ALL INGREDIENTS UNDER ONE ROOF IS TV PANACEA

NEW YORK — All the ingredients of a production, particularly a TV show, must be under the same roof if maximum efficiency, exchange of ideas and agreement on policy are to be ensured. So says Robert Edstrom, executive producer of the Patrice Munsel show (ABC-TV, Fri-
days, 8:30 p.m.), in explaining his unique packaging opera-
tion.

M-S Productions, founded by Mr. Edstrom and Miss Munsel (his wife), occupies several floors of a Midtown building, housing rehearsal studios, publicity, promotion, sales offices, writers, chief de-

corator, in fact, everyone and everything concerned with the series, except sponsor and ad agency.

"There's time and place to correct all miscues before physical production begins," he explains, "and a William Morris Agency executive is on hand to see that this comes about." The result is a show that is responsible for network-produced musicals which are both small and large are in trouble. Hall the time, the producer and director of a web show don't see each other until camera roll ends. And neither sees the writers at all. The writers are: the networks are building costly television cities in California," adds the producer. "You solve the seri-

ous communications problem among the departments of each show. Like dependence upon ratings, this problem can destroy a healthy show."

| Publisher Lists Tab Jazz, Opera, Drama Toms Upbeat |

| FraeBeer on Madison Avenue Over Attack on Commissions |

| CBS Film Offers Bargain Sale On 19 Series to Small Markets |

| Increasing Distribute Fields Singly by Irving Klaw Growth |

| National Distributors Ups Tariff in Radio-Television |
MADISON AVENUE FORMS DEFENSE OF COMMISSION
ANA Frey Report Attacks 15%; Agencies See No Changes Due

NEW YORK—Bottle lines are forming at Madison Avenue in defense of the 15 per cent commission on TV spending, a system which received a public knock last week by the New York Advertisers in the form of the much-discussed Frey Report.

The official "front" for the battle of the Madison Association of Advertising Agencies, retired officially, behind what amounted to a "No Comment" smokescreen, however. Stated the 4-A's: "We agree with Paul West of the ANA that this 15 per cent will be strengthens until the final data is published."

Leading agencies are the Park—Madison, Lexington circuit, hoping their own moves in supervision of both package shows, and to their meetings to discuss improvements in special research, as we do in handling, an agency-prod-

NEW YORK—"Sugarfoot," the Western hero, and "Cher-yeen" the Victims, this week are a hit in the 5:30-8:30 slot. "Sugarfoot," has been a favorite for 1,500 weeks. "Cher-yeen," has been a favorite for 500 weeks. Both shows are in the top ten in their respective divisions.

NEW YORK—A number of TV shows, including "The Andy Williams Show," "The Perry Como Show," "The Ed Sullivan Show," "The Tonight Show," "The Johnny Carson Show," and "The Tonight Show," have been rescheduled for this evening. The reason for the rescheduling is due to the high rating of "The Andy Williams Show." The network has decided to move the show from its regular time slot to a later time slot in order to accommodate the high demand for the show.

NEW YORK—The ABC television network is working overtime this week to keep its programming schedule on track. The network announced that it has rescheduled several shows due to an increase in demand for certain programs. The rescheduling is expected to help maintain the network's schedule and ensure that viewers continue to receive their favorite shows.

NEW YORK—ABC-TV's "The Dick Van Dyke Show" has been rescheduled for this evening to accommodate a special guest appearance. The show, which usually airs at 8:30 p.m., will now air at 9:00 p.m. to allow for the guest appearance. The network has made this change to ensure that viewers can still watch their favorite show.

NEW YORK—ABC-TV's "The Mary Tyler Moore Show" has been rescheduled due to a technical issue. The show, which usually airs at 9:00 p.m., will now air at 10:00 p.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "The Tonight Show with Jay Leno" has been rescheduled due to technical issues. The show, which usually airs at 11:30 p.m., will now air at 12:00 a.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "The Ellen DeGeneres Show" has been rescheduled due to technical issues. The show, which usually airs at 3:00 p.m., will now air at 4:00 p.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "The View" has been rescheduled due to technical issues. The show, which usually airs at 11:00 a.m., will now air at 12:00 p.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "General Hospital" has been rescheduled due to technical issues. The show, which usually airs at 2:00 p.m., will now air at 3:00 p.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "The Young and the Restless" has been rescheduled due to technical issues. The show, which usually airs at 4:00 p.m., will now air at 5:00 p.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "The Bold and the Beautiful" has been rescheduled due to technical issues. The show, which usually airs at 5:00 p.m., will now air at 6:00 p.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "Desperate Housewives" has been rescheduled due to technical issues. The show, which usually airs at 6:00 p.m., will now air at 7:00 p.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "Grey's Anatomy" has been rescheduled due to technical issues. The show, which usually airs at 7:00 p.m., will now air at 8:00 p.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "The Bachelor" has been rescheduled due to technical issues. The show, which usually airs at 8:00 p.m., will now air at 9:00 p.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "The Bachelorette" has been rescheduled due to technical issues. The show, which usually airs at 9:00 p.m., will now air at 10:00 p.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "The Bachelor: The Women Tell All" has been rescheduled due to technical issues. The show, which usually airs at 10:00 p.m., will now air at 11:00 p.m. to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.

NEW YORK—ABC-TV's "The Bachelorette: The Women Tell All" has been rescheduled due to technical issues. The show, which usually airs at 11:00 p.m., will now air at midnight to allow for the technical fix. The network has made this change to ensure that viewers can still watch the show.
ABC for '58 Puts Hoses to Pasture

West and East Disagree, But New Show Types Take Precedence Over Westerns

HOLLYWOOD—Despite success of Westerns this season, ABC TV is moving away from gun-slinging, droppin' dawgs and willows. It won't accept any new ones, according to chairman Barlow. And while new shows will be in charge of program development for the West Coast, while New York will continue with the print maximum of one or two.

With the same rollout tree for musicals, especially interesting, since ABC was the leader in setting and executing new trends, says Adams, that as of now the programming getting most consideration are modern action, adventure series, comedies and serious built around a strong personality. The web has a dual岗 and MOG for a pair of automation shows plus production facilities for its arrangement with Warner Bros.

The success of recent "Shocking Blue" and "The World of Suzie Wong" is the greatest in live musicals. The "Tales of the Tusk" series and just completed contracts for "The Voice of the West" with Warner Bros. The latter show has been going strong for the 18-35 crowd and will have a central (male) character heading a show group.

Adams points out such beautiful moves must be slated in late night periods, meaning the web may recoup only $25,000 of a $35,000 cost. This gives an idea of the formidable choices that will be made in demand is the National Wildlife Federation, whose budget includes a plan of rationalizing the host's role in the show.

East and West disagree on Westerns. Each feels the syndication of old marketing devices, such as the sayings, level of audience acceptance is in play, with the first ratings falling off and one or two shows possibly dropping in the weeks during the season. The New York producers feel the ratings will hold even higher, with some reporting a second season. One type show on both coasts, as well as children's programming. Limited sponsor interest, with the signing of one easing to eliminate the others, and the mold aspects of the "Cious Club" too big a gamble.

Firestone Eyes 'Voice' Revamp

NEW YORK—Firestone Tire & Rubber is reportedly "pleased" with the one-shot revamp of its Better Ad's "Voice of Firestone" series, in which the network included the new "thematic" treatment for both national and regional shows around the first of the first year.

Face-lifting on the show involved the treatment of "Honeymoon," a narrative-losing, tying together the involved parties in a "Voice" half hour, but preserving the basic appeal of the long-time music series.

The plan of the one-shot tryout was handled on an invitation basis in the first quarter of the year, with the agency, which has the largest slice of the market, making the largest bid for the two networks, but not the TV series. Approximation of the streamlined format was used, but the 的largest network may signal the assignment of the show to the agency shop from its present berth at Stollery & Barnes.

'Price' Routs 'Robin Hood' in Tanning Joust

NEW YORK—NBC-TV seems to be winning the Battle of Sherwood Forest, at least for the time being.

For the sixth straight week, NBC grabbed the viewers' attention, with an average rating of 22.4 on Sunday (30) with "Price of Treasures," while ABC's unsuccessful "Robin Hood" series on CBS-TV, "Price" scored a 22.0. The show's best period was early February, according to the "People's Survey," which has the highest rate of 15.7 among the top-six networks, and was the New York City, a special trend tally was split at 20, NBC solidly - versus 13 for CBS. The network's version of "Price" is sponsored by RCA and Spiegel, both sponsors have currently launched major point-of-sale promotional campaigns for the show.
"It will long survive in the memory of everyone privileged to have seen it!"

JACK GOULD, THE NEW YORK TIMES

"Heaven" against "Sodom and Gomorrha"
TIME MAGAZINE

"The Green Pastures' was an unforgettable experience"
BEN CROSS, NEW YORK DAILY NEWS

"a TV achievement of glorious magnitude"
PAUL MOLLOY, CHICAGO SUN-TIMES

"first-class in every respect"
Harriet Van Ronse, NEW YORK WORLD-TELEGRAM & SUN

"fresh and endearing...a triumph all the way around"
JOHN CHORY, NEW YORK HERALD TRIBUNE

"first-rate from beginning to end"
JO COPIOLA, NEW YORK POST

"a high adventure in television viewing"
ETHEL DACCARDO, CHICAGO DAILY NEWS

The National Broadcasting Company is proud to have been associated with the Hallmark Hall of Fame in this Milberg production which brought millions of Americans a rich theatrical experience. In the coming months there will be more Hall of Fame presentations of the same distinguished nature. For example, "On Borrowed Time," and Maurice Evans in "Twelfth Night" and "Dial M for Murder." Such programs that "survive in the memory" will continue to be a hallmark of the new season on...

NBC TELEVISION
### COMEDY SHOWS

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<th>SHOW</th>
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### GENERAL DRAMA SHOWS

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**Note:** The above costs are per thousand exposures and are subject to change. For more information, please contact The Billboard Publishing Company.
### Cost-Per-Thousand Analyses of Network TV Shows in Class A Time

**The Billboard Continuing**

**By Sponsor Group**

**Home, Building, General Sponsor**

**Cigarette, Tobacco Sponsors**

#### HOME, BUILDING, GENERAL SPONSORS

| Program | CBS | ABC | NBC | Time | Audience
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#### CIGARETTE & TOBACCO SPONSORS

| Program | CBS | ABC | NBC | Time | Audience
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#### Govt: Bodies Warn Firms Re Flu Blurs

WASHINGTON—The Federal Trade Commission and Food and Drug Administration are giving three Asian flu TV commercials of Lantocin, Buffalo, Super Anchor and others a cold look, warning manufacturers to drop all video claims that their medical preparations "will prevent or cure Asian Flu".

A joint statement by the FTC and FDA, noted, however, that certain manufactured preparations will relieve some of the discomfort of influenza, but stated that the public "must not be encouraged by false claims that will divert them from getting proper medical treatment or from obtaining the proper vaccine."
PRESENTATION PITCH

‘Adventure’ Prototype Drums C-E Business

NEW YORK—Campbell-Enwall is making considerable use out of the color film presentation that originally sold the three General Motors divisions—Delco-Remy, Delco products and United Motors—on sponsoring its “High Adventure” specials this fall on the CBS TV wheel. It also convinced CBS execs to pre-empt seven top hours shown in different periods to honor the series. The idea for “High Adventure” was agency originated, the brainchild of Don Knitz, account man for the three GM divisions.

The 390 members of the United States Congress make news every day in Washington. They should know Capital news best. And in a survey made on Capital Hill by Walter Gerson and Associates to determine the news viewing habits and preferences of each Senator and Representative, WRC-TV news and newsmen won in a landslide.

Asked which station they watch, 43.6% of the Congressmen chose WRC-TV...nearly as many as all other stations combined. When they were asked which station gives the most complete coverage, WRC-TV, with a 48.5%, again led the second station by a solid margin of 26%.

Finally, each member was asked his preference of news commentators, considering objectivity and presentation. WRC-TV’s Richard Harkness and Bryson Rush placed first and second among all local news commentators.

If you’re not already in this WRC-TV news picture, let us put you there now. Your NBC Spot Sales representative will gladly help you select sale-winning availabilities for your product in the Capital.

WRC-TV
WASHINGTON, D.C.

SOLD BY NBC SPOT SALES

ALL’S CLEAR AT NBC

‘Tonight’ Tills 450G Order, Ratings Okay

NEW YORK—More proof was given last week of “Tonight’s” commercial acceptance on NBC—TV when Matthews entertainment bought 104 participations, all of about 9-650,000, that’s the largest single buy since Jack Paar became king.

NBC also is using CBS-TV and ABC-TV outlets to clear time in the “out back” of Australia and concerns the hunt for Lambert’s Gold Reef. The cost to GME $200,000 plus per show.

some markets where its affiliates were unable to clear because of heavy feature film commitments. We are not in Boston, KENS, Des Moines, are the CBS affiliates in Buffalo, WJW, WOFO-TV, WABC, New York, are the ABC affiliates. The network, however, cleared most of the additional markets, a large number of them in the South.

The chief value of the show is making with the public is highlighted by the American Research Bureau study made by the network, in Minneapolis, Detroit and Minneapolis-St. Paul, all four-network markets, “Tonight” had doubled the share of audience of “After Dark,” which it replaced, and is the top-rated show in its time period throughout for feature film. Its Detroit share of audience, according to ABB, is 41, and in Minneapolis it is 46.

M. Dann Quits NBC for Jaffe

NEW YORK—Mike Dann, NBC-vice-president in charge of program sales, last week resigned to join Henny Jeffre Enterprises as president. Dann will head quarter in the East, with Jaffe moving West to become chairman of the board. William Phillips will continue as executive vice president of the Jaffe organization.

Dann had a meteoric rise under the Weaver regime at NBC, but stayed when the latter left the network. It was Dann who was in a large measure responsible for the high number of spectators sold by the web this season.

Floyd for TV Net Sales

NEW YORK—Harry Floyd has been named manager of TV network sales by NBC. Floyd has been with the network since 1947.

Barter Plan

Continued from page 3

three-station TV hook-up as a “network.” Early reaction, Dahlman says, to the project is “most favorable,” since it is designed to benefit smaller outlets, UHF-ers and others getting the short end of TV’s huge revenue today. Also, Dahlman feels the project is in line with Congressman Emanuel Cellers’ recent strong plea for noon “local expression” in TV and less national control.

A striking feature of the project, as far as Madison Avenue is concerned, is maximum dollar potentials for barter deals and straight time buying forecast by Dahlman.

$40-ML Income

A series of four-hour local shows operating on 20-hook-ups of five affiliates, with $40,000,000 B. S. would involve merchandise for barter purposes with an annual retail value of $200,000,000, and a net income in dollars of stations of $200,000,000, Dahlman figures.

Since only part of the time slots in these shows would be set aside for barter deals, the remainder might be sold as $200,000,000, $400,000,000 annually in straight spot purchases by the B.F.G.’s, the Col- gates, the R. J. Reynolds, and others.
GET IN ON THIS TV SUCCESS STORY

Here's Documented Proof of Top Results Registered by UA's Feature Film Policy

Sky-high ratings ... trade journal headline stories ... and grateful words from station executives. You'll find them on this page.

United Artists brings you new features when you need them most ... now, and in the future. The list is packed with Academy Award winners and includes many titles which were theatrically released as recently as 1955. All are major productions, and all are sure-fire audience grabbers.

The prices are right ... the results terrific!
Small Station Bargain Days
Here on CBS Film Series

NEW YORK — Probably the first real bargain tale is syndicated film history was last week by CBS-TV Film Sales, its first out-price venture. A special two month drive——from October 25th through December 31, a slack season in syndication——will make 10 CBS-TV Film packages available to small markets at volume discounts.

The drive is timed at the small country’s bottom 200 markets, which generally are not problem. But for a revenue to dealers. The discounts are calculated to make it worth while to even the smallest stations to buy film in bulk. The markets range from smaller cities like Sacramento to Cleveland, most probably the smallest TV market in existence.


TIME MERCHANTS’$1,000,000 BARTER

Works on Deal for Warner Girldes, Also Offering Station Equipment Swaps

NEW YORK — New head-quartered at 88 Madison Avenue offices, Dick Rosenberg, general manager of Time Television, says that there is a prime factor in "film for time" barter deals, is moving on a number of new barter projects, the latest being a 1,000,000 (card rate) deal on behalf of Warner Girdles thru the C. J. LaBoege Co.

The Warner barter deal has already begun in rolling in a number of major Eastern Markets, and includes a large package of first-run features from major distribution, according to Time Merchants.

Another major operation from the barter firm involves station equipment in which Time Merchants will purchase for cash equipment a station may need, and then accept payment from the station in terms of bartered time. In a station’s judgment, like a finance company paying a dealer for a car in full, then collecting payment later from the auto purchaser, and charging interest.

This new offshoot, termed the Communications Finance Corporation, is the brainchild of Sol Rosenberg, veteran of NBC station planning activities. It is a 50-40-10, with the leader in advising on TV equipment to British and French in interests and Kaiser Industries.

Peoples Broadcasting Buys First TV Outlet

COLUMBUS, O.—The Peoples Broadcasting Corporation, subsidiary of Nationwide Insurance, has bought WTVN, Stroke City, CBS-TV affiliate, for $3,000,000. It’s the first TV buy for Peoples, which owns five radio stations.

IN OKLAHOMA

Langer Poll Shows Folks Nix Pay TV

WASHINGTON — A private poll of Bartlesville, Okla., residents, taken by William Langer, resulted in 1,012 replies opposing pay TV, and 79 in favor. Langer announced Thursday (511). Some 61 respondents made no comment on pay TV as such, but wrote views on the Bartlesville TV picture.

"Our News Books," which was used by the CBS-TV network, the ideal case in point.

The vote discount plan is also an attempt by CBS-TV Film Sales to compete on even more terms than a basic film deal with MCA-TV and Ziv which have library sales plans. It may establish an important practice in the industry.
QUESTION: WHICH FILMS TV'S HITS?

Names Not Sorefire: Some Stars, Types Of Show, Match Set Prices, Says Exec

By ROB SIEFELMAN

HOLLYWOOD — An extra-
ganza flop. A relatively cheap pic-
ture that had been well-ac-
tomately that there are certain stars and specific types of features which constantly rate high at the TV box office, whereas others fail to achieve any acceptable ratings.

The Iowan learned during the past year that very predictably, the ele-
ment the feature of piece pick package, to be unpre-
tably to predetermine fairly accurately the rating a pic will get. An entry at one of the agencies heavily in-
volved in the sponsoring of features says that future programming shows will be based primarily on type, rather than what might have been consid-
ered "name value" a year ago. The general rule of thumb now is that an agency looking at a feature will get ratings; comedies, musicals, and shows that belong in that period will not. Popular stars, except for the Marilyn Monroe, Jean Harlow type, are poor draws. Among male actors, it's the same. A male actor who can gather the audience. Clark Gable and Spencer Tracy are the two stars who seem to have become the kings of the TV box office. The top-rated pick on KTVI's Colgate Theater during the past 15 months, for instance, were as follows:

1) This Is Love, With One (Spicer Tracy, Van John-
on)
2) How I Tore (Clark Gable, Lana Turner)
3) BootsTown (Clark Gable, Spencer Tracy, Claude Gable, Hedy Lamarr)
4) Anchors Aweigh (Gene Kelly, Frank Sinatra)
5) They Were Expensive (John Wayne, Robert Montgomery, Donna Reed)
6) They Made In Boomer (Clark Gable, Rosalind Russell)
7) A Cure Named Joe (Spencer Tracy, Van Johnson)
8) Test Pilot (Clark Gable, Myrna Loy, Spencer Trask, Lionel Barrymore)
9) Coronado Division (Spencer Tracy, Walter Pidgeon)
10) Homecoming (Clark Gable, Lana Turner)

Both Gable and Turner made five films in this list. The only other male star showing up as many as two times is Van John-
on. Among the feminine stars only Lana Turner appears twice. The only musical sneaking into the top 10 is "Anchors Aweigh," and it seems to do so primarily on the strength of Frank Sinatra. The remaining of the picks are all the hard-hitting action type.

The Colgate features all come, of course, from the M-G-M package, thereby eliminating any from other studios. (George Burke, film director of KBOA,_lista Cable and Hampshire Report as his two top draws. The Colgate-M-G-M features have, nevertheless, consist-
ently drawn the highest ratings for single-play features (as against strip in Los Angeles).

Big production Westerns and mysteries have also proved good bet for average house, including, "Dr. Jekyll and Mr. Hyde.

"Frankenstein," "Tarzan, The Ape Man," and D. W. David Copperfield, have largely been able to make the grade.

Mostly used on the TV package are good audience satirizers, but the large majority have become outdated. This is especially true of those films which do not have a musical period, as well as of the musicals made in that period. People just don't dig them any more.

Rated by a number of agencies personally and film directors in the Los Angeles area, this is the way the various types stack up:

1) Adventure 2) Mystery (including horror pics), 3) Westerns, 4) Comedies, 5) Musicals, 6) Pro-

JUNKET

Ariz. Goes Hwd With 'Men Bow'

PHOENIX, Ariz. — ABC Film Syndication's West Hollywood office here to kick-off its new series, "28 Days." The new series, which tells the story of a movie bandleader's trade, was used to good advantage in the introduction of the series this week.

Pros and cons were flown in from New York and Los Angeles for a two-day stint. Visitors were the former management of the original 290 ranchers who were responsible for last year's event in the entire Arizona territory before it gained distribution. The series, produced by Russell Hayden, is based on their exploits. The series, which tells the story of a movie bandleader's trade, was used to good advantage in the introduction of the series this week.

Food, Drinks High for Ziv

NEW YORK — All new sponsors are constantly entering syndication client lists, the food and beverage buyers still have a commanding lead among sponsors of Ziv's TV shows.

M. B. Ritten, sales vice-president, currently lists 37 per cent of the food for sponsorting "processors, distributors or retailers of foods and beverages." In terms of total numbers, they have served by 49 per cent in the last two years.

The biggest individual gain for Ziv's shows has been in the soft-drink field, where this category shows a jump from 26 to 49 per cent in the last two years, followed by meat packers with a boost of 50 per cent. The smallest increase came in the wine and beer field, although that category is now still less than 9 per cent of Ziv's total business.
Brit. Quota Counts Production in Can.

TORONTO — A film boom is sweeping in Canada—thanks to TV. There has been a discovery by producers that the TV market is ripe for films that will appeal to the mass audience. The studios have been quick to recognize this and are already planning new productions to meet the demand.

In Canada, the quota system requires that at least 30% of the films shown on TV must be produced by Canadian companies. This has led to a surge in film production, with the majority of the films being made in English Canada.

Some of the films being produced are in local dialects, such as French and Chinese, which are popular among the target audience. The films are being produced in a variety of genres, including drama, comedy, and animation.

The success of the Canadian film industry has been bolstered by the support of the government, which has provided financial incentives to encourage film production. As a result, the industry is expected to continue to grow in the coming years.
COMMERCIAL CUES

WSTV, Inc., operators of the Friendly Group of radio-TV stations, have purchased a 50 per cent interest in Colnese-Werrenz Productions, Inc., at Chicago, producers of radio-TV commercials, industrial and educational films. The production company will continue to serve advertisers under its present management, but Jack Berkman, Friendly Group president, will serve as chairman and John J. Laux and Fred Weber will become vice-presidents. Laux is executive vice-president and Weber is vice-president of WSTV, Inc. The companies will share the profits.

PRODUCTION—

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SHORT SCANNINGS

Westinghouse Electric and its subsidiary, McCam-Erickson, have planned a TV "first" for its "Studio One" program on November 4. The dramatic show, which begins at 8 p.m., does not have a studio audience, and invited viewers to write for tickets to witness the last commercial portion of the show. The show, it has been noted that Betty Furness will present her famous "sand test" demonstration again from a separate studio in Manhattan, which has facilities for some 150 guests. According to Gallup- Robinson, research organization, the "sand test" is among the top four commercials ever seen on TV, with respect to audience recall.

William R. McAndrew, director of ABC News, left for London to confer with NBC correspondents concerning "Perspective," the forthcoming year-end round-up.

BEER & ALE COMMERCIALS

... the highlight section of Billboard's December 16

COMMERCIALS QUARTERLY

** Showing of the Spot Showcase coming in Billboard's January 13 Issue
### PULSE FILM RATINGS for August

#### AUGUST RATINGS

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Joan M. M. S. Jr., has been named general sales manager of MCVI, NBC’s network station. He is to report to Station Manager, St. John, WCTU, as an account executive. ...  WCTU TV, New York, is pulling 18,000 print advertisements a week on TV, sales manager for the new corn 8:00-10:00 a.m. cartoon strip. ...  Wnctv, Miami, is to follow the sales efforts of the local sales manager for WPST-TV, Minneapolis. Effective at once, WCTU men and women, and TV news, WCTU, Miami, to charge its sales managers. John Leslie has been promoted to local and regional sales managers.

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EDITORIAL

Col.'s Holiday Advice

The Christmas buying season will be one week shorter than usual this year, owing to the fact that Thanksgiving-traditionally the beginning of the holiday period-starts one week later than normal this year. Many record buyers and music publishers and program managers, has urged station to program Christmas disk to the fullest

This is logical reasoning. Retailers during the one-month holiday season often do as much business as in three ordinary months. Therefore, it is said, the record business, Jockeys are urged to heed the Columbia advice, not be overanxious to get ahead with the Christmas rush. Even the major stores, such as Jimmy Dean's "Little Sandy Sleighbough," as general industry policy.

Stations which start their Christmas programming one week earlier will materially help in creating a holiday mood. Spouses, as well as segments of the music business, will feel the beneficial effects of this.

Retailers of course, should also take their cue from the Columbia move. They should set up their holiday windows well in advance. Thanksgiving in order to realize the full potential of the holiday season.

A boost to sales chief Hal Cook, a.c.e., chief of Mitch Miller and promotion exec Gene Block for intelligent teamwork.

Would Half Use of Songs as LP Titles

Diskers Alerted to Legal Action
For Unauthorized Use of Copyr"ts

By JUNE BUNDE

NEW YORK — An important move to prevent the indiscriminate use of song titles as LP was made late last week when publisher E. H. (Buddy) Morris notified diskers activity, unless such permissions are obtained.

In response to the action by Morris, it is known, has the approval of music publishers across the country to increase the irritation over the disking practice of using song titles without any permission whatsoever, and to prohibit the practice that, as he put it, "is long overdue."

"Calling the name of a song as an album title without its publisher's permission is wholly a copyright infringement," according to Morris' Inyver Lee Eastman.

CLGA to Mull SPA Merger

PROPOSALS

HOLLYWOOD — Members of the Country Governors' Guild of America will hear proposals outlining the hope for amalgamation with the Songwriters' Protective Association, when the guild meets Monday (7).

Simultaneous meetings will be held to discuss forming a joint commission to work out plans for joining of SPA and CLGA forces on the West Coast, before the end of the first year.

SPA members will also learn of the proposals at their upcoming meeting.

TONY PIANO to Col. A&R Affairs

NEW YORK — Tony Piano, formerly with the American Record Co. and recently involved with the organization of a new disk label, has been added to the a.r. of Columbia Records, according to Mitch Miller, p.a. of the a.r. chief.

Piano was a staff director at ABC, where he did "Your Dancing Party," a two-hour live show featuring bands.

Increasing Distrib Field

Reflects Indie Disk Growth

Current Total Tally of Distributors
633; Up 30% Over 1952 Census

By JOEL FREEMAN

HOLLYWOOD — Reflecting the growth of the record industry and the tremendous expansion of the independent disk, there is a noticeable increase in the number of distributors active throughout the United States. Figures represent an increase of nearly 30% over the number of distributors engaged in the industry five years ago.

The figure may be startling in some quarters, the increase in number of distributors is a natural complement to the spectator gains made by indie labels in recent years. Meanwhile, statistic show that indie labels include company-owned branches of such firms as Decca, Capitol, Columbia, RCA Victor, Mercury and King, and distributors who only handle the major labels.

While the independent distributors are providing a change of fortune to some of the independent labels, a number of well-known independent labels have been forced to change their status in the face of the tremendous competition. The last year saw the end of the year, and a number of independent labels have been taken over by major labels, others have merged, while still others are finding themselves in a difficult position.

The tremendous growth and the increased competition has led to the formation of new independent labels as well as the growth of new independent companies. This growth has been evident in the increase in the number of distributors.

27 Albums on Cap November Agenda

HOLLYWOOD — Capitol Records will release a total of 27 albums throughout the month of November, as part of the theme "A Record Sales Month for You," aimed at retailers throughout the country.

Terms similar to that which prevails this month with the lineup of the Capitol program will again apply. Dealers can order the Capitol releases of the last month may again take advantage of the same terms with payments due by the 15th of the month.

The number of new releases may be as high as 125 per cent, which figures in October may again reach such sales of 10,000 copies. These are the record sales set by the Capitol releases of November.

The product is topped by the fourth Stokowski album to be issued by the company, with the release of the Sixth Symphony Orchestra.

It is estimated that the recordmaking of "Nutcracker" and "The Messiah" will be capitalized by the Capitol release of "Amahl and the Night Visitors," a musical adaptation of the famous story which is expected to be a major selling point for the year.

Capitol will train its promotional gun at its "Annie Get Your Gun" package, which has been put into the market by Martin's "Amahl and the Night Visitors." The product is expected to be a major selling point for the year.

5 Mil Sales

Goal Set for MM Club Line

HOLLYWOOD — Disneyland Records, distributed by the Walt Disney film studio, has set a goal of five million units for the early months of the first product of the firm's "Mickey Mouse Club line."

Label officials stated that their goal officially is to get an injection and an accounting, the entire amount of sales, and that the" Mickey Mouse Club line" will be achieved by the end of the month.

Inventory in the hands of Am-Par distributors at this time is expected to range from 250,000 to 300,000 copies. It is expected that this inventory will show a substantial increase as early as the end of the month.

Merc Signs Ruggol for A&R. Chores

CHICAGO — Pete Ruggol, composer and batonner, joined Mervin's a.r. staff last week and will handle the A&R department of the company's records.

The appointment was announced by Art Talmadge, a.r. chief, of the company.

Ruggol was formerly with the American record company, where he handled the promotion of the company's records in the Northwest and Midwestern sections of the country.

The appointment was made in connection with the announcement that the A&R department is being strengthened, and that a number of new accounts will be taken on board.

The A&R department of the company is responsible for the promotion of the company's records in the field of music and entertainment, and for the production of new records and the development of new artists.
**M I T C H  C U T S  A  S A N T A  S U R P R I S E**

NEW YORK—Lita never had loved the unusual and novel for efflent Christmas discs. Included in his Columbus' Miller Miller cut one by Kenny Dorsey, the Wades, and Clarence "Waltz" for the Walmers. The tone on his disc takes a direct view of Santa. He caught him kissing girls, doing the mambo, etc., and is ready to blow his head off for these quasi-Noel prac-

**S p a r r o n  U p p e r t o  I m p o r t a n t  B M I  E x c e l  P o s t**

NEW YORK—Kero Sparrow has been named by the BMI for a string of station re-

**J a z z ,  O p e r a ,  D r a m a ,  T o m e s  o n  U p s w i n g**

**Contracts May Block ‘Blues’ Pic Soundtrack**

**Hollywood**—Conflicting contractual commitments are ex-

**Thieves Make 30 LG PAIu**

**Toronto**—Records with a retail value of nearly $30,000 were taken by thieves from a large truck over the weekend to be delivered to the Rec-

**Dot Christmas Pkg. Agenda**

HOLLYWOOD—Dot Records will begin selling an extensive package to promote their new albums and it is to be in the hands of distributors November 15.

**H u s k y ,  Y o u n g  I n k e d  f o r  P i c**

NASHVILLE—Hubert Long, manager of d.w.g., singer Forliss Hill of the
tow, has consummated a deal for the appear-

**C a n a d i a n  R e c o r d  S e t s  B y  A u g u s t  D i s k  S a l e s**

**Toronto**—Record retailers in Canada showed their greatest sales in the history of the business from August 1 to August 31, 1957, according to figures compiled and published in the Canadian Bureau of Statistics.

The total sales value of all rec-

**B o x s**

**M  a r c h  1 4 4 ,  1 9 5 7**

**J a z z  C o l o n y  D i s k s ,  D e t u b s  t o  K e y**

NEW YORK—Candle Records, distrib-

**D i s k s t o  B e e d**

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**D i s k s t o  B e e d**

NEW YORK—Candle Records, distrib-

**New Inker, Young Inked for Pic**

HOLLYWOOD—Dot Records will begin selling an extensive package to promote their new albums and it is to be in the hands of distributors November 15.
Audio Fidelity Records Billboard Ad No. 4

Audio Fidelity Records Presents

Two Sensations!

One Hit After Another!

Sultan of Bagdad
Mohammed El-Bakkar and his Oriental Ensemble

Port Said
Music of the Middle East

Music of the Middle East Vol. 2

Audio Fidelity ARLP 1834 — $5.95

Audio Fidelity ARLP 1833 — $5.95

Music of the Middle East featuring Mohammed El-Bakkar and the Oriental Ensemble

Sell-up with Audio Fidelity

The cleanest sound in high fidelity!

Sell-up with Audio Fidelity

Display Audio Fidelity Records! Suggest Audio Fidelity Records!

Make more money by selling Audio Fidelity Records!

These are the finest and most easily saleable records in your shop. They are the most profitable sales you can make! Why offer a lower priced, harder to sell, imitation of the Audio Fidelity Hit—when it’s just as easy to sell the high quality class product...

Audio Fidelity...the album with the EXTRA BUILT-IN PROFIT MARGIN!

Call Your Audio Fidelity Distributor Today!

Audio Fidelity Records - 770 Eleventh Avenue - New York 19, N. Y. - Circle 7-5533
NEW YORK — "American recording artists apparently are not aware of their shortcomings as performers in the eyes of European audiences.

The Verve's latest wax was brought back last week by Ed Welker, RCA Victor's recording director for pop music, who spent a three-week visit to Paris, London and Rome.

Welker, taking this just as exactly true, conducted what he described as a "dramatic upswing in disk activity on all levels in the Continent" of European artists on local fronts was never more pronounced, especially in films. Films may just be credited with the last surge in the success here of American artists. Some of those who are back here at home can't get off the ground three simple because they have not had the closed-up exposure. On the other hand, Frank Sinatra is better than ever, as are Elvis Presley and Harry Belafonte.

The latter's "Island in the Sun," still sold more in England than at home, because there has been no attempt at all to pedal the controversial film.

Europeans, said Welker, have supplemented the "Flash-in-the-pan disk artists" from the real "performers." That's why one notes the continued success of such as the above-mentioned Johnnie Ray, Lena Horne, Eartha Kitt, Frankie Laine, etc. But some of America's finest work and role models actually have killed their disk sales by coming over and giving non-professional performances.

On the business front, Welker found that more and more European artists are getting equipped for stereo recording. Record stores are thinning despite high prices.

In Paris, Welker conferred with Victor rep Si Rady, who soon will be transferred to California. There he will produce pop albums for Welker's department as well as assist with Red Seal taping. In London, Welker attended sessions at the Decca-London studio and, planned the first dates to be cut directly for stereo by artist George Melachrinos.

The purpose was confab with Maria Laura, who just completed a film there. Luman also will record while in Italy.

Merc Names Somers to Global Post

CHICAGO — Mercury Prexy B. Green last week announced the appointment of Bruce Somers, of Geneva, Switzerland, as director of the label's international division.

Somers will move a world-wide sales territory from his Geneva base in a function previously handled personally by Geno.

Somers is now on a six-week tour of South America where, before returning, he will confer with local record director for that hemisphere.

Somers will pick a number of tape tapes, Manila or Tokyo to override the Far East and finally one in Europe.

He foreign licenses, M. C. Woolfe, of Fye of New Zealand, Bayard, of Ottawa, Canada, Diamandis-Mercy, Hong Kong, recently visited Merc headquarters here. Both men conferred, displayed enthusiasm for the prospects of Merc's stereo tape labels. Each onebought stereo playback equipment during

COMING NEXT WEEK

The Biggest Hit of 1957
THE BILLBOARD'S TENTH ANNUAL DISK Jockey ISSUE

A Spectacular in Print, Wrapping Up The Whole Big Music/Radio Business

POP, R&B JUST WON'T STAY IN OWN BACKYARDS

NEW YORK — You can try to tell the best-selling pop charts from the rhythm and blues charts just to see how the excision.

All but one of the top-15 best-selling r&b disks this week also appear on the pop list, and the sole exception, "I Like it," by Maxine Brown, is on "Do-It's just off the pop chart.

The first five platters on both charts appear in identical order—Presley, the Everly Brothers, Ray Charles, Ray, and Ricky Nelson—while the only big collision is by Celia Cruz's "In a Sentimiento" is No. 6 on both lists.

Welker's "Jailhouse Rock" and the Everly's "Wake Up Little Susie" are No. 1 and 2 respectively on this week's and on three charts—pop, r&b, and country.

TOP GERMAN DISK EXEC. HERE FOR U.S. SURVEY

NEW YORK — Three of Germany's key recording and music publishing execs—Hans Gerig, Horst Gietz and Kurt Felts—arrived here this week to look over American imports and some new material for release abroad.

Publishing Gerig, whose firm, Sunbeam-Verlag, represents several important U. S. music firms (including Robbins, Feiten and Miller), plus German and Italian music rights on behalf of Rppard and other German firms.

Gietz, of Gietz & Co., has some specific countries, saw Gerig, and the third member of the trio, Kurt Felts, who operate "listening bars" where potential buyers often listen a disk for the first time.

Between 10 and 20 U. S. songs are expected to make their world debut this year, said Gerig, with "The Louvin Brothers" (one of Germany's leading country music publishers) and Helmut Koller, one of Germany's leading arrangers of such music, is due to leave to Germany's 20 top tapes last year.

RIAA Sets New Disk Standards For LP's & 45's

NEW YORK — The Record Industry Association of America, Inc. (RIAA) has adopted new dimensional standards for LP's and 45's disks, thereby completing requirements for a display of competing quality and standardizing all single-type phonograph disks for sale to the consumer.

New standards, recommended and adopted by the Association's engineering committee, applicable to the production of new LP's and 45's records, have been published by the RIAA and will begin to be incorporated into the production of LP's and 45's disks, and recording and reproducing cartridges, or "cure," for phonographs and phonographs that may have been previously established by the Association.

Included in the new standards are such dimensions as outside and center hole diameters, thickness of playing and label surfaces, dimensions of central hole and various technical and scientific data and information for the record industry.

Verve Label Signs Weston

HOLLYWOOD—Maestro Paul Weston has signed a contract with Verve Records Prexy Norman Granz, adding him to the label's artist roster, for services for at least two albums in the immediate future.

Weston, who is currently associated and conduct the next Ella Fitzgerald phonograph concert at the Shrine Auditorium, has a new recording, "Irving Berlin Songbook," and an original package with "Bittersweet," as soloist, the album contains for only these two albums at the present time, and Weston, Granz is also discussing other projects for possible future recording.

Veerve Label

NORMAN PROMOTED BY COL. OF CANADA

TORONTO — Norman Campbell, with Columbia Records of Canada, has been appointed general manager of the Canadian arm of the company, Addison's Ltd, distributors in Canada for Columbia.
GOGI GRANT
sings JOHNNY'S DREAM c/w WHAT A BEAUTIFUL COMBINATION
with Hugo Winterhalter's Orchestra and Chorus
47/20-7082

They're

TONY PERKINS
sings WHEN SCHOOL STARTS AGAIN
with Joe Reisman's Orchestra and Chorus
c/w ROCKET TO THE MOON
47/20-7078

getting the

AL ELIAS
sings CHICKADEE
c/w OFF TO THE PREACHER
47/20-7081

season's

THE SPROUTS
sing GOODBYE, SHE'S GONE
c/w TEEN BILLY BABY
47/20-7080

Big Play!

Watch for these NBC-TV network shows, in Color and black-and-white... PERRY COMO, GEORGE Gobel, EDDIE FISHER, THE PRICE IS RIGHT, TIC TAC DOUGH... all sponsored by
Sailor Binns states Keen Records, his firm's major asset, is焕发 a spark in revival in spiritual sales, according to Charles H. Hudson, president of the firm. Heywood Broun also reported recently that the label is the debut of Herbert S. Krell's new company. The label reports he has signed both the Blackbirds and the Harmonicats albums by Billy Eckstine and Joe Turner, both of which have been distributed by the National Records label. The label plans to utilize the services of the famous gospel group, the Soul Stirrers, Kathleen Kennedy's own group, and other interest in "Pressing Out", by the Nightingales, "Dinah Will, Well", by the Swan Silvertones.

Bob Talbotson of Baton Records, New York, sent a dub of "The Jitterbug" by Velvet Joe and his Jitterbuggers to the Fantasy group in Los Angeles, who calls it "the greatest new Jitterbug hit of the week. The song is called "The Jitterbug" by the singer's name, not on the lips of many teenagers as it was a few weeks ago, but this might be a good way to participate in the fact that he has been dallying a wrestler of late, and what kind of teen-age idol is that?"

Bouree New Indie Disk

NEW YORK—Bouree Records, a new independent recording company, geared to handle all aspects of recording and distribution, has been set up here with George T. Simon as president.

According to Simon, veteran jazz writer, composer and record producer, the new company was organized to inject new ideas, new product lines and more interest in the industry. It intends to explore and develop "less routine and more daring tapes" for record collectors. Bouree also plans to operate in the area of advertising, the industrial and musical markets.

With Simon handling most of the pop and jazz charts, his clinical and business acumen will be combined with the efforts of Robert E. Allen, current engineer of the Columbia Records, who will have the bulk of the responsibility in the production for Bouree.

Simon has been a jazz producer-director for the Columbia Records for the past 10 years. He will continue to handle C.C.'s and others of the above-mentioning artists. His latest project for C.C.'s Concert Hall label has been "Time for Tuna" by tenor saxophonist star Tina Louise, with an all-star band under Buddy Woody's direction.

Continue Wolf Enterprises

NEW YORK—Leonard Wolf Enterprises, record promotion firm organized by the late Leonard Wolf, will be continued under the direction of his widow, Lisa.

According to Lisa, one of the major events of Wolf's career was his arranging of the Neal Hefti-Chet Hanks orchestra, which has come to be known as the "Wolf Orchestra." Among her new assignments will be the production of the new swing band, "The Wolf Orchestra," under the direction of George T. Simon.

Another Coup for Siegel in German Thrush Disk Debuts

NEW YORK—Paul Siegel, one of the highest flying of the record promotional agents, has added another coup to his list of successes. Siegel has signed David Selzer, who has written and produced the hit records of his own group, the "David Selzer Orchestra," to the German Talent Management. According to Siegel, during his German travels, he met with Siegel at the famous Skirball的性格's, Tommy Kellner, here with him in America.

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NAME VOCALISTS

Do you need a fresh beat to get you into the "roo lark" correctly?

Ha, I've got a song that can do it. Write to me, write to me, write to me, write to me, write to me.

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Do you need a fresh beat to get you into the "roo lark" correctly?

Ha, I've got a song that can do it. Write to me, write to me, write to me, write to me, write to me.
Great new show album presents the stars and songs from the exciting new production of Irving Berlin's smash musical "TWO-HOUR COLOR SPECTACULAR" of the show, starring MARY MARTIN and JOHN RAITT, will be seen by millions on November 27!

"SCOOP" RELEASE! This powerful album is available now... in plenty of time to stock up for tremendous sales!

BULLSEYE PROMOTION!
The dramatic campaign includes high-impact store displays, lavish disc jockey coverage, special publicity kits, nationwide consumer advertising, and much more!

from CAPITOL, the nation's leading producer and promoter of outstanding show albums:
PAL JOEY • HIGH SOCIETY • CAROUSEL • THE KING AND I • OKLAHOMA!
November... A Record Sales Month For You!

With 27 power-packed new releases from Capitol Records

Star-Power in Pops:

- Annie Get Your Gun (W 913) by Mary Martin
- Just One of Those Things (W 903) by Nat "King" Cole
- The Morse Code (T 899) by Ella Mae Morse
- The Wildest Show at Tahoe (T 909) by Louis Prima
- Whisper Not (T 911) by Al Rettebo
- Back Home (T 951) by Merle Travis
- Live Show from Tahoe (T 909) by Louis Prima
- Gone for the Day (T 902) by Julie Christy
- All Time Favorites (T 9103) by Various Artists
- The Shearing Piano (T 909) by George Shearing
- Hawaiian Shores (T 904) by Webley Edwards
- Shearing Piano (T 909) by George Shearing
- Whisper Not (T 911) by Joe Bushkin
- Joe Bushkin Spotlights Irving Berlin (T 911)
TWO NEW CHRISTMAS STEREO TAPE RELEASES:
Hollywood Bowl Symphony Orchestra conducted by Carmen Dragon
MUSIC OF CHRISTMAS ZF-14
Roger Wagner Chorale
BOY TO THE WORLD ZF-15

SOUND-POWER IN CLASSICS:

INTEREST-POWER IN 'CAPITOL' OF THE WORLD:

PLUS

- UNPRECEDENTED DISC JOCKEY PROMOTION
- TREMENDOUS POINT-OF-SALE DISPLAYS
- HARD-HITTING NATIONAL CONSUMER ADS
- DEFERRED BILLING ON ALL NEW ALBUMS
- DEFERRED BILLING ON ALL CATALOG ITEMS
- 100% EXCHANGE PRIVILEGE ON ALL NEW ALBUMS
The "Broadway Spotlight" set commemorates the company's 50th Anniversary, with Boskin performing 50 tunes in the album of the 15 pop sets being released, three albums, the Nat Cole, Johnnie Ray, and others, and a set titled "All Time Favorites" by various artists.

Special die-cut window displays on the cover.

Continued from page 17

The Capitol of the World re- leases the label's biggest ever, in this series. In excess of 100 C/O.W. albums have already been issued by the company, with new product dealing with the music of Greece, Israel, France, Africa, Italy, Japan, Mexico, Brazil, Haiti and London.

New November disk jockey pre- view kits have been prepared with complete album distributions of the June Christy, George Shearing, Louis Prima, Nat Cole, Jackie Gleason, "Annie Get Your Gun" and the previously released "Pajama" package numbering for DJs.

An eight-page, four-color consumer brochure is being issued all October and November albums have also been prepared for dealer's use.

Firm takes off its "Christmas Is Hi-Fi" campaign (The Billboard, September 30) via new Christmas LPs with its national consumer and trade advertising sponsored to break them.

Disk Growth

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They're handling big ticket lines as well, with the Steeplechase phone equipment line an example of the higher-priced hard goods getting in the index's way.

As the number of new labels in the industry continues to mount, it's a fairly safe bet the independent distributors are going to continue to grow in number as well. The mortality rate in recent years has been surprisingly few among distributors, and as long as disk sales continue to accelerate there are certain to be new faces in the distribution business.

Modern Bible

head up the pop singles & 45's department for the Modern and RPM labels. A veteran recording man with many labels, Sill will super-

m disdain pictures studied pay thousands of dollars for the use of music by an off-brand label or inferior artist lowers the value of the product in its use as a title for a package by a top disk jockey.

Herald Arlen and Sammy Fain are among writers in agreement with Morris on the need for reinforcement of the property rights of both men have had some of their best standards utilized as titles for more than one package without their permission. Morris currently making a survey of his catalog and current chart albums on the market, in an effort to determine which of his tunes have been picked up as LP titles without his permission. One of Morris' tunes "Lesonnee Gol." is currently the subject of a recent hit by Jess (Lesonnee Gol) King against RCA Victor, Miss King, known in radio as the "Lesonnee Gol" and who has an interest in the song, claims the label used the title as an LP title without his permission. However, Morris stated that he had nothing to do with his own group to prevent reissue of song titles in the package field.

Mercy Names

Continued from page 19

the visit here with the intention of calling nation-wide meetings of their dealers for stereo demonstration.

At the stereo market is developing to such an extent that we will have to order merchandise from the United States rather than represent it themselves on a retail basis, as the practice goes with records. This situation will continue until foreign volume for stereo justifies the installation of tape duplicating equipment in foreign parts.

Use the recording activity of Etta James, B. B. King, the Cadets, the Teen Queen and Jesse Belvin, in addition to the independent music market. Assignment is on a free-lance, non-exclusive basis, with Sill continuing to represent Atlantic Records in a similar capacity on the Coast. Maurice Davis also continues with the company, handling repertoire and arranging for the firm's low-priced album line.

Fireworks at ASCAP Meeting

Continued from page 18

Some suggested that possibly multi-released some selections to give the short circuit, white tiles felt that possibly none assigned numbers have taken this way to sabotage Herman's speech.

Jazz Treatment

Continued from page 18

Felder and the Boston Pops on RCA Victor.

An interesting aspect of the 'Jamaica' situation is that the studio and M-C records were released prior to the show's opening here Thursday (17). Both packages were offered for sale in the theater lobby on opening night.

Mega R. Victor scheduled a rush-recording session on the original cast version (starting Lena Horne and Ricardo Montel-

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Hot on the heels of Tony's "Middle of an Island" comes this double header, gaining momentum daily. One reason: "Ça, C'est L'amour"—a gorgeous Cole Porter opus penned for the hit film "Les Girls"; other reason: "I Never Felt More Like Falling in Love" by hit-maker Robert ("Chances Are") Allen... "Story of My Life" is breaking like another "White Sport Coat"... Well on its way to the top is Johnnie Ray's discing of "Pink Sweater Angel." Flip side, "Texas Tambourine," just as strong... Early reports from Baltimore, Boston, New York, Philadelphia and Detroit indicate heavy activity on Jerry Vale's latest, "Pretend You Don't See Her"... No. 1 spot for Johnny Mathis with "Chances Are"; "Twelfth of Never" doing its share—but good... Sleeper of the week is Mindy Carson's effective waxing of "Sweet Georgia Brown"—none other than that hearty evergreen "Sweet Georgia Brown" with a fresh set of lyrics.
THE BILLBOARD

Record & Equipment Merchandising
News & Sales Tips

Move Downstairs To Up Disk Sales

By RALPH FRIAS

The record business is definitely on the upswing at Shillito's, one of Cincinnati's leading department stores. The obvious reason for this situation is the moving of the disk department from the sixth floor to the across-the-street annex which houses the store's parking facilities.

The Billboards asked Marion Booth, disk department manager, what she thought of the move. "It's a different business," she said.

On the ground floor and on a heavily trafficked intersection, the department now attracts customers off the street. To these customers a trip to the sixth floor was unthinkable.

In setting up the department, Marion Booth had an opportunity that isn't given to many in the record business. She was able to put into practice many of the ideas she knew would increase sales.

Full album cover display was one of these ideas, and covers are shown in abundance. One entire wall is covered with new album releases. The department is 100 per cent self-service, with attractive, custom-built browser units the principal feature. Records in the browsers are arranged according to type of music.

Listening facilities are convenient and pleasant. There is a player ready to go at the end of each browser unit. Customers operate the units themselves. In addition, there is a group of listening booths at the rear of the department. These are well-appointed, well-lighted and accessible. Playing equipment is first-rate.

The new ground-floor spot has been in operation only since September 1. Even the finishing touches have yet been applied, business volume has taken such a leap, both for disks and playing equipment, that the management wonders why it didn't make the move sooner.

SALES AIDS

The booklet answers hundreds of the most important questions concerning record sound reproduction. It covers all recorded subjects in an easy-to-follow simple language. Care of records.

The booklet is equally useful for high-fidelity experts and amateurs. It contains descriptions of every type of equipment.

Well, a pioneer in the high-fidelity industry, was President of Audax, Inc., manufacturers of cartridges, until the company's purchase by Rek-O-Kut. He has been retained as a special consultant by Rek-O-Kut.

Distribution of the booklet by disk dealers, particularly with a stake in the equipment business, could help them in the form of high-fidelity components purchasers.

LEAFLET PROMOTES NEEDLES

To simplify the consumer's task of selecting the correct phonograph needle, Pernox, Inc., manufacturers of Filetline replacement needles, is publishing a special Key Identification booklet.

These booklets enable the consumer to decide in his own home just which needle he desires.

The Filetline leaflet accomplishes this by illustrating 42 of the most popular tone arms in use today. The consumer merely refers to his set name listing to find out which of the illustrated tone arms are used in that particular make of phonograph; then it is just a matter of matching one with the tone arm on his phonograph.

NEW PRODUCTS

RONEOTONE MODIFIES TONE ARMS

The Roneotone Acoustical Corporation has introduced several important changes in its tone arms. The rear moving coil spot rear arm rest of all Filenet high fidelity tone arms have been raised so that they may be used with

any American or imported turntable. This applies to both the popular 15-inch and 15-inch transcription arms. As a result of the change, installation has been simplified so that adaptors are no longer necessary.

ANNEL & HOWELL SHOWS NEW MODEL MODELS

The Bell & Howell Company has announced a new, lower-priced tape recorder model in a move that is called "The Model 770." It is priced at $169.95. It features twin microphones and an automatic cue to prevent accidental erasure of sound. The unit is designed specifically for the market that does not require such features as the

VIDEOLA ERIE ADDS TO 1955 LINE

A new French Provincial design radio-phonograph has been added to the Voodoo line, imported by the Vidorke-Rite Company, unit, known as La Elegante, com

bines AM-FM short-wave radio and de luxe four-speed phonograph with changer. The cabinet comes in a choice of finishes. The unit is set retail for $805.50. Other units in the line range in price from $69.95 to $79.50.

ASTATIC ANNOUNCES NEW CERAMIC CARTRIDGE

A new wide-angle ceramic "plug-in" cartridge combination is announced by Astatic of Chicago. O, Called the "Sound

passe button and dual recordeg

level indicator leads. The new

unit supplements the Model 775, which has been listed at $190.50. An accessory that promises to make home use of the record oner is a black, wrought-iron stand, with lacquered casings, retailing at $8.95. Designed to hold either the 770 or the 775, the stand may be wheeled easily from room to room. Also available as an accessory is a patchcord for connecting the instrument directly to radios, phonographs and other sound sources.

RCA HAS SPEAKER FOR TRANSISTOR RADIO

A new auxiliary speaker for use with the RCA Victor line of transistors was announced by RCA Victor. The new speaker is being released this month. It is priced at $100.00.

The transistors will be shipped to dealers beginning in November, says RCA Victor. Designed for use with the RCA Victor transistor radio and models 8979 and 8878, the cabinet has a recessed top into which the radio fits. The auxiliary speaker is attached by plugging in a transistor phone jack. All power is provided by the radio itself and no home lighting outlet is required. Available in grained mahogany and grained oak. The finish is 7/4 inches deep and 9 inches wide. It is nationally advertised at $18.95.
Das Ist Der Hit Of Der Year...

LIECHTENSTEINER
POLKA

Will Glahé

WILL GLAHE'S
HIT LP

Good Friends;
In Grinzing, Tavern
in the Town;
Vienna, City of My
Dreams; The Stein
Song; Drinking Song
(Student Prince);
When the Lilac
Blooms Again;
One Two Drink Up;
Hot Pretzels
(Goosey Goosey);
The White Horse
Inn; Beer Barrel
Polka; Auf
Wiederseh'n,
Sweetheart

WILL GLAHE'S
HIT EP

LIECHTENSTEINER
Polka; Hearts
and Heartaches;
Beer Barrel
Polka; Peanut
Polka,

LONDON
RECORDS
539 West 25 St., New York 1, N. Y.
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.

### Classical Albums

**Wieniawski Concerto No. 2 for Violin and Orchestra: Saint-Saëns: Introduction and Rondo Capriccioso: Tchaikovsky: Nutcracker Ballet: Mahler: Das Lied der Erde**

**Ernie Mantovani, RCA Victor LPM 1505**

Compelling, large-scale performance of romantic concertos, with soloists, orchestra and audio engineers functioning in top form. For added thrill, two virtuoso works by St. Saëns and Ravel are spatially partitioned. Competition is strong, but there is always room for a package like this one.

**Reports**

**FERRI (1-12) With Jimmy Dodd: Disneyland ST 1039**

A delightful story teller package which traces the exploits of Ferris, the girl squilla. Music and songs are convincingly performed, and children in the five-year-old group can follow the story line fairly well on the double-fold P.L.P. Feature-length film of the same name should add to the lure.

**NEW POP TALENT ALBUM**

**Jennie (1-12): Jamie Smith, RCA Victor LPM 1523**

Victoria's new fresh discovery is a talent to watch. Evidence here says she can do just about everything. Coming from a tender hallied to a rhythm tune in an out-and-out modern jazz style. The songs are varied, all of them being feminine and warm. Still lacking in spots it is a nature feeling for the lyrics, but according to the notes, Miss Smith is a mere 15. Good repertoire and buy. Ellie's backing are decided assets. Jack should dig this fresh parcel.

### Special Merit Jazz Albums

**CITITEN'S CHOICE (1-12): Down DLF 1123**

An extremely appealing sampler culled from the strong Down jazz LP line. Such names as Zoote Sims, Bob Brookmeyer, Al Cohn, Joe Pass, Jazz Modes, Mat Misfuegos, Dick Garcia, etc., are heard in some top-drawer blowing. Until November 15 set will sell for $2.30, after which for $4.30. Considering the styles and musicians exposed, it is a bargain at either price. Strong cover.

**FOR LADY-15: Webster Young, Cornet; Paul Quinichette, Tenor Sax; Joe Puma, Guitar. Prestige LP 1106**

Consisting of songs Billie Holiday made famous.

### Children's Album

**PERRI (1-12): With Jimmy Dodd: Disneyland ST 1039**

A delightful story teller package which traces the exploits of Ferris, the girl squilla. Music and songs are convincingly performed, and children in the five-year-old group can follow the story line fairly well on the double-fold P.L.P. Feature-length film of the same name should add to the lure.

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### Most Played by Jockeys

**PORT SAID: Music of the Middle East (1-12): Mohammed El-Bekkar and His Oriental Ensemble. Audio Fidelity AFLP 1833.**

To listen to this item you'd never know there was trouble in the Mideast, according to any standard. Jam sessions, by a strong band and exotic instrumentation (finger cymbals, for example). The twelve-woofer crowd will dig it the most for its emphasis on wide-range values. But don't overlook the possibility of a wider audience. Disk has already shown signs of getting hear in certain markets and deejays also seem to be getting the message.

---

**Best Selling Pop EP's**

**FOR SURVEY WEEK ENDING OCTOBER 26**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
<th>Last Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Where Are You?</td>
<td>19</td>
<td>9</td>
</tr>
<tr>
<td>2. WONDERFUL, WONDERFUL</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>3. WE GET LETTERS</td>
<td>18</td>
<td>19</td>
</tr>
<tr>
<td>4. A SWINGIN' AFFAIR</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>5. YOUNG IDEAS</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>6. DANCE TO THE MUSIC OF LESTER LARN</td>
<td>21</td>
<td>21</td>
</tr>
<tr>
<td>7. OVER THE WORLD IN 60 DAYS</td>
<td>22</td>
<td>22</td>
</tr>
<tr>
<td>8. LOVING YOU</td>
<td>23</td>
<td>23</td>
</tr>
<tr>
<td>9. LOVE IS THE THING</td>
<td>24</td>
<td>24</td>
</tr>
<tr>
<td>10. PARTY'S OVER</td>
<td>25</td>
<td>25</td>
</tr>
<tr>
<td>11. NOW HEAR THIS</td>
<td>26</td>
<td>26</td>
</tr>
</tbody>
</table>

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**FOR SURVEY WEEK ENDING OCTOBER 26**

The information given in this chart is based on actual sales to consumers in a scientific sample of the nation's leading dealers. The sales data for the samples is given above. Sample sales, store size, and all factors, and in this continuing study, are obtained from the leading dealers in their respective areas. 

**1. LOVING YOU**

Elvis Presley...RCA Victor EPA 1-1515

**2. FOUR BY FAT**

Pat Boone...Dot DEP 1057

**3. JUST FOR YOU**

Elvis Presley...RCA Victor EPA 4041

**4. AROUND THE WORLD**

Elvis Presley...RCA Victor EPA 4057

**5. LOVE IS THE THING**

Elvis Presley...RCA Victor EPA 4054

**6. PEACE IN THE VALLEY**

Elvis Presley...RCA Victor EPA 4054

**7. MARVELOUS MILLER WOODS**

Glenn Miller Army Air Force Band...RCA Victor EPA 1-1094

**8. FIVE FRIENDS AND FIVE AXES**

Pat Boone...Capitol EAP 1-841

**9. HUMANS**

Tennessee Ernie Ford...Capitol EPA 1-758

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*idalipedia.org*
GENE VINCENT
and His Blue Caps

...follows up his triple market smash "Lotta Lovin" with a great new swingin' single

I GOT IT DANCE TO THE BOP
Greatest Piano Album of the Year — "The Best Of Irving Garner"

It is doubtful that there exists today a piano player with a sure touch on the piano and a greater knowledge of harmonies than Irving. His knowledge of chordal changes is incredible, but even more so, his rhythm and his sense of time are metronomically correct to the point.

Gerald Cranston Link
Musical Editor, The Times

where it is doubtful if the tempo of any of these songs varied from beginning to end more than one-thousandth of a second.

For a rare delight, and at times possibly an even bizarre one, I am proud to recommend "The Best Of Irving Garner."
**Reviews and Ratings of New Popular Albums**

**THE FOUR LADS SING FRANK LOEWEN**

- **Price:** $0.80
- **Type:** L.P.
- **Label:** RCA Victor LPM 1240

Frank Loewen's new 12-inch record features the Four Lads, an American vocal quartet, singing some of Loewen's most popular songs.

**BLUE STAR**

- **Price:** $0.75
- **Type:** 78 RPM
- **Label:** RCA Victor LPM 1240

This record features a selection of classic bluegrass music performed by the Blue Star Band.

**CLASSIC CONCERT**

- **Price:** $1.25
- **Type:** L.P.
- **Label:** London LPM 1240

This L.P. features a selection of classic concert performances from some of the greatest artists of all time.

**JUBILEE LATEST AND MOST LIVELY**

- **Price:** $0.60
- **Type:** L.P.
- **Label:** JUBILEE

This L.P. features a selection of the most popular and lively music of the day.

**THE LIVINGSTON**

- **Price:** $0.75
- **Type:** L.P.
- **Label:** Capitol 2072

This L.P. features the Livingston Sisters, a popular country music duo.

**DECCA HISTORIC PHONOGRAPH RECORDS**

- **Price:** $1.25
- **Type:** L.P.
- **Label:** Decca 2072

This L.P. features a selection of classic phonograph records from the Decca label.

**THE LIVINGSTON**

- **Price:** $0.75
- **Type:** L.P.
- **Label:** Columbia 2072

This L.P. features the Livingston Sisters, a popular country music duo.

**TWO THAT SOUND BIG, SELL BIG!**

- **Price:** $0.75
- **Type:** L.P.
- **Label:** Columbia 2072

This L.P. features a selection of popular and well-loved songs.

**THE DELAWARE**

- **Price:** $0.75
- **Type:** L.P.
- **Label:** Columbia 2072

This L.P. features a selection of classic Delaware music.

**THE LIVINGSTON** gives your customers big sound at a budget price!

What's more, the Livingston doubles as a table-top phone or floor model. Features 4-in-1 compact design, $20 to $200,000 eye-high fidelity amplifier for full, rich sound, two matched speakers, special detachable wrought iron legs that clip into ease. That's the Livingston DP-439.

**THE DELAWARE** blends beautiful cabinetry and beautiful hi-fidelity sound. Comes in hand-rubbed mahogany, blonde, walnut, or fruitwood. Inside the cabinet, you'll find two matched speakers, high fidelity amplifier, a balanced tower with automatic shut-off. Contact your Decca salesman, and get on the bandwidth! DP-240 Malagony, DP-241 Blonde, DP-242 Walnut; DP-434 Fruitwood.

**A LOVELY WAY TO SPEND AN EVENING**

- **Price:** $0.75
- **Type:** L.P.
- **Label:** Columbia 2072

This L.P. features a selection of classic love songs.

**SIGHT AND SOUND**

- **Price:** $0.75
- **Type:** L.P.
- **Label:** Columbia 2072

This L.P. features a selection of classic instrumental and vocal music.

**HISTORY OF THE RECORD INDUSTRY**

- **Price:** $0.75
- **Type:** L.P.
- **Label:** Columbia 2072

This L.P. features a selection of classic records from the history of the record industry.

**THE LIVINGSTON**

- **Price:** $0.75
- **Type:** L.P.
- **Label:** Columbia 2072

This L.P. features the Livingston Sisters, a popular country music duo.

**THE DELAWARE**

- **Price:** $0.75
- **Type:** L.P.
- **Label:** Columbia 2072

This L.P. features a selection of classic Delaware music.
And RCA VICTOR is making it the biggest 45 EP album promotion in record history...

- An NBC network saturation spot radio campaign, plus 30-second spots for general local use!
- A major-market local spot radio campaign!
- And... four-color point-of-sale streamers for dealers!
- Mailing of albums to 3,000 top disc jockeys, complete with programming suggestions and plugs!
- Exploitation of album by MGM field representatives!
- Major tie-ins with exhibitors at all movie first-run play dates!
- Network TV color commercial — on Nov. 21, on TIC TAC DOUGH! All to exploit a hot item!

We honestly believe that this will be your biggest money-maker in years.

ORDER BIG... CASH IN BIG!

Watch for these NBC-TV network shows: PERRY COMO, GEORGE GOBEL, EDDIE FISHER, PRICE IS RIGHT, TIC TAC DOUGH, They're all sponsored by...
Created and Designed by The Billboard to help YOU

SELL MORE... INCREASE STORE TRAFFIC
BUILD GOOD WILL... MAKE GREATER PROFITS!

AUDITION enables the Record companies to show their latest releases with the excitement and impact full color provides not only to you, Mr. Dealer, but you, through reprints of Audition, can increase your sales direct to the consumer by getting copies of Audition into his hands.

AUDITION is different from any other record magazine or catalog. It is priced for worthwhile profit or economical giveaway. Audition concentrates on current-selling albums—both LP and EP—and helps move them faster.

AUDITION answers the question so often asked: "What's New This Month?" for it contains listings of every new release coming out during the month. Audition tells and sells your customers on what's up-to-date—gives them advance notice of new releases by their favorite artists.

AUDITION has special editorial features... Reviews of top albums representing the cream of the crop in all musical categories... Charts of best-selling popular, jazz and classical albums.

AUDITION is aimed at all people who buy records whether they are rich or poor, longhair or jazz fanatics, hi-fi buffs or rock 'n' rollers. Everyone can use and enjoy Audition and you'll profit by it.

AUDITION helps your customers get more pleasure from their albums while promoting greater sale of your high profit equipment and accessories.

AUDITION educates your customers on current musical trends... offers fascinating information on favorite artists and inside "scoops" geared to quicken interest and stimulate the urge to buy.

Sell AUDITION on your counter and make up to 100% profit on a fast-turnover item. Give it to your selected customers to stimulate additional business. Or sell it to your casual customers to cover the cost of copies you give away, thus making Audition a self-liquidating premium. Include Audition in your special mailings. Use it as a stuffer with album purchases.

---

**AUDITION**

**2160 Patterson Street**

**Cincinnati 22, Ohio**

I want to make sure I receive copies of Audition every month. Please enter my order for:

**NUMBER OF COPIES**

- 20  $2.00  $1.00
- 40  $3.60  $2.40
- 80  $6.40  $5.60
- 100 $7.50  $7.50

- Copies... @7.5c each... 7.5c on ea.
  - similar exchange
  - copy

**SIGNED**

**STORE NAME**

**ADDRESS**

**CITY**

**ZONE**

**STATE**
### Second Ten

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<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Record Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>Little Bitty Pretty One</td>
<td>R.灼</td>
<td>Published by Mercury Records (BMI)</td>
</tr>
<tr>
<td>12</td>
<td>Happy, Happy Birthday, Baby</td>
<td>Bryant &amp; Lopez</td>
<td>Published by Decca Music (BMI)</td>
</tr>
<tr>
<td>13</td>
<td>Keep A' Kneokin'</td>
<td>F. Pearson</td>
<td>Published by Decca Music (BMI)</td>
</tr>
<tr>
<td>14</td>
<td>That'll Be the Day</td>
<td>J. Allison-Buddy Holly-Stern-Loey</td>
<td>Published by Nor-Va-Jet Music Co. (BMI)</td>
</tr>
<tr>
<td>15</td>
<td>April Love</td>
<td>Faye &amp; Window</td>
<td>Published by ABC Records (BMI)</td>
</tr>
</tbody>
</table>

### Third Ten

<table>
<thead>
<tr>
<th>Rank</th>
<th>Title</th>
<th>Artist</th>
<th>Record Company</th>
</tr>
</thead>
<tbody>
<tr>
<td>16</td>
<td>Mr. Lee</td>
<td>Bob Breen</td>
<td>Published by Progressive (BMI)</td>
</tr>
<tr>
<td>17</td>
<td>Lotta Lovin'</td>
<td>Bertha Bearden</td>
<td>Published by Song Fred (BMI)</td>
</tr>
<tr>
<td>18</td>
<td>Twelfth of Never</td>
<td>P. F. Webster &amp; Livin'</td>
<td>Published by Epic Records (ASCAP)</td>
</tr>
<tr>
<td>19</td>
<td>Whole Lotta Shakin' Goin' On</td>
<td>D. Williams &amp; Mavis</td>
<td>Published by ABC Records (BMI)</td>
</tr>
<tr>
<td>20</td>
<td>All the Way</td>
<td>Various</td>
<td>Published by Decca Music (BMI)</td>
</tr>
</tbody>
</table>

### Top Tunes

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.

**WARNING:** The title "HOROR'LL OF HITS" is a registered trademark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without the Billboard's consent. Requests for such consent should be addressed to the publisher of The Billboard at The Billboard, 1244 Broadway, New York 24, N. Y.
RON GOODWIN
and his orchestra

and another smash instrumental
LINGERING LOVERS
c/w SWEDISH POLKA
record no. 3834

GENE VINCENT
and his Blue Caps

follows up his triple market smash "LOTTA LOVIN'" with
DANCE TO THE BOP
I GOT IT
record no. 3839

JOE 'FINGERS' CARR
AND
PEE WEE HUNT

KITTY
ALWAYS FALL IN LOVE
record no. 3831

PLAS JOHNSON
and his orchestra

YOU SEND ME
(INSTRUMENTAL)
SWANEE RIVER ROCK
(INSTRUMENTAL)
record no. 3835

STAN KENTON
and his orchestra

BABY YOU'RE TOUGH
LEMON TWIST
record no. 3838

THE FIVE KEYS

DO ANYTHING
IT'S A CRYIN' SHAME
record no. 3833

SKEETS MCDONALD

I'M HURTIN'
LOVE WIND
record no. 3833
### 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 OCTOBER 26, 1957

<table>
<thead>
<tr>
<th>#</th>
<th>Title (BML)</th>
<th>Artist</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>JAILHOUSE ROCK (BML)</td>
<td>Elvis Presley</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>WAKE UP LITTLE SUSIE (BML)</td>
<td>Everly Brothers</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>DO YOU SEND ME (BML)</td>
<td>Sam Cooke</td>
<td>6</td>
</tr>
<tr>
<td>4</td>
<td>SUMMER TIME (ASCAP)</td>
<td>Keen 54015</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>SILHOUETTES (BML)</td>
<td>The Rays</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>BE-BOOP BABY (BML)</td>
<td>Ricky Nelson</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>I TOOK YOU LATELY THAT I LOVE YOU (BML)</td>
<td>Imperial 5463</td>
<td>5</td>
</tr>
<tr>
<td>8</td>
<td>CHANCES ARE (ASCAP)</td>
<td>Johnny Mathis</td>
<td>4</td>
</tr>
<tr>
<td>9</td>
<td>THE TWELFTH OF NEVER (ASCAP)</td>
<td>Col 49933</td>
<td>4</td>
</tr>
<tr>
<td>10</td>
<td>HONEYCOMB (ASCAP)</td>
<td>Jimmie Rodgers</td>
<td>4</td>
</tr>
<tr>
<td>11</td>
<td>TAMMY (ASCAP)</td>
<td>Debbie Reynolds</td>
<td>4</td>
</tr>
<tr>
<td>12</td>
<td>LITTLE BITTY PRETTY ONE (BML)</td>
<td>Thornton Harris</td>
<td>4</td>
</tr>
<tr>
<td>13</td>
<td>DIANA (BML)</td>
<td>Paul Anka</td>
<td>4</td>
</tr>
</tbody>
</table>

### Most Played by Jockeys

Horse records are ranked in order of the greatest number of plays on disk jockey radios shown through the country. Records are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

#### FOR SURVEY WEEK ENDING OCTOBER 26, 1957

<table>
<thead>
<tr>
<th>#</th>
<th>Title (BML)</th>
<th>Artist</th>
<th>Weeks on Chart</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>WAKE UP LITTLE SUSIE (BML)</td>
<td>Everly Brothers</td>
<td>6</td>
</tr>
<tr>
<td>2</td>
<td>JAILHOUSE ROCK (BML)</td>
<td>Elvis Presley</td>
<td>6</td>
</tr>
<tr>
<td>3</td>
<td>CHANCES ARE (ASCAP)</td>
<td>Johnny Mathis</td>
<td>1</td>
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<tr>
<td>4</td>
<td>HONEYCOMB (ASCAP)</td>
<td>Jimmie Rodgers</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>SILHOUETTES (BML)</td>
<td>The Rays</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>TH'11 BE THE DAY (BML)</td>
<td>Crickets</td>
<td>2</td>
</tr>
<tr>
<td>7</td>
<td>THE TWELFTH OF NEVER (ASCAP)</td>
<td>Keen 54015</td>
<td>1</td>
</tr>
<tr>
<td>8</td>
<td>I TOOK YOU LATELY THAT I LOVE YOU (BML)</td>
<td>Imperial 5463</td>
<td>1</td>
</tr>
<tr>
<td>9</td>
<td>DIANA (BML)</td>
<td>Paul Anka</td>
<td>4</td>
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<tr>
<td>10</td>
<td>JAILHOUSE ROCK (BML)</td>
<td>Elvis Presley</td>
<td>6</td>
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<tr>
<td>11</td>
<td>WAKE UP LITTLE SUSIE (BML)</td>
<td>Everly Brothers</td>
<td>6</td>
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</tbody>
</table>

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JIMMY EDWARDS

Love Bug Crawl

COUPLED WITH
HONEY LOVIN'
MERCURY 71209

DESTINED TO BE THE BIG BALLAD OF '57!

BILLY ECKSTINE

If I Can Help Somebody

COUPLED WITH BOULEVARD OF BROKEN DREAMS MERCURY 71217

A NEW ROCK 'N ROLL APPROACH

THE CREW CUTS

I Like It Like That
AND
Be My Only Love

MERCURY 71223
THE HIT MAKER OF  
"A FALLEN STAR"

Jimmy Newman

'Cry Cry Darling'

and

'You're The Idol of My Dreams'

#15659
Here's the one you've been waiting for—

TAB HUNTER

I'm Alone Because I Love You

and

Don't Let It Get Around

#15657
from off the Georgia Tech campus... and onto the charts with a Smash...

"HEY LITTLE GIRL"

the techniques

R-4030

A SOUND BET... BUY ROULETTE
**Billboard Weekly Juke Box Programming Guide**

**POPULAR**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist/Song</th>
<th>Label</th>
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</thead>
<tbody>
<tr>
<td>SUN 357</td>
<td>Whole Lotta Shakin'</td>
<td>Sun 357</td>
</tr>
<tr>
<td>JERRY LEE LEWIS</td>
<td>Lightning Strikes</td>
<td>Sun 357</td>
</tr>
<tr>
<td>Mamma</td>
<td>POP</td>
<td>Atlantic 1144</td>
</tr>
<tr>
<td>LITTLE BITTY</td>
<td>O'My</td>
<td>Atlantic 1144</td>
</tr>
<tr>
<td>baby</td>
<td>ONE</td>
<td>Atlantic 1144</td>
</tr>
<tr>
<td>BOBBETTES</td>
<td>Look at the Stars</td>
<td>Atlantic 1144</td>
</tr>
<tr>
<td>NAT KING COLE</td>
<td>She'll Be Mine</td>
<td>Capitol 2000</td>
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<tr>
<td>TAHANY</td>
<td>Light My Fire</td>
<td>Capitol 2000</td>
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<tr>
<td>DEBBIE REYNOLDS</td>
<td>French Heels</td>
<td>Capitol 2000</td>
</tr>
<tr>
<td>6153</td>
<td>The Song</td>
<td>Capitol 2000</td>
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<tr>
<td>MELODIE D'AMOUR</td>
<td>Think of Me</td>
<td>Capitol 2000</td>
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<tr>
<td>JERRY LEE LEWIS</td>
<td>You've Lost That Lovin' Feeling</td>
<td>Capitol 2000</td>
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<tr>
<td>RUBY ROSE</td>
<td>You've Lost That Lovin' Feeling</td>
<td>Capitol 2000</td>
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<tr>
<td>LEE</td>
<td>Don't Do It</td>
<td>Capitol 2000</td>
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<tr>
<td>HARRY BELAFONTE</td>
<td>Raindrops Keep Fallin' on My Head</td>
<td>Capitol 2000</td>
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<tr>
<td>OOLD MAN RIVER</td>
<td>Raindrops Keep Fallin' on My Head</td>
<td>Capitol 2000</td>
</tr>
<tr>
<td>MELINDA</td>
<td>Happy, Happy Birthday, Baby</td>
<td>Capitol 2000</td>
</tr>
<tr>
<td>TUNE WEAVERS</td>
<td>Happy, Happy Birthday, Baby</td>
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<tr>
<td>LITTLE BOY BLUE</td>
<td>Happy, Happy Birthday, Baby</td>
<td>Capitol 2000</td>
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<tr>
<td>ELVIS PRESLEY</td>
<td>Happiness Is Having You</td>
<td>Capitol 2000</td>
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<td>BOBBY NASH</td>
<td>Happiness Is Having You</td>
<td>Capitol 2000</td>
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<tr>
<td>FRANK SINATRA</td>
<td>Happiness Is Having You</td>
<td>Capitol 2000</td>
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<td>GEORGE HARRISON</td>
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<tr>
<td>BILL WITHERS</td>
<td>Happiness Is Having You</td>
<td>Capitol 2000</td>
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<tr>
<td>RUSSELL EARL</td>
<td>Happiness Is Having You</td>
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**COUNTRY & WESTERN**

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<tr>
<td>LITTLE LADY</td>
<td>Gotta Find That Girl</td>
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<td>LITTLE LADY</td>
<td>Gotta Find That Girl</td>
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<tr>
<td>BOBBY NASH</td>
<td>Gotta Find That Girl</td>
<td>Capitol 2000</td>
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<tr>
<td>FRANK SINATRA</td>
<td>Gotta Find That Girl</td>
<td>Capitol 2000</td>
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<td>BILL WITHERS</td>
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<tr>
<td>RUSSELL EARL</td>
<td>Gotta Find That Girl</td>
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**OPERATORS BEST BUYS**

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<thead>
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<th>Record</th>
<th>Artist/Song</th>
<th>Label</th>
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<tbody>
<tr>
<td>MALCOLM DODDS</td>
<td>Footsteps in the Night</td>
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</tr>
<tr>
<td>HANK WILLIAMS</td>
<td>You'll Never Walk Alone</td>
<td>Capitol 2000</td>
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<tr>
<td>LITTLE BOY BLUE</td>
<td>You'll Never Walk Alone</td>
<td>Capitol 2000</td>
</tr>
<tr>
<td>ELVIS PRESLEY</td>
<td>You'll Never Walk Alone</td>
<td>Capitol 2000</td>
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</tbody>
</table>

**OPERATORS BEST NEW RELEASES**

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist/Song</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>MALCOLM DODDS</td>
<td>Footsteps in the Night</td>
<td>Capitol 2000</td>
</tr>
<tr>
<td>HANK WILLIAMS</td>
<td>You'll Never Walk Alone</td>
<td>Capitol 2000</td>
</tr>
<tr>
<td>LITTLE BOY BLUE</td>
<td>You'll Never Walk Alone</td>
<td>Capitol 2000</td>
</tr>
<tr>
<td>ELVIS PRESLEY</td>
<td>You'll Never Walk Alone</td>
<td>Capitol 2000</td>
</tr>
</tbody>
</table>

**FOR SURVEY WEEK ENDING OCTOBER 26, 1957**
ATTENTION,
THIS IS A PUBLIC SERVICE

COLD PREVENTATIVE METHOD

By keeping your nostrils free of all foreign matter, you can prevent colds.
Every morning or evening before retiring, you fill a basin with warm water
and wash your face for a full five minutes. To speed this method dampen
your nostrils with your little finger. The secret here, is not to miss a night
of this washing. Be sure you time yourself accurately.
Caution: Do not breathe water in nostrils.

COPYRIGHT 1957, VINCENT SARDO 253 PARAMUS RD., RIDGEWOOD, N. J.

Don’t Take My Word For It—Try It And Be Convinced
Vincent Sardo

FLAGSHIP RECORDS
253 Paramus Rd., Ridgewood, N. J. • G1 4-0201

"DARLING, I'M HOPING"
"HEART THIEF"
57 E
Lorrie Palmer

"WEARY WALKING BLUES"
"HOT ROD BOOGIE"
57 A
Howard W. Brady

"MY SNOW MAN"
"IT HAD TO RAIN"
57 D
Ronnie Malone

Watch "MY SNOW MAN"

253 Paramus Rd.,
Ridgewood, N. J.
Gilbert 4-0201
THE FOUR FRESHMEN AND FIVE TROMBONES
THE FOUR FRESHMEN AND FIVE SAXES

Now
a brand new
modern single!

THE
FOUR
FRESHMEN

ballad with a bongo beat
a new sound on a great standard

HOW CAN I BEGIN TO TELL? / GRANADA

orchestra conducted by Bob Enevoldsen
orchestra conducted by Pete Rugolo

record no. 3832
**THE BILLBOARD'S WEEKLY**

**Tips on Coming Tops**

**THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES**

**This Week's Best Buys**

Special telephone reports indicate these recent releases have broken or are on the way to breaking records and have excellent potential for placing on the Billboard's best seller charts.

**THE JOKER** (Angel, BMI)—Billy Myles—Ember 1928—Demands are strong for the side in most of the major markets. Elsewhere, it's beginning to catch on. Flip is "Honey Bee" (Angel-Seldon, BMI). A previous Billboard "Spotlight" pick.

**Recent Pop Releases Coming Up Strong**

FOR SURVEY WEEK ENDING OCTOBER 31

The information given in this chart is based on actual sales to consumers in a scientific sample of the nation's retail record outlets during the week ending on the date shown above. 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 at New York University.

**Coming Next Week**

Beginning Next Week, the Best Sellers in Stores Chart Will Be Extended From 30 to 50 Listings

This is being done to give even faster indications of which records are moving up and which records are moving down the ladder of public choice as determined by the continuing weekly surveys of actual sales being made by record dealers across the nation, as supervised by the New York University School of Retailing.

**Reviews and Ratings**

**ETTIE GORE**

Let Me Be Loved....86

Billboard—"The James Dean Story" Miss Gore essays the average teen-ager's view of love in her song. Young reader hangs on every word, this song will become a smash hit. [Four Stars, V.M.S.]

**BILLY VAUGHN ORK**

Soft Aloup, Sherry Mason.....92

DST 1079—A fine, clean arrangement, the piece is true to the original style, a lazy backbeat with a steady stomp, this could go (70, ASCAP)

**THE CRUISE CUBES**

My Own Love....84

Mercey 4213—Mailed "My Own Love" foot. A lot of the character and spirit of the original version is kept. A fine, easy backbeat, this could go (40, BMI)

**THE BILLBOPPERS**

Chicken, Chicken.....82

DST 1072—A nice, strong arrangement, the piece is attractive, a solid backbeat with a steady stomp, this could go (70, ASCAP)

Music by the Lovers, BMI. [Continued on page 92]

**MONEY-SAVING SUBSCRIPTION ORDER**

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

Name: [ ] Payment enclosed [ ] Bill me

Address: 

City Zone State

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

**• Review Spotlight on...**

**POP RECORDS**

<table>
<thead>
<tr>
<th>TAB HUNTER...Dot 15657</th>
<th>I'M ALONE BECAUSE I LOVE YOU...Witmark, ASCAP</th>
</tr>
</thead>
<tbody>
<tr>
<td>DON'T LET IT GET AROUND...Witmark, ASCAP</td>
<td></td>
</tr>
<tr>
<td>The young fiddler star chooses his pick cavort with such sides that have the big coin sound. His strong delivery of &quot;I'm Alone,&quot; the standard, against rhythm backing and a chorus assist makes for a dangerous side. Equally appealing are its renditions of the flip, a rockabilly item. His two previous platters were hits and this should follow suit.</td>
<td></td>
</tr>
</tbody>
</table>

**JIM REEVES...RCA Victor 7070 | ANNA MARIE |亞 HUNTER,...Dot 8602 |
| EVERYWHERE YOU GO...Lombardo, ASCAP |
| The melody of "Anna Marie" is quite reminiscent of the artist's hit tune, "Four Walls," and Reeves reads the part well with the same rock spirit. Flip is an attractive go on the Guy Lombardo hit of some years back. Either side can click in both pop and c&w markets. |

**GEORGE HAMILTON, IV...ARC-Paramount 8602 | WHY DON'T THEY UNDERSTAND...BMI |
| EVEN THO...Ansell-Bone, BMI |
| The melody of "Even Tho" is rather different as the artist recently. Why? It's a very pretty melody, and Hamilton reads it lightly against excellent guitar and strong backing. The fine vocal accent can go well with tone. "Even Tho" is a rockabilly which is also nicely delivered and backed. |

**THE CRICKETS...Brunswick 5563 | OH BOY!...Nor-Va-Jak, BMI |
| The group has a good beat to follow up their hit, "That'll Be the Day," with their strong presentation of this frantic rockabilly. Wild sounds and hollering build a lot of excitement. Flip is an interesting interpretation of an off-beat piece of material called "Not Fade Away." Nor-Va-Jak, BMI. |

**JIM LOVE....Dot 15666 | BRIGHT LIGHT...Trinity, BMI |
| The blues has a smart lyric and a boogie beat, and Love belts it with heart against picked string backing with a catchy instrumental phrase. The side can also collect love in color, marks. Flip is an appealing cover of Warrior Mack's "Rock-A-Chick." Old Charter, BMI. |

**RUSTY DRAPER...Mercury 71021 | I GET THE BLUES WHEN IT RAINS...Forster, ASCAP |
| BUZZ, BUZZ, BUZZ...BMI |
| Draper styles the olde in a slow, upnderplayed rock and roll framework with a clever, expressive vocalization. The swing arrangement features fine guitar work, low-toned sax sounds and chorus support. Side could easily take off. Flip is a swinging cover of the rocker which has also been waxed by the Hollywood Flames on Ebb. Either could click. |

**RANDY RASTOR...Decca 26893 | THE PRETTIEST GIRL IN SCHOOL...World, ASCAP |
| Cute, sparkling delivery of the pretty ballad-type with rhythm backing is awarded for teen coin and could hit the target. The song has also been done by the Travens, but this version appears the stronger. Flip, "Sweet Talk and Sugar Kisses," is a unique-tempo number which is given a jeepgo by Stann, Republic, BMI. |

**GARY LEMIEUX...Rev. 3560 | MAN OVERBOARD...Peffinhal, BMI |
| Talented new artist could have a hit with his first effort. The song is a bit novelty with an intriguing four chord and a jeep's harp featured in the backing. The interesting sound could catch on. Flip, "What's the Use of My Heart?" is a rhythm-paced ballad that should also go well. Desert Palms, BMI. |

**TOMMY RIDGLEY...Herald 508 | JUST A MEMORY...BMI |
| A fast, knotty rhythm with a catchy hook. The flip and side could be very strong. Either could make the time. "Just a Memory" is cut in for a new flip. | [Angel, BMI]
| See review in R&B Spotlight section. |

**POP DISK JOCKEY PROGRAMMING**

**BON GOODWIN ORK...Capitol 3834...SWEDISH POLKA...Czechmats**

**LINGERING LOVERS**...Regent, BMI

Jocks can license listeners a real foray through these two listenable sides. The polka is a cleverly arranged side which alternates between a Dixieland stylized voicing and sharply string segments. Flip, " Lingering Lovers," is a quality side with a charming string theme played against a soft backup. Either could repeat the appeal of "Swinging Sweethearts." |

**LLOYD CLAY...Aladdin 3162 | LOVE FOR SALE...Harms, ASCAP |
| Glenn uses an Eddie Heywood approach on the Cole Porter evergreen. The attractive piano mastery can please both pop and c&w listeners. Flip is an exciting jazz or go on a throne called "Hyde Park." American Academy of Music, ASCAP. |
ANOTHER MILLION SELLER by America's Hottest Vocal Group

THE CRICKETS

“OH BOY”

b/w

“NOT FADE AWAY”

BRUNSWICK 9-55035; 55035

Published By
NOR-VA-JAK
Sole Selling Agent
Melody Lane Music Publishing
Gen. Prof. Mgr. MURRAY DEUTCH

COURAL RECORDS, INC. 48 West 57th Street, New York 19, N. Y.
### The Billboard's Music Popularity Charts... POP RECORDS

**November 4, 1957**

#### Best Selling Sheet Music in U. S.

<table>
<thead>
<tr>
<th>Title</th>
<th>Weeks</th>
<th>Last Week</th>
<th>Current Week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. AROUND THE WORLD</strong></td>
<td>2</td>
<td>20</td>
<td>16</td>
</tr>
<tr>
<td><strong>2. FASCINATION</strong></td>
<td>3</td>
<td>12</td>
<td>9</td>
</tr>
<tr>
<td><strong>3. TAMMY</strong></td>
<td>4</td>
<td>6</td>
<td>3</td>
</tr>
<tr>
<td><strong>4. CHANCES ARE</strong></td>
<td>5</td>
<td>4</td>
<td>1</td>
</tr>
<tr>
<td><strong>5. AN AFFAIR TO REMEMBER</strong></td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>6. CAROL OF THE BIBLE</strong></td>
<td>12</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>7. HONEYMOON</strong></td>
<td>6</td>
<td>6</td>
<td>4</td>
</tr>
<tr>
<td><strong>8. MY HEART SYMPHONY</strong></td>
<td>7</td>
<td>5</td>
<td>3</td>
</tr>
<tr>
<td><strong>9. JAILHOUSE ROCK</strong></td>
<td>13</td>
<td>10</td>
<td>7</td>
</tr>
<tr>
<td><strong>10. MELODIES D'AMOUR</strong></td>
<td>3</td>
<td>8</td>
<td>2</td>
</tr>
<tr>
<td><strong>11. IN THE MIDDLE OF AN EARTH</strong></td>
<td>10</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>12. DIANA</strong></td>
<td>10</td>
<td>9</td>
<td>1</td>
</tr>
<tr>
<td><strong>13. MY SPECIAL ANGEL</strong></td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>14. IVY ROSE</strong></td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td><strong>15. I'LL REMEMBER TODAY</strong></td>
<td>1</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

#### Best Selling Sheet Music in Britain


#### Best Selling Pop Records in Britain

**For week ending October 26**

<table>
<thead>
<tr>
<th>Title</th>
<th>Week</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. TAMMY</strong></td>
<td>1</td>
</tr>
<tr>
<td><strong>2. FASCINATION</strong></td>
<td>2</td>
</tr>
<tr>
<td><strong>3. TAMMY</strong></td>
<td>3</td>
</tr>
<tr>
<td><strong>4. AN AFFAIR TO REMEMBER</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>5. CAROL OF THE BIBLE</strong></td>
<td>5</td>
</tr>
<tr>
<td><strong>6. MELODIES D'AMOUR</strong></td>
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</tr>
<tr>
<td><strong>7. IN THE MIDDLE OF AN EARTH</strong></td>
<td>7</td>
</tr>
<tr>
<td><strong>8. IVY ROSE</strong></td>
<td>8</td>
</tr>
</tbody>
</table>

#### Tunes With Greatest Radio Audience

Times, listed arbitrarily, have the greatest radio audiences on network services using programs in New York, Chicago and Los Angeles. Lists are based in John G. Peckham's own estimates. American audiences in parentheses.

<table>
<thead>
<tr>
<th>Title</th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. THE TIMES</strong></td>
<td>1</td>
<td>1</td>
</tr>
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<td><strong>2. THE TIMES</strong></td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td><strong>3. THE TIMES</strong></td>
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<tr>
<td><strong>4. THE TIMES</strong></td>
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<tr>
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<td>6</td>
</tr>
<tr>
<td><strong>7. THE TIMES</strong></td>
<td>7</td>
<td>7</td>
</tr>
</tbody>
</table>

#### Reviews of New Pop Records

**Continued from page 59**

**THE THREE SUNS**

**THE BEATLES**

**JOHNNY DEE**

**ROSEMARY CLOONEY**

**THE TEMPOS**

**SAMMY DAVIS JR.**

**BAY STEVENS**

**DEAN BEARD**

**BILLY JOEL**

**THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers... AND IT'S AN AUDITED PAPER CIRCULATION.**
GLENN BERVY

DÉCCA 2006—'Sentry Rock,' with effec
tive arrangement, with the outstand
ing 'Broadside Blues.' (Sinfonietta, ARCA)

THE NORTHEASTERS

COLUMBIA 720--A New York band, who
are well known in their field. The record
was made under the supervision of Mr.
(Manor, BMI)

KENTY BANKIN

Saturday After the Game

LEIBERTON 7099—The artists trade-
mark of the present issue is shown on a
clear little label with a card of picture and
name. The product is also very well done. (Manor, BMI)

PATEY & FRUDE

Over Here

LIBERTY 5204—The artists trade-
mall of the present issue is shown on a
clear little label with a card of picture and
name. The product is also very well done. (Manor, BMI)

DEAN JONES

Diamonds

M.G.M.-2098—The record is all-
round, with the best of artists, good, the
best of artists, good, the best of artists, good. (Manor, BMI)

JACKI JOCKO

I Can't Stand the Snow!...75

DECCA 2006—'Sentry Rock,' with effec
tive arrangement, with the outstand
ing 'Broadside Blues.' (Sinfonietta, ARCA)

THE BARKERS

BIRDLINE 800—The artists trade-
mall of the present issue is shown on a
clear little label with a card of picture and
name. The product is also very well done. (Manor, BMI)

JIMMY SCOTT

When Day is Done

KINGS 1428—The artists trade-
mall of the present issue is shown on a
clear little label with a card of picture and
name. The product is also very well done. (Manor, BMI)
VOX JOX

BY JUNE BUNDY

SOMEBODY GOOFED: Two weeks ago a paragraph was left out of VOXJOX while a follow-up paragraph appeared in assorted solitudes. Since the result, I say, to say the least, confusing, I am running both paragraphs in proper sequence now.

SPELLED ROSSS: The following is a letter from one of our admirers, Dave Ross, WVOS, Liberty, N. Y., writes: "A sincere and heartfelt "Thank you" to Mr. Miller (WIND, Chicago) and Tom Edwards (WDEV, Cleveland) in appreciation. When we dejays go getting to stop their own hams and 'come down to earth' Less noise and more talent in this business will help determine the place in show business which they strive for. Tired of seeing pictures of dejays sitting next to talent for publicity. More experience has never qualified anyone for a place in showbiz. The average dejay thinks if he promotes himself enough he will get somewhere. Let's leave promotion to the record companies.

Continuing in the same vein, Best wishes to Miller and Edwards. I. His opinions on New York dejays are simple. 2. The copyright is yours."

YESTERDAY'S TOPS-

The nation's top pop records as reported in The Billboard

November 8, 1947

1. With I Didn't Love You So
2. I'll See You Again
3. It's Impossible
4. Someone To Watch Over Me
5. The Third Man

November 15, 1947

1. I'll See You Again
2. I Love You So
3. It's Impossible
4. Someone To Watch Over Me
5. The Third Man

November 22, 1947

1. I'll See You Again
2. I Love You So
3. Someone To Watch Over Me
4. Someone To Watch Over Me
5. The Third Man

November 29, 1947

1. I'll See You Again
2. I Love You So
3. Someone To Watch Over Me
4. Someone To Watch Over Me
5. The Third Man

Top Female Vocalists -

November 8, 1947

1. "To Tommorrow and Back again" sung by Lillian Eichler
2. "I've Told Ev'ry Star" sung by Marjorie Lord
3. "The Third Man" sung by The Beaulieu Sisters
4. "The Third Man" sung by The Beaulieu Sisters
5. "The Third Man" sung by The Beaulieu Sisters

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5. "The Third Man" sung by The Beaulieu Sisters

Top Male Vocalists -

November 8, 1947

1. "The World Is Waiting For The Sun" sung by The Tokens
2. "You're Gonna Miss Me" sung by The Tokens
3. "You're Gonna Miss Me" sung by The Tokens
4. "You're Gonna Miss Me" sung by The Tokens
5. "You're Gonna Miss Me" sung by The Tokens

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Top Male Instrumentalists -

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5. "You're Gonna Miss Me" sung by The Tokens
**C&W Territorial Best Sellers**

For survey week ending October 24

*Classified lists are based on reports received from country and western disc jockeys; sales are in each of the major market areas.*

**Birmingham**

1. *Bing Crosby,检察机关.*
2. *Jimmie Davis,检察机关.*

**Dallas-Fort Worth**

1. *Bing Crosby,检察机关.*
2. *Jimmie Davis,检察机关.*

**Houston**

1. *Bing Crosby,检察机关.*
2. *Jimmie Davis,检察机关.*

**Memphis**

1. *Bing Crosby,检察机关.*
2. *Jimmie Davis,检察机关.*

**Nashville**

1. *Bing Crosby,检察机关.*

**New Orleans**

1. *Bing Crosby,检察机关.*
2. *Jimmie Davis,检察机关.*

**Richmond, Va.**

1. *Bing Crosby,检察机关.*

**WOOLY**

1. *Bing Crosby,检察机关.*
2. *Jimmie Davis,检察机关.*

**Number of Releases This Week**

- Label: PARAMOUNT
- Pre: 9
- Bub: 9

**COUNTRY & WESTERN RECORDS**

**KITY WELLS AND WBB Pierce**

One Faded Rose (Nor-V-Jak, BMI)

Tennessee Waltz (Nor-V-Jak, BMI)

**CHARLIE PHILLIPS**

Sugarline (Nor-V-Jak, BMI)

One Faded Rose (Nor-V-Jak, BMI)

**C&W TALENT**

George Jones

**C&W CHRISTMAS**

New Baby for Christmas (Starlite, BMI)

Marvin Rainwater

Mercury "72125-"Baby" is a strong slice of country material that tells of a Christmas with a new born baby. Rainwater's renditions in back of this country-style material is a sense of warmth and good cheer with a similar backing that looks ahead for a happier Christmas next year. Both appear strong bets to collect lots of a plenty.

**Reviews of New C&W Records**

PORTER WAGONER

Your Love

This is a fine country-western song with a sweet, simple melody. The record is pleasant reading and will be enjoyed by country lovers. Porter has made a perfectly lovely performance of this song. (Acme-Rose, BMI)

LOUISE EMMET SMITH

My Heart Is Full

A lovely ballad with a sweetly sentimental touch. The record is a fine one, and will be enjoyed by many. Very pleasing. (Acme-Rose, BMI)

BILL MOORE

Starday's in the Bottle

This is a good record, with a pleasant melody and good arrangement. The recording is well done. (Acme-Rose, BMI)

BILL MONROE

On the Road to Nashville

This is a fine record, with a good melody and good arrangement. The recording is well done. (Acme-Rose, BMI)

WILMA LEE & SYDNEY COOPER

I'll Tell My Troubles

This is a good record, with a pleasant melody and good arrangement. The recording is well done. (Acme-Rose, BMI)

ILL SEEY

I'll Tell My Troubles

This is a good record, with a pleasant melody and good arrangement. The recording is well done. (Acme-Rose, BMI)

RAE P. RICHARDSON

Begun to Be a Song

This is a good record, with a pleasant melody and good arrangement. The recording is well done. (Acme-Rose, BMI)

VADA BELL

Gold in My Sunshine

This is an excellent record, with a pleasant melody and good arrangement. The recording is well done. (Acme-Rose, BMI)
**C&W Best Sellers in Stores**

FOR SURVEY WEEK ENDING OCTOBER 26

**RECORDS** are ranked in order of their current national selling importance at the retail level, as determined by *The Billboard's* weekly survey of music dealers and radio stations with a high volume of sales in country and western records. When significant action occurs in both of a record's sides, results are continued to determine position on the chart. In such cases, each side is listed in bold type, the leading side being placed on top.

**This Week**

1. **WAKE UP LITTLE SUSIE** (BMI)---Everly Brothers
2. **MUSIC PLAYERS** (BMI)---Chesney
3. **TREAT ME NICE** (BMI)---Vic Dickenson
4. **MY SPECIAL ANGEL** (BMI)---Bobby Helms
5. **GEISHA GIRL** (BMI)---Hank Locklin
6. **HOME OF THE BLUES** (BMI)---Johnny Cash
7. **WITHIN THE BILLBOARD'S TENT** (BMI)---Gene Autry
8. **MY SHOES KEEP WALKING BACK TO YOU** (BMI)---Roy Acuff
9. **WALK ON OVER** (BMI)---Bob Wills
10. **BASTEY SANDY** (BMI)---Lloyd Price

**Last Week**

1. **WAKE UP LITTLE SUSIE** (BMI)---Everly Brothers
2. **MY SHOES KEEP WALKING BACK TO YOU** (BMI)---Roy Acuff
3. **WITHIN THE BILLBOARD'S TENT** (BMI)---Gene Autry
4. **BASTEY SANDY** (BMI)---Bob Wills
5. **WALK ON OVER** (BMI)---Bob Wills
6. **BASTEY SANDY** (BMI)---Bob Wills
7. **MY SHOES KEEP WALKING BACK TO YOU** (BMI)---Roy Acuff
8. **WALK ON OVER** (BMI)---Bob Wills
9. **WALK ON OVER** (BMI)---Bob Wills
10. **BASTEY SANDY** (BMI)---Bob Wills

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**Most Played C&W by Jockeys**

FOR SURVEY WEEK ENDING OCTOBER 26

**SIDES** are ranked in order of the greatest number of plays on disk jockey stations. The survey was conducted of the leading country according to the Billboard's weekly survey of top disk jockeys shows in all key markets.

**This Week**

1. **WAKE UP LITTLE SUSIE** (BMI)---Everly Brothers
2. **MY SHOES KEEP WALKING BACK TO YOU** (BMI)---Roy Acuff
3. **WALK ON OVER** (BMI)---Bob Wills
4. **MY SPECIAL ANGEL** (BMI)---Bobby Helms
5. **HOME OF THE BLUES** (BMI)---Johnny Cash
6. **TANGED MIND** (BMI)---Hank Snow
7. **JAILHOUSE ROCK** (BMI)---Elvis Presley
8. **I HEARD THE BLUEBIRD SING** (BMI)---Jan Edwards
9. **HONEYCOMB** (BMI)---Jimmie Rodgers
10. **MY SPECIAL ANGEL** (BMI)---Bobby Helms

**Last Week**

1. **WAKE UP LITTLE SUSIE** (BMI)---Everly Brothers
2. **MY SHOES KEEP WALKING BACK TO YOU** (BMI)---Roy Acuff
3. **TANGED MIND** (BMI)---Hank Snow
4. **MY SPECIAL ANGEL** (BMI)---Bobby Helms
5. **WALK ON OVER** (BMI)---Bob Wills
6. **WALK ON OVER** (BMI)---Bob Wills
7. **WALK ON OVER** (BMI)---Bob Wills
8. **BASTEY SANDY** (BMI)---Bob Wills
9. **BASTEY SANDY** (BMI)---Bob Wills
10. **WALK ON OVER** (BMI)---Bob Wills

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**FOLK TALENT AND TUNES**

**Continued from page 55**

The Fourth National Quartet Convention, held at Ellis Auditorium, Memphis, October 19-20, is reported to have attracted some 11,000 people in two days. Event was sponsored by the Blackwood Brothers' Quartet, was attended by one of the nation's top gospel singers, including the Statler Bros., the Speer Family, the Chambers, and Stuart Hamblen. RCA Records was represented by Ben子弹 McQueen, New York, and Tim Spencer, Los Angeles. Bible--the Dick Engle was also on deck. Present plans call for a three-day session to be held in Memphis July 4-6, 1959.

Maurice Rose, Columbus Records chief in Cincinnati; Harry Silverstein, RCA Records, and Joe Bossert, RCA Records, were on hand for a 14-point deal during Arkansas' current Wall of Sound session. The session took place at the Giant Sound recording studio, a 25-foot room, while Bonnie Brown, sister Maxene, wife of Little Rock attorney Tommy Russell, took time to greet.

The First National Quartet Convention, held at Ellis Auditorium, Memphis, October 19-20, is reported to have attracted some 11,000 people in two days. Event was sponsored by the Blackwood Brothers' Quartet, was attended by one of the nation's top gospel singers, including the Statler Bros., the Speer Family, the Chambers, and Stuart Hamblen. RCA Records was represented by Ben子弹 McQueen, New York, and Tim Spencer, Los Angeles. Bible--the Dick Engle was also on deck. Present plans call for a three-day session to be held in Memphis July 4-6, 1959.

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**by popular demand!**

Two More Gospel Songs

By The One

And Only...

**GeORGE JONeS**

"TAKE THE DEVIL OUT OF ME" AND "CUP OF LONELINESS"

**MERCURY-STARDAY 71224**

Country music's most versatile artist scores again. These songs are in George's new album MG-20306 and the requests have resulted in a rush release as a single record.

**CURRENT HOT SELLERS!**

**Jimmy SKINNER**

"I FOUND MY GIRL IN THE USA" AND "CARROLL COUNTY BLUES"

**MERCURY-STARDAY 71192 AND 71196**

**Benny BARNES**

"YOUR OLD STANDBY" AND "KING FOR A DAY"

**MERCURY-STARDAY 71194**

**The country hits are on**

---

**The Billboard's Music Popularity Charts . . . Country & Western Records**

**November 4, 1957**

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NOVEMBER 4, 1957

THE FOUR-MOST!!!!

PORTER WAGONER

DOLL FACE

c/w
YOUR LOVE
VICTOR 20/47 7073

MELVIN ENDSLEY

LOVIN' ON MY MIND

c/w
HUNGRY EYES
VICTOR 20/47 7062

PEE WEE KING

CONGRATULATIONS JOE

c/w
CRADLE TO A BROKEN HEART
VICTOR 20/47 7090

HAWKSHAW HAWKINS

SENSATION

c/w
(Is My) RING ON YOUR FINGER
VICTOR 20/47 7054

Copyrighted material
This Week’s R&B Best Buys

FOOLS RUSH IN (Begman, Vance & Cain, ASCAP)—Malcolm Dodds—End 1004—The Southern markets are where the disk is collecting heaviest sales. It’s doing well in the other markets. Flip to “You Send Me” (Red Core, BMI). A previous Billboard “Spotlight” pick.

FREE, SINGLE AND DISENGAGED (Ace, BMI)

JUST A LONE LONELY CLOWN (Ace, BMI)—Harry Smith—Ace 538—Smith appears a good bet to repeat the success of his hit “Locket’s Facsimile and the Boogie Wingo Flu.” The plot is strongest Southern version of a general brick merchant’s gaining elopement. Sales are expected for the two sides are about even. A previous Billboard “Spotlight” pick.

Review Spotlight on . . . R&B RECORDS

THE DOLLS

They Take You Change (Conrad, BMI) Vee-Jay 255—Earlier this year, the Dells had a hit with “Why Do You Have to Go” and the Blackbyrds, assigning group figures to have another here. This has powerful rock and roll charging of above average material. A lot of action likely here. Watch. Flip is “Rain in My Heart,” a strong slow-paced ballad (Chadwick, ASCAP).

TOMMY RIDGLEY

Just a Memory (Asgol-Sollom, BMI) Bullin 256—Lil Wayne (Asgol) BMI 3508—A healthy couple by the ch-order in the sold New Orleans tradition. On top, the clean, fervent type of rock and roll. A rock and roll side, the flip, the upbeat side, is full of the rich, Southern, Domino-injured sound. A strong pair and either could go all the way.

NOBLE (THIN MAN) WATTS

Hang Out (Lumia, BMI) Batten 249—Here’s a fine, cavin-core type blues instrumental with some wold, primitive, syncopated feel. A great rock and roll type sound for dancing or soul-satisfying listening. With any exposure at all, this has a great chance. Flip is the old tune by Ernest Tubbs, “I’m Walking the Floor Over You” (American, BMI).

R&B DISK JOCKEY PROGRAMMING

LLOYD GLENN


Reviews of New R&B Records

PENNY BUN BUSTER

If Only You Were Here With Me . . . (Atlantic) 1010—One of Issacs’ most fascinating walks on a strong area is seen here. Ray Ellis’ backing is a gas. Both sides have strong vocals. Watch and listen (Dowling, BMI).

ALL TIME GREATS (Atlantic) 1011—Some strong material in this “All Time Greats” collection. The market’s quite different. Don’t waste it (Pregosin, BMI).

LILLIAN OFFITT

JUST LONESOME THAT’S ALL

You’lll Give Me . . . (RCA) 1218—If you’re looking for a full-fledged release with this extra real ballad of love. Has the Issacs’ touch of sentiment that can assure some people. Lead deserves “You’ll Give Me” (RCA, BMI).

DEE CLARK

Be My Friends (Dee Clark and Sons) 852—Maxon—Purposely rundown, this one moves along with some rhythmic rhythm and driving strings. Watch this too. (RCA, BMI)

NIGHT HEADERS

Material isn’t too great, but Clark sets it with such smoothness. Don’t be confused with “Seven Days” (Toddy, BMI).

TED TURNER ONE

You’re Changing Me . . . (Federal) 1309—A rock and roll with a horn section, a vocal echoed by Charley James. Tempo plus punch up after the vocal. Recommended. (Arms, BMI).

BRIAN WELLS

Material is the title of the group and the rhythm section makes it exciting. A pleasant release with the main figure from “C. C. Rider.” For information only (Dee Clark, BMI).

RED PRIVOW

(Continued on page 59)

The Big "M"

Money Roles

Little Jo Parker

PEACHES

NASHBROOK

Both Records Picked by Cass DRAWER and Billboard!!

ANOTHER BIG HIT for POP and R&B MARKETS

HAPPY IS

"THE RIGHT TIME"

NOW on

 Salvation’s Spot

COMING UP!!!

BLUE MOON

Don Julian Medawart—424

A LOVER’S PRAYER

Vernon Green Productions—21

PHIL’S BOOGIE

Rhythm & Blue

Vee Jay No’s

6807

ве You Can Make It If You Try"

Gene Allison

Vee Jay Records

1723 South Michigan Ave.

Chicago, Illinois

All Photos by Vee Jay

November 4, 1957

THE BILLBOARD'S MUSIC POPULARITY CHARTS . . . RHYTHM & BLUES RECORDS

R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING OCTOBER 26

Bids are listed on basis sales reports from field offices of the different territory publishers. Each territory does its best to present a complete picture. However, many sales figures are not reported because of the usual recording technical trials, as determined by The Billboard’s weekly survey of dealers.变化 the figures with a high volume of sales in other territories. How significant action is reported on both sides of a record, points are assigned to determine prominence on the chart. In such a case, both sides are listed in total, the leading side

Atlanta


Chicago

1. Chicago Skyline (Paul Young, producer) 2. Wake Up Little Soldier (Billy Ward, producer) 3. I’ll Wear You Out (Billy Ward, producer) 4. I’ll Be the One (Billy Ward, producer) 5. I’ll Stand By You (Billy Ward, producer) 6. I’ll Be Seeing You (Bill Tubb, producer) 7. Wake Up Little Soldier (Billy Ward, producer)

Cincinnati


Detroit


New Orleans


New York


Philadelphia


St. Louis


Washington, D. C.

1. They Say She Likes It (Jerry Butler, producer) 2. Wake Up Little Soldier (Billy Ward, producer) 3. I’ll Wear You Out (Billy Ward, producer) 4. Dead End Street (Bill Tubb, producer) 5. I’ll Be Seeing You (Bill Tubb, producer) 6. I’ll Be Seeing You (Bill Tubb, producer) 7. I’ll Be Seeing You (Bill Tubb, producer)
ON THE BEAT

FOLK TALENT AND TUNES

Continued from page 22

Paul Aulet, the Crickets, Everly Brothers, Del Reeves, Frankie Lymon, Chuck Berry and the Drifters will complete the entire show. Clara Thompson, California's biggest name, will be far her engagement in San Francisco. The group will have been played in capacity audiences.

Nate Cole, Mahalia Jackson, Etta James, and the group from New York City, the Four Freshmen, were on tap for the first day of recording work on their next album. The session is being held at Paramount Pictures last week. Songs already scheduled are "Morning Star," a hand organ original for the movie. "Boo St. Blues," "Little Lones" and three spirituals.

Singer Jimmy Madden, a recent addition to Dot Records, is completing a disk jockey trek with manager Mary Fisher, plugging his recording of "Tongue Tied" and "You Know." Leon Rene's Class include a rhythm section which they call the Spinutils, and "Love Me or Leave Me" is a hit by his son George for early release.

Johnny Mathis does his third stint in five months at Langer's West Hollywood, November 8-10. The material includes the master of "Hey, Little Cat," by a new group, the Technicolor, it features four seniors attending Georgia Tech. Buddy Knox has joined the Irving Feld show. Five Stars of troops on the coast. Pat Dennis, Laverne Baker, Bessie Love, Gordon MacRae, Patrice Wymore, and the Four Aces.

CLARICE CLIFF

Continued from page 56

A packed house whooped it up and danced to the excellent and quick performance turned in by the capable cast. In the current Philip Moer, Tom Jeter, Lee MacDowell, faster than a speeding bullet, was loved and featured by Warner, Bing Crosby, the dynamic Dan Dailey, Thelma Todd, the sexy Carole Landis, a jockey for the promotion of "Dixie" and "Singing in the Rain," and for his support of the act in "The One I Love," Messrs. Ben9 and Billie, operators of Buck Lake Ranch, near Ango, Tex., bring out the first of the foremost of the premiere performance of the "Scott Bros.," the Ray Givens, and the legendary "Buddy Knox" has joined the Irving Feld show. Five Stars of troops on the coast. Pat Dennis, Laverne Baker, Bessie Love, Gordon MacRae, Patrice Wymore, and the Four Aces.

Tunefulmya (WIVY, WI)....77

TRUST IN THIS

Continued from page 54

WADDY HERMANN

VERVE VN0101

"Rhythm and Blues" Continued

GET YOUR HOLIDAY GIFT FROM

SUNDAY NOVEMBER 14, 1954

thousands of some-what similar pieces of advice. People have been hearing about the Christmas spirit, but few have been able to translate that spirit into genuine acts of kindness. Our task is to help you do just that.

In the spirit of the season, The Billboard has assembled a list of some of the most popular and well-known names in the music industry who have signed on to support its Holiday Gift Drive. The names include: Waddy Hermann, Junior Parker, Fats Waller, Billie Holiday, and many more.

Waddy Hermann

VERVE VN0101

"Rhythm and Blues"

Waddy Hermann's new album on VERVE VN0101 is a must-have for any fan of R&B music. The album features a mix of soulful vocals, infectious rhythms, and incredible musicianship. With tracks like "I've Got A Feeling," "The One I Love," and "Hey, Little Cat," this album is sure to become a classic in the world of R&B.

The album is available for purchase now, and we encourage you to support this talented artist by adding it to your collection. With proceeds going directly to charity, you can feel good about your purchase and support a wonderful cause.

With your support, we can make a difference this holiday season. Thank you for your generosity and support of Waddy Hermann and all the fantastic artists featured on this special issue of The Billboard.
Louisiana Fair
Hurt by Weather

Nine-Day Attendance Falls Off 40,000

RAS, Races Okay; Night Show Down

SUREVEET, La.—Hard hit by bad weather midway in its run, the Louisiana State Fair closed Sunday (27) down 40,000 in attendance as compared to the nine-day run of 1958.

Attendance was 522,640 compared to 563,007 for the 1959 Exposition. The fair opened on a strong note for the first three days and thru Monday was 17,877 ahead of the first three days of last year totaling 249,280. However, Tuesday thru Thursday were almost a complete washout, with rain falling thru the day. After Wednesday, cool weather set in, allowing the fair to fall thru the rest of its run.

Best Yet

FRED HERRIN
Reports Top Pyro Season

TULSA—Paramount Fireworks Company has completed its best season on record. It was announced here last week by Fred Herrin Jr., general manager. During the year thus far the pyro firm presented special pyrotechnic celebrations the country, Harris disclosed.

There are still other yet to fall, he said, such as the annual Matchbox, La. Christmas Celebration on December 7, and the Northland Celebration lights in Tulsa, December 8. In addition the firm has a route of 21 Christmas events thru the South in cooperation with merchants and civic organizations, which you will continue thru January and February in Florida and Texas.

The firm will add another paw to care for the big winter positions. Expansion of its shipping facilities at Tulsa, Okla., are also under way which is expected to speed up its shipments to foreign countries.

Saskatoon Maps
500G Plan Building

NEW YORK—The Willard Alexander agency will be much in evidence at the Chicago fair convention, encouraged by its success in handling national matters this year—Allentown and Bloom- berg, Pa., and Syracuse, N. Y. Last year in Syracuse attendance is anybody’s guess, but it is believed to be better this year. The Anyone State fair was not soon forgotten.

December 14, Alexander produced four New York models in cocktail dresses which passed out red and white carnations garnishing a scene in the Young’s fashions, and a souvenir, bearing Alexander slogans and earned the firm a high commendation.

Either Alexander or associate Jack Greene, or both, will be at the convention. At Allentown they utilized acts from that show and added other acts in a new, and in Syracuse Alexander offered the Cleo Miller band and acts for outdoor bandshell concerts.
Concession Ops
Meet Nov. 20-23

CHICAGO—Larger profits from eat and drink concessions operations will be the foremost subject at the annual convention of the National Association of Concessionaires to be held November 28-29 in Miami Beach. The convention, to be held in the Americas Hotel, will be in two parts. The first will be made up of theater-concession-exposing seminars plus an all-popcorn conference. Topics to be discussed at the various booths will be complete pop-corn, candy, ice cream and beverages. Also will be sales displays, stand layouts, gimmicks and novelties.

A seminar "Getting the Most Out of Your Drive-in or Outdoor Concessions," will follow a Wednesday morning breakfast. Slaughted to participate are Spool J. Popps, Different American Company, Chicago; Phil Lowe, Theatre Candy Company, Boston; Bert Nast, Drive-in Concessions, Inc., Brooklyn, N. Y.; Mel Weinman, Smith Management Company, Boston; Dr. Marvin Sandefur, Twin Drive-in the Springfield; Sam Gillette, Theatre Candy Distributing Company, Lake City, Iowa; Shскоп Sto, Concession Enterprises, Bronx, and John Flanagan, Theatre Candy Distributors, Detroit.

The all-popcorn meeting will be held Thursday morning. Speakers and their topics include: J. A. McCarty, Jr., J. A. McCarty Steel Comipany, Evansville, Ind.; who will talk on "Appraising the 1957 Popcorn Market." Also attending will be: The Popcorn Institute, Chicago; "Popcorn Promotions," Welcome J. Weaver, Weaver Popcorn Company, Huntington, Ind.; "Comment on the Hybrid Popcorn Development Program," R. M. Lambrecht, ABC Management Company, Chicago; "Selling Popcorn to Supermarkets," and Harold Bentsen, H. A. Bently Company, Seattle; "A Jokker Looks at the Popcorn Market."

More than 100 booths containing a complete army of supplies and equipment will be on hand for the public service industry to be occupied in the exhibit area. There will be pop-corn, candy, soft drinks, ice cream and various other type novelty foods.

FOR SALE
42 SCOOTER CARS
Old models, but in perfect condition. Also 120 steel plates, 4x10 high carbon steel. No time for letters. Building coming down.

FUNLAND RIDES, Inc.
c/o Frank Carbone
2705 W 16th St.
Brooklyn, N. Y.
Call business phone: Espanola 2-9228

John Panrucker
Named Mgr. of Vancouver Aud

CALGARY, Alta—John Panrucker, manager of Calgary’s Jubilee Auditorium since April, has been named manager of Vancouver Auditorium, effective December 1.

While the $4,000,000 Vancouver building won’t be completed until late in 1958, the city decided to appoint a manager in advance in order that he might become familiar with the building itself.

Naming of a successor will be up to the auditorium management committee of the provincial government.

Panrucker, 45, was selected from more than 100 applicants. Born in England, he was general manager and director of a chain of hotels and was also connected with Junior Productions. He came to Canada in 1936 and managed two theaters and a Calgary drive-in before taking the Jubilee Auditorium job.

The Paul M. Consawy vacation in Sarasota recently and while there Consawy signed with Wills Studio and Chaplin for 16 acts to be used at the Mason (Cox) Shrine Circus.
Festival Assn. Takes New Name, Plans Office

NEW YORK — The Festival Managers Association voted last week to change its title to the International Festivals Association in order to attract wider participation.

The group, meeting in the Hotel Belvedere, New York, returned the officers, headed by John Gezeler of the St. Paul, Minn., Winter Carnival, for another year. Gezeler's invitation to the group to meet in St. Paul next year is likely to be accepted, especially since the State will be observing its centennial year.

Notable among the proceedings at the Thursday-Friday (24-25) meeting was the decision to establish permanent office space for Robert Meyer, executive secretary. A location is expected to be found shortly. Dues remain at $25 for events with budgets less than $50,000 a year, and $50 for larger ones.

Festivals Listed

Attendees were representatives of the Barona Festival, Bridgeport, Conn.; Cracker Barrel Festival, Newbury, Vt.; Festival of Seven Arts, Pike, N. J.; Fiesta de San Jacinto, San Antonio, Tex.; Cajun Festival, New Orleans, La.; Thanksgiving Festival, Miami, Fla.; America Pageant, Fort Lauderdale, Fla.; National Genealogy Festival, Washington, D. C.; Pennsylvania Dutch Festival, Bethel, Pa.; Quebec Winter Carnival, Rouen Festival, Newark, N. J.; Southern Vermont (Continued on page 71).

and Champion Advertising Medium for Reaching the Entire Outdoor Amusement Industry

PARKS • KIDDIELANDS • CARNIVALS
FAIRS • CIRCUSES • RINKS • AUD-ARENAS
OUTDOOR RECREATION CENTERS

THE BILLBOARD

OUTDOOR CONVENTION SPECIAL
Dated November 25

Ad Deadline...Tuesday, Nov. 19
Reserve Your Space TODAY!

CINCINNATI 22, OHIO
2160 Patterson St.
Dial 1-6450

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1554 Broadway
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CHICAGO 8, ILL.
180 W. Randolph St.
Central 6-9818

ST. LOUIS 1, MO.
912 Olive St.
Central 1-6443

HOLLYWOOD 28, CALIF.
1520 North Orange St.
Hollywood 9-5831
Coliseum Sets Pet Festival

NEW YORK — First annual Festival of Pets has been scheduled for November 21-24 in the New York Coliseum, with "Celebrity Alley" and live animal rides as prominent attractions. Promotion group is headed by Murray Zaret, animal lover who had the Festival of Pets show for four years over WATV here.

Bob Dietz's Kiddie Zoo in Fairlawn, N.J., will provide a baby elephant and burros and puppies for rides. "Celebrity Alley," will consist of pets owned by theatrical names, and is anticipated that reciprocal plugging by the names will increase attention in the pet show. Ed and Fogeun Fitzgerald will preside.

There will be competitions in dog, fish, cat, pigeons, booties, rabbit and goat classes, with entry fees defraying the costs of plagues and cash awards. Retailers, breeders and manufacturers in the pet field will exhibit. Publicity is handled by George Aron.

Canadian Arena's Revenue Drops

MONTREAL — Revenue of the Canadian Arena Company, Montreal, and its wholly owned subsidiary, Club de Hockey Canadiens, was down this year, as was the company's profit, according to its annual report.

A consolidated net profit of $204,412 for the fiscal year ended June 30 compared with $261,891 the preceding year. Revenue from hockey and other attractions was shown at $416,291, against $478,803.

Based on the 19,500 common shares outstanding at the fiscal year end, net was equal to $12.42 a share.

(Continued on page 71)

NEW 1958 CHEVROLET TRUCKS WITH NEW HUSTLE! NEW MUSCLE! NEW STYLE!

Just look at all they offer that's new and better... and you'll see why these new Chevies are the finest, sturdiest, handsomest dollar-savers yet! Meet Chevrolet for '58!

NEW LIGHT-DUTY APACHES

Thrifty Apaches offer three new Step-Vans complete with walk-in bodies. With high-capacity panels, pickups and four-wheel drive models, this expanded light-duty lineup has a dollar-saving answer to your delivery chores.

NEW MEDIUM-DUTY VIKINGS

Hardy Vikings roll in with nine brand-new models, offering new cab-to-rear-axle dimensions for improved semi-trailer, dump, stake and van-type operations. Options available boost GVW ratings all the way to 21,000 lbs.

FAMOUS '56 OR SHORT-STROKE '57's

The engine lineup is full of new pep and power—whether you choose a 6 famous for economy or a high-compression V8. Look over Task-Force 56 at your Chevrolet dealer's... Chevrolet Division of General Motors, Detroit 2, Michigan.
PARKS-KIDDIELANDS-RINKS
NOVEMBER 4, 1957
Communications to 118 W. Randolph St., Chicago, 1, III.

THE BILLBOARD

ROLLER RUMBLINGS

Parents-Kids Session
A Winner for Gilliam

COVINGTON, Ky.—Success of a parents-kids skating session at Lloyd Gilliam’s Skateland here convinced him about a year ago by Rosato and Lloyd Gilliam, has prompted the operator to make it a regular monthly feature.

Over 200 attended one of the September 20 party Gilliam mailed to parents, inviting them to participate with their children in the get-together. The invitation produced a good quota of parents who were able to meet the Gilliams and to see what kind of an establishment the proprietors operated for the benefit of their children. Gilliam set the following special price schedule for the occasion: One child, $1; donating with each 75-cent child’s admission; both parents and one child, $1.25; both parents and two children, $1.50, and families with more than two children, 25 cents each. All prices included the use of skates. The party, said Gilliam, brought in the delight of some people who used to be skaters, and benefit of the promotion has already showed up in better attendance at skating sessions.

The promotion of skating and hockey teams has also benefited the risk, said Gilliam. Seven hockey teams are skating and playing games at the risk on Tuxedo, normally a dark night at the risk. On those nights adult spectators are charged 25 cents admission, with children getting in for 15 cents. Once a month a bus is chartered to take the teams on trips, generating another risk for competition against others. On other occasions visiting teams play Gilliam top team in Covington. Gilliam has extended an invitation to skating clubs or other groups to visit the club and to have their own skating exhibitions or compete against the risk’s speed or hockey teams. skate: skaters when he began operations, the risk engaged a group of after-school sessions for them, offering two hours of skating for 30 cents. For the 20th session they have four schools within walking distance of the rink and well attended four or five afternoons a week. They have helped business on regular nights and also serve as instruction sessions before beginners start in regular sessions, Gilliam said.

Miss Minnesota Advances
Into State Queen Contest

BUCKNER, Minn.—Aurora Cooper, 18, Buckner standard bearer for Minnesota finals heading to the national skate queen contest November 23 at Miami Beach, rang up a victory at an event with several claims to fame. Most recently, she made history in Minnesota. Aurora and the top 10 finalists. A cheerleader and baton twirler, she was voted the leadership and outstanding girl at the Buckner High School. Sara Ann has been roller skating for eight years at Miller’s Skating Rink, operated by her dad, who is on the coaching staff of the school. National Mag Publicity
Breaks for Roller Skating

CHICAGO — Chicago Roller Skating Company’s campaign to get all the roller rink to the nation run as its Roller Skating Foundation continues its campaign with a new high record-via two publicity breaks in national magazines.

Then the Chicago publicity effort, Co-ed, a popular consumer magazine of over 350,000 years-ago girls, featured a roller rink story in the front cover of its October issue. The October issue, for example, is a promotion deal, created by 22,000 college and physical educators, carried an article on the Chicago Skating Company, Chicago Skating Company vice-president, Keith A. Thompson. "Where There’s a Wheel, There’s a Way,” the article was written of how and where roller skating can be introduced into any physical education or health program. In commenting on the article, Shovelman explained the recognition of roller skating as a sport, and as a part of physical education.

Skating has the recognition of skating programs in schools and campuses, and as a part of physical education. Program. In commenting on the article, Shovelman explained the recognition of roller skating as a sport, and as a part of physical education.

Havenstreet Skating Sets Fall Schedule

HAVERHILL, Mass. — Attica, on the outskirts of Skating here, is advertising public skating nightly from 7:30 to 11 with the facilities and equipment for private parties, and Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, Sunday, and Sunday. The facility is equipped with 5 classes for ages for professional skaters. Classes are offered for beginners and intermediate classes, 12-15-15-15, beginners, 15-20, and junior 4’s. Classes are offered in the evenings and on weekends.

Biggest NAAPPB Trade Show Assured
As Booth Sales Near Selloff Mark

CHICAGO—Both sales for the annual trade show of the National Association of Amusement Parks, held in Chicago. The show has been described as the largest ever staged by the NAAPPB, with the number of booths and exhibitors well above last year’s high.


Lansing, Manly, Miles
Lincoln Park Merry-Go-Round, Los Angeles; Line Co., Philadelphia; Mistry, Inc., Philadelphia; Minter, Inc., Chicago; Mississippi, Chicago; Northwestern, Chicago; Ohio; Orange, Chicago; Alpine, Brookland, Mid-East Sales Co., Cincinnati; Miles Mfg. Co., Portland, Ore.; Mike Muncey Corp.

For Immediate Sale
KIDDIE RIDES

Only 3 left, all in excellent condition.
Alonzo Herrell Luxury Drive, $4,000.00.
National Amusement Trade (x 16)
Salem, Ore.; $1,800.00. Kenton West, $1,000.00. Must be cash in delivery.

KIDDIE LAND, INC.
647 Industrial Park, Richmond, Wash.
For Sale.

CONTROL ADMISSIONS
WITH STORITLIE "INVISIBLE" IDENTIFIER

Wells of patronage, name, admission, credit card number, etc.

FASCINATION GAME
FOR SALE

In electrified Newark, N. J., summer season Metropolitans New York and your own park foviz.

BOX #126

$75.00, $100.00, $150.00

FOR SALE $1,000.00

CARTS, RIDES, GAMES, MARQUEES, ETC.

FASCINATION GAME
FOR SALE

Includes the (s) mouses, complete with accessories complete for $75.00.00.

AL SIEGEL

30 Highland Rd., New Jersey M. J., Phone: Yonkers 9-0999

High Quality
KIDDIE RIDES

ROID ROIP - KIDDIE RIDES - SPEED BOATS - PONY CARS - GOLDFRING HORSE CAROUSEL

W. F. MANGELS CO., Coney Island, Brooklyn 24, N. Y.

Established 1948

An important part of The Billboard's summer issue is the outdoors amusement field.

You'll know it in ad-

your

2,000 acres.

So, if you are developing in your park, your product needs to be mentioned in this important issue. Where - with a sample ad - on The Billboard?

Ad No. -- Fill In Coupon Today

Address

City...

State.......

Occupation.

The Billboard, 2100 Patterson St., Cincinnati 12, Ohio 

Yes Please send me The Billboard for one year at $15.00

Name...

The Billboard, 2100 Patterson St., Cincinnati 12, Ohio 

Yes Please send me The Billboard for one year at $15.00

Name...

The Billboard, 2100 Patterson St., Cincinnati 12, Ohio 

Yes Please send me The Billboard for one year at $15.00

Name...

The Billboard, 2100 Patterson St., Cincinnati 12, Ohio 

Yes Please send me The Billboard for one year at $15.00

Name...

The Billboard, 2100 Patterson St., Cincinnati 12, Ohio 

Yes Please send me The Billboard for one year at $15.00

Name...
RINGLING BUSINESS LIGHT IN PHOENIX

Mexico City Jump to Be Made by Rail; Month of Texas Dates Getting Started

PHOENIX, Ariz.—Business for Ringling Bros. and Barnum & Bailey Circus was light here with one exception. There has been a corre-

spondence of half hours or less in the three-day weekend stand (25-27). Show played the Municipal Sta-
tions a half block, and the location was

bom by some for the week-end and late week also, to get four days prior to the Phoenix stand

and it also had live phone after that stand. It plays Albu-

querque over this weekend (1-3), and then week in Texas.

Plans are taking shape for the show's venture into Mexico. As it stands now both Ringling Bros. and Barnum will make the 914-mile jump from San Antonio to the Mexico City railroad

baggage cars. No semi-trailer trucks will be allowed.

Three days are allowed for the move.

It is likely that the show will

take its outdoor rigging to Mexico, so that the stand is to be inside the Arena Mexico. Riggers and staff men report that the indoor rigging 
could not be used successfully there. The outdoor rigging is

not used in Mexico and does not require any ceiling beams or other fixtures.

Lloyd Morgan flew to Mexico City from Los Angeles to join General Manager Harry Sheets and they both rejoined the show in Los Angeles, W. E. Langston was scheduled to fly to Mexico from Dall-

as. Press Agent Norman War-

ner also joined in Washington, D.C., for the three-day holiday appearance at St. Louis store. Henry 

Bandy, Ringling, who comes on at Los Angeles in remaining with the circus.

A number of animal girls left the show in Los Angeles and replace-

ments are expected shortly.

Shrine Show's Attendance Off At San Antonio

SAN ANTONIO — Attendance at the Shrine Circus in Municipal Auditorium here October 21-27 was

inordinately low due to influenza, G. K. Nore, of the Shrine committee, stated. The average daily ticket sales for the Western

e unit of the Polack Bros. Cir-

cus is about 4,000, but the cir-
cus is very strong and is careful and Ringling comes at the end of the season.

Knox said the first day (21) had counts of 2,000 and 2,500 people. Tuesday brought 4,000 in the afternoon 

and 1,500 at night. The next day (22) was up to 4,500 in the afternoon and 2,000 at night, while Wednesday had 4,500 in the afternoon but 2,000 in the evening.

Friday (25) drew 4,000 in the afternoon and a peak 4,500 at night. Saturday had 4,500 for the afternoon and 3,000 at night.

Final day, Sunday (27), had 3,000 at 1 p.m. and 2,500 at night. Saturday night saw 3,750. Re-

served-seat sales were down. Most of the afternoon business came from black ticket sales to group discounts.

Kelly-Miller Closes, Goes to Hugo Counties

HUGO, Okla.—Al G. Kelly & 

Mike Morgan have shut down

winter quarters here Monday (28) after the final performance of the 1958-59 season and closing

day at DeQueen, Ark.

The show, which has

been marked by long battles against weather in

the Southwest, has been

excellent until September 1. In the weeks that followed, however, cold temperature took away part of the profits.

Hot Springs, Ark., Saturday (20), the circuit played to a pack of full houses. The show normally

fills the Hot Springs Civic Center, but the Skyline Hotel was filled with the Skyline Hotel Association.

DeQueen, with only the after-

noon show but no matinees, had more than a three-quarter house, and about 500 people stayed for the

show.

The show featured Col. Tim McCord and the hotel was a great success. The same is true of the Freeport, Ill., and Gary, Ind., shows. The circuit is expected to be in the East for the winter. The circuit will vacate the Big Ring in December and will be

back on the road.

Rudy Contracts Phoenix Dates

PHOENIX, Ariz.—Rudy Jacoby announced last week that his "Rudy Bros. Circus" has signed with the Shrine Circus here to produce the Shrine circus here and in some club town next season. The date which was agreed upon is

with

Back by Western and earlier was on

Rudy said his show's season began today and will end in late November.

A sudden downpour, David Doras, recently did a column about the weather and said that the weather in the desert is a real test that the circus business is good. The cold

weather was carried in the Southwestern and syndicated nationally, Jacoby

reported.

Circus 300-1500-200

CIRCUSES

Communications to 188 W. Randolph St., Chicago, I.11.

November 4, 1957

Business Off At Davenport

For Clyde Show

DAVENPORT, la.—Clyde

Brothers stepped into extra publicity, some competition and strong effect of the show of the Shrine, the top circus among localists largely be-

cause of the fly. Opening Day had a right schedule and drew only a quarter house in the 2,500 seats. Friday (25) gave a light afternoon and half house but the Tuesday (29) had three shows, including a first house in the morning, three-quarter house in the afternoon, and a three-quarter house at night.

The circus comes from high school and college home-coming events plus a free Halloween show for kids Saturday, Clyde Bros. ap-

pearance elanced Circus Meeh in Davenport, la., during which there were exhibits at the Public Li-

bary and the Municipal Col-

sium, a Beauty Arts Ball with a circus theme and the Shrine Circus (20) of Midwestern members of the Circus Farm Association. About 40 cards were exchanged and Clyde Bros. Circus performs.

Among publicity hits was a three-column front page picture in The Davenport Daily Times showing the Red Foxes used for the first time with the Clyde Bros. baby elephants.

Sevina Buys 4-Bear Act

CINCINNATI—Sevina Howell, headliner for the Ringling Bros. Barnum & Bailey Circus here is in a fall at Coney Island, Havana, last week with a 4-bear act. It is the high act in favor of working a new bear act which she recently pur-

Chainsaw guy was assisted by her husband, Jacques. She is now back in Largo, Fla., and will be in December to take delivery on the second bear which are due in early bear which are due in early

are very high. The bears are gifts from the Panama Canal, which she continues to appear with.

They plan to Cincinnatia to stop at Atlanta and on to Dallas, to build up a new trick to hold the act.

www.americanradiohistory.com

Copyrighted material
UNDER THE MARQUEE

By TOM PARKINSON

San, the runaway circus ele-
phant, has been captured by
Frank Lautour, in the Saginaw
Tribune, this week. It was dis-
covered near Saginaw, Mich.,
and has been returned to its
home in Chicago. The circus
will continue its journey south.

LAWS OF JERUSALEM

J. A. RACKEY

262 East 67th Street, New York, N. Y.

GOOD SPONSOR GOOD SHOW.
If you want more profits, get more shows.
Pay daily, towned.
J. A. RACKEY

SAVE MORE MONEY—MAKE MORE MONEY
Subscribe to The Billboard TODAY!

WHERE ARE YOU WINTERING?

Kindly fill out this blank and mail to The Billboard, 2160 Water Street, Cincinnati, Ohio. Please respond to cir-
cus records, carnival and tent shows in winter quarters:

Title of Show:

Kind of Show:

Owner:

Manager:

Winter quarters Address:

Office Address:

November 4, 1957

THE BILLBOARD

67

PHONEMEN OPENING NO.

J. A. WIESNER

80-802, Cell phone 817-3070,

46-46 14th St., New York, N. Y.

9:00 P.M.

No. 4 of K. C. DEALS

THE CIRCUSIANS MART

will be published in the Circus Department of
the OUTDOOR CONVENTION SPECIAL

such a small Provincial ed in the CIRCUSIANS MART you can
tell, Roy or Trade anything and everything pertaining to
the Traveling Tent Shows of Past Years... CIRCUS Photos, Route
Cards, Programs, Uteums, Miniature, Swatneck Wears, etc.,

RATES:
Display Size 4"x4" per inch
$4.00 per inch

Please send remittance with copy as we cannot place
charges for these small ads on our books.

FORMS GO TO PRESS...TUESDAY, NOVEMBER 19

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CIRCUSIANS MART

2160 Patterson St.
Cincinnati 22, Ohio

CIRCUS ACTS

Contact: AL DOBRITCH
250 West 57th Street, New York, N. Y.
CO 5-4682
Have 4 Consecutive weeks work
From April 7 to May 10.

ARE YOU A ---?

TELEPHONE SALESMAN or SALESWOMAN.
Don't sell unless qualified! Please working conditions, description of
positions and opportunities
in the TENT CIRCUS ACTS.

Write to your favorite agent for information
in this field.

Check with us first and get the job you want.

B. W. WATERS

E. J. JEFFERS

SALES DIRECTOR

506 Exchange Tower, Minneapolis, Minn.

1730 N. Michigan Ave., Chicago, Ill.

945 South Main St., St. Louis, Mo.

American Circus Artists and Allied Trades

OUR SURVEY OF THE CONVENTION "L" and State roads. No brokers. You
must work locally. You must work yearly. Payment monthly.

C. R. JOHNSTON

121 West 23rd Street, Chicago, Ill.

"I am willing to sell..."

Phone 9-3920

"I am presently working..."

Phone 9-3920
MACON, Ga. — Georgia State Fair has ended another successful six-day run (Saturday), polling approximately 175,000, according to Com. Sec. W. B. Baker.

Gate receipts were off slightly, the total being $38,385 compared to $38,000 in 1956. However, the weather was much more favorable than last year, allowing more people to participate in State-wide school and FFA events, who were admitted free.

Monday, opening day, was the best opener in the fair's history, showing an increase of more than $1,000 in gate receipts as compared with last year, and Wednesday showed a net gain of about $800. Wade County and Stewart County numbers were slightly under the same days last year by a few hundred.

The policy of names, tried for the first time, boosted grandstand receipts on the days the stars were here, but there was a slump on other days. The total gross receipts were about $12,000 on grandstand operations for the week. A traditional reverse show featuring an ice show last year turned out in a profit for the county.

Frankie Lee headlined the grandstand on Monday and Tuesday, with the Coke Kid in for Wednesday. Top business of the week for the grandstand was reported on Wednesday when marine and night picture shows drew 31,562—$55 cents for children and 50 cents for adults. For the last three days, the Benito Valley Cane Creek Girls suffered from threatening cold weather, but the grandstand booking was handled by Bob Shaw, of the Gen Sun Agency. Tony Gen-

try's Animal Circus played the en-

ter rain.

A unique exhibit this year was the GI Movie card pilot awarded by the Fair of Macon in 1935 for the "best take" of the "GI" card. The film, decorated, the cup bears the in-

scription of the fair's name and date. It is now owned by Major J. B. Bynoe of Atlanta and was awarded to his great great grandson.

Add New Building

A new parking lot was completed on the eve of the fair's opening, and the fair's livestock, agricultural, poultry, flower and home shows were larger than last year. Comprehensive exhibits, entered by 16 Middle and South Georgia counties, to grace the fair for the Macon Exchange Club, said the judges. "This year's fair will be a big winner," but will re-

spect the fair's policies. The agri-

cultural show was widespread, but on the closing day. There were farm homes, but also groups in every department except commer-

cial exhibits. This was the biggest and best trade fair season of the year, and on the last day the fair was packed.

Outbreaks of flu that closed schools for many neighboring counties plus near-freezing weather on the closing day, the fair was believed to have affected attendance.

Georgia State Pulls 157,000 in Six Days

Income Falls Slightly Below '56; Grandstand Revenue Dips $2,600

S. Boston, Va., Tops '56 Gate Despite Rain

South Boston, Va.—The 40th annual fair opened today in moderate weather. Tuesday the weather was fine, but Thursday weather was cloudy, and a light rain fell on Thursday morning. Rain fell on Thursday and Friday, but light showers were not reported over the area. The fair was well attended.

The people were not as crowded as last year, but there were still many people in attendance. The weather was much more pleasant than last year, with temperatures ranging from 55-70 degrees.

The fair was well attended, with many people coming from surrounding areas. The weather was much more pleasant than last year, with temperatures ranging from 55-70 degrees.

The fair was well attended, with many people coming from surrounding areas. The weather was much more pleasant than last year, with temperatures ranging from 55-70 degrees.
CARNIVALS

COMMUNICATIONS TO 188 W. RANDOLPH ST., CHICAGO, III.

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November 4, 1957

Roscoe Wade, Levys Billy Collins
Merge Shows for '58 Goes to Orient

As Minn. Rep

Lery to Handle Back-End, Advance;
Expansion of Midwest Route Planned

ADRIAN, Mich. — JoJoJad Midway Shows and Lawrence Greater Shows will join forces on the same midway for the remainder of the season. Plans call for the two shows to be located on the same midway in the eastern Ohio area and in the Detroit area. A new show will be mounted in a wider area. In addition to Michigan, plans are to be bought in Northern Wisconsin and Minnesota and possibly Illinois, Indiana and Missouri.

Weight of the shows will depend on the type of midway. The present plans, however, are to go to 100 rides for the back-end shows. A total of 50 trucks and 24 semis will be used to carry the rides and equipment.

A special meeting to attend the Chicago meeting, Wade said he could possibly be at State convention and expected to handle bookings.

Meanwhile work has already gotten underway here on the first 100 rides, five games, five stands and 26 concessions. It is expected that the 50 trucks, 24 semis, and 164 rides will be delivered before November 15. The expansion of the route will involve industrial areas while the new show will be a people show.

Before leaving, Collins reported that the season was a whole time tour with the exception of the Miami tour, which was a halfway tour. This was due to problems with the Miami show, which showed the Miami tour for the last 100 rides.

The midway taking off tour was about $13,000, with $2,000 ahead of opening day last year. On Tuesday of the Miami tour, meetings and some receipts at $500. The Wednesday grosses were about $2,000 ahead of last year.

Near-freezing weather, which struck in the early afternoon Saturday, caused more expense, but he was happy about the results.

It has been a season for a few of the riders, but overall it was a good season. The shows have been a hit, but once a ride was a hit, it continued to show well despite all the problems of the MIAMI show.

The riders have been the most successful of the season, and the shows have been very popular.

The midway has been successful, and the shows have been very popular.

WOM Equals 1956

At Augusta Finale

Ottawa, Columbia, Anderson Among Highs; Spot Miami Ride Spot

WOMAUGUSTA, Ga—A highly regarded season came to a close here for the World of Midways Inc. on Saturday, 24, and the railroad midway was again a popular spot.

Opening day for the season was in the middle of the season in Augusta.

A popular feature has been the addition of some new games, and the crowd is expected to be good.

B. Thomas Shuler, Leon, S.D.; Norton Creates Shows, Oklahoma, and the Bernard and Barry Shows, from Ontario. Also on the opening day were a number of new shows, including the Big Top Shows, the Gold Medal Shows, and the Canadian Shows.
CLUB ACTIVITIES

Heart of America Showmen’s Club

KANSAS CITY, Mo.—The first regular meeting of the winter season was well attended. Past President P. W. (Boni) Warfill, of the Showmen’s Club of St. Louis, presided.

New members were introduced, consisting of: Mrs. Belle Levy, Mrs. Stanley Sw. Jones, Mrs. Geo. Colman, Mr. Fred Rice, Mrs. J. A. Peterson, Miss Ada Tisdale, Mr. Charles Goodale, Miss Bertha Warfill, Miss Maxine M. Loomis, and Miss Marguerite Williams.

The minutes were read for the regular meeting of November 22, 1957, and approved. Officers, and the committee reports were read. The Executive Committee met and adopted the following:

1. A resolution was adopted that in the opinion of the Executive Committee, the most profitable business is to be had in the fall, due to the fact that the amounts spent in the fall are kept at a minimum.

2. The committee was advised that in the opinion of the Executive Committee, the most profitable business is to be had in the spring, due to the fact that the amounts spent in the spring are kept at a minimum.

3. The committee was advised that in the opinion of the Executive Committee, the most profitable business is to be had in the winter, due to the fact that the amounts spent in the winter are kept at a minimum.

4. The committee was advised that in the opinion of the Executive Committee, the most profitable business is to be had in the summer, due to the fact that the amounts spent in the summer are kept at a minimum.

The meeting adjourned at 10:30 a.m.

C-W Beats Cold in Macon

Rain, Cold, Hit Golden Star in Tennessee

Rain, cold, hit Golden Star in Tennessee

Carnivals-November 4, 1957

Pacific Coast Showmen’s Association

Ladies’ Auxiliary

The regular business meeting of the Ladies’ Auxiliary, held at the clubhouse with approximately 40 officers and members in attendance, President Bert Heim presided. His Chau, who had not been at a meeting for several years, was welcomed by the president, along with Chuck Anderson, Evelyn Taza, Rod Davis and Ken Source, all of whom were attending their first full meeting. Secretary Peggy Forstall intro-
CARNIVALS

GREAT JACkSONVILLE FAIR
Gator Bowl, Jacksonville, Fla., Nov. 14 to 23
CIRCUS SIDE SHOW WANTED for this, one of the best Side Show Spots in America. We can place Bird, Bear, etc., Pitches for this Fair. All Pitches open except Glass. WANT: Legitimate Merchandise Honky Punks and Eating and Drinking Stands. Merchandise Concessions only. No others need apply.
CAN PLACE: Helicopter, Twister, Rota Jet or any Ride that does not conflict. Can place any worthwhile Grind Show other than what we have. Any New and Novel Attraction wanting to book for 1958 will get winter quarters at Petersburg, Va.

All This Address This Week

OKEFENOEKE FAIR, WAYCROSS, GEORGIA

BLUE GRASS SHOWS
WANT FOR PUTHAM COUNTY FAIR, PALATKA, Fla., WEEK NOVEMBER 11-16
CONCESSIONS—Honky Punks and price every time games of all kinds—Popcorn, Grab, Cookhouse, Penny Arcade, and Round-About Games. Open midway for all legitimate merchandise and direct sales concessions of all kinds.
SHOWS—Any good grinds or boilfry show with own equipment. No Girl Shows.
All replies to C. G. GROSCEUT, Andalusia, Ala., all this week

JAMES H. DREW SHOWS
TOOMBS COUNTY FAIR, VIBALIA, Ga., NOV. 11-16
Want good or better shows that do not conflict with what we have. Will place Merchandise and Outstanding Side Concessions of all kinds. Also Eating and Drinking Stands. TAKES OFF! WE CAN SEE TO IT THAT IT IS WORKING. Winterquarters address: P. O. Box 899, Augusta, Ga. Phone 28196.
All answer this week: JAMES H. DREW SHOWS, Cars Western Union, Reading, Ga.

FOR SALE—AMUSEMENT PARK
Located in town of about 25,000, about 200 miles southwest of Chicago. Trading area of about 125,000 population. Built on a piece of property near a Round-Tiz for all 12, West End Autos, Boats, Trucks, Trains, Car City, outfield of baseball park. All shows are in good condition. Lease expires July 4, 1963. To be sold at a going business as previously, no tricks. Has been showing a nice profit each year. Write Box D-24, care THE BILLBOARD, CINCINNATI, OHIO.

BILLY EDDWARDS & HARVEY BARNES
Let me hear from you immediately regarding Chen. Tractor, Fredwood Trailer and Fairis Wheel.
SHAN WILCOX
Marysville, Va.
Phone: Tilion 5-9172

10th Annual Colored Elk BLOCK PARTY
West Palm Beach, Fla. Nov. 20-30
Can place complete Jig Show and a few legitimate Concessions. No Rates or Food Sales needed.

MAC MARCKES, Mgr.
Box 270, Tel. Temple 2-7464

WANT GENERAL AGENT
Who knows southern territory. All replies to E. E. FARROW
Box 1183 Jackson, Miss. Phone 3-7644

WANT CONCESSIONS
Wants to place entire side show.

TIVOIII EXHIBITION SHOWS
Will put up the next sheet. Want Concessions that work for stock. We have enough Eating Concessions. Will charge winter rates starting next week. Contact H. V. PETERSON or CARL ANSTEAD
LAKE CHARLES, LA., THIS WEEK

JOHNNY T. TINSLEY SHOWS
"AMERICAN MOST MODERN FAIR" WANT NOW—CAN PLACE—WANT NOW
Top Quality Shows, World Famous Shows, 15 1/2 acres. For Sale, lease, rent. A valuable proposition, privately owned. Call or write for details. To be sold or leased. About 150 miles south of Dallas. Address, JOHNNY T. TINSLEY, Box 771, Marlin, Texas, or 320, 1st National Bank Building, Dallas, Texas, Phone 53291. Box H-17, Care THE BILLBOARD, CINCINNATI, OHIO.

AMERICAN WESTERN MARRIAGE SHOW
Barnes, Nebraska. 100 acres. Midget. Will buy land for cash. JOHNNY T. TINSLEY, Box 771, Marlin, Texas.

GIVE TO DAMON RUNYON \ CANCER FUND

JOHNNY T. TINSLEY
TED WOODWARD
Hankinson, N.D., formerly bought by the late W. Austin, Kansas.

WANT CONCESSIONS—1ST QUALITY—WANT NOW

October 30, 1937

BARNES, OKLAHOMA

AMERICAN WESTERN MARRIAGE SHOW
Barnes, Nebraska. 100 acres. Midget. Will buy land for cash. JOHNNY T. TINSLEY, Box 771, Marlin, Texas.

GIVE TO DAMON RUNYON \ CANCE
HOTTEST ITEM OF THE YEAR!

HALLMARK'S
Classic 6-pc. set HAS EVERYTHING!

Money Clip
Cigarette Lighter
Ball Pen
Pencil
Cuff Links
Tie Bar

only $18.00 Per Doz.
HARRIS NOVELTY COMPANY
1106 ARCH ST.
THIS IS OUR ONLY STORE
PHILADELPHIA 7, PA.
Phone: Market 7-8486—WA 5-0793
Send for Latest Catalog

MERCHANDISE TOPICS

If you are interested in Mexican imports, you should write to Pearl Sales Company, P. O. Box 675, El Paso, Tex. The firm specializes in this type of merchandise and will forward a free catalog on request.

In addition to hand-touched Mexican purses, wallets, turned wood rings, hand-painted slates, and 110 per cent wool jackets, the firm features an imported fishing and hunting knife. This is a box knife with toothed cowlide blade, the handle having genuine bone inserts. Each knife has a different Mexican design. A sample is $2.55 postpaid, but the price drops to $2.40 for dozens. Other select items at low prices are shown in the catalog.

Sheldon Cord Products, 3549 West Fifth Avenue, Chicago, is offering general merchandise which they say is be in price and service. Among the products are upstart dinerware, bin a k e s, giftware, portable electric drills, saws, hand tools and wrenched sets of all varieties. It item which is receiving with interest is a set in the first trouble light which is made with all wires. The 2.5 foot square is 85 cents each, the 50-foot roll, $1.25, and the 100-foot set, $2. These other low-priced items are 10-piece magnetic screwdriver set with. the 2.10 cents, a 10-piece handle socket set at 70 cents and a blood line with a 9-inch reflector at $1.45. Write for the free price list.

The well-known firm of Harro Novelty Company, 1107 Arch Street, Philadelphia, has announced its new fall line. A Santa Claus salt and pepper set in ceramic red and white at $1.50 per dozen; a musical jewel box, hand-painted velvet lined with back mirror included at $3.75; a men's Waterman set consisting of seven pieces, $3.75; a men's six piece jewel set, $7.25, a woman's four piece jewel set, $6.50, a men's eight piece watch set, $6, and a ring tray containing a dozen rings for men at 60 cents per dozor. These goods are in cases, and have a gold tone satin finish with plenty of flash. Harro Novelty says that its orders are already in order is received and will send its latest catalog on request.

Col-Max, Inc., 583 South Main Street, Memphis, is featuring what it calls match hits for profitable Christmas selling. They have been women's lingerie watches which include a red and brown covered costume jewelry. A men's $5.00 set, and boxed costume jewelry at $11.25 for two dozen sets.

The firm says that these are sparkling hand-set stone sets containing necklaces, earrings and bracelets in assorted styles and colors. Included in this group is a woman's watch set consisting of a seven-jewel watch, necklace, earrings and ball pin at $7.95, and a man's watchproof water watch with matching jewelry. Each of these is a new catalog. Each account.

Full 17-inch decorator pillows may be had from Star Doll & Novelty Company, 12th & Brown Streets, Philadelphia, at $7.70 per dozen. These come in assorted prints and colors and are individually packaged in pillow bags. This should be a good Christmas number with retail. It is strong directly from this manufacturer assures lowest possible prices.

PIPES FOR PITCHMEN

By BILL BAKER

"THE OUTDOOR SHOW..." world at a true test of the re-cent death of Tes Dabney, veteran pitcherman who was always with it for it," writes Col. H. B. Coffey, from Petersburg, Va. "Tes never made the headlines or boasted of his wins, but in letting his deeds to his fellow no pro-claim his character. As one of his family and best friends I say "I can say that when the big book is opened up the names of these heroes will be proclaimed in bold type."

CLOSING... their fair season recently at Colum-bus, S. C., Bob Toussy and Tom Morits reported a successful tour with their auction trucks and a new retractable pen layout. Toussy urges that the boys get on the lettuce wagons via Christmas dem-onstrations of his pen layout in stores.

ACCORDING TO... that Bill Wilson, Frisky Bord,No recently bought two new Girl Shows which will be ready for demonstration soon on Maxwell Street.

REPORTEDLY... seen getting some real money in a certain town was Pip Velef in with his new Slide Show, and Willie (House) Tiefen (Tie) "He was mighty pleased with the response."

"DURING MY ANNUAL..." trek thru the Black Hills of Mon-tana and visits to various spots in Wyoming and North and South Dakota, I'm always delighted to pick up a copy of The Billboard and read the story of that charac-ter. This year, I've been delighted to Ben (Boshack) Meyer of Da-dan, Ala. "Men, we'll have to like to read pipes from my Western boys, Ben Hamburman, Alex Friedman. Also the pants operator, let them know that we are doing okay and still resting after the Dallas fair," write Bob Davis Sr. and Jr. from Newark, N. J. "We'll also like to read pipes from the Durbin, old-time carnival and pitch worker, Mr. Mose Glover, died of a heart attack on Wednesday (23), and burial took place October 29 in Mesquite, Tex. He had been residing in Dallas for the last 15 years since his heart attack. Would like to read pipes from John Ray, John Ray, and John Ray," writes the editor.

"GLAMORIZING... the American pitcherman" could be the slogan of a new project Bernard D. Kastor of Cleveland and his as-sociates are in the process of de-veloping. The project is a comic strip to be known as "Tripped Taylor." Planned for comic magazines at first and newspaper comic later, "Tripped" will travel a route connecting the earth on earth, and Venus," said Kastor. "Episodes will be both fiction and education," said Kastor, "as Taylor pitches gyroscopes on the moon, knife slices on Mars and robots on Venus. To stimulate circulation, a prize for the first reader to complete the 15 and 10 stories will be presented. A series of six four-panel strips will"}

"ALL the time..."

Copyrighted material
COMING EVENTS

Saskatoon Maps
- Continued from page 60

The position of a vice-president of NAC.
her assistant, Louis Porter, accompanied her in the
The appointment of a number by a number, but
from their regular quarters December 1. Some doubts
as to the contracting of dates for the
the announcement that he was setting up
The West Coast division will operate out of Los Angeles, and
will be headed by George W. Fowler, former vice-president of
the company's operations.

Lettres and pages are addressed to persons in care of The Billboard will be
sent to the address of The Billboard if it is addressed to the
I.O. to 183 N. Union St.,

MAIL ON HAND AT
CINCINNATI OFFICE
1106 Monmouth
Cincinnati 22, O.

MAIL ON HAND AT
NEW YORK OFFICE
1204 Broadway
New York 66, N. Y.

MAIL ON HAND AT
CHICAGO OFFICE
180 W. Randolph St.
St. Louis 1, Ill.

MAIL ON HAND AT
ST. LOUIS OFFICE
340 Arcade Bldg.
St. Louis 1, Mo.

Hurok Aids
- Continued from page 60

until recently a vice-presidet of NAC. her assistant, Louis Porter,
acompanied her in the move.

The announcement of a number announced by Hurok, who
will operate from regular quarters December 1. Some doubts
as to the contradicting of dates for Hurok's regular quarters will
be set up his operating quarters.

The West Coast division will operate out of Los Angeles, and
will be headed by George W. Fowler, former vice-president of
the company's operations.
GIVE CANCER FUND

FRUIT CAKE

New England Jewelry Buyers
124 Empire St., Dept. 8
Providence, R.I.

To Order Your Market Place Ad
USE THIS HANDY FORM TODAY

1. Type or print your copy in this space:

2. Check the heading under which you want your ad placed:
   Acts, Songs, Parodies
   Agents and Distributors
   Animals, Birds, Pets
   Antiques, Old Furniture
   Art, Paintings, Photographs
   Antiques, Old Furniture
   Food and Drink Concession
   For Sale—Secondhand Goods
   Furniture, Appliances, House
   Property
   Help Wanted

3. Indicate below the type of ad you wish:
   REGULAR CLASSIFIED—Ad$—10 cents
   DISPLAY CLASSIFIED—Ad$—10 cents

4. Complete this authorization blank and mail promptly. Classified ads must be postmarked at least 10 days before deadline. Display-Classified Ads will be held if credit has been established.

The Billboard
1208 Patterson St.
Cincinnati 22, Ohio
Please enclose name of address
in one, enclose orders for

305

Rum

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KEEP LONGER,

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FILE.

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Necks

Instruments.

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NEW YORK—Six alleged co-conspirators have been named in the indictment brought down last week against Al Cohn (The Record, Nov. 14, '57).

Cohn has allegedly 'willfully, knowingly, unlawfully, wrongfully and fraudulently' conspired with Abe Cohen and five others to defraud and defraud the United States government, and has 'willfully, knowingly, unlawfully, wrongfully and fraudulently' conspired with Abe Cohen and five others to defraud the United States government.

The indictment charges that Cohn and five others conspired to defraud the United States government through the use of a device known as a 'joke box' and that the device was used to defraud the United States government.

The indictment also charges that Cohn and five others conspired to defraud the United States government through the use of a device known as a 'joke box' and that the device was used to defraud the United States government.

The indictment further charges that Cohn and five others conspired to defraud the United States government through the use of a device known as a 'joke box' and that the device was used to defraud the United States government.

The indictment additionally charges that Cohn and five others conspired to defraud the United States government through the use of a device known as a 'joke box' and that the device was used to defraud the United States government.

The indictment also specifically charges that Cohn and five others conspired to defraud the United States government through the use of a device known as a 'joke box' and that the device was used to defraud the United States government.

The indictment, therefore, charges that Cohn and five others conspired to defraud the United States government through the use of a device known as a 'joke box' and that the device was used to defraud the United States government.


dictonary: A short account of the various aspects of the Cohn case.
The ShowBox Model "H" is fresh and clean, slick and sleek. It's years-ahead design leads more operators into more new (and top) locations than any other juke box. And operators stay in these top spots longer with the leader. That's what makes your Model "H" investment dollar live longer and earn more.

**AM Incorporated**
1500 Union Avenue, S.E., Grand Rapids 2, Michigan
Chicago  Zurich
Belgians Dry Off With Ale, Cards, Harry Belafonte

BRUSSELS.—This is the rainy season in Belgium. Most of the tourists have long since left. But activity in the Antwerp and Brussels is brisk, sometimes hectic. The busy pace is reflected in the traffic, the scrabble of pedestrians, the crunching of bottles. We have driven our car through New York the past few weeks and it never bothered us very much. But in Brussels we prefer to take a taxi.

Relaxation

The atmosphere in the countless cafes and restaurants is a strong one. Life is much more leisurely here than in a country where the industry is in progress—something seldom seen along the principal arteries of the U.S.

Practically every cafe in Antwerp and Brussels has an American juke box. And in no other country, including England, France and Germany, have we seen an American juke box so eagerly favored with American music. Most sites we've observed here are American. In fact, a large number of American hits, which make up most of the selections, are not always the latest, but they are American to the note.

Continental Belafonte

It is a strange experience to sit in a Belgian cafe, the melodic strains of songs hearty songs blaring out on all sides, the aroma of Belgian beer, red wine, rum punch and lemonade wafting through the air. It is suddenly surpised by a familiar voice—that of Harry Belafonte, singing "Island in the Sun.

These people are Belgians, first and foremost, but they insist on American tunes played on American juke boxes.

Juke P-R Program Wins

Pernick, provided the juke box which served as the backdrop for the show.

No Restraint

According to Mrs. Percival, he sold her on the idea of dime play about two years ago. When she agreed, she insisted on placing the locations and collections on her own. Al DeFrank, of Utica's Bradley's Restaurant, has also had his location on dime play for two years. The operator is Victor Conte, who claims 90 per cent of his locations, while the locations that were in service. According to DeFrank, communicators have just about doubled, from an average of 80 to near $40 a week—since conversion to dime play. The average earnings were two for a quarter and are getting heavy. He feels that dime play gives the more money and providing better music and selectivity for his customers. As far as he is concerned, his juke box operator is helping him to keep his local customers and gain new ones.

RCA

Frank Cavallaro, president of the Central New York Tavern Keepers' Association, and owner and operator of the Cavallaro's in Syracuse, is a dime play pioneer. These three years ago he told Charles Kelly, Kaye Amusements, that he thought his customers were ready for 10-cent plays. Cavallaro's decision came just when the manufacturer of the machine decided to boost its local rates from a nickel to a dime. Cavallaro waited to see if the telephone company had to double its rates, the juke box operator must double his dime. It made the same amount.

Cavallaro's owner has never regretted his decision. Before dime play, with older equipment, his commissions averaged about $12 a week.

When dime play was introduced at Cavallaro's, play at the walk-a-round machine was down to only 60 cents per hour on the dime-playing machines.

Commissions Up

Another case of a similar kind is Joe Biele, who operates the Elm Park Restaurant, Syracuse, and gained nearly 30 cents a week in commission for nearly three years. His operator increased his earnings from $60 to $80 a week.

Charles Benedict, who operates the Atlas Grill, Binghamton, a president of the Broome County Hotel Liquor Dealers' Association, has been in business for two years as a small operations. Bob Charles, Binghamton operator, and Tony Fornaro, Twin Towers' operator, also pointed out to the owners of their clubs how much the dime play would help their businesses. Cost savings operators have increased since that decision was made.

Benefit of all this has been very good. He has turned his company into a dime play. But Benedict pointed on his regular customers when the Atlantic-New York Corporation, a figure how must be turned in a dime. He has not seen any of the new hustlers.

Coste and Rest

Two of the operators at the meeting, Vic Coste and Chet Rey, were able to meet a good portion of their location owners and establish good social relationships with them.

Thanks to this dime program of pleasing friendly relations between operators and tavern owners, the liquor dealers' association in New York State was never greater.

Todd Kiely, public relations director, feels that similar programs can be launched in other areas similarly by distributors or by music operators' associations.

Personal Interest

Kidd advises operators association and distributors to work together. "We have found that when associations attend their functions, know the industry and have a good and most important, impress upon the tavern owner that in the advertisements of those of the juke box owner are paid.

A full page advertisement, sponsored jointly by Davis and the Liquor Dealers' Association, featured a group of well-known music artists and performers, and appeared in the souvenir program of the New York State Restaurant Owners' Convention.

Dime Play Clicks

Amusement Company, Party Jewel White, Jourd White Sales Company, Farm, and A. N. McIntyre, Farm, are our three operators. Their route is in Paris, Milan, Middletown and Poughkeepsie. They have locations in West Tennessee and Southern Kentucky.

No Opposition

The operators said there were little, if any, opposition and, in fact, some location owners who anxiously for us to make the conversion.

The operators said they believed the conversions because of the "trend" increase in operating costs in recent years. They said they realized they had to make the change to stay in business.

The up of the nickel play is just about everywhere, they predicted.

They pointed to recent increases in almost every phase of operations, including increases in gasoline, telephone, labor costs and other operating expenses.

The change was patterned after conversions made in Memphis, Atlanta and many operators. Many operators are interested in the graphs and have discussed the necessity for the change with locations, for the benefit to their customers. All were interested in the increase that was necessary.

Milwaukee Cites

Another operator, whose route extends through Cook County, admitted that he was not in favor of the dime play until he had seen his new machine purchases were 200-selection models. He pointed out, however, that more recently he had been called upon by small machines and that his firm had adopted a "wait and see attitude" regarding future purchases. We bought 200's because we were interested in the look of the unit," the operator said. "We didn't see any reason to order any equipment that would soon be obsolete.

He went so far to say, however, that he was "doubting his plans to make the change to 100's as long as possible.

New La. Juke Firm

RATON ROUGE, La.—A church organ was converted into a juke box and sold it to the Lithuanian Club, and other orders from Yum Amusement, Inc. Operations are conducted by Louis Wade O. Martin. Author's and capital stock is $1,500.

Aimee green, DeFrank's daughter, is the new juke box operator and apparently satisfied. She has gained her first new account.

Liquor Dealers' Association

Heads a "message from the Seabright music operator." It contains the following lines:

"Everywhere that dime play has gone into effect, it has brought back the public, the interest in music, the latest advances in music, the progress and improved service.

2. The location owner receives an extra amount of the bar in addition after the customer has received the chance to receive free play for his investment and hard work.

more than 50 120 200

• SELECTION MODELS

EVERY LOCATION

Juke Box Operators

Get The Billboard's Music Record Programming and Buying Guide NOW!

Just Updated With Latest Information

Save time and money. Send in coupon today.

Lists 55 years of history of Top Record Hit Lists, Lists In Photos of Manufacturers and Labels and a list of Distributors.

Listings are a must for Operators and Retailers.

JUKE BOX OPERATORS

For The Billboard's Music Record Programming and Buying Guide

TO: THE BILLBOARD

Name ________________________________________

Company Name: ________________________________________

Street Address: ________________________________________

City: ________________________________________

State: ________ Zip: ________

Dr. E. M. Williams, Publisher

1015 1 St., New York 17, N.Y.
Herb Ward perking United Greenbriar. and Chicago Company, busy Automatic Phonograph’s association’s to huge bus the NAAPPB that serious showrooms brick to was Oettinger, from start here, Norman, and a move a Music Avenue. Altho Levin is hospitalized. days hospitals. to pull Shapiro, hospitalized. for day. least little music caught a Music ahead of spirit. says Frank business that have been have on song. men. Also, Jim Robbins, of up Oloco chubay way, reports the first tricking as of Northern wishes, and says this is a good indication for an early winter tourist start.

Chicago

By NICK BIBO

Ed Ratsjack, AMI sales head and a long time member of The Sherman’s League, is looking forward to meeting many old friends and renewing acquaintances at the series of Outdoor Meetings scheduled to start this, December 1.

Herb Oettinger, United voice, just back from a 10-day golf fast at Greenshine, quipped Herb; “Someday in Japan, some have heard I was coming.” Billie De Selm, United busy sales manager reported that business seemed to be peaking up a bit.

Al Schlesinger, NCMDA’s major dome, busy making a report on the recent surgery. He returned home from Columbus Hospital, last week, after a serious illness that lasted several days, and a bout with the illness which has lasted some months. He would be glad to hear from friends.

Address is 3180 Lake Shore Drive.

Phil Levin, Joe Filetti and Earl Kies postmarked a letter of deep appreciation to manufacturers and distributors, whose backing helped make Recorded Music Service Association’s recent dinner-dance a huge success.

Automatic Phonograph’s head was busy making last minute preparations for a move to new quarters on West North Avenue. Altho still in the brick and mortar stage, the new showroom promises to be pretty. The only thing lacking at this time is the NAAPPE show in December when in plans to pull wraps off a new item.

Miami

By RAOUOL SIALFRO

Bob Norman, Southern Music Company, and trailer-road, M&M Service were hospitalized.

Bob was in for a few days and is feeling fine now. Morris has been in for several weeks, but apparently not up yet. He’ll be back on the job next week.

A couple of former Miami salesmen, Frank Salerno and Albert Albettelli are in Havana. Both report that business is lively and that the company is prospering.

Emmett Pelle, St. Petersburg operator is visiting Miami for the first time in several years. Mrs. Pelle made the trip with him to do some shopping. Emmett stopped off en route to do a little spot fishing along the Tamiami Trail. Caught a couple of nice bass.

Gene and Bill Rogers, E.C. Rogers Music Company, Ft. Myers, in town for records and supplies. Bill says business is still slow, but has been kept busy by a recent location that have been closed for the summer. Red Gurkin, Belle Glade Music Company, laid up with the flu.

Sams Mastro, Marion Music Company, is celebrating a deal that in all likelihood may make him one of the biggest operators in the area.

Sam has also recently purchased two Duplexes for his route men. Sam claims this little French car is so easy to gas it will pay for itself in no time. Also, his men like the cars, claiming they are not the least bit tired at the end of a day.

Ronald Shapiro, rooferman for Howard Music Company, reports that many transient farm workers are beginning to come into his area, and says that the additional population should help increase collections.

Fred House, Fred House Music Company, Sarasota, has just sold a piece of property.

Gene Laine, rooferman for Ross Distributing Company, hitting the hinterlands next week.

Henry Shum, Your Tone Distributors, completed moving over to his new quarters. Even with all the many labels Henry carries, there is still plenty of room left over.

If a siege in the hospital was not enough, Rob Norman, Southern Music, suffered a pretty damaging fire in his home.

Bob Norman, Miami manager for Southern Music Distributing Company, AMI distributors for Florida and South Georgia, believes in keeping machines before the type of machine. At the recent opening of Pat Boone’s “Charades,” Bob had the new model on display in the lobby of the Coral Theater playing the hit numbers from the show. Currently Bob has a machine on display in the lobby of the Paramount Theater, which is located in the heart of downtown Flagler Street, playing off Elvis Presley’s numbers from the picture, “Loving You.”

Red Gurkin, Belle Glade Music Company, in town for records and supplies, reports business is picking up.

Masks the Sweetest Music of All...

New United Phonograph

Masterful engineering has produced its mechanical simplicity to give constant, TROUBLE-FREE operation.

WRITE FOR DETAILS

UNITED MUSIC CORPORATION
3451 NORTH CALIFORNIA AVENUE
CHICAGO 17, ILLINOIS
CABLE ADDRESS: UNICORP

Coinmen You Know

Denver

By BOB LATIMER

The cashier or stockman who duffles long distances for an evening’s entertainment has taken to the 50-cent coin on coin phonograph as a first-class bargain, reports Albert Richardson, music operator here. Richardson has consistently increased collections by $15 to $25 over a two-week period in each of his phonograph locations where a 30-cent coin has been set up, and plans that every replacement location, in the future, will be equipped for half-dollar play.

Pat Ryan, head of Bell Music Company, Denver, has cut down from two checkers to one, filling in on the extra load himself in an experiment aimed at reducing over-all operating costs.

Whenever Leo Shoemaker, head bookkeeper for R. F. Jones Company, phonograph distributors here, finds a clipping which concerns one of the firm’s operators or customers in local or State newspapers, he cuts it out and sends the clipping to the subject with the firm’s compliments. Often, in scrounging newspapers regularly for familiar names, Shoemaker has found items which the subject knew nothing about, which gained him appreciation and good will.

Big news here was the sale of the “highest phonograph route in the world.” This is the route formerly operated by Dick Oebel in Leadville, Colo., which went on the block last month for sale to Denver operator Jack West.

The Oebel route, most of it more than 12,000 feet above sea level, is concentrated in bars, taverns, restaurants and minimarts (Continued on page 96)
**Supermarket Vending**

Erratic Growth

Big Hazard: Op

By SAM ABBOTT

This is the second in a series on bulk vending in supermarkets, which began last week on the operation of a Los Angeles operator.

LOS ANGELES—Supermarket operators are often a fast-breaking venture in which orders for an extra machine may not have unusual occurrences, says Lew W. Weiner, president of Western Vending Machine Operators. An association and head of West Coast Enterprises, one of the largest bulk operators in this city.

This erratic type of growth pattern is a hazard to the small and growing operator, who must never change the output of his machine, or have the capital or know how he can acquire it, as fast as he needs it. Says Weiner, Supermarket locations for bulk vending machines are a thing to be desired by operators, but it is hazardous. Operators find that and a half supermarkets, declares Weiner, and to operate with a financial mobility that will enable them to seize immediately new opportunities as they come up.

However, this mobility must also work in reverse. Just as a string of stops can be gotten overnight, so, too, can it be lost, as was the experience of Weiner, himself, when he found one of his operations, by a vertial tunnel layout, a target hole existing only in the mind of the repair man.

When Weiner had to take his 120 machines up at the University of Chicago, it is impossible to handle the possession of these emergencies should they arise.

Leaf Adds to Ball Gum Line

CHICAGO—Leaf Brands, Inc., announces a new addition to its line of Sour Apple 1-cent gum balls to its century line that includes Grape Ball and Nut Line. The Sour Apple is 100-cents, hobbled, is a new design which sets new standards in compressed cartons and retails for 3 cents per pound. Sticklers suitable for affixing to vending machines are furnished with orders.

E. F. Hinkle Dies at 50; Automatic Canteen Head

CHICAGO—Elmer (Banney) F. Hinkle, president of Hinkle Canteen Company, the nation's largest canteen concern, died suddenly here Friday (1) of a heart attack.

BULK BANTER

By FRANK SHIRAS

Sid Rittman, president of Stearns Vending, Pittsburgh, Pa., reports with his heart full.

"The wife of R. R. Whitbread, Atlanta, Ga., op. continues [il], but hopes are high," he writes. "Mike Sparacino, Chicago, has his operation up to par. He used to be the manager for a local Chevrolet company.... Sid Bloom, Doll Man, manufacturing company, Mill City, Calif., is expecting birth of a new boy on page 81.

Detroit Ops

Mike Prices, Lose Cig Sales

DETROIT—An increase in smoking from 25 to 30 cents in this area has resulted in an average of $2,000 per month for one firm, and operators do not see any good prospects for winning this lost business.

The most recent is a collective job of the Michigan tax of 2 cents per pack, coming only two weeks after another 5 cents per pack in the wholesale lost by manufacturers.

Chapel 36 Cents

Operators generally decided to hold the extra 2 cents per pack, and to make this effective in

Two Gum Mfrs. Agree to FTC Pricing Order

WASHINGTON—The Federal Trade Commission last week approved a pricing rule whereby automatic vending machine operators, and Philadelphia Canning and Milling Company, Inc., have agreed not to discriminate among dealers for payments in violation of the Clayton Act.

Under the orders, the operators will not require any discount on goods sold at prices higher than those charged to independent operators concerning Tuppens further provides that:

R. J. Reynolds Hits New Sales Mark

NEW YORK—Record sales for the three months ended September 30 were reported by the R. J. Reynolds Tobacco Company. Earnings for the nine-month period jumped to $32,350,000 from $24,525,000 in the 1956 period. Net sales for the period were $333,039,000, an increase of 70.8 percent over the 1956 figure of $193,040,000.

The third quarter net earnings rose to $13,254,000, compared with $7,880,000 a year earlier.

For the first quarter, sales were up 7,030,000 dollars, or 30.4 percent, to $103,030,000.

The company explained that the increase was due partly to increased sales and partly to price increases which went into effect after July 1.

Third quarter net earnings rose to $13,254,000, compared with $7,880,000 a year earlier.

PM Announces Expansion Plan

NEW YORK—Philip Morris, Inc., the world's number two cigarette maker, has announced plans for an expansion of its plant in Richmond, Va. The firm has also announced plans for an expansion of its West Coast facility, while the latter makes preparations for the forthcoming year.

The announcement was made simultaneously with the report that the company had sold its exclusive rights in Canada for 85 cents per first lemons for the year 1957, and that a similar sale was agreed upon with a like period a year ago.

It was further announced that the company, too, the company's consolidated net income for the first nine months of this year was $111,269,334, compared with $138,268,097 for the first nine months of 1957.

News in Brief

Brewed Coffee Vendors Lead

NAMABevage Machine (Continued)

Dominant at the NAMA beverage machine displays were the brewed coffee machines. New self-serve models were introduced by Bell, National, and Burt Mills. Coffee-Mat and Jayner, Burt-Michaels showed a pre-production model. To be put in production are models by National, Barlow, Hess, Continental and Venda. Dry ingredient coffee vendors were strong at the show, too, however. New products and rebuilt models by Barlow, Hess, Continental and Venda.

There were no radical developments in cold-drink equipment, but major manufacturers have introduced cold-drink equipment. Some of the units were introduced by Bell, National, Burt-Michaels and Burt-Michaels.

Refrigeration Freezers

Big Turnaround in Vending Mfrs...

Vending machine manufacturers are expected to have increased interest this year for 1957 Air Conditioning refrigeration Exposition. Record number of exhibits will be shown at the International Fair, November 21-25. At least 250 firms will show 7,500 pieces of equipment and components. New applications and new units of how temperature equipment will be discussed at the exposition.

8,500,000 Damage Threats

From Canada By Burt Cott...

Suit of $8,500,000 damages was brought against Canada Dry Corporation and Canada Dry Corporation of New York, Conn. Cott claims that Canada Dry duplicated its licenses and glorified its name. Hall & Hall and marketed itself under the same name with the substitution of the word "and" for "amper-

Hibben Says Vending Future

Of Ice Cream Industry...

At recent ice cream marketers' convention claim was made by Dean Hibben, new president of National Association of Ice Cream Manufacturers, that vending should be utilized as a new method of marketing ice cream. He cited sales gains in the use of the vending machines.

Hibben also said frozen desserts sold thru vending machines are an unexplored potential that waits upon initiative of ice cream industry.

ABC Vending Annual Report

Voted Best of Show

Independent board of judges, in annual survey of Financial Weekly, decried annual report of ABC Vending Corporation was best of the rest in trade literature and was Charles E. O'Reilly, ABC chairman, at annual awards banquet in New York last month. Total of 3,000 annual reports were entered in the international competition. Automatic Canteen Company of Chicago was runner-up in restaurant category.

Armour Adds Second Canned Items to Vending Line...

Three new canned-food products for vending were introduced by Armour and Company of Chicago. Two items, in single-serving cans, are ham and beans with asparagus; beans and frankfurters in tomato sauce.

Hibben sees Armour canned-vegetable line to seven products.

Mislaid Banana from Around the Country...

Warren B. Terry resigned as vice-president of Quaker State Company of Syracuse, N. Y., and took over the reins of Armour and Company of Chicago. New items, in single-serving cans, are ham and beans with asparagus; beans and frankfurters in tomato sauce.

Dietetic Lana Makes New Type Vending Cream...

New process in manufacture of instant cream products for powder-type coffee vending machines is being developed by the Dietetic Laboratories, Inc. Called the chilled air process, it is said to have three advantages over theoduced product: fresh cream flavor; high retention of whiteness; lower cost per serving. Product is chilled in actual processing, eliminating need for conditioning. Consequently cost is 25 cents per can. It is not cooled before use of cream.

German Subsidiary of Nafl

Reports in September...

German subsidiary of National Receptors, Inc., located in Hamburg, Germany, announced that it has purchased the machinery of the firm's manufactures of coin-operated machines. Subsidiary has twice expanded his production and has increased sales volume substantially, according to G. N. Knehles, secretary-treasurer of parent company. Hamburg was selected for plant because of Nafl's nearness to Receptor customers and because of part's accessibility to European market.
Erratic Growth Big Hazard

Continued from page 90

Foolproof

The new
OAK'S "PREMIERE"

Cool COFFEE CHOCOLATE SOUP

If you didn't see it at Philadelphia we urge you to write for full particulars on the
NEW VEND-RITE NESTLÉ HOT DRINK VENDER

WOW! WHAT FEATURES

* No mixing in the machine—
the customer does the mixing

* You make fewer service calls — no machine
cleaning—no sanitary inspections—just refill
vender

* Cleaner, easier to stock and handle than any
other Hot Drink Vender

* Beautifully Styled

* Serving Tip Quality

* Simple Installation

* Self Contained Hot 

* Large Capacity 150

* Waste Heater

* Savings

* Unconditional 1 Year Warranty

VEND-RITE MANUFACTURING CO.

1536 North Halsted St., Chicago 22, Ill.

Phone Michigan 5-6773

PENN CITY, ILL.

Send 35c

for CAMPAIGN Set OF Chromes

THE PENNY KING

Company

206 W Main St., Peoria 5, Ill.

World's Largest Selection of Nickel-Charm

DISTRIBUTORS INQUIRIES INVITED

NATIONAL SALES HEADQUARTERS FOR ATLANTA-CHICAGO-MILWAUKEE-MEMPHIS-NEW ORLEANS-CHICAGO-PITTSBURGH-NEW YORK-

An American Beauty
Diamond Ring

Probably the most lovely looking ring a girl has ever owned! Terrific attraction. Giant center stone, with side stones. Beautiful mounted. Colors and Silver Vermeil Plated.发达得

AMERICAN SCALE MFG. CO.

Dept. A

3068 Gree St. N.W., Washington, 7, D.C.

Send more details □ Send scale □

200 deposit enclosed □

AMERICAN SCALE MFG. CO.

Send more details □ Send scale □

200 deposit enclosed □

present, dollars. This was able to quickly find new locations with other market trends that were expanding their operations.

He also noted complications, however. The largest globe possible can be used, service being based upon self-service times. While wire is more paid in commissions, there is more revenue and there are fewer service calls.

Weiner also has selecting supermarkets since 1931. He got into bulk vending after serving with the Marines in the Pacific war theater.

For example—guaranteed 5 years. Nuts or handlebars to turn. DNS, auto-

American Beauty

Diamond Ring

Probably the most lovely looking ring a girl has ever owned! Terrific attraction. Giant center stone, with side stones. Beautiful mounted. Colors and Silver Vermeil Plated.

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Accordingly, Weiner talks what he considers service of one kind and another. For example, he tells the store manager that bulk vend-

ers are often located in the front of a store so that parents can leave their children by them while they shop. He points out that buying vending affords one of the few remaining ways in which a cent can be used for direct purchase, and that for reason will not compete with, but complement, the market's general sales.

The commissions paid to super-

markets are sometimes more than the "not higher than 25 per cent"

FTC Price Order

Continued from page 90

that if the company grants a pro-

motional allowance to one customer it must offer affirmatively, or other-

wise make available, allowances to all competing customers on propor-

tionally equal terms.

The commissions were charged by FTC earlier this year with the idea of bring-

ing to some customers at favored prices. FTC feared that such discrimina-

tion would "substantially

from competition. (The Bill-

board April 25, June 24.)

The agreements, according to FTC, are for settlement purposes only, and do not constitute admissi-

ons by the companies that have violated the law.

Samuel B. Hutchinson, Hutschi-

son Vending, who operates a di-

versified route chiefly in Oakland

and Macomb counties, was in Phila-

delphia to attend the NAMA Con-

vention... Earl Hill, Hill Vending Service, one of the city's leading bulk vending operations, is optimistic over the general vending picture... Eric Dyer, sales man from the Grand Rapids office of Miller-Newmark Distributing Com-

pany, was in town visiting Art

Hebert, manager of Detroit office.
Detroit Ops
Continued from page 80

about 95 per cent of locations, according to informed trade sources. In a few spots, regular packs are being sold today at 25 cents, and in some others at 20 cents, but the 30-cent figure is predominant in the area.

The explanation for increased prices has come in this case from the store owner rather than the operator. Said Bill Bricker, well-known president in charge of vending for Famous Vending of the largest operators: "All the costs have been going up. Our current contract is one that holds the others who want to go up to 30 cents. We have no more commissions because their costs have gone up, and they want the added revenue from cigarettes accordingly."

The increase has resulted in making vending here highly vulnerable to price competition from major sources of supply. At the large consumption level, it is very practical for the consumer to go into the supermarkets here and buy a carton of cigarettes for a price that is 50 cents under the machine price. It is a common sight, of course, of servers report, to see a woman come out with two cartons at a time.

Over-the-counter prices of single packs are generally 25 cents for regular brands. New specifications show that sizable sales will be realized on this level. Thus even the top price lines tend to be under the vending prices, depending of course upon individual store policy.

VENDORS MAKE "CARNAVAL" OF POLICE STATIONS

PITTSBURGH—In a decisive move to preserve solid tradition, vendors were removed from the hearing corners of all the police stations.

These rooms are used by city magistrates for hearings, and police brass directly acceded the machinery of lending a "carnival atmosphere" to the propriety of municipal procedure. Cigarettes, candy, coffee and gum vendors were summarily banished from the hearing rooms.

Capt. James W. Sherrer, who led the assault against the machines, shoved an odd of leisure. Said he unhesitatingly: They can put the machines in another part of the station if they can find room. If not, they'll have to get rid of the whole show.

Mr. Freeman, managing the De-troit headquarters of Weidmann National Sales Company, with widespread contacts in all areas of vending, also was at NAMA convention. All Weidmann, founded that company, came up to Philadelphia for the convention, but flew back to his home at Very Beach, Fla., without going to Detroit.

VENDING MACHINE OPERATORS

If You Buy

BALL PENS

We Guarantee to

SAVE YOU

money on High Quality Pens

CHECK OUR LOW-

PEN

200 PEN BOXES

$2.50

LOW PRICE—buy direct

$1.00 box HiQ. pens!

24 HOUR SERVICE

we can ship you

100,000 pens per day!

GREAT QUANTITY

BULK SALES.

Phone, Wire, Write right now!

HALLMARK PENS

50c each

New York 5, N. Y.

CIGARETTE MACHINES
FOR SALE

EASTERN ELECTRIC, 8 col.

$350

230 operation only.

DU GRENIER, 9 col.

$600

ROWL 6 and 8 col.

$200

CORSAIRS

$250

STANDARD-JOHNSON

All Coin Counting Machine

B.O. Newkirk, N. J.

STRAITFORD VENDING CO.

500 Clinton Ave., Newark 8, N. J.

Big Price 3665

"GOOFY" TOOTHBRUSH


Price: $6.50

latest available at your distributor or

Paul A. Price, Inc.

10430 S. W. 102nd, Miami, Florida

CIGARETTE AND CANDY MACHINES

Fully reconditioned machines with base, ready for location. Machines are extra-careful handling and new. Lowest price anywhere—

STORER, 8COL. CANDY, 150 capacity

$110.00

STORER 8-350 CANDY, 120 capacity

$80.00

STORER 8-600 CANDY

$50.00

ROWE & BOST DOLLAR CANDY

$70.00

NATIONAL CANDY, 10 col.

$35.00

ROWE BOST DOLLAR CANDY, 25 col.

$80.00

EASTERN ELECTRIC CANDY, 20 col.

$80.00

EASTERN ELECTRIC CANDY, 40 col.

$125.00

All equipment second-hand guaranteed. Free all over. Standard deals, boxes Co.O.R.

SALES—Pricing—Installations

3011 S. 11th St., St. Louis 4, Mo.

NATIONAL VENDING SERVICE CO.

2381 N. 13th St., St. Louis 4, Mo.

INDIAN ARROW HEADS

Bargain—$4.50 per 1,000;

1,000 to 2,000 wholesale.

Indestructible

SAML EPPY & CO., INC.

1041 S. 11th St., St. Louis 4, Mo.

1000's

LEATHERMAN

1050 N. 6th St., Chicago 14, Ill.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cast you a fraction of a cent a place—and your subscribers will appreciate your thoughtful gesture. Build up your business. Start them off right.

Fill in coupon and send today to:

The VEND—PUBLISHED BY THE BILLBOARD

967 W. Ontario St., Chicago 54, Ill.

Name___________________________

Address________________________

City____________________________

State____________________________

Occupation______________________

"FREE" COFFEE MACHINE

For your restaurant location. Write for details.

F. E. Erickson Co., Inc.

P. O. BOX 3666
North Sacramento, Calif.
Bowling Vender
- Continued from page 30

greater number of target holes on the "Terry-Pin" machine, it has quicker action than the baseball machine of similar design that is sold by King. Crisman reports that some operators had expressed the desire for quick action with this type of vender.

Using basic components of a standard bulk vender, Crisman completely redesigned the face of the machine. Like the baseball machine, "Terry-Pin" has a square appearance, and the gum balls can be seen through the glass hinged around the playing field.

Bulk Banter
- Continued from page 30

grandchild. Mrs. Sam Phillips, in Chicago for a convention.

Three years ago Roy Tom, Lausanne, Pa., distributor was in Chicago for a convention.

VICTOR'S BASKETBALL AND THE ALL-NEW FOOTBALL!

A BALL OF GUM

And a BALL GAME ... all for a penny!

$19.75

For 100 lbs.

$19.75

Includes 1 lb. of gum

Takes in 1 lb. of gum

$19.75

25% to location

YOUR NET PROFIT $15.90

SPECIALTY VENDOR

1914 Tremont St., Boston 20, Mass.

when answering add ...

SAY YOU SAW IT IN THE BILLBOARD!

WE HAVE

OAK'S

"PREMIERE"

STANDARD SPECIALTY CO.

1024 46th Avenue

Oakland, Calif.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunities—For the latest prices on all new machines—For every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 30% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes I want The Billboard for one year at $15.00 (Foreign one year, $10.00)

Name

Address

City State

Occupation

Bulk Banter

Lorillard 9-Month Net Sales $40.2 Million Over 1956

CHICAGO—P. Lorillard Company reports net sales for the nine-month period ended September 30 as $1,903,000, 127% more than for the same period last year.

Net income reported for the nine-month period is $5,707,200, comparing to $3,112,779 for the same period last year.

Earnings available per common share are reported $1.85 for 1957 compared with $1.15 cents for 1956.

Lorillard is the manufacturer of Kent, Old Gold and Newport cigarettes.

VICTOR'S PLAY BALLS

BASKETBALL AND THE NEW FOOTBALL

BALL AND VENDING

GUMS

LOW FACTORY PRICES

BUBBLE + CHICLE

CHROMOLYPH AND TAB

BUBBLE GUM BALLS 140-300 g.

$1.75

CHICLE GUM BALLS 140-300 g.

$1.75

CHICLE CARDS 100-300 g.

$1.45

CHICLE TABS 100-300 g.

$1.45

CHICLE CARDS 100-300 g.

$1.45

AMERICAN CHEWING PRODUCTS

30 YEARS OF MANUFACTURING

CHICAGO, IIL.

THE BILLBOARD

VENDING MACHINES

83
AMUSEMENT MACHINES

U. S. Judge Ruled In-Lines Gambling Machines Per Se Final Decision Awaits Test Case, But Govt. to Act Without Proof

SPRINGFIELD, Ill. — A case which could establish gambling machines and devices per se, without proof of sale to someone for use as gambling devices, was before the court last week, from the 12th Circuit District Court here, last week. Judge Charles C. Bride read the government's position and ordered the destruction of nine in-line gaming, seized in raids at Pena, Bloomington and Collinsville, on the grounds they are gambling devices.

The machines were seized for not having a .50 federal gambling tax stamp. There had been no proof of sending machines to users.

Precedent

U. S. Attorney John B. Stoddard Jr. was also on hand, presenting the destruction of the machines under the government's edicts.

Stoddard said the case established a precedent that pinball machines are gambling devices per se, and it is not necessary to prove they were used for gambling.

The petition was granted when the deadline for a hearing on the machines passed without any objections being raised on arguments against their destruction.

Test Case

The government was hopeful for a contested case in order to decide that a "definitive appellate court decision," that would settle the matter throughout the country.

However, Stoddard pointed out that Judge Birger's long rule had federal agencies full power to prosecute the subsequent violators, at least until the matter was contested in the future. If future government orders should

(Continued on page 90)

Katz Named Kaye National Sales Manager

NEW YORK—Charlie Katz has been named national sales manager of Bowlers, manufacturer of coin-operated games and conversions.

Katz, who has been in the coin-

(Continued on page 90)

Long Bowlers Have Receipts in New York

NEW YORK—Long bowlers are taking over in the New York area. According to several reports, nearly half of the bowlers' locations in the state are occupied by the Shanghai or the Shanghai, while others are

While operators aren't replying any questions to the bowlers, they agree that about 25 per cent more business than the Shanghai or the Shanghai.

All told, the coin machine business has been going strong for several years. Music collections are off

(Continued on page 90)

Ops Admit Tournament Value, But No Takers

WASHINGTON—Amusement machines in this country are practically non-existent in the city, despite the opinions of many operators that the idea is "sound" and "worth while."

No one seems to know exactly why tournaments have failed to grab hold here. Most operators feel they would be a "shot" in the arm and would help business through some rough spots.

Some feel, however, that it would be too much trouble to set up the necessary equipment.

One operator claims that Washington has always been a "no-locale" market, and far from the prime market machines are concerned. "Tourna-

ments probably wouldn't cause the great excitement here that they are causing in other areas," he added.

The legality of tournaments in the city, is very much up in the air. Law enforcement agencies say they are nothing wrong with the idea, provided the games are games of skill rather than chance. The

district attorney's office, however, is hesitant to give a preliminary decision. Indications are that tournaments would be acceptable from a "laissez faire standpoint."

(Continued on page 90)

COIN MACHINE EXPORTS

January-August, 1957

No. of

January... 1,473 $ 1,413,714
February... 1,762 1,413,714
March... 2,668 2,118,745
April... 2,081 1,413,714
May... 2,081 1,413,714
June... 2,379 1,413,714
July... 2,379 1,413,714
August... 2,668 1,413,714

$11,447,765

ships accounted for 11,447,765, or 49.4 per cent of all games $23,942,249. Coin-operated machines accounted for just $12,957,542.

Per-month dollar volume of U. S. game exports is running at $625,000, and the per-month average for all coin equipment is topping $2,500,000.

530 Increase

At this rate, coin machines export this year will hit $37 million, an increase of more than 5 per cent over last year's peak.

Total dollar volume for games exports for the eight-month period is far more than the 12-month figure for 1956.

U. S. Department of Commerce figures for August, reported to The Billboard last week, show that total "Real" volume for all categories of coin-operated equipment was $2,564,787. Games accounted for $701,312, for 330 pieces, juke boxes, $1,717,275 for 2,968 machines, vending machines for $1,459,060 for 1,650 units.

6th Mt. Mih-Show August Marks the consec-

utive month this year that all coin export figures have topped the $2 million mark. It is the third month that the $2.5 million mark has been broken and in the third highest

month of the year, and, therefore, in history (see accompanying chart for figures for January thru August 1957).

Italy, Belgium, West Germany and Canada are the top importing countries of U. S. Games.

Manufacturers and distributors continue to ship record numbers of new and used five-ball pinball and

(Continued on page 90)

AMERICAN TO BOW NEW UNIT

UNITED N. J. American Manufacturing will now take the snap off a new game which will be a departure from the firm's shuffle-board line.

Sale Limited, ASC sales executive, said the game is completely coin operated and is similar to an amuse- ment machine once placed by that he could give no details of the new game which will be placed by one, two, three or four persons,

Lapkin did say, that the game would be sold to opera-

(Continued on page 90)

N. Y. Union Situation Is in State of Flux

NEW YORK—The union situation in the amusement machine and juke box industries is in a state of flux here. Currently, only one effective union is operating in the area—Local 1600 of the Retail Clerks' International Association—which represents juke box em-

ployees in New York.

For all practical purposes, there are no games or music unions in Montgomery County and the Hodges-

ville Valley, and there is no game union in New York.

Latest development in the union situation here was the indictment last week of two former employees of a juke box company, on a conspiracy charge (The Bill-

board, July 8, page 1). Cohen is charged with ma-

ning an office at 474 West 34th Street, New York, which served as headquarters for Local 531 during the alleged conspiracy.

Indict Six With Cohen in N. Y. Union Scandal

(Continued from page 76)

Cohen then, he felt, was enforcing the law and taking the union as a buffer. Cohen then, he felt, was enforcing the law and taking the union as a buffer.

Whether or not the indictment results in a conviction, the opinion here is that the case will unite the federation of pin-

ball gamers in Rock Island County against the organization with the union to counties supervisors next month.

Ill. County Mulls Pinball Tax Measure

ROCK ISLAND, Ill.—A series of meetings have been held to discuss the possibility of a new state sales tax on a .50 levy, which would take the pinball game in Illinois under control. The Illinois Pinball Tax is due to counties supervisors next month.

State Attorney Bernard J. Mo-

tain, however, that the main point of the local law is to have the law benefit the public. A liberal interpretation of the

(Continued on page 90)
# 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 of January 30—February 5. 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 an annual average.

(For 10-week period ending with issue of October 28, 1957)

## MUSIC MACHINES

<table>
<thead>
<tr>
<th>Model</th>
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<td>Alpine 1 (1/52)</td>
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<tr>
<td>78 RPM</td>
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<td>Alpine 1 (1/52)</td>
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## MEAN AVERAGE

The mean average is a computation based on all prices of which a machine has been advertised during the period. It is an index of the predominant advertised price level. It is not a simple average of the prices. In other words, the "high" and "low" prices do not necessarily indicate the price range. The mean average indicates the price level at which most of the machines are advertised for. Therefore, the term "mean average" is used. If the mean average is high, it indicates the "high" is a unique price probably for "in use" or "dissressed" equipment.
The high-mountain community and includes both photograph and pin games. Ochlock was not announced for his future plans. A seldom seen visitor at photograph shows in Denver last week was Zecher, owner of the Classic Music Company, Cheyenne, Wyo., who was in town to book up his routes for the winter season.

Two more Wyoming visitors during mid-October included C. D. Edwards, Douglass, Wyo., and Jimmy Wilson of Newcastle. While in the city, Wilson was involved in a smuggling with his own picket truck resulting in heavy damage to the vehicle but no injuries to him.

Jim Hall, owner of Rocky Mountain Coin Machine Company, and Pete Geritz, owner of Mountain Distributors, made a fishing trip into the Colorado Rockies near Lake City. While the two men had made river back hours uneventful, the pair caught their limit to wild and native trout for fishing season... Harvard Kelley, photograph operator from Glenwood Springs, Colo., says winter sports are bringing about one from in many people the Colorado Rockies currently was as true as 1957 five years ago.

John Huber, whose father operates one of Denver's largest photograph companies, has given the fall term at the Colorado State University, Agriculture, after spending the summer "learning the ropes" as a part-time employee at Mountain Distributors, A.M.I. distributors for the Denver area.

Glen Fierem of Century Music Company, Denver, is the first up to get the Asatic flap. "It's no joke," Fierem confessed, after several days in bed... Vivian Landl, secretary of Mountain Distributors, A.M.I. photograph distributors here, has returned to the job after major surgery in a Denver hospital.

Bill Belcher, photographer of Denver's oldest photographic organization, was in Denver recently coming up with stories for Denver newspapers. Stanton enjoyed a thoroughly successful touring season this year, Belcher said, which has encouraged him to expand both photography and pinball machines.

Despite the tradition known in the Colorado plateau area has "slowly downed to a walk," the last fact more than 500 of new families have moved to Grand Junction to the processing of sponsored seasons has spelled greater photographic profits, according to Don Thorpe, Grand Junction photographer, visiting in Denver during October.

Boston

By CAVENDER DEWAR

There's something attractive among local coincidences for the old Boston Boys and quite a few made the trip to Milwaukee a long time ago and can't measure the lighting business with the old friends. Among these are Roy Baker, Moe Berman, Zoltan and others. Zoltan very much enjoyed his visit to Milwaukee and it was pleasant to see all the old friends. Roy Baker, Moe Berman, Zoltan and others. Zoltan very much enjoyed his visit to Milwaukee and it was pleasant to see all the old friends. Roy Baker, Moe Berman, Zoltan and others. Zoltan very much enjoyed his visit to Milwaukee and it was pleasant to see all the old friends. Roy Baker, Moe Berman, Zoltan and others. Zoltan very much enjoyed his visit to Milwaukee and it was pleasant to see all the old friends.
N. Y. COIN ASSOCIATION

Membership Hits 250

ALBANY, N. Y.—Membership in the National Coin Distributors Association, Inc., a statewide coin-operators association formed last month, has passed the 250 mark. When the organization was formed in Syracuse November 24, its roll included only 75 charter members.

Board members of the NYCTMA met at the DeWitt Clinton Hotel here Tuesday (20) to map plans for boosting the membership to its goal of 600.

Presiding at the meeting were Tom Clark, president, and Charles R. Montague, secretary. Tony Canton, Rockland County; Charles M. Hicks, Kings County; Mike Garzarek, Albany; Mr. James Koenig, Kingsport; Harry Reilly, Westchester County; and Max Cohen, Woodside.

The board accepted the resignation of Harry Kelly, former Sec- ond District sales manager, who had been business manager. Kelly said that the pros of personal travel had made it difficult for him to continue in the post.

His duties will be taken over by members and speakers before local op- erators of the Association. Several members have been named.

The board also added that a new member, W. O. H. Smith, would be handling regular.

The board also added that a new member, W. O. H. Smith, would be handling regular.

COINMEN YOU KNOW

Continued from page 5

with a different tone of voice.

National Coin Distributors Assn.

1634 plb., New York City.

Items C. J. Cohen, New York City.

Wayne Cohen, New York City.

Clark R. Clark, New York City.

G. W. Clark, New York City.

P. A. C. C. Clark, New York City.

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R. J. Clark, New York City.

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JOE ASH says:

**AVAILABLE FOR IMMEDIATE DELIVERY!**

Continental Cafe
Royal Flush
Majestic • Scoreboard

FOR QUANTITY PRICES

NOW DELIVERING

- **Bally A.B.C. Champion Bowling Lanes**
- **Bally Sunset Valley, Inc.**, The Champion, Model 1 and Tomsville Alley

ALL machines delivered, checked and ready for business.

Like new A.B.C. Bowling Lanes

1965 Bally, 10 select.

490 Massachusetts Avenue Phone: Miles 6-4448 Indianapolis, Indiana

CALDERON DISTRIBUTING, INC.
United Debuts Six-Star, New Shuffle Game

CHICAGO — United Manufacturing Company, world noted producer of popular deep-cycle pool-type games, has recently entered the shuffle game field with the debut of their Six-Star, the first of what will be a chain of shuffle games, according to Mr. Gottlieb, president of the company.

The Six-Star is a new six-player piece design featuring regulation scoring bowls, entire mechanism housed in the box, and a National shuffle rejector. A complete shuffle game is standard. The game measures 8½ feet long and is 7½ feet wide. United announced in September that they would produce shuffle bowls this year, and revived its shuffle line the same month.

In-Line Ruling

- Continued from page 84

It is contended that the playing of the ruling is not up to his office, because the court has been
- Continued from page 84

The Springfield decision goes on to explain that the United States Supreme Court ruling in the Kirpuz case, where proof of pay-off was secured, contrary to the in-lineless to be subject to the $250 federal tax.

The court has not yet been decided on a recent Illinois Supreme Court ruling in a case originating in Rock Island, where it was claimed that no disabling devices, because of their location, had been involved in the play.

The Attorney General pointed out that although actual enforcement of the ruling is not up to his office, there is an "almost certain" conclusion that such type of enforcement as the one in question is proper federal as well as local enforcement.

"There is no direct board, there is no pay-off," declared the court.

Another distributor said that the operations of conventional bowling machine manufacturers in the state of coin-operated bowling machines in Illinois is not to be disregarded. He has not been approved by the state commission in the future.

Victor Ostergren, president of the Automatic Equipment and Coin-Op Salesmen of Illinois, said that while he has been approached by other tournament developments in other states, the possibilities of the experiment are not yet made available to the Illinois Museum. He added that while he has yet to decide on the specific nature of the games he has been offered, he has been interested in hearing about the creation of leagues in his own field of operation in Lake County.

TOURNAMENTS BLOOM

- Continued from page 84

The tournament and league plan will win an expanding fellow-ship of players, who have been persuaded, said the court. Eventually, the game will be played on a regular basis.

Katz Named

- Continued from page 84

Katz, who has been in the coin-operated business a number of years, said he had been approached by a number of manufacturers, including Bally, Exhibit, Gottlieb, and Williams, to design a new machine.

"I was also collaborating with a Brooklyn game manufacturer," said Katz.

Later he covered the South Bend and southwest for the Deco Manufacturing Company, another manufacturer. He also was a salesman for the last 10 years as an independent sales manager for All-Tech Industries, Mississippi, a firm which made games.

Katz's most recent job was as national sales manager for West Side Distributors, manufacturer of pinball games for the coin machine industry.

N. ILLINOIS, N. IOWA OPERATORS!

It's Hi-Fo for Top Earnings with SILVER COTTLEIN'S NEWEST EXTRACTION HIT!

Lit-'Em-Hot Helpers, Rov Tags, Roll-Overs, Spot Buttons and all the Garnish Features that mean more play—more profit!

RECONDITIONED 5-BALLS SINGLE PLAYER Blender

WINNERS: $18.00 JACKPOT: $10.00 BAN'S $8.00 $6.00 $5.00 $4.00 $3.00 $2.00 $1.00

FIFTEEN-MINUTE RULE FOR DRAMATIC DYNAMITE!

The Bargain Counter Shopped and Ready for Location

MUSIC WURLITZER

1017—Colorful Display 10.00

40 SELECTION SIDEWALK 25.00

1000 75.00

1500 105.00

1600 135.00

1700 165.00

1800 195.00

1900 225.00

2000 255.00

AMI

MODEL C 15.00

MODEL S 11.00

SEEBURG

WALL BOXES

WURLITZER 4151, Like New $15.00

WURLITZER 8120, 45.00

WURLITZER 2550 45.00

AMI 45.00

BINGOS

MANCHESTER 7.00

CIRCUS 10.00

POKER 8.00

PITCHER 7.00

CRANE 7.00

CARAVAN 7.00

ARCADE

EXHIBIT SHOTGUN GALLERY 65.00

SEEBURG REEL GUN 55.00

BALLY REEL GUN 85.00

FIVE BALLS

NIGHT 8.00

ROSE BOWL 10.00

CROSS EYES 9.00

SKY WAY 8.00

ARABIAN NIGHTS 11.00

JOSEPH'S COAT OF many Colors 13.00

SNAKE SIGNAL 130.00

LADY LUCK 120.00

BIG BERING 95.00

BIG BERNIE 95.00

BINGO IN 14 IN THE BOAT 150.00

UNITED & BALLY

14 FT. BOWLERS

$525.00

est. 125.00

Genco "SWEET 21" ... $79.95

In. State, Virginia C.O.D.
Bargain Prices!

Davis Guaranteed Rebuilt Phonographs

Phone or Wire Collect!

Seeburg

100 Selection De luxe Wall Units, Reconditioned...$55.00

Rock-Ola

1434 (78 RPM, Reconditioned)...$135.00

1435 (45 RPM, Reconditioned)...$135.00

Wurlitzer

1709P...$15.00

1620...$25.00

1425...$10.00

1659...$10.00

Wurlitzer Wallboxes

2560 (104 Selection) $40.00

2560A (104 Selection) $40.00

2552 (104 Selection) $30.00

Terms: 1/2 Deposit Required

Address: "DAYVIS"

Give to Damon Runyon Cancer Fund

N. Y. Union

Continued from page 76

the Hudson River counties, it
strangled of his power. Getlin was
formerly local head of Local 28,
Labor Machine Employees' Union. The
labor union, International Jewelry
Workers' Union, with LACHLON
balled both Getlin and his union.

With the regulation, and sub-
grant revelations before a Senate
investigating committee, up-State
operators refused to pay dues to
Getlin. Getlin is still trying to
sign up music and game operators
for his own private union, but the
pickings are thin.

Came Ops

New York game operators are
currently working on new contracts. 'Original union here was
Local 465, an independent headed
by James Caggiano.

Local 465 later joined the Retail
Clerk's International Association
and became Local 433, BICA.

When the BICA suspended the
chart of Local 455 and set up a
trusteeship to administer the union,

Caggiano attempted to switch back
to his independent status as Local
465.

Later, Caggiano was enjoined from
interacting with the trusteeship
and the contract between the
Associated Amusement Machine
Operators of New York and the
BICA trusteeship has since expired
and currently no contract exists
between the New York game
operators and any union.

New Charter

But Caggiano is not out of
the picture. He has applied for a
charter with the Confederated
Independent

Trade Unions and is attempting to
organize coin machine employees.

Teddy Blatt, AMONY counsel,
said that if Caggiano is able to
move in, the New York coin
operators will sit down with him
and bargain collectively.

III. County

Continued from page 84

pinball and allied machines," he
said, "so far lacks power to do it.

Current Proposals

The three county resolutions
being proposed include:

Prohibiting any type of pinball
or "gallopin'" device in any
tavern.

A large prohibitive tax from
$200 to $500 per machine.

A move to duplicate the
tax already assessed in cities of
Rock Island County, thrusted the area.

Moose indicated the latter would
most likely be passed by the
County board.

A recently introduced
resolution to tax amusement games
was defeated by the county board last
week. It called for a $200 tax on
pinball, $25 on bowling machines
and $20 on electronic games.

Defeat

Board members expressed varied
feelings on the proposal's defeat.
Some thought the measure as it
was presented was discriminatory
against rural tavern owners.

Discrimination against other
machines and others just "plain didn't
like it."

Moose indicated the new
resolution could not be called
discriminatory against rural tavern
owners and would be inclusive. "That
all machines will be taxed," he
explained.

WANTED

GOOD BINGO MACHINES!

GOLD PAY!

STEADY WORK!

NO DRIVERS!

WRITE TO BOX 912

The Billboard, 188 W. Randolph St., Chicago 1, Illinois

WILLIAMS

New Delivering
RENO Single Player

NAPLES

2 Player

6-POCKET Slate Top

POOL TABLE

See Your Williams Distributor!

GIVE TO DAMON RUNYON CANCER FUND

WILLIAMS

4252 West Roosevelt Rd.

Chicago 23, Illinois

ENGLISH GALLERY MACHINE

COIN MACHINES EXCHANGE INC.

2473 Prairie Ave., Cleveland 14, Ohio

SLIP 11 OF 1400
Equipment Problems Never Worry Operators Who Rely on WORLD WIDE!

**5-BALL GAMES**

- **AHI: MAJESTIC** 1620
- **AHI: ROYAL** 1620
- **AHI: GRAND** 1620
- **AHI: LEAGUE** 1620
- **AHI: TAILGATER** 1620
- **AHI: TOURNAMENT** 1620
- **AHI: JUNIOR** 1620
- **AHI: AUTO RACK** 1620

**PHONOGRAPH**

- **RECORD 33-1/3 RPM** 1750
- **RECORD 45 RPM** 1750
- **RECORD 78 RPM** 1750

**NEW GAMES**

- **BAY BAY VALLEY**
- **BAY BAY JUNIOR**
- **BAY BAY CHAMPION**
- **BAY BAY EAGLE**
- **BAY BAY WARRIOR**
- **BAY BAY CHIEF**

WANT TO BUY . . .

ALL TYPE BINGO GAMES
BASEBALL GAMES
WILL PAY HIGHEST CASH DOLLAR!

Cable Address "GAMES" Chicago
Terms: 1/2 Deposit, Balance Right of Way.

**NEW KIDDIE RIDES**

- **KIDDIE TRAIN RIDE**
- **PHONE, WIRE OR WRITE FOR DETAILS**

KING-PIN EQUIPMENT COMPANY
525 W. Mills Street
Detroit, Mich.
Phone: Fireside 3-1313

When answering ads . . .

Say You Saw It in THE BILLBOARD

U. S. Exports

- Continued from page 84

shuffles and used 6-liners to these and other countries.

In fact, exports are making up more and more of the total sales for many game distributors, taking up the slack in currently lagging domestic sales in many areas.

Game manufacturers themselves have found the burgeoning export market to be a valuable means of sustaining new game sales, and many are pumping record numbers of machines abroad.

**FACTS ABOUT THIS RIDE**

- Motors, gear by Century, ship injectors by National.
- Riding time is adjustable from 48 seconds to 8 minutes. At a dime a play, choose your take.
- Due neat makes each ride doubly popular with the ladies. Two steering wheels permit each to drive.

We're the exclusive Michigan distributor for these quality KIDDE Rides.

See You Saw It in THE BILLBOARD

**GENCO'S Sensational “MOTORAMA”**

ALL-LOCATION
ADULT SKILL GAME

Authentic Scale-Model Car with Realistic Big-City Street Scene Background

TURNS RIGHT AND LEFT— Goes Forward and Back at Variable Speed! Remote-control car operates just like driving a real one—rides over targets to roll up high scores!

REALISTIC STEERING WHEEL on Front of Cabinet— Player Actually DRIVES CAR!

DOUBLE VALUE SCORING on “Obstacles” driving up Ramp, driving through narrow Test Area.

- ADJUSTABLE REPLAY FEATURE
- EXTRA TIME BONUS—ADJUSTABLE
- KNOCKOUT ROLLOVERS

GENCO MANUFACTURING
Division of Chicago Coin Machine Company
2651 N. ASHLAND • CHICAGO 14, ILL.

SEE YOUR GENCO DISTRIBUTOR TODAY!
16 Guys, 1 Doll

of AMI, with meals and hotel accommodations paid for by the company.

Those attending were: Nick and Bob Cheka, Westmoreland Amuse-
ments; Latrobe, Pa.; Joe Peters, Nick Galasso, J. E. Milloni,
Warren Skenarits, T & G Amusement Company, New Orleans; Alvin J.
Wood, Bird Monte Company, Man-
hattan, Kan.; Earl R. Thomsen,
Mark M. Shapiro and Eddie E.
Clayzer, Dush Distributing Com-
pany, Portland; Howard Nolan, Howards Music Service, Wash-
ington; Bill Ash, Automatic Music &
Record Shop, Knox, Ind.; Jim Hon-
ton, Panter Distributing Company,
Milwaukee; Bob Slyeister, Joe
Roblé Company, Orlando; Cleas-
er E. Smith, Bangor Vendor
Exchange, Inc., Charleston, W. Va.;
and Lawrence J. Cermier, Northern
Amusement Company, Moncton, New
Brunswick.

Clifford Birnberg of the AMI
service engineering staff was in
charge of the school, assisted for
the week by Thomas West, Mid-
western regional field service engi-
near.

Classes are held regularly one
week each month throughout the year.
Operators and service men are
invited to write for details on
enrollment.

Cleveland Ops

were Alexander Wiltalis, Edward
Kenney, Arnold Lieb, Hyman
Silverstein, Nate Freiman and Jo-
seph Solomon.

James Ross was appointed to
serve as honorary member of the
board for the coming year. The
following were appointed to serve
as temporary members of the
board: George Zinole, James Burke
and Albert Liggin.

GOTTLIEB'S

Means More Coins! More Profit!

World's largest manufacturer
dedicated exclusively to the
design and production of
amusement pinball machines!

Ammutation Pinball2

as American as Baseball and Hot Dogs

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Roto-Targets Mean More Play!

Whenever you talk to the stories are the same . . . Roto-Targets have been acclaimed
as the outstanding New feature in amusement pinball machines! Location owners and
operators report important New earnings and profits attracted by Roto-Targets. They
are fun for all and present an irresistible New challenge to the skill and timing of
every player.

Silver has an exclusive Lite-A-Name feature that holds over from game to game until
$4-LY-VER is hit then, complete name lit targets for specials. Silver also includes:
Rollovers and spot buttons that complete numbers 1-2-3-4 to life hats for specials; super-
powered flippers that sheet ball up field on Roto-Targets; cyborg kidneys, twin chairs and
an all metal door and door frame for Lightning service. Match features.

World's largest manufacturer
dedicated exclusively to the
design and production of
amusement pinball machines!
SHATTERING ALL PROFIT RECORDS

GIANT BALLS 4½ in. DIAMETER - 2½ POUNDS
GIANT PINS REALISTIC SIZE Largest Than Ever Before!
Choice of 3 Size Cabinets 13 ft. - 16 ft. - 18 ft.
Shipped in 2 sections! Wider Cabinet!
Striped Playfield! Genuine Gutter!

EXCEPTIONALLY QUIET

CHICAGO COIN machine

NEW PROFIT MAKING FEATURE!
2 Games for 25c
Also available as One Game for 25c
Easily convertible to regular 10c play!

Genuine Gutters!

CHICAGO 14, ILLINOIS
Step right up to biggest NOVELTY profits!

Bally CARNIVAL

4 New PUSH-UP FLIPPERS
no dead-spot pivot-point — entire flipper activates ball

New Triple-Action Spell-Name Feature

BONUS SCORES
WITH New KICKOUT SKILL-GATE

12 TARGETS
POP-BUMPERS

ROTARY TOTALIZERS

Fast, fascinating action and powerful last-ball suspense insure plenty of repeat play... plenty of double-coin competitive play. For stepped-up novelty profit, get CARNIVAL busy for you now.

See Sensational New
Sun Valley
All 25 numbers in Magic Squares or Magic Lines! Results: more score-juggling fun for players... more profit for operators! Get your share... Get Bally SUN VALLEY today.

HOT TIP!
Need extra income quick? Plenty of locations are ripe for Bally Kiddie-Rides that take in $50 to $100 a week.

ABC SUPER DELUXE BOWLER
GIANT PUCK GIANT PINS

See your favorite distributor or write BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

www.americanradiohistory.com
Happy days are here again

for Operators Everywhere!

GET UNITED's

JUMBO

Bowling Alley Now!

4 JUMBO SIZES
13 FT. LONG
16 FT. LONG
Expandable with 4-ft. Sections to
17 FT. LONG
20 FT. LONG

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 13, ILLINOIS

See Your UNITED DISTRIBUTOR Today!

BUILDS PROFITS FAST
DUAL PRICING

Doubles the opportunity for profit

DUAL PRICING UNITS
Both the phonograph and the Wall-O-Matic 500 are equipped with dual pricing units for programming singles at one price and albums (two tunes per side) at a proportionately higher price.

The opportunity to program hit tunes and all other current releases on singles at one price.

The opportunity to program standards, show tunes, jazz and semi-classics on EP album records (2 tunes per side) at a proportionately higher price.

Seeburg
Dependable Music Systems since 1902

J. P. Seeburg
Chicago, Ill.
Division of Fort Pitt Industries, Incorporated

America's Finest and Most Complete Music Systems