picture is a combination of rain and snow which would make transportation difficult even with the subways running at peak efficiency.

### Desire Gone

As a result of the weather and strike, the average New Yorker has little inclination to visit his

neighborhood ginmill after his harrowing trip home. He wants to remove his soaking socks and rest his tired frame on the easy chair.

So the juke box at the corner bistro is silent and the shuffleboard gets little action.

Midtown locations are doing miserably. People are concerned with getting to and from work. They don't have the time to drop in for a couple of quickies before the 5:58 to Port Washington. So late afternoon juke box play is way off.

### Exceptions

About the only locations doing well are those situated near Pennsylvania and Grand Central stations. With the subway strike on, Queens residents attempt to use the Long Island Railroad to take them near their home and Bronx

residents try to use the New York Central and the New Haven.

But these terminals are usually loaded to capacity with regular commuters. So the overflow, or a goodly percentage of it, is diverted to nearby taverns, and the juke boxes and games there get a healthy play.

Service is a problem. Normally, routemen servicing New York locations are plagued with heavy traffic. But the subway strike has been responsible for so many additional vehicles clogging Gotham's inadequate thoroughfares that the traffic moves at a snail's pace.

### Poor Timing

The sad part of this situation is that it comes at a times when business is normally good. The interval between Thanksgiving and Christmas is generally a fat one.

*(Continued on page 85)*

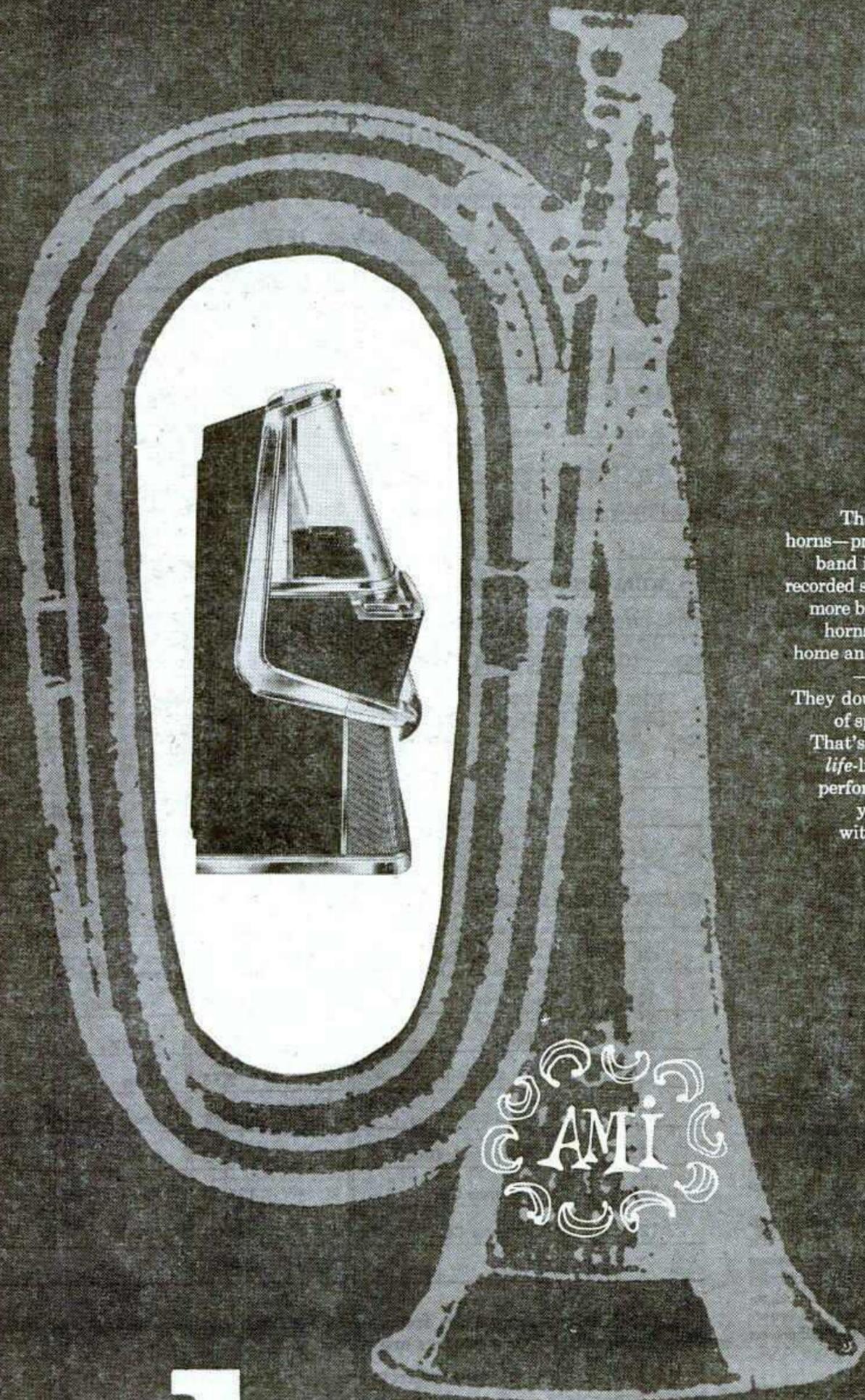
## D. C. Ops Halt Joint Service For Holidays

WASHINGTON — The combined servicing operation for juke boxes, launched earlier this year by Hirsh Coin Machine Corporation and East Coast Music Company, has been temporarily suspended. Operation is expected to resume early in January.

Reason for the suspension, according to Hirsh treasurer, Roger Squitro, is that both firms want to "take stock" and "catch up on outside activities." The plan "worked fine" he says, and both companies are anxious to resume.

Temporary suspension will give both companies an opportunity to study problems that have arisen. Problems include such things as Hirsh needing more servicemen during this month, which is particularly heavy due to rentals for the

*(Continued on page 87)*



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## JUKE BOX MANAGEMENT

# Sound Accounting System: Operator Profit Blueprint

- An adequate accounting system is a key management tool of today's operator.
- Double entry systems have notable advantages, but each method must be tailored to fit the operation.
- A mail program is well suited to small operators; medium-sized and large operations require more elaborate systems.
- Here's an outline on basics of accounting with tips that all operators can use in setting up their own systems.

By LEO L. KANER

The key management tool in measuring day-to-day results as well as the continuous progress of a business is an effectively operating accounting system designed to provide accurate financial and statistical data.

With this tool the operator is in a position to evaluate location returns and profit, without which he cannot successfully plan and organize his business.

In addition, an adequate accounting system will provide results from which properly classified financial statements and tax reports can be prepared.

### Statements

It cannot be stressed too strongly that proper financial statements prepared by the operator and/or his accountant are vital to the continued growth and success of the industry.

As in other industries, no two organizations will require the same accounting system. The system must be "tailor made" to the operator's peculiar mode of operations. However, the end result is the same. To use the lingo of the accountant, that end result is this: An effective measure of yield on invested capital with maximum cash flow and a minimum tax bite within statutory requirements.

### Internal Checks

An accounting system should also provide to management internal checks upon the honesty of personnel and locations, as well as the broad scope of direction which management must set in motion over a long period of time.

An accounting system, in the modern sense, consists of a set of journals of original entry and a general ledger, kept either on a cash or accrual basis of accounting. Examples of these journals (cash receipts and disbursement journals) are illustrated elsewhere on this page.

The journals are used to record all financial transactions in a systematic and efficient manner on a daily basis, reflecting all necessary account transactions.

The general ledger is a summary book with an account for each classification of asset, liability, net worth, income and expense in the jargon customarily used by the industry. A chart of accounts for the general ledger appears below.

Monthly totals accumulated in the daily journals are posted to the proper accounts in the general ledger. The latter then becomes a summary of operations from which all financial statements and tax returns are prepared. This is commonly known as the double entry system and is most generally used.

The double entry system requires that for each debit there

must be an equal and offsetting credit. Here's an example to illustrate:

If there is a check drawn for \$100 in payment of rent, the correct entry in the disbursement journal would show a credit of \$100 to the cash in bank account and a debit of \$100 to the rent expense account.

The advantage of the double entry system is the "built-in" proving mechanism to check the mathematical correctness of all postings. The total of all credits must equal the total of all debits. When they do you can be sure that all postings and associated totals are mathematically correct.

Another system used is the single entry system which consists of using a day book in which current transactions are recorded daily without any attempt at a self-balancing mechanism.

The major shortcoming of single entry record keeping is that it affords no "built-in" proving schematics nor does it provide for the maximum disclosure of all financial data necessary for the preparation of financial statements and tax returns.

### Select System

The proper selection of an accounting system is vital to an operator and it should be "custom tailored" to fit his needs. His business is peculiar unto itself and is not comparable with a retail merchant's for example.

There are several techniques which are being used successfully to tailor a satisfactory accounting system for operators depending on their size and record keeping requirements.

One popular technique that works well with small operations is the mail program.

Under this arrangement, an operator is provided with certain basic forms for recording various types of financial data, examples of two of which—the daily collection report and check disbursements—is illustrated elsewhere on this page.

### Statements

At periodic intervals an operator submits completed forms, including the daily collection report, to an accountant who reassembles the information into proper classification for development of subsequent financial statements.

When various State and federal tax returns must be filed, the accountant prepares the returns from records in his office and submits the completed documents to the operator for his inspection, signature and mailing.

The mail program works well only for very small operators whose records are simple and whose tax problems are not complex. It serves a dual purpose of permitting the operator to get

(Continued on page 83)

This is the second in a series on the full scope of accounting, depreciation and taxes in music operating management. The author, well known in the juke box industry, has specialized in these subjects for music operating firms 19 years.

## MAIL PROGRAM EXAMPLE

### DAILY COLLECTION REPORT

JOHN DOE MUSIC SERVICE CO.

DATE July 1, 1957, through July 6, 1957

NAME	ADDRESS	AMOUNT
(A) Crystal Lounge	207 S. "A" Ave.	24 00
(A) Edna's Cafe	1625 N. "J" St.	21 00
(A) 6409 Club	6409 N. Julian St.	78 00
(A) Mary's Lunch Room	2333 E. Market St.	38 00
(A) Ray's Luncheonette	3225 E. Madison St.	67 00
(A) Heien's Bar & Grill	3256 E. Madison St.	106 00
TOTAL MUSIC COLLECTIONS		334 00
(B) LICENSE COLLECTIONS		25 00
(C) LOAN COLLECTIONS		20 00
TOTAL MONEY COLLECTED		379 00
LESS CASH PAYOUTS		
(D) SALES PROM.		18 50
PARTS & REPAIRS		3 25
PHONOGRAPH RECORDS		35 50
(E) BALANCE FOR DEPOSIT		321 75

### (F) CHECK DISBURSEMENTS

CK. #	PAYEE	AMOUNT	PURPOSE
121	Trade Journal	19 60	Advertising
122	Ill. Bell	33 61	Phone
123	Music Association	9 75	Dues
124	Jake's Garage	17 79	Auto Expense
125	Midwest Music Dist.	58 55	Parts
126	"X" Finance Co.	123 30	Notes Payable
127	ABC Realty Co.	45 00	Rent

(A) Receipts are made from each location collection and are the original source from which these entries are made.

(B) When the operator collects license money from the location, the amount is noted separately.

(C) Loan collections should be segregated from all other monies collected.

(D) All cash payouts should be listed by account classification and supported with paid bills or cash vouchers.

(E) This amount should be banked intact.

(F) All checks issued during the period covered by this report should be supported by paid bills and listed numerically by proper account classification.

### NOTE:

1. These reports form the basis for entering in books or original entry (cash receipts and disbursement journals) and subsequent posting of these monthly totals to a summary book called the general ledger.

2. Bank reconciliations are made monthly to indicate the accuracy of all "E" and "F" items shown in the various collection reports covering the month's operation.

# A Sound Accounting System

• Continued from page 82

competent professional advice on a reasonable fee basis while at the same time complying with the various requirements called for by the taxing authorities and/or credit agencies.

Medium-sized and large operations should have accounting procedures so arranged that at any time they are able to develop answers of financial significance. Further, the machines on location should be so tabulated that accounting for depreciation is readily ascertainable.

Collections by location should be available for monthly and annual evaluation in order to maximize the efficient use of the newest equipment. Spare parts and

components should be kept under adequate control in view of the high cost of maintenance and obsolescence.

A chart of accounts for the general ledger which particularly medium-sized and larger operators should keep are spelled out in groups of assets, liabilities, net worth and income and expenses (see listing below).

### Duties

Further, the system of internal control should be so developed that the division of duties and responsibilities utilizes the utmost of the efficiency of office personnel and a perpetration of fraud is difficult without collusion.

With proper accounting sys-

tems installed, the financial data can be gathered in such a manner as to facilitate budgetary controls and percentage yardsticks of key expense items as well as other business analyses.

An independent accountant should be consulted on a periodic basis to verify both the accuracy of accounting and assist in the preparation of tax reports so vital to the control of costs in a medium-size and large operation.

It must be noted that the above comments and illustrations of parts of systems are merely suggestive and not all inclusive, and that they should be modified to meet the individual requirements of each operator.

## SIMPLIFIED REPRESENTATIVE ACCOUNTING SYSTEM FOR SMALL OPERATORS

### CASH DISBURSEMENTS JOURNAL

Date	Particulars	Ck. No.	Check Amount Cr.	F.I.C.A. Taxes Cr.	Withheld Taxes Cr.	Salaries Dr.	Records Dr.	Parts & Supplies Dr.	Office Expense Dr.	Location Expense Dr.	General Ledger Account	Amount Dr.

### CASH RECEIPTS JOURNAL

Date	Particulars	Cash in Bank Dr.	Location Income Cr.	Rentals and Records	General Ledger		Amount Dr.
					Explanation		

### GENERAL JOURNAL

Date	Explanation	Debit	Credit

## Chart of Accounts for General Ledger

The above simplified accounting system has been presented purposely omitting the use of a purchase journal in order that the small operator may follow the flow of business transaction as they would usually occur, this is, the payment of normal obligations within the current period. Any unpaid liabilities at the end of the year would be recorded thru the general journal.

### CURRENT ASSETS

- Cash in Bank
- Petty Cash
- Receivables
- Inventory—Records
- Inventory—Parts and Supplies
- Prepaid Items

### FIXED ASSETS

- New Phonograph Equipment
- Reserve for Depreciation—New Phonograph Equipment
- Used Phonograph Equipment
- Reserve for Depreciation—Office Equipment
- Delivery Equipment
- Reserve for Depreciation—Delivery Equipment

### OTHER ASSETS

- Organization Expense

### CURRENT LIABILITIES

- Accounts Payable
- Notes Payable
- Withheld Taxes
- FM I. C. A. Tax Payable
- Unemployment Compensation Taxes Payable
- Federal Income Taxes Payable

### NET WORTH

- Capital Stock or Proprietorship Capital
- Earned Surplus (for corporations only)
- Drawing Accounts (if unincorporated)

### INCOME ACCOUNTS

- Income from Locations
- Rentals of Phonographs and Record Sales

### COST SELLING AND GENERAL EXPENSES

- Purchases—Records
- Purchases—Parts and Supplies

### Repairs—Phonographs

- Salaries
- Depreciation—Phonograph Equipment
- Advertising
- Auto and Truck Expense
- Employee's Travel Expense
- License and Taxes
- Selling and Promotion Expenses
- Union and Association Dues
- Alarm Service
- Bank Charges
- Bad Debts
- Depreciation—Other
- Donations
- Insurance
- Interest
- Utilities
- Office Expense
- Payroll Taxes
- Other Taxes
- Professional Fees
- Rent
- Miscellaneous Expenses

# Mass. Ops Lose \$50 Boston Fee Battle

## Suit Over Additional City, State Fees Totaling \$160 Still Pending in Supreme Court

BOSTON—The Music Operators Association of Massachusetts suffered a setback in their fight of city and State license fees when they were denied a petition for injunction against the annual week day license fee of \$50 charged by the city of Boston.

Decision was handed down last week (12) in an equity session at Suffolk Superior Court by Judge Frank Murray. The decision came as a blow to Boston operators who were hopeful of a victory and had refrained from paying any fees, which are now due no later than December 31 for the coming year.

**\$160 Total**  
The decision leaves the Massachusetts juke box license fee situation in a complicated state of flux. Actually there are three separate fees being fought by MOAM, which total \$160 per machine per year.

The State charges \$50 for Sunday operation. The city of Boston charges \$50 for Sundays and another \$50 for weekdays. The \$10 federal tax brings the total to \$160 for juke box operation in the city.

The fight lost last week was against the \$50 week day license fees charged by Boston.

However, there is still a case pending in the State Supreme Court against the \$50 fees charged by the State and city for Sunday operation. A hearing is due sometime in December.

### Escrow

An unfortunate offshoot of last week's hearing was that Judge Murray also denied a request for stipulation, which in effect would have held all license fee money in escrow until a decision is reached on the suit in the State Supreme Court.

This means that operators will have to go ahead and pay the full \$160 fee if the case is not settled by December 31. Then even if the court rules in favor of the operators, there would still be no way of getting the money back under Massachusetts law, unless this stipulation had been granted.

### Supreme Court

The suit before the Supreme Court seeks a declaratory judgment with respect to the constitutionality of the State statutes and city ordinances and charges prior restraint on the freedom of speech and press guaranteed by the State and federal constitutions.

Just prior to the last decision, President David Baker told members at MOAM's monthly meeting (11) that no matter what the outcome, he would fight without letting up until such time as a final decision was reached. He said he would take the case to the Supreme Court if necessary, re-

ceiving a standing ovation on his statement.

### MOA Help

Baker also announced that the Boston operators had received the co-operation of Music Operators of America, with a letter of encouragement from President George A. Miller along with a check for \$1,000. Miller had written that MOA was 100 per cent behind the group in their fight.

Members were also deeply touched by the individual contribution of L. O. Haynes, East Rainelle, W. Va., who sent in his personal check after saying he had read of the case in The Billboard.

Acknowledging this and other contributions from operator groups, Baker said it showed operators all over the nation were waking up to the fact that the \$160 fee charged in Boston could happen anywhere.

He pointed out that the number is smallest in the nation. Hartford, Conn., with 175,000 population has the same number as Boston with 800,000. The same condition prevails all over Massachusetts because of discriminatory fees. As well as the \$10 federal fee, the cost in Cambridge is \$120, in Somerville \$125 and in Lynn \$175 with other cities around that average. He said fee of \$160 yearly per machine could break small operators since the percentage of high take locations is probably only 10 per cent.

Baker said with nominal fees the cities would net only slightly less and small operators would be able to make a living. The membership felt it wouldn't give up this fight until defeated since it believed it was not only fighting for existence of Massachusetts operators, but for operators everywhere.

Cities are looking more and more for increased revenue, said Baker, and if operators aren't organized they will be the ones to get hurt. He said proper programming, 10-cent play were fine, but operators couldn't exist if discriminatory fees were allowed to push them out of business.

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## RURAL OPERATION

# Juke, Game Route Serviced by Mail

By BOB LATIMER

LAS VEGAS, N. M. —Imagine operating a phonograph route on which machines are serviced only once a year and location owners ship phonographs in by truck for repairs whenever there is a need! Sounds unbelievable, but that's exactly the situation with much of the phonograph and amusement routes operated by Mr. and Mrs. A. J. Roggow of Las Vegas.

Veterans of 10 years in the field, the Roggows own a string of 300 phonographs and games, operating in a territory made up of tiny hamlets separated by long distances in this arid, mountainous section of New Mexico. Many of the locations are tiny cantinas in hamlets which consist of only two or three houses, while others are grocery stores, mountain lodges and the like, as much as 50 miles from the next community.

**Profit**

How can such locations pay? The answer is simply that the in-

vestment is kept to an absolute minimum, according to Mrs. Roggow, who is on the job daily at the Las Vegas headquarters.

"A lot of our country locations, which extend out 40 miles in four directions are made up entirely of elderly 78 r.p.m. phonographs which would long ago have been junked in any other situation," she smiled.

"Some of our phonographs are old 12, 20, and 22 record machines and some of the pin games date back even farther. These are machines which would have no value otherwise but since they are of simple construction, require far less repairs than new machines, we can afford to put them out on location even where play is a matter of only a few nickels per week, and service them as frequently as once per year."

**Operation**

In deciding to stock the rugged area with phonograph locations, the Roggows bought up all of the elderly machines they could find, particularly those which would require the least amount of service. Then these machines are offered to location owners who would not be able to obtain phonograph music in any other way.

The deal offered thru the owners of crossroad grocery stores, cantinas which sell wine and beer to the largely Spanish population in this section of the State is 60-40, in return for which these location owners take on some unusual responsibilities. In operating over such long distances, Roggow explains the firm can scarcely afford

to send a serviceman out over long distances to repair the machine and change records. Consequently, it is up to the location owner to handle the repairs himself, or to simply ship the phonograph into Las Vegas headquarters for repair when necessary.

"This hasn't been as difficult as it sounds, inasmuch as most of the location owners regularly drive into Las Vegas at least once a month to buy supplies and it isn't any problem to load the out-of-service phonograph on a truck, and bring it in to be repaired while they are doing their shopping."

This, naturally, means the Roggows handle a heavy service load on weekends, but in view of the fact that the location owners go to a considerable amount of trouble to get the machines into the repair shop, they willingly keep a full mechanics staff on the job every Friday and Saturday.

**Record Changing**

Records are sent by mail or bus with instructions on how to change them. Occasionally, when a phonograph or pin game breaks down and is simple to repair, the tools and replacement parts are sent out parcel post with a set of instructions on how to handle the job.

Oddly enough, some of the pin games on location operate steadily, year after year, with only one service visit per year. "Out in some of the most remote areas, we service the machine on our annual fishing trip," Mrs. Roggow said. "Most of old pinball games have large cash boxes and it isn't unusual to find around \$75 worth of nickels collected in the machine which we split 60-40 with the location owner. These are old machines which are scarcely worth more than \$7.50 or \$10, but which represent the only kind of entertainment available to dwellers in the remote areas. Because the machine isn't likely to break down, we have found that one servicing per year, which includes paint up,

replacement of broken glass, tubes, etc., is usually enough."

**Summer Resorts**

One exception to the rule are phonograph and pin games installed at the largest near Red River, a popular resort 130 miles from Las Vegas. Here, during the summer months, when many fishermen congregate around Red River, the Roggows ship several truck loads of phonographs and amusement machines into the area, make regular service calls weekly, and bring the entire shebang back into Las Vegas when the summer fishing season ends.

"We probably get the most grateful co-operation from location owners in the country," Roggow said. "In many instances, the crossroads store and cantina operator, would have no other way to furnish entertainment to new customers and he is glad to make any sort of deal possible to get a machine of any age into his spot. By selling only elderly machines which can withstand heavy use and which are trucked into Las Vegas for repairs at the location owner's expense, we have been able to make even locations which at first glance show no profit possibilities at all pay enough to be worthwhile."

## Injunction Motion

• Continued from page 80

coin machine employees in an attempt to improve working conditions and that he has no association with any operating company or the other defendants.

Two pickets, Frank Nunziato and Joseph Messina swore that at no time did they threaten anyone and that their picketing was for the purpose of proclaiming that the locations were not serviced by Local 19.

A trial date will be set after the ruling on the temporary injunction is handed down.

## Denver Ops

• Continued from page 80

Among worse problems stemming from the practice is where operators who have serviced a spot for as long as 10 years, suddenly find themselves forced to buy the spot again or risk losing it to someone who will.

**Re-Buy**

When a location owner contacts the operator and informs him he has been offered an attractive price for the spot, the operator, of course, has no option other than to meet the amount.

According to a recent spot-check of operators, many of whom prefer not to be quoted, this has happened in at least 50 documented instances since the beginning of the year and is continuing to occur almost daily.

Besides diminishing the operators' already slim margin of profit, the practice has been crippling to distributors' sales as well. After putting out a sizable sum for a location, operators are seldom in a position to invest in a new machine.

All four of Denver's juke box distributors point to a virtual stalling of sales as a result.

Unfortunately, there doesn't appear to be any bright side to the coin either. A few operators who tried to convert newly bought locations to dime play to justify the expenditure were still met with resistance.

**Dime Play**

While some locations were willing to go along with a one tune for 10 cents set-up, they still insisted on a five for quarter arrangement, which in all cases nullified the gain.

All in all, operators found themselves investing money normally earmarked for new equipment, in just keeping the spots they had, with equipment replacement at a status quo.

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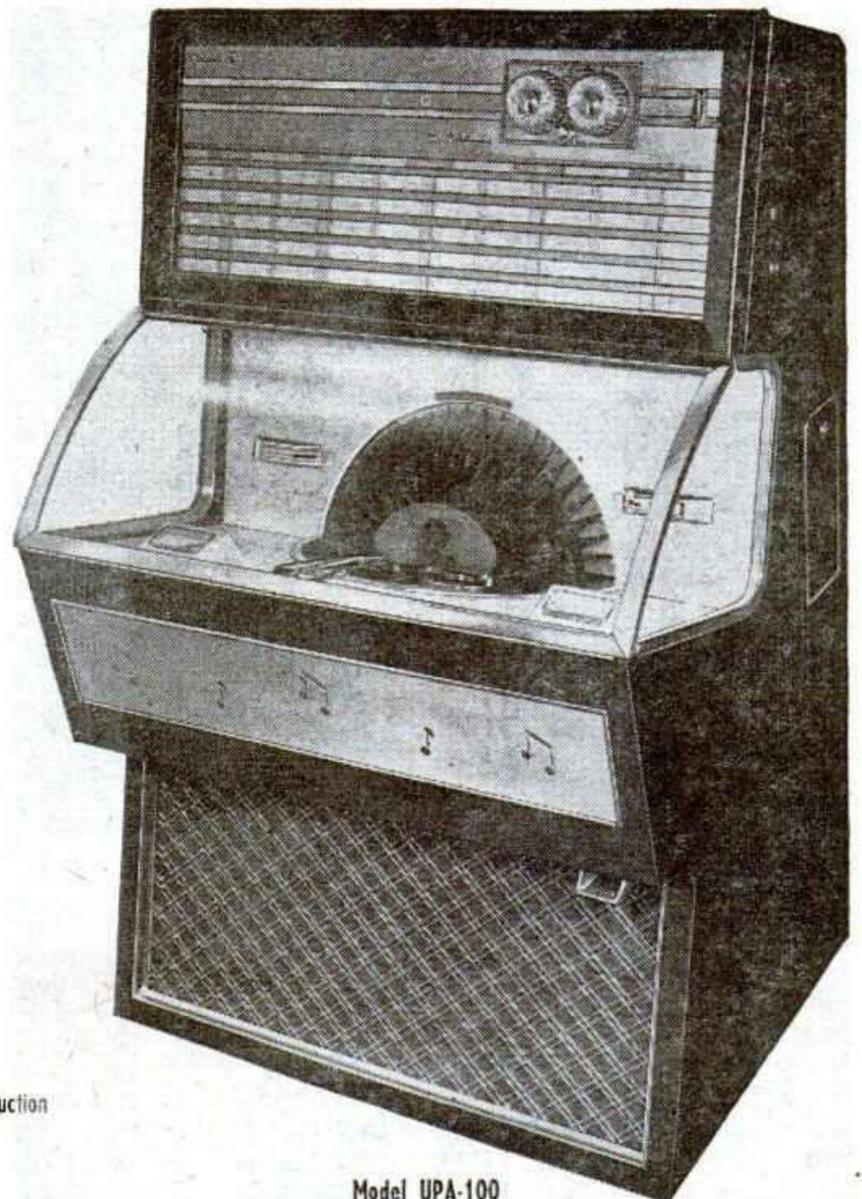
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## Ark. Pin Ops Tip-Toe Along Legal Tight-Rope

This is the eighth in a series on the effects of the U. S. Supreme Court ruling subjecting payoff pinballs to the \$250 gambling tax.

LITTLE ROCK, Ark. — The pinball situation in Arkansas, in light of the U.S. Supreme Court ruling putting pins on which there are payoffs in the category with gaming devices, has produced a paradoxical—and confusing—result in Arkansas.

Here's the way things are now: Free plays on the in-line games, or any other pins, are legal.

Since Arkansas has a race track and dog track, the people and

many tourists and visitors look to Arkansas for some form of chance and so some location owners are still paying off on in-line pins.

This is not strictly cricket, of course, and when such a location owner is caught the Internal Revenue agents confiscate the machine unless the \$250 tax has been paid.

### Seize Pins

Internal Revenue agents picked up 14 machines recently in Fort Smith. That has made some location owners more cautious than ever. All along, some have been reluctant to pay off since the Supreme Court ruling. But some have continued—but only to persons they knew. They would not pay off to strangers.

The paradox is that when an operator in Arkansas buys the \$250 federal gaming stamp he then violates the Arkansas State law, which has a strict anti-gambling act. However, it is not rigidly enforced in most counties.

It is in some. There are three cities where the local sheriffs have said they would not let the in-line pin games be played in their county because they have been ruled a gaming device. These cities are Blytheville, Pine Bluff and El Dorado.

The games are still played to some extent in Little Rock, Hot Springs, and other cities around the State. Officials in these cities have been overlooking the gaming law for years. They have shown

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## COMPARE MFG., SALES FIGURES ON COIN GAMES

CHICAGO — Of the new models of different types of games introduced by manufacturers to date in 1957, 26 per cent were five-ball pins. About 17 per cent were bowling games, including both ball bowlers and shuffles; about 15 per cent were pool units. Gms accounted for over 4 per cent; rolldowns over 4 per cent; in-line pins, over 3 per cent; baseball games over 1 per cent.

How do these new model introduction figures stack up with operator purchases?

A survey of 202 game operators completed by The Billboard last September, showed that of the total number of both new and used games purchased by operators in the first seven months of 1957, 21.7 per cent were five-ball pins; 45.5 per cent were bowling games; 4.4 per cent were pool games; 4.4 per cent were rifle guns; 20.3 per cent were in-line pins; 2.4 per cent were baseball games.

Arcade-type games, which accounted for from 13 to 14 per cent of new model introductions, accounted for under 1 per cent of operators' new and used game purchases. Kiddie rides accounted for under 15 per cent of new amusement piece introductions. (See accompanying story, this section.)

## Year's Game Output Under 100 Models

### Five-Balls Show Only Production Gain Of 1957; Pool Units Take Biggest Cutback

CHICAGO—For the first time in at least four years, introduction of new game models by manufacturers may fall under the 100 mark. The total to date stands at 91.

But the demise in the number of game models is easily understandable in a year that saw manufacturing turn from easy-to-produce pool games to 14-foot-and-over ball bowlers.

Five-ball pin games show the only location game increase to date, jumping from 21 in 1956 to 24 thus far this year. Kiddie ride models, however, moved from seven in 1956 to 13 in 1957.

Only three in-line pins were introduced to date in 1957, while 10 were bowed the previous year.

### Switch in Bowlers

Shuffle bowlers slid from four in 1956 to two in 1957, but a new category of bowlers — ball bowlers — introduced this year, accounted for 14 new models.

Pool games, which hit their peak in 1955-1956, totaled 52 last year, dropping to 14 to date in 1957. This category accounted in major part for the over-all drop, in new models this year.

Only one new baseball game was introduced this year, while three showed up in the 1956 parade. Just four new gun games were bowed in 1957, while six had appeared on the 1956 market.

With five-ball pins, ball bowlers and pool models leading 1957 production, just a dozen novelty type games—Arcade models and variety pieces — were bowed this year, as compared with about 30 such models in 1956.

### Drop May Continue

With fewer manufacturers producing coin games on a regular basis than in previous years, and with production still concentrated in large part on ball bowlers, the

(Continued on page 91)

## City to See Converted Pin Demonstration

MILWAUKEE — Beer City coinmen are expected to turn out in strong numbers December 19 at City Hall when the Common Council License Committee will witness a demonstration of amusement games equipment in the Council chambers.

The demonstration is being scheduled at the request of city and State legal officials anxious to make a final decision covering legality of converted pinball models.

Both city and State law prohibits use of plunger-operated pinball machines, along with prizes or free plays. Complaints stemming from incidents where locations

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## 500G Gottlieb Gift Sparks Hospital Fund

CHICAGO — A fund-raising drive for the building of a new hospital in Leydon Township has been sparked by a \$500,000 gift from the Gottlieb Foundation, headed by Dave Gottlieb, D. Gottlieb & Company president.

In June, 1956, in conjunction with his 30th wedding anniversary, Gottlieb announced an initial contribution of \$250,000 toward construction of the hospital, capping it recently with a second \$250,000 donation.

The seven-and-one-half-year-old Gottlieb Foundation has now contributed about \$1,250,000 to charity thru the years.

The West Towns Hospital Association, thru its president, Louis Zahn, recently announced the acquisition of seven acres of land on North Avenue one mile west of the Forest Preserves in Leydon Township for its hospital building site.

### Directors of Fund

Executive members of the organization, in addition to Dave Gottlieb, include Nathan Gottlieb, D. Gottlieb & Company vice-president; Walter Gordon, president of

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## Phoenix Op's Bowl Tourney Brings Results

PHOENIX, Ariz.—Ben Spalding, games operator here, has players thruout the State taking part in a bowling game tournament that offers an all-expense paid vacation for two in Las Vegas as a grand prize.

Spalding has used a similar sort of tournament to get higher grosses on other types of games in other years.

Each location owner is furnished with a kit of contest materials including entry forms, rules, recording system and other aids.

The location owner supervises each contest, forwarding the results at regular intervals. Prizes are awarded to runners-up as well as to the grand prize winner.

Location owners chip in with league prizes of their own, further stimulating play, and moving entrants up to compete for the grand prize.

Spalding reports play up in almost every instance, and there is every indication that 1957 will be far ahead of 1956.

## U. S. Coin Exports Top \$20 Million Thru Third Quarter of 1957 Year

### September Shipments String Seventh Consecutive \$2,000,000 Plus Month; Games Strong

CHICAGO—Seventy-five thousand U. S. coin machines valued at over \$20,000,000 were exported the first nine months of 1957.

Juke box, game and vending machine shipments, totaling over \$2,000,000 per month in March thru September, are racking up the biggest year in the history of coin machine export trade.

Seven markets are accounting for roughly three-quarters of this trade: Belgium, West Germany, Venezuela, Canada, Switzerland, the Netherlands and Italy. From the majority of these countries many of the U. S. machines are in turn shipped to all parts of the world. The European ports of Antwerp, Amsterdam, Rotterdam and Hamburg, in particular, are receiving and distribution points

of U. S. coin machines which find markets thruout the world.

### Juke, Game Shipments

Markets in Belgium, Germany, Canada and Switzerland take large monthly shipments of both juke boxes and games, while markets in Venezuela, Cuba, Mexico and other Latin nations concentrate on juke box imports.

Italy has blossomed into a top market for games, especially of the five-ball pin variety. Large quantities of five-balls, in-lines, shuffles and other games find their way every month into locations on the Continent. Germany and France are top five-ball pin markets, with Belgium seeming to prefer the in-line pins.

The outstanding international demand for late-model and new five-

ball pins has been a factor in the expansion of production of these games by U. S. manufacturers. Gottlieb and Williams continue a steady output on these games, with Bally and Genco now joined in.

Vending machines have yet to establish a lively export trade. Only Canada rates as an impressive market for U. S. venders to date. European countries take only sporadic and token quantities, while the Latin nations seldom take any at all.

### Sleeping Markets

Still other major potential markets await only an easing or lifting of trade restrictions to establish heavy trade in coin machines. Markets in Great Britain, Brazil, Argentina and other nations could

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## Strike Hurts Gotham Game, Juke Receipts

• Continued from page 80

A mild slump usually sets in after the holidays.

Unlike some other merchants, the coin machine operator can never recover his losses. The retail establishment who doesn't sell a living room set or a pair of shoes because of the strike will probably make the sale as soon as the strike ends. But the dimes that haven't been dropped in the juke box or shuffle alley are gone forever.

## Moore Exports Bingos to Belgium

FREEMONT, L. I., N. Y.—The Sandy Moore Distributing Company is exporting bingos at the rate of 150 a month, with most of the machines going to Belgium.

The firm is sending about 500 letters to operators all over the nation. These letters say that Sandy Moore will buy "anything from Surf Clubs to Sun Valleys."

Gage Foreman, a company executive, said that various municipalities are cracking down on bingos and the market for these games is shrinking at the same time the export market is expanding.

The \$250 federal tax on bingos is also causing many American operators to unload their machines on the export market.

## COIN MACHINE EXPORTS September, 1957

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium .....	546	\$ 314,417	1,191	\$126,614	150	\$ 4,250	1,887	\$ 445,281
West Germany...	321	237,665	140	34,130	29	10,975	490	282,770
Venezuela .....	289	258,570	15	3,920	—	—	304	262,490
Canada .....	186	91,125	175	40,190	605	105,675	966	236,990
Switzerland .....	139	95,492	188	97,234	—	—	327	192,726
Netherlands .....	151	96,570	15	6,665	—	—	166	103,235
Italy .....	—	—	305	80,198	—	—	305	80,198
Guatemala .....	22	18,423	100	54,876	—	—	122	73,299
Austria .....	87	66,213	—	—	—	—	87	66,213
Cuba .....	126	53,833	24	10,859	—	—	150	64,692
Mexico .....	36	27,987	—	—	—	—	36	27,987
British Malaya ...	15	4,050	91	9,350	—	—	106	13,400
United Kingdom ..	4	5,050	—	—	61	2,078	65	7,128
Norway .....	—	—	105	4,575	—	—	105	4,575
Other Countries ..	189	130,655	320	49,286	119	11,158	628	191,099
<b>Total .....</b>	<b>2,111</b>	<b>\$1,400,050</b>	<b>2,669</b>	<b>\$517,897</b>	<b>964</b>	<b>\$134,136</b>	<b>5,744</b>	<b>\$2,052,083</b>

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.

(For 10-week period ending with issue of December 2, 1957)

**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.

### MUSIC MACHINES

	High	Low	Mean Avg.
<b>AMI</b>			
Model C-40	\$ 69.00	\$ 69.00	\$ 69.00
Model E-40 (53) 40 sel., 78 RPM	225.00	225.00	225.00
Model E-80 (53) 80 sel., 45 RPM	350.00	350.00	350.00
Model E-120 (53) 120 sel., 45 RPM	425.00	350.00	375.00
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	565.00
<b>ROCK-OLA</b>			
1432 (50-51) 50 sel., 78 RPM	\$ 95.00	\$ 95.00	\$ 95.00
1432 Rocket	95.00	95.00	95.00
1434 (50-51) 50 sel., 78 RPM	175.00	135.00	145.00
1434 Fireball	195.00	135.00	195.00
1434 Rocket	150.00	135.00	135.00
1436 A-(53) 120 sel., 45 RPM	175.00	175.00	175.00
1438 (54) 120 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	445.00	445.00	445.00
<b>SEEBURG</b>			
HM-100-Hideaway (9/49)	\$149.50	\$149.50	\$149.50
M-100-A (9/49) 100 sel., 78 RPM	195.00	69.50	185.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	375.00	395.00
M-100-C (5/52) 100 sel., 45 RPM	525.00	65.00	495.00
HF-100-G (9/53) 100 sel., 45 RPM	695.00	575.00	575.00
HF-100-R	695.00	675.00	675.00
100-W (9/53)	575.00	575.00	575.00

	High	Low	Mean Avg.
<b>WURLITZER</b>			
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	50.00	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	115.00	69.50	115.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	124.50	165.00
1450 (51) 48 sel., 45 or 78 RPM	150.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	299.50	149.50	175.00
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	275.00	275.00
1650 (53) 48 sel., 45 RPM	325.00	225.00	295.00
1650A (54) 48 sel., 45 RPM	325.00	225.00	225.00
1700 (54) 104 sel., 45 RPM	625.00	495.00	515.00
1800 (2/55) (W)	825.00	135.00	675.00

### TABLET GAMES

	High	Low	Mean Avg.
<b>BALLY</b>			
Atlantic City (5/52)	\$ 65.00	\$ 55.00	\$ 65.00
Beach Beauty (1/55)	210.00	30.00	175.00
Beach Club (7/53)	75.00	30.00	30.00
Beauty (11/52)	75.00	55.00	75.00
Big Time (1/55)	245.00	110.00	125.00
Bright Lites (5/51)	55.00	55.00	55.00
Bright Spot (11/51)	65.00	65.00	65.00
Broarway (12/55)	270.00	65.00	250.00
Convoy Island (9/52)	55.00	45.00	45.00
Dude Ranch (9/51)	75.00	45.00	60.00
Frolic (10/52)	80.00	65.00	65.00
Gavety (3/55)	75.00	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)	65.00	45.00	55.00
Miami Beach (9/55)	145.00	110.00	125.00
Nite Club (3/56)	265.00	210.00	245.00
Palm Beach (7/52)	85.00	40.00	40.00
Palm Springs (11/52)	65.00	55.00	60.00
Spot Lite (1/52)	65.00	45.00	45.00
Surf Club (3/54)	60.00	40.00	55.00
Variety (9/54)	85.00	70.00	75.00
Yacht Club (6/53)	55.00	30.00	55.00

	High	Low	Mean Avg.
<b>CHICAGO COIN</b>			
Tahiti (10/49)	\$ 75.00	\$ 75.00	\$ 75.00
<b>GENCO</b>			
Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00
<b>GOTTLIEB</b>			
Arabian Knights (11/53)	\$125.00	\$ 95.00	\$115.00
Auto Race (9/56)	270.00	235.00	245.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	65.00	35.00	65.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	245.00	235.00	245.00
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	130.00
Derby Day (4/56)	210.00	185.00	195.00
Diamond Lill (12/54)	140.00	120.00	125.00
Dragonette (6/54)	175.00	135.00	150.00
Duette (3/55)	195.00	150.00	175.00
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	165.00
Gold Star (8/54)	150.00	125.00	140.00
Grand Slam (4/53)	60.00	35.00	50.00
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	125.00	170.00
Happy Days (7/52)	65.00	65.00	65.00
Harbor Lites (2/56)	195.00	185.00	195.00
Hawaiian Beauty (5/54)	125.00	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
Jubilee (5/55)	275.00	210.00	210.00
Jumbo (10/54)	235.00	225.00	225.00
Marathon (10/55)	245.00	215.00	245.00
Lady Luck (9/54)	150.00	105.00	125.00
Lovely Lucy (2/54)	110.00	60.00	110.00
Marble Queen (6/53)	85.00	85.00	85.00
Mystic Marvel (3/54)	125.00	95.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	100.00	60.00	100.00
Poker Face (8/53)	85.00	60.00	75.00
Quarett (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
Rose Bowl (10/51)	50.00	35.00	35.00
Score-Board (3/56)	275.00	185.00	225.00
Sea-Belles (8/56)	295.00	285.00	285.00
Shindig (9/53)	110.00	60.00	100.00
Skill Pools (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	135.00	175.00
Treador (6/56)	386.00	275.00	275.00
Tournament (8/55)	225.00	210.00	225.00
Twin Bill (1/55)	150.00	145.00	150.00
Wishing Well (9/55)	185.00	145.00	175.00

	High	Low	Mean Avg.
<b>UNITED</b>			
ABC (2/52)	\$545.00	\$545.00	\$545.00
Caravan (1/56)	225.00	50.00	200.00
Circus (8/52)	25.00	25.00	25.00
Havana (2/54)	80.00	55.00	80.00
Hawaii (6/54)	120.00	120.00	120.00
Manhattan (4/55)	80.00	60.00	60.00
Nevada (8/54)	43.00	43.00	43.00
Pixie (9/55)	145.00	70.00	75.00
Ria (11/53)	25.00	25.00	25.00
Singapore (10/54)	40.00	40.00	40.00
Stardust (4/56)	225.00	150.00	210.00
Starlet (11/55)	225.00	50.00	125.00
Trip Play (8/55)	85.00	65.00	65.00
Tropicana (1/55)	75.00	75.00	75.00
Tropics (7/55)	145.00	145.00	145.00

	High	Low	Mean Avg.
<b>WILLIAMS</b>			
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)	55.00	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
Fairway (6/53)	40.00	40.00	40.00
Grand Champion (8/53)	80.00	35.00	80.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	50.00	50.00
Hong Kong (10/52)	50.00	50.00	50.00
Jalopy (8/51)	55.00	40.00	40.00
King of Swat	225.00	215.00	215.00

	High	Low	Mean Avg.
Lazy Q (2/54)	\$ 35.00	\$ 35.00	\$ 35.00
Lu Lu (12/54)	135.00	135.00	135.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	50.00	50.00	50.00
Peter Pan (4/55)	150.00	135.00	135.00
Quarterback (10/49)	195.00	185.00	195.00
Race the Clock (1/55)	200.00	100.00	150.00
Rainbow 5 Ball (11/48)	275.00	265.00	265.00
Regatta (10/55)	135.00	95.00	135.00
Screamo (4/54)	75.00	75.00	75.00
Silver Skates (2/53)	50.00	50.00	50.00
Sky Way (9/54)	85.00	60.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spitfire (2/55)	110.00	75.00	110.00
Star Pool (10/54)	110.00	75.00	85.00
Struggle Buggie (12/53)	55.00	45.00	45.00
Slugfest (3/52)	45.00	45.00	45.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53)	70.00	35.00	70.00
Thunderbird (5/54)	125.00	115.00	115.00
Three Deuces (8/55)	180.00	145.00	180.00
Super World Series (4/51)	60.00	60.00	60.00
Wonderland (5/55)	135.00	125.00	130.00

### SHUFFLE GAMES

	High	Low	Mean Avg.
Ace Bowler (CC) (9/50)	\$295.00	\$ 95.00	\$195.00
Advance Bowler (CC) (5/53)	199.50	95.00	100.00
American Bank (American Shuffleboard) (5/52)	250.00	225.00	225.00
Arrow (CC)	375.00	250.00	315.00
Banner (U) (8/54)	325.00	155.00	240.00
Bikini (K) (6/54)	195.00	125.00	150.00
Bonus Bowler (K) (3/54)	190.00	75.00	125.00
Bonus Score Bowler (CC) (4/55)	395.00	275.00	345.00
Bowlette (G) (7/50)	40.00	40.00	40.00
Broadway Alley (U)	225.00	195.00	195.00
Capital Deluxe Shuffle Games	435.00	225.00	365.00
Capitol (U) (6/55)	350.00	225.00	295.00
Carnival (K) (5/53)	125.00	45.00	85.00
Cascade (U) (2/53)	50.00	50.00	50.00
Century (K) (6/54)	295.00	175.00	210.00
Champion (B) (5/54)	300.00	125.00	195.00

	High	Low	Mean Avg.
Olympic (U) (8/54).....	\$135.00	\$ 70.00	\$ 75.00
Original .....	95.00	50.00	70.00
Pacemaker (K) (9/53)....	149.50	50.00	85.00
Palisade (K) .....	55.00	55.00	55.00
Playtime Bowler (CC) (10/54) .....	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54) .....	265.00	99.50	175.00
Rocket (B) (8/54).....	275.00	175.00	275.00
Royal (U) (8/54).....	190.00	75.00	110.00
Score-A-Line (CC) (9/55) 475.00	425.00	425.00	425.00
Shuffle Alley Deluxe, 6 Player (U) (10/51)...	85.00	30.00	60.00
Shuffle Alley, 6 Player (K)...	85.00	45.00	55.00
Shuffle Alley, 10 Player (K)...	95.00	50.00	60.00
Shuffle Alley, 11th Frame... 335.00	150.00	195.00	195.00
Shuffle Alley Deluxe, 11th Frame (U) .....	325.00	175.00	255.00
Shuffle Pool (Ge) (11/53) 99.50	39.50	85.00	85.00
Six Player (CC) .....	50.00	45.00	45.00
Six Player Deluxe (K)....	65.00	45.00	45.00
Six Player Deluxe (U)....	65.00	40.00	45.00
Six Player, 10th Frame (U) 75.00	55.00	70.00	70.00
Speedlane Bowler (K)....	275.00	275.00	275.00
Speedy (U) (8/54).....	135.00	135.00	135.00
Star, 5 Player (U) (7/52)...	95.00	34.50	45.00
Star, 10th Frame (U) (9/52) .....	110.00	29.50	60.00
Starlite (CC) (5/54).....	295.00	145.00	195.00
Super Bonus Deluxe (U)...	425.00	345.00	375.00
Super Frame (CC) (5/54)...	295.00	95.00	165.00
Super Match Bowler (CC) (10/52) .....	75.00	50.00	55.00
Super Six (U) (3/52)....	100.00	29.50	75.00
Targette (U) .....	100.00	100.00	100.00
Targette Deluxe (U) (8/54) 32.00	95.00	195.00	195.00
Team Bowler (U) (1/54)...	295.00	100.00	165.00
Team Bowler (K) (10/52) 75.00	49.50	50.00	50.00
Tenth Frame (K) .....	75.00	35.00	60.00
Tenth Frame Bowler (CC)...	95.00	40.00	60.00
Thunderbolt (CC) .....	395.00	265.00	295.00
Triple Score Bowler (CC) (6/53) .....	65.00	65.00	65.00
Triple Strike Bowler (CC)...	175.00	175.00	175.00
Venus Deluxe (U) (3/55) 350.00	225.00	275.00	275.00
Victory Bowler (B) (5/54) 295.00	145.00	195.00	195.00
Vinus Bowler .....	385.00	225.00	325.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ex—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Mutoscope; R—Rovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Wahne.

AA Gun (K) '48).....	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/46)...	30.00	25.00	25.00
Advance Shockers .....	22.50	22.50	22.50
Air Football .....	225.00	195.00	225.00
Air Hockey .....	325.00	250.00	325.00
Air Raider (K) ('48).....	125.00	125.00	125.00
All Star Baseball (W)....	195.00	100.00	175.00
Anti Aircraft .....	99.50	99.50	99.50
Atomic Bombers (M).....	125.00	100.00	125.00
Auto Photo (AP).....	1995.00	1795.00	1795.00
Balloonamat Capitol P (1/55) .....	295.00	295.00	295.00

	High	Low	Mean Avg.
Baseball (Sc) .....	\$ 79.50	\$ 79.50	\$ 79.50
Baseball, 2 Player (G)....	175.00	125.00	145.00
Basketball (G) .....	225.00	225.00	225.00
Basketball (CC) .....	195.00	155.00	195.00
Basketball Champ (CC)...	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)...	145.00	125.00	145.00
Bat-A-Score Sr. (Ev) (8/48) .....	145.00	145.00	145.00
Bert Lane Merry-Go-Round. 275.00	275.00	275.00	275.00
Big Broncho (1/51).....	345.00	325.00	325.00
Big Inning (B) ('47)....	129.50	65.00	85.00
Big League Baseball (W) (3/51) .....	145.00	145.00	145.00
Big League Baseball (W) (2/54) .....	195.00	135.00	175.00
Big Top (G) (6/54).....	250.00	250.00	250.00
Bingo Roll .....	150.00	125.00	150.00
Bonus Deluxe (U) .....	350.00	300.00	325.00
Bonus Gun (U) (1/55)....	210.00	210.00	210.00
Broncho Horse (Ex) (10/47) .....	275.00	375.00	375.00
Card Vendor (Ex).....	50.00	45.00	50.00
Carnival Deluxe (U).....	295.00	150.00	245.00
Carnival Gun (U) (10/54) 175.00	150.00	150.00	150.00
Champion Baseball (G)...	215.00	185.00	185.00
Champion Hockey ('46)...	125.00	125.00	125.00
Coon Gun (S) .....	175.00	125.00	175.00
Coon Hunt (S) (2/54)....	125.00	95.00	95.00
Dale Gun (Ex).....	65.00	65.00	65.00
Defender (B) ('40).....	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52) .....	195.00	95.00	135.00
Drivemobile (M) (7/54)...	195.00	195.00	195.00
500-Shooting Gallery (Ex) (3/55) .....	175.00	85.00	175.00
Flash Hockey (Coinex) (9/46) .....	99.50	75.00	99.50
Flying Saucer (M) (6/50)...	125.00	60.00	125.00
Football (M) .....	275.00	275.00	275.00
Goalee (CC) (1/46).....	95.00	65.00	95.00
Gun Patrol (Ex) (5/51)...	150.00	62.00	95.00
Cypsy Fortune Teller.....	10.00	10.00	10.00
Harvard Metal Typer .....	125.00	125.00	125.00
Heavy Hitter (B).....	65.00	50.00	50.00
Hi-Ball (Ex) (2/38).....	95.00	75.00	75.00
Hockey (CC) .....	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54) .....	200.00	175.00	195.00
Jet Fighter (W) (10/54)...	225.00	150.00	225.00
Jet Gun (Ex) (12/51)....	75.00	75.00	75.00
Jumping Jack (G) (1/52)...	85.00	35.00	75.00
Jungle Gun (U) (7/54)...	185.00	135.00	150.00
Kicker & Catchers.....	52.50	52.50	52.50
K O Fighter .....	395.00	345.00	350.00
Lite League (W) (2/54)...	75.00	75.00	75.00
Lord's Prayer (M) (6/56)...	395.00	395.00	395.00
Lovemeter (Ex) .....	25.00	25.00	25.00
Mauser Pistol (Ex).....	89.50	89.50	89.50
Mercury Counter Gripper... 25.00	25.00	25.00	25.00
Midget Movies (CC) .....	145.00	125.00	125.00
Midget Skeeball (CC)....	175.00	145.00	145.00
Mill Scales .....	65.00	35.00	50.00
Name Plate (R) .....	150.00	125.00	125.00
Moon Rides (B) (5/54)...	295.00	200.00	250.00
Panoram (Mills) .....	325.00	325.00	325.00
Pennant Baseball (W)....	100.00	95.00	100.00

	High	Low	Mean Avg.
Periscope (CC) .....	\$100.00	\$ 95.00	\$ 95.00
Photomatic (M) (1/50)...	395.00	245.00	275.00
Photomatic Deluxe (M) (2/36) .....	245.00	245.00	245.00
Pistol (CC) (1/49).....	75.00	75.00	75.00
Pistol Pete (CC).....	99.50	45.00	75.00
Pistol Target Skill.....	15.00	15.00	15.00
Pitch'm & Bat'm (S).....	175.00	125.00	175.00
Polar Hunt (W).....	395.00	325.00	345.00
Pop Up .....	20.00	20.00	20.00
Quarterbacks (G) (9/55)...	195.00	140.00	185.00
Ranger (K) .....	295.00	250.00	295.00
Rapid Fire (B).....	125.00	110.00	110.00
Rifle Gallery (G) (6/54)...	175.00	150.00	165.00
Round the World Trainer (CC) (10/53) .....	375.00	325.00	325.00
Royal Mustang Horse .....	375.00	375.00	375.00
Safari (W) (2/54).....	365.00	225.00	313.00
Set Shot Basketball (Munves) (6/52) .....	295.00	225.00	275.00
Shoe Brush Up .....	95.00	95.00	95.00
Shoot the Bear (S).....	195.00	65.00	125.00
Shooting Gallery (Ex) (6/54) .....	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55) .....	150.00	100.00	150.00
Silver Bullets (Ex) (11/4)...	125.00	125.00	125.00
Silver Gloves (M).....	195.00	175.00	195.00
Six Shooter (Ex) .....	75.00	75.00	75.00
S K Grip Vue.....	30.00	20.00	20.00
Sky Fighter (M) (9/53)...	125.00	125.00	125.00
Sky Gunner (G) (9/53)...	125.00	125.00	125.00
Sky Gunner (CC) .....	125.00	125.00	125.00
Sky Rocket (G) (5/55)...	195.00	185.00	195.00
Smiley (Pioneer) (8/46)...	15.00	10.00	10.00
Space Gun (Ex) .....	125.00	85.00	95.00
Space Ranger (Deco)....	295.00	224.50	295.00
Space Ship .....	275.00	95.00	135.00
Speed Boat (B) (7/53)...	325.00	275.00	325.00
Sportland (Ex) (11/51)...	120.00	120.00	120.00
Sportsman (K) (11/54)...	185.00	175.00	175.00
Standard Metal Typer F S... 275.00	275.00	275.00	275.00
Star Series (W) (4/49)...	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54) .....	195.00	150.00	185.00
Steeple Chase .....	395.00	395.00	395.00
Submarine (K) (1/42)...	125.00	125.00	125.00
Super Home Run (CC) (3/54) .....	125.00	125.00	125.00
Super Jet (CC) (4/53)....	175.00	175.00	175.00
Super Jet (CC) (8/53)...	295.00	295.00	295.00
Super Pennant (W) .....	175.00	145.00	175.00
Super Slugger (U) (7/55)...	395.00	295.00	350.00
Telequiz (T) (1/49).....	65.00	65.00	65.00
Ten Strike (E) ('46).....	85.00	75.00	85.00
3-D Theater (M) (12/53) 199.50	199.50	199.50	199.50
Three-of-a-Kind .....	20.00	18.00	18.00
Three Way Gripper (Gb)...	25.00	25.00	25.00
Treasure Cove (Ex) (6/55) 225.00	225.00	225.00	225.00
Trigger Horse (E) (7/53)...	395.00	395.00	395.00
Undersea Raider (2/46)...	125.00	115.00	125.00
Voice-O-Graph (M) (4/46) 395.00	395.00	295.00	295.00
Wild West (G) (2/55)...	65.00	65.00	65.00
Wizard 5c .....	20.00	19.50	19.50
Wizard Whiz .....	25.00	18.00	20.00
World Series (W) (4/51)...	50.00	50.00	50.00
Zingo (U) (1/51).....	65.00	65.00	65.00

LET'S TALK COMMON SENSE...

We are making a nationwide request to everyone to notify us immediately of available quantities of Bingos and Shuffle Alleys. We will pick up at your door within a 400-mile radius. If quantity is large enough we will pick up anywhere. Ready cash is waiting!

TO OUR OPERATORS OVERSEAS...

Our constant shortage of equipment indicates large and fast turnover. You can only have this situation when you do more business than anyone else. Do business with a successful distributor. Cable today! INAMCOM.

**INTERNATIONAL SCOTT GROSSE COMPANY**  
 SCOTT GROSSE COMPANY  
 1423 SPRING GARDEN STREET, PHILADELPHIA 30, PA.  
 Rittenhouse 6-7712  
 Branch: 819-821 Lockawanna Ave., Scranton, Pa.  
 Exclusive Dist. for Bally in E. Pa. and Rock-Ola in E. Pa., So. Jersey and Del.

**WANTED**  
**GOOD BINGO MECHANIC!**  
**GOOD PAY!**  
**STEADY WORK!**  
**NO DRIFTERS!**  
**WRITE TO BOX 912**  
 The Billboard, 188 W. Randolph St., Chicago 1, Illinois

when answering ads...  
**SAY YOU SAW IT IN THE BILLBOARD!**

D. C. Ops Halt

Continued from page 80

holiday season. "We want to be fair to Mr. Bowles and East Coast," Squitiero says, "so the plan was suspended. We'll use only our own mechanics during the month." By the same token, East Coast wants to be fair to Hirsch when it finds business stepping up and a greater need for mechanics.

Squitiero is enthusiastic about the combined service plan, and hopes that the temporary suspension won't discourage operators from going ahead in the same direction. Problems could not all be foreseen, he says, but they can all be solved. "We've learned a lot, and will be better prepared when the plan resumes next month, he says.

Coin Exports

Continued from page 85

boom overnight if restrictions were lifted.

September exports, valued at a healthy \$2,052,000, nevertheless showed a big drop from August's \$2,564,000 and were actually the lowest in value since February's \$1,772,000. Since March, each month's exports totaled over \$2,000,000, with March's run hitting the all-time record for one month, \$2,833,870.

Belgium again led all other markets, with a total of \$445,281 during September. Its August run topped \$500,000. It was the leading juke box market in September and the top game importer. (See chart, this section.)

COINMEN YOU KNOW

Chicago

By NICK BIRO

Preparations for the holidays are uppermost in most operators' dis-

tributors' and manufacturers' minds. And a record cold snap, with the mercury hovering around zero has been more than adequate to set the (Continued on page 88)

we're popping our buttons WITH PRIDE

over the solid success of our 8th Annual A.A.M.O.N.Y. Banquet. Most gratifying has been your enthusiastic response and expressions of appreciation for this long-to-be-remembered evening of good fellowship.

A low sweeping bow to you all for making this affair bigger and better each year.

Season's Greetings from the...

**ASSOCIATED**  
**AMUSEMENT MACHINE OPERATORS**  
 OF NEW YORK, INC.

14 FT. BOWLERS...\$475

**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 ..... 85.00
- Yacht Club ..... 55.00
- Spot Lite ..... 45.00



**ARCADE**

- Cross Country ..\$175.00
- United Slugger .. 225.00
- Genco Fi Fly ... 195.00
- Photomatic ..... 245.00
- Quarterback ... 185.00
- Mooligan Pool .. 85.00
- Sportsman Gun .. 175.00
- Rifle Gallery .. 145.00
- Champion Base-ball .. 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

**5 BALLS**

- Southern Belle ...\$170
- Jockey Club ..... 110
- Diamond Lil ..... 125
- Gold Star ..... 140

**MUSIC MACHINES**

- AMI D-40 .....\$175
- AMI F-120 ..... 495
- AMI G-120 ..... 575
- Seeburg 100 A ..... 185

**PURVEYOR**  
DISTRIBUTING CO.

Better Buys

4322-24 N. WESTERN AVE.  
CHICAGO, ILLINOIS  
JUNIPER 8-1814

**NOW DELIVERING**

- ★ Bally A.B.C. Champion Bowling Lanes
- ★ Bally Sun Valley, Circus, Carnival, The Bike, The Champion Model T and Toonerville Trolley
- ★ Rock-Ola Phonos—50-120-200 Selection

WRITE OR CALL FOR PRICES

★ ★ SPECIAL ★ ★

- 1432 Rock-Ola, 50 Selection, 78 or 45 R.P.M. ....\$ 95.00
- 1434 Rock-Ola, 50 Selection, 45 R.P.M. .... 145.00
- Like new A.B.C. Bally Bowling Lanes, 11 ft. .... 495.00
- 14 ft. .... 545.00
- Bally Jumbo Bowler ..... 295.00
- Bally King Pin Bowler ..... 295.00
- ChiCoin Ska Bowl ..... 245.00

**BINGO GAMES**

- Gayety .....\$ 65.00
- Gaytime ..... 95.00
- Yacht Club ..... 30.00
- Palm Beach ..... 40.00
- Variety ..... 85.00
- Miami Beach ..... 125.00
- Parade Ranch ..... 245.00
- Dude Ranch ..... 45.00
- Big Time ..... 125.00

**ARCADE**

- United Carnival Gun .....\$125.00
- Bally Bull's-Eye Kiddie Gun ..... 225.00

**5 BALLS**

- Snafu .....\$125.00
- Capri ..... 125.00
- Blonde ..... 145.00
- Mystic Marvel ..... 95.00
- Grand Slam ..... 50.00
- Balls-a-Poppin' ..... 245.00

All machines have been checked, cleaned and ready for location.

**CALDERON DISTRIBUTING, INC.**

433 N. Alabama St. Phone: MElrose 4-8468 Indianapolis, Indiana



**IT'S NO SECRET . . . FOR BETTER EQUIPMENT ANYTIME, EVERYONE GOES TO WORLD WIDE!**

**BINGO GAMES**

- KEY WEST .....\$375
- BIG SHOW ..... 325
- DOUBLE HEADER ..... 245
- NITE CLUB ..... 245
- BROADWAY ..... 225
- GAYTIME ..... 135
- GAYETY ..... 85
- MIAMI BEACH .....\$145
- BIG TIME ..... 145
- VARIETY ..... 95
- BRAZIL ..... 235
- STARDUST ..... 150
- STARLET ..... 125
- PIXIES ..... 95

**5-BALL GAMES**

- ROYAL FLUSH .....\$295
- ACE HIGH ..... 275
- RAINBOW ..... 235
- AUTO RACES ..... 235
- CLASSY BOWLER ..... 215
- DERBY DAY ..... 195
- HARBOR LITES ..... 175
- FRONTIERSMAN ..... 155
- HAWAIIAN BEAUTY ..... 125
- DIAMOND LILL ..... 115
- 4-PI. MAJESTIC .....\$415
- 4-PI. REGISTER ..... 310
- 4-PI. SCOREBOARD ..... 225
- 3-PI. CONTINENTAL CAFE .. 365
- 2-PI. FLAGSHIP ..... 310
- 2-PI. FAIRLADY ..... 285
- 2-PI. SEA BELLES ..... 275
- 2-PI. MARATHON ..... 245
- 2-PI. BALLS-A-POPPIN' .. 175
- 2-PI. BLONDIE ..... 155

**ARCADE EQUIPMENT**

- Wms. KING OF SWAT .....\$225
- Genco SKY ROCKET ..... 195
- Genco STATE FAIR ..... 275
- United CARNIVAL GUN .....\$145
- Williams CRANE ..... 110
- Exh. SHOOTING GALLERY .. 95

All Reconditioned Equipment in Stock—Prompt Shipment!

Cable Address "GAMES," Chicago

Terms: 1/3 Deposit, Balance Sight Draft.



Chicago 47

2330 N. Western Ave.

Phone: EVerglade 4-2300

when answering ads . . . Say You Saw It in The Billboard

**COINMEN YOU KNOW**

Continued from page 87

mood. Among music operators, the programming of Christmas disks is well under way, with one-stops and record distributors getting calls for everything from old favorites like Crosby's White Christmas to current climbers like "Santa and the Satellite" by Buchanan and Goodman.

Jim O'Dwyer at Music Box One-Stop, South Side diskery appeared somewhat harried by a flood of late yule orders. Among operators stopping in for last-minute purchases were Steve and George Walsh; Ray Gallet of Paschke Phonograph Service; Jerry Frazin, Acme Automatic Music Company; Paul Brown, Western Automatic Music, Inc., and Ed Bukala of the operation bearing his name.

Earl Kies, Apex Music head, and acting president of Recorded Music Service Association, is spending a good deal of time looking over travel folders. He and his young son plan to take a short vacation soon, probably to Mexico. Glad to hear that Phil Levin who recently resigned as RMSA president due to ill health, is getting along very well and visiting his office per usual.

The operator service school set up jointly by four of Chicago's distributors is still going strong and well received by servicemen and mechanics. Session last Wednesday was at World Wide Music, with this week's meeting slated for Coven Distributing Company. Next week's meet slated for Automatic Phonograph will be either postponed or re-slated due to the holidays, according to Mike Spagnola. Final plans will be announced.

Spagnola, incidentally, has been up to his ears with the firm moving to new quarters last week on West North Avenue. The building is completely modern with adequate parking facilities. Bill McGuire at Lormar, West Side one-stopper, reports holiday business maintaining a steady clip. The firm is also doing a volume business with their sales of used and new records to drug and variety stores. Lormar has the contract with Walgreen offering disks at the cut-rate 29-cent price. He buys up used disks from operators for 12 cents each.

Kurt Kluever, Rock-Ola's busy assistant sales manager, had a scare when his eldest daughter suffered an accident injuring her back. However a doctor's examination proved nothing serious relieving both father and daughter. Kluever by the way, is one man who believes in really getting into the Christmas spirit. His home is fully decorated with colored lights with a phonograph speaker on the outside playing Christmas carols all during the holidays.

Herb Perkins, Purveyor Distributing, back from a West Coast trip, where he checked his interests in the rodeo business. Herb's adding a new truck and more personnel to his growing shop force. Purveyor secretary, Marie Hopp, says she's retired from her bowling career, but plans a Christmas hop to Florida.

Dave Gottlieb, D. Gottlieb & Company president, has an-

nounced another \$250,000 donation to a fund for the building of a new hospital in Leydon Township. Funds from the Gottlieb Foundation donated to the hospital project now total \$500,000. Isadore Edelman, Edolite Products, Detroit, in town last week visiting with local coin machine friends. Iz recently returned from a tour of Europe.

**New York**

By AARON STERNFIELD

One of the worst blizzards of the year here Wednesday night (11) failed to keep about a dozen members of the New York Operators Guild from the monthly meeting at the Palantine Hotel in Newburgh. Among those braving the storm were Mrs. Gertrude Browne and Mac Douglas, Paramount Vending, Beacon; Jac Wilson, Modern Vending, Newburg; Tom Greco, Greco Bros., Glasco; Mike Mulqueen, (Continued on page 90)

**ARCADES**

**OPERATORS!**  
**Now on Display**  
**EXHIBIT'S**  
**"SOFT BALL LEAGUE"**  
TERRIFIC TAVERN, ARCADE, BOWLING ALLEY PIECE!  
GOING OVER EVERYWHERE!

Just take a full windup and pitch a regulation size ball and score a single, double, triple or home run! You get nine balls to run up a score that flashes when you get a base hit! Only 13"x3 1/2", shorter than a skee-ball!

**SOFTBALL'S HERE AND MUNVES HAS IT!**  
**COME IN TODAY**

**MIKE MUNVES**  
CORPORATION  
BRYant 9-6677

577 Tenth Ave., New York 36, N. Y.

**GIVE TO DAMON RUNYON CANCER FUND**

**...WANTED...**

LATE MODEL MUTOSCOPE PHOTOMATS TAKING 2-4 OR 6 PHOTOS. ADVISE SERIAL NUMBER, MODEL, PRICE, CONDITION, FIRST LETTER.

**ELNOMAR ARCADES, INC.**  
42-78 HUNTER STREET  
LONG ISLAND CITY, N. Y.

**CHILDREN'S RIDES-GUNS**

RECONDITIONED—COIN OPERATED

Like New Condition—Fully Guaranteed

- RIDES
- GUNS
- Exhibit Jr. Jet .....\$ 95
- Exhibit Sportland .....\$120.00
- Space Ships .....from 95
- Exhibit Star ..... 95.00
- Deco Merry-Go-Round ..... 295
- A.B.T. Challenger w/stand (latest model) ..... 39.95

MANY OTHERS AVAILABLE—WRITE FOR LIST

BUY OR TRADE FOR . . . GENCO SKY GUNNER

Terms: 25% deposit w/order—balance C.O.D.

**CAROUSEL Industries, Inc.** 2645 W. LAWRENCE CHICAGO 25, ILL.

All Phones: Uptown 8-1369

**BINGO SPECIALS**

CLEAN GAMES—READY FOR LOCATION

- NITE CLUB .....\$250.00
- BROADWAY ..... 270.00
- BIG TIME ..... 110.00
- GAYTIME ..... 125.00
- MIAMI BEACH ..... 125.00
- VARIETY ..... 70.00
- GAYETY .....\$60.00
- SURF CLUB ..... 60.00
- DUDE RANCH ..... 60.00
- HI-FI ..... 60.00
- PALM SPRINGS ..... 60.00

Immediate Delivery. 1/3 Deposit.

**FRANK MILLS, Mgr., Dept. R-6**

**SUPERIOR SALES CO.**

7855 Stony Island Ave. Chicago BAyport 1-1616

**We Need USED EQUIPMENT**

**BINGO GAMES**

Late Model GOTTIEB and WILLIAMS Pin Games

**GUNS OF ALL TYPES**

Send in Complete Lists

Exclusive Gottlieb, Williams, Seeburg, Genco and International Mutoscope Distributors



Remember IN NEW ENGLAND IT'S TRIMOUNT!

40 WALTHAM STREET BOSTON 18, MASS. Tel. Liberty 2-9480

**ARCADES**

FOR SALE

Contact JOE MUNVES

577 Tenth Ave., New York, N. Y.

**BEST FOR LESS**  
Shopped and Ready  
for Location

**MUSIC**  
**WURLITZER**

1700	\$495.00
1800	595.00
1900	695.00
2000	795.00
1400	155.00

**AMI**

MODEL H-200	Call
MODEL C's	\$ 65.00
MODEL D-40	115.00

**WALL BOXES**

WURLITZER 4851, Like New	\$10.00
WURLITZER 3020, 48 Selec.	3.95
WURLITZER 5205	89.50
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
BIG TIME	110.00

**FIVE BALLS**

CIRCUS WAGON	\$175.00
SKY WAY	65.00
STAR POOL	75.00
ARABIAN KNIGHTS	100.00
BALLS-A-POPPIN'	180.00
SMOKE SIGNAL	125.00
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WONDERLAND	110.00
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**Ark. Ops on Legal Tightrope**

Continued from page 85

no indication they will enforce it against in-line pin games.

But the operators are left confused. Many do not know what to do because they cannot foresee what will happen. About 90 per cent of the operators in the State have not bought the \$250 federal gaming license.

About 10 per cent have. These are the prosperous operators, such as in Little Rock, Fort Smith and Hot Springs, who can afford the big outlay and still make money from high play on the machines.

Among the 90 per cent who have not bought the gaming license there are some who could afford it but don't know whether to or not. As a consequence, the sale of new in-line pin games has declined sharply in Arkansas.

One of the elements to be considered by the operators is the recent announcement of the direc-

tor of the Internal Revenue district office at Little Rock. He said he would like to see the in-line games "outlawed completely" because they were "just a nuisance." He said he was going to prosecute "everyone we catch."

He said, however, that he was far understaffed and did not have enough personnel to check all the pin games in the State and also operate his office. He had a difficult time with just income tax returns, he said. The new director was recently transferred to Little Rock from New Orleans.

The Supreme Court ruling, a survey of Arkansas operators showed, has "knocked the breath" out of the pin game business in Arkansas. The in-line type was the main one in which players were paid off if they won.

Now a big per cent of those games have been sold by operators and shipped out of the State. The State revenue agents have several dozen stored in warehouses which they confiscated.

There is "very little activity" in the pin game distributing business. Distributors say the operators are not buying and are uncertain of what the future will hold.

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LANE MGR	\$250.00
"MISS AMERICA" BOAT	225.00
DECO SPACE RANGER	200.00
BALLY SPACE SHIP	165.00
ATOMIC JET	100.00
EXHIBIT SPACE PATROL	100.00
METEOR ROCKET	100.00
JUNIOR JET	50.00
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Phone: ARmitage 6-8180

**Demonstration**

Continued from page 85

were charged by police with offering payoffs on so-called "approved" machines triggered the probe, according to police officials. Operators also claim they are anxious for clarification by the license committee on whether converted non-plunger type machines meet with official approval.

According to several key operators here, the complaints center around inclusion of scoring systems on the converted units. Machines have been converted to roll-downs, but scoring systems have been retained. "Every game, even baseball, needs a scoring system," operators claim. "These converted machines are a sincere attempt to meet with the license committee's demands. We want to co-operate in every way that we can."

Eddie Puzia, Triple A Amusement Company, whose conversion of the Bally Palm Springs game has caused considerable interest here, will demonstrate his equipment at the meeting. His unit, he says, has already received official approval via an opinion last fall from the City Attorney. Approximately 10 other units are expected to be put on exhibition for the city fathers at the December 19 probe.

**Gottlieb Gift**

Continued from page 85

Iroquois Steel Company; Edwin Sabath, president, Sabath Department Store; Nathan Perlman, president, Handy Button Manufacturing Company; Joseph Shure, president, Doust Die Casting Company; Phil Sang, president, Goldenrod Ice Cream Company; George Portes, Portes Drug Stores; and Milton Miller Miller Supply Company.

Plans for the \$4,000,000, 180-bed general hospital are being drawn by the firm of A. Epstein & Sons, Chicago. The hospital will be completely modern with 100 per cent air conditioning and electrostatic air filtering. Patients' care and comfort will be enhanced by sound conditioned rooms, efficient food handling, pneumatic tube drug and material delivery, closed circuit television, motorized beds and many other advanced features.

Future expansion will include research facilities, a cancer detection clinic, deep radiation therapy, a nursing school and residence quarters.

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VENDORS	RIDES	ARCADE EQUIPMENT
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Eastern, 22 col., new ..... \$320.00	Elsie ..... 275.00	Boomerang ..... 100.00
Mercury, 11 col., 30's ..... 175.00	Lancer Horse ..... 495.00	Big Inning ..... 125.00
Mercury, 9 col., 30's ..... 150.00	Space Ship ..... 295.00	Heavy Hitter ..... 45.00
National 930 ..... 110.00	Palomino Horse ..... 295.00	Undersea Raider ..... 125.00
National 950 ..... 125.00	See-Saw ..... 250.00	Midget Movies ..... 125.00
National 9 M ..... 150.00	Miss America ..... 250.00	Champion Hockey ..... 100.00
Lehigh, 12 col., 200.00	2 Horse Carousel ..... 325.00	Basketball Champ ..... 195.00
Lehigh, 8 col., 85.00	Crusader Horse ..... 295.00	Four Player Derby ..... 125.00
Lehigh, 16 col., 125.00	Big Bronco ..... 350.00	Goalie ..... 95.00
	Moonride ..... 225.00	Pistol ..... 75.00
	Leaping Lena ..... 165.00	Twin Hockey ..... 225.00
	Dopey Duck ..... 240.00	Steam Shovel ..... 195.00
	Reindeer ..... 240.00	Ball-A-Score ..... 95.00
	Pluto the Pup ..... 240.00	Dale Gun ..... 65.00
		Silver Bullet ..... 125.00
<b>CANDY &amp; MISC.</b>		Ex. Vitalizers ..... 75.00
Mills, 5 col., \$ 65.00		Genco Basketball ..... 195.00
U-Select ..... 35.00		Genco Champion B. Ball ..... 195.00
Vendall, 8 col., 95.00		Genco Quarterback Hi-Fly B. Ball ..... 225.00
DuGranier, 8 col., new		Keeney Air Raider ..... 125.00
National, 9 col., 95.00		Life-A-League ..... 75.00
Ship, 2 col. Gum, 18.00		Cap. Panorams ..... 395.00
N.W. 2 col. Roll Stamp ..... 74.50		Atomic Bomber ..... 125.00
U.S., 2 col., 35.00		Drive Mobile ..... 150.00
Ship, 3 col. Stamp ..... 39.50		Flying Saucer ..... 95.00
Kleenex ..... 20.00		Photomatic ..... 350.00
Harmon Comb ..... 17.95		Silver Gloves ..... 175.00
Harmon Kotex ..... 25.00		Voiceograph ..... 325.00
Harmon General ..... 35.00		Drive Yourself ..... 425.00
Frigid Fruit ..... 240.00		Rock 'n' Roll ..... 95.00
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Andico Coffee, cup ..... 325.00		Bear Gun ..... 150.00
Colepa Coffee, cup ..... 325.00		Coon Hunt ..... 150.00
Keeney Coffee, cup ..... 295.00		Jet Flier ..... 225.00
Spacarb 3 flavor Cup ..... 325.00		Sidewalk Engineer ..... 195.00
Mills Coca-Cola, cup ..... 125.00		Love Tester ..... 125.00
Mills Choc. Cup ..... 165.00		Three D ..... 150.00
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Revco Cup Ice Cream ..... 125.00		Zodiac Vendors ..... 95.00

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HF100C ..... 575	G-200 (new) . 775	1700 ..... 545
M100W ..... 575		
HF100R ..... 675		
V200 ..... 695		

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Continued from page 88

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(Continued on page 91)

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Continued from page 76

sas, Nebraska); Paul Crisman and Tom King, partners, King & Company, 2700 Lake Street, Chicago (Indiana, Iowa, Michigan, Wisconsin); E. L. Flanagan, Northwestern Sales & Service, 1194 Tremont Street, Boston (Connecticut, Rhode Island, New Hampshire, Maine, Delaware, Vermont); Bert Fraga, Standard Specialty Company, 1028 44th Avenue, Oakland 1, Calif. (Washington, Oregon, Nevada, Idaho); Everett J. Graff, Graff Vending Supply Company, 2817 West Davis Street, Dallas (Arizona, New Mexico, Utah, Colorado, Oklahoma); Max Hurvich, Birmingham Vending Company, 540 Second Avenue, Birmingham 4 (Mississippi, Georgia, Florida); Sam Koff, Veedco Sales Company, 2124 Market Street, Philadelphia 3 (West Virginia, Ohio).

Irvin Kovens, Parkway Machine Corporation, 715 Ensor Street, Baltimore 2 (Virginia); Moe Mandell, Northwestern Sales & Service, 446 West 36th Street, New York 18 (Vermont); Morris Moskowitz and Sidney Weinstein, partners, Sidmor Vending Company, 2137 Fifth Avenue, Pittsburgh 19; Jack Nelson Jr., Log-in Distributing Company, 1850 West Division Street, Chicago (Indiana, Iowa, Wisconsin, Southern Michigan).

Manny and Nathan Rake, partners, Rake Coin Machine Exchange, 609 Spring Garden Street, Philadelphia; Syd Rubenstein, Pioneer Vending Service, 590 Albany Avenue, Brooklyn 3 (Vermont); Jack Schoenbach, J. Schoenbach Company, 1645 Bedford Avenue, Brooklyn 25 (Vermont); Russ Thomas, Vender Distributing Company, 628 Madison Avenue, Memphis 3 (Kentucky); Bruce R. Van Why, Eastern Automatic Merchandising Company, 350 Mulberry Street, Newark, N. J.; R. R. Whitehead R. R. Whitehead Distributor, 1075 Woodlawn Avenue, S. W. Atlanta 15 (North Carolina, South Carolina).

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**COINMEN YOU KNOW**

• Continued from page 90

Amelia and Bill McCarthy, Hurleyville, set out for the meeting but never showed up. They were involved in an automobile accident. However, neither was seriously hurt.... Lou Werner, NYSOG counsel, and Mrs. Werner are vacationing at the Casablanca, Miami Beach, Fla. . . . Mrs. Eva Alterman, mother-in-law of Al Denver, head of the Music Operators of New York, died this week. . . . George Holtzman is still at the Long Island College Hospital.

**Game Output**

• Continued from page 85

outlook for 1958 indicates a continued drop in the number of new game models.

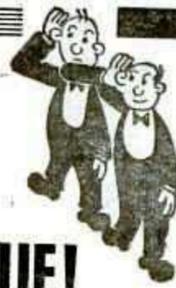
However, the hoped-for introduction of a new low-priced, popular location piece could change the picture completely in a short time. There are no concrete signs of such a device at present, but new games are on the drawing boards.

The new models of 1957, to date, include 24 five-balls, 14 pool games, 14 ball bowlers, 13 kiddie rides, 12 novelty games, 4 roll-down games, 4 guns, 3 in-lines, 2 shuffle bowlers and 1 baseball.

Last year's total of 133 models was made on 10 in-lines, 21 five-balls, 4 shuffle bowlers, 6 guns, 7 kiddie rides, 3 baseballs, 6 target bowlers, 24 novelty pieces and 52 pool units.

The trade saw 113 new models in 1954, 130 in 1955. Dollar value of games produced in 1956 was estimated at far below the dollar value of 1955 games; dollar value of 1957 games is estimated at about equal to 1956.

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Slate or Regular Tops  
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- Exh. SPORTLAND GUN ..... 140
- Exh. STAR SHOOTING GALLERY ..... 120
- Exh. SHOOTING GALLERY ..... 110
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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.

Falstaff has many other outstanding features that include: Two-way "Rollunders" that add to upper playfield action; 2 holes that score 100 times target values when lit; "Two-Way" Double Match Feature for more Specials; super-powered flippers that fire ball up field at targets; cyclonic kickers; twin chutes and an all steel door and door frame.

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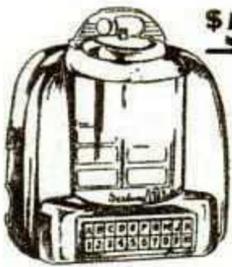
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2000	\$750
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Telephone or Wire Collect



## Bever Joins

Continued from page 80

is to head the Salt Lake City branch.

The new distributorship will take over AMI and Williams Manufacturing Company music and game lines in the States of Utah,

Idaho, and parts of Wyoming, Montana and Nevada.

Kenaga and Medrud have managed large coin machine operations in the Idaho area, where they have been in the business 20 years. Bever has traveled extensively as a coin machine sales representative throught the country, and will now head Western States sales in the Salt Lake City area.

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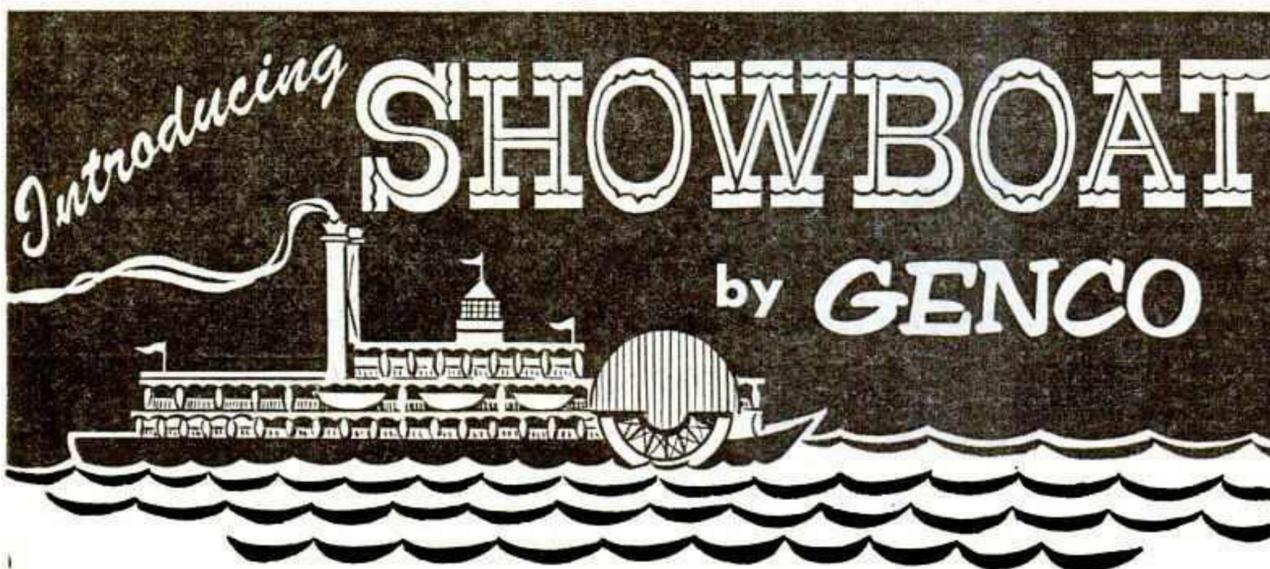
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Hitting "Change-A-Card" target, lights playing cards in back rack. When all cards are lit, target and rollovers give *Special Bonus*. Holdover feature carries lighted cards from game to game.

Specials: for lighting 1-2-3-4-5 rollovers;  
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**HIGH SCORE TO 9,900,000**

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**COMPACT  
CABINET:  
23 1/2" Wide  
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DISTRIBUTOR Today!**

**GENCO**

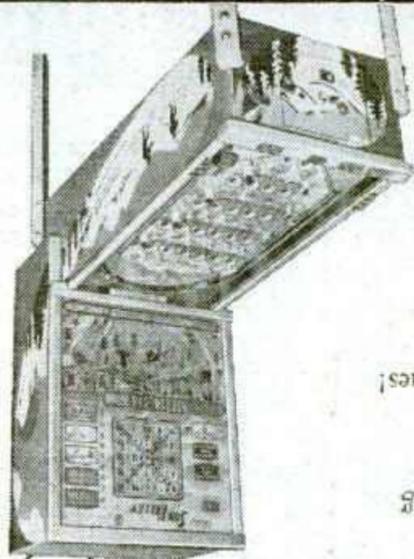
**MANUFACTURING**

Division of Chicago Dynamic Industries, Inc.  
2621 N. ASHLAND AVE. • CHICAGO 14, ILL.



**SUPER-SIZE PINS**  
**PUCK**  
**DE LUXE CLUB-STYLED CABINET**  
**BOWLING BEAUTY BACKGLASS**  
**LIGHT-UP TOTALIZERS**  
**SPEEDY PIN-SET**

**Boost profits in SHUFFLE spots with new**  
**ABC SUPER BOWLER**  
*Bally*



**Biggest blaze of money-making**  
 "magic" ever flashed on a  
 backglass! All 25 numbers in  
 Magic Squares or Magic Lines!  
 Results: more fun for players,  
 more coins through  
 the chute, more profit  
 for you! Get your share  
 ... get SUN VALLEY now!

**More Magic! More Money!**  
*Bally*  
**Sun Valley**

**1 to 6 can play**



**OFFICIAL**  
**BOWLING RULES**  
**4-INCH BALLS**  
 QUIET RUBBER BALLS  
(HARD BALLS AVAILABLE IF DESIRED)  
**GIANT PINS**  
 11 ft., 14 ft., 18 ft. long  
SECTIONAL CONSTRUCTION

**Free**  
**TOURNAMENT**  
 PROMOTION KIT  
 WITH EACH GAME

**New**  
 extra-profit coin-chutes  
**2 games 25¢**  
**1 game 15¢**  
 player not forced to buy 2 games  
 but gets bargain when he does  
 ALSO AVAILABLE WITH  
 DIME-A-GAME CHUTE

**NO SWITCH-ACTUATORS ON ALLEY**  
**Strikes... Spares... Blows scored by hitting**  
**pins with ball... exactly like real bowling**

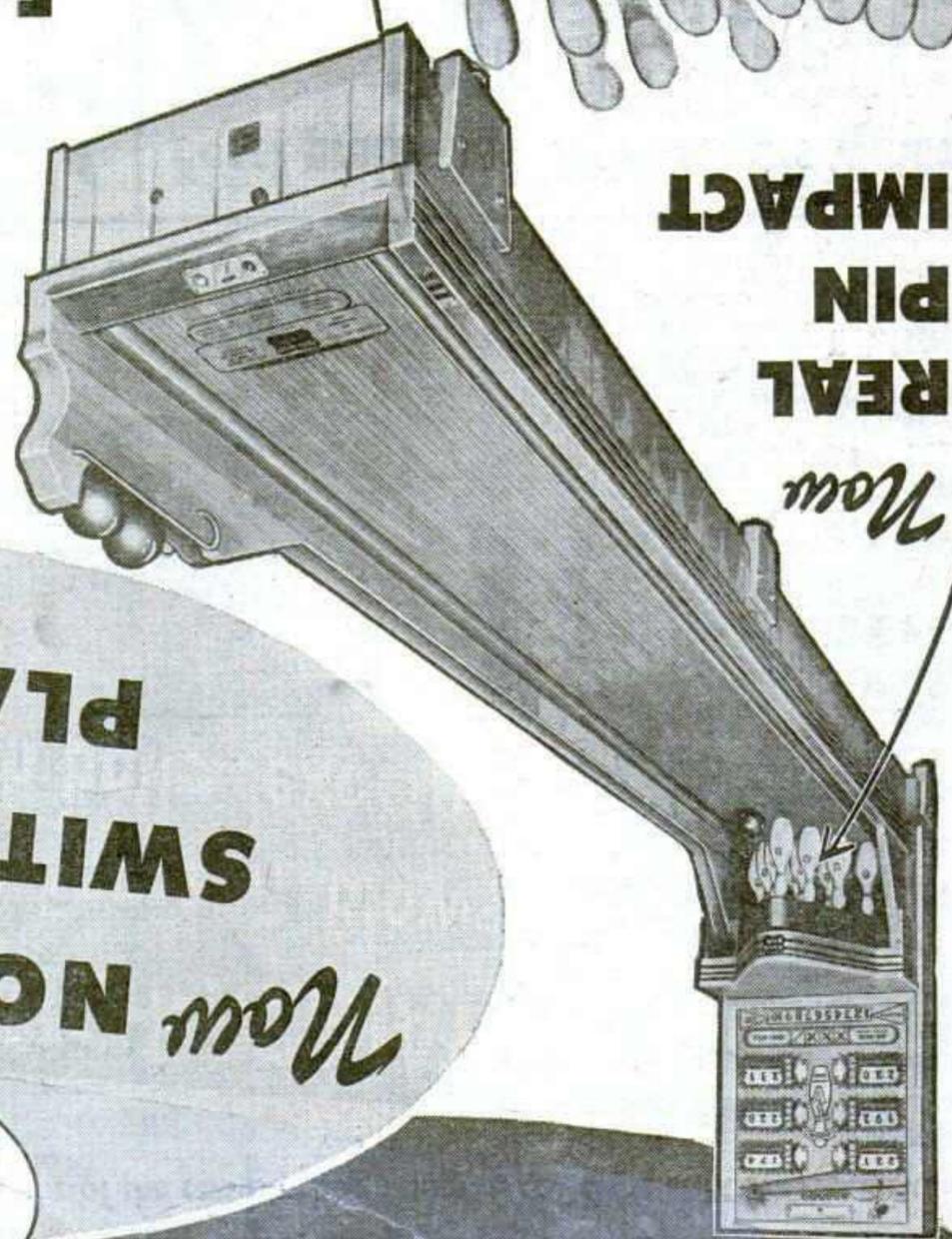
Smooth-alley bowling realism attracts new players, opens new locations,  
 injects new life into present locations, boosts bowling profits to new highs.  
 Get in on the ground floor of the real bowling boom. Get Bally STRIKE-BOWLER today.

**Strike-Bowler**  
*Bally*  
**is REAL bowling alley... sensational money-maker**

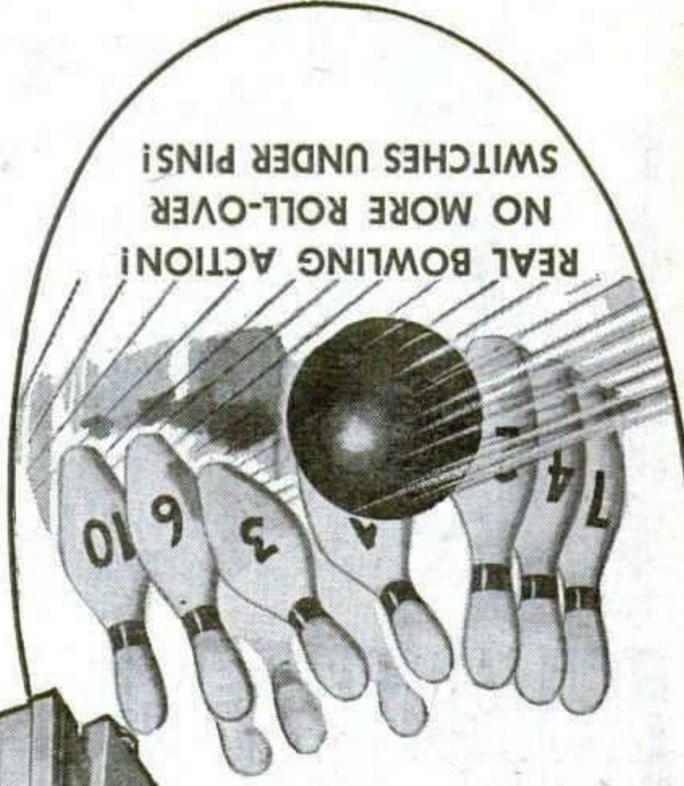
**TV BOWLING LEAGUE**  
 chicago coin's new

PLAYS LIKE  
 REAL BOWLING!

*Now* NO ROLL-OVER  
 SWITCHES ON  
 PLAYFIELD!



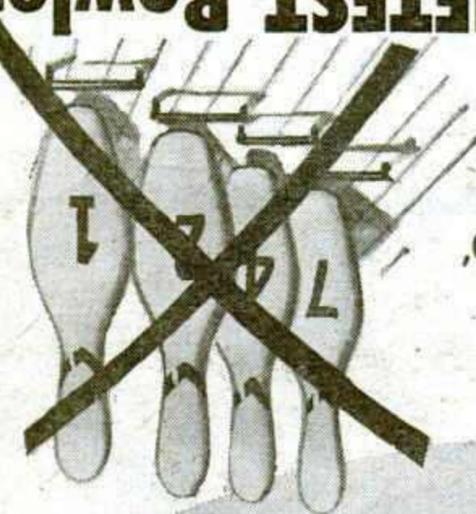
*Now*  
 REAL  
 PIN  
 IMPACT



REAL BOWLING ACTION!  
 NO MORE ROLL-OVER  
 SWITCHES UNDER PINS!

**QUIETEST Bowler**  
 Ever Manufactured!!!

- ✓ Entire Ball Return Runway is Rubber Lined!
- ✓ Playfield Sound-proofed with Cork Backing!
- ✓ Back Stop is Sound-proofed with Cork!



Available  
 in 3 Sizes  
 13' - 16' - 20'

NEW PROFIT  
 MAKING FEATURE!  
 2 Games for 25c  
 Also available as  
 One Game for 25c  
 Easily convertible  
 to regular 10c play!

**GIANT BALLS**  
 4 1/2 in.  
 DIAMETER  
 2 1/2 POUNDS

**GIANT PINS**  
 REALISTIC SIZE  
 Larger Than  
 Ever Before!

**chicago coin machine**

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

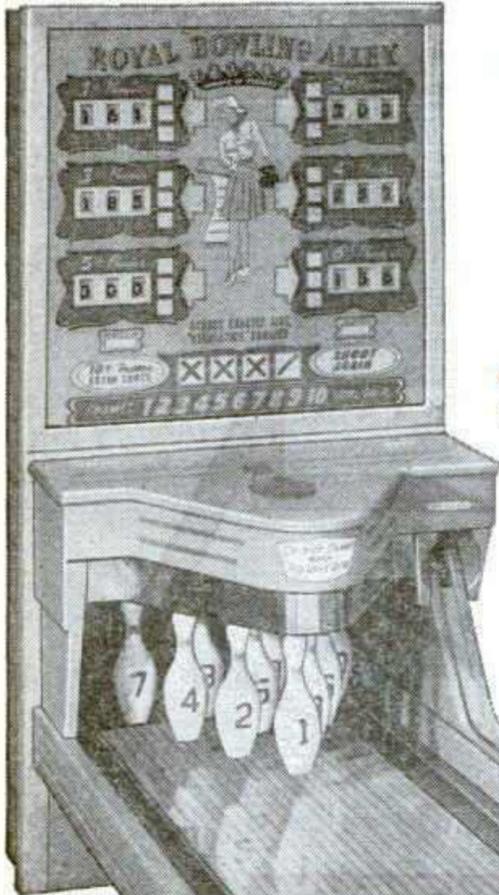
Division of  
 Chicago Dynamic  
 Industries, Inc.

# CASH IN ON THE **BIG SWITCH** TO NO SWITCHES!

EQUIP EVERY LOCATION WITH **UNITED'S NEW**

# ROYAL

## BOWLING ALLEY



**REALISTIC BOWLING  
REGULATION SCORING**

**BALL HITS PINS** JUST AS IN REGULATION BOWLING

**NO PLAYBOARD SWITCHES** ON SMOOTH ALLEY

**BIG 4 1/2 INCH BALL**

**EXTRA QUIET ... EXTRA FAST**

**1 TO 6 CAN PLAY**

**BIG, DURABLE  
PINS**

**2 GAMES FOR 25¢**

**CREDIT UNIT**

ACCEPTS UP TO 20 QUARTERS  
AT ONE TIME FOR FUTURE PLAY

ALSO AVAILABLE IN ONE PLAY FOR 25¢

CONVERTS EASILY TO 10¢ PLAY



**New  
DROP CHUTE  
MECHANISM**

with NATIONAL REJECTOR  
on Pull-Out Drawer for Easier Servicing



**ALL MECHANISM  
LOCATED IN BACK-BOX**  
with Hinged Insert for Easier Servicing



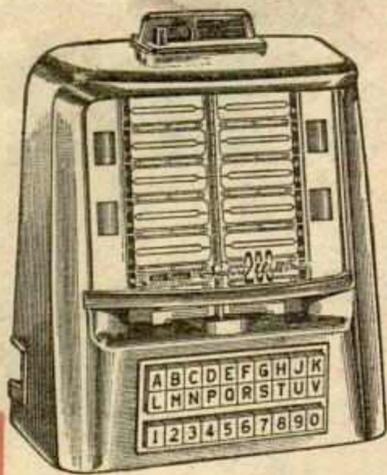
**EXTRA STURDY CONSTRUCTION  
THROUGHOUT**

**SEE YOUR DISTRIBUTOR NOW!**

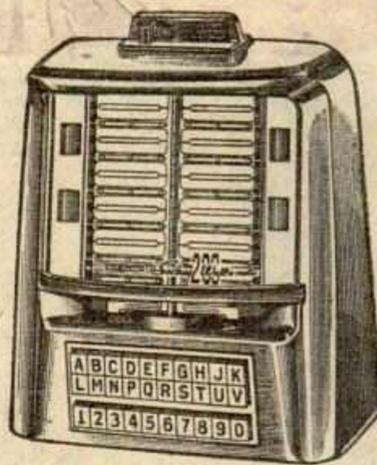
**4 ALL-LOCATION SIZES**

**13 FT. LONG . . . 16 FT. LONG**  
EXPANDABLE WITH 4 FT. SECTIONS TO

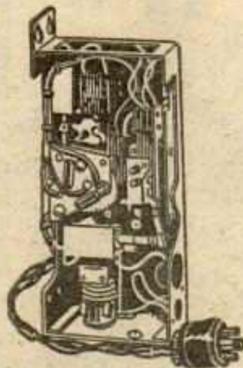
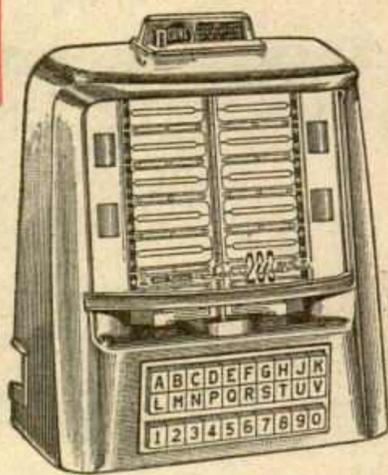
**17 FT. LONG . . 20 FT. LONG**



program  
conveniently  
and  
profitably  
anywhere  
in the  
location  
with  
the...

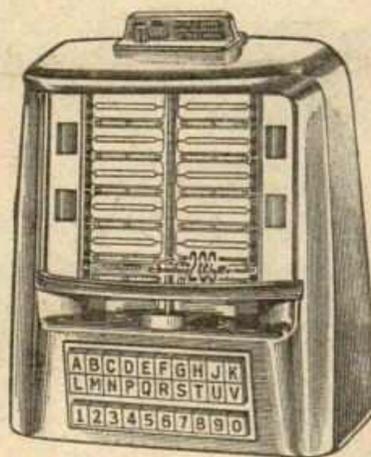


# Wall-o-matic 200



## DUAL PRICING IS THE ANSWER

Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units that program singles at one price and album records (two tunes per side) at a proportionately higher price.



*America's Finest and Most Complete Music Systems*

**Seeburg**  
DEPENDABLE MUSIC SYSTEMS SINCE 1902  
**J. P. SEEBURG**  
Chicago 22, Illinois  
Division of Fort Pitt Industries, Incorporated