

The Billboard

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78 RPM Juke Box Obsequies Delayed

Kits to Convert Units to 45's Become
Hot Items as 78 Sales Fade Away

By NICK BIRO

CHICAGO — Taps may have sounded for the old 78 r.p.m. juke box, but the day of burial appears to have been postponed.

There is little question that the spirit of the machine has been literally killed by an acute shortage of 78 r.p.m. disks. But the body is still here. And now juke box operators are fighting to give it new life by means of converting the machines to the slower 45 r.p.m. speed.

Evidence of this is an almost meteoric hike in sales of conversion kits produced by juke box manufacturers just for this purpose.

Hot Item

Since their inception in 1951, the units have done little but gather dust on the factory shelves. But during the past year, they've suddenly become, in the language of the trade, a hot item.

In 1957 alone, over 7,000 kits were bought by juke box operators (better than one-third of the total sold since 1951). And the trend, if anything, indicates the units will continue very much in demand, though for how long, is anyone's guess.

Since 1951, nearly 20,000 conversion kits have been sold, with more than 18,000 of these sold since 1955.

What all this means, of course, is that operators are giving new life to 6, 7 and 8-year old equipment—Ciboxes accommodating 78's—by hastening increasing numbers of units to play 45's. This in turn means that operator purchases of disks for 1957 will be cut considerably, that 45 purchases will be increased. It also indicates that operators are using every means available to realize maximum return on their equipment.

OF MUTTN,

NEW YORK—Telev. steam-heated press week

Slowest Death

CHICAGO—The passage of the 78 disk is taking almost as long as the dying gasp of a Wagnerian soprano.

Despite the higher cost and poorer tone of the 78's compared to their 33 and 45 r.p.m. counterparts, the old speed continues to be in demand by people who still own older model phonographs.

The juke box operator is no exception. According to The Billboard's Juke Box Operator Poll, there are still upwards of 100,000 78 r.p.m. machines in operation.

The same Poll figures show that the juke box industry bought a little over nine million 78 disks during the last year. Indications are the purchase will continue, though at a lesser pace until operators either scrap their old machines, trade them in on new models, or convert them to play 45 speed.

rather than scrapping it or trading it in. Most of the converted models are placed on marginal locations.

At the same time, there are two equally important reasons for the swing to conversions on 78 r.p.m. equipment which are still operable. One is the fact that hits on 78's are in short supply and although some hits are eventually available, their introduction trails the 45's by as much as two or three weeks. The other reason is that 78's cost more than 45's, anywhere from 10 to 20 cents per disk.

One large Midwestern record outlet, Chicago's Singer One-Stop, has experienced a 10 per cent drop this year in the sale of 78's to operators. And according to manager Fred Sipiora, the drop should be even more substantial during the next few months.

Big Difference

Singer's price for 78's runs from 65 cents to 76 cents for a single. On 45's the price is a flat 60 cents. For the juke box operator who buys anywhere from 100 on up of a hit tune, the cost difference can be substantial.

Most of Singer's 78 sales are on solid smash hits only. "On these we'll still sell as many as 2,000 sides to the juke box trade, but this is still small compared to the number sold on 45's," said Sipiora.

One interesting point Sipiora noted, was the type of records sold in the 78 r.p.m. category. "Generally, they're what we call 'spread appeal' sides. In other words, (Continued on page 82)

U. S. SONGBIRDS VIE FOR OPERA DEBUT IN ITALY

CINCINNATI—Radio Cincinnati, Inc., a chain of TV and radio stations including WKRC here, is underwriting a season of opera by a young American company in Italy next spring. Nationwide auditions have produced 26 finalists who will sing at the Conservatory of Music here next week. Six winners will earn leading roles in the all-Italian repertory with Giulio Con-falonieri as conductor-impresario.

The enthusiasm for opera of Hulbert Taft Jr., president of Radio Cincinnati, led to the unique overseas venture in which the young Americans will try to beat the veteran Italian companies in Milan, Florence and Naples at their own game.

Judges for the auditions are John Brownlee, Marck Harrell and Marjorie Lawrence, all stars of the Metropolitan Opera; Peter Paul Fuchs of Louisiana State University; Carleton Sprague Smith, music chief of the New York City Public Library; Arthur Judson of Columbia Artists; Alfred Frankenstein, music critic of the San Francisco Chronicle; conductors Wilfred Pelletier, Julius Rodell and Fausto Cleva; and Carol Fox and Michael Lepore of Chicago Lyric Opera.

American Opera Auditions, non-profit firm developing native talent, screened the contestants. AOA is prepping similar auditions as a TV series for next season in conjunction with Radio Cincinnati.

Biggest Wax Trend On March; A Great Day for the Blues

Panel Tabs Idiom Upswing at
25% of Pop, C&W, R&B Entrants

By PAUL ACKERMAN
and REN GREVATT

NEW YORK—While the record and music publishing industries are constantly seeking new trends—be they calypso, Hawaiian, skiffle, etc.—the biggest trend of all is upon us. This is the overwhelming acceptance of blues, both in its standard 12-bar form and in its modifications.

The term blues, of course, has reference primarily to song structure, and only secondarily to song material.

At recent record reviewing sessions attended by The Billboard panel of reviewers, it has been estimated that fully 25 per cent of the releases have been blues. The preponderance of this musical form is a statistical fact in all of the broad fields—pop, country and western and rhythm and blues.

Prevalence Unnoticed

Somehow, the prevalence of blues has passed unnoticed—possibly because it is so firmly imbedded in the musical history of the nation. But analysis of releases of the past several months indicates that never before has the blues been so vital a part of American music.

The blues, of course, has always been an important element in jazz. It has always been an important

element of the Negro market, and its counterpart, country blues, has always been a keystone in the hill-billy field. That both these fields—Negro and country—now contribute heavily to pop and strongly influence pop, explains the current great acceptance of blues.

At one recent reviewing session, at which 56 sides were heard by The Billboard staff, nearly 30 per cent were blues. Just a sampling would include Jerry Lee Lewis' "Great Ball of Fire," on Sun, as well as Georgia Gibbs' RCA Victor release of the same tune; "I Promise," by Joan Temple on Prep; "At the Hop," by Danny and the Juniors on ABC-Paramount, and "Don't Call My Name," and "Pretty Baby," by Bobby Darin on Atco, to mention a few.

25 to 30% Blues

At still another recent listening session, The Billboard panel heard 64 different sides. At least 25 per cent of these were blues records. Among these, for example, were Red Foley's "Strike While the Iron Is Hot," on Decca; "Shantyboat," by Jonelle and Lenelle on Dot; "Raunchy," by Billy Vaughan on Dot; Dinah Washington's "Blues Down Home," on Mercury; "Good Golly Miss Molly," by the Valiants on Keen; and the Five Keys' "It's a Crying Shame," on Capitol.

The records heard at these reviewing meetings account for at least one-third or more of all those received for review in any given week. A further check of disks reviewed indicates that it is also

(Continued on page 55)

NEWS OF THE WEEK

Angel Absorption by Capitol
Reported Set for Early '58 . . .

Current negotiations between Capitol and Angel Records are expected to result in Capitol absorbing its sister E. M. I. company, taking over the distribution, sales and management of Angel shortly after the first of the year. Although there has been no official acknowledgment of these negotiations, authoritative sources close to the scene report that such a deal is in the works. . . . Page 16

Filming in New York Fills Gap
Left by Exodus of Live TV . . .

The vacuum created by the exodus of live TV production in New York is being filled by more and more film shows. Latest in the West-to-East trek is Jack Webb. . . . Page 2

Producers Level Off on Pilots,
Sit Tight With Shows Shot . . .

Nobody is rushing into new pilot film production, in the light of last year's early production and late buying season. Producers are playing a watch-and-wait game for both network and syndicated entries. . . . Page 12

Tenn. Gov. Adds Color to WSM's
6th Annual DJ Convention . . .

Gov. Frank G. Clement, of Tennessee, reiterates offer made at last year's country festival in Nashville to speak on behalf of country music cleffers at any congressional investigation into the activities of BMI, Inc. . . . Page 16

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Honor 'Father Of the Blues'

NEW YORK — The blues moved into the swank Waldorf-Astoria Hotel here last night (17) when the entertainment industry turned out en masse to honor one of the great blues creators, W. C. Handy.

The veteran cleffer whose copyrights include "St. Louis Blues," "Memphis Blues," and "Beale Street Blues," observed his 84th birthday Saturday (16) and the week of November 10-17 was proclaimed New York W. C. Handy week by Mayor Wagner. Chairman of last night's dinner for "the father of the blues" was ASCAP prexy Paul Cunningham with Oscar Hammerstein II, Morton Downey, Nat King Cole and Ed Sullivan also serving on the committee. Entertainment was provided by Milton Berle, Art Lund, Tallulah Bankhead, Betty Madigan and Lena Horne with Paul Whitman batoning the ork.

Film Shooting in New York Fills Gap of Live TV Exodus

Webb Latest of 5 Shows in Production, 7 More, Plus Other Scenes in Works

By CHARLES SINCLAIR

NEW YORK—Film shows are moving into the vacuum created by the exodus of live TV production from New York to Hollywood, with a dozen either rolling on sound stages here or in blueprint stages.

Latest in the West-to-East trek is Jack Webb. Within a few weeks, his Mark VII Productions is planning to shoot a pilot here on a series based on "The D. A.'s Man," by Harold E. Danforth and James D. Horan, a book published by Crown. According to Frank La Tourette, Mark VII producer, Webb has purchased TV rights and a two-year movie option for "a hefty amount."

Webb's reason for a New York shooting schedule is two-fold. First, the book is woven around New York locales. Secondly, Webb has long wanted to do an "authentic" private-eye series, and the special role of investigator in the New York City District Attorney's Office was virtually tailor-made.

As mapped by La Tourette, shooting will include all exteriors (about 60 per cent of footage) in New York, with interiors being lensed in Hollywood. Filming will be done via an "airlift," in which lead actors and key crewmen will be flown between the two coasts, filling in with local actors and technicians.

The Mark VII move is particularly significant as the latest film operation for New York.

Five in N. Y.

Currently, five film shows are shooting all, or most, of their foot-

age in New York film studios. Seven more are on the drawing boards, a check-up by The Billboard reveals.

The Phil Silvers show is New York lensed, and segments of the filmed "Suspicion" series are due to be shot here. Much outdoor footage of "The Walter Winchell File" is hot on Gotham streets, and two in-production syndication series, "Decoy" and "Big Story" from Official Films, are based in New York.

In the blueprint stages are even more. Ed Byron's new "Fire-Fighters" series will shoot in New York, and the same producer is planning a companion series, also mapped for New York production, via CBS TV Film Sales. The old "Suspense" series, is slated to be re-

vived soon by CBS-TV, and will shoot, under the reins of Leo Davis, at Hi Brown's studios here. Talent Associates is reportedly mulling an hour-long drama film series, based on scripts from first-rank writers of the Rod Serling calibre, to be shot in New York, with the production firm having bit its eye teeth with "Edge of the City," a feature for Metro.

Also in the blueprint stages are an hour-long series of filmed shows starring Hildegard, the "New York Confidential" series from Television Programs of America, which is due to go before the cameras in January for a 39-episode series, and Sidney Kingsley's "Men in White" telefilms—all due to bear "Made in New York" labels when production rolls.

Edsel Doubles Fans After Crosby-Sinatra

NEW YORK—The recent Edsel Crosby-Sinatra "special" doubled the number of people who thought the new Ford-made product "a very good" car, and punched home many of the sale points made in the show's commercials, tripling the percentage of people who knew about such features as push buttons on the steering wheel, according to a special "before and after" study of viewers.

The research project was undertaken—with Ford's knowledge and co-operation—made by the Television Bureau of Advertising, with Qualitative Research, Inc., handling the field work.

Prior to the show, 17.3 per cent of people give Edsel a "good car" rating, but the number jumped to

35.6 per cent after the hour-long telecast.

Detroit sources, however, report that Edsel sales have been something of a disappointment so far to Ford execs.

Miami Beach Gets Demo of Telemeter

MIAMI BEACH—Execs of International Telemeter are expected to arrive here today (18) to conduct a series of demonstrations of the operation of Telemeter's "pay as you look" TV system for theatrical exhibitors attending the trade show of the Theater Owners of America and Theater Equipment and Supply Manufacturers' Association.

The group will be headed by Louis A. Novins, Telemeter prexy. The showings will be the third to be held since March on a large scale for theater men, with previous sessions being held in Los Angeles and New York.

ABC Calls Quick Affils Meet In Chicago on Big Jan. Push

CHICAGO—ABC-TV has quietly called a hurried affiliates meeting, which takes place here Wednesday (20) to implement a big promotion push for January. The success of "Maverick," attributed by all concerned to the intensive campaign of publicity, advertising and particularly promotion, backed solidly by sponsor Kaiser, all stations, network and Warner Bros., has convinced ABC the trick can be turned twice and thrice.

Where the emphasis will fall isn't known, but it won't be the rest of the Sunday night schedule nor Mondays, a night web that execs are privately conceding for this season. Educated guesses include a Friday night stress to hypo

CBS to Drop Dean's Strip

NEW YORK—CBS-TV is dropping the Jimmy Dean show, a hit with audiences but not with sponsors who have signed only a quarter-hour segment of the 45-minute show. Axing is effective as of December 13. The singer's Saturday afternoon show, however, continues. At the same time CBS execs say they are continuing with "Captain Kangaroo," which will be the network's opener at 8 a.m. on weekdays and in a Saturday-morning slot.

The vacated Jimmy Dean slot is being returned to the stations for local option shows. In New York, CBS-TV will air a Laurel and Hardy film strip until January 27, when the 7 a.m. slot will be filled by "Sunrise Semester," the early, early cultural show now aired at 6:30. The 7:30-8 p.m. slot will be occupied by a half-hour daily news strip.

'SEWED' TIME UNRAVELS A BIT

NEW YORK—Trendex figures for last Thursday (14) give further indication of the pitched battle for time slots considered "sewed up" till now. At 8 p.m., ABC-TV's "Zorro" rose to a 22.1 with a 37.2 audience share, crowding NBC-TV's 26.3 for Groucho Marx. CBS-TV trailed badly with 8.1 for "Harbourmaster."

At 8:30 p.m., ABC's "Real McCoys" took over the No. 1 spot with a 20.2 and a 34.3 share, beating NBC's "Dragnet" with 16.3 and CBS' "Climax!" with 17.7. At 9 p.m., "Climax!" recovered with 20.7 to beat ABC's Pat Boone with 16.2 and NBC's "People's Choice" with 15.2. After 9:30, it was CBS all the way with "Playhouse 90."

Colgate Axes 'Strike It Rich'

NEW YORK—Colgate has axed "Strike It Rich," its CBS-TV daytime. The replacement for the strip quiz series will be another of the same programming ilk: A package titled "Let's Face It." The newcomer is not related, however, to the wartime Broadway musical of the same name, which starred Danny Kaye.

"Let's Face It" faces the CBS cameras in early January. Agency handling the show: Ted Bates.

WB Plans Double Of Film Production

HOLLYWOOD—With its four Western telefilm series riding tall in the rating saddle, Warner Bros. is now talking of "doubling" this production within the next four months by launching several new film series before the cameras.

Walton Smith for TTC

ROCHESTER, N. Y.—L. Walton Smith, director of advertising and promotion for WROC-TV here, has been named promotion manager for the station's parent company, the Transcontinent Television Corporation. Smith will remain based here.

Webb Return Moves Closer For 'Diamond'

HOLLYWOOD—Dick Powell's private-eye package, "Richard Diamond," is moving closer to a return to network TV as replacement for Ziv's "Harbourmaster," shifting currently to ABC-TV.

Production on the series, halted initially after its summer run as a fill-in for vacationing "December Bride" on CBS-TV, has resumed on a crash basis with talk being of a return to CBS in the spot exited by the Barry Sullivan series. B. J. Reynolds is being mentioned most as the sponsor possibility.

Steele Weighed as MC For 'Big Pay-Off' Quiz

NEW YORK—Ted Steele is being considered as a replacement emcee for Randy Merriman on Colgate's "Big Pay-off" afternoon quiz series on CBS-TV. If Steele lands in the half-hour show, it will mark the band leader's return to network video. He has been holding down a high-rated participation show on New York's indie WOR-TV.

Face-lifting on "Big Pay-off" is reportedly a companion move to Colgate's decision to drop the axe on "Strike It Rich." (See other story, this issue.)

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Vol. 69

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Farm Mutual Shops Early For Baseball

CHICAGO—Baseball sponsors are doing their shopping early this year, possibly in a move to forestall any further desertion of the clubs to pay TV. State Farm Mutual has just signed with CBS-TV for a one-fourth sponsorship in CBS' "Game of the Week" baseball events, which won't start until next April.

In another sports sale, CBS inked Philip Morris, for Marlboro, in a co-sponsorship deal for the Thanksgiving Day game this year between the Green Bay Packers and the Detroit Lions. The purchases were made, respectively, thru the Needham, Louis & Brorby Agency and Leo Burnett, both of Chicago.

Viewers Overwhelming In Rejection of Pay TV

SAN FRANCISCO — Salinas-Monterey and San Luis Obispo viewers voted 5,075 to four against pay TV in answer to a telecast by the San Francisco mayor in favor of the system. The program was simulcast last week by KSBW and KSBY, its satellite station, with a request for public comment from Valley viewers near here.

Poretz Joins Reiner

NEW YORK — Melvin N. Poretz, sales promotion manager of the Ideal Toy Corporation who has been a prime mover in firm's TV sponsorship of the Shirley Temple "specials" on NTA's firm web, has joined the S. Jay Reiner Company, Garden City, N. Y. He will head the firm's TV-radio operation, which services giveaway and quiz programs and arranges for merchandise prizes. No replacement was announced.

Sara Lee on 'Tex-Jinx'

NEW YORK—Kitchens of Sara Lee, Inc., has bought a daily quarter-hour of "Tex and Jinx," NBC-TV daytime strip, for an eight-week period, for its bakery products. The interview show has achieved sold-out status for the first time since its debut last spring.

CBS-TV Boosts Fagan

NEW YORK — Charles Fagan, CBS-TV program services staffer, has been upped to assistant manager of program services at the web, reporting to John Hundley.

TV FLACKS TIE GAGS ON TAIL OF MUTTNIKS

NEW YORK—Television's steam-heated press agents last week were busy as space cadets manufacturing tie-ins to the Russian Sputniks. A few:

Kate Smith, thru her flackery, issued a plea to the press to "leave my name out" of Sputnik gags, particularly those dealing with her theme song, "When the Moon Comes Over the Mountain."

WBZ-TV, the Westinghouse outlet in Boston, moved in on the opening of a science thriller at a downtown movie house by offering a Westinghouse Refrigerator-freezer and a hi-fi set to the two viewers penning the best 25-word entry on "I like science fiction movies because..."

Walt Disney announced solemnly that Spike, the dog star of the upcoming "Old Yeller" feature film, had, "in a demonstration of international friendship," invited the occupant of Russia's Muttik to visit him at the Disney Studio.

CBS Earnings Hiked 44%

NEW YORK — Net income of Columbia Broadcasting System, Inc., is up 44 per cent for the first nine months of this year, as compared with a similar period last year, a jump from \$9,368,073 to a sizable \$13,898,171.

Current earnings announced by Chairman William S. Paley here are \$1.82 per share, as compared with \$1.25 last year. The board of directors has also declared a cash dividend of 25 cents per share on Class A and B stock, and a stock dividend of 3 per cent on outstanding shares.

Not all of the Columbia income upbeat is due simply to the generally bullish sales of TV and radio time, program packages on the strong sales position of Columbia Records and the phono lines.

According to Chairman Paley, (Continued on page 17)

Early Eve, Clients Plentiful But Not for Kids—Lewine

By BOB SPIELMAN

HOLLYWOOD—The networks have had trouble with program sales in the earlier, e.g., pre-9 p.m. time periods this season, and Bob Lewine, v.p. in charge of nighttime programming for NBC-TV, is of the opinion it's because there aren't enough kid or family-type sponsors around.

A check of schedules shows that between 7 and 9 p.m. in 1956 there were 70 sponsors on the air. In 1957 this has risen to 76. Of the 70 in 1956, 19 could be considered to direct their advertising at kid or family audiences, and they sponsored 28 programs. In 1957 only 17 are in the family

category, and they sponsor but 22 shows.

In other words, there are more sponsors on before 9 p.m. but fewer interested in a kid audience.

At the same time, Lewine contends, the 9-10:30 period has been jammed, and sponsors who wanted a later time have had to take an earlier slot.

Much of the program troubles this season, he believes, are the result of this, and not of the programs themselves. Examples on NBC are "Court of Last Resort" and "Sally," which attract adult audiences but must fight kid competition. An attempt is now being made to find later time slots for the two.

Agency execs, on the other hand, are divided in their opinion on the matter, and feel that "Chicago time" has played a much larger role in the undesirability of early time slots than anything else.

This, of course, has meant that a program on at 8 p.m. in New York is beamed into Chicago at 7 p.m., into some Rocky Mountain areas at 6 p.m. and, at CBS-TV, into the Pacific Coast at 7 p.m. Since everything up to 7:30 or 8 p.m. is generally considered kid time, advertisers on prior to 9 p.m., New York time, have had to contend with the kid control of the sets.

Agency men think that much of (Continued on page 7)

LATEST SURVEY* PLACES WJZ-TV BALTIMORE UNMISTAKABLY FIRST!

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Out of 467 quarter-hour periods surveyed while all three stations were on the air...

- WJZ-TV leads in 197.5**
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This October ARB was taken after Westinghouse Broadcasting Company's new Channel 13 had been on the air less than two months!

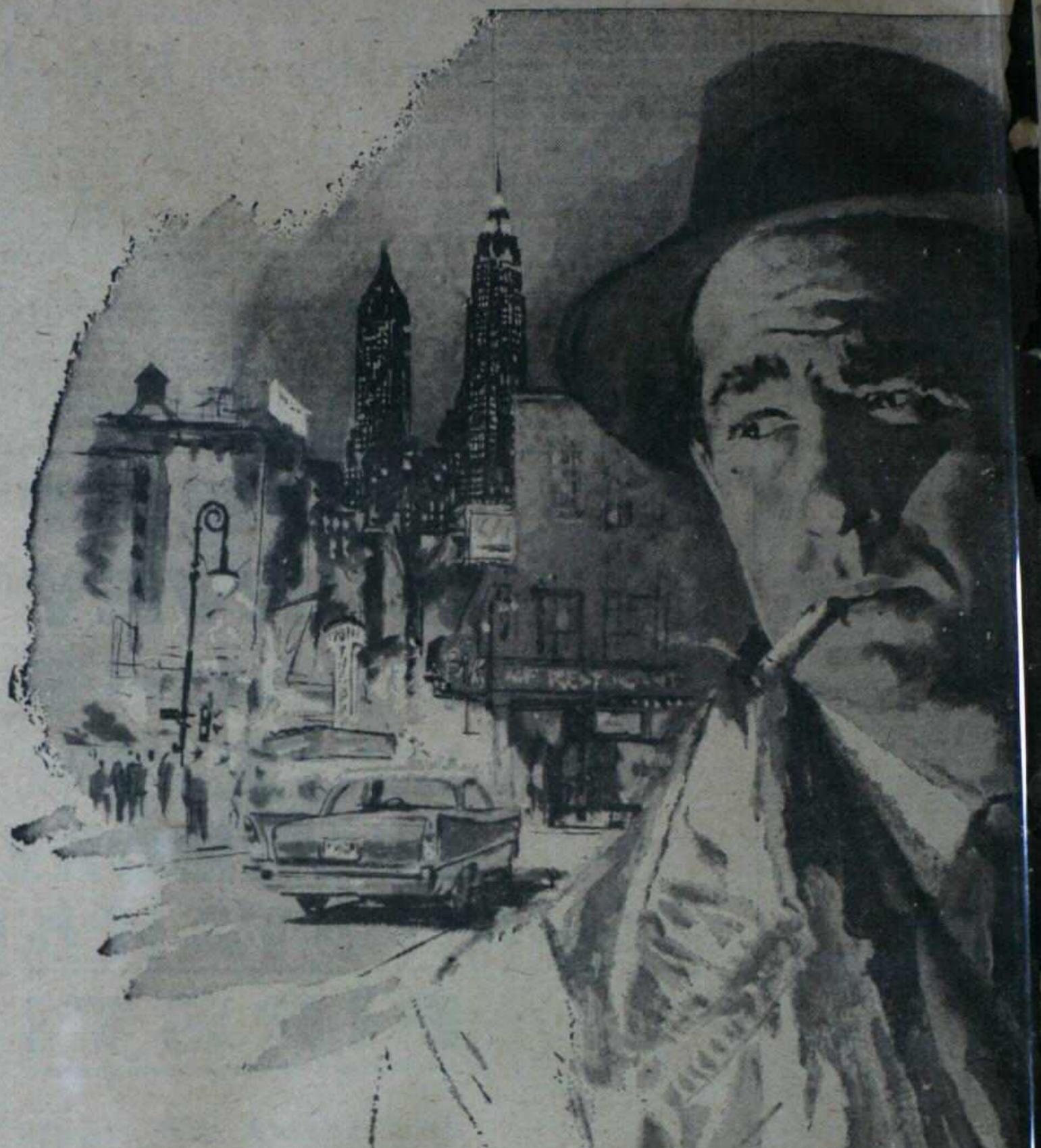
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WESTINGHOUSE BROADCASTING COMPANY, INC.



*ARB, October, 1957





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NBC's Junket Hits Lode Several Ways

Columnists, Brass Get Together; Tape's Story Detailed; Eastern Trip Planned

HOLLYWOOD — Altho NBC's super press junket to the Coast has long since wound up, there are still echoes bouncing back from the foothills here, and they indicate that the network struck pay dirt in many respects. Certainly, one of these is the web's demonstration of showmanship in action to the scribblers, and this is certain to have beneficial ramifications.

Not the least result was the establishment of a bond of mutual understanding with the TV columnists of the consumer press, who normally have little opportunity to mingle with top network brass and talent. There's general agreement that exposure of each to the other's problems is apt to make for better future understanding.

The web's affiliates, too, have shown strong enthusiasm for President Bob Sarnoff's plans for use of Video Tape Recording. With the Daylight Savings problem a perennial on web station meeting agendas in past years, it now, at long last, seems licked. Stations outside the Eastern time zone particularly have been shouting hosannas via wires and letters to Sarnoff.

Clocks Unaffected

Use of VTR will not, despite a common misconception, bring about clock time telecasting, whereby NBC shows would be shown at the same local time in each zone. But it will end the annual hassle which comes about when parts of the country go daylight time and others stay standard. Via VTR, all stations will be able to show programs at the same hour at which they aired before the time switch, thereby eliminating vast frantic shuffling. Repeats for the West Coast will continue as in the past.

Another basic advance brought

about by VTR is in the quality of color repeats, which web execs freely admit suffered from lenticular film airings. The caliber of multichrome broadcasting from tape is almost indistinguishable from the original.

Scribes from the East who came out here anticipating a peek at the coming TV capital of the world went back home impressed, but convinced that there'll be a place for both East and West in tomorrow's brave new TV world.

NBC Happy

In all, NBC brass itself was quite happily surprised with the way things worked out. The original plan was to take 60 people out, so 90 were invited on the premise that only 70 per cent, the norm, would accept. But 90 per cent actually went along, to the web's pleasure if temporary discomfort. So well did things pan out, in fact, that plans are already being discussed for another coast-to-coast junket next year—this one bringing Western scribes East, to prove among other things that TV is still a vital force there, and that Radio City has no plans to become a ghost town.

Nielsen Top 10 TV Web Shows

(Two Weeks Ending October 8.)
AVERAGE AUDIENCE

Rank	Program & Network	Rtg.
1.	Gunsmoke (CBS)	39.3
2.	World Series-Sat.	37.2
3.	I've Got a Secret (CBS)	32.5
4.	GE Theater (CBS)	31.8
5.	Ford Show (NBC)	31.6
6.	Alfred Hitchcock Presents (CBS)	31.4
7.	Twenty-One (NBC)	30.7
8.	Ed Sullivan (CBS)	29.5
9.	The Line-up (CBS)	29.5
10.	Have Gun, Will Travel (CBS)	29.4
TOTAL AUDIENCE		
1.	World Series-Sat.	54.6
2.	DuPont Show of the Month (CBS)	45.1
3.	Gunsmoke (CBS)	41.1
4.	World Series-Wed. & Thurs.	39.0
5.	Ed Sullivan (CBS)	38.9
6.	Steve Allen (NBC)	36.0
7.	Perry Como (NBC)	35.9
8.	Alfred Hitchcock (CBS)	35.5
9.	Ford Show (NBC)	35.2
10.	I've Got a Secret (CBS)	35.1

Affiliation Fight Due Over KTVU

SAN FRANCISCO — KTVU, fifth station in this market and fourth VHF outlet for San Francisco-Oakland, is reported the source of an upcoming affiliation battle. The station goes on the air in May using the desirable first-on-the-dial Channel 2, with offers predicted for prime affiliation from CBS-TV and NBC-TV. ABC-TV is said to be satisfied with what it's got, the owned KGO-TV.

Meanwhile, William D. Pabst has been named general manager for KTVU and H-R Television, Inc., the national rep.

Sunday Programs Cost-Per-1,000, Research Aired at Meeting of ARF

NEW YORK—"The so-called intellectual ghetto of Sunday afternoons is a network must," says Jay Eliasberg, CBS-TV research director. "Those educational and intellectual shows which were switched to prime time periods failed to score even as high in ratings as they did in their original slots."

Eliasberg's remarks led off the television session of the third annual conference of Advertising Research Foundation here last week. He also demonstrated the fallacy of blaming a drop in summer viewing on programming. "Most of the fall-off is accounted for long before the replacement shows debut," said Eliasberg.

600G Van Heusen Saturation Ballyhoo

NEW YORK—Altho the rush is on among soft-goods firms to jump into TV these days with major barter deals, the Phillips-Van Heusen Corporation has set a special budget of \$600,000 on top of its regular 1957 expenditures to launch a straight, two-month "Operation Saturation" in TV.

The push, via the Grey Agency, will center on the shirt firm's current co-sponsorship of "West Point Story" on ABC-TV, currently running thru December. On this keystone is being added participations in NBC-TV's "Suspicion" series, as well as sponsorship segments of National Telefilm Associates' "Premiere Performance" and Shirley Temple holiday "specials."

The campaign is the latest core by the Grey Agency in moving non-TV-using clients over the video side of the media fence, with Grey having built a strong track record already with such accounts as Greyhound, Five-Day Deodorant Pads, Chunky Chocolate, Youngstown Kitchens and others.

The campaign will feature Bert Parks in all commercials, to achieve a uniformity of sales approach with "demonstration of important selling factors such as easy wash and no pressing," according to Grey.

"Suspicion" participations are set for December 9 and 16, the Shirley

Temple films for November 17 and December 8, and the "Premiere Performance" scheduled for November 19 thru December 21.

UP AGAIN

Webs Stage Numbers Tilt With Ratings

NEW YORK—After a couple of seasons of relative tranquility, the major networks are playing the numbers game again with a welter of claims for rating leadership. As usual, it centers on the Trendex-American Research Bureau differences.

NBC was first off the mark, shooting out a November 8 research bulletin to its execs pointing out that ARB's national check-up in October shows NBC 1 per cent higher in Sunday-Saturday average evening ratings than CBS, and 62 per cent over ABC-TV. A major gain over the previous year. Then, NBC offered a set of rating figures, this time from Trendex, telling a similar story, which broke in The New York Times on November 10.

The CBS response is their own interpretation of the Trendex figures, showing a 13 per cent CBS lead over NBC and a 47 per cent lead over ABC, presented in the form of a memo to web salesmen from research chief Jay Eliasberg.

Interesting sidelight: For the past four weeks, ABC-TV, playing a cosy, has released no current rating studies of any kind.

NBC Buys 'Ruff' Teletoon Series

NEW YORK — NBC-TV has bought "Ruff and Reddy," a new teletoon series produced by BHI Productions, from Screen Gems.

The web will program the four-minute cliffhangers, mixed with Columbia Pictures cartoons, in a Saturday morning half hour, beginning December 21. Title characters are a cat and dog, whose initial adventures occur on a satellite moon.

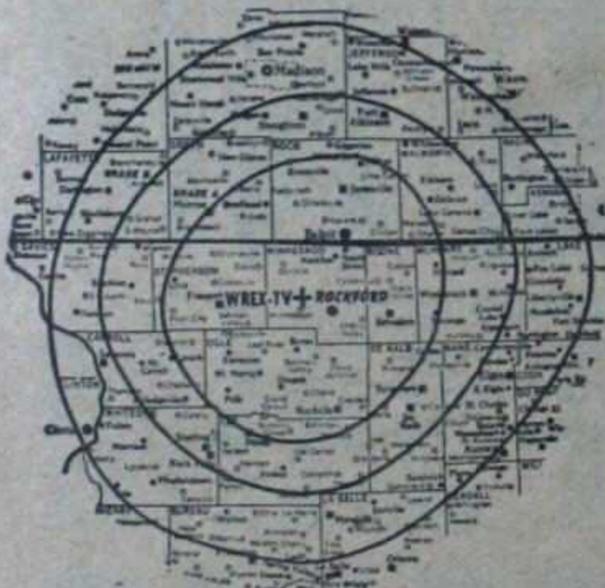
ROCKEFELLER NIX COFFEE AD

NEW YORK—The Rockefeller name, having been taken in vain in the Clock Full O' Nuts coffee commercials on TV, will henceforth be spared that unsolicited publicity. A month-long beef, wherein the Rockefeller family has sought to have use of its name killed, was settled this week when William Black, president of the coffee firm, agreed to delete the offending line.

The commercial, in the future, will wind up with the line: "Better coffee a millionaire's money can't buy," with the word "a millionaire's" replacing the name of the Rockefellers.

The coffee firm's position had been that the Rockefeller name was merely used generically, to denote great wealth. Black said he still felt it was in good taste, adding: "We only implied that the Rockefellers have a lot of money, which they certainly cannot deny."

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



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

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

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

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



Young Heads GPR Publicity

NEW YORK — Publicity on both coasts for TV shows handled by General Public Relations, subsidiary of Benton & Bowles, will be supervised by Frank Young, who has been appointed manager of GPR's TV show publicity department. Among the programs involved are Danny Thomas, Loretta Young, "Zane Grey Theater" and "December Bride."

Young formerly was press chief for the NTA Film Network and for Screen Gems, and also was press department director for NBC.

MOLL'S THE MAN WHO KNOWS

President of Chain Retailing Firm Underscores TV's Fabulous Sell

By BOB BERNSTEIN

NEW YORK—The impact and influence of network TV on direct sales is fantastic, according to one who should know, Howard J. Moll. He is president of Stevens Cosmetics, a firm which owns and operates drug and toiletry concessions in supermarkets, department stores and discount houses in and around the Metropolitan New York area.

"All the retailers I know don't make an important move, buying or selling, without a look at the TV listings," says the prominent businessman. "We both order and move more goods in proportion to the manufacturer's TV exposure. Every salesman who approaches me for an order comes armed with program commitments, star names, spot schedules and often copy on the commercials."

"If the retailer doesn't become a TV expert via the advertiser's overtures, he soon becomes one thru consumer comment," Moll says. "One out of two customers mentions the name of a show or a personality, either asking for the product or in chatting during the transaction." Moll some time ago took to reading TV gossip columns, trade journals and program guides ahead of his own trade publications, "in self-defense."

Rose by Any Other

"Many people don't know the name of the product or manufacturer but ask for it because they saw it on TV. It gets to be a guessing game often," he sighs. "Toni's new facial cleanser was given so many names by viewers, I kept a box score. It was properly 'Deep Magic,' but in one day my employees were asked for Dinaggio, Deep Moss, Disappearing Magic, Dark Victory, Imagine, Dame Nature, Magic Step, Dawn Mist, Strange Deeds and Clean Margarine."

It's easy to conduct a popularity poll without help from the rating services, thinks Moll, since customers flock in cycles with one or two particular names on their lips. "In 1955, it was Lucille Ball and 'I Love Lucy,' Arthur Godfrey and Loretta Young. Nothing moved goods like those names. In 1956, 'Robin Hood,' 'Disneyland' and 'Mickey Mouse Club,' 'Wyatt Earp' and 'The \$64,000 Question' were tops. This year, so far, its Jack Barry in a walkaway for Geritol and, even more so, his 'Tic Tac Dough' sponsors."

A Boomerang

Moll does recall one boomerang, in which he bought three times the normal first order on a Procter & Gamble product because "Lucy" was to introduce it. Some of the original order is still in his stock. "No star is infallible," he explains. "The retailer is working further and further ahead in ordering, now that TV is a chief consideration."

"We're watching news of January replacements, syndicated pilot films, spring spectaculars, even summer replacements, at this very moment, in an effort to buy right," Moll declares. "Of course, there

Early Evening

Continued from page 3

this will change next spring when some of the nets are planning to go to "clock time" with the use of VTR's, and that next season will see a great improvement in the situation.

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

are some firms, like Revlon, Colgate and Miles Labs, which don't have to sponsor anything for the next 18 months, except to keep the product names in the limelight, and still we'd order because the supply has fallen behind the demand."

Moll points to Chesebrough-Ponds as a company "admittedly burned in nighttime TV." Its dilemma now is that, having dropped all but one of its prime time buys, its sales are suffering. The business exec sees Chesebrough's return to nighttime as inevitable "and bigger than before to make up for lost time."

The Stevens outlet agrees that one-shot specials move product less well than weekly series because the commercials tend toward soft sell and institutional advertising. Other surprise poor sellers include Phil Silvers ("Everybody loves him but nobody buys"), Groucho Marx ("Guess he does better with cars than cosmetics") and this season's "Robin Hood," which has suffered a fast drop.

"The companies are now predicting the de-emphasis of the star system, having been increasingly stuck by building the identification of a product and a big name, only to have the star leave for another

Rexall Takes 'Hansel, Gretel'

NEW YORK—Rexall Drug has bought "Hansel and Gretel" as an NBC-TV spring special to advertise its semi-annual 1-cent sale. Talent Associates will produce the hour-long musical fairy tale.

Rexall has credited its "significant fall sales increase" to its sponsorship of "Pinocchio" October 13.

birth or make impossible demands. The prediction, unfortunately, isn't in the least supported by sales evidence. In fact, personalities have done so much to hypo the drug and toiletry trades that supermarkets and discount houses want to run the concessions themselves," says Moll. "I'm doing so well that one of these days I could be out of business."

(First of Two Articles)

Pearson Appoints Widman for Dallas

DALLAS—The John E. Pearson Company, station reps, has named Ralph Widman manager of its new office here. Widman is the former program director of WFAA-TV Fort Worth.

Pearson last week closed its Minneapolis branch, consolidating its staff with the Des Moines office, the latter now to be headed by Frank Frost, who transfers from Pearson's Chicago headquarters.

Paper Buys Into WKRG

MOBILE, Ala. — Kenneth R. Giddens, president of WKRG-TV, Inc., announced that Mobile-Press Register, Inc., publishers of Mobile's only morning and afternoon paper, had purchased a 50 percent interest in WKRG-TV, Inc., subject to Federal Communications Commission approval.



Pennsylvania Dutch Favorites

THE VIEWING IS "WONDERFUL GOOD"

Viewers are eating it up...WLBR-TV's great programming. Proof from Trendex:

	Average Rating	Share of Audience
WLBR-TV	16.2	32.6
WGAL-TV	21.4	43.0
WHP-TV	3.1	6.2
WTPA-TV	2.8	5.7

THE COST IS "WONDERFUL LOW"

And smart timebuyers are discovering that WLBR-TV delivers LEBANON, LANCASTER, HARRISBURG and YORK at ONE-SIXTH the cost of nearest competitor! Blair-TV Associates has the amazing, dollar-saving facts. Hurry! Rates go up January 1, 1958.

Source: Trendex, Five-City Area, August 1957



LEBANON-LANCASTER-HARRISBURG-YORK
... AMERICA'S NUMBER 1 UHF MARKET

A TRIANGLE STATION
WLBR-TV
LEBANON-LANCASTER, PA.
Channel 15
INDEPENDENT • WORLD'S BEST MOVIES
Blair Television Associates, Inc.

Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / WBNF-AM • FM • TV, Binghamton, N.Y. / WHOB-AM, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / WNHC-AM • FM • TV, Hartford-New Haven, Conn. / WLBR-TV, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Avery Opens Year's First Spot Seminar

NEW YORK—The initial session of this year's Time Buying & Selling Seminar, sponsored by Radio & Television Executives Society, kicked off Tuesday (12) with summary of the history and development of spot by Lewis H. Avery, president of Avery-Knodel, Inc.

Avery covered the field from the first commercial broadcast (August 1922 via WEA) to the present, noting that growth was not steady but rather underwent several faltering years before becoming firmly established. Some of the reasons for the spot's slow start were the lack of potent local talent and the inability of stations to tell their local sales stories to the agencies here.

Spot began to move with the coming of electrical transcriptions in 1929 and the birth in 1932 of the two pioneer station reps, Free & Steiner (now Peters, Griffin & Woodward), and Edward Petry & Co. Avery credits station reps with finally bringing order out of sales chaos.

The growth of TV, said Avery, has no comparison of any kind in the way it "captured the enthusiasm and pocketbooks of the American people." Spot grew with the medium, "at the onset of the greatest business boom this country has ever known," and without having to overcome some of the taboos which faced radio in its early days. As a result, TV spot expenditures have grown from \$9,200,000 in 1949 to an estimated \$354,300,000 this year.

For the future, Avery said, it was his "sincere conviction that there are many types of goods and services that have not yet employed the sales-producing power of spot radio and spot television advertising." It is in developing the possibilities for these that the greatest future lies for reps, agencies and advertisers, he concluded.

NBC Eyes 2 Jan. Quizzers

NEW YORK—NBC-TV is mulling two new quiz entries as January possibilities. The first is a daytime strip, "Three to Win," an audience participation with spinning puzzles, featuring Don Ameche as host and the Don Elliott quartet.

The second is a nighttime half-hour, "Who's Calling?" emceed by Monte Hall. This is a Wolf Associates package in which contestants must try to describe people whose voices they hear on the phone.

NBC Readies 2 Daytimers

HOLLYWOOD—NBC-TV has two new daytime programs in the works. They are "Big Game," intended as a strip, and "Breakup."

"Big Game," developed by NBC programming exec John Nelson, and Jack Stanley, would give contestants shots at animals hidden on a board in return for questions answered correctly.

"Breakup," a John Guedel package, would be centered around family problems and means to cope with them.

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

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

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

per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes and then by the total number of homes, men, women and children under 14 reached during the last rating period as determined by American Research Bureau. Actual time and talent costs

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

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

ADVENTURE, SUSPENSE, WESTERN SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., \$2.74; ABC Avg., \$2.77; CBS Avg., \$3.31; NBC Avg., \$4.11

1. CLIMAX (Chrysler, CBS).....	\$1.71
2. GUNSMOKE (Sperry-Rand, L & M, CBS).....	1.84
3. WYATT EARP (Gen. Mills, P & G, ABC).....	2.20
4. ALFRED HITCHCOCK (Brist-Myers, CBS).....	2.33
5. WELLS FARGO (Amer. Tob., Gen. Motors, NBC).....	2.75
6. CHEYENNE (Gen. Elec., Chase-Ponds, ABC).....	2.93
7. MEET MCGRAW (P & G, NBC).....	2.98
8. LASSIE (Campbell, CBS).....	3.05
9. THE WEB (P & G, NBC).....	3.09
10. CIRCUS BOY (Reynolds Metals, NBC).....	3.13
11. ON TRIAL (Campbell, Lever, NBC).....	3.22
12. RICHARD DIAMOND (Gen. Foods, CBS).....	3.23
13. ROBIN HOOD (J & J, Wildroot, CBS).....	3.27
14. BROKEN ARROW (Miles, Assoc. Pats, ABC).....	3.32
14. WAGON TRAIN (Drackett, Lewis-Howe, NBC).....	3.32
16. NAVY LOG (U. S. Rubber, Amer. Tob., ABC).....	3.47
17. LONE RANGER (Gen. Mills, ABC).....	3.53
18. SUGARFOOT (Amer. Chicla, ABC).....	3.55
19. DRAGNET (L & M, Schick, NBC).....	3.66
20. HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS).....	3.99
21. M-SQUAD (Amer. Tob., NBC).....	4.15
22. WEST POINT (Gen. Foods, CBS).....	4.23
23. THIN MAN (Colgate, NBC).....	4.29
24. MYSTERY THEATER (Pabst, NBC).....	4.40
25. BUCCANEERS (Sylvania, CBS).....	4.48
26. WIRE SERVICE (R. J. Reynolds, ABC).....	4.51
27. BOLD JOURNEY (Ralston, ABC).....	4.62
28. RIN TIN TIN (Nat'l Biscuit, ABC).....	4.65
29. PANIC (Max Factor, L & M, NBC).....	4.72
30. SGT. PRESTON (Quaker, CBS).....	4.94
31. JIM BOWIE (Amer. Chicla, ABC).....	5.16
32. SABER OF LONDON (Sterling, NBC).....	9.65

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., \$4.51; ABC Avg., \$5.57; CBS Avg., \$4.33; NBC Avg., \$5.04

1. GUNSMOKE (Sperry-Rand, L & M, CBS).....	\$1.78
2. CLIMAX (Chrysler, CBS).....	2.25
3. ALFRED HITCHCOCK (Brist-Myers, CBS).....	2.44
4. WYATT EARP (Gen. Mills, P & G, ABC).....	2.62
5. WELLS FARGO (Amer. Tob., Gen. Motors, NBC).....	3.23
5. THE WEB (P & G, NBC).....	3.23
7. CHEYENNE (Gen. Elec., Chase-Ponds, ABC).....	3.35
8. WAGON TRAIN (Drackett, Lewis-Howe, NBC).....	3.36
9. MEET MCGRAW (P & G, NBC).....	3.46
10. RICHARD DIAMOND (Gen. Foods, CBS).....	3.76
11. BROKEN ARROW (Miles, Assoc. Pats, ABC).....	3.87
12. HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS).....	4.00
13. NAVY LOG (U. S. Rubber, Amer. Tob., ABC).....	4.03
14. ON TRIAL (Campbell, Lever, NBC).....	4.07
15. CIRCUS BOY (Reynolds Metals, NBC).....	4.17
16. DRAGNET (L & M, Schick, NBC).....	4.32
17. SUGARFOOT (Amer. Chicla, ABC).....	4.43
18. LASSIE (Campbell, CBS).....	4.57
19. M-SQUAD (Amer. Tob., NBC).....	4.75
20. ROBIN HOOD (J & J, Wildroot, CBS).....	4.91
21. LONE RANGER (Gen. Mills, ABC).....	5.25
22. MYSTERY THEATER (Pabst, NBC).....	5.37
23. THIN MAN (Colgate, NBC).....	5.59
24. PANIC (Max Factor, L & M, NBC).....	5.83
25. WEST POINT (Gen. Foods, CBS).....	5.89
25. BOLD JOURNEY (Ralston, ABC).....	5.89
27. WIRE SERVICE (R. J. Reynolds, ABC).....	6.02
28. BUCCANEERS (Sylvania, CBS).....	6.25
29. JIM BOWIE (Amer. Chicla, ABC).....	6.52
30. SGT. PRESTON (Quaker, CBS).....	7.42
31. RIN TIN TIN (Nat'l Biscuit, ABC).....	8.71
31. SABER OF LONDON (Sterling, NBC).....	13.12

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., \$4.23; ABC Avg., \$4.47; CBS Avg., \$2.74; NBC Avg., \$4.32

1. CLIMAX (Chrysler, CBS).....	\$1.59
2. GUNSMOKE (Sperry-Rand, L & M, CBS).....	1.69
3. ALFRED HITCHCOCK (Brist-Myers, CBS).....	2.11
4. WYATT EARP (Gen. Mills, P & G, ABC).....	2.62
5. MEET MCGRAW (P & G, NBC).....	2.87
6. ON TRIAL (Campbell, Lever, NBC).....	3.07
7. THE WEB (P & G, NBC).....	3.08
8. CHEYENNE (Gen. Elec., Chase-Ponds, ABC).....	3.15
9. LASSIE (Campbell, CBS).....	3.29
10. WELLS FARGO (Amer. Tob., Gen. Motors, NBC).....	3.33
11. RICHARD DIAMOND (Gen. Foods, CBS).....	3.38
12. CIRCUS BOY (Reynolds Metals, NBC).....	3.62
13. WAGON TRAIN (Drackett, Lewis-Howe, NBC).....	3.65
14. SUGARFOOT (Amer. Chicla, ABC).....	3.73
15. HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS).....	3.89
15. DRAGNET (L & M, Schick, NBC).....	3.89
17. MYSTERY THEATER (Pabst, NBC).....	3.90
18. BROKEN ARROW (Miles, Assoc. Pats, ABC).....	4.12
19. M-SQUAD (Amer. Tob., NBC).....	4.15
20. WEST POINT (Gen. Foods, CBS).....	4.16
21. WIRE SERVICE (R. J. Reynolds, ABC).....	4.18
22. THIN MAN (Colgate, NBC).....	4.26
23. NAVY LOG (U. S. Rubber, Amer. Tob., ABC).....	4.27
24. PANIC (Max Factor, L & M, NBC).....	4.55
25. ROBIN HOOD (J & J, Wildroot, CBS).....	4.74
26. BOLD JOURNEY (Ralston, ABC).....	5.30
27. LONE RANGER (Gen. Mills, ABC).....	5.44
28. JIM BOWIE (Amer. Chicla, ABC).....	6.10
29. BUCCANEERS (Sylvania, CBS).....	6.25
30. SGT. PRESTON (Quaker, CBS).....	6.33
31. RIN TIN TIN (Nat'l Biscuit, ABC).....	7.98
32. SABER OF LONDON (Sterling, NBC).....	10.44

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., \$5.34; ABC Avg., \$4.78; CBS Avg., \$4.68; NBC Avg., \$7.17

1. WYATT EARP (Gen. Mills, P & G, ABC).....	\$2.09
1. LASSIE (Campbell, CBS).....	2.33
3. CIRCUS BOY (Reynolds Metals, NBC).....	2.46
4. GUNSMOKE (Sperry-Rand, L & M, CBS).....	2.7
5. CHEYENNE (Gen. Elec., Chase-Ponds, ABC).....	2.88
6. ROBIN HOOD (J & J, Wildroot, CBS).....	2.84
7. LONE RANGER (Gen. Mills, ABC).....	2.86
8. WELLS FARGO (Amer. Tob., Gen. Motors, NBC).....	2.93
9. BROKEN ARROW (Miles, Assoc. Pats, ABC).....	2.95
9. RIN TIN TIN (Nat'l Biscuit, ABC).....	2.95
11. CLIMAX (Chrysler, CBS).....	2.95
12. BUCCANEERS (Sylvania, CBS).....	3.2
13. NAVY LOG (U. S. Rubber, Amer. Tob., ABC).....	3.40
14. MEET MCGRAW (P & G, NBC).....	3.71
15. JIM BOWIE (Amer. Chicla, ABC).....	3.72
16. SUGARFOOT (Amer. Chicla, ABC).....	3.73
17. WAGON TRAIN (Drackett, Lewis-Howe, NBC).....	3.74
18. RICHARD DIAMOND (Gen. Foods, CBS).....	3.87
19. WEST POINT (Gen. Foods, CBS).....	3.89
20. SGT. PRESTON (Quaker, CBS).....	3.91
21. HAVE GUN, WILL TRAVEL (Amer. Home, Lever, CBS).....	3.92
22. ALFRED HITCHCOCK (Brist-Myers, CBS).....	3.95
23. DRAGNET (L & M, Schick, NBC).....	3.96
24. ON TRIAL (Campbell, Lever, NBC).....	3.99
25. M-SQUAD (Amer. Tob., NBC).....	4.05
26. THIN MAN (Colgate, NBC).....	4.08
27. PANIC (Max Factor, L & M, NBC).....	4.91
28. MYSTERY THEATER (Pabst, NBC).....	4.94
29. THE WEB (P & G, NBC).....	4.94
30. WIRE SERVICE (R. J. Reynolds, ABC).....	4.95
31. BOLD JOURNEY (Ralston, ABC).....	4.98
32. SABER OF LONDON (Sterling, NBC).....	13.17

NEWS, SPORTS AND MISCELLANEOUS SHOWS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., \$2.97; ABC Avg., \$2.70; CBS Avg., \$2.94; NBC Avg., \$4.74

1. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC).....	\$1.88
2. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC).....	2.13
3. DISNEYLAND (Amer. Dairy, Swift, Amer. Motors, Gen. Foods, Gen. Mills, ABC).....	2.46
4. PERSON TO PERSON (Time, Amer. Oil, CBS).....	2.70
5. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson, Hazel Bishop, CBS).....	3.17
6. RED BARBER (State Farm, NBC).....	3.41
7. MIKE WALLACE (Phil. Morris, ABC).....	4.74
8. YOU ASKED FOR IT (Best Foods, ABC).....	5.73
9. BIG MOMENT (Amer. Tob., R. Purina, NBC).....	6.28
10. WIDE, WIDE WORLD (Gen. Motors, NBC).....	7.21

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., \$4.47; ABC Avg., \$4.28; CBS Avg., \$2.78; NBC Avg., \$5.00

1. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC).....	\$1.60
2. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC).....	1.87
3. RED BARBER (State Farm, NBC).....	3.18
4. PERSON TO PERSON (Time, Amer. Oil, CBS).....	3.68
5. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson, Hazel Bishop, CBS).....	3.87
6. DISNEYLAND (Amer. Dairy, Swift, Amer. Motors, Gen. Foods, Gen. Mills, ABC).....	4.60
7. MIKE WALLACE (Phil. Morris, ABC).....	5.05
8. YOU ASKED FOR IT (Best Foods, ABC).....	5.87
9. BIG MOMENT (Amer. Tob., R. Purina, NBC).....	6.83
10. WIDE, WIDE WORLD (Gen. Motors, NBC).....	8.13

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., \$4.42; ABC Avg., \$4.13; CBS Avg., \$2.78; NBC Avg., \$5.49

1. PERSON TO PERSON (Time, Amer. Oil, CBS).....	\$2.27
2. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC).....	2.81
3. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC).....	3.01
4. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson, Hazel Bishop, CBS).....	3.29
5. DISNEYLAND (Amer. Dairy, Swift, Amer. Motors, Gen. Foods, Gen. Mills, ABC).....	3.49
6. MIKE WALLACE (Phil. Morris, ABC).....	4.14
7. RED BARBER (State Farm, NBC).....	4.64
8. YOU ASKED FOR IT (Best Foods, ABC).....	5.87
9. WIDE, WIDE WORLD (Gen. Motors, NBC).....	7.52
10. BIG MOMENT (Amer. Tob., R. Purina, NBC).....	7.78

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., \$11.25; ABC Avg., \$11.41; CBS Avg., \$11.70; NBC Avg., \$15.4

1. DISNEYLAND (Amer. Dairy, Swift, Amer. Motors, Gen. Mills, ABC).....	\$1.54
2. CAVAL OF SPORTS (Papermate, Gillette, Toni, NBC).....	1.77
3. YOU ASKED FOR IT (Best Foods, ABC).....	2.30
4. PERSON TO PERSON (Time, Amer. Oil, CBS).....	2.38
5. RED BARBER (State Farm, NBC).....	2.41
6. D. EDWARDS NEWS (Amer. Home Prods., Brown & Wmson, Hazel Bishop, CBS).....	2.42
7. WEDNES. NIGHT FIGHTS (Miles, Mennen, ABC).....	2.47
8. BIG MOMENT (Amer. Tob., R. Purina, NBC).....	2.49
9. WIDE, WIDE WORLD (Gen. Motors, NBC).....	2.57
10. MIKE WALLACE (Phil. Morris, ABC).....	2.64

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WRCA-TV Open Auditions

Anyone interested in an audition, please send all details, including complete background and photograph, to BOX 660, Radio City Station, New York 19, N. Y. Please do not come in or call.

COMING COST PER THOUSAND ANALYSES:

Nov. 25: The Top Hundred for October

The Billboard Continuing

COST-PER-THOUSAND

Analyses of Network TV Shows in Class A Time

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

This chart is the TV industry's only guide to the monthly cost efficiency of Class A time network programs...

per minute of commercial time. These figures result from dividing each show's net commissionable time and talent costs by its number of allocated commercial minutes...

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

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

By Sponsor Groups

Food & Beverage
Drug & Remedy
Automotive & Accessory

FCC Clear of ABC Vs. Cop

WASHINGTON—The Federal Communications Commission will take no part in the dispute between the ABC television network and Capt. James E. Hamilton, of the L. A. Police Department, who claims defamation of character by Mickey Cohen during a TV interview conducted by Mike Wallace on ABC-TV last May.

The FCC added that the communications act has specifically vested station licensees with program discretion, and has warned against FCC censorship of programming.

FOOD & BEVERAGE SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., \$3.77; ABC Avg., \$3.81; CBS Avg., \$3.51; NBC Avg., \$4.04

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., \$4.96; ABC Avg., \$5.14; CBS Avg., \$4.81; NBC Avg., \$4.98

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., \$4.05; ABC Avg., \$4.73; CBS Avg., \$3.50; NBC Avg., \$4.18

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., \$6.73; ABC Avg., \$4.75; CBS Avg., \$5.38; NBC Avg., \$9.72

Table with 2 columns: Rank and Program Name. Includes programs like Gen. Mills, Amer. Dairy, Pet, etc.

Table with 2 columns: Rank and Program Name. Includes programs like Amer. Chicle, Amer. Dairy, Gen. Mills, etc.

Table with 2 columns: Rank and Program Name. Includes programs like Amer. Dairy, Amer. Chicle, Pet, etc.

Table with 2 columns: Rank and Program Name. Includes programs like Amer. Dairy, Gen. Mills, Campbell, etc.

DRUG & REMEDY SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., \$2.75; ABC Avg., \$3.21; CBS Avg., \$2.11; NBC Avg., \$3.02

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., \$4.41; ABC Avg., \$3.79; CBS Avg., \$3.77; NBC Avg., \$4.52

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., \$3.98; ABC Avg., \$3.70; CBS Avg., \$3.19; NBC Avg., \$5.18

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., \$7.56; ABC Avg., \$5.40; CBS Avg., \$6.45; NBC Avg., \$11.01

Table with 2 columns: Rank and Program Name. Includes programs like Miles, Bristol-Myers, Pharmaceuticals, etc.

Table with 2 columns: Rank and Program Name. Includes programs like Miles, Amer. Chicle, Bristol-Myers, etc.

Table with 2 columns: Rank and Program Name. Includes programs like Amer. Chicle, Bristol-Myers, Pharmaceuticals, etc.

Table with 2 columns: Rank and Program Name. Includes programs like Cheese-Ponds, J & J, Miles, etc.

AUTOMOTIVE & ACCESSORY SPONSORS

COST PER 1,000 HOMES PER COMMERCIAL MINUTE

3-Net Avg., \$3.61; ABC Avg., \$3.62; CBS Avg., \$2.95; NBC Avg., \$4.17

COST PER 1,000 MEN PER COMMERCIAL MINUTE

3-Net Avg., \$4.44; ABC Avg., \$4.70; CBS Avg., \$2.67; NBC Avg., \$4.80

COST PER 1,000 WOMEN PER COMMERCIAL MINUTE

3-Net Avg., \$3.30; ABC Avg., \$2.65; CBS Avg., \$2.76; NBC Avg., \$3.94

COST PER 1,000 CHILDREN PER COMMERCIAL MINUTE

3-Net Avg., \$8.37; ABC Avg., \$8.33; CBS Avg., \$4.30; NBC Avg., \$10.23

Table with 2 columns: Rank and Program Name. Includes programs like Dodge, Lin-Mercury, Chrysler, etc.

Table with 2 columns: Rank and Program Name. Includes programs like Dodge, Lin-Mercury, Chrysler, etc.

Table with 2 columns: Rank and Program Name. Includes programs like Dodge, Lin-Mercury, Chrysler, etc.

Table with 2 columns: Rank and Program Name. Includes programs like Amer. Motors, Dodge, Lin-Mercury, etc.

TO TURN RANDOM TUNERS INTO VETERAN VIEWERS

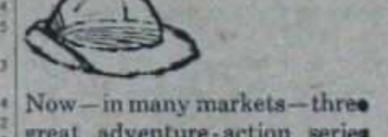
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PROGRAMMING—the key to successful TV advertising THE BILLBOARD—the key to successful programming

'TUGBOAT' PULLS BIG CANADA RATINGS

Whoppers Come From Many Markets; Give TPA Sales Ammunition for U. S.

TORONTO — "Tugboat Annie" is scoring whopping ratings all over Canada, providing Television Programs of America with sales ammunition for U. S. markets. The TPA experiment of full Canadian market selling before seeking any U. S. sales has paid off, according to Elliott-Haynes rating reports here.

In Montreal, "Tugboat" was the fourth highest-rated show in the market for October, earning a 56.7 with an 83.2 share of audience, even topping its lead-in, first runs of "I Love Lucy." In Toronto, it scored 13.7 and 5.8 in a simultaneous double exposure, beating Lawrence Welk, which tops all other competition in Canada.

In Ottawa, "Tugboat" pulled a 70.2 with a 97.5 share; in London,

Ont., a 62.7 with a 95.1 share. In one-station markets, where it drew 100 per cent share, the sets-in-use were abnormally high, Winnipeg, with 69.7 and Halifax, N. S., with 64.9. In Halifax, Hamilton, Ont., and Vancouver, B. C., the comedy-adventure series outdrew every show on U. S. Top 10 (Trendex, American Research Bureau) lists which has been running in Canada.

TPA filmed "Tugboat" in and around Toronto, but there's no emphasis on city or national locale.

'All-Star Golf' In 163 Marts

CHICAGO — "All-Star Golf," which started on the ABC net five weeks ago on 112 stations, has steadily boosted its clearance to a high last week of 163, Walter Schwimmer, distributor, announced. Thus it's only a shade behind the coverage of NCAA football on NBC with 175 markets, a striking show of strength for a sport heretofore not considered a major in the spectator category.

Miller High Life beer carries half of the golf tab, with another quarter picked up by Wildroot Hair Tonic.

For New Pilots SG Hunts Co-Producers

NEW YORK — Screen Gems promises to repeat its programming pattern of last season to the extent of making pilot films on every property it likes, regardless of number, thru the spring selling season. The first three shows are set, significantly all co-production deals, with delivery of prints promised for March.

The distributor is making "Combat Correspondent, U. S. M. C.," wartime adventure series, with Raydic Productions. The latter, a firm owned by Ray Singer and Dick Chevillat, did "It's a Great

Life." Christian Nyby will direct, Lin McCarthy will star as Marine Sgt. McKenna.

The second property, "Howe and Hummel," involves a partnership with Diana Green, Eddie Joy and Monty Shaff. Manasha Skubnik and Dennis King will star as the famed criminal lawyers of the 19th century. The show is described as "character comedy." The third series, first to be set, is "Tales of Frankenstein," which Screen Gems will partner with ABC-TV.

Last season, only two SG properties survived the pilot stage out of 23 made, but the firm feels this method pays off in better ultimate choice. In addition, it's actively looking for co-production contracts on as many as possible to hedge the financial bets. (See other story on pilot film production this issue.)

PILOT PRODUCTION LEVELS OFF; CAUTION'S THE WORD

Producers Recall '56, Sit Tight With Shows Shot Till Year Settles

HOLLYWOOD — It was an early production and late buying season last year. It may be a late buying season again (Billboard, October 14), but it's a cinch it won't be an early production year.

Nobody is rushing into selling new pilot films at this moment. Whereas in mid-November, 1956, production dates had been set for 20 pilots, mid-November, 1957, finds the field deserted. Several production companies, as well as

the networks, are talking vaguely of new properties, several are selling from pilots shot in the past, but few are committing themselves to shooting new pilots.

One reason, of course, are the vagaries of the present season. No one yet knows whether the Westerns will hold on, whether the mysteries will be a success, and what program will emerge as the big hit of the season. As of the moment it appears there may not be one. In the latest ARB ratings only three new shows creep into the top 10: "Wagon Train," No. 22; George Gobel, No. 23, and "Have Gun, Will Travel," No. 25. In the Nielsen ratings the latter show is 10th, the only newcomer to break into the magic circle.

More important, tho, is the bath that many producers took in the pilot field last season. Screen Gems, with its massive piloting policy, turned out 16 new half-hours, sold only one ("Casey Jones"), and that to syndication. Loss to the company was close to \$600,000. Tho this is an extreme example, several other producers, including the nets, didn't fare too much better.

Actually, except in the case of Screen Gems, the early birds didn't come out too badly. Sold were "Sally," "The Real McCoys," "Colt 45," "Last of the Mohicans" and "Official Detective."

Screen Gems, which may be presumed to be still in the throes of traumatic shock, is reported to be trying a "new approach" to pilots

with networks, talent agencies and clients similar to the co-financing approach worked with stations on the "Casey Jones" package.

This would involve outside participation in the financing of a pilot, for which, in return the participant would be given a financial stake in the program. The system has already had some success. General Foods and Procter & Gamble tried it with "Those Whiting Girls" and "Meet McGraw" earlier this year; Colgate has a participation in "The Thin Man."

Like Screen Gems, other producers are no fools rushing in this fall. Most of the production talk, as a matter of fact, is centered on the prepping of properties as mid-year replacements.

CBS has two such programs, NBC three (Billboard, November 4); Desilu, two ("Those White Girls," "This Is Alice"); M-G-M, two ("Northwest Passage," "Min and Bill"); Robert Enders, "Best of the Post," etc. It appears, therefore, that availabilities for the new season probably won't shake out until January at the earliest.

Reflecting the lack of concrete action on the part of the producers, agency execs on the Coast report an unusual lull. Few have been sounded out on new program ideas. One said that the head of an established production firm told him he had six pilots in the works. When he asked to see the scripts, he found out not one had been written.

Piel to Shoot 'Barnaby' Pix

NEW YORK — David Piel, Inc., has acquired TV rights to the "Barnaby" comic strip created by Crockett Johnson and plans to shoot 39 episodes in animation for spring sale. The film production outfit will utilize "a new animated technique stumbled upon during the making of 'Harold and the Purple Crayon' some weeks ago."

"Harold" goes into theatrical release next month.

NARTB Code Board Scolds Use of Horror-Type Films

HOLLYWOOD — The Code Review Board of the NARTB in its meeting here last week frowned on the telecasting of horror and shock pictures.

While officially the board only called "attention to the pertinent sections of the Television Code referring to the use of horror for its own sake," board members contacted said that they are "critical of such packages," both for network and station airing. The subject of whether telecasting of horror pictures, such as the Screen Gems "Shock" package, is more permissible in late night periods, where most stations are playing them, was not brought up.

It appears that the board intends its dictum to be a moral rather than an administrative one. If past actions are any guide, therefore, it's

probable most stations will simply read into the NARTB statement what they themselves want to hear, and will continue using the pix.

The case with the networks may be somewhat different, since they are subject to pressure on a national level. Such projects as the ABC-Screen Gems "Tales of Frankenstein" series and Warner Bros. "House of Wax" may now come in for review.

In somewhat of a strange twist, Jerry Rogers, film director of Los Angeles' KTLA, which is playing the Screen Gems package in a late night period, said that the station had received no complaints, but had gotten many inquiries from parents asking, "When are you going to play the pictures in the afternoon so our kids can watch them?"

(Continued on page 14)

NIELSON FIRST

Soars Boost Ratings on 'GE Theater'

NEW YORK — "General Electric Theater" brass credits the increase in star name magnitude for the show's emergence as No. 1 drama stanza in the October 1 Nielsen average audience reports. The GE show ranged third among all shows nationally with a 31.8 rating.

The MCA-TV anthology series scored a 30.6 in the Nielsen chart for September. The fact that it upped its lead against a high-powered NBC-TV array of live talent, says a CBS-TV exec, is directly traceable to the "fight fire with fire" technique which has brought Tallulah Bankhead, Jack Benny, Tony Curtis, Harry Belafonte, Joan Crawford and other "stars that really draw" into the series.

Houbigant to Arrange Buds

NEW YORK — Houbigant Perfumes will sponsor a 13-week color series in 84 markets, on flower arranging, beginning March 9. Gregory Conway is host for "How to Arrange Flowers," the film show produced for Houbigant by its agency, Ellington & Company.

Major markets among the 84 include Chicago, Baltimore, Los Angeles, Boston, Atlanta, San Francisco, Washington, New Orleans, Miami, Cincinnati, Detroit, Philadelphia, Memphis and Minneapolis-St. Paul.

Pop-A-Day Plans Big N. Y. Campaign

NEW YORK — Pop-A-Day, vitamin lollipops, will launch a saturation campaign in this market January 1 via Cohen & Aleshire, as a test before national distribution.

A heavy promotion campaign in drug and department stores will accompany a weekly schedule of 20 spots and co-op newspaper ads.

'Kingdom of the Sea' Adds 4 Color Marts

NEW YORK — Guild Films has sold its "Kingdom of the Sea" for colorcasting in four markets, putting the underwater series in a current total of 83 markets. New sales are WHDH, Boston; WLW-T, Cincinnati; WFGA, Jacksonville, Fla.; and WCKT, Miami.

WAVY-TV CHANNEL 10



Top Rated Live Personalities? YOU BET!

Dig our crazy Dancin' Party with Kurt Webster & Jim Burke.
*27.0 Rate with a 60% share of audience—3 times the share of station B. C-o-o-l Daddio!

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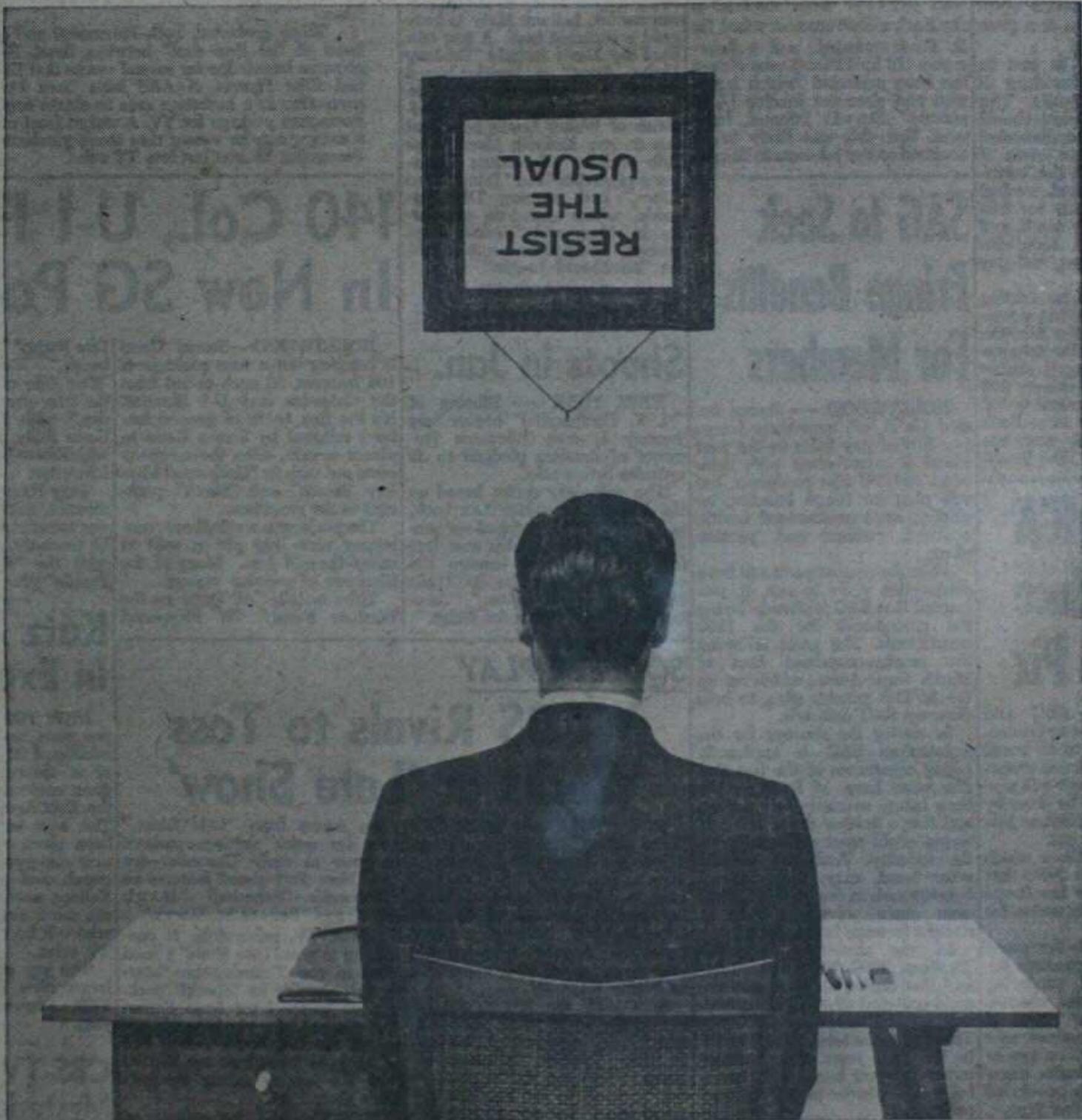


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Television wasn't in the picture—back in 1923—when Y&R started in business with the basic idea of resisting the usual.

Today, with TV commercials calling for more and more ingenuity and imagination, it's still a good principle to follow—if you want your commercials to stand out above the rest, and get the increased attention that leads to increased sales.

STUDIES SYSTEMS, COLOR

Rank Takes Active Interest In Pay TV for Britain, U. S.

NEW YORK — The far-flung J. Arthur Rank film empire is "actively interested" in pay TV deals, both here and in England, and "is investigating several systems, including a color TV system of our own," according to John H. Davis, deputy chairman and managing director of the Rank organization.

The noted British film executive noted other feelings about non-theatrical showings at a press session late last week.

"Whether pay TV is sent to homes on wires or broadcast is not important," Davis said. "But we feel that film product should be played on TV after theatrical distribution, not before, even if pay television replaces the 'subsequent run' theaters. And, we feel that viewers should pay for television at the time they use it, and not thru monthly bills. Entertainment is a cash business, and pay TV is a luxury."

Rank currently has no existing "pay as you look" deals in operation on either side of the Atlantic. However, Rank is in the interesting position of having a sizable backlog (guesstimated at over 600 features) not yet committed to TV of any sort, even tho some Rank films have found their way into TV packages of ABC Film Syndi-

ABC and MCA To Co-Produce Motor Cop Pix

HOLLYWOOD — ABC and MCA-TV have signed a co-production deal for a series to be based on the files of the California motorcycle police. Dick Lewis will produce, with filming to be done by Revue Productions. Neither title nor cast have been set yet.

Deal is similar to those which MCA negotiated with NBC last season, and which now has Revue producing some dozen series for the network.

Pact is another step in the spread of co-production arrangements between networks and producing companies. Screen Gems, which is tied in with ABC on "Tales of Frankenstein," is understood now to be talking with NBC on two or three other series. Similar negotiations were previously concluded between ABC and Warner Bros.

cation and National Telefilm Associates and other deals have been rumored.

According to Davis, pay TV is "particularly applicable" to Britain. "The top television ratings there are being scored by feature film showings," Davis points out.

Also on the list of TV opportunities on which Rank has done "considerable research" is theatrical pay TV. Four theaters in the Rank circuit are now wired for it, Davis revealed, and a large-screen (16 by 12 feet) color system has been perfected "which is our own and does not involve U. S. patents." Davis inferred, however, that this was likely to be confined to live telecasts in Britain.

SAG to Seek Fringe Benefits For Members

HOLLYWOOD — Screen Actors' Guild will apparently forego any further pay hikes in the next round of negotiations with theatrical and TV film producers, but will plug for fringe benefits, including employer-financed health, accident, welfare and pension plans.

Altho the current pacts still have almost two years to run, it was learned that SAG is already laying the groundwork for the 1959 negotiations. The guild is hiring the pension-consultant firm of Martin Segal Assoc., which set up the AFTRA pension plan, to help draw up SAG demands.

In setting the strategy for the negotiations SAG is apparently taking cognizance of the fact that film costs have, at least for the time being, reached their ceiling, and that a further direct boost in wages might react unfavorably on the industry. Producers, on the other hand, may view indirect benefits such as the guild envisions even more adversely than a straight increase in pay scales.

In the meantime, Kenneth Thomson, SAG TV administrator said that during the past year the guild collected \$2,576,491 in residuals for TV entertainment films. This brings the total to \$4,790,618 in the four years since residual payments went into effect, covering 5,600 episodes in 169 different series.

Thru its Rank Film Distributors of America, the worldwide Rank interests are on an upbeat in this country, planning to release (partly thru Universal) some 20 features this year. Currently about 58 per cent of Rank revenue comes from "overseas" (non-U. K.) ventures, the rest from England, according to Davis.

Upcoming Rank films — which may wind up eventually, some day, on American TV — are not being angled solely at the American market, but are likely to have good acceptance here. A few outlined by Davis include "Robbery Under Arms," a location-lensed Australian Western; "A Night to Remember," a high-budget filmization of Walter Lord's book and due to star Kenneth More in an Eric Ambler adaptation; "Lawrence of Arabia" and "Tale of Two Cities," both starring Dirk Bogarde, whose American popularity is rising, and "Violent Playground," likely to be a sort of British "Blackboard Jungle."

'Confidential' Shoots in Jan.

NEW YORK — Filming of "N. Y. Confidential" begins here January 1, with Television Programs of America pledged to 39 episodes before sale.

The anthology series, based on the Lee Mortimer-Jack Lait book, is part of TPA's stepped-up production schedule, which now lists for December and January the completion of pilot films on "Dude Ranch," "Airline Hostess," "Turning Point" and "Thunder Ridge."

SQUEEZE PLAY

WCBS Rivals to Toss Works at 'Late Show'

NEW YORK — WCBS-TV's "Late Show" feature showcase, which has been ruling the roost here in late-night film slots, will have to defend its laurels in coming weeks because of a new "squeeze play" developing as an unwritten alliance between the rival flagships of NBC and ABC, and indie WOR-TV.

WRCA-TV has just signed for a package of 58 films from National Telefilm Associates, the pick of the 74-title "Champagne" group, which the station plans to use to beef up its Sunday-night 10:30 p.m. feature spot which

NTA TAKES VOWS FOR MARRIAGE WITH AAP

NEW YORK — National Telefilm Associates definitely intends to arrange a structural and corporate marriage with Associated Artists Productions, distributors of the Warner backlog, when the purchase of a 50 per cent plus interest in AAP from individual shareholders—notably Louis Chesler and Max Goldfarb—is completed. No details on the mechanics are immediately available, but it's expected that NTA execs will operate the merged firms, after NTA assumes control. No negotiations to that end have yet begun.

Not likely to affect the business blend, according to high-level sources at NTA, is a move late last week by United Artists, which is serving AAP with summonses after a blow-up of a pending deal whereby UA would have taken over AAP in a form of merger, geared to spring some AAP features to toll TV.

Last Friday, a report was circulating in the film industry that the NTA move was part of a long-range strategy designed to put NTA in a position to approach Paramount with a \$40,000,000 offer—reportedly part cash, partly a percentage deal—for the huge, uncommitted Paramount backlog of feature films.

When contacted, both Paramount and NTA professed to know of "no firm deal" between them. However, it's been common knowledge for several weeks that Ely Landau of NTA and Eliot Hyman of AAP have been two of the leading contenders in a backstage race to obtain negative rights to the Paramount package for TV. A united front of the two firms—if a merger can be swung thru stock purchase—might move the Paramount films at last into TV sales.

140 Col., U-I Films In New SG Package

HOLLYWOOD—Screen Gems is bringing out a new package of 104 features, 52 each culled from the Columbia and U-I libraries. It's the first batch of general features released by Screen Gems in almost a year, altho the company came out with its "Hollywood Mystery Parade" and "Shock" packages in the meantime.

The package is a mixed one, containing some top pix as well as run-of-the-mill fare. Many of the films are of pre-war vintage.

Titles include "All Quiet on the Western Front," "It Happened

One Night," "Lost Horizon," "Pittsburgh," "Corvette K-225" and "East Side of Heaven." Some of the later pix are "Christmas Holiday," with Deanna Durbin and Gene Kelly, and "All My Sons," with Edward G. Robinson and Burt Lancaster.

Jerry Hyams, Screen Gems sales director, said that the next package released would probably again be thematic, such as was the case with the "Shock" and "Mystery Parade" pix.

Katz Agency In Expansion

NEW YORK—Three new vicee posts, new office space and an additional 20 staffers are highlights of a three-level expansion program currently being launched by the Katz Agency, station rep firm. The new exec commission have been given to Daniel Denenholz, now vice-president in charge of research and promotion; Morris S. Kellner, now v.p. in charge of radio sales, and Scott Donahue Jr., who will be v.p. in charge of spot TV sales.

The rep concern is moving to larger New York quarters at 668 Fifth Avenue in March of next year.

CBS-TV Eyes 2 Mysteries as Subs

NEW YORK—CBS programming execs are apparently considering mystery shows as a strong contender for vacant spots in the near future. Network sources here are mentioning as two major possibilities—"Collector's Item," which shoots a pilot in the first week of December starring Vincent Price and Peter Lorre, and "The Sergeant and the Lady," a "Dragnet" type show whose pilot is due to be lensed on location soon in San Diego, Calif.

The latter show is a CBS package.

Von Schallern to G-K

HOLLYWOOD — Karl von Schallern, former Midwestern sales representative for MCA-TV, was named Southern rep for Gross-Krasne last week. Von Schallern will headquarter in New Orleans.

'GEE!' Afternoons on WGN-TV are "Power-Packed!"

Top Participation Shows—Monday thru Friday

- ★ 1:00 P.M. OUR MISS BROOKS starring Eve Arden
- ★ 1:30 P.M. SUPERMARKET QUIZ with Jack Brickhouse
Remote telecasts from Chicago grocery stores
- ★ 2:00 P.M. SCREEN ACTORS PLAYHOUSE
- ★ 2:30 P.M. TOPPER starring Leo G. Carroll
- ★ 3:00 P.M. MR. & MRS. NORTH
- ★ 3:30 P.M. GARFIELD GOOSE and FRIENDS



Put "GEE!" in your Chicago sales with

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PULSE FILM RATINGS for August

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

The Pulse Audience Composition Studies

• Syndicated Film Western Shows

AUGUST RATINGS		AMONG WOMEN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1	Sheriff of Cochise (NTA)...	11.5	1. Stories of the Century (Hollywood).....
2	Cowboy G-Men (Flamingo)...	10.4	2. Frontier (NBC).....
3	Frontier Doctor (Hollywood)...	9.7	3. Death Valley Days (U. S. Borax).....
4	Cisco Kid (Ziv).....	9.6	4. Frontier Doctor (Hollywood).....
5	Death Valley Days (U. S. Borax).....	9.5	5. Sheriff of Cochise (NTA).....
6	Range Rider (CBS).....	9.5	6. Gene Autry 1/2 Hour (CBS).....
7	Frontier (NBC).....	8.9	7. Annie Oakley (CBS).....
8	Steve Donovan, Western Marshal (NBC).....	8.1	7. Gene Autry 1 Hour (CBS).....
9	Annie Oakley (CBS).....	8.0	7. Hopalong Cassidy 1/2 Hour (NBC).....
10	Last of the Mohicans (TPA)...	6.9	10. Hopalong Cassidy 1 Hour (NBC).....

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

• Syndicated Film Misc. Shows

AUGUST RATINGS		AMONG WOMEN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1	Kingdom of the Sea (Guild).....	9.9	1. Rosemary Clooney (MCA).....
2	Rosemary Clooney (MCA).....	8.9	2. Frankie Laine (Guild).....
3	Popeye (Assoc. Artists).....	8.0	2. Patti Page (Screen Gems).....
4	Victory at Sea (NBC).....	6.8	4. Liberace (Guild).....
5	Looney Tunes (Guild, Assoc. Artists).....	6.2	5. Florian ZaBach Show (Guild).....
6	Patti Page (Screen Gems).....	5.8	6. Victory at Sea (NBC).....
7	Bowling Time (Sterling).....	4.7	7. Kingdom of the Sea (Guild).....
8	Little Rascals (Interstate).....	4.6	8. Bowling Time (Sterling).....
9	Championship Bowling (Schwimmer).....	3.9	8. Championship Bowling (Schwimmer).....
10	Florian ZaBach Show (Guild).....	2.9	10. Popeye (Assoc. Artists).....

AMONG MEN		AMONG CHILDREN	
Rank	Show & Distrib.	Rank	Show & Distrib.
1	Championship Bowling (Schwimmer).....	81	1. Looney Tunes (Guild, Assoc. Artists).....
2	Victory at Sea (NBC).....	79	2. Popeye (Assoc. Artists).....
3	Bowling Time (Sterling).....	76	3. Little Rascals (Interstate).....
4	Rosemary Clooney (MCA).....	73	4. Frankie Laine Show (Guild).....
5	Frankie Laine Show (Guild).....	68	5. Kingdom of the Sea (Guild).....
6	Patti Page (Screen Gems).....	68	6. Rosemary Clooney (MCA).....
7	Kingdom of the Sea (Guild).....	65	7. Victory at Sea (NBC).....
8	Florian ZaBach (Guild).....	43	8. Championship Bowling (Schwimmer).....
9	Liberace (Guild).....	29	9. Liberace (Guild).....
9	Popeye (Assoc. Artists).....	29	9. Patti Page (Screen Gems).....

KGO Buys M-G-M Films for \$2 Mil

SAN FRANCISCO—KGO-TV, the ABC-TV o&o station here, has bought the M-G-M feature film library for \$2,200,000 in the largest film deal ever made in the Bay area.

The scheduling of the 717 titles in both daytime and evening slots seven days a week will begin in December.

Packer Surmagne On New TCF Pix

HOLLYWOOD—TCF-TV has named Producer Peter Packer and Jacques Surmagne to work exclusively on the development of a new series, in another realignment move of the proposed expansion of the 20th Century-Fox subsidiary.

Aussie Blurbs With Animation, Lilt Best

MELBOURNE, Australia—Any doubts about what kind of commercial sells best Down Under were settled here last week, with the publication of a report jointly financed by all six Australian TV stations. "Those with attractive animation and a catchy tune or phrase have been more thoroly absorbed by children and adults alike," concludes the study.

"Live action is recommended only for a few types of product, mainly foods. . . . Film is more effective, smoother and safer, and animated cartoon technique most remembered."

place Packer as producer of TCF's "Man Without a Gun," the Western scheduled for debut in January on NTA Film Network's 138 stations.

COMMERCIAL CUES

"Zel can be sexy! Zel can be pure!" So read, in part, an off-beat, 16-page sales brochure mailed to advertising executives and TV film producers last week by shapely young TV actress Zel de Cyr. Miss de Cyr has gained considerable distinction with her flexible voice by being everything from the voice of the Betty Crocker Boy on "Wyatt Earp" to the coughs in the Vicks commercials. Artwork on the brochure consisted of lipstick smooches which varied from the petals of flower to the somewhat sway-backed body of a roaring lion. Zel, clad in leotard, showed up on the last page. Admen, the brochure pointed out, could get a record of her "voices" by sending a postcard.

Eight months' work went into the 12 minutes of commercials seen on the General Motors 50th Anniversary show, November 17, over NBC. Jack Reynolds, Hal Roach commercial department head, revealed that his department went to work in early May on the six different two-minute commercials. . . . Charles H. Wasserman, motion picture director, has joined the creative

staff of Trans-World Film. . . . Ken Dobbs has been appointed an account executive at Kling Film. Dobbs comes to Kling from Sarra, Inc.

Operations started on November 4 at the new Lawrence-Schnitzer Productions, latest commercial production firm in the corporate family operated by New York Producer Robert Lawrence, with a substantial schedule of TV commercials to go before the cameras. Lawrence also revealed that Hugh Spencer has been named creative art director of the Toronto branch, will function as a production supervisor as well as creative art director.

L. Hamilton Holton, president of Majestic Motion Pictures, has announced the opening of new midtown offices at 15 East 48th Street, New York. Majestic will continue to maintain complete production studio facilities at 338 East 74th Street. . . . Roger Wade Productions has recently gone to a two-shift animation stand operation. The Oxberry 16-34-mm. animation stand is operating continuously until 11 p.m. daily.

Cooper to Do 'Skippy' Pix

NEW YORK — Jackie Cooper finally obtained the rights to "Skippy," the movie which won him child stardom, and begins the pilot film of a new comedy-drama vidfilm series next month. Cooper, who earned directorial spurs with his current "People's Choice," will produce and direct the show in a newly formed company of his own. Casting for the title role is proving a problem, according to Cooper.

Yaman Named Young TV Sales Mgr. in East

NEW YORK—Peter F. Yaman has been named Eastern sales manager of the Young Television Corporation. Formerly an ABC radio exec, Yaman will report to sales veepee Steve Machicinski. Augustine Cavallaro has joined Young's sales staff here. New to the rep's client roster are WNOW-TV, York, Pa.; WLOF-TV, Orlando, Fla.; and KGHL-TV, Billings, Mont.

BAKERSFIELD REPORTS!

WESTERN UNION
W. P. MARSHALL, PRESIDENT

Check the class of service desired, otherwise this message will be sent as a full-rate telegram.

INTERNATIONAL SERVICE
Check the class of service desired, otherwise the message will be sent at the following rate:

FULL RATE TELEGRAM
LETTER TELEGRAM
NIGHT LETTER
DAY LETTER

NO. WES. CL. OF SER. PO. OR COLL. CASH NO. CHARGE TO THE ACCOUNT OF

Send the following message, subject to the terms on back hereof, which are hereby agreed to:

RICHARD DINSMORE
SCREEN GEMS
HOLLYWOOD, CALIF.

THOUGHT YOU MIGHT LIKE TO KNOW ABOUT OUR UNUSUAL SUCCESS WITH YOUR "SHOCK" FEATURES (WE CALL THE SHOW "NIGHTMARE"). "SHOCK" WAS TO BE CO-SPONSORED BY SEARS ROEBUCK. AFTER 3 COMMERCIALS ON FIRST FRIDAY NIGHT SHOWING, THEIR SALES WERE SO EXCEPTIONAL, THEY GAVE US ORDER FOR FULL SPONSORSHIP.

"SHOCK" was to be co-sponsored by SEARS ROEBUCK. After 3 commercials on first Friday night showing, their sales were so exceptional, they gave us order for full sponsorship.

TO DATE ONLY 3 PROGRAMS HAVE RUN AND WE ARE TOLD SALES RESULTS ON ADVERTISED ITEMS ARE STILL AMAZING.

AL CONSTANT
GEN. MANAGER
KBAK-TV
BAKERSFIELD, CALIF.



AL CONSTANT
Gen. Manager

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

Your city is ready for the "SHOCK treatment"!

SCREEN GEMS

TELEVISION SUBSIDIARY OF COLUMBIA PICTURES

711 FIFTH AVENUE • NEW YORK 22, N. Y.

NEW YORK • DETROIT • CHICAGO • HOLLYWOOD • NEW ORLEANS

The Billboard Scoreboard

TV PROGRAM REVIEWS

NETWORK REVIEW

'High Adventure' Bow Fascinating and Faulty

By CHARLES SINCLAIR

High Adventure (Net)
Host-narrator, Lowell Thomas. Executive producer, Gil Ralston. Narration writers: Gil Alexander, Judith Hublick, Prosper Buranelli. Director of photography, Carl Kayser. Executive film editor, Alfred De Gaetano. An Odyssey Production. Agency supervisor, Don Kraatz. Sponsor, Delco and United Motors Service Divisions of General Motors thru Campbell-Ewald.
(CBS-TV, 8-9 p.m. EST, November 11.)

"High Adventure" is, more or less, a film TV version of the kind of hairy-chested, true-adventure yarns to be found in magazines like True or Saga. It is geared to the action fans, including intellectual armchair adventurers, but makes little pretense of being the sort of depth study attempted by newsmen Ed Murrow.

The premiere telecast (of an irregularly scheduled series of seven) took viewers along on a junket to the jungle, Stone Age interior of New Guinea, where crocodile heads and rival tribes are considered edible delicacies.

Periodically, the show rose above the usual level of Fitzpatrick travelogs with some neatly caught and striking scenes, drawing the viewer into the spirit of the journey to witness the savagely cruel ceremonies by which young men are initiated into the tribes, or the unique native "deep freeze" method of tethering a crocodile outside a hut until dinner time.

Routine Shots

But much of the footage, brilliant when viewed in color on a big projection screen, looked small and ordinary in the usual black and white of TV, particularly in

Studio One (Net)

CBS-TV, Monday (11), 10-11 p.m., EST (Caught again).

In "24 Hours to Dawn," producer Herbert Brodtkin and scripter Patrick Alexander tackled a timely and dramatic theme—a political prisoner in a totalitarian country who is being tempted, by insidious persuasion blended with cruelty, to turn traitor to his friends. They almost, but not quite, carried it off.

As the prisoner, Jason Robards Jr.—one of the hottest actors of the season—turned in a moving portrait of a tough revolutionary calling on his last resources of strength before his sure execution the next morning. Robards made blind faith in a political cause a noble thing.

The drama, however, didn't really draw tightly until well into the second act. The suave prison governor (Joseph Anthony) put Robards thru a cunning mental wringer, not unlike a somewhat-similar scene in Arthur Koestler's "Darkness at Noon," by telling him that even if he overthrew the government "idealists like you are all right on the barricades, but they are an embarrassment to those in power."

It weakened somewhat in a melodramatic wind-up when, as he is about to chuck in the towel, Robards' faith is renewed by the action of a guard punching a prisoner who thinks Robards is a hero. It got downright Lone Ranger-ish when Robards was rescued at the last possible second by his comrades.

Charles Sinclair.

routine shots of riverbanks, passing trees and the like.

"High Adventure" was at its best when it wasn't trying to be a Hollywood production on location, or a scaled-down version of Thomas' own gimmicked-up "Cinerama" productions. It mixed striking shots of a line of natives, neck-deep in water, quietly stalking sleeping crocodiles, with a comball shot of Lowell Thomas solemnly doffing his "pukka sahib" bush hat while one of the native boys runs up the Explorer's Club flag on the boat's halyard, for example.

The ending sequence—the return of a kidnapped native girl to her own tribe—was all too obviously staged, or at least recreated, for the camera, which covered the action as tho it had the freedom of the Republic back lot.

One factor in the show was truly outstanding—the commercials. Seldom in TV has a commercial been integrated as smoothly as imperceptibly as the Campbell-Ewald-supervised first commercial for Delco, in which viewers had a first-hand look at how a small jungle settlement drew its entire power supply from batteries hauled 10,000 miles from Detroit. So "in character" was the location-lensed commercial sell that most viewers probably were unaware that it was a breather in the story.

I've Got a Secret (Net)

Emcee, Garry Moore. Director, Paul Alter. Producer, Gil Fates for Goodson-Todman. Sponsor, Winston thru William Esty.
(CBS-TV, 9:30-10 p.m., EST, November 13.)

The best argument in favor of holding onto panel show thru low ratings for a minimum of 52 weeks is "I've Got a Secret." This warm, delightful property has progressed from a confused, shaky start to a slick, sure piece of entertainment high up in the ratings each month.

Garry Moore continues as the gentle, nimble host, with Henry Morgan, Faye Emerson and Bill Cullen nicely balanced as panelists. On the stanza caught, Audrey Meadows subbed for sister Jayne comfortably. Miss Emerson is addicted to hats and muffs, which make it look as if she's stopped by on her way to someplace important, but she's the brainy member of the panel.

Secrets included ladies who made dresses out of flour sacks, a wife whose husband hadn't noticed she was wearing the same dress for 65 days straight and a Frenchman who crossed the Atlantic in an 18-foot sailboat; nothing exciting, but with obvious general appeal. Douglas Fairbanks provided a riotous sequence by giving last year's answer (from his previous appearance) to this year's questions.

The Winston film commercials were fresh but less effective than Moore's relaxed sincere selling. It's a professional job all the way around. Bob Bernstein.

The Loretta Young Show (Net)

Stars: Gary Merrill, Nancy Gates, Ann Doran. Producer, John London. Director, Richard Morris. Writer, William Bruckner. Sponsored by Procter & Gamble thru Benton & Bowles.
(NBC-TV, 10-10:30 p.m., EST, November 10.)

Miss Young did not appear in this stanza titled, "Understanding Heart," but Gary Merrill and Nancy Gates certainly did the show proud in her absence.

"Understanding Heart" was a

Wide, Wide World (Net)

Cast: Dave Garroway, Milton Berle, Benie Kovacs, others. Executive producer, Barry Wood. Producer, Herbert Sussan. Director, Van Fox. Writer, Lou Belaman. Sponsor, General Motors thru MacManus, John & Adams.
(NBC-TV, 4-5:30 p.m., EST, November 10.)

"The Fabulous Infant" opened with all the bounce of a healthy baby, but unfortunately developed a most disturbing case of colic after the first half hour. And the blame must be put squarely in the lap of those who mixed the formula, since they had a veritable mountain of ingredients with which to work.

The first half hour, which traced the history of TV from 1947 to 1957, via kines, included many great moments, excitingly paced. Among these was the famous dressing down given to the late Sen. McCarthy by Joseph Welch, the U. N. in session on Korea, the atomic bomb mushroom, Toscanini conducting, etc. However, some of the omissions were so unpardonable that the show unwittingly was responsible for a new game played by both critics and viewers entitled, "Why did 'WWW' leave out—?"

Admittedly, it could not include all the highlights and undoubtedly there was difficulty in keeping all three nets happy, but just why only one-third of the time was spent on this segment and a good part of the remainder on current TV is difficult to understand.

No Novelty

Ferry Como sings pretty, that's true. "Matinee Theater" is a back-breaking job, some local programming is great, George Gobel is funny and Gracie Allen is a scream—all granted, but they can be seen today and therefore are no novelty. But where was Kyle McDonnell, TV's first "First Lady"? And where were the early panel shows which accounted for the first major change in programming during TV's swaddling years?

Milton Berle scored the highest. Playing it straight amid the empty seats of "his" Studio 6-B, he provided the most humble and sincere segment of the 90 minutes. Speaking of his late mother's encouragement and share in his career, which he explained accounted for his success, he urged TV to seek out new faces in schools, clubs and the 469 local TV stations. His appearance provided the show with its most touching moments.

The infant rallied toward the end with a stunning behind-the-scenes segment called "The Fantasy Factory." But it was too late to overcome the midway sag of what might have been a most memorable show.

Charlotte Summers.

big bit to chew for a half-hour slot, but writer William Bruckner made the most of every minute and came up with an adult and tight handling of the problem of an alcoholic and his wife who are helped by both Al-Anons (friends and families of alcoholics) and Alcoholics Anonymous.

Gary Merrill turned in a most believable performance as the husband who can't believe that there is any help for him. The script ran the gamut from drinking behind closed doors and breaking up of household furniture to the actual pain-racked face of the alcoholic doubled up during the cure. Nancy Gates as his wife, who is introduced to Al-Anons by a kindly landlady (an ex-alcoholic), did a fine portrayal of the disgusted wife who learns how to tackle the problem and lick it with love and understanding.

Charlotte Summers.

PILOT REVIEW

Life Comes to Screen Thru 'People's' Eyes

By CHARLES SINCLAIR

People (Pilot)
Host, Ben Alexander. Director, George Stevens Jr. Producer, Frank La Tourette. Cameraman, Edward Colman. Editorial Supervisor, Robert Leeds. A Mark VII Production.
(Half-hour pilot reviewed in New York at special screening.)

Now being groomed for network level pitches as a spring replacement series, this new half-hour entry from Jack Webb's Mark VII production firm should be of interest to sponsors hunting off-beat, modestly budgeted (\$20,000 per episode) shows.

It's not an easy pilot to describe. The normal description—a filmed "Man on the Street" show—is an over-simplification and an injustice. Producer Frank La Tourette himself calls it "an enigma production." Actually, it looks and sounds as tho it had been filmed by Vittorio De Sica from a script by William Saroyan.

"People" is just that—people. Director George Stevens Jr. (son of the famous film maker), uses actor Ben Alexander, the Officer Frank Smith of "Dragnet," as a sort of low-pressure Boswell to the entire population of the City of Los Angeles.

This sounds like less than nothing. But the underplayed questioning of Alexander, the whip-tight cutting of Robert Leeds and the artist's eye of young director Stevens, on his first film assignment, make "People" a great deal more.

Pilot Episode

In the pilot episode, a seldom-seen Alexander chatted with people in MacArthur Park, Skid Row and Pershing Square, letting them sharply vignette themselves with their own words and facial close-ups.

Sample: Alexander talking with an apple-cheeked teen-ager. Alexander: "What does love mean to you?" Teen-ager: "I'm always in love. I mean, heck, it's great!"

There were the park characters—a garrulous old man who looked like Teddy Roosevelt, an old Polish lady who described Los Angeles as "the best land from the world," a transplanted Ozark farmer, a middle-aged housewife quietly cele-

NARTB Board

Continued from page 10

The code board also took action against the spread of experimentation with subliminal perception, recommending that any proposals to use telecasts for such purposes first be reviewed and passed on by the board. Also they've been very quiet about it, it's understood that two or three advertisers have already experimented with the method.

Harold E. Fellows, NARTB prexy, lashed out at pressure and special interest groups trying to influence the content of television programming.

Naming especially the National Association for Better Radio and Television, headquartered in Southern California, Fellows said that as far as NARTB has been able to determine, the organization provides neither objective nor constructive criticism, and does not conduct the surveys or polls on which it bases its recommendations on scientific methods.

Three-day meeting of code board here was for the purpose of further co-ordinating CRB policy with that of the Alliance of Television Film Producers.

brating her birthday by feeding the pigeons. There were the Skid Row bums who lounged in doorways and told their riches-to-rags stories below a sign proclaiming "The Wages of Sin Is Death."

"People" tells no story, but rather gives an oft-fascinating peek into the real-life existence of a well-selected group of folk who are at once everyday and unusual. It will depend for its success with viewers on how well it can maintain its pace, but in the pilot at least, Producer La Tourette made "People" look easy.

Faces of War (Local)

Second in series of four by the Metropolitan Educational TV Association. Director, Ned Cramer. Producer, Harding Lemay.
(WCBS-TV, 3:30-4:30 p.m., EST, November 10.)

WCBS provided a stimulating look at war via song and literature, in a stylized and highly successful stanza of the META series. Both praise and protest for the institution were delivered with telling drama by folk singer Cynthia Gooding and actor Earle Hyman, narrated cleanly and simply by Mark Van Doren and punctuated by an illuminating panel discussion.

Harding Lemay, who mostly wrote and produced the show, deserves full credit for a stark, effective format and performance. Robert Gundlach's settings were understated shrewdly and well, with Ned Cramer's direction a major help. Sparkling spectacles could have taken a lesson in how to stick to a concept.

Much of what Van Doren called "the brutality, bravery and pity that is war" came alive effortlessly. If only prime network time were available for such shows as this! Why the N. Y. Public Library withdrew on "controversial" grounds is inexplicable.

Bob Bernstein.

The White Hunter (Synd.)

Star, Rhodes Reason. Producer, Norman Williams for Beaconsfield Productions. Director, Ernest Morris.
(WABD, 8:30-9 p.m., EST, November 12.)

This version of fun in Africa resembles "Jungle Jim" and "Ramar" rather than the documentary school of hunting and, tho poor in film quality, should have a healthy run at stations which liked those other two. The fact that the plot lines are drawn from actual experience of big-game veteran J. A. Hunter doesn't come across and doesn't matter.

Rhodes Reason is taciturn, handsome and a bit stiff as hunter Hunter, with his lack of dialog a real hindrance in building this pivotal figure into a TV hero. The stanza caught, which found a U. S. General on safari captured by foreign agents, had some fresh twists to the spy story. The badmen were trampled and partly mangled by a wounded elephant, which was certainly a new demise for TV.

The all-British cast was good under the leisurely direction of Ernest Morris, but the exteriors looked like old clips from the museum instead of new location shooting. Perhaps WABD got a poor print. The half-hour is neatly divided into climaxes for the insertion of four spot commercials.

Bob Bernstein.

NETWORK REVIEW

Steiger in Fine Script Creates Top TV Show

By BOB SPIELMAN

Schlitz Playhouse
 Cast: Bob Steiger, Richard Anderson, Diana Brewster, Philip Phillips, Sumary Ode. Written by James Moser and Frank LaTourette. Directed by Don Weis. Produced by Frank P. Rosenber. Sponsored by Schlitz thru J. Walter Thompson.

(CBS-TV, 8:30-9 p.m., PST, November 18)

Bob Steiger's portrayal reminiscent of Jose Ferrer's acting job in "Moulin Rouge" made a fine script by James Moser and Frank LaTourette into one of "Schlitz Playhouse's" best dramas in some time. Story was that of Charles Proteus Steinmetz, one of the great mathematical-electrical geniuses of the early 20th century and, at the same time, a grotesquely twisted lurchback.

Moser and LaTourette took on the mammoth task of telling the entire life story in a half hour and, despite obvious superficialities, it came off well.

Concentration was on personal life of Steinmetz rather than his engineering achievements, and the loneliness engendered because of his physical disability; how he de-

Father Knows Best (Net)

Cast: Robert Young, Jane Wyatt, Elliott Douglas, Billy Gray, Lauren Chapin. Written by Paul West and Rowell Rogers. Directed by Peter Tewksbury. Produced by Eugene B. Redney. Sponsored by Scott Paper Co.

(NBC-TV, 8:30-9 p.m., PST, November 13)

There has been much talk in the television industry about the rate at which material is being used up, and where are the writers going to come from, once those now extant have written themselves out.

The same might apply to critics. What kind of review can one write about a program which he has seen a hundred times before? The same kind of review he's written a hundred times before?

This is the sort of feeling that was engendered by last week's "Father Knows Best" show. It was a well-done program, with mild but not strained humor. Robert Young, Jane Wyatt and her entourage carried their usual appeal. Greer Garson was clever in her role as gueststar. The Lever Bros. commercials were somewhat soporific (pardon the pun), but at least didn't send me out to the kitchen for a can of beer.

You may think this is a review you've read a hundred times before, and it is. It could almost have been written that many times about "Father Knows Best," which, year in and year out, is one of the more intelligent and entertaining of situation comedies.

The prognosis is that the show will always have an audience, and will always sell Lever Bros. products. Like "One Man's Family" on radio it can probably go on and on, until finally some new medium comes along to displace television.

Bob Spielman.

Florsheim to Famous Films

NEW YORK—Stanley C. Florsheim has been named general sales manager of Famous Films, the National Telefilm Associates division responsible for the buying and selling of feature films. Florsheim, who will report to NTA Executive Vice-President Harold Goldman, ends a nine-year association with the Ziv Company and Ziv-TV.

Another NTA appointment finds Alfred E. Stern, publicity-promotion director for RKO Radio, headed for Hollywood as West Coast public relations director.

liberately lost at poker so that his playing companions would return each week; how, when he received a great award, he had no one to show it to but his cat and, finally, how he "adopted" a family.

Program may not have had as many viewers sticking around for the end than one with an adventure theme, but must have built a great deal of prestige and good will for Schlitz in those that did. "Schlitzfest" commercials sparked.

Mr. Adams and Eve (Net)

Cast: Howard Duff, Ida Lupino, Olive Carey, Cedric Hardwicke, Don Diamond. Written by Collier Young and Pete Barry. Directed by Richard Kinnel. Produced by Warner Taub Jr. Sponsored by Reynolds Tobacco thru Wm. Fitz and Colgate Palmolive thru Lessen & Newell.

(CBS-TV, 8:30 p.m., PST, November 15)

It is suggested that the next time the armed forces have a unit that needs survival training it be sent to RKO-Pathé Studios, site of the "Mr. Adams and Eve" lensing.

As a situation comedy, the program has two assets: Howard Duff and Ida Lupino. It is difficult to discover any more. There have been dozens of other comedy shows, no better and no worse, but most have long ago disappeared into that happy hunting ground of canceled telefilm series known as syndication. The fact that "Adams" has survived, is, I suppose, a tribute to the tenacity of man.

Last week's half hour revolved around a visit to the Adams household of one of Eve's relatives, a Shakespearean actor-director, played somberly by Sir Cedric Hardwicke. Once Hardwicke had entrenched himself in the house, it took the remaining 20 minutes of film to get him out.

Mobilgas picked up the tab, and their commercials were not much more inspired than the program. One additional item is worthy of note: Hardwicke's companion was a raven. Unfortunately, the raven never said: "Nevermore."

Bob Spielman.

'26 Men' OK In 3-Mkt. Bow

NEW YORK—Early returns on the "26 Men" debut gave the ABC Film Syndication outer good ratings in its first three debut markets.

The American Research Bureau October figures credit the Western with a 28.5 in Sacramento, beating Phil Silvers, 15.4 in Buffalo to lead its time slot and 14.4 in the Seattle-Tacoma market to trounce Burns and Allen.

WGN Gives Prime Time to New Tool

CHICAGO—WGN-TV took a half hour of prime evening time for an unusual one-shot, a demonstration of a newly developed tool for wood-working do-it-yourselfers. It was aired Thursday (14) at 8 p.m.

The tool, a combined drill and lathe, was demonstrated by Roger Taylor, of Magna Tool Corporation, Menlo Park, Calif. Sponsorship was co-oped with Montgomery Ward & Company.

NEW YORK—Film Producers Association of New York will have a featured spot at the special TV Clinic of the Association of American Advertising Agencies tomorrow (19) here.

Bert Hecht, of Bill Sturm Studios, will emcee a preview of the EPA Commercials Workshop, scheduled for December 10.

BOOK REVIEW

Schwimmer's Pen Dips Into Fun, Wisdom

Walter Schwimmer, when he was an undergraduate at Northwestern University, decided he wanted to be a writer. For 22 years he was delayed in fulfilling his ambition. The delay came about thru a series of successful encounters with selling, advertising and TV production.

Now, finally, Schwimmer has made the first move in the direction originally mapped by penning a book titled, "What Have You Done for Me Lately?"—after the gag with the same tag-line. In it he has set down his adventures during the hiatus between ambition and fact.

The book zips thru a recounting of Schwimmer's professional life and times with emphasis on his doings as an ad man (partner in Schwimmer & Scott, Chicago). In the course of the swift-paced narrative, a craftsmanlike job in a deceptively offhand and informal style, Schwimmer hits such high spots as his development of spot announcements as a major broadcasting device and his making a mighty item out of a routine question via the quiz show, ("Tello-Test" is still doing mighty well.) Schwimmer's accounts of various agency clients rank as brilliant satire. Admen may not only be able to identify some of Schwimmer's acid-etched portraits, but no doubt will recognize them as prototypes of some clients of their own.

And Enlightening

"What Have You Done" is funny, wise, enlightening reading. Near the end, Schwimmer tosses off this piece of philosophy: "Never worry about not receiving praise for a job well done. Anyone who continually gives out with a superlative performance must end up by gaining recognition—whether he is digging ditches, selling vacuum cleaners or writing advertising campaigns."

Walt Schwimmer's not the kind of guy who'd worry about how many copies the book would sell when he was writing it. It's all the nicer, therefore, to report that his superlative job in this book is certain to achieve recognition for him in a field he was a bit delayed in entering. We'll forgive him the delay, however, for it made possible the current delightful volume, which is sure to become must reading along Madison Avenue, Michigan Boulevard and the Ad Alleys of the nation.

Sam Chase.

SHORT SCANNINGS

Oliver E. Treyz, vice-president in charge of the ABC-TV network, has been named to make the TV presentation before the 10th annual convention of the Public Relations Society of America in Philadelphia today (18). The convention will devote itself to the subject of "Mass Communication: Yesterday, Today and Tomorrow." ... Joe Ryan, a staff writer with the NBC press department has been moved up to manager of business and trade publicity.

"Popeye" will be the star of the upcoming Macy Thanksgiving Day parade in New York City. ... John Cooper has been upped to managing editor of CBS Newsfilm. ... The New York City Cancer Committee is experimenting with a saturation campaign of spots and guest shots for its annual drive, November 15 thru December 7. Both paid and free plugs will stress its educational program.

Michael Ames has joined Ursula Halloran Associates as executive vice-president, acting as creative head of the public relations

firm. ... Morris A. Mayers, manager of Closed Circuit Operations for the Visual Electronics Corporation, and Rodney D. Chipp, manager of Systems Engineering for Federal Telecommunications Laboratories, have co-authored "Closed Circuit TV System Planning," which has been published by John F. Rider Publisher. ... With its broadcast of December 2, "The Voice of Firestone" begins its 30th consecutive year broadcasting.

The demonstration of the Telemeter closed-circuit system of "pay as you see" TV, held on November 13 in New York, was attended by some 95 Broadway stage producers and their associates. Arranged by the League of New York Theaters, the demonstration was set to acquaint the producers with the possibilities of pay TV in reaching a greatly augmented audience for Broadway's stage productions.

Robert Newgard, formerly of Interstate TV, has joined the Midwest sales staff of Screen-Gems.

STATION SIGNALS

The American Legion Auxiliary named WBAL-TV, Baltimore, as the winner of its "Golden Mike Award" in recognition of its program "Family Fun." The show, presented for in-school viewing, is produced in cooperation with the Baltimore Department of Education. ... Lloyd E. Yoder, NBC vice-president and general manager of WRCV-AM-TV, Philadelphia, accepted an award from the New Jersey Education Association for his station's efforts on behalf of education, students and schools in the State of New Jersey.

The Distinguished Achievement Award for "outstanding news story televised" was presented to WCKT, Miami, by the Radio-Television News Directors Association in cooperation with the Medill School of Journalism. The filmed story concerned the sex offender situation in Miami, entitled "Whispered Menace." ... Gaines Kelley, general manager of WFMY-TV, Greensboro, N. C., accepted a Department of Defense Reserve Award in behalf of the station.

Frank Tooke, vice-president and general manager of WBZ-TV, Boston, is in New York at the Westinghouse headquarters interviewing applicants for a promotion job open at WBZ-TV. ... John G. Clark Jr., commercial manager of WNCT, Greenville, N. C., held the winning ticket in the recent Irish Hospital sweepstake. The win was worth \$140,000, but after the Irish government and State taxes are lifted, Clark will net approximately \$20,000.

Leon Drew, formerly program

director for WXIX, Milwaukee, has been named program director of KMON-TV, CBS-TV owned station in St. Louis. ... Jonathan Karas, professor of physics at the University of New Hampshire, has been named WBZ-TV, Boston, science director. Since Boston is the science capital of the world, WBZ-TV has created this new TV assignment to keep viewers abreast of the spectacular technological achievements that are happening on a day-to-day basis. Pioneering in a new type of TV programming, the station will present "Science Exclusives," a series of special shows to be programmed when timely events in the world of science occur.

RTES TO LUNCH ON 'LOCATION'

NEW YORK—The Radio & Television Executives Society will have a unique "location lunch" here this Thursday (21) when 150 members sit down in the middle of the 100 by 75 main sound stage at Caravels Films' new studios for a box lunch and workshop session.

Dave Pincus, Caravel prexy, will conduct a tour, somewhere between the tongue-orye and the pie a la mode, of the steps in producing a series of filmed television commercials, tracing them from storyboard thru production and shipping.

ZIV SETS THE PACE WITH ...

4 out of 10
 TOP SYNDICATED
 SHOWS IN
 LOS ANGELES!

Time after time in city after city
ZIV SHOWS RATE GREAT!

- #1 HIGHWAY PATROL
- #7 I LED 3 LIVES
- #9 SCIENCE FICTION THEATRE
- #10 MEN OF ANNAPOLIS

ARB, May '57

ZIV TELEVISION PROGRAMS INC.

Gov. Clement of Tennessee Adds Color to WSM D.J. Fete

Repeats Offer to Speak for C.&W. Cleffers in D. C.; Visitors Top 1,500

By REN GREVATT

NASHVILLE—Gov. Frank G. Clement of Tennessee added a colorful highlight to the proceedings of WSM's sixth annual disk jockey convention today in reiterating an offer made at last year's country festival here to speak on behalf of country music cleffers at any congressional investigation into the activities of Broadcast Music, Inc.

In a speech opening the Friday (15) afternoon disk jockey clinics at the War Memorial Auditorium, Clement lashed out at an undisclosed "visitor from New York" several days following his speech last year. The governor told his audience his unexpected caller "told me I'd be blasted out of the water and publicly embarrassed if I didn't retract my statements about wanting to testify in your behalf in congressional hearings on BMI. He said their smart lawyers would tear me apart and make me look bad. Well, I'm here to tell you I'm ready to be torn apart anytime they're ready to call me."

Clement, frequently referred to here as a potential Democratic Presidential candidate, declared, "Today I'm not a political candidate. I just want to run for the title of America's number one country music fan." The governor went on to describe the country music field as a \$50-million-a-year industry and proudly pointed to Tennessee as its home base. In colorful language he described Tennessee's country music as being a "geographical rock and roll between the upbeat of the great Smokies and the downbeat of the father of waters, the Mississippi." He said country music was "the music of the people and their

laughter, tears, heartaches, dreams and hopes and their love of God." Attendance up 15%

Late Friday afternoon, spokesmen for WSM indicated that more than 1,500 were already registered, a figure described as nearly 15 per cent ahead of the same period a year ago. The spokesman added that attendees began arriving a full day earlier than last year and swooped in on the registration desks as early as Thursday morning, "before we were even ready for them."

Despite the apparent record attendance, only the morning meeting at the auditorium could be described as well attended. At this session, which began late and became an interminable affair, numerous leading record men occupying the head table were introduced. Following this, Sen. Albert Gore (D) of Tennessee was introduced. The Senator said that on his recent trip to Europe, he found that "The Grand Ole Opry"

is better known than the Metropolitan Opera." Gore described Nashville as "the number 3 record making center in the nation." He said it was natural that Tennessee should be a center of country music.

"Tennessee is an area of pioneers, the kind who once pushed westward across our mountains and country music is the same kind of music those pioneers sang," he said.

Next on the morning program was Bob Burton, of BMI, who presented a number of citations to country cleffers and publishers for their hit songs. Burton said that 10 of the 21 publisher awards and 25 of the 60 writer awards made by BMI were to Tennessee publishers and cleffers. Following Burton's presentations, there were a number of additional awards made to country artists for their hit records of the past year. A special award went to Acuff-Rose (Continued on page 24)

Angel Absorption by Capitol in Making

Switch Not Officially Acknowledged But Reported Blue Printed for Early '58

By JOEL FRIEDMAN

HOLLYWOOD — Current negotiations between Capitol and Angel Records are expected to result in Capitol absorbing its sister E.M.I. company, taking over the distribution, sales and management of Angel shortly after the first of the year.

While there has been no official acknowledgment of these negotiations from either Capitol or Angel executives, authoritative sources close to the scene report that such a deal is in the works. In view of two recent major policy decisions by Capitol, both of which affect its repertory of classical music, such an arrangement between the two firms is deemed even more likely.

Both Capitol and Angel are subsidiaries of Electric & Musical Industries, Ltd., tho they retain their own corporate identity at the present time. Angel is officially known as Electric & Musical Industries (U. S.), Ltd., and is run by Dario Soria.

The full details of the negotiations are not known, agreement ostensibly calls for Capitol to take over the distribution of Angel. It's expected that the Angel name and trade-mark will be retained, with future product to bear the Angel insignia. Dario Soria will continue the management of the Angel division, with sales and merchandis-

ing policy to be determined by Cap executives.

Just how much of the Angel organization is to be retained isn't known at the present time. The Capitol brass is known to have recently studied Angel's organizational roster. The entire Capitol-Angel matter has been veiled in a shroud of secrecy, with neither Capitol nor Angel officials acknowledging they are familiar with the project.

A shift of the Angel catalog, whether it represents a merger, outright purchase or a mere distribution agreement would prove to be of vast importance to Capitol. While no figures are available con-

(Continued on page 22)

Ivy Inks 3 Vocal Groups, Soloist

NEW YORK — Ivy Records, newly-formed label here, has signed three new vocal groups and a solo warbler—the Vanguards, the Cozy Tones, the Volumes and 16-year-old singer Jimmy Lewis.

B. B. Butler, an RCA Victor recording artist himself, will handle platter sessions for Ivy with Lewis and the groups. Ivy is operated by Stan Feldman and New York dealer Ed Portnoy.

IT WAS 'VIK' NOT 'VICTOR'

NEW YORK—The Rover Boys were unintentionally listed as RCA Victor recording artists in last week's tabulation of "Most Promising Vocal Groups." The group records for Vik Records.

Angel Skeds Three Callas LP's for '58

NEW YORK—Angel Records is scheduling "Callas as La Scala" as Maria Meneghini Callas' February album release for the label. The move is particularly interesting in that the Angel LP includes a segment from the opera "Medea," which Miss Callas recently recorded in its entirety for Mercury. (See story elsewhere in this issue.)

According to Angel, the soprano was allowed to cut the LP for Mercury because of a clause in her long-term E.M.I. contract which permitted her to make one record for another label. Her new Angel album, subtitled "Her Great Album Revivals," also includes segments from three other operas "La Vestale," "I Puritani," and "La Sonnambula."

Miss Callas' album release schedule for Angel in 1958 is as follows: Puccini's "Turandot," January; "Callas at La Scala," February; Rossini's "The Barber of Seville," March.

East West LP Cut by Paris

NEW YORK—Jackie Paris, one of the few acknowledged jazz singers in the male ranks, has completed sessions for his first album on the East-West label, a subsidiary of Atlantic.

The disk by Paris, who has also appeared on Coral, M-G-M and Wing labels is also the first package for East-West, which spokesmen say is to be built into a strong album label. Package a. & r. will be under the general supervision of Nesuhi Ertegun. The spokesmen added that East-West packages will carry a retail tag of \$3.98 and will receive the same package production time and effort that now goes into Atlantic's own packaging.

Am-Par Completes World-Wide Set-Up

NEW YORK—ABC-Paramount proxy Sam Clark set up a flock of deals for the label's foreign distribution during his recent trip abroad, including a pact whereby E.M.I. will handle distribution of the entire line in the British Isles, Italy and other countries.

Clark arranged for Caroussel to distrib Am-Par disks in Sweden and Denmark and Artone in Holland. He also held confabs with the label's distributors in France (Ste. D'Applications Industrielles) and Belgium (Anvers).

At the same time, the exec finalized plans to launch the label abroad in the LP field, with Eydie Gorné's new package scheduled to be Am-Par's initial album release on the continent.

Heretofore Am-Par disks have been released in England on a record-to-record basis, with British Decca handling most of the plat-

ters. However, Paul Anka's "Diana," currently the No. 5 best-selling single in England, was released by E.M.I. (also on a record-to-record basis). The platter has chalked up more than 700,000 sales in the British Isles to date, according to Clark.

Am-Par's new pact with E.M.I. is on an "exclusive basis. E.M.I. will also represent the label in other foreign countries, but these are still to be determined." The Am-Par disks will probably be released abroad on E.M.I.'s Columbia label, since the Anka record was put out under that tag.

ABC-Paramount's world distribution set-up is just about completed now. In addition to the above named, the label is currently represented by King Records in Japan and by White and Gillespie in Australia and New Zealand.

Callas Stars In Merc's LP Opera Debut

NEW YORK — Mercury will make its entrance into the opera album field shortly with the release of a world premiere complete recording of Cherubini's "Medea," featuring soprano Maria Callas—one of the top selling names in the field—in the title role.

The package, first in a series of Mercury's Living Presence operatic LP's was recorded in Milan, Italy, last September under the supervision of Wilma Cozart, vice-director of the label's classical division, and classical musical director Harold Lawrence, and in collaboration with G. Riccardi of Milan. C. R. Fine was in charge of engineering and to preserve Mercury's "Living Presence" sound, the no-

(Continued on page 24)

Coast CLGA Names 3 to Exec Board

HOLLYWOOD — Western membership of the Composers and Lyricists Guild of America elected three new members to its executive board last week, naming Leigh Harline, Gene de Paul and Benny Carter. Re-elected along with President Leith Stevens were Jeff Alexander, Basil Adlam, Wilbur Hatch, Walter Schumann, Fred Steiner and Mack David.

Continuing in office are Johnny Burke, Alexander Courage, Frank DeVol, Ivan Dittmars, Russell Garcia, Herschel B. Gilbert, Jerry Livingston, Hank Mancini, Jack Meakin, Irving Miller, Lyn Murray, David Raksin and Nathan Scott.

The organization's Eastern membership named Paul Creston and Ray Charles as new members of the board. Re-elected in the East were Winston Sharples and David Terry, with Milton M. Kraus, Ben Ludlow and Lee Singer continuing in their posts.

Betty Johnson Goes Atlantic

NEW YORK — Atlantic Records signed pop canary Betty Johnson to a long-term contract last week thus marking another step by the label in its move into the pop field.

Miss Johnson, formerly with Bally Records, will cut her first sides for Atlantic this week. The thrush was recently signed as a regular on Jack Paar's NBC-TV "Tonight" show on an alternate-week basis, and, in line with this, her first Atlantic album will be tagged "Tonight With Betty Johnson," with special liner notes by Paar.

Meanwhile, the singer, who will do both singles and albums at Atlantic, has been booked for a one-shot performance at the Annual National Press Club dinner in Washington D. C. this Friday (22).

ABERBACH LIKES GRASS ROOTS

NEW YORK — An enterprising clef'er hopefully brought a song-dealing with satellites — to publisher Jean Aberbach.

Quote the Hill & Range exec.: "I told him to bring me something more down to earth."

2-Day Juke Bill Hearings Planned

WASHINGTON — Senator Joseph O'Mahoney (D., Wyo.), expects his Judiciary Subcommittee on Patents, Royalties and Copyrights to hold just two days of actual hearings on his bill to end juke performance exemption, and to "make its report to the full Committee in the early portion of the coming session of Congress."

Copy of a letter sent out to approximately 18 interested groups

and individuals in the industry was released to The Billboard last week (13) noting hearings to be held December 11 and 12, with additional written statements acceptable. In view of "many years" of previous hearings and conferences on the juke exemption issue, O'Mahoney believes that one day for proponents and one day for opponents should suffice.

Text of the letter sent to juke box manufacturers, operators and associations, music licensing groups, hotel, tavern and beverage associations, is as follows:

"Pursuant to my announcement as it appeared in the Congressional Record of August 30, 1957, in which I stated that hearings would be held on S. 1870, a bill to make performances of copyrighted music on juke boxes public performance for profit, the Subcommittee on Patents, Trademarks and Copyrights of the Committee on the Judiciary has tentatively scheduled these hearings to commence at 10 a.m. on Wednesday, December 11, 1957, in Room 424, Senate Office Building, Washington, D. C.

"The purpose of this letter is to [\(Continued on page 81\)](#)

UA Label Inks Sales Manager, Second Artist

NEW YORK — United Artists record Corporation, newly formed music wing of the film combine, rolled ahead last week with the inking of its second talent property and a national sales director. First disk from the outfit are due on December 9.

The sales exec is Harold L. Friedman, veteran sales counsel to several industry operators. He starts immediately to develop national distribution, working under the supervision of Al Tamarin, executive assistant to President Max Youngstein.

The newly-pacted artist is the young film actor, Wes Bryan. Latter has a flick contract with Greene-Rouse Productions, which has a distributing arrangement with UA. He already has cut his first coupling. His signing follows several days that of warbler Joe Valino.

Friedman's firm, Harold L. Friedman Associates, will continue to handle national sales for other firms, including Seeco, Dawn, Walco Needles, London Records (for mail order outlets only) and several others.

Genson Named Carlton Veep

NEW YORK — Don Genson, who for 11 years was West Coast manager of Leeds Music, has been appointed vice-president of the Carlton Record Corporation, according to an announcement by Joe Carlton, chief of the Carlton label. Genson will head up all West Coast a.&r., sales and promotional activities of the label.

"Genson," Carlton stated, "will sign artists; work with distributors and come up with hits... the whole store..." In addition to salary, Genson has been given a stock option for an undisclosed amount as an incentive.

Genson, one of the best known music men on the Coast, has extensive experience dating to his days as vocalist with the Henry Busse band. He is credited with bringing many important copyrights into the Leeds firms.

The Carlton label is scheduled to release its first disks in January.

Disneyland Preps EP Display Unit

NEW YORK — Disneyland Records is making a special pre-packed display unit for its new Sound Track Classic EP available to dealers this week.

Each EP "Pre-Pak" displays 24 EP's, featuring tunes from the following Walt Disney movies: "Bambi," "Dumbo," "Pinocchio," "Songs of the South," "Cinderella," and "Snow White." This is the first time these sound-track waxings have been available on 45 platters. The Pak, which takes up 12" by 5" counter space, is accompanied by a special window streamer.

BEEF OF THE MONTH CLUB

NEW YORK — George Marek, vice-president and general manager of the RCA Victor Records Division, was queried last week whether there had been any dealer reaction to the news that Victor was going into the mail order club business with Book-of-the-Month Club.

Marek, it's reported, smiled, and pulled a telegram out of his pocket which read: "Et tu, Brute."

It was signed by Nancy Jones of the Music Shop, New Orleans.

VET WINNER

Rudy Dons Christmas Harness

NEW YORK — Rudolph, the reindeer with the luminous proboscis, is getting set to ride once more.

According to cleffer-publisher Johnny Marks, the Christmas standard has its ninth rack order and seven new records so far this season. The tune goes into the season with a background of 26 million disks sold thruout the world, of which six million were accounted for by the Gene Autry Columbia version. It has over 120 published arrangements.

Riding with Rudolph in the Marks St. Nicholas Music equipage will be, for the second year, Marks' "I Heard the Bells on Christmas Day," with a new slicing by Fred Waring, joining that cut by Bing Crosby last year; "The Night Before Christmas Song," an older entry, which will claim a total of 10 diskings with the release of two new versions, by the Ames Brothers and Gisele MacKenzie. Latter also cut one of the new "Rudolphs."

St. Nicholas, whose purpose becomes clear, also publishes Marks' "When Santa Claus Gets Your Letter" and "Everyone's a Child at Christmas."

In his seasonal exploitation program, Marks has taken on pluggers Doc Berger, Joe Whelan, Jim McCarthy (for record promotions) and Marvin Draeger (for public relations).

CBS 9-Month Income Up 44% Over '56

• [Continued from page 3](#)

figures for 1956 include provision for expenses and losses attributable to the discontinuance of the CBS-Columbia Division, CBS offshoot whose video sets never clicked as did the phonos.

Operating expenses are up some \$5,000,000 so far this year as against last; selling and administrative expenses are up almost as much.

One arresting item in the CBS income statement: "Miscellaneous income," which hopped up from \$120,789 in the first nine months of 1956 to a level of \$832,088 this year.

Best guess: "My Fair Lady" returns.

Networks May Become Sole Targets of Smathers Bill

By MILDRED HALL

WASHINGTON — Reports in the trade that Senator Smathers (D., Fla.) has promised revision of his bill to divest broadcast stations of any interests in music, publishing or recording, rewording the bill to apply to networks only, may be somewhat premature.

Altho the Senator could not be reached for comment (14), further check of his recent informal conversation with Florida Broadcasters' Association produced no public statement on his part, about the bill itself. However, the Association's executive secretary, Kenneth Ballinger, does confirm the Smathers' statement: "My criticism was directed at network ownership of BMI. Individual stations are something else again."

Ballinger told The Billboard (14) "Florida broadcasters got the impression that Senator Smathers will agree to amend his bill to make it apply only to network ownership of BMI stock." (CBS head Frank Stanton has testified at Hill hearings that the network may voluntarily withdraw from BMI, and NBC is reportedly of

similar mind. The Billboard, November 11.)

Written record of the recent Florida Broadcasters Association meeting, at which broadcasters defended their individual ownership of BMI stock to Smathers, will be sent to the Senate Interstate Subcommittee on Communications.

Design Sparks Talent Grab

NEW YORK — Design Records, recently launched \$1.49 LP label, is on a name talent signing spree. Last week, artists and repertoire chief Roy Freeman signed pacts with Charlie Applewhite, Dorothy Lamour, orkster Al Donahue and Lanny Ross.

In addition, Freeman snared orkster Claude Thornhill on a non-exclusive for four albums, and composer-conductor Bernie Wayne on a similar deal.

A number of others, most of them familiar to the supermarket set, are expected to return their signed papers this week.

Merc Preps 4-on-1 Specials for Jocks

By BERNIE ASBELL

CHICAGO — Mercury Records is now producing, for release some time next week, what may turn into a revolutionary step in deejay promotional disks.

Four currently rising hits are being edited down to performances of about 60 seconds apiece, and all four are being tracked on a single 45 biscuit, to be furnished to deejays only. Editing is done, presumably, by cutting away bridges and instrumental choruses, so that only the intro, the socko portions of the vocal and the ending are left. Careful linking of these portions on tape in most arrangements, it is found, leave the ear quite undisturbed and preserve a smooth flow to the performance.

Idea was born when Veep Art Talmadge noted a growing trend by stations to lean to shorter diskings to accommodate the relentless

growth of radio spot business. Sounding out deejays and managers, he found a growing sentiment that long records cost the station money by blocking out chances for placing spots. So, figured Talmadge, rather than meet this need by putting out shorter records that would be unsalable, the best thing to do is shorten the standard-length performance especially for use by the deejay, thus possibly gain a big boost in deejay action on 60-second sample plays of the longer performance for sale in the shops.

An added value of the sixty-second specials, as Talmadge calls them, is their probable use for fill at the close of programs. Heretofore, only instrumentals which could easily be interrupted in mid-stream have been considered suitable for program closers. Tailored versions of vocals may now find themselves getting extra rides in these spots.

These multi-plug records will have tunes separated by an extra-wide spacing band to insure easy cueing of individual tracks. Sometimes three tunes may be tracked on a single side.

Frequency of the deejay specials has not been set, but Talmadge said they will be released whenever a grouping of up-and-comers warrants it.

First such release, now being pressed, will include Jimmy Edwards' "Love Bug Crawl," Rusty Draper's "Buzz, Buzz, Buzz," Billy Eckstine's "If I Can Help Somebody" and Dinah Washington's "Everybody Loves My Baby."

Stereo Beat For WCRB Via Hub Symphony

BOSTON — Local station WCRB (AM and FM), which has been airing regular stereophonic broadcasts for the last four years, chalked up a first last month, when it carried a complete series of live concerts in stereophonic sound by the Boston Symphony Orchestra, conducted by Charles Munch.

The only station in greater Boston to offer stereo broadcasts, WCRB now offers 12 hours per week of stereo music shows. Station manager Richard L. Kaye developed WCRB's special stereophonic reproduction equipment himself three years ago.

The station's stereophonic tape library now lists over 325 tapes, more than half of which were produced by WCRB engineers. Among some 180 produced by the engineers are tapes featuring such outstanding New England groups as the Yale Glee Club, Harvard-Radcliffe Choral Society, etc.

The station stimulates sponsor interest, via special stereo spots. For instance, WCRB produced a special stereo record of the new Plymouth auto's sound for the Northeast Plymouth Dealers Association, which sponsors a segment of the stereo-sound show, "Sunday Afternoon at the Symphony."

Leeds Closes Coast Office

HOLLYWOOD — Leeds Music shuttered its West Coast offices last week, the first such closing by a major publishing firm in several years. No official reason for the action was given, tho it's expected that Leeds topper, Lou Levy, will henceforth make periodic trips to the Coast to visit record companies and talent here.

'Big Record' Set for Season Run

NEW YORK — Patti Page's "Big Record" show on CBS-TV will continue thru the 1957-'58 season, according to CBS-TV executive-veepee programming chief Hubbell Robinson Jr., who thus refuted recent trade rumors that the program had been canceled.

The exec also denied reports that the show would move to Hollywood, pointing out that "New York continues to be the musical capital of the world."

Meanwhile, a new weekly feature, "Teen-Age Special," has been incorporated into the program. The new seg highlights outstanding young artists with current disk hits. Among those scheduled for upcoming telecasts are Margie (I'm Available) Rayburn, the Shepherd Sisters and Paul Anka.

Jack Philbin, formerly associated with the Jackie Gleason Enterprises, took over as producer of the show last week, while Kay Thompson joined him as "creative consultant."

Not Finkdestein View

Possible revision of the Smathers bill to aim it at networks rather than individual stations would run counter to recommendation by Herman Finkdestein, ASCAP counsel, who believes the individual station interests in BMI, taken in the aggregate, are more powerful than the networks in influencing music. Finkdestein told the Celler Anti-Trust and Monopoly Subcommittee in September, 1956: "I

[\(Continued on page 55\)](#)

National Academy of Recording Arts and Sciences Los Angeles Chapter

- Board of Governors**
- Sonny Burke
 - Sammy Cahn
 - Benny Carter
 - William Claxton
 - Nat King Cole
 - Lowell Frank
 - Lee Gillette
 - Spike Jones
 - Stan Kenton
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 - Tom Mack
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 - Felix Slatkin
 - Jo Stafford
 - Joseph Seigal
 - Helen Traubel
 - Loula Valentine
 - Paul Weston

The Academy of Recording Arts and Sciences is a non-profit organization duly incorporated by law. Its aims are to bring to the creative end of the recording industry proper recognition for its contribution to the world of entertainment, and to assist in the further development of this contribution. It also plans to institute an annual awards show on television in which outstanding performances in all creative facets of the recording industry will be properly honored. The Academy is currently negotiating with the TV networks in an effort to obtain the most attractive deal possible for this type of show. The membership drive for the Los Angeles chapter is in full swing and membership in the New York chapter will be solicited in the very near future. The Academy carries the endorsement of leaders in all phases of the record industry and the list of the Board of Governors on the membership blank will indicate some of the people who have joined with us in getting this movement under way. We earnestly hope that every eligible person in the creative end of the record business will indicate his or her willingness to become an Academy member.

Paul Weston
President,
Los Angeles Chapter

- IF—you have participated in the recording of at least six selections
- IF—you reside in Los Angeles or its environs
- IF—you are an active member of the recording business in any of the categories listed below
1. Vocalists and singers
 2. Leaders and conductors
 3. Artists and Repertoire Producers
 4. Songwriters and Composers
 5. Engineers (Mixers)
 6. Instrumentalists and Musicians
 7. Arrangers
 8. Art Directors and Literary Editors
 9. Comedy and documentary
- THEN—you are eligible for membership in the Academy

Please check category under which membership is desired, and also check type of membership desired. Money order or check should accompany application. Send to Los Angeles Chapter, National Academy of Recording Arts and Sciences, 9157 Sunset Blvd., Hollywood 46, California.

Types of Membership

1. Life Charter Memberships — limited number available at \$100.00 each
(no further dues necessary for life)
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 3. Associate Memberships — qualifications to be announced shortly
- I wish to apply for membership in the National Academy of Recording Arts and Sciences.
- name _____
- address _____
- affiliation _____
- reference _____

TO THOSE WHO QUALIFY FOR MEMBERSHIP BUT DO NOT LIVE IN THE LOS ANGELES AREA.

Other Chapters of the Academy are in the process of organization or planned. The New York Chapter will be in operation shortly. Other Chapters in the planning stage include Chicago, Nashville and others.

If you meet the general qualifications for membership (which, except for the geographical restriction, would be the same as those indicated for the Los Angeles Chapter elsewhere on this page)—and if you are interested in becoming a member of the Academy Chapter in your locality, when formed, kindly fill out and return the form below so that we can send you a formal application notice at the appropriate time.

MAIL THIS FORM TO:
James B. Cankling, Temporary Chairman National Academy of Recording Arts and Sciences
Post Office Box 2671, Hollywood 28, California

The major part of my work in phonograph recordings is done in (please check one only):

New York City

Chicago

Nashville

Elsewhere (Please indicate name of city) _____

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Note: This application is for information only. Do not send money at this time.

EXPERIMENTAL PAY OFF

Dominion Hi-Fi Show Debts To Solid Dealer Interest

TORONTO — The four-day High-Fidelity Show at the Park Plaza Hotel here under the sponsorship of the Dominion High-Fidelity Association brought out 8,000 payees at 50 cents a head.

This was 3,000 above the expected attendance and indicated to the 32 exhibitors a considerable interest in the fidelity field.

The show, held on three floors of one of the newest hotels in the city, was both an experiment for the hotel and for the newly formed Association. The show was under the management of John Rochford. The hotel was well-suited for the show because of the heavy carpeting and heavy drapes in each of the rooms.

Most of the record companies participated in the show along with the various equipment manufacturers and distributors.

The exhibitors expressed delight with the dealer-response. Many of the exhibitors sold equipment to dealers right off the floor.

Dealers came from many out-of-city points to take a look-see at the show.

Plans are being made to alternate the show between Montreal and Toronto, with Montreal being the site of next year's show, said Rochford. It will be held during the early part of October.

"It is the consensus of the exhibitors not to hold a show in repetitive years," said Rochford.

The displays were well set up, with some exhibitors spending as much as \$3,000 for their two-room displays.

Even two of the FM stations, CKLB-FM, Oshawa, and CIRI-FM, Toronto, took space to sell FM to the public. Considerable interest was awakened by both exhibitors in what they had to offer.

A. J. Leak, equipment manufacturer, from England, described the show as one of the finest he had seen anywhere. He has visited them all over this continent and in England.

While the association was prepared to lose money, the show did better than break even, with the admission price of 50 cents a person.

There were, however, a couple of free-loaders on the show. A manufacturer set up space in a nearby hotel, taking space in the newspapers to advertise, while another high-fidelity manufacturer rather than go into the Park Plaza set up shop in a nearby interior decorator's shop. Both of these reported they did well in their isolated spots, and created much interest.

ONE-SHOT MAGS MAKE DISK STAR CLEAN-UPS

NEW YORK—One-shot magazines are cleaning up these days particularly those which deal with music or musical personalities.

According to the Wall Street Journal, four million copies of one shot mags, dealing with specific subjects were sold in 1956 at prices ranging from 25 cents up past \$1.75. It's estimated as a \$10 million a year business, and is increasing rapidly.

Actually in the over-all magazine field this is still a drop in the bucket, since sales of regular, continuing magazines total approximately \$683 million a year.

"Personality" one-shots, says the financial oracle, have scored some of the largest coups. It cites one called "Pat Boone," published by Filosa Publications, Inc., of New York, and selling at 35 cents. This has 70-plus pages, heavy with pictures and "the breathless excitement of a Hollywood movie column and," says writer Mitchell Gordon, "the same fascination with the insignificant."

Ideal Publishing Corporation has one tagged "Rock n' Roll Rivals," with intimate glimpses of Elvis Presley, Pat Boone, Tab Hunter and Tommy Sands. It sells for 25 cents. This one is memorable for its revelation that "millions of American girls would be willing to give their souls to be Mrs. Elvis Presley, but they'd be making a mistake; he wouldn't pop the question to any gal who didn't have a good, clean soul, well intact."

This book, we are advised, came out in early September, and is expected to sell 225,000 copies by the end of the year. Reproduction rights have been sold for several foreign countries.

Peterson Publishing Company of Hollywood, has one on Lawrence Welk, which was first issued a year ago, and which has sold more than 350,000 copies.

However, this business has its "dogs" too. Calypso died too quickly for at least one publisher, Great American Publications, Inc. A tone entitled "Calypso," priced at 50 cents, had a print order of 300,000 copies, but sold only 54,000. The publisher's loss was \$65,000. Then one publisher decided to do a one-shot on Harry

Belafonte, only to learn that there were five publishers ahead of him.

Average cost of getting out such a mag is estimated at \$25,000. That includes printing 150,000 copies. Firms in the field include such as Dell Publishing Company, Fawcett Publications, Inc., and perhaps another 50 outfits. Dealers consider most of the one-shot good for an average sales life of 60 days.

Or about as long as some of the one-shot disk hits.

Lengsfelder Sues ASCAP Over Voting

NEW YORK—A suit attacking the weighted voting system of the American Society of Composers and Publishers was filed here last week by Hans Lengsfelder, ASCAP writer-publisher, on behalf of himself and a group of other ASCAP writers and publishers (unnamed complaint).

The complaint charges that ASCAP's weighted voting system, under which writers and publishers cast votes in proportion to their ASCAP earnings, is "unjust, discriminatory, unreasonable, inequitable, against public policy and illegal."

The publisher also charges that ASCAP's board of directors has set up various distribution systems designed to favor the directors themselves. He further alleges that a request made by himself for a financial breakdown and a proper account of the Society's funds last June was turned down by the Society, and that the ASCAP directors have failed to give a proper accounting of these funds — as required by the bylaws for the last six years.

Lengsfelder's action in filing suit drew some adverse reaction among some ASCAP members. For instance, Finky Herman claims: "If you love something you don't necessarily try to kill it to cure it." Herman takes the position that if there are abuses members should endeavor to correct them from within the Society rather than filing legal action.



*I hope to much
Patti*

TORONTO FRONT

Dealer-Station Truce in Making

By HARRY ALLEN

TORONTO—A happy note has been sounded by music dealers as a result of burying the hatchet with two radio stations who have been carrying the 24-a-day hit parades.

And already dealer business has reflected the change in policy of the two stations with sales increasing.

Dealers formed an association to fight CKEY and CHUM (The Billboard, October 21). The dealers, however, decided: "Why fight them? Let's see if we can't find a solution," said Jack Markele, of Michael's Record Bar.

"We need them as much as they need us," said Markele, who with Doris Furphy, of Gore Electric, and Ken MacCarl, Harmony Music Store, met with representatives of the two offending radio stations in separate meetings to work out a solution.

Results of the plan is for closer co-operation, less of the plugging to death of the hot tunes, a larger list of top tunes, a promise by one station to watch the preview numbers and the use of more selections from the best-selling albums.

The closer co-operation on surveys will give dealers an opportunity to liquidate their stock on singles that begin to slide in Toronto, but still sell hot south of the border.

CHUM has promised not to play records not released to dealers. In one case, a distributor embarrassed dealers by giving the two stations an advance copy of a record, then not releasing the record in this country.

CHUM's Phil Ladd, program manager, is trying to make a trip to Dallas to study the picture there.

CKEY said it would continue to play previews of the new records, but has promised the dealers to preface the record with the announcement that the record is a preview, and not available or sold in Canada.

On Wednesday of each week, the dealers will receive advance listings of hit parades from each station. That means the dealers will have an opportunity of stocking up on a record three days in advance.

CHUM promised the dealers it would limit playing any record to twice in a 12-hour day. Already it has changed its policy and received a favorable reaction from listeners. The stations have promised deal-

ers they will supply them with charts for their listening rooms and display windows.

CKEY is taping interviews with dealers, made by phone. These are played between tunes and indicate the dealers' comments and the success of the tune. These plugs for the dealers are free.

Markele said that if the distributors will back up dealers in plugging the tunes, he is sure the whole deal between the dealers and stations will pay off.

The scope of CHUM's operation is to be stretched from the top 50 to the top 100. This, in the opinion of Markele, will give listeners and dealers a broader scope.

Hal Cooke, CKEY manager, said that none of the arrangements were firm, "and we could never be accused of beating any tune to death."

Markele said he was very happy with the results of the arrangements with the stations. He was particularly delighted with the way CHUM's Phil Ladd was seeking to co-operate with the dealers.

He credited The Billboard's article on the situation with helping to rectify "an evil situation of which everyone is complaining. Now everyone will benefit. Business has already shown an increase."

Markele and MacCarl are competitors with their stores only a couple of blocks apart, but they were able to get together to solve a problem common to both.

Jubilee Jock LP Samplers

NEW YORK—Jubilee Records has started a promotion plan whereby four selections from each of seven current Jubilee albums have been produced as EP's which will be sent to distributors, salesmen and deejays to promote air plays of the EP's as "samplers" of the LP albums.

The EP's have been created for the sole purpose of promoting jockey plays and are not for public sale. Samplers have been made from the following sets: "My Favorite Places," Walter Scharf; "Twinkling Pikkies," Frank Ortega Trio; "Rondo," Don Rondo; "Witchcraft," Ray Martin; "Pal Joey," Bobby Sherwood; and "Hot and Cool Sax," Moe Koffman, and "Cocktails, Dinner and Dancing," Shep Fields.

HAUN DIES OF HEART ATTACK

PITTSBURGH — Dal E. Haun, president of the Star Title Strip Company, died here last week (12) of a heart attack. He was 52. Details of his career will be found in the coin machine section.

Pubs to Mull Org to Clear Pic Rights

NEW YORK—Projected move to form an organization to clear performing rights for use in motion pictures is likely to be discussed at an upcoming meeting of Music Publishers Protective Association. Fact that such an organization is being mullied has precipitated considerable controversy.

Some legal talent is of the opinion that successful operation of such an organization would necessarily entail divestiture by ASCAP of its motion picture performing rights. The Society, it is felt, would not care to do this for several reasons, one of which is the fact that divestiture might prejudice the Society's relations with foreign performing rights societies, to whom motion picture performing rights are very important. As against this, it has been argued that ASCAP could divest itself of merely the American motion picture rights.

In the United States, since the decision years ago of Judge Vincent Leibell in the Alden-Rochelle case, there has come into effect what some tradesters consider an informal, involuntary divestiture of motion picture rights — with publishers clearing this themselves on an individual song basis, and at the same time as they clear the synchronization fee. Leibell held that fees could not be collected at both the production and exhibitor ends of the film business.

Welk Seals Von Tilzer Catalog Buy

HOLLYWOOD—Final approval to the Lawrence Welk purchase of the Harry Von Tilzer catalog is expected shortly, following the deposit of \$17,500 with the New York Circuit Court by Welk.

Sam Lutz, of the personal management firm of Gabbe, Lutz, Heller & Loeb, revealed that the deposit had been made with the court as evidence of good faith. All details of the sale of the firm have been agreed upon between Welk and his representatives and Harold Gumm, brother to the late Von Tilzer. Only those copyrights in the Von Tilzer firm are to be included in the sale, with none of the Broadway Music catalog included.

Purchase price, according to Lutz, is \$175,000. Von Tilzer passed away in 1946. Among his most valuable copyrights were such songs as "Won't You Roll Dem Eyes," "When My Baby Smiles at Me," "What You Goin' to Do When the Rent Comes 'Round," "I Want a Girl," "On a Sunday Afternoon," "And the Green Grass Grew All Around," "A Bird in a Gilded Cage," etc.

Baton Label Pacts

NEW YORK—Baton Records has signed gospel singer Marie Knight, who formerly recorded for Decca and Mercury.

Miss Knight will concentrate on pop and rhythm and blues material for her initial Baton releases, altho the label plans to issue inspirational-type packages by the thrush some time in the future.

CANADA YULETIDE SPOTS BIGGEST PUSH ON TAPE

TORONTO — The Christmas season will see the biggest push ever by all the record companies in this country into the tape business. Altho there are no accurate statistics as to the number of tape-recorders in this country, the most reliable estimate is that there are a maximum of 20,000 units.

Tapes have been coming into this country for three years, but only in the last year and a half has there been an active interest in them.

Biggest producer of tape machines here is Seabreeze, which is the V-M franchise holder in Canada.

A large percentage of the tape-selling is done by photographic stores, and if the record dealers don't appreciate the value of tapes,

"they are going to let an awfully important aspect of their business slip by," said one executive.

Three firms are equipped to provide duplication service, RCA Victor Company, Ltd., Hallmark Recordings, Toronto, and Hugh Dillard, Winnipeg.

D'Alton Jolley, of Hallmark, whose firm was earliest in the field, said his equipment had a potential of turning out a million and a half feet a day, "which we have done five or six times during the past fall."

Hallmark has representation in Canada for Concertapes, and manufacturing for two or three other lines.

All raw material for tape-manufacturing come from the U. S. It is found it is cheaper to produce the tapes in Canada.

Duty is only applicable on raw materials.

It is estimated that nearly \$55,000 worth of tapes a month are being sold in Canada, altho some executives feel this is a high estimate.

Jolley said that for every tape-recorder machine sold in this country, there is a prospective 30 to 40 tapes to be sold. All of Hallmark's recordings are done stereophonically.

Court Backs Sam; Only One Goody

SAN FRANCISCO—New York retail disk mahoff, Sam Goody, broke into the news here this week when he was awarded an injunction against Irving Goodman, doing business as "Goody's Record Depot" in the Palace Market.

The action was filed in the Superior Court of California in and for the city and county of San Francisco. In a decision handed down by Judge W. T. Sweigen in "the case of Sam Goody, plaintiff, vs. Irving Goodman and others, defendants," Goody was awarded a permanent injunction against Goodman from using Goody's name or from representing that he is in any way connected with Goody. There was no award of damages in the case.

Some tradesters opined that Goodman got plenty of mileage out of that name since he started using it in August and now that he is established as a dealer, it won't hurt him a bit to give up the name. On the other hand, Goody would conceivably profit from the use of the name here. If he decides to make a move into this territory, the name is now at least known. Some Bay area tradesters in fact have been saying: "Today, the New York Giants, tomorrow Sam Goody."

CAP. UNVEILS WAX SATELLITE

HOLLYWOOD — Capitol Records unveiled its answer to Russia's Sputnik last week in the form of a new Mickey Katz recording tagged "Nudnick, the Flying Schissel" (Ed. "flying saucer.")

New topical single was followed by Imperial Records' launching of a tune titled "Rockin' in the Orbit," and a Buchanan & Goodman release of similar genre on Luniversa. Tin Pan Alley's ability to hop on a star apparently hasn't been bogged down in red tape. Only question remaining is whether a sufficient appropriation of funds has been made available to make the tunes a hit.

With deep sorrow we inform you

DAL E. HAUN

Beloved President of Star Title Strip Co.

passed away suddenly on

November 12, 1957

May God's Grace Be

With Him Eternally



Citation of Achievement

1957

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Don Gibson
Don Hecht
Johnny Horton
James Joiner
George Jones
Carole Joyner
Joe "Cannonball" Lewis
Charles Louvin
Ira Louvin
Dee Marais
Vera Matson
Warner McPherson
Marvin Moore

Jack Morrow
Dale Noe
A. R. "Buck" Peddy
Hod Pharis
Elvis Presley
Ray Price
Elmer Rader
Marvin Rainwater
Jim Reeves
Marty Robbins
Smokey Rogers
Lee Rosenberg
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Charles L. Seitz
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Bob Wills
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Starrite Publishing Co.
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Tree Publishing Co., Inc.

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

ACCORDING TO MY HEART
ALL SHOOK UP
AM I LOSING YOU
BEFORE I MET YOU
BYE BYE LOVE
CASH ON THE BARRELHEAD
A FALLEN STAR
FOUR WALLS
FRAULEIN
GEISHA GIRL
GO AWAY WITH ME
GONE
GONNA FIND ME A BLUEBIRD
HONKY TONK SONG

I CAN'T QUIT (I'VE GONE TOO FAR)
I HEARD THE BLUEBIRDS SING
I MISS YOU ALREADY
I'M A ONE WOMAN MAN
I'M TIRED
I'VE GOT A NEW HEARTACHE
IS IT WRONG (FOR LOVING YOU)
JUST ONE MORE
KNEE DEEP IN THE BLUES
LOVE ME TENDER
MISSING YOU
MY SHOES KEEP WALKING BACK
TO YOU
NEXT IN LINE

POOR MAN'S RICHES
REPENTING
SINGING THE BLUES
TANGLED MIND
THERE YOU GO
TOO MUCH
TRAIN OF LOVE
WALKIN' AFTER MIDNIGHT
WASTED WORDS
A WHITE SPORT COAT (AND A PINK
CARNATION)
WHOLE LOTTA SHAKIN' GOIN' ON
YOUNG LOVE
YOU'RE THE REASON (I'M IN LOVE)
YOU'RE RUNNING WILD

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Keen Signs Litschi to Distrib Post

HOLLYWOOD—John Stamas, president of Rex Productions, Inc., parent company of indie Keen Records, last week named Andy Litschi to the post of director of distribution.

Litschi will represent both the Keen and Andex labels, and last week left on a month's tour of distributors and disk jockeys.

Label also added to its talent roster, inking guitarist Dempsey Wright to a term recording contract. A member of the Harry Babson Jazz Pickers here, Wright's deal calls for a minimum of two albums a year.

Keen's Sam Cooke, meanwhile, was signed to return to the Ed Sullivan Show on December 1 to complete his appearance of last week when he was cut off the air.

Merc-Walco Hook-Up

CHICAGO—Mercury distrib branches in Cleveland, Pittsburgh, Chicago and Milwaukee are taking over distribution of Walco Needle products. Deal was set by Robert Walcutt, president of Walco, and Irving B. Green, Merc prexy.

A dealer contest will be launched November 20.

From the 20th Century-Fox Film "APRIL LOVE"



LEO FEIST, INC.

"GOLD MINE IN THE SKY"	Pat Boone Nat Cole (EP) Bing Crosby
"LOVE LETTERS IN THE SAND"	Pat Boone Roger Williams (LP) Les Brown (LP)
"MY CABIN OF DREAMS"	Hilltoppers
"CECELIA"	Musie of David Seville
"CARELESS"	Mary Small (Coral) Carole Bennett (Verve)
"CATHEDRAL IN THE PINES"	Pat Boone (EP)
"I'M FOLLOWING YOU"	Blenders (RCA Victor)
"THE OBJECT OF MY AFFECTION"	Danny Davis— Cabot

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



MORTON GOULD RCA Victor
PERCY FAITH Columbia
LEROY HOLMES MGM
FRANK CHALKFIELD London

M. WITMARK & SONS

U. OF I. GETS MUSIC GIFT

CHICAGO—A 30-year collection of musical arrangements for orchestra, from opera to pop, was donated by WGN to the University of Illinois.

University Dean Robert B. Browne said the collection will be used as a circulating library for high schools, small colleges and community groups. Also the University school of music will use it in teaching and in student concerts.

Some 30,000 numbers are included.

Verve to Deb 'Intl. Series'

HOLLYWOOD—Verve Records will debut its new "International Series" before the first of December, with the first release to consist of five packages. All of the works have been recorded abroad and will be merchandised and packaged with a foreign appeal.

First releases include "Music to Stop the Clock," by Stephane Grappelly; "Folk Lore Roumain," by Anne Nicolas; "Her Name Is Dalida," "Give Me Your Hand, Mamselle," and "One Night in Granada." All sets will retain at a suggested list of \$3.98.

In addition to the five albums in the International Series, Verve will release a total of 23 other sets by December 1, concluding its LP product for the year. Latter merchandise includes the widely heralded release of 14 Newport Jazz Festival recordings and the memorial set, "The Charlie Parker Story." Other wax is "Getz Meets Mulligan in Hi-Fi," "Early Autumn," by Woody Herman; "Music for Losers," by Turk Murphy; "Skylark," "Blossom Dearie" and "Hallelujah Hamp," by Lionel Hampton, and "Teen Time," by Ricky Nelson, Randy Sparks, Jeff Allen and Rocky Murphy.

Firm also hopes to complete its plans for the release of "Anatomy in Improvisation," from the tone by Leonard Feather, with tracks by Charlie Parker, Johnny Hodges and Lester Young.

Bernie Silverman, vice-president and sales manager of the company, leaves on a tour of distributors and disk jockeys this week covering New York, Canada, Mexico City, Pittsburgh, Cleveland, Boston, Philadelphia, New Orleans and San Francisco.

Houston Undergrad Pacted by Capitol

HOLLYWOOD—Capitol Records inked 21-year-old vocalist-drummer Larry Hovis to a recording contract last week, with his disk sessions to be helmed by a.&c.r. staffer Dave Cavanaugh.

Hovis is a student at the University of Houston and is currently appearing there via KPRC-TV and at the Club Swank. He recently penned "Every Time I Ask My Heart," waxed by Joel Gray for Capitol.

Somerset Debbs New LP Series Tabbed '101'

HOLLYWOOD—Somerset Records prexy Dave Miller unveiled what he termed a "new experience in sound recordings" last week, taking over the plush Beverly Hills boite Romanoff's for dealers and the trade.

Label took the wraps off a new series of background albums, commonly dubbed the "101" line which will include the use of at least 101 strings on all recordings. Packages will retail for \$1.98.

First release comprises three albums titled "World's Greatest Standards," "A Night in the Tropics" and "Symphony for Lovers." All of the works were recorded in Europe.

Sheldon-Mineo Pub Hook-Up

NEW YORK—Sheldon Music has consummated a deal with Sal Mineo for the publishing of both ASCAP and BMI songs. The ASCAP firm is Essem Music, and the BMI firm Salmin Music. Latter includes Mineo's "Lasting Love," which has also been recorded by Kitty Kallen on Decca. This firm is also responsible for Mineo's "You Shouldn't Do That," recorded on Epic, and Kay Ballard's "A Difference in Age," also cut on Epic.

AFTRA Cincy Local Sued by WCKY

CINCINNATI—L. B. Wilson, Inc., operator of Station WCKY, with headquarters in the Sheraton-Gibson Hotel here, Wednesday (13) filed suit for \$19,500 in Common Pleas Court here against the Cincinnati chapter of the American Federation of TV and Radio Artists and three of its agents, charging deceit and restrictions in trade and commerce.

The petition charges the defendants pressured sponsors into dropping WCKY, thus causing the station to lose \$9,750 in advertising. The suit names Andre Carlon and George Palmer, AFTRA directors, and Jonas Katz, its executive secretary, as agents for the defendant body.

The local has been picketing the station's Sheraton-Gibson location and its New York office since August, when contract negotiations broke down. Soon afterward, the station notified seven announcers who were on strike that they had been replaced.

The plaintiff denied that announcers had been fired, as has been charged, or that half its business had dropped off, as the defendants allegedly had claimed.

Donates Royalties To Cancer Fund

HOLLYWOOD—Vet band-leader Al Trace took himself out of semi-retirement last week, embarking on a month's promotional tour in connection with the upcoming release of Decca's "Concert in the Sky" package.

Trace is donating all of his composer royalties from the album to the Damon Runyon Cancer Fund, and will visit disk jockeys and dealers in Chicago, Cleveland, Pittsburgh, Philadelphia and New York in the ensuing weeks.

Album was recently converted from a 10-inch package, with several music tracks and a narration by announcer Ken Nordine added.

A veteran of the band barnstorming days and for years a fixture at the Dixie Hotel in New York, Trace now resides in Palm Springs, devoting his interests to songwriting and occasional record dates.

Capitol May Absorb Angel

Continued from page 18

cerning Angel's sales, their volume is reputed to have been well in excess of \$1 million during 1956.

Angel made its debut in the U. S. in November of 1953, tho the label has a history which dates back to 1898. British Columbia, a subsidiary of the giant Electric & Musical Industries, Ltd., actually is the parent Angel company. Until January 1, 1953 British Columbia had a reciprocal distribution deal in effect with its American namesake. Columbia made similar arrangements with Phillips on that date, an agreement which still is in effect today.

The Angel catalog is one of the most extensive and valuable classical entities in the industry, with approximately 500 LP's in the library. Its value was even more enhanced in the recent exchange of HMV talent. Label is one of the few firms that operated outside of

the normal trade distribution channels, preferring to have representatives in key cities and shipping depots in a number of major metropolitan areas.

In its announcement of its test mail order campaign (The Billboard, November 11), Capitol Records cited that it was making available a number of LP's that would normally retail at a suggested list of \$4.98. A previous announcement by Capitol, to the effect that the retail price of its Full Dimensional Sound classical product would be increased to \$4.98 come January 1, 1958, would thus leave the label without a \$3.98 competitive line other than the Capitol Classics series. It's expected that much of the Angel repertoire will fill this void. It should also be noted that Angel only last week increased the price of its \$3.48 merchandise to \$3.98, in line with existing industry pricing.

Capitol is also expected to take over the manufacture of Angel Records, another facet of the expected agreement which will result in considerable savings and operational overhead.

With a catalog such as Angel's at its disposal and the wealth of material that exists in the hands of EMI in Europe, Capitol would for the first time have a classical catalog to rival that of both Columbia and RCA Victor.

Roulette Sets Pepperel Tie

NEW YORK—Roulette Records has made a promotional tie-up with the Pepperel Blanket Manufacturers, whereby Jimmy Rodgers' hit waxing of "Honeycomb" will be merchandised with the latter firm's new "Honeycomb Blanket."

Also in the promotional works at Roulette is a new selling device for distributors to use in lining up dealer window space for Roulette display stand.

The "Honeycomb Blanket" will be introduced to Pepperel dealers, via special salesmen's brochures, which feature a photo of Rodgers. Free copies of the "Honeycomb" platter will also be distributed to key blanket dealers along with data on display tie-up possibilities with local record stores.

The new display stand selling gimmick for distributors is a three-dimensional viewer with color Kodachrome slides if the stand and Roulette's new LP line. Idea is that salesmen can book vital display space in advance by showing dealers how the display stand looks in 3-D color. Altho this device has been used by other businesses Roulette believes this is the first time it has been utilized in this manner by the record industry.

Merc's New Drum-Beater

CHICAGO—Tommy Schlesinger, brought to Chicago only three weeks ago to oversee Mercury deejay relations, last week was upped to the post of publicity director by Art Talmadge, veepee. Schlesinger reports to Kenny Myers, over-all advertising and promotion chief. Schlesinger thus adds to his deejay duties the press relations previously assigned to Mike Munro, who left the company after a stay of less than a month.

Schlesinger was Merc's promotion rep in Detroit for several years before Talmadge brought him into the home office.

Leroy Anderson

His next big one—

FORGOTTEN DREAMS

Recorded by

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

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ELVIS PRESLEY

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SIDE 1

- HOW ABOUT YOU
- DON'T SIT UNDER THE APPLE TREE
(With Anyone Else But Me)
- KISS THEM FOR ME
(I've Got a Gal In) KALAMAZOO
- RUM AND COCA-COLA
- TEMPTATION

SIDE 2

- ALTERNATE RIFF
- BLUE MOON
- DON'T GET AROUND MUCH ANYMORE
- STOMPIN' AT THE SAVOY
- YOU TURNED THE TABLES ON ME
- SERENADE IN BLUE



CRL 57160

THE HAPPY TITLE TUNE AS SUNG IN
THE MOVIE BY

the

McGuire Sisters

singing

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Twice a month, you get all these sales-aids mailed to
you in a special SALES BOOSTER KIT.

- "HONOR ROLL OF HITS" POSTER — 17"x22", flashy two colors. Lists the Top 10 Tunes of the week plus the up-and-coming hits.
- "BIG PLAY" POP ALBUM POSTER — 17"x22" In two colors. Lists the top selling albums. Great for self-selection displays.
- "BIG PLAY" CLASSICAL ALBUM POSTER (alternating with "BIG PLAY" JAZZ ALBUM POSTER). Giant, 17"x22", two colors. Use 'em on counters and over self-service racks.
- "TODAY'S TOP TUNES" ... give-away folders listing the tops in pops, classical, jazz, R&B, C&W. Great for listening booths, direct mail selling, statement enclosures.
- NEW TITLES ... NEW ARTISTS ... NEW EQUIPMENT POSTERS—a big supply every kit, to dress up your windows, walls and counters. Real customer convincers at the point-of-sale!

MAIL THIS COUPON NOW

Merchandising Division, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio

SPECIAL INTRODUCTORY OFFER

- Please send me the next 6 SALES BOOSTER KITS.
I enclose \$6 in full payment.
- Please send me SALES BOOSTER KIT for one year
and bill me for \$24.

782

Name _____
Store Name _____
Address _____
City _____ Zone _____ State _____

New SALES BOOSTER
KIT subscribers
can come in now
for the special
Introductory offer
that gives you six
KITS for only \$6.00
average cost actually
only 50c a week.

Clement Speaks at WSM Fete

• Continued from page 16

and Pee Wee King and Red Stewart for "Tennessee Waltz." The song, it was disclosed, may become the official State song of Tennessee.

Following the governor's opening address at the afternoon session, there were four short talks on various aspects of country music. Betty Woods, commercial manager of KHBM, Monticello, Ark., said that her stations use country music on close to one-third of total programming hours. She said that listeners are loyal to advertisers because of the country jockey's "down-to-earth" approach, sincerity and warmth. Our commercials go along that vein," she added, "and we don't use any sexy or 'do it today' routines."

Ira K. Renner, of the D'Arcy Advertising Agency in St. Louis, then described the development of musical commercials for Budweiser Beer. "The type of music used in the commercials must be compatible with the audience being reached," he said. He added that country artists and music styles were employed after tests made on the WSM "Friday Frolies" show. "We offered a salt and pepper shaker set in the shape of Budweiser bottles to the first 1,000 replies. We got 18,000 replies and figured this was certainly an active audience for the country approach." Ray Sonin, editor and publisher of Canada's Music World magazine, discussed the broad acceptance of country music in not only Canada but England and other foreign countries. He recommended sending a "Grand Ole Opry" troupe to England. Major James Hickman, in charge of Army and Air Force recruiting in the New York area, completed this part of the session by describing the power of transcribed country music shows on radio in the recruitment field. He said one of the programs is now being aired on 1,876 radio stations while a TV program of the same type of material is being used on 150 TV outlets. The programs are also being used on Armed Forces radio stations thruout the world, he said.

By the time the four special speakers had concluded their talks, the audience was slim indeed. However, a previously planned panel discussion nevertheless ensued. Officials were particularly disappointed at the attendance in view of the lively discussion which followed.

Archie Bleyer, of Cadence Records, said he felt that country music was now widely accepted by pop buyers and that he hoped the idiom would not lose any of its honesty and sincerity as a result. Randy Wood, of Dot Records,

pointed to the importance of country hits in the sheet music field. Wood added that Nashville was now the "number 2" disking center in the country" and said the field was "on the threshold of a great future."

Steve Sholes, of RCA Victor, also pointed to the golden future of country music, while Decca's Sydney Goldberg saw in the increased attendance at the Nashville fete, a visible barometer of the growth of the field.

Ken Nelson, of Capitol, said that country and western music will always be with us. The field is progressing and with progress we sometimes have conflict, he indicated, but the future is sound. Art Talmadge, of Mercury, pointed to his label's increased emphasis on country packaged goods and called upon the deejays to focus interest on c.&w. albums by programming them more frequently. Goddard Lieberman, of Columbia, last of the panel to speak, said he felt that such terms as country, hillbilly and western now mean little in the business.

In recommending that they played down, he said we simply have music now and much of it cannot be categorized "the fact is now is good music or bad music, not country or pop or any other kind of music," he added.

Serious business was concluded on Friday, with Saturday being given over largely to parties and the 32d anniversary performance of the "Grand Ole Opry."

Elektra Debs Stereo Line, 'Dyna-Tapes'

NEW YORK—Elektra Records will market a stereophonic tape line, Dyna-Tapes — a 30 minute tape retailing for \$11.95 and a 45 minute tape retailing at \$14.95—starting December 1.

Initial release in the Dyna-Tapes line (stacked only) spotlights "The Original Trinidad Steel Band," and two jazz tapes — "Four French Horns" by Mat Mathews and "Vibe - rant," featuring Teddy Charles. The Charles tape retails at \$14.95, the other two at \$11.95.

Dyna, which will be distributed by Elektra's regular distributor line-up, expects to issue a minimum of 25 tapes during the coming year. In addition to the above named categories, Dyna will release some material in 15 minute reels, listing at \$6.95, in early January.

Acuff Signs With Hickory

NASHVILLE — Hickory Records has signed Roy Acuff to an exclusive recording contract. First session by the noted country singer was cut recently under the supervision of Wesley Rose.

Acuff, one of the great figures in the c.&w. field, was recently awarded a scroll by WSM and the Grand Ole Opry, in honor of his 20 years of service to the station.

Florida Diskery Prepping Debut

MIAMI — A new diskey, Criteria Records, is readying its entry into the field from this city.

According to topper Mack Emerman, the first release will consist of three LP's and as many stereo tapes. Initial repertoire is contemporary jazz from Miami, featuring the Herbie Brock Trio, the Logg Norman Sextet, and "the Octet."

Callas on Merc

• Continued from page 16

bile recording truck used for all of the label's classical sessions was transported to Italy for the session.

Altho Miss Callas is under exclusive contract to E.M.I. (Angel here) a special arrangement was made by Mercury for the one package. However, Miss Cozart plans to record other opera LP's here and abroad with names of equal importance in the operatic field. Mercury acquired three opera LP's (recorded in Europe) several years ago, but this is the first time the label has embarked on a large-scale recording project of its own in the field.

"Medea," will be released as a deluxe package of two 12-inch LP's. In support of Miss Callas are tenor Mirto Picchi, bass Giuseppe Modesti, soprano Renata Scotto, mezzo-soprano Miriam Pirazzini, and the chorus and orchestra of the Teatro alla Scala, conducted by Tullio Serafin.

CAMEO *presents*

A POWER-PACKED ENTRY
IN THE WINNERS CIRCLE

For

Billy Scott

(with strings)

singing the fantastic song by the writers of
TEDDY BEAR and REMEMBER YOU'RE MINE

"YOU'RE THE GREATEST"

CAMEO-121

CAMEO RECORDS

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips



The record department at Pogue's department store is clean, well lighted and offers personal as well as self-service. Customers may browse to their heart's content. But if they need a salesperson and individual attention, they can find it at this counter. Comfortable stools are provided along with plenty of listening facilities. The store maintains four glass-enclosed listening booths in addition to players at the counter.

PROFIT POLICY

Give Service to Sell More Phonos

By RALPH FREAS

CINCINNATI—What the record industry needs is better service on phonos and players. That's the considered opinion of Dorothy Smith, buyer for the disk department in Pogue's department store. Bad service means an unhappy customer, and Pogue's intends to keep all customers happy despite the service abuses inflicted on them by their suppliers.

Guarantee All Merchandise

Every phonograph or hi-fi that leaves the store carries a three-month guarantee. This places a responsibility squarely on the shoulders of the distributor.

"The distributor or the factory branch is supposed to back up our guarantee," Dorothy Smith points out. "They, in turn, charge us for every call they make, but they don't charge us for the parts. There's nothing wrong with that arrangement if the distributor does his job. But he's not doing a good job."

What's wrong? Miss Smith feels that television is the problem. This is the kind of service the branch likes to give because it is more lucrative. But she believes an important and growing market is being sadly neglected to the detriment of the entire industry.

Service Perfunctory

Servicemen are doing their job in a perfunctory manner, Miss Smith says.

"Sure, they take the unit back," she says. "It generally takes them some time to determine the trouble. They then supposedly repair it and return it. But too often the unit acts up again. The customer then wants the serviceman to go out and check it again and the customer rightly wants this service right away. But it's hell to get a hold of him within a short time."

An Unhappy Customer

The result is, the buyer points out, an unhappy customer.

(Continued on page 55)



Capitol's "Annie Get Your Gun" album won't be overlooked in disk shops if the disk company has anything to say about it. They're providing dealers with large, three-dimensional display units, counter-stand displays, stills from the production to decorate a window, and special stickers. With all of this material used in conjunction with the albums themselves, dealers should have no trouble decorating an entire window.

Dealers Sour on Racks, Ads

- Texas dealer scores lack of service given by rack jobbers
- Says hi-fi rather than racks responsible for industry growth

Last month The Billboard published an anonymous letter from a rack jobber. The letter was a justification for his function in the disk business, stating positively why he believes racks are necessary to disk industry gains. A Dallas dealer has taken time to reply, in equally positive terms, what he thinks of racks. The substance of his remarks follow:

"Dear Rack Jobber:

"After reading your letter in The Billboard, I feel that I already know you. Of course, we have rack jobbers here, so I knew your type previously.

"You stated first that racks were born out of need for greater distribution. Well, I dunno. In our part of the country we have record shops in almost every commercial center. You'll see a grocery store and a record shop. Yet the bakeries see no need for putting bread in the record shops.

Bilking the Public?

"You ask what is so different about a record that only a record merchant can sell it. I've been in this business 40 years. Yet there's a lot I don't know about the records that you think can be sold like shoestrings. Can you tell them the best recording of Vivaldi's 'The Seasons' and why it is? Almost any dealer can. We're not just interested in bilking the public with albums with titles like 'The Best of the Ink Spots' and, in small type, 'played by George Spelvin and His Third-Rate Hotel Orchestra.'

"We want the customer to have the best for his money. We want to show them how to take care of their records. We change their needles for them and are genuinely concerned when their phonos are operating improperly. Often we visit their homes to see if we can be of assistance. You see, Mr. Racker, music is one of the arts, and you can't merchandise the product without experience and love for it any more than a rack jobber without the experience and love for it could paint a fine painting.

Hi-Fi Produced Gains

"You say racks aren't hurting dealers and cite the fact that we admit business is better in 1957 than in 1956 or 1955. Well, due to the fact that I'm surrounded by rack jobbers, it's not true of my shop. It is true of some, but any intelligent dealer can tell you the real reason—high fidelity. And believe me, some of us weren't eating too regularly waiting for business to swing up.

"So what happens? Because records are a hot item, hawkers crowd in to skim the gravy, caring nothing for the industry, for music or the customer. As one rack jobber put it—I don't give a damn about the factory, distributor, buyer or the people I put out of business. I'm making a buck. That's all I care about."

Won't Risk Reputation

"Another difference between dealers and jobbers is this. We know you do a big business with low-price junk LP's, but we do not have a public-be-damned attitude and do not wish to sell them an inferior product. We are specialists, trained to advise, and don't risk our reputation by misleading the public.

The Butcher Bakes

"You talk of maintaining warehouses, fleets of trucks, crews of salesmen, etc. That doesn't gain you my sympathy. Most of us couldn't buy one warehouse, one truck or one salesman. A lot of us are ex-G.I.'s who were naive enough to dream of coming home

and having a business of our own—not thinking of making a lot of money but of making a living by selling to the butcher, baker and candlestick maker, which would enable us to buy from him and all of us make a living. It didn't enter our head that the butcher would want to bake, or that the baker would want to stock candlesticks, etc.

Jobbers Not Better Risk

"You said that rack jobbers are better financial risks than dealers. I checked with our local distributors, who were most surprised. They were holding several hot checks on one of our rack jobbers. They said that seldom happened with dealers, as dealers generally stay in one place.

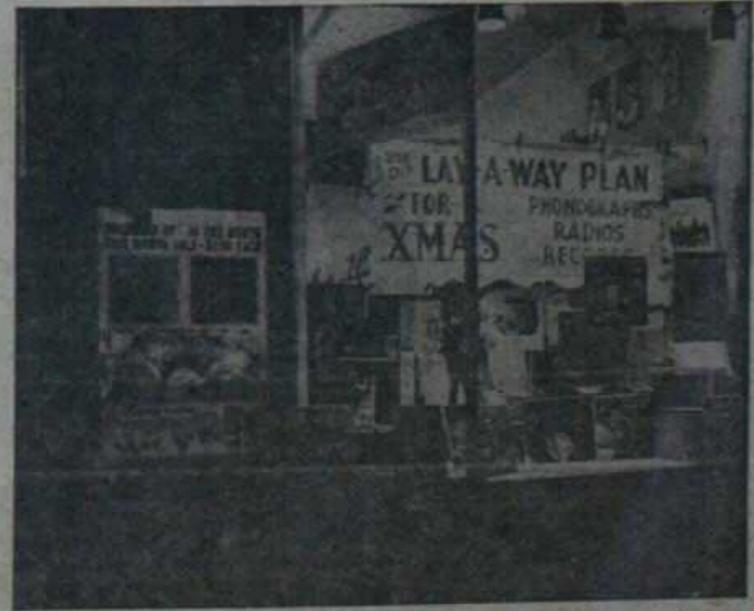
A Ray of Hope

"What of the future? There's a ray of hope for the dealer—that those types who are willing to louse up the industry (and they are numerous) will figuratively cut each others' throats. I think it's happening here. There are three rack-jobbing outfits here. There will be more and it will be impossible for all to make it. Then some other line will look good and they'll go to try and chisel in on that.

"Another hope—that the factories will come to their senses
(Continued on page 55)



Disneyland Records is shipping its hottest Christmas merchandise in Pre-Pak shipping and display boxes. The boxes, which open up to form high-impact counter merchandisers, each contain 10 each of five titles—50 disks in all—of the new Mickey Mouse Club releases. The unit on the left is for 45's, while the one on the right is for 78's. A special bonus is the Mickey Mouse Club window streamer, designed to get the sandpile set to drag dad or mom into the record shop. The firm is also making available a Pre-Pak and window streamer for its special EP soundtrack series. Taking only 12 by 5 inches of counter space, the Pre-Pak contains 24 EP's, four each of six all-time movie favorites. Included are "Bambi," "Dumbo," "Pinnocchio," "Song of the South," "Cinderella" and "Snow White."



The Music Box in the Hamden Shopping Center, Hamden, Conn., isn't wasting any time in promoting Christmas business. Late in October the shop put in the display shown here. Dominant theme is "Use Our Lay-Away Plan for Christmas." Store has noted healthy response to the window, with many customers using the plan for purchase of phonos, radios and records. Sign on door says, "Test your radio, TV, hi-fi tubes here free!"

- Tennessee dealer charges Magnavox with misleading advertising
- Stereo ads do a disservice to manufacturer, says Leon Ferguson

Memphis dealer, Leon Ferguson, is one of the industry's more vocal and aggressive merchants. When he recently saw a Magnavox ad claiming "stereophonic" reproduction for that firm's new phono model, he wrote a letter to Magnavox president, Frank Freimann, hitting at the "false and misleading" headline in the ad. Ferguson's letter, a copy of which was sent to The Billboard, follows:

"Dear Mr. Freimann:

"I want to call your attention to, and to register a strong protest against, the false and misleading headline in the full-page Magnavox advertisement on page 20 of the October 7 issue of Time Magazine, which headline reads as follows:

"Magnavox Achieves Stereophonic Sound From Regular Disks as Well as Tape Recordings"

"As you must know, today's regular disks cannot possibly give stereophonic sound reproduction no matter what equipment they are played on and I am surprised that Magnavox would try to give such a false impression to the public. There are a few binaural LP's made by Emory Cook, but they require a binaural tone arm that I doubt is available on any commercial phonograph. Recent trade articles have told of developments of other types of stereo LP's, both in this country and England, but they are still in the experimental stage and not commercially available yet.

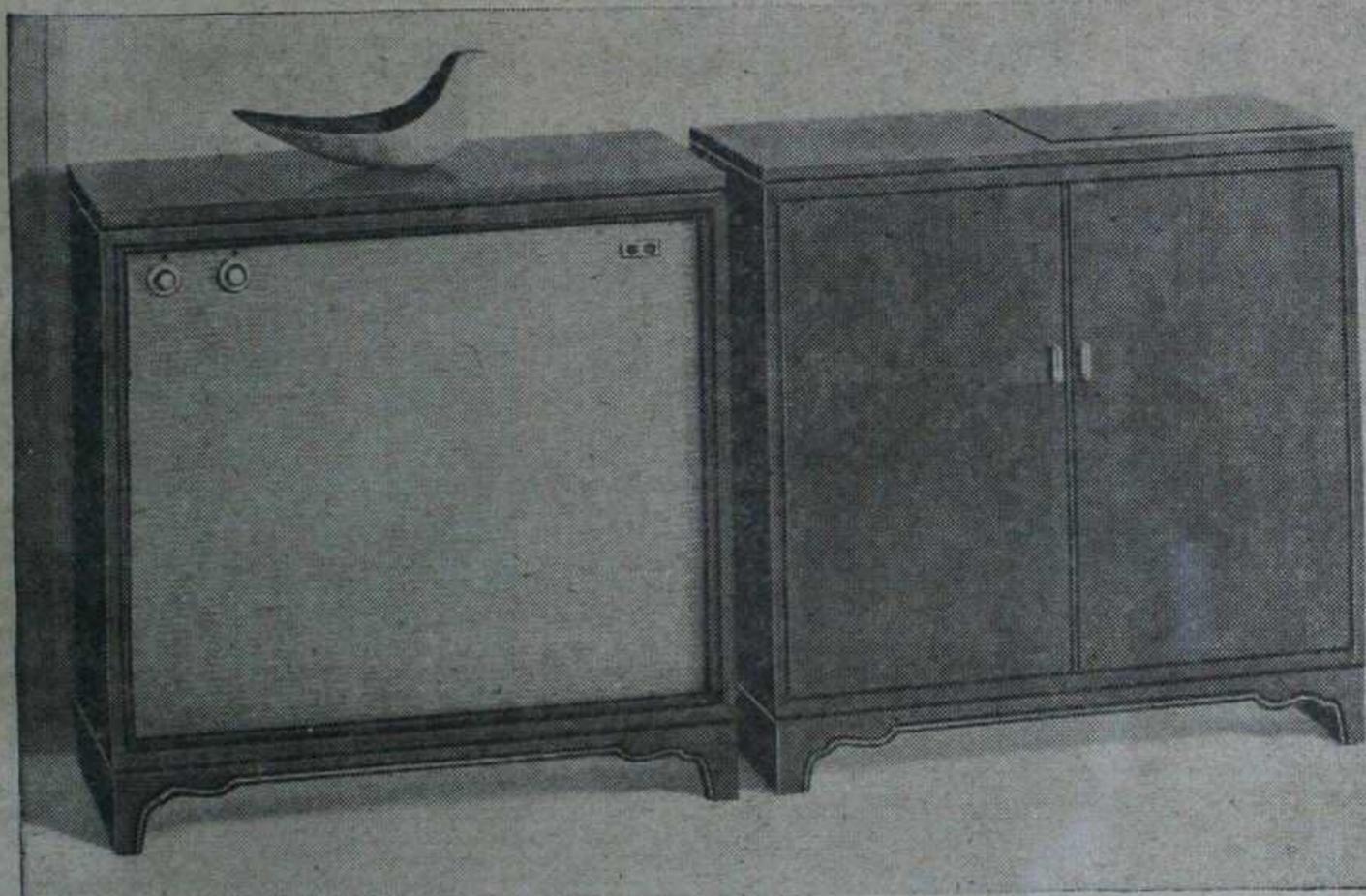
"Stereophonic tape is a fast-growing item and it would be a shame to muddy the waters in this field but giving the public the misleading idea that they can get the same stereophonic sound from regular disks when it simply is not so.

"It seems to me that you do a disservice to yourself and the industry when you make such a misleading claim in your national advertising. For if these ads bring anyone into a store to find out how Magnavox achieves stereophonic sound from regular disks, the dealer can only truthfully and honestly tell the prospect that it just isn't true. This will not reflect favorably on Magnavox or anyone else making such misleading claims.

"It is probable that this headline was written by someone in your advertising department or
(Continued on page 55)

MOTOROLA IMPERIAL MASTERPIECE TWIN CONSOLE HIGH-FIDELITY

First ready-to-play hi-fi below \$1000 with these custom features



Model 15KT25 in Mahogany (Imperial or Champagne) and Swedish Oak Finishes. Retail for \$750 in Imperial Mahogany finish.

Only the world's largest exclusive electronics manufacturer could produce high fidelity like this, at this price. The Imperial Masterpiece combines components people would pay up to \$1500 for, separately, if they wanted to build the finest high fidelity. Yet Motorola custom assembles it, ready to play, for only

\$750

If you haven't heard the Motorola that's the talk of the trade—call your distributor and ask for a demonstration. Bring along your favorite record, too. Listen to it on Motorola's new Twin Console and you'll

know you've got something you can really sell! And it's just one of nine great models in Motorola's high fidelity line for '58. Remember, *More to enjoy* for your customers means more to sell for you.

MOTOROLA

Imperial Masterpiece Twin Console High Fidelity

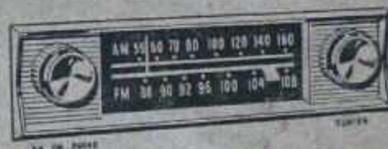
Price and specifications subject to change without notice.



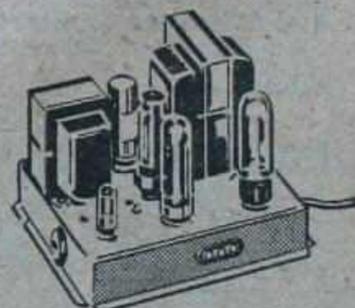
THE MOST ACOUSTICALLY PERFECT SPEAKER SYSTEM ON THE MARKET
Four matched Alnico 5 heavier magnet speakers. 15" woofer—two-way mid-range speaker—tweeter horn.



FULL RANGE CONTROLS
Presence and brilliance controls add new definition and delineation to each instrument. Fletcher-Munson 8 push-button keyboard loudness control changes intensity, loudness and amplification in scientifically calibrated steps to prevent loss of highest trebles and lowest basses, even at lowest volume levels. Separate bass and treble controls are continuously variable and have slide-rule type color calibration.



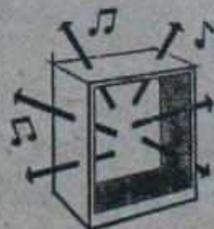
BUILT-IN SIGNAL LOCK AM/FM TUNER
Eight tubes plus rectifier. Extra-wide band width IF minimizes drift. Fly-wheel "Magic Eye" tuning zeros in stations. Separate built-in antennas for FM and AM.



POWERFUL 50-WATT AMPLIFIER
30-20,000 cycles with less than 1% distortion at 25 watts. Scientifically designed cross-over network. Cross-over takes place at the correct frequency in conformance with speaker design. Push-pull output gives higher available power with less distortion.



NEW STUDIO-TYPE 4-SPEED AUTOMATIC CHANGER
Powerful 4-pole motor maintains constant speed. Balanced turntable and ball-bearing drive. Flip-over diamond-sapphire styli.



RESONANT, SOLID CORE WOOD CABINETS ALMOST 1" THICK
Hand-rubbed finish on all sides. 80 sq. ft. can be used as room divider.

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING NOVEMBER 9

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

This Week	Last Week	Weeks on Chart
1. My Fair Lady	2	85
Original Cast, Columbia OL 5090		
2. Around the World in 80 Days	1	34
Sound Track, Decca DL 9046		
3. Pat's Great Hits	3	10
Pat Boone, Dot DLP 3071		
4. Where Are You?	4	9
Frank Sinatra, Capitol W 855		
5. Ricky	15	2
Ricky Nelson, Imperial IMP 9048		
6. Pal Joey	22	2
Sound Track, Capitol W 912		
7. Hymns	5	47
Tennessee Ernie Ford, Capitol T 756		
8. Loving You	11	18
Elvis Presley, RCA Victor LPM 1515		
9. The King and I	6	71
Sound Track, Capitol W 740		
10. Wonderful, Wonderful	9	11
Johnny Mathis, Columbia CL-1028		
11. The Pajama Game	16	9
Sound Track, Columbia OL 5210		
12. Songs of the Fabulous Fifties	17	33
Roger Williams, Kapp KXL 5000		
13. Belafonte Sings of the Caribbean	10	10
Harry Belafonte, RCA Victor LPM 1505		
14. The Eddy Duchin Story	5	67
Sound Track, Decca DL 8289		
15. Film Encores	13	26
Mantovani, London LL 1700		
16. Love Is the Thing	8	26
Nat King Cole, Capitol W 824		
17. Dukes of Dixieland, Vol. 3	19	8
Audio Fidelity, AFLP 1851		
18. Lester Lanin and His Orchestra	24	2
Epic LN 3242		
19. South Pacific	20	205
Original Cast, Columbia OL 4180		
20. Oklahoma!	14	114
Sound Track, Capitol SAO 595		
21. Jackie Gleason Presents Velvet Brass	21	9
Capitol W 859		
22. Around the World in 80 Days	—	3
Somerset P 2800		
23. Dance to the Music of Lester Lanin	18	9
Epic LN 3340		
24. Roger Williams Plays Songs of the Fabulous Forties	—	2
Kapp KXL 5003		
25. Four Freshmen and Five Saxes	—	1
Capitol T 844		

Review Spotlight on . . .

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

Classical Album

BRAHMS: SYMPHONY NO. 3; MENDELSSOHN: SYMPHONY NO. 4 (1-12")—Concertgebouw Orch. of Amsterdam (Van Beinum). Epic LC 3411
Epic has chosen two important orchestral staples to highlight the current promotion of Van Beinum and the Concertgebouw group. At the special price of \$2.98 there will be no shortage of buyers to sample the vigorous, clean performances recorded with commendable fidelity. The Italian Symphony is especially noteworthy on all counts.

Special Merit Classical Album

TELEMANN, HANDEL, HONEGGER, MILHAUD: SONATAS FOR TWO VIOLINS & PIANO (1-12")—Gerald & Wilfred Beal, Violins; Harriet Wingreen, Piano. Monitor MC 2005
Unusual program of sonatas for two violins divides compositions between 18th century German and 20th century French schools. Twin-brother violinists perform with elegance and high degree of competence. All selections are first recordings and offer interesting material for adventurous chamber music fans.

Quality Buy Album

THE ART OF SERGEI RACHMANINOFF (1-12")—RCA CAMDEN CAL 396
Rachmaninoff at \$1.98 has to be a top buy for regular dealers and racks alike. But for piano students and connoisseurs, this is something more than just a "price" special: It has the late master in what many have considered the all-time definitive interpretations of the Chopin B Flat Sonata, and Schumann's "Carnaval." It's labelled "Vol. 1," so there is more to look forward to.

Jazz Albums

I MISS YOU (1-12")—Chris Connor. Atlantic 8014
Set should follow the pattern of Miss Connor's last effort, the Gershwin album, which was a good seller in both pop and jazz fields. The thrush is in best form on the new selections and on those which were formerly released as singles.

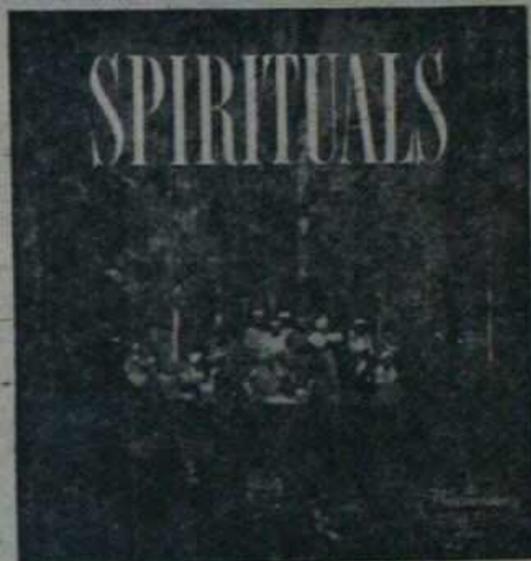
MULLIGAN MEETS MONK (1-12")—Riverside RLP 12-247

A significant album in which these two major modern figures engage in relaxed, conversational jazz, and are obviously challenged by each other. Though their basic conceptions differ, the results are excellent; both are at their best. Most of the material dealt with is by Monk and is provocative to the improviser. Name value here will help sales.

Special Merit Jazz Albums

THE SOUND OF SONNY: SONNY ROLLINS (1-12")—Riverside RLP 12-241
The public has yet to catch up with musicians in their appreciation of this superb tenor saxophonist, who combines the best of Coleman Hawkins, Lester Young and Charlie Parker. This set is as good as most he has turned out lately, and especially illuminating in that his vehicles include eight quality standards. One of them, "Toot Toot Tootsie," shows the
(Continued on page 30)

— Album Cover of the Week —



SPIRITUALS, Westminster WP 6048. Excellent color photo is fine display item. Unusually good reproduction plus charm of the cover will attract second glances and sales.

For Reviews and Ratings of New Albums See Page 30

Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 9

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

1. YOUNG IDEAS
Ray Anthony Orch. Capitol T 866
2. WHERE ARE YOU?
Frank Sinatra Capitol W 855
2. WE GET LETTERS
Perry Como RCA Victor 1463
4. PAL JOEY
Sound Track Capitol W 912
5. WONDERFUL, WONDERFUL
Johnny Mathis Columbia CL-1028
6. DANCE TO THE MUSIC OF LESTER LANIN
Epic LN 3340
7. LOVE IS THE THING
Nat King Cole Capitol W 824
8. A SWINGIN' AFFAIR
Frank Sinatra Capitol W 803
9. EYDIE SWINGS THE BLUES
Eydie Gorme ABC-Paramount ABC 192
9. NOW HEAR THIS
Hi-Lo's Columbia CL 1023



Best Selling Pop EP's

FOR SURVEY WEEK ENDING NOVEMBER 9

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1. JAILHOUSE ROCK
Elvis Presley RCA Victor EPA 4114
2. LOVING YOU
Elvis Presley RCA Victor EPA 1-1515
3. FOUR BY PAT
Pat Boone Dot DEP 1057
4. JUST FOR YOU
Elvis Presley RCA Victor EPA 4041
5. AROUND THE WORLD
Nat King Cole Capitol EAP 1-813
6. PEACE IN THE VALLEY
Elvis Presley RCA Victor EPA 4054
7. LOVING YOU
Elvis Presley RCA Victor EPA 2-1515
8. JUST A CLOSER WALK WITH THEE
Pat Boone Dot DEP 1056
9. ELVIS
Elvis Presley RCA Victor EPA 992
10. A SWINGIN' AFFAIR
Frank Sinatra Capitol EAP 1-803

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.

Payment enclosed Bill me

Name _____ 719
Occupation or Title _____
Company _____
Address _____
City _____ Zone _____ State _____

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



like someone in love

This is it - if you're in love, if you've ever loved, if you're about to fall in love; in short, if you're a member of the human race, then these sounds are for you: the beauty of songs about

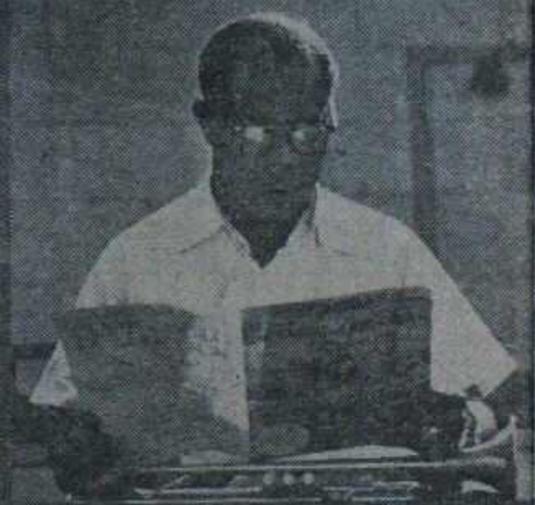


Ella's feeling and people in love -

ELLA'S FIRST SINGLE L.P.
MGV-4004



ELLA AND LOUIS AGAIN



another ineffable

FITZGERALD and ARMSTRONG

aural experience...

• Reviews and Ratings of New Popular Albums

THE THINGS I LOVE IN HI-FI..... 85

The Three Suns With Pipe Organ (1-12")
RCA Victor LPM 1543

The regular Three Suns instrumentation (electric organ, electric guitar and accordion) is augmented here by Alfredo Mendez at the Wurliizer Theater pipe organ, making this a provocative package for hi-fi addicts, as well as for fans of the Three Suns. Familiar, danceable tempo remains, as boys provide bright instrumental treatments of fine standards—"Carioca," "Linger Awhile," etc.

WALTZTIME 83

Guy Lombardo Ork (1-12")

Decca DL 8256

A dozen danceable waltzes offered in the customary Lombardo style should mean another good, steady money-maker. Vocals are by the Quartet, Kenny Gardner, Tony Craig, Jimmy Brown and Bill Flanagan. "Stars in Your Eyes," "The River Seine," and "Missouri Waltz" are samples. Displayable, long-pull merchandise.

DANCING AT THE TAVERN-ON-

THE GREEN 78

Milt Saunders Ork (1-12")

Seeco CELP 408

There are 31 tunes in this "society" dance package, most from the Mills Music catalog, and it's noteworthy for the variety of tempi and popular rhythms offered. Band and sound are good. This can be sold easily if shown. Includes such as "Sweet Lorraine," "Moonglow," plus tango, cha cha, waltz, etc.

BUSHKIN SPOTLIGHTS BERLIN 77

(1-12")

Capitol T 911

Combination of Bushkin's fair name and 50 Irving Berlin tunes is certain to count for impulse sales. The pianist's jazz fans will be disappointed at the blandness of his stylings here, however, and Berlin fans may want their tunes better delineated. Tempi and instrumental color are varied somewhat throughout, but "society"

(Continued on page 32)

BOBBETTES BACK WITH A BIGGER HIT

A hit is a lovely thing to contemplate. That is, until you try to follow it up with another.

Frankly, we didn't think that we would be able to find as strong material for THE BOBBETTES' second record as "Mr. Lee." Then the girls themselves came to our rescue. They brought in two tunes that they had written (THE BOBBETTES also wrote "Mr. Lee." Remember?) and immediately we knew we had the winning combination again.

"Speedy" is a swingin' rhythm side with even more razzle-dazzle than "Mr. Lee." The flip, "Come-A Come-A" is a humorous, catchy novelty that is also loaded with plenty of that good old A.S.I. (Atlantic Sales Insurance).



SPEEDY COME-A COME-A

#1159

ATLANTIC

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

• Review Spotlight on Albums . . .

• Continued from page 28

man's unusual musical wit. Dealers who show this will be able to sell the other Rollins albums as well.

MONK'S MUSIC (1-12")—Thelonius Monk Septet. Riverside RLP 12-242

During these performances Monk's compositions, always harmonically arresting, assume the beauty and richness they have suggested in the past. In solo, tenorists C. Hawkins and J. Coltrane, Monk and bassist Wilber Ware are excellent in that their stints are consistently thoughtful, enhancing the basic value of the music. Try "Well, You Needn't," and the Hawkins vehicle, "Ruby, My Dear" as demo-bands.

JAZZ VARIATIONS ON GERSHWIN'S RHAPSODY IN BLUE (1-12")—Calvin Jackson, piano. Liberty LRP 3071

The first attempt at interpreting "Rhapsody in Blue" in modern jazz could be more of an artistic than a commercial success, tho there's a world of ready sales here if properly promoted. Jackson stays within the confines of the original melodic lines while still displaying inventive and highly colorful jazz. Flip side has a flock of Gershwin standards, "Lady Be Good," "Of Thee I Sing," "Bidin' My Time," etc., performed in similar genre. Heavy disk jockey exposure of "Rhapsody" will sell it.

MINGUS THREE (1-12")—Charles Mingus with Hampton Hawes & Danny Richmond. Jubilee JLP 1054

Inventive interplay, rare cohesion make this trio date highly recommendable. Mingus, considered by some to be "far out," reveals his feeling for the grass roots of jazz. His bass work is excellent in context, and he contributes some startlingly pointed, musically interesting solos. Pianist Hawes surges and probes as the occasion demands, and is more fulfilling than on many previous recorded outings. Try "Dizzy Moods" as demo-band.

New Jazz Talent Albums

PEPPER ADAMS QUINTET (1-12")—Mode LP 112

In his first LP as a leader, ex-Kenton baritone Adams fulfills promise shown on records earlier this year, playing with heat, urgency and consistently interesting continuity on faster tunes, soulfully on the one ballad. Solos by trumpeter Stu Williamson, pianist Carl Parkins and generally excellent rhythm playing add appeal to this modern package. Try "Bambles, Bangles and Beads" as demo-band.

THE GERALD WIGGINS TRIO (1-12")—Tampa TP 33

Pianist Wiggins, a long overlooked, superlative technician, who knows the value of shading, developing his ideas logically and with certain drama, is extremely impressive in this showcase. Modern jazz buyer will go for his control, surging rhythmic quality, and above all, the heavy hue of individuality to his work. Support of drummer Bill Douglas and bassist J. Comfort add to positive impact of Wiggins' LP debut. Top musical value and price—\$1.98—should make this a good seller if shown.

Spoken Word Album

A LINCOLN ALBUM 2-12")—Readings by Carl Sandburg. Caedmon TC 2015

Loving, tender, majestic portrait-in-words of the Civil War President by noted poet Carl Sandburg, who blends his own vigorous imagery with selections from Lincoln's speeches, letters and homespun wit. Two-disk album set, attractively boxed. Sandburg's gentle, craggy, sincere voice is well suited to the task. Current interest in Civil War in TV, movies, books should aid album generally. A "must" for Lincoln scholars.

Spoken Word-Special Merit Albums

SHAKESPEARE: THE MERCHANT OF VENICE (2-12")—Michael Redgrave as Shylock & Various Artists. Caedmon TC 2013

Fine British cast in a sensitively directed (by R. D. Smith) production of famed Elizabethan comedy. Redgrave gives the Shylock role an eloquent and moving dimension, altho he occasionally sounds like Alec Guinness' film interpretation of Dickens' Fagin. Supporting cast is polished, with Nicolette Bernard as Portia, a standout. Real suspense is generated in famous Act IV. Should get high acceptance from Shakespeare fanciers, English and drama students, colleges.

POETRY OF TENNYSON (1-12")—Read by Dame Sybil Thorndike & Sir Lewis Casson. Caedmon TC 1080

A distinguished contribution to this label's impressive catalog of spoken word albums.

Material includes some of the noblest poetry of the great Victorian—the scope ranging from tender lyrics to that fine delineation of the British martial spirit, "The Revenge," "The Lady of Shalott," "Ulysses," "In Memoriam," "Morte de'Arthur," "Crossing the Bar" are included. The interpretations can only be called superb. To use the language of another age, a Gassel Cover is beautiful.

Special Merit Specialty Album

THE BASSO PROFUNDO, THE SILVER-THROATED TENOR, THE BARBERSHOP QUARTET (1-12")—The Summit Four, conducted by James Peterson. London LN 3396
This is a standout package in its field. There's a lot of the rich traditional fare here for quartet singing as well as solos for tenor Gordon Goodman and bass John Neher. These are definitely not amateur contest winners. There is a slick polish about the whole set, which also includes instrumental accompaniment, a rarity in this field. Sound and performances are tops through, and dealers can recommend it highly to fans of the art.

Sound

SCOTTISH SPLENDOR (1-12")—Pipes and Drums and Regimental Band of the Black Watch (Royal Highland Regiment). RCA Victor LPM 1526

It's those leather-lunged Highlanders again, whose idea of auld lang syne is hardly Guy Lombardo's. Rousing, fiery piping and drumming is a Haggis-on-the-Hi-Fi encore to group's previous "Highland Pageantry," alternating with spirited band medleys of regimental favorites. First side finale of "Scotland the Brave," in which full band and pipers are joined, is audio standout that will probably leave most amplifiers wondering what hit them.

MAMMOTH FAIR ORGAN (1-12")—London LL 1644

Brass ring has been neatly grabbed by London on this sonic Merry-Go-Round, featuring the 50-year-old fair organ of Belgium's venerable Carrousel Beccourt. Mammoth monster has the ingratiating, imbecilic prankishness of a slightly looped elephant as it clanks, honks and drums its way in splendid frrr sound thru A. Schollaert's arrangements of marches, waltzes and warhorse overtures. A real hi-fi joy; a vigorous workout for even the best audio components.

RICHARD STRAUSS: DOMESTIC SYMPHONY (1-12")—Chicago Symphony Orch. (Reiner). RCA Victor LM 2103

This is the sole recording of one of Strauss' larger orchestral pieces and promises to remain undisputed for a while. Reiner has demonstrated his flair for Strauss before and adds another brilliant interpretation here. Work itself may seem inflated to some, but superb performance and exceptional realization of composer's knack for orchestration marks this disk as something special.

BREAKING THE SOUND BARRIER (1-12")—American Percussion Society (Price). Urania UX 106

A tasty item with special appeal to hi-fi appetites. It contains no less than 48 separate percussion instruments, including such far-out noise-makers as pistols, brake drums, iron pipes, low siren and water-buffalo bells. Not to be considered strictly as a display piece, however, since the disk programs such serious, albeit avant-garde, compositions as "Ionization" of Varese and "Canticle No. 3" of Lou Harrison. A sure-fire selection to hang on any audiophile's Christmas tree.

Special Merit Children's Album

TELL IT AGAIN (1-12")—Julie Andrews & Martyn Green. Angel 65041

Here is a thoroughly delightful package with strong appeal for both children and adults. Julie "My Fair Lady" Andrews and Martyn Green recite and sing a variety of familiar play songs, riddles and nonsense rhymes (complete text included in package) backed by the off-beat music of Moondog (he also wrote the tunes) and flutist Julius Baker. Solid name power and excellent production make this LP a solid sales bet in its specialized market.

EP Album

MERRY CHRISTMAS (1-EP) — Pat Boone. Dot DEP 1062

Boone sets a jolly yuletide mood in this attractive collection of Christmas songs. The four numbers are "White Christmas," "Silent Night," "Santa Claus Is Coming to Town" and "Jingle Bells." This will undoubtedly be one of the hottest items among the Christmas offerings.

Walt Disney's NEW CHILDREN'S STORYTELLERS

COLORFUL RECORD AND BOOK ALBUMS



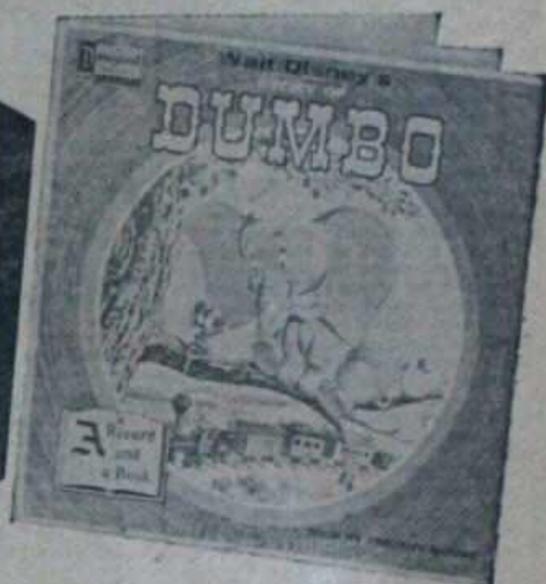
ST-3903 (LP)
"WALT DISNEY'S BAMBI"

BAMBI—A storyteller with songs, narrated by Jimmie Dodd. A beautiful full color book is part of the album. Selections: "Love Is a Song," "Little April Shower," "Let's Sing a Gay Little Spring Song," "I Bring You a Song."

ST-3904 (LP)
"WALT DISNEY'S DUMBO"

DUMBO — A storyteller with songs narrated by Timothy Mouse. A beautiful full color book is part of the album. Selections: "Casey, Jr.," "Baby Mine," "Pink Elephants on Parade," "When I See an Elephant Fly." LP or EP.

50 million viewers will see Dumbo on Disneyland's Christmas Day television Show.

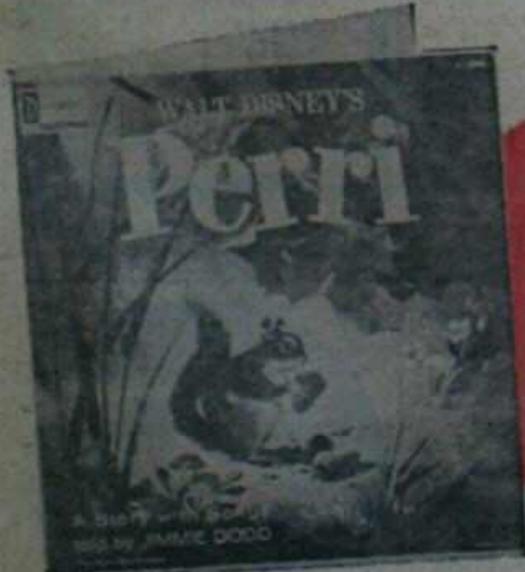
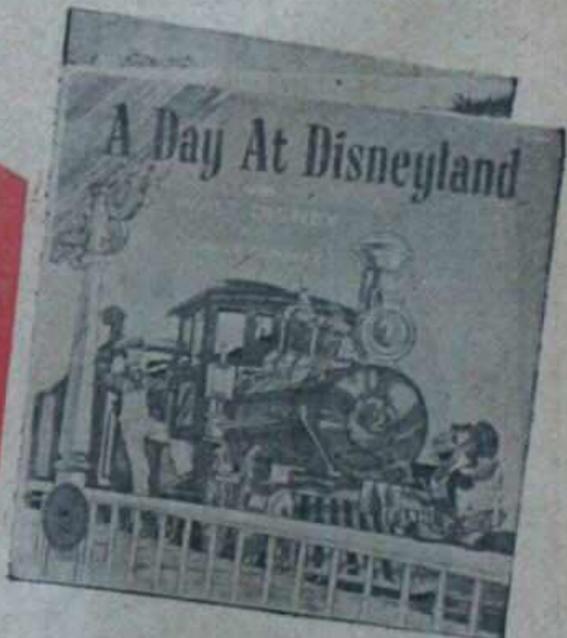


ST-3905 (LP)
"WALT DISNEY'S PINOCCHIO"

PINOCCHIO—A storyteller with songs narrated by Jiminy Cricket. A beautiful full color book is part of the album. Selections: "When You Wish Upon a Star," "Give a Little Whistle," "Hi Diddle Dee Dee," "I've Got No Strings." LP or EP.

ST-3091
"A DAY AT DISNEYLAND"

A story with music contained in a beautifully illustrated picture story album that opens to triple width. Narration by Walt Disney and Jiminy Cricket. Music and word tour of "Main Street," "Adventureland," "Frontierland," "Tombrowland," "Fantasyland." LP or EP.



ST-3902 (LP)
"PERRI"

From Walt Disney's "Perri." A storyteller with illustrations and color photos of the animal. Narration by Jimmie Dodd. Songs by Jimmie Dodd and Darlene Gillespie. "Perri," "Break of Day," "Now To Sleep," "Snowflakes," "Together Time." LP or EP.

ST-2001
"CINDERELLA"

A story with music. Narrated by Jiminy Cricket. A 3-fold album with beautiful full color cartoon pictures of the story of "Cinderella." Selections: "A Dream Is a Wish Your Heart Makes," "Bibbidi-Bobbidi-Boo," "Work Song," "So This Is Love," and others. LP or EP.



DISNEYLAND RECORDS
BURBANK, CALIFORNIA

Reviews and Ratings of New Popular Albums

Continued from page 30

hands have essayed such projects with more sparkle.

THE ART OF MABEL MERCER.....76
(12-12")
Atlantic 2-602
This package may be called the definitive Mabel Mercer. The noted song interpreter and darling of East Side Cafe Society is represented here by a two-disk set, plush in appearance, with a print of Miss Mercer on the cover. There are scholarly notes by Gary Kramet covering Miss Mercer's career and talent; a resume of the songs and writers; and a special appreciation by Alec Wilder. Repertoire is typical Mercer—great show tunes, both noted and obscure, special material, etc. Much of it was previously released on 10-inch LP's. For class shops, specialty shops, etc.

JIM REEVES.....75
(1-12")
RCA Victor LPM 1576
This package of Reeves is pop-styled not only in the performance and in the arrangements, but also in the type of material. Included are "You Belong to Me," "My Happiness," "Yours," etc. A chorus, of course, is used throughout. Reeves has achieved broad pop recognition, and general dealers will do well with the package.

LA VERN.....75
La Vern Baker (1-12")
Atlantic 8002
Miss Baker, primarily associated with bouncy rock and roll ditties on singles, demonstrates her vocal versatility on this, her second LP. In addition to some catchy rhythm ditties—in "Tweedle Dee" groove—she scores with a group of ballads and some great standards. Solid titles for both pop and r.&b. jocks.

THE MORSE CODE.....74
Ella Mae Morse & Billy May Ork (1-12")
Capitol T 898
The veteran canary stirs up a batch of swiny nostalgia with some tasteful readings of tunes popular during the '30's and early '40's—"Jersey Bounce," "Music, Maestro, Please," "Day In—Day Out," etc. Billy May's great back job is a big plus. Solid jockey wax.

FOLLOW THE SUN.....74
Philip Green Ork (1-12")
Capitol T 10118
A richly orchestrated, romantic package for jocks in search of a new theme for mood music segs. British orchestra leader Green conducts a musical tour of sun-blessed spas ranging from "Rendezvous in Rio" and "Miami Beach" to the exotic "Tangler Intrigue" and "Midnight in Malaga." Bikini-clad beauties on cover could account for impulse sales.

TED HEATH'S TRIBUTE TO THE FABULOUS DORSEYS.....74
(1-12")
London LL 1743
This can be called but a moderately successful effort. Heath has taken many of the J. and T. Dorsey favorites like "Amapola," "Quiet Please," etc., and repeated them in much the same scoring as the original versions. The revivals are cleanly played, but Heath is better off playing in his own tradition, rather than trying to compete in a market that already has a generous share of Dorsey reissues and "tribute" packages. Unfortunately, even the cover is not too inspiring. For Heath fans, a disappointing set.

WINGED VICTORY CHORUS.....73
Directed by Joe Boris With Neal Hefti Ork (1-12")
Vik LX 1104
A package of rousing performances by a group of 15 choristers. Selections are all great standards, as "The Whiffenpoof Song," "A Pretty Girl If Like a Melody," "Stout Hearted Men," etc. Package faces strong competition, but has enough sparkle and sound to catch some loot.

CONCERT IN THE SKY.....73
Teddy Phillips Ork (1-12")
Decca DL 8550
Jockeys should have a field day with this package, which expertly re-creates memorable styles—both instrumental and vocal—of the late Tommy Dorsey, Fats Waller, Al Jolson, Jimmie Lunceford, Henry Busse, Russ Columbo, Hal Kemp, Ben Bernie, etc. Ken Nordine handles brief interos in commendable fashion. Striking cover carries out celestial theme.

SONGS FOR AN OLD FASHIONED GIRL.....72
Jack Halloran Singers (1-12")
Dot DLP 3065
A pleasing effort on a series of gay nineties tunes, e.g., "Camptown Races," "I'll Take You Home Again, Kathleen," "Juanita," etc. Vocal quartet handles the material at hand in good taste and with enough vigor and flourish to make it unique in its own genre. Good catalog material.

CAPERS ON THE CONSOLE.....72
Harry Farmer at the Organ Console (1-12")
London LL 1726
Farmer's caper encompasses light classics and pop material—selected to demonstrate the range of moods and versatility of the instrument. The arrangements are showy and the sound is crisp. London properly recommends the disk as a hi-fi display piece.

THE BEST OF IRVING GARNER.....71
(1-12")
Verve MG 2078
A hilarious gag album, somewhat similar to the Jonathan Edwards & Darlene package, which too few people will appreciate, unfortunately. Our fictitious friend Irving plays like an amateur, with changes, tempo and melody line kidded through. The "Satan Takes a Holiday" track is a disk jockey gem. Cover idea is in keeping with the music (?) content. Another Garner takes a satirical beating on some tracks wherein some bars end up with an extra beat or two.

MY DEEP BLUE DREAM.....71
Billy Eckstine Ork (1-12")
Reprint MG 6054
Mr. B., despite his long lack of singles hits, is one of the most artful of pop ballad singers, as collection of old National sides will attest. The collection is weighted heavily with standards, as "There Are Such Things," "In the Still of the Night," "Without a Song," etc. Sides have excellent sound, considering. Fans will like the package.

PAL JOEY.....70
Bonny Sherwood Ork (1-12")
Jubilee JLP 1061
Top play on the attractive Rodgers and Hart musical is the sound track, of course. However, this set of evigine' arrangements by Sherwood can still cop some coin. Sherwood has a featured role in the flick, but this package should not be confused with the sound track because of the cover credits. Selections include "Small Hotel," "My Funny Valentine" and "The Lady Is a Tramp."

WITCHCRAFT.....69
Ray Martin Ork (1-12")
Jubilee JLP 1055
This lushly romantic instrumental package spotlights a group of great standards using in with "Witchcraft" theme — "Spellbound," "That Old Black Magic," "The Night Has a Thousand Eyes," "Old Devil Moon," etc. It's an interesting theme for jockey segs, and Martin serves up imaginative, fresh treatments of the oft-waxed material.

TWINKLING PINKIES.....68
Frank Ortega Trio (1-12")
Jubilee JLP 1051
Pianist Ortega and His Trin provide some listenable instrumental interpretations of standards and original tunes—most of them accompanied by a sultry irrepable Latin beat. Ortega is a colorful keyboard soloist, impressing particularly with an exciting Latin-tempo version of "Yesterdays."

MR. HONKY-TONK.....66
Eddie (Plano) Miller (1-12")
David JD 110
English artist presents 25 selections in the rickety-tick vein. Several other similar sets by better known artists are available. This set is not too distinguishable from the many others on the market. Selections range from folksy to Gay '90's themes. Fair potential.

MAC-KAC & HIS FRENCH ROCK & ROLL.....65
Atlantic 8012
French rock and roll, as presented here by French drummer-warbler Mac Kac, is milder than the U. S. brand. Leader sings a personable lyric in French on a group of exuberant ditties, a few recognizable as of American origin (e.g., "Eddie My Love," "See You Later Alligator," etc.). Jocks may spin for chatter-angles, but otherwise package has only moderate appeal for today's market.

OUT OF THE MIST.....62
Tommy Hendrix (1-12")
Liberty LRP 3070
A tender, delicate package of standards effectively handled, the offering little that differs from the melange of similar repertoire available. Small group instrumentation is intimately styled, while Hendrix's voice is soft to match the mood. Limited appeal here.

VIA CUBA—CONJUNTO CASINO.....76
(1-12")
RCA Victor LPM 1530
Top grade Cuban dance package by one of the most popular conjuntos (trumpets and rhythm), but packaged mainly for Latins. Cover and liner make no attempt to sell this to Yankee dancers in that they fail to pitch the dance angle or to indicate dance types with the title. It's on the label, however, and one finds boleros, cha cha, etc. The sound is a great asset, bringing out full color. Will need some dealer effort to sell it.

SONORA MATANCERA INVITES YOU TO DANCE.....75
(1-12")
Seeco SCLP 9116
Program by one of the best and most popular of the West Indian conjuntos is slanted at native audiences as packaging makes little effort to sell Yankee dancers. For example, dance types are nowhere identified, although there's good, popular variety for those who take trouble to explore. Billing is given to the "name" guest vocalist, including Celia Cruz, Carlos Argentino, etc. Good sound.

CARNIVAL WEEK IN RIO.....70
(1-12")
Capitol T 10106
Package was recorded on the streets and in the night clubs of Rio during the Mardi Gras celebration. Ary Barroso, noted Brazilian composer, is a featured singer on the album, which captures the different moods of the carnival—a curious mixture of gaiety and sad music. Moderate sales.

ALL THIS AND CHA CHA TOO.....70
Don Swan Ork (1-12")
Liberty LRP 3068
Pleasantly arranged and performed series of standards in Latin style that makes a listenable package. "Third Man Theme," "Laura" and "Ain't She Sweet" are good disk jockey fodder. Set isn't likely to set the world on fire, tho it's a fair library addition.

CHA CHA CHA FOR LOVERS.....68
Rene Touzet Ork (1-12")
GNP 29
A lack-luster set of up tempos that's not up to previously released packages by Touzet. Use of an American vocal group detracts from the authentic flavor which might otherwise have been achieved. Cover art is pleasant and may help sales some.

point of interest, however, are the voodoo drums heard throughout.

BACK HOME.....76
Merle Travis (1-12")
Capitol T 891
Set is a re-issue of a 1947 shellac album. The original package was the source of material for some of Tennessee Ernie Ford's best sellers. Prima appeal will be to lovers of folk material. Selections include several of Travis's better known compositions and new settings of traditional material. Highlights are "Sixteen Tons," "John Henry" and "Nine-Pound Hammer." Attractive cover.

GLENN YARBROUGH SINGS.....74
Fred Hellerman Ork (1-12")
Elektra 135
Highly original presentations of folksy material is an interesting excursion into the pop-folk realm. Some of the numbers have full ork and chorus backing directed by Fred Hellerman of the Weavers. Set will really have to be plugged to get sales it deserves. The nicely varied selections include "All Through the Night," "This Land Is Your Land" and "Wasn't That a Mighty Day."

WHEN DALLIANCE WAS IN FLOWER.....72
Sung by Ed McCurdy (4-12")
Elektra 140
A further excursion into mores and morals of Elizabethan England via the lusty lyrics of the songs of that era. The arrangements by Ed McCurdy, who also handles vocal chores, have an authentic ring. Dealers who had any success with Vol. I will do repeat business with this item.

A VISIT TO HAITI.....71
(1-12")
Seeco SCLP 9111
A collection of authentic Haitian music, recorded in the West Indian nation. The rhythm is the merengue but the over-all sound has a strong feeling of calypso. Lyrics are handled in the native "Patois Creole" dialect. Exceptionally true recording job gives much life to the material. A good entry, more in tune with folk en-

(Continued on page 34)

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Folk
HI-FI HAITIAN DRUMS.....78
(1-12")
Capitol T 10110
One of the best in a recent rash of West Indian on-location recordings. The disk does not attempt to popularize authentic Haitian songs and rhythms and it has a definite ethnic flavor. One of the featured artists is Guy de Rosier, a spirited Haitian singer who is not new to disks. Main

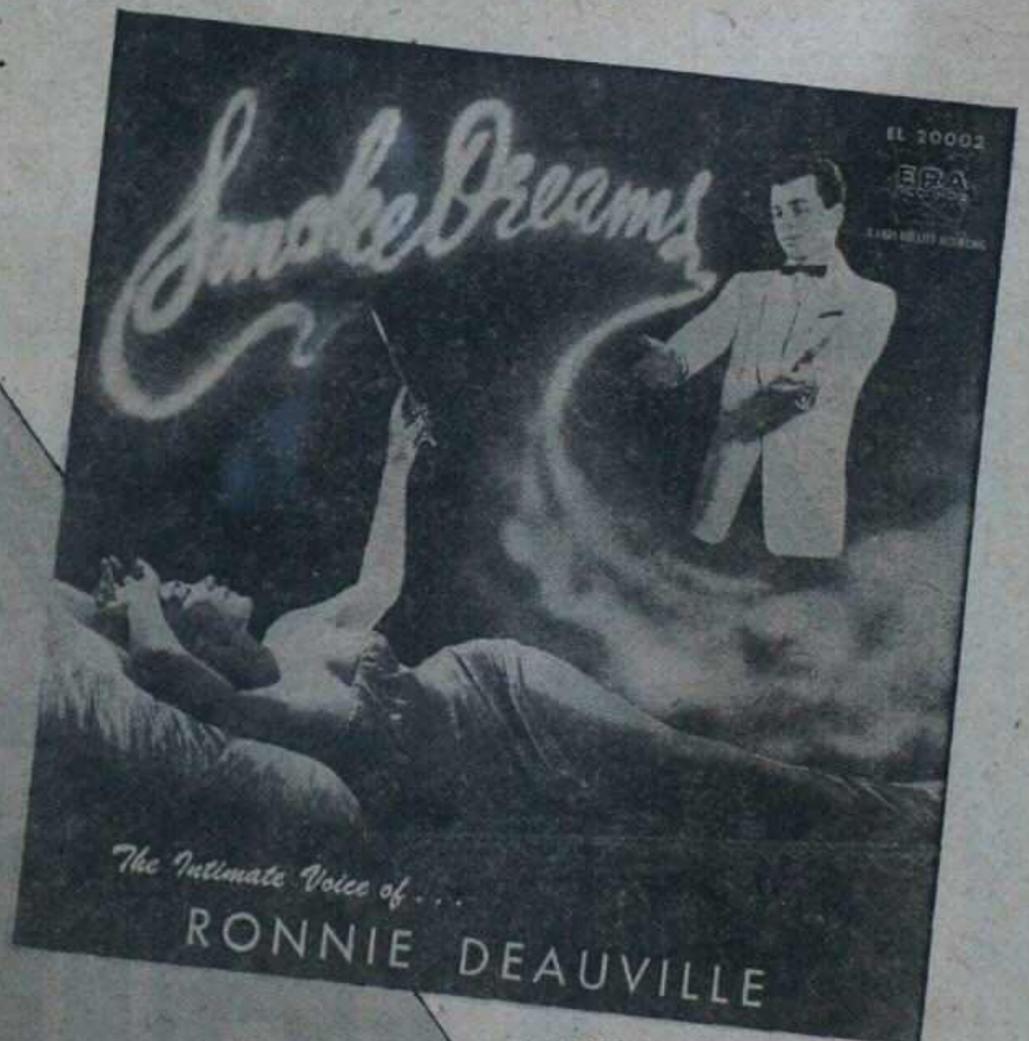


When
Ronnie Deauville

Appeared On—"THIS IS YOUR LIFE"
 It Started A Landslide Of Sales
 For A Wonderful Guy And A
 Wonderful Album—

About Ronnie Deauville—

Ronnie Deauville appeared on Ralph Edwards' show "This Is Your Life" Wednesday, November 6th. His moving story and his near-miraculous recovery after being in an iron lung for over 4 months—drew hundreds of letters and telegrams from DJ's across the country pledging their support. Immediately on following the show, his album "Smoke Dreams" took off and is selling in an unprecedented manner. For those who haven't yet received their adequate supply please be patient while we endeavor to fill this overwhelming demand.



"My warmest thanks to all of the nation's
 D.J.'s and dealers whose wires and
 letters pledged their terrific support"

Ronnie

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"AS CHILDREN DO"

c/w

"I Concentrate On You"

1058

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

• *Continued from page 32*

husiasts, than the travel minded. In its market it's good product.

MUSIC OF THE AFRICAN ZULUS! . . . 70
(1-12")
Capitol T 10114

Rhythmic and melodic antecedents of the Negro Spiritual are evident in the original native compositions. Numbers are performed on various instruments including guitars, penny-whistle flutes and concertinas by different vocal and instrumental groups. The set even includes an example of modern, progressive African jazz. Interesting package might attract boys, if pushed.

International

HI-FI SOUNDS FOR YOUNG PARISIANS . . . 73
(1-12")
Ray Ventura Ork (1-12")
Atlantic 8011

A collection of instrumental readings of material by Georges Branneau, French composer who is the darling of the Continental cafe set. Package has Continental glamour — Ventura being an outstanding figure in the music, film and stage world abroad. The performances have elegance and unusual charm. The songs—"Ten Little Trees," "I Made Myself Tiny," etc., have all been hits in France. Quality wax.

ONE NIGHT IN ROME . . . 71
(1-12")
Seco SCLP 9093

A pleasant package of light listening music designed for Mediterranean-minded Americans and the export trade as well. It's a good-sized ensemble, with spotlight on guitar and mandolin sounds, backed with full string and woodwind sections. Fair enough package, tho more could have been done with the cover.

Spiritual

SPIRITUALS . . . 70
(1-12")
Graham Jackson Choir (1-12")
Westminster WP 6048

A spectacular color photograph on the cover makes this package a stand-out. The quality of the singing, however, is not more than ordinary. The selections are the most familiar traditional spirituals, all of which

have been rendered with more distinction in other LP's. If you don't dig the cover, you could skip it.

Rhythm & Blues

DANCE THE ROCK & ROLL . . . 78
(1-12")
Atlantic 8013

An outstanding package of rock and roll dance instrumentals. Orchestras included are Willis Jackson, Chuck Calhoun, Tommy Ridgley, Arnett Cobb, Joe Morris, Frank Cully (with pianist Van Walls), Tiny Grimes. The tempo ranges from slow to medium to a real jump pace. Performances are relaxed, loaded with mood and color. Artist-wise, too, there's a lot for the money here.

ROCK & ROLL . . . 65
(1-12")
The Robins (1-12")
Whisper WLP 703

Typical r.&b. chanting by this vocal group is pleasantly effective, tho hardly distinguishable from other such works on the market. Tempi and arrangements are not in the popular rock and roll vogue. Unusual cover idea, which shows a rock and a roll and a pair of robins, might attract curiosity sales.

Spoken Word

THE SONG OF SONGS & HELOISE & ABELARD . . . 74
Read by Claire Bloom & Claude Rains (1-12")
Cadenmus TC 1085

Centuries-old phrases of the "Song of Solomon" glitter like fresh dewdrops in the clear, musical voice of actress Claire Bloom, with the dignified, world-weary tones of Claude Rains affording perfect counterpoint in this latest entry of Old Testament readings. Reverse has the duo reading the anguished, real-life letters exchanged by 12th century lovers Heloise and Abelard. Well recorded. High educational values, affording chances for sale to students, libraries, collectors.

Childrens'

RANGER ADVENTURES OF THE LONE . . . 66
(1-12")
Decca DL 8578

Rousing reissued fare for those for whom the opening bars of "William Tell" spells "Ranger" rather than "Rossini." Top-notch, de luxe radio-type production with full resources of sound effects, music and cast regulars. Two-gun action cover of Western hero is sure-fire attention-getter. Likely to ride again and again around turntables operated by small fry. Good Christmas gift item.

Semi-Classical

DOROTHY GUYVER BRITTON'S JAPANESE SKETCHES . . . 71
(1-12")
The Shis Ensemble of Tokyo (Ikuma Dan) (1-12")
Capitol T 10123

A linking, shimmering "mood portrait" of Japan, sketched in soft pastels by talented fern composer. Recorded with exceptional clarity and sound quality by Capitol in Tokyo. Album features two full-side "sketches," each in five movements. Instrumentation is basically Western, but native instruments are added for musical tapestry delicate as a geisha's fan. Highlight is Debussy-like "Reflections in the Moat," part of "Tokyo Impressions" penned especially for album. Unusual, creative, distinctive entry with striking color photo cover.

Specialty

THE ORIGINAL TRINIDAD STEEL BAND . . . 68
(1-12")
Elektra 139

Remarkable stuff that defies categorization. It's a folk art, highly developed to the point where it's virtually sophisticated "pop" stuff. The Trinidadians have their oil drums so refined as to produce sounds similar to those of marimbas. Repertoire is American and Latin pops, and easy to listen or dance to. Problem is, it's neither primitive nor pop enough to command broad interest.

Low-Priced

LEHAR: THE MERRY WIDOW . . . 82
Al Goodman Ork & Various Artists.
RCA Camden CAL 397

Donald Richards, Elaine Malbin and Nino Ventura sing the reissued highlight excerpts from the Lehar operetta with help from the Guild Chorus. on this bargain \$1.98 package. Sound is very satisfactory and the smart color cover photo of the widow Sonia and Prince Danilo, plus liner notes make it a good competitive package. Another rather dateless job which can be profitable on the long haul.

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

THE SWINGING GUITAR OF TAL FARLOW . . . 83
(1-12")
Verve MGV 8301

Farlow's tremendous dexterity and vivid imagination make this one of the better jazz guitar packages on the market. The music is bright throughout the set, with some superb piano by Eddie Costa and a pleasing bass sound by Vinnie Burke. Trio works well in ensemble and in their solos, with "You Stepped Out of a Dream" a choice plum. Farlow's horde of fans make this package a must.

NEW ORLEANS TO LOS ANGELES . . . 80
(1-12")
Southland S-LP 215

Excellent, subterranean Dixie package featuring the big new attraction in the idiom, Welk's clarinetist, Pete Fountain. On one side he's with a quartet, on flip with such illustrious ex-New Orleansians as Ray Baudou and Eddie Miller, plus fine trumpet "newcomer" Al Hirt, and the overpowering trombonist Abe Lincoln. Show it and you'll sell it. Program consists of Dixie standards.

(Continued on page 36)

COUNT BASIE ORK . . . 78
(1-12")
RCA Camden CAL 395

A Basie collection culled from the Victor files. This is the Basie band of a decade ago; not a great band, but a good one by any standards. Both the big band and small group cut of the band are heard. Blues singer Jimmy Rushing is in fine form. Considering the resurgence of interest in Basie, and the set's \$1.98 price tag, sales should be good. Liner information more concerned with the music and artists in question would have added appeal.

PLAS JOHNSON . . . 76
(1-12")
Top Me Daddy . . . 76
Tampa TP 24

The \$1.98 price tag is the big lure here. Actually, the rock and roll stylings provide very listenable and danceable fare. All have a distinctive beat, and Johnson, whose phrasing is similar to Bostic's, hooks agreeably. Includes "Makin' Whooper" and several Johnson originals.

HI-FI CHRISTMAS PARTY . . . 77
(1-12")
Domenico Savino Ork (1-12")
RCA Camden CAL 392

This is a collection of Christmas carol standards as well as pops like "White Christmas" and "Sleigh Ride." Arrangements for the Savino ork are not particularly inspired and the feeling is that more might have been done to improve the over-all sound. Even at bargain price, this will have lots of competition.

CONNIE HAINES SINGS A TRIBUTE TO HELEN MORGAN . . . 76
(1-12")
Law Raymond Ork (1-12")
Tops L 1806

The former Tommy Dorsey vocalist turns in a very passable job for those who go way back. Morgan hits like "Why Was I Born," "They Didn't Believe Me," etc., are included. Miss Haines has a good sense of the dramatic in selling the tunes, that helps make a night club out of a living room. Could be some jock action on this and on the racks at \$1.49, it should be a profitable item.

STAR STUCCED CAST . . . 76
(1-12")
Tampa TP 34

Selling at \$1.98, this West Coast modern jazz package spots writing and playing of the multi-talented Buddy Collette and an all-star group including Chico Hamilton, Jim Hall and a fine trumpeter, John Anderson. Program fluctuates between Collette's jungle-flavored mood composition, and straightforward frameworks melded in Basie manner. Collette, guitarist Hall, and notably Anderson give writing solo substance it deserves. Set should do well, if shown.

HI-FI-LITES . . . 70
(1-12")
Tampa TP-12

An amalgam of offbeat worthwhile modern blowing, bluesy sounds and Latin-oriented jazz as performed by West Coast based jazz and Latin musicians. I.e., Shelly Manne, Red Mitchell, B. Enevoldson, Carlos Vidal, J. Ayala, Larry Buckner, etc. There is no real direction here, tho Latin rhythms are in majority. Hi-fi addicts might go for sound, especially the plethora of percussion sounds dominant here. \$1.98 price tag will help sales.

BREAKING FOR A HIT!

THE CHIMES

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Y-3000

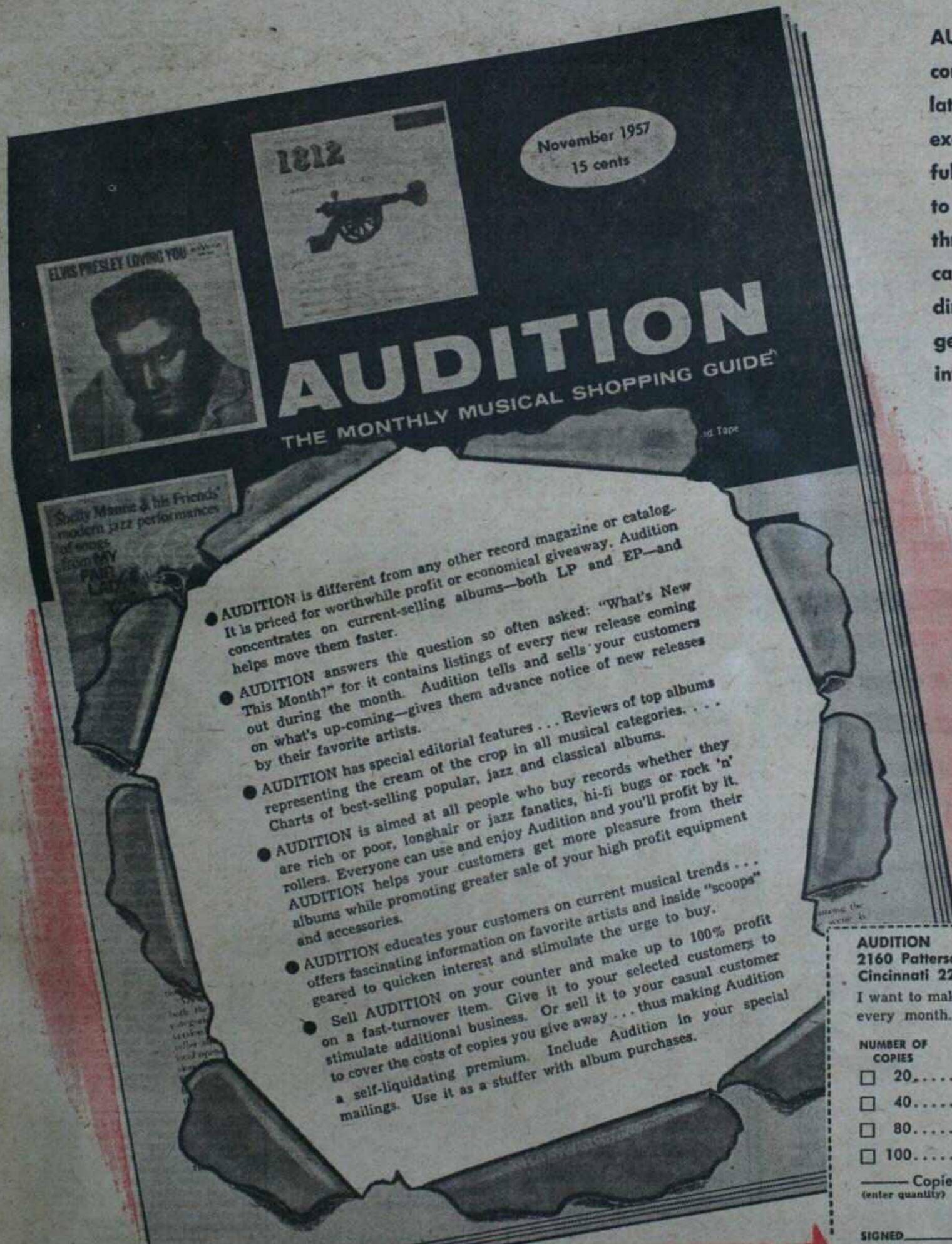
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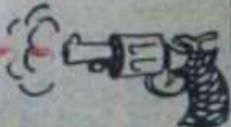


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Reviews and Ratings of New Jazz Albums

Continued from page 34

IN THE SOLO SPOTLIGHT

Howard Rumsey's Lighthouse All-Stars (1-12")

Contemporary C 3517
A series of highly interesting solos by Frank Rosolino, Richie Kamara, Conte Candoli, Stan Levey, Bob Cooper, Stu Williamson, Bob Enevoldsen, Claude Williamson, Howard Rumsey and Bud Shank, with a separate track devoted to each artist. Some of the works have been culled from other releases. There's enough *joie de vivre* here for the *cutler* as well as the middle of the road. Bob Cooper selection is particularly pleasing. Superb cover art will help sell this too.

BIG T'S JAZZ

Jack Teagarden—His Voice—His Trombone (1-12")

Decca DL 8304
Typical, and excellent Teagarden, with drawing vocals and fluent, timeless tromboning. Sides date back a ways, and four tracks are with an Eddie Condon band. Includes some of the artist's perennials, and a quite wonderful "long solo" on "Body and Soul." Standard, steady jazz stock item.

MOOD IN BLUE

Various Artists (1-12")

Urania UJ 1209
Jazz in a low-key, "mood jazz," is the byword for this collection. One of the several stars J. Teagarden, C. Hawkins, Lucky Thompson, Eddie Royal, Willie (The Lion) Smith spotlighted herein, is the focal point on each tune in this program of standards. Performances are formidable, often touching. Try "I'll Never Be the Same" for some really fine Hawkins. Sales prospects with traditional buyers in the jazz area, and mood clientele, in general, are good.

AFTERNOON IN PARIS

John Lewis and Sacha Distel (1-12")

Atlantic 1267
Those who go for John Lewis will go for this in a big way. The Lewis arrangements have qualities of the MJQ, but the solos by Frenchmen Barney Wilen on tenor and Sacha Distel, guitar, have less of the "cool" quality of Milt Jackson's vibes. Cool, calculated sessions add up to a highly listenable and excellent exchange of international jazz ideas.

SHARKEY AND HIS KING OF DIXIELAND

(1-12")

Southland S-LP 205
An exciting Dixie set, recorded live at a session in New Orleans. Package gleams its strength from performers' enthusiasm and obvious native feeling for this style. The "good old ones"—"That's Plenty," "High Society," etc., are treated vigorously, and the heated collectively improvised portions, solos by clarinetist Boobie Centobie and trumpeter Sharkey make for kicks. Sound is good.

I JUST LOVE JAZZ PIANO

Hampton Hawes Trio, Herbie Nichols Quartet, John Mehegan Trio, Paul Smith Trio (1-12")

Savoy MG 12100
A cross section of modern piano by four active practitioners. Nichols and Hawes come out best; the former essaying a strong "Monkish" flavor in employment of an expanded harmonic approach and depthful manner; the latter, percussively persuasive in "hard" style, somewhat derivative of Bud Powell. Most of these selections have been previously released on Savoy or Discovery. Worthwhile inventory.

WHISPER NOT

The Al Belletto Sextet (1-12")

Capitol T 901
The relatively unknown "Cool Jazz" group presents a collection of standards and Belletto originals that could appeal in both pop and jazz markets. The versatile crew also does several vocal tracks. If exposed heavily it might go well, otherwise acts by better known jazz personalities will smother it.

BARNEY BIGARD

(1-12")

Liberty LRP 3072
Another in the label's "Jazz Hall of Fame" series, with such gems as "Mahogany Hall Stomp," "Mood Indigo" and the great Harry James piece, "Ab Mu" essayed. It's good, mellow jazz, the slanted more for collectors than middle-of-the-road consumers. Special flopped album cover may raise interest.

A DIXIELAND RIOT

Cell Block Seven (1-12")

Disieland Jubilee 505
Pandemonium reigns supreme here, tho despite the racket there's some pretty good Dixie evident. A pickup septet from S. M. U. at Dallas, the group essays traditional melodies with frequent ad libs heard above the din. Vocals by Rusty Brown are pleasing,

Reviews and Ratings of New Classical Albums

OVERTURES—IN SPADES!

New Symphony Ork of London (Agost). Victor LM 2134

Three of the overtures on this disk have been much recorded ("Zampa," "Light Cavalry" and "Morning, Noon and Night in Vienna") but the other three haven't been as well treated. The disk may therefore attract the serious collector seeking to round out his library. For the general listener, however, the lively performances and brilliant sound are incentive enough. Was an S-O-R bonus.

MOZART: CONCERTI NOS. 9 & 12 FOR PIANO & ORCH.

(1-12")—Rudolph Serkin, Pianist; Marlboro Festival Orch. (Schneider), Columbia MJ, 5209

81
Serkin excels in these finely wrought performances of incomparable works. Orchestral accompaniments are less than adequate, however, and recorded sound is no great asset. Still, this release should hold its own against competition.

MOZART: SYMPHONIE CONCERTANTE K. 364; BENJAMIN: ROMANTIC FANTASY (1-12")

—Heifetz, Violin; Brimrose, Viola; Symphony Orch. (Solomon), RCA Victor LM 2149

80
It would be hard to surpass the beautifully integrated performances of these two masters of their instruments, whether in Mozart's exquisite work or in Benjamin's rhapsodic piece. Orchestral playing and recording lag behind in quality. This disk is capable of maximum sales within the chamber music category.

SIBELIUS: TAPIOLA; SWAN OF TUONELA; KARELIA SUITE; BOLERO "Festivo" (1-12")

—Berlin Philharmonic Ork (Rohdman), Decca DL 9938

80
Excellent recording of powerful grouping of selections by the late Finnish master. Altho "Swan" has been done often, other selections have only sparse representation, and present readings are handled with authority. Orchestra plays well, responding to dramatic leadership.

PROKOFIEFF: CONCERTO NO. 3; CLASSICAL SYMPHONY (1-12")

—Gary Graffman, Pianist; San Francisco Symphony Ork (Jordan), RCA Victor LM 2138

79
Graffman brings fleet fingers and appropriate style to Prokofieff's exciting work. Recording does nicely by soloist and good orchestral accompaniment alike. Neither pianist nor conductor extracts the ultimate meaning from the works involved but package is rewarding, nonetheless.

GRIEG: HOLBERG SUITE; MOZART: LES PETITS RIENS—BALLET (1-12")

—The Stuttgart Chamber Ork. (Mun-

particularly on "St. James Infirmary." Good listening here.

JOANNE GRAUER

(1-12")

Mode LP 113

Miss Grauer, a modern pianist in the Hawes-John Williams vein, shows to advantage in her recorded debut. Only in her late teens, there is rhythmic fire to her work, tho the consistency and depth of the more experienced jazz practitioner is lacking. For all that, she shows great potential, and the rhythmic support of bassist Buddy Clark and drummer Mel Lewis is top-drawer. Sell as promising newcomer.

A SALUTE TO LOUIS ARMSTRONG

Teddy Buckner (1-12")

Disieland Jubilee 505

Gut-bucket Dixie with a good deal of improvising and some top clarinet work by Joe Dainesbourg make this set worth stocking. Idea is expressed in the title, with Buckner rendering a very able "salute" to fellow trumpet man Armstrong. Some of the selections aren't top readily available elsewhere, e.g., "Big Butter and Egg Man," "Pot Head Blues," "Save It Pretty Mama," and would make good demo tracks.

JOHNNY WIGGS' NEW ORLEANS JAZZ

(1-12")

Southland S-LP 200

Disieland heavy with the flavor of the past, and many of its shortcomings. Program of Dixie chestnuts, i.e., "Tin Roof Blues," "Panama," "Tiger Rag," etc., is played with vigor, but affirms the execution of the musicians veer to the clumsy side. Collectors and dyed-in-the-wool traditionalists could be sold on strength of old-time names LaShield, T. Brown; but so-so performances. Only fair recorded sound are not likely to convince average Dixie buyer.

FREDDIE WACKER AND HIS WINDY CITY SEVEN

(1-12")

Dolphin 9

An essentially traditional package by a group out of Chicago which displays competence, but is not likely to be any challenge to established Dixie units. Most of selections here are serviceable for dancing, and set could grab off a few sales on the strength of this. In general, however, the jazz buyer is certain to favor plethora of superior albums of this kind already on the market.

BEETHOVEN: SYMPHONY NO. 5; MOZART: EINE KLEINE NACHTMUSIK (1-12")

—Berlin Philharmonic Ork (Böhml), Decca DL 9942

78
Böhml adopts a particularly energetic pace for the Beethoven. His Mozart is more measured and relaxed. Recordings are live and spacious, if a little remote. Competition is enormous, of course, but disk could rise to fairly high level among the score of releases.

DEBUSSY: IMAGES FOUR ORCHES-

TRE (1-12")—L'Orchestre De La Suisse Romande (Argenta), London LL 1755

74
Fine recording underlines masterful orchestration in Debussy's score which includes: "Gigues," "Iberia" and "Pandes de Peintemps." Since Ansermet's and Monteux's versions have disappeared from the catalogs, this may well take their place.

MOZART: QUARTETS K. 367, K. 465 (1-12")

—Juillard String Quartet, RCA Victor LM 2167

78
Soave, expert renditions of two masterpieces of chamber music by a top instrumental group. Recording is good, altho not quite so lively as in the quartet's Haydn release this week. There is noteworthy competition for these selections, but present disk can draw good sales.

BRAHMS: SYMPHONY NO. 1 (1-12")

—Vienna Philharmonic Ork (Kubelik), London LL 1699

76
Kubelik brings a warm, sensible approach to his guidance of the capable Viennese organization. Recording of their performance is exceptionally clear and well-balanced. However, opposition is plentiful and more than competent, so issue will have to be content with smaller share of market.

HAYDN: QUARTET OP. 34, NO. 1; OP. 77, NO. 1 (1-12")

—Juillard String Quartet, RCA Victor LM 2168

76
RCA Victor re-releases the chamber music realm this month with some first-rate contributions. The ensemble playing of the Juillard Quartet is remarkably good; their attack and intonation are beyond reproach; and their interpretations are full of vigor. This is undoubtedly the choice version of these works. Excellent sound.

AROUND THE HORN (1-12")

—Joseph Eger, French Horn, RCA Victor LM 2146

72
Horn virtuoso Eger provides diverting musical entertainment ranging from Mozart "Horn Concerto," thru Haydn and Rossini works to music of Bartok, Bernstein and Gerahwin. Eger's playing is impeccable and he rounds out disk by discoursing about his instrument, illustrating his remarks with appropriate excerpts.

GLUCK: ORFEO ED EURIDICE (1-12")

—Margarete Klose, Contralto; Erna Berger, Soprano; Rita Streich, Soprano; Chorus & Ork of the Berlin Civic Opera (Rother), Urania UR 8015

71
Highlights from earlier complete set, sung in Italian by excellent German cast. Rita Streich's contribution is superb. Berger's is good and Klose's is competent. Recording is not new, but is serviceable still.

KHACHATURIAN: GAYNE BALLETT SUITES NOS. 1 & 2; MASQUERADE SUITE (1-12")

—Orchestre de L'Opera de Paris (Sebastian), Urania LX 107

71
Highly popular works in attractive combination. Sebastian's batoning is good and orchestra is responsive for the most part, altho there are some rough spots. Recording is satisfactory but would not seem to call for premium price.

CHOPIN: IMPROMPTU NO. 1; NOCTURNE OPUS 27 NO. 2; FANTASIE IMPROMPTU; LISZT: FAUST WALTZ, SONETTI DEL PETRARCA NOS. 47, 104, 123 (1-12")

—Louis Kentner, Pianist, Capitol P 8408

70
Debut recording on label by Hungarian-British pianist offers warm, brilliant performances of a highly personal character. Altho technique abounds, musical values are uppermost. Recording is resonant but mellow.

POUR LA HARPE (1-12")

—Marcel Grandjany, Harpist, Capitol P 8401

69
Program of French music transcribed for harp ranges from clear harpichord-like effects to delicate iridescence. Selections include 17th century music, folk-songs and pieces by modernists Debussy and Ravel. Realistic recording by Grandjany makes good follow-up to virtuoso's recent Camden re-issue.

KABALEVSKY: SYMPHONY NO. 4; PROKOFIEV: THE VOLGA MILETS THE DON (1-12")

—Leningrad Philharmonic Ork (Kabalevsky), Moscow Philharmonic Ork (Samosud), Monitor MC 2007

67
Kabalevsky's recent symphony has a straightforward vigor that appeals, in modern Russian style. Prokofieff's quarter-

(Continued on page 59)

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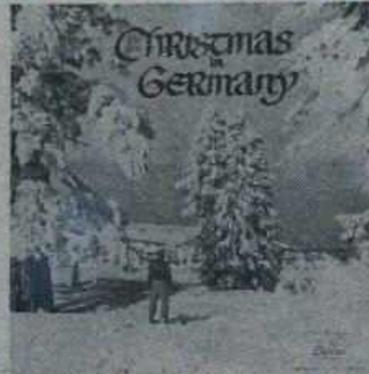


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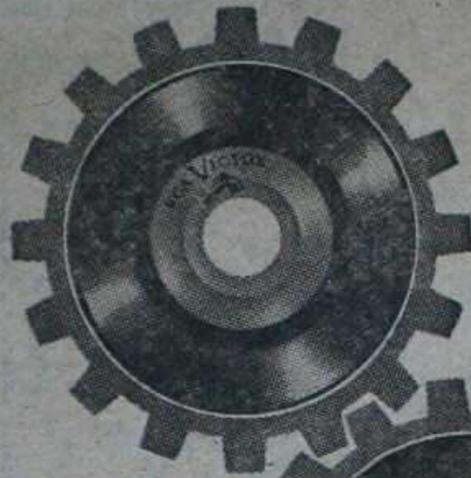
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 For survey week ending November 9

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. Jailhouse Rock	2	6	6. April Love	9	4
By Jerry Leiber & Mike Stoller—Published by Elvis Presley Music (BMI) BEST SELLING RECORD: Elvis Presley, Vic 7035.			By Fain & Webster—Published by Leo Feist (ASCAP) BEST SELLING RECORD: Pat Boone, Dot 15660.		
2. Wake Up Little Susie	1	8	7. Fascination	7	14
By F. Bryant & B. Bryant—Published by Acuff-Rose (BMI) BEST SELLING RECORD: Everly Brothers, Cadence 1337.			By S. D. Marchetti, D. Manning—Published by Southern Music (ASCAP) BEST SELLING RECORD: Jane Morgan, Kapp 191. RECORDS AVAILABLE: David Carroll, Mercury 71152; Ray Ellis, Col 40982; Chris Hamilton, London 1758; Dick Jacobs, Coral 61864; Lee Lawrence, London 1266; Big Al Sears, Jubilee 5293; Dinah Shore, Vic 6980; Ethel Smith, Dea 30421; Troubadors, Kapp 191.		
3. Silhouettes	4	5	8. Be-Bop Baby	11	7
By B. Crews and F. May—Published by Regent Music (BMI) BEST SELLING RECORD: Rays, Cameo 117. RECORDS AVAILABLE: Diamonds, Mercury 71197; Steve Gibson and the Red Caps, ABC-Paramount 9856.			By F. Langhorne—Published by Travis Music (BMI) BEST SELLING RECORD: Ricky Nelson, Imperial 5463.		
4. Chances Are	3	10	8. My Special Angel	13	5
By Stillman & R. Allen—Published by Korwin Music (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.			By Jimmy Duncan—Published by Merga (BMI) BEST SELLING RECORD: Bobby Helms, Dea 30423. RECORDS AVAILABLE: Frank D'Rose, Mercury 71193; Sonny Land Trio, Frpp 115.		
5. You Send Me	5	4	10. Tammy	8	18
By L. C. Cooke—Published by Highways (BMI) BEST SELLING RECORD: Sam Cooke, Keen 34013. RECORDS AVAILABLE: Jesse Belvin, Modern 1025; Teresa Brewer, Coral 61898; Plas Johnson, Cap 3835.			By Jay Livingston-Ray Evans—Published by Northern (ASCAP) BEST SELLING RECORD: Debbie Reynolds, Coral 61851. RECORDS AVAILABLE: Ames Brothers, Vic 6930; George Barnes, Dea 30398; Joseph Gershenson Ork, Coral 61845; Richard Hayman, Mercury 71123; Pat Kirby, Dea 30317; Bill Snyder, Dea 30433.		
Second Ten					
11. Honeycomb	6	23	16. Twelfth of Never	25	6
By Bob Merrill—Published by Hawthorne Music (ASCAP) BEST SELLING RECORD: Jimmie Rodgers, Roulette 4015. RECORD AVAILABLE: Georgie Shaw, Dea 30418.			By F. F. Webster & Livingston—Published by Empress (ASCAP) BEST SELLING RECORD: Johnny Mathis, Col 40993.		
11. Melodie D'Amour	9	7	17. Raunchy	—	1
By Leo John-Henri Salvador—Published by Rayven Music (BMI) BEST SELLING RECORD: Ames Brothers, Vic 7046. RECORDS AVAILABLE: Marty Gold, Vik 6103; Edmundo Ros, London 1751.			By Justis-Manker—Published by Hi-Lo Music (BMI) BEST SELLING RECORD: Bill Justis, Phillips International 3519. RECORDS AVAILABLE: Ernie Freeman, Imperial 5474; Muvva (Guitar) Hubbard, ABC-Paramount 9869; Billy Vaughn, Dot-15661.		
13. Little Bitty Pretty One	12	4	18. Around the World	14	13
By R. Byrd—Published by Records Music (BMI) BEST SELLING RECORD: Thurston Harris, Aladdin 3398. RECORD AVAILABLE: Bobby Day, Class 211.			By Victor Young—Published by Victor Young Publications (ASCAP) BEST SELLING RECORDS: Victor Young and Bing Crosby, Dea 30262; Mantovani, London 1746. RECORDS AVAILABLE: George Barnes, Dea 30398; Charlie Carl, Songbird 309; Ray Charles Singers, M-G-M 12507; Dick Contino, Mercury 71145; Don Costa, ABC-Paramount 9770; Eddie Fisher, Vic 6947; Jack Haskell, Thunderbird 1956; Manny Lopez, Vic 6853; McGuire Sisters, Coral 61856; Jane Morgan, Kapp 185; Big Al Sears, Jubilee 5293; Larry Storch, Roulette 4024; Lawrence Welk, Coral 61741.		
14. All the Way	19	2	18. My Heart Reminds Me (And That Reminds Me) adapted from "Autumn Concerto"	18	11
By Sammy Cahn-James Van Heusen—Published by Maraville Music (ASCAP) BEST SELLING RECORD: Frank Sinatra, Cap 3793. RECORDS AVAILABLE: Grady Martin & Slew Foot Five, Dea 30453; Norville Reid/J. Pleis, Dea 30444; Walter Scharf, Jubilee 5360.			By Al Stillman-C. Bargini—Published by Symphony House (ASCAP) BEST SELLING RECORD: Della Reese, Jubilee 5292. RECORDS AVAILABLE: Ambrose Ork, M-G-M 12542; Carmen Cavallaro, Decca 30076; Lenny Eversong, Coral 61874; Richard Hayman, Mercury 71178; Ted Heath, London 1690; Melachro Strings, Vic 7027; Nick Noble, Mercury 70959; Kay Starr, Vic 6981; Billy Vaughn, Dot 15466; Woody Herman, Verve 10102.		
15. Just Born	16	4	20. Happy, Happy Birthday, Baby	17	9
By Luther Dixon & Billy Dawn Smith—Published by Winsteton Music (BMI) BEST SELLING RECORD: Perry Como, Vic 7050.			By Sylvia Lopez—Published by Donna Music (BMI) BEST SELLING RECORD: Tuna Weavers, Checker 872. RECORDS AVAILABLE: Dottie Ferguson, Mer 71182; Kay Cee Jones, Dea 30432.		
Third Ten					
21. Keep A' Knockin'	20	6	26. Affair to Remember	22	11
By R. Fenniman—Published by Venice (BMI) RECORD AVAILABLE: Little Richard, Specialty 611.			By Warren, Adamson, McCarey—Published by Leo-Feist (ASCAP) RECORDS AVAILABLE: Luis Arcaez, Vic 6952; Carmen Cavallaro, Dea 30362; Vic Damone, Col 40945; Angela Drake, M-G-M 12499; Pete King, Liberty 55075; Machito, Tico 407; Vi Vienne, V.L.P. 1007.		
22. I'm Available	23	2	27. Till	29	2
By Dave Burgess—Published by Golden West (ASCAP) RECORDS AVAILABLE: Dave Burgess, Challenge 1008; Kendall Sisters, Argo 5278; Margie Rayburn, Liberty 55102.			By Sigman-Daubers—Published by Chappell (ASCAP) RECORDS AVAILABLE: Kay Armen, Dea 30474; Leo Diamond, Roulette 4025; Percy Faith, Col 40826; Dinah Shore, Vic 6980; Roger Williams, Kapp 197.		
23. I'll Remember Today	—	1	28. Alone	20	2
By Plas-Engrick—Published by Hollis Music (BMI) RECORDS AVAILABLE: Bernie Kree, M-G-M 1223; Patti Page, Mer 71189.			By Craft-Craft—Published by Fifth Avenue Music (BMI) RECORDS AVAILABLE: Brother Sisters, Mer 71195; Shepherd Sisters, Lance 125.		
24. Diana	15	17	29. Rock and Roll Music	—	1
By Paul Anka—Published by Pamco Music, Inc. (BMI) RECORD AVAILABLE: Paul Anka, ABC-Paramount 9831.			By Chuck Berry—Published by Arc Music (BMI) RECORD AVAILABLE: Chuck Berry, Chess 1671.		
24. Hula Love	23	11	30. Ivy Rose	27	3
By Knox—Published by Kahl (BMI) RECORD AVAILABLE: Buddy Knox, Roulette 4018.			By Al Hoffman-Dick Manning—Published by Rancom Music (ASCAP) RECORD AVAILABLE: Perry Como, Vic 7050.		

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

Geared to GO on RCA Victor!



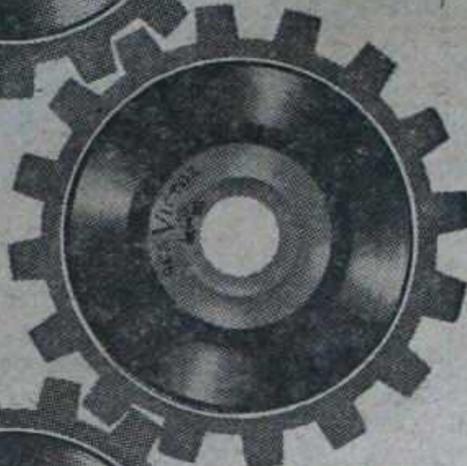
HAPPINESS THEME

(from the GM 50th Anniversary TV Show) c/w

HI LILI, HI LO (from the MGM film "Lili")

The General Motors Orch.
conducted by **Hugo Winterhalter**

47/20-7095



ROCK AND ROLL RHAPSODY

c/w **I TAKE THEE** (The Wedding Song)

PAT O'DAY with the **Hugo Winterhalter Orch. and Chorus**

47/20-7077



STARGAZER c/w

THE BEST DREAM OF ALL

VAUGHN MONROE with
Joe Reisman Orch. and Chorus

47/20-7093



INTO THE EYES OF TEXAS

c/w **COME BACK TO ME**

Gail Davis (TV's **Annie Oakley**)

47/20-7092



CONGRATULATIONS, JOE c/w

PRELUDE to a BROKEN HEART

Pee Wee King

47/20-7090



STEPPING STONE

c/w **JIG SAW PUZZLE**

The Falcons

47/20-7076

Watch for these NBC-TV network shows in color and black and white...THE PERRY COMO SHOW, THE GEORGE GOBEL SHOW, THE EDDIE FISHER SHOW, THE PRICE IS RIGHT, TIC TAC DOUGH. & all sponsored by



RCA VICTOR
RADIO CORPORATION OF AMERICA





Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
NOVEMBER 9, 1957

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. JAILHOUSE ROCK (BMI)—Elvis Presley TREAT ME NICE (BMI)—Vic 7035	1	6	17. ALL THE WAY (ASCAP)— Frank Sinatra 21 CHICAGO (ASCAP)—Cap 3793	21	2	35. RAINBOW (ASCAP)—Russ Hamilton We Will Make Love (ASCAP)—Kapp 184	25	16
2. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers 3 Maybe Tomorrow (BMI)—Cadence 1337	3	8	17. I'M AVAILABLE (BMI)— Marge Rayburn 29 If You Were (ASCAP)—Liberty 55102	29	2	36. DEEP PURPLE (ASCAP)— Billy Ward & His Dominoes 20 Do It Again (BMI)—Liberty 55099	20	7
3. YOU SEND ME (BMI)—Sam Cooke 2 SUMMERTIME (ASCAP)—Keen 34013	2	4	19. ROCK AND ROLL MUSIC (BMI)— Chuck Berry 40 Blue Feeling (BMI)—Chess 1671	40	2	37. MY ONE SIN (BMI)—Four Coins 34 This Life (ASCAP)—Epic 9229	34	3
4. SILHOUETTES (BMI)—The Rays 4 Daddy Cool (BMI)—Cameo 117	4	5	20. BONY MORONIE (BMI)— Larry Williams 30 YOU BUG ME, BABY (BMI)— Specialty 615	30	2	38. BACK TO SCHOOL AGAIN (BMI)— Timmie Rodgers 37 I've Got a Dog Who Loves Me (BMI)—Cameo 116	37	2
5. BE-BOP BABY (BMI)—Ricky Nelson 5 HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)—Imperial 5463	5	7	21. RAUNCHY (BMI)—Bill Justis — The Midnight Man (BMI)—Phillips International 3519	—	1	39. WHOLE LOTTA SHAKIN' GOIN' ON (BMI)—Jerry Lee Lewis 23 I'll Be Mine (BMI)—Sun 267	23	17
6. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris 6 I Hope You Won't Hold It Against Me (ASCAP)— Aladdin 1398	6	4	22. HULA LOVE (BMI)—Buddy Knox 21 "Devil Woman" (BMI)—Roulette 4018	21	11	40. THAT'LL BE THE DAY (BMI)— Crickets 31 I'm Lookin' for Someone to Love (BMI)— Brunswick 55009	31	14
7. MY SPECIAL ANGEL (BMI)— Bobby Helms 8 Standing at the End of My World (BMI)—Dec 36423	8	5	23. DIANA (BMI)—Paul Anka 16 Don't Gamble With Love (BMI)— ABC-Paramount 9831	16	17	41. MR. LEE (BMI)—Bobettes 24 Look at the Stars—Atlantic 1144	24	15
8. APRIL LOVE (ASCAP)—Pat Boone 11 WHEN THE SWALLOWS COME BACK TO CAPISTRANO (ASCAP)—Dot 15660	11	3	24. ALONE (BMI)—Shepherd Sisters 18 Congratulations to Someone (ASCAP)—Lance 125	18	3	42. SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER) Ray Charles 50 I Want a Little Girl (ASCAP)—Atlantic 1154	50	2
9. CHANCES ARE (ASCAP)— Johnny Mathis 7 THE TWELFTH OF NEVER (ASCAP)— Col 40993	7	9	25. PEGGY SUE (BMI)—Buddy Holly 43 Everyday (BMI)—Coral 61885	43	2	43. PEANUTS (BMI)— Little Joe & The Thrillers 27 Lily Lou (BMI)—Okeh 7088	27	7
10. HONEYCOMB (ASCAP)— Jimmie Rodgers 9 Their Hearts Were Full of Spring (ASCAP)— Roulette 4015	9	14	26. RAUNCHY (BMI)—Ernie Freeman — Puddin' (BMI)—Imperial 5474	—	1	44. BLACK SLACKS (BMI)— Joe Bennett & Sparkletones 33 Boppin' Rock Boogie (BMI)—ABC-Paramount 9837	33	9
11. TAMMY (ASCAP)—Debbie Reynolds 10 French Heels (ASCAP)—Coral 61851	10	17	27. COULD THIS BE MAGIC (BMI)—Dubs 26 Such Lovin' (BMI)—Gone 2011	26	2	45. REMEMBER YOU'RE MINE (ASCAP)— Pat Boone 38 THERE'S A GOLD MINE IN THE SKY (ASCAP)—Dot 15602	38	15
12. JUST BORN (BMI)—Perry Como 15 IVY ROSE (ASCAP)—Vic 7050	15	4	28. LOTTA LOVIN' (BMI)—Gene Vincent 19 WEAR MY RING (BMI)—Cap 3763	19	9	46. IN THE MIDDLE OF AN ISLAND (ASCAP)—Tonny Bennett 48 I Am (ASCAP)—Col 40985	48	15
13. FASCINATION (ASCAP)—Jane Morgan 13 Fascination (Instrumental) (ASCAP)—Kapp 191	13	11	28. TILL (ASCAP)—Roger Williams 32 Big Town (ASCAP)—Kapp 197	32	2	47. LIECHTENSTEINER POLKA (ASCAP)— Will Glabe — Schweitzer Polka (BMI)—London 1755	—	1
14. MELODIE D'AMOUR (BMI)— Ames Brothers 12 So Little Time (BMI)—Vic 7046	12	6	30. WAIT AND SEE (BMI)—Fats Domino 28 I STILL LOVE YOU (BMI)— Imperial 5467	28	4	48. FRAULEIN (BMI)—Bobby Helms 46 Heartick Feeling (BMI)—Dec 36194	46	2
15. KEEP A' KNOCKIN' (BMI)— Little Richard 14 Can't Believe You Wanna Leave—Specialty 611	14	7	31. I'LL REMEMBER TODAY (BMI)— Patti Page 43 My, How Time Goes By (ASCAP)—Mercury 71189	43	2	49. PARTY TIME (BMI)—Sal Mineo 45 The Words That I Whisper (BMI)—Epic 9246	45	2
16. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers 17 O' Man River (ASCAP)—Checker 872	17	9	32. WUN'ERFUL, WUN'ERFUL (PARTS 1 & 2) (ASCAP)— Stan Freberg 41 Cap 3815	41	2	50. HONEST I DO (BMI)—Jimmy Reed 36 Signals of Love (BMI)—Vee-Jay 253	36	2
			33. AND THAT REMINDS ME (ASCAP)— Della Reese 39 I Cried for You (ASCAP)—Jubilee 5292	39	3	50. THE STORY OF MY LIFE (ASCAP)— Marty Robbins — Once-A-Week Date (BMI)—Col 41013	—	1
			34. YOU SEND ME (BMI)—Teresa Brewer — Would I Were (ASCAP)—Coral 61898	—	1			

THIS WEEK'S BEST BUYS

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller charts.

GREAT BALLS OF FIRE (BRS, BMI)—Jerry Lee Lewis—Sun 281—
Side is hot in all markets. Flip is "You Win Again" (Acuff-Rose, BMI). A previous Billboard "Spotlight" pick.

LOVE ME FOREVER (Greta, BMI)—Four Esquires—Paris 509—Disk has begun to click in most of the top marts, and present indications are that it's going to be a loot platter. Flip is "I Ain't Been Right Since You Left" (Gold, ASCAP).

Week in and week out you'll find more news, more record reviews, more advertising on the fast-moving record business in The Billboard, the communications center of the music industry.



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING NOVEMBER 9

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- Hey! Little Girl **Techniques**
(BMI) Roulette 4030
- The Joker **Billy Myles**
(BMI) Ember 1026
- Kisses Sweeter Than Wine **Jimmy Rodgers**
(ASCAP) Roulette 4031
- Little Bitty Pretty One **Bobby Day**
(BMI) Class 211
- Love Me Forever **Four Esquires**
(BMI) Paris 509
- Reet Petite **Jackie Wilson**
(BMI) Brunswick 55024

*An old favorite comes to life
with a great performance by...*

SARAH VAUGHAN

"Gone Again"

AND
THE NEXT TIME AROUND

MERCURY 71235

His greatest release!

NICK NOBLE

"Halo Of Love"

AND
SWEET TREAT
MERCURY 71233



Nick's second hit!

BIGGER THAN "PLAYTHING"

"AT THE HOP"

and

"I DO"

*Nick
Todd*

15675

A *Dot* HIT



Everything Clicked-
on this great new *Dot* hit!



- THE SONG
- THE ARRANGEMENT
- THE PERFORMANCE
- THE SOUND

Gale Storm

Topping her recording
of "Dark Moon"

WINTER
WARM

b/w "GO 'WAY FROM MY WINDOW"

15666

A *Dot* HIT

**A NATURAL...
FOR THE HIT PARADE!**



**TOMMY
LEONETTI**

**IN TIMES
LIKE
THESE** **BEACH-
COMBER**

Vik X/4X-0306

ORDER IT TODAY!

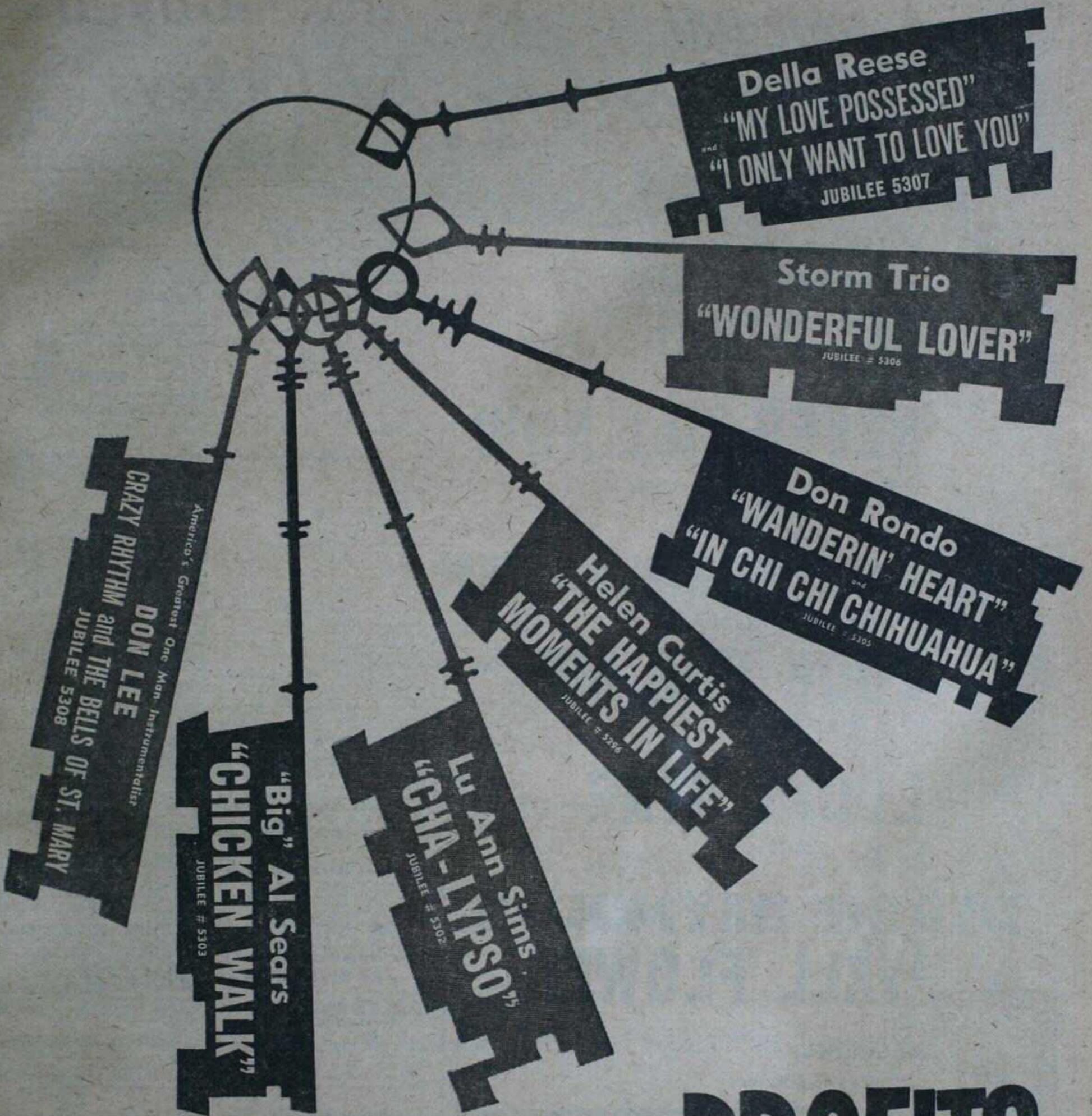
Vik records

**Most Played
by Jockeys**

FOR SURVEY WEEK ENDING NOVEMBER 11

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

Week This		Last Week	Week on Chart
1.	WAKE UP LITTLE SUSIE (BMI)—Everly Brothers.. Maybe Tomorrow (BMI)—Cadence 1337	1	8
2.	JAILHOUSE ROCK (BMI)—Elvis Presley..... Treat Me Nice (BMI)—Vic 7035	2	6
3.	CHANCES ARE (ASCAP)—Johnny Mathis..... The Twelfth of Never (ASCAP)—Col 40993	3	10
4.	APRIL LOVE (ASCAP)—Pat Boone..... When the Swallows Come Back to Capistrano (ASCAP)—Dot 15680	4	4
5.	SILHOUETTES (BMI)—The Rays..... Daddy Cool (BMI)—Capito 117	7	4
6.	YOU SEND ME (BMI)—Sam Cooke..... Summertime (ASCAP)—Kapp 34013	5	3
7.	HONEYCOMB (ASCAP)—Jimmie Rodgers..... Their Hearts Were Full of Spring (ASCAP)—Roulette 4015	6	13
8.	MELODIE D'AMOUR (BMI)—Ames Brothers..... So Little Time (BMI)—Vic 7046	5	7
9.	THE TWELFTH OF NEVER (ASCAP)— Johnny Mathis Chance Are (ASCAP)—Col 40993	12	6
10.	BE-BOP BABY (BMI)—Ricky Nelson..... Have I Told You Lately That I Love You (BMI)—Imperial 5463	14	4
10.	MY SPECIAL ANGEL (BMI)—Bobby Helms..... Standing at the End of My World (BMI)—Dee 30423	15	4
12.	SILHOUETTES (BMI)—Diamonds Daddy Cool (BMI)—Mercury 71197	10	3
12.	ALL THE WAY (ASCAP)—Frank Sinatra..... Chicago (ASCAP)—Cap 3793	10	4
14.	FASCINATION (ASCAP)—Jane Morgan..... Fascination (Instrumentals) (ASCAP)—Kapp 191	9	11
15.	JUST BORN (BMI)—Perry Como..... Ivy Rose (ASCAP)—Vic 7050	14	6
16.	TAMMY (ASCAP)—Debbie Reynolds..... French Heels (ASCAP)—Coral 61851	13	18
17.	KISSES SWEETER THAN WINE (ASCAP)— Jimmie Rodgers Better Loved You'll Never Be (ASCAP)—Roulette 4031	—	1
18.	LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris I Hope You Won't Hold It Against Me (BMI)—Aladdin 3398	—	1
19.	MY HEART REMINDS ME (ASCAP)—Kay Starr... Film Flam Flou (BMI)—Vic 6981	11	10
20.	IVY ROSE (ASCAP)—Perry Como..... Just Born (BMI)—Vic 7050	19	5
21.	TREAT ME NICE (BMI)—Elvis Presley..... Jailhouse Rock (BMI)—Vic 7035	20	5
22.	YOU SEND ME (BMI)—Teresa Brewer..... Would I Were (ASCAP)—Coral 61898	16	2
22.	HULA LOVE (BMI)—Buddy Knox..... Devil Woman (BMI)—Roulette 4018	—	8
22.	CA C'EST L'AMOUR (ASCAP)—Tony Bennett... I Never Fell More Like Falling in Love (ASCAP)—Col 41032	—	1
25.	I'M AVAILABLE (BMI)—Margie Rayburn..... If You Were (ASCAP)—Liberty 55102	21	2



PROFITS

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MGM Records

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MY WORD**

and

NEVER TILL NOW

(From the MGM Prod. "Raintree County")

K12565 on 45 & 78 rpm

MARVIN RAINWATER

NEW SMASH RELEASE!

LOOK FOR ME

(I'll Be Waiting for You)

and

LUCKY STAR

K12586 on 45 & 78 rpm

DEBBIE REYNOLDS

WALL FLOWER

and

ALL GROWN UP

K12560 on 45 & 78 rpm

From the Musical Production "JAMAICA"

DAVID ROSE AND HIS ORCHESTRA

SAVANNA and

K12585

**LITTLE
BISQUIT**

**HELEN CARR
IT'S BEAUTIFUL**

and

LOVE IS A SERIOUS BUSINESS
K12578

**DANNY WINCHELL
I DO, I DO**

and

MY LITTLE TREE-HOUSE
K12577



Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 9

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

Territory	Record Title	Artist
BOSTON	Chances Are, Twelfth of Never	Johnny Mathis, Col.
	Fascination, Jane Morgan, Kapp	
	Honeycomb, Jimmie Rodgers, RIL	
	Jailhouse Rock, Treat Me Nice	Elvis Presley, Vic.
	My Special Angel, Bobby Helms, Dec.	
	Silhouettes, Rays, Cam.	
	Tammy, Debbie Reynolds, Cor.	
	Wake Up Little Susie, Everly Brothers, Cdc.	
CHICAGO	Alone, Shepherd Sisters, Lan.	
	Be-Bop Baby, Have I Told You Lately That I Love You, Ricky Nelson, Imp.	
	Diana, Paul Anka, ABC-Para.	
	Honeycomb, Jimmie Rodgers, RIL	
	Jailhouse Rock, Elvis Presley, Vic.	
	Silhouettes, Rays, Cam.	
	Till, Roger Williams, Kapp	
	Wake Up Little Susie	Everly Brothers, Cdc.
	You Send Me, Sam Cooke, Keen	
DETROIT	Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.	
	Honest I Do, Jimmy Reed, V J	
	Jailhouse Rock, Elvis Presley, Vic.	
	Little Bitty Pretty One	Thurston Harris, Ala.
	Peggy Sue, Buddy Holly, Cor.	
	Silhouettes, Rays, Cam.	
	Soft, Bill Doggett, King	
	Wake Up Little Susie, Everly Brothers, Cdc.	
	You Send Me, Sam Cooke, Keen	
EAST TEXAS	Hold Love, Buddy Knox, RIL	
	Idol With the Golden Head	Counters, A&J
	Jailhouse Rock/Treat Me Nice	Elvis Presley, Vic.
	Keep A' Knockin', Little Richard, Spe.	
	Little Bitty Pretty One	Thurston Harris, Ala.
	Rock and Roll Music, Chuck Berry, Ch.	
	Silhouettes, Rays, Cam.	
	Wake Up Little Susie, Everly Brothers, Cdc.	
	You Send Me, Sam Cooke, Keen	
FLORIDA	Be-Bop Baby, Ricky Nelson, Imp.	
	Chances Are, Johnny Mathis, Col.	
	Honest I Do, Jimmy Reed, V J	
	I'll Remember Today, Paul Page, Mir.	
	Jailhouse Rock, Elvis Presley, Vic.	
	Rainbow, Russ Hamilton, Kapp	
	Silhouettes, Rays, Cam.	
	You Send Me, Sam Cooke, Keen	
LOS ANGELES	Be-Bop Baby, Ricky Nelson, Imp.	
	Chances Are, Johnny Mathis, Col.	
	Fascination, Jane Morgan, Kapp	
	Jailhouse Rock, Elvis Presley, Vic.	
	My Special Angel, Bobby Helms, Dec.	
	Silhouettes, Rays, Cam.	
	Tammy, Debbie Reynolds, Cor.	
	Wake Up Little Susie, Everly Brothers, Cdc.	
NEW YORK AND NEWARK	April Love, Pat Boone, Dot	
	Be-Bop Baby, Ricky Nelson, Imp.	
	Chances Are, Johnny Mathis, Col.	
	Jailhouse Rock/Treat Me Nice	Elvis Presley, Vic.
	Little Bitty Pretty One	Thurston Harris, Ala.
	Silhouettes, Rays, Cam.	
	Wake Up Little Susie, Everly Brothers, Cdc.	
	You Send Me, Sam Cooke, Keen	
NORTHERN NEW YORK STATE	April Love, Pat Boone, Dot	
	Be-Bop Baby, Ricky Nelson, Imp.	
	Chances Are, Johnny Mathis, Col.	
	Jailhouse Rock/Treat Me Nice	Elvis Presley, Vic.
BOSTON	Little Bitty Pretty One	Thurston Harris, Ala.
	Silhouettes, Rays, Cam.	
	Wake Up Little Susie, Everly Brothers, Cdc.	
	You Send Me, Sam Cooke, Keen	
NORTHERN OHIO	Chances Are, Johnny Mathis, Col.	
	Deep Purple	Billy Ward and His Dominoes, Lib.
	Honest I Do, Jimmy Reed, V J	
	Little Bitty Pretty One	Thurston Harris, Ala.
	Melodie D'Amour, Ames Brothers, Vic.	
	Walt and See, Fats Domino, Imp.	
	Wake Up Little Susie, Everly Brothers, Cdc.	
	You Send Me, Sam Cooke, Keen	
NORTHWEST	Back to School Again	Timmie Rogers, Cam.
	Down in the Alley, Clovers, Ad.	
	Further Up the Road	Bobby (Blue) Bland, Duke
	Fever, Earl Grant, Dec.	
	Keep A' Knockin', Little Richard, Spe.	
	Little Bitty Pretty One, Bobby Day, Ch.	
	Swanee River Rock (Talkin' 'Bout That River), Ray Charles, Atl.	
	You Send Me, Sam Cooke, Keen	
PHILADELPHIA	Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.	
	Chances Are, Johnny Mathis, Col.	
	Jailhouse Rock, Elvis Presley, Vic.	
	Little Bitty Pretty One	Thurston Harris, Ala.
	My Special Angel, Bobby Helms, Dec.	
	Rock and Roll Music, Chuck Berry, Ch.	
	Silhouettes, Rays, Cam.	
	You Send Me, Sam Cooke, Keen	
SAN FRANCISCO AND OAKLAND	April Love, Pat Boone, Dot	
	Further Up the Road	Bobby (Blue) Bland, Duke
	Honest I Do, Jimmy Reed, V J	
	Jailhouse Rock, Elvis Presley, Vic.	
	Silhouettes, Rays, Cam.	
	Summertime/You Send Me	Sam Cooke, Keen
	Walt and See, Fats Domino, Imp.	
	Wake Up Little Susie, Everly Brothers, Cdc.	
SOUTHERN OHIO	Alone, Shepherd Sisters, Lan.	
	April Love/When the Swallows Come Back to Capistrano, Pat Boone, Dot	
	Around the World (Instrumentally)	Bing Crosby, Dec.
	Be-Bop Baby, Ricky Nelson, Imp.	
	Chances Are, Johnny Mathis, Col.	
	Jailhouse Rock, Elvis Presley, Vic.	
	Raunchy, Ernie Freeman, Imp.	
	Wake Up Little Susie, Everly Brothers, Cdc.	
	Wan'erful, Wan'erful, Stan Freberg, Cap.	
ST. LOUIS AND KANSAS CITY	April Love, Pat Boone, Dot	
	Chances Are, Johnny Mathis, Col.	
	Honest I Do, Jimmy Reed, V J	
	Jailhouse Rock, Elvis Presley, Vic.	
	Little Bitty Pretty One, Bobby Day, Ch.	
	Raunchy, Bill Justis, Phil. Int.	
	Rock and Roll Music, Chuck Berry, Ch.	
	Silhouettes, Rays, Cam.	
WASHINGTON AND BALTIMORE	April Love/When the Swallows Come Back to Capistrano, Pat Boone, Dot	
	Be-Bop Baby/Have I Told You Lately That I Love You, Ricky Nelson, Imp.	
	Jailhouse Rock/Treat Me Nice	Elvis Presley, Vic.
	Keep A' Knockin', Little Richard, Spe.	
	Little Bitty Pretty One	Thurston Harris, Ala.
	My Special Angel, Bobby Helms, Dec.	
	Tammy, Debbie Reynolds, Cor.	
	Wake Up Little Susie, Everly Brothers, Cdc.	

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*Dot's***PARADE of BEST SELLERS**

- 15660 **APRIL LOVE—WHEN THE SWALLOWS COME BACK TO CAPISTRANO** —PAT BOONE
 15661 **RAUNCHY—SAIL ALONG SILVERY MOON** —BILLY VAUGHN
 15662 **THE JOKER—CHICKEN, CHICKEN** —THE HILLTOPPERS
 15665 **THE BRIGHT LIGHT—ROCK-A-CHICKA** —JIM LOWE
 15657 **I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND** —TAB HUNTER
 15612 **MISTER FIRE EYES** —BONNIE GUITAR
 15643 **PLAYTHING** —NICK TODD
 15666 **WINTER WARM—GO 'WAY FROM MY WINDOW** —GALE STORM
 15664 **HENRIETTA** —JIMMY DEE
 15586 **REBEL** —CAROL JARVIS
 15659 **CRY, CRY DARLING—YOU'RE THE IDOL OF MY DREAMS** —JIMMY NEWMAN
 15652 **ONE HEART—EVERY TIME I ASK MY HEART** —LEROY VAN DYKE
 15649 **WHERE DID OUR YOUNG YEARS GO—COTTON-EYED JOE** —DON RENO-RED SMILEY
 15646 **SWANEE RIVER ROCK** —SANFORD CLARK

BEST SELLING ALBUMS

- DLP-3071 **PAT'S GREAT HITS**—PAT BOONE
 DLP-3068 **HYMNS WE LOVE**—PAT BOONE
 DLP-3077 **PAT BOONE SINGS IRVING BERLIN**—PAT BOONE
 DLP-3030 **HOWDY!**—PAT BOONE
 DLP-3050 **"PAT"**—PAT BOONE
 DLP-3075 **WORD JAZZ—JAZZ HORIZONS**—KEN MORDINE
 DLP-3045 **INSTRUMENTAL SOUVENIRS**—BILLY VAUGHN AND HIS ORCHESTRA
 DLP-3017 **SENTIMENTAL ME**—GALE STORM
 DLP-3012 **PAT BOONE**
 DLP-3063 **THE THIRTIES IN RAGTIME**—JOHNNY MADDOX
 DLP-3054D **Music From the Sound Track of CECIL B. DE MILLE'S "THE TEN COMMANDMENTS"**

NEW RELEASES

- 15670 **GIVE ME A GENTLE GIRL—CLOVER IN THE MEADOW**—SHIRLEY JONES
 15671 **HELLO LOVE—TILL YOU COME BACK TO ME**—THE CASUALS
 15669 **JELLYFISH—BRIDGE OF LOVE**—THE TEARDROPS
 15668 **BLUE KIMONA—BREEZE**—COWBOY COPAS
 15663 **SILVER BOX—LET ME BE THE ONE**—T. TOMMY
 15667 **I'M GLAD I WAITED—LET'S FLAT GET IT**—DANNY WOLFE

THE BEST SELLING EP OF THE YEAR
 DEP-1062 **MERRY CHRISTMAS**—Pat Boone

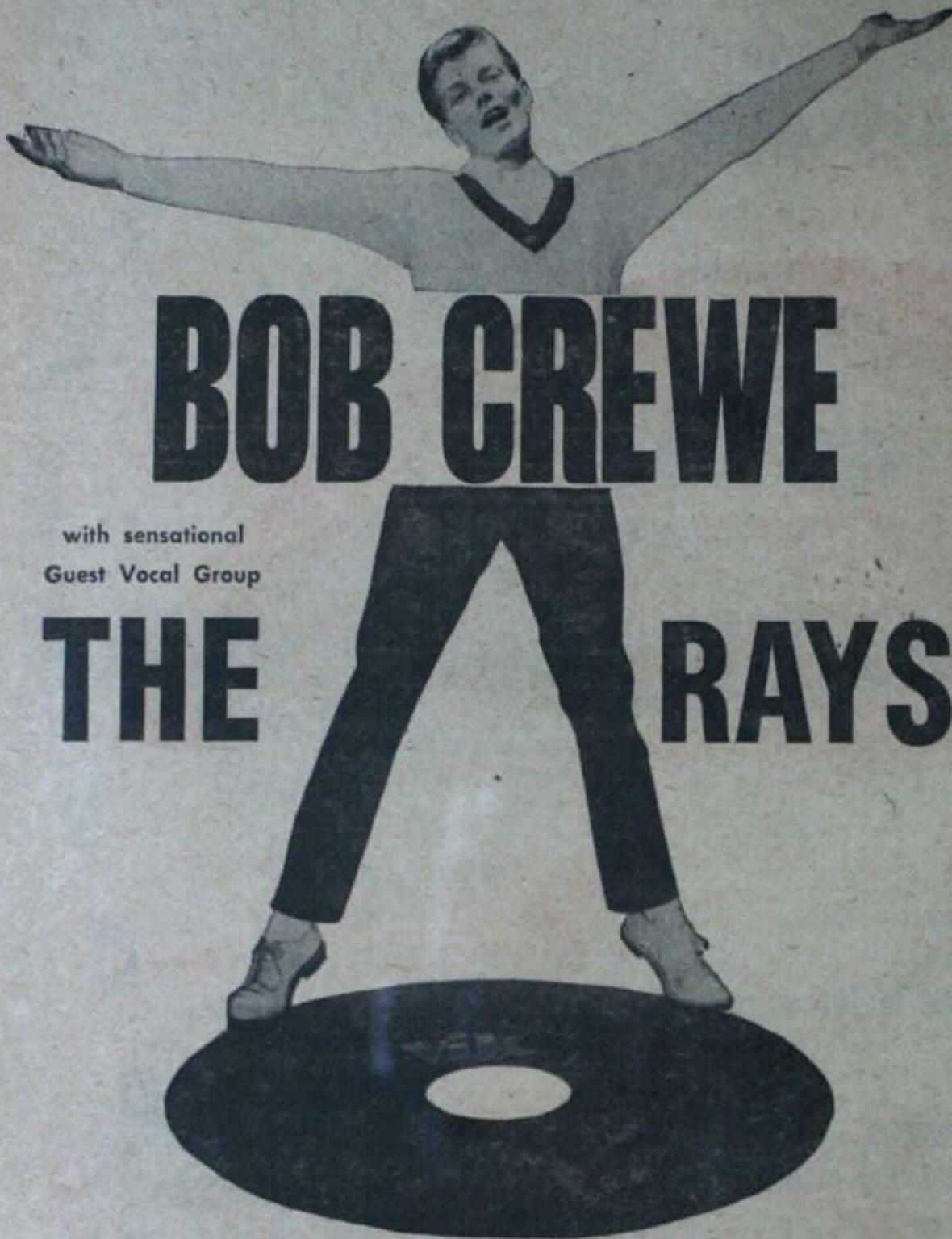
White Christmas
 Silent Night

Jingle Bells
 Santa Claus Is Comin' to Town

Dot

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 THE NATION'S BEST SELLING RECORDS

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BOB CREWE

with sensational
Guest Vocal Group

THE RAYS



Top 100 Sides

FOR SURVEY WEEK ENDING NOVEMBER 9

This is a tabulation of dealer unit sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. It is therefore a tabulation of sides or songs, and not records. This fact, together with longer four-week survey periods, explains variation between the top 30 sides as reflected in this chart, and top 30 record sellers as reflected in "Best Sellers in Stores."

Position	Song	Artist	Label	Last Week
1.	JAILHOUSE ROCK	Elvis Presley	Victor	1
2.	WAKE UP LITTLE SUSIE	Everly Brothers	Cadence	2
3.	YOU SEND ME	Sam Cooke	Keen	4
4.	SILHOUETTES	Rays	Cameo	3
5.	BE-BOP BABY	Ricky Nelson	Imperial	5
6.	LITTLE BITTY PRETTY ONE	Thurston Harris	Aladdin	7
7.	CHANCES ARE	Johnny Mathis	Columbia	6
8.	MY SPECIAL ANGEL	Bobby Helms	Decca	10
9.	HONEYCOMB	Jimmie Rodgers	Roulette	8
10.	TAMMY	Debbie Reynolds	Coral	9
11.	APRIL LOVE	Pat Boone	Dot	20
12.	MELODIE D'AMOUR	Ames Brothers	Victor	14
13.	KEEP A' KNOCKIN'	Little Richard	Specialty	12
14.	DIANA	Paul Anka	ABC-Paramount	11
15.	FASCINATION	Jane Morgan	Kapp	15
16.	HAPPY, HAPPY BIRTHDAY, BABY	Tune Weavers	Checker	13
17.	HULA LOVE	Buddy Knox	Roulette	78
18.	LOTTA LOVIN'	Gene Vincent	Capitol	16
19.	JUST BORN	Perry Como	Victor	24
20.	ALONE	Shepherd Sisters	Lance	25
21.	I'M AVAILABLE	Margie Rayburn	Liberty	29
22.	WHOLE LOTT A SHAKIN' GOIN' ON	Jerry Lee Lewis	Sun	17
23.	RAINBOW	Russ Hamilton	Kapp	22
24.	DEEP PURPLE	Billy Ward and His Dominoes	Liberty	23
25.	MR. LEE	Bobbettes	Atlantic	19
26.	THAT'LL BE THE DAY	Crickets	Brunswick	21
27.	ROCK AND ROLL MUSIC	Chuck Berry	Chess	54
28.	ALL THE WAY	Frank Sinatra	Capitol	33
29.	PEANUTS	Little Joe and the Thrillers	Okeh	26
30.	COULD THIS BE MAGIC	Dubs	Gone	41
31.	RAUNCHY	Bill Justis	Phillips International	—
32.	WAIT AND SEE	Fats Domino	Imperial	27
33.	TELL	Roger Williams	Kapp	40
34.	BLACK SLACKS	Joe Bennett & the Sparkletones	ABC-Paramount	28
35.	PEGGY SUE	Buddy Holly	Coral	61
36.	BACK TO SCHOOL AGAIN	Timmie Rodgers	Cameo	37
37.	MY ONE SIN	Four Coins	Epic	35
38.	IN THE MIDDLE OF AN ISLAND	Tony Bennett	Columbia	32
39.	AND THAT REMINDS ME	Debra Reese	Jubilee	34
40.	RAUNCHY	Erlie Freeman	Imperial	—
41.	HONEST I DO	Jimmy Reed	Vee Jay	37
42.	I'LL REMEMBER TODAY	Patti Page	Mercury	53
43.	SONY MORONIE	Larry Williams	Specialty	58
44.	SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER)	Ray Charles	Atlantic	49
45.	WUN'ERFUL, WUN'ERFUL	Stan Freberg	Capitol	54
46.	REMEMBER YOU'RE MINE	Pat Boone	Dot	30
47.	TREAT ME NICE	Elvis Presley	Victor	30
48.	WITH YOU ON MY MIND	Nat King Cole	Capitol	42
49.	HAVE I TOLD YOU LATELY THAT I LOVE YOU	Ricky Nelson	Imperial	35
50.	IVY ROSE	Perry Como	Victor	52
51.	MOONLIGHT SWIM	Tony Perkins	Victor	44
52.	FRAULEIN	Bobby Helms	Decca	47
53.	PLAYTHING	Nick Todd	Dot	44
54.	SEND FOR ME	Nat King Cole	Capitol	46
55.	FRAULEIN	Steve Lawrence	Coral	54
56.	SEND FOR ME	Teresa Brewer	Coral	—
57.	JUST BETWEEN YOU AND ME	Chordettes	Cadence	37
58.	FARTHER UP THE ROAD	Bobby (Blue) Bland	Duke	63
59.	STARDUST	Billy Ward	Liberty	43
60.	AN AFFAIR TO REMEMBER	Vic Damone	Columbia	48
61.	IT'S NOT FOR ME TO SAY	Johnny Mathis	Columbia	51
62.	REBEL	Carol Jay	Dot	61
63.	REET PETITE	Jackie Wilson	Brunswick	64
64.	SOFT	Bill Doggett	King	59
65.	AROUND THE WORLD	Mantovani	London	49
66.	ONLY BECAUSE	Flatters	Mercury	73
67.	THE STORY OF MY LIFE	Marty Robbins	Columbia	77
68.	LIECHTENSTEINER POLKA	Will Glabe	London	—
69.	AROUND THE WORLD	Victor Young	Decca	69
70.	PARTY TIME	Sal Mineo	Epic	64
71.	BON VOYAGE	Janice Harper	Prep	71
72.	DEEP BLUE SEA	Jimmy Dean	Columbia	88
73.	LIPS OF WINE	Andy Williams	Cadence	64
74.	SILHOUETTES	Diamonds	Mercury	88
75.	MISTER FIRE EYES	Bonnie Guitar	Dot	73
76.	TEDDY BEAR	Elvis Presley	Victor	54
77.	JOKER	Billy Myles	Ember	—
78.	GOT A DATE WITH AN ANGEL	Billy Williams	Coral	94
79.	WHITE SILVER SANDS	Don Rondo	Jubilee	67
80.	IDOL WITH THE GOLDEN HEAD	Coasters	Alco	67
81.	I STILL LOVE YOU	Fats Domino	Imperial	88
82.	LITTLE BITTY PRETTY ONE	Bobby Day	Class	—
83.	WHEN THE SWALLOWS COME BACK TO CAPISTRANO	Pat Boone	Dot	81
84.	CHICAGO	Frank Sinatra	Capitol	—
85.	AROUND THE WORLD	Bing Crosby	Decca	94
86.	THERE'S A GOLD MINE IN THE SKY	Pat Boone	Dot	59
87.	I NEED YOU SO	B. B. King	RPM	—
88.	KISSES SWEETER THAN WINE	Jimmie Rodgers	Roulette	—
89.	LOVE ME FOREVER	Four Esquires	Paris	—
90.	SUMMERTIME	Sam Cooke	Keen	88
91.	THE TWELFTH OF NEVER	Johnny Mathis	Columbia	81
92.	YOU BUG ME, BABY	Larry Williams	Specialty	88
93.	HEY, LITTLE GIRL	Techniques	Roulette	—
94.	FASCINATION	Dick Jacobs	Coral	77
95.	LOVE LETTERS IN THE SAND	Pat Boone	Dot	81
96.	PLAYTHING	Ted Newman	Rev	—
97.	TONIGHT, TONIGHT	Mello-Kings	Herald	77
98.	BYE BYE LOVE	Everly Brothers	Cadence	100
99.	MY HEART REMINDS ME	Kay Starr	Victor	77
100.	TAMMY	Ames Brothers	Victor	41

**"CHARM
BRACELET"**

**"DO BE
DO BE
DO"**

Vik X/4X-0307

ORDER IT TODAY!



Always in the...

5463
BE-BOP BABY
b/w
**HAVE I TOLD YOU
LATELY THAT
I LOVE YOU**
Ricky Nelson

5481
HARD TIMES (The Slop)
b/w
CINDERELLA
Dave Bartholomew

5467
WAIT AND SEE
b/w
I STILL LOVE YOU
Fats Domino



5480
ASTROSONIC
b/w
ROCKIN' IN THE ORBIT
Jimmy Haskell Orch.

5474
RAUNCHY
b/w
PUDDIN'
Ernie Freeman.

5479
I MISS YOU
b/w
TIMES
Chuck Carbo

8312
HUSH-A-BYE
b/w
UNCHAIN MY HEART
Slim Whitman

Winner's Circle!

...And she sings too!



BETTY JO BAXTER

THE COME ON
FATAL BABY,
KNIFE LET'S GO

Vik X/4X-0308

ORDER IT TODAY!

Vik records

• Best Selling Sheet Music in U. S.

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

This Week	Last Week	Weeks on Chart
1. TAMMY (Northern)	1	18
2. FASCINATION (Southern)	3	14
3. AROUND THE WORLD (Young)	2	22
4. APRIL LOVE (Witmark)	9	2
5. CHANCES ARE (Korwin)	4	8
6. MELODIE D'AMOUR (Rayven)	8	5
7. WAKE UP LITTLE SUSIE (Acuff-Rose)	6	6
7. ALL THE WAY (Barton)	-	1
9. AN AFFAIR TO REMEMBER (Feist)	5	12
10. SILHOUETTES (Regent)	10	2
11. HONEYCOMB (Hawthorne)	7	9
12. JAILHOUSE ROCK (Presley)	14	4
13. MY SPECIAL ANGEL (Merge)	13	3
14. DIANA (Pamco)	11	11
15. I'LL REMEMBER TODAY (Hollis)	-	2

• Best Selling Sheet Music in Britain

(For week ending November 9)

A tabular report from the Music Publishers' Association, Ltd., London. List is based upon their weekly survey of England's leading music dealers. American publishers in parenthesis.

Tammy—Macmelodies (Northern)	Mary's Boy Child—Bourne (Schumann)
Forgotten Dreams—Mills (Mills)	A Handful of Songs—Peter Maurice (Peter Maurice)
Diana—Mellin (Pamco)	Puttin' On the Style—Essex (Melody Trails)
Love Letters in the Sand—Francis Day (Bourne)	Let Me Be Loved—Frank (Livingston-Efrans)
Wandering Eyes—Bron (Shapiro-Bernstein)	Around the World—Sterling (Young)
Island in the Sun—Feldman (Class)	White Silver Sands—Southern (Fellows)
Man on Fire—Robbins (Robbins)	In the Middle of an Island—Morris (Oxford)
With All My Heart—Bron (Debut)	Gotta Have Something in the Bank, Frank—Campbell-Connelly (Rain)
That'll Be the Day—Southern (Nor-Va-Jak)	Last Train to San Fernando—Essex (Ludlow)
Remember You're Mine—Bellinda (Troye & Lowz)	Affair to Remember—Feist (Feist)

• Best Selling Pop Records in Britain

(For week ending November 9)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. THAT'LL BE THE DAY—Crickets (Coral)	1
2. LET'S HAVE A PARTY—Elvis Presley (RCA)	2
3. MARY'S BOY CHILD—Harry Belafonte (RCA)	20
4. TAMMY—Debbie Reynolds (Coral)	3
5. REMEMBER YOU'RE MINE—Pat Boone (London)	7
6. DIANA—Paul Anka (Columbia)	3
7. BE MY GIRL—Jim Dale (Parlophone)	6
8. GOTTA HAVE SOMETHING IN THE BANK, FRANK—Frankie Vaughan & Kaye Sisters (Phillips)	8
9. MAN ON FIRE/WANDERING EYES—Frankie Vaughan (Phillips)	4
10. I LOVE YOU BABY—Paul Anka (Columbia)	18
11. LOVE LETTERS IN THE SAND—Pat Boone (London)	13
12. MY DIXIE DARLING—Lionel Richie (Pye-Nixa)	12
13. WATER WATER/HANDFUL OF SONGS—Tommy Steele (Decca)	19
14. WAKE UP LITTLE SUSIE—Everly Brothers (London)	-
15. TRYIN' TO GET TO YOU—Elvis Presley (HMV)	-
16. WITH ALL MY HEART—Petula Clark (Pye-Nixa)	13
17. WANDERING EYES—Charlie Gracie (London)	11
18. ISLAND IN THE SUN—Harry Belafonte (RCA)	16
19. WHOLE LOTTA SHAKIN' GOIN' ON—Jerry Lee Lewis (London)	9
20. TEDDY BEAR—Elvis Presley (RCA)	15

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audience on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
All the Way (R)—Maraville—ASCAP	All the Way (R)—Maraville—ASCAP
An Affair to Remember (R)—Feist—ASCAP	An Affair to Remember (R) (F)—Feist—ASCAP
And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP	And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP
April Love (R) (F)—Feist—ASCAP	April Love (R) (F)—Feist—ASCAP
Around the World (R) (F)—Young—ASCAP	At the Hop (R)—Singular—BMI
C'est L'Amour (R) (F)—Buxton Hill—ASCAP	C'est L'Amour (R)—Buxton Hill—ASCAP
Careless (R)—Bourne—ASCAP	Chances Are (R)—Korwin—ASCAP
Chances Are (R)—Korwin—ASCAP	Fascination (R) (F)—Southern—ASCAP
Deep Blue Sea (R)—Dominion—BMI	Honeycomb (R)—Hawthorne—ASCAP
Fascination (R) (F)—Southern—ASCAP	I Never Felt More Like Falling in Love (R)—Korwin—ASCAP
Forgotten Dreams (R)—Witmark—ASCAP	If I Can Help Somebody (R)—Lreda—ASCAP
Got a Date With an Angel (R)—Chappell—ASCAP	I'm Gonna Sit Right Down (R)—De Syira, Brown & Henderson—ASCAP
Happy, Happy Birthday, Baby (R)—Arc-Donna—BMI	It's Not for Me to Say (R) (F)—Korwin—ASCAP
Honeycomb (R)—Hawthorne—ASCAP	Ivy Rose (R)—Roncom—ASCAP
How Do You Say Goodbye (R)—Chappell—ASCAP	Jailhouse Rock (R) (F)—Presley—BMI
I Keep Running Away From You (R)—Berlin—ASCAP	Just Born (R)—Winnerton—ASCAP
I'll Never Say Never Again (R)—Brogman, Vocco & Cohn—ASCAP	Melodie D'Amour (R)—Rayven—BMI
Just Night (R)—Feist—ASCAP	Passing Strangers (R)—Christopher—ASCAP
Just Between You and Me (R)—Winnerton—ASCAP	Raintree County (R) (F)—Robbins—ASCAP
Just Born (R)—Winnerton—ASCAP	Rock and Roll Music (R)—Arc—BMI
Katsumi Love Theme (R) (F)—Witmark—ASCAP	Silhouettes (R)—Regent—BMI
Language of Love (R)—Sequence—ASCAP	Tammy (R) (F)—Northern—ASCAP
Las Vegas (R)—Peer—BMI	That'll Be the Day (R)—Nor-Va-Jak—BMI
Listen to the Rockin' Bird (R)—Warnow—ASCAP	Till (R)—Chappell—ASCAP
Melodie D'Amour (R)—Rayven—BMI	Twelfth of Never (R)—Frank—ASCAP
Sayonara (R) (F)—Berlin—ASCAP	Unbeliever (R)—Oxford—BMI
Search for Paradise (R) (F)—Witmark—ASCAP	Wake Up Little Susie (R)—Acuff-Rose—BMI
Story of My Life (R)—Famous—ASCAP	Winter Warm (R)—Famous—ASCAP
Tammy (R)—Northern—ASCAP	Wonderful, Wonderful (R)—Marks—BMI
Till (R)—Chappell—ASCAP	You Send Me (R)—Higora—BMI



PEGGY KING

ZERO HOUR
from the motion picture,
"Zero Hour"
b/w
NO SLEEP TILL DAWN
with FRANK DE VOL
and his orchestra
4-41054



THE FOUR LADS

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



JOHNNY MATHIS

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

THE WORD ON PLAYS

JOHNNY MATHIS, still riding herd with "Chances Are" and "The Twelfth of Never," has another powerhouse in "Wild Is the Wind"! It's the title song from the new Paramount Picture starring Anna Magnani, Anthony Quinn and Anthony Franciosa. Score is by Dimitri Tiomkin and Columbia's also set for the sound track album . . . coming soon! . . . VIC DAMONE hits pay-dirt again with "Junior Miss," title song from the CBS Television spectacular coming December 20. Production will star Robert Cummings, Jeannie Carson and Paul Ford. . . . THE FOUR LADS' newest is loaded with sales TNT! A sensational new song coupled with a strictly-by-request standard plus an all-out promotion campaign adds up to what should be a really big one for the boys!



SHIRLEY CADDELL

I'VE NEVER BEEN IN LOVE
(Like I'm in Love with You)
b/w
YOU'RE THE ONLY
GOOD THING
4-41044-c



RAY ELLIS

LIKE JINGLE BELLS
b/w
SNOW, SNOW,
BEAUTIFUL SNOW
RAY ELLIS and his orchestra
4-41056



VIC DAMONE

JUNIOR MISS
from the CBS Television Show,
"Junior Miss"
b/w
I CAN'T CLOSE THE BOOK
with GLENN OSSER
and his orchestra
4-41057

Extra Exposure!

Television appearances mean super-exposure which mean extra sales! Watch these Columbia artists guesting it: JILL COREY on The Big Record December 11 . . . JOHNNY MATHIS on The Perry Como Show December 14 . . . The Big Record will also feature JOHNNIE RAY on December 18 and SAMMY KAYE on Christmas night!

THE SURE-FIRE HITS ARE ON

COLUMBIA RECORDS

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THE BILLBOARD'S WEEKLY

Tips on Coming Tops

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

Review Spotlight on . . .

POP RECORDS

- JOHNNY MATHIS**... Columbia 41060... **WILD IS THE WIND** (Ross-Jungnickel, ASCAP)
NO LOVE (BUT YOUR LOVE) (Weiss & Barry, BMI)
 The haunting theme from the forthcoming flick, "Wild Is the Wind," is given a sensitive reading by the hot artist. A contrapuntal theme on harmonica is effectively set against the attractive vocal. Flip, "No Love," is a tango delivered with light guitar accompaniment. Either side is a strong bet to click.
- THE FOUR LADS**... Columbia 41058... **THE THINGS WE DID LAST SUMMER** (Styne & Cahn, ASCAP)
PUT A LIGHT IN THE WINDOW (Planetary, ASCAP)
 The group presents a wistful rendition of the hit of a few years ago. Attractive harmonies on the pretty theme makes this a strong contender. Flip, "Put a Light," is a bouncy polka-rhythm novelty that is sprightly sung. Both could score.
- THE FOUR COINS**... Epic 9253... **FOLLOW YOUR HEART** (Tray, ASCAP)
A BROKEN PROMISE (Magnificent, ASCAP)
 The crew made it with their last effort, "My One Sin," and their similar styling of "Follow Your Heart" could follow suit. "Promise" is also a ballad that is taken at a shuffling pace. Both sides are nicely backed.
- JOHNNY NASH**... ABC-Paramount 9874... **A VERY SPECIAL LOVE** (Korwin, ASCAP)
WON'T YOU LET ME SHARE YOUR LOVE? (Rayven, BMI)
 Nash impressed with his last try, "Ladder of Love," but this could be the side to firmly establish him. The pretty ballad has "standard" quality. Chorus and string backing nicely assist. "Won't You," the flip, is in a rock-a-ballad groove and the artist gives it an appealing vocal.
- DEBBIE REYNOLDS**... Coral 61897... **A VERY SPECIAL LOVE** (Korwin, ASCAP)
I SAW A COUNTRY BOY (April, ASCAP)
 Miss Reynolds' version will offer rough competition to the Nash platter. The thrush's soft vocal stint is attractively backed by lush strings. Flip, "I Saw," is a folksish ballad with a charming theme that is wistfully read. Fine chirping here could put the chick back on top.
- FRANKIE LYMON**... Roulette 4035... **IT'S CHRISTMAS ONCE AGAIN** (Patricia, BMI)
LITTLE GIRL (Leeds, ASCAP)
 "It's Christmas" is one of the prettiest Christmas ballads so far this season, and Lymon gives it a warm reading with soft, full-ork support. Flip is a swingin' up-tempo go on the oldie, "Little Girl." Platter should also click in r.&b. markets.
- JANE MORGAN**... Kapp 200... **I'M NEW AT THE GAME OF ROMANCE** (Mitchell-Southern, ASCAP)
IT'S BEEN A LONG, LONG TIME (Morris, ASCAP)
 Miss Morgan uses her beautiful voice to advantage on two lovely themes. Top side, a waltz, follows the format of her hit, "Fascination," with an instrumental chorus followed by vocal. Flip is an equally attractive rendition of the hit of several years back with romantic string support. Two classy sides.
- DEAN MARTIN**... Capitol 3541... **GOOD MORNING LIFE** (Spier, ASCAP)
MAKIN' LOVE UKULELE STYLE (Mayfair, ASCAP)
 This is the artist's strongest platter recently. "Good Morning Life" is a bright, briskly paced ditty with excellent harpsichord backing. Flip, "Makin' Love," is a leisurely go on an island-type melody with ork support in a grass-skirt vein. Either can step out.
- TED NEWMAN**... Rev 3511... **NONE OF YOUR TEARS** (Desert Plams-Pontra, BMI)
I DOUBLE DARE YOU (Shapiro-Bernstein, ASCAP)
 Newman came close with "Plaything." Sock selling on "None of Your Tears," a medium-beat rockabilly blues, could produce a hit. Effective support is lent by the Accents, a bevy of happy-sounding chicks. Flip is a cute rendition of the old hit, "I Double Dare You," that is also sparked by good backing.
- NICK NOBLE**... Mercury 71233... **HALO OF LOVE** (Studio, BMI)
SWEET TREAT (Criterion, ASCAP)
 Fine warbling by Noble on "Halo," a rock-a-ballad, is a strong pitch by the artist who almost made it with "Moonlight Swim." Smooth vocal is nicely backed by chorus and ork support. "Sweet Treat," the flip, is a rockabilly that is cheerfully presented.
- JOHNNY JAY**... Mercury 71232... **SUGAR DOLL** (Atna, BMI)
TEARS (KEEP ON FALLING) (Cana, BMI)
 The new artist has a real happy sound on "Sugar Doll," a rockabilly with strong potential in all markets. Flip, "Tears," is a rock-a-ballad, nicely presented in contrast to the exuberant vocal on the flip. New talent could have a big one with his first try.

POP DISK JOCKEY PROGRAMMING

- HENRI RENE ORK & CHORUS**... RCA Victor 7101... **WILD IS THE WIND** (Ross Jungnickel, ASCAP)
 Rene's instrumental treatment of the pretty movie themes provides tasty programming fare. Main theme is taken by a guitar with a soprano echoing the melody. Flip is a bright, cheerful instrumental setting of a theme called "A Whistlin' Kind of Tune" (Robbins, ASCAP).
- DANNY DAVIS**... Cabot 112... **OBJECT OF MY AFFECTION** (Bourne, ASCAP)
 Davis gives the oldie a fine workout, with a male chorus effecting Hal Kemp triple-tongue trumpet toots. Well-produced side will flip adult listeners. Flip is a soft warble on a pretty weeper-waltz, "One Love Too Late" (Mutual, ASCAP).

Reviews of New Pop Records

- GALE STORM**
 Go 'Way From My Window... 81
 DOT 15666—A salable effort by Miss Storm on a blues-patterned song. Strong, folk-flavored material has appeal. This message can get thru. Side definitely should be watched. (Vera Nova, ASCAP)
 Winter Warm... 85
 A pleasant ballad about the niceties of being by the fire on a wintry night. Better than average material, with simple, easy backing and fairly coddly thrashing make it a contender. Should rate action. (Famous, ASCAP)
- DELLA REESE**
 By Love Possessed... 84
 JUBILEE 5307—Feelingful delivery and stylized phrasing of lark are effective on dramatic ballad, with same title as current best seller book. (Crownwell, ASCAP)
 I Only Want to Love You... 82
 Canary is tops with jocks right now, and sultry chirping of this romantic ballad could keep her on the most played charts. (Planetary & Spina, ASCAP)
- BOBBY DARIN**
 Pretty Betty... 84
 ATCO 6103—Uptempo blues. Darin rocks right along with this one. Vocal performance is country-oriented in the style that's fashionable in pop right now. (Progressive-Kensington, BMI)
 Don't Call My Name... 80
 A rock and roller. Darin sings this side in Fats Domino style, with prominent guitar backing. Tenorman comes in midway to good effect. A chorus adds a big sound. (Progressive-Kensington, BMI)
- PAUL CARR & FRAN LOHI**
 Who Are We to Say... 82
 CHANCELLOR 1007—Both sides are from new rock and roll film "Jamboree," in which Carr appears. The young actor exudes charm—if little voice—on a strong ballad. He duets with gal billed as actress Fran Lohi, but reportedly a well-known disk name. If movie clicks, this might be a sleeper. (BRS, BMI)
- PAUL CARR**
 If Not for You... 76
 Persuasive reading by Carr on pretty ballad. However, flip is more commercial. (Magnificent, ASCAP)
- JERRY REED**
 In My Own Back Yard... 81
 CAPITOL 3523—Virtuoso performing by rockabilly Reed, backed by sax and guitars. All-market push here. A live one. (Lowery, BMI)
 Ba-Bee... 81
 Rock-a-ballad, backed by chorus. Gentle, convincing chanting by Reed, plus excellent backing, makes this one of watch. Suggestions of "Young Love" here. (Lowery, BMI)
- SOMETHIN' SMITH & THE REDHEADS**
 I'm Gonna Wrap Up All My Heartaches... 80
 EPIC 9247—A strong medium rhythm side for the boys. A good, simple old-style melody with something of the feel of "I'm Gonna Sit Right Down." Solid for jocks and juke and it could break out. (Southern, ASCAP)
 Ev're Night at Nine o'Clock... 75
 Catchy tune has one of those "old home town" messages. A standard type of bit for the boys with chorus in unison and solo by Smith. Has a nice sound, but flip may be stronger. (Kellam, ASCAP)
- JODIE SANDS**
 The Way I Love You... 77
 CHANCELLOR 1009—Listenable go on a ballad with rhythm backing is an attractive bid by the artist. Chorus and guitar backing help sell the side. (Debmur, ASCAP)
 Tantalizin' Love... 74
 The chick made it in with "With All My Heart." She could have the click in this sprightly country waltz to put her back in the chips. (BRS, BMI)
- THE CRESCENDOS**
 Oh Julie... 77
 NASCO 6005—Rockabilly with all-market appeal. Slow chant has contagious rhythmic monotony and untamed quality to the mixed-group warbling. This one could click. (Excellorec, BMI)
 My Little Girl... 69
 Primitive solo and group chanting on a medium blues rocker with backing from the same cloth. (Excellorec, BMI)
- GARY WARREN**
 I Love My Baby... 76
 ABC-PARAMOUNT 9861—Song, not to be confused with the pop standard, is done by Warren in a low-pitched rockabilly style. Chicks in the background give it that hormonal sound. Good wax. (Pamco, BMI)
- Please Come Back... 76
 Warren chants this as tho with a breaking heart. It's a rockabilly-style weeper, with a repeating riff in the arrangement. Quite effective. (Pamco, BMI)
- JULIE LONDON**
 Saddle the Wind... 76
 LIBERTY 55108—A delicately phrased lyric, with a touch of folk quality. Julie London sings it in her quietly breathless—or breathy—style. (Robbins, ASCAP)
 I'd Like You for Christmas... 71
 A ballad, of some quality, wherein the chick tells what she really wants for the Noel season. Miss London's style is quietly relaxed. (Londontown, ASCAP)
- LINDA LEIGH**
 I Cry... 76
 VERVE 10105—A quality Lieber-Stoller remarkably free from banality. Linda Leigh sings it with affecting simplicity. Merits spins. (Quibret, BMI)
 What Good Does It Do Me... 68
 A slow-paced rock and roller, with tripler piano figure and a satisfying tenor horn in the arrangement. The thrush sings with a world of heart. (Laine-Simms, BMI)
- JERRY LEWIS**
 Sad Sack... 74
 DECCA 30503—Theme is from the artist's forthcoming flick of the same name: Full ork rock and roll backing and a male chorus supports the vocal which tells why the gent is a "Sad Sack."
 The Lord Loves a Laughing Man... 73
 Lewis gave this tune a big pop on his recent TV show. Cheerful, hand-clapping item is in a pop-gospel vein. Good jockey item. (Walton, ASCAP)
- LEW QUADLING CHORUS & ORK**
 The Dirty Boogie... 74
 CORAL 61903—From the United Artists film, "The Delinquents," comes the tune. Side is an instrumental, with a typical boogie beat carried by the piano, with punctuation by brass, fiddles and voices. Merits exposure. (Bishop, ASCAP)
 Streets of Rome... 73
 A quality song, slow in tempo, done by the chorus and ork with relaxed feeling. Voices alternate with the violins to reprise the pretty melody. For jocks. (Piccus, ASCAP)
- JOHNNY DESMOND**
 Keep Me in Mind... 74
 CORAL 61910—This medium-pacer is from the CBS-TV show, "Climax!" and a cute tune it is. Side swings with a good hand backing, and this plus Desmond's agreeable chanting can win some spins. (Chappell, ASCAP)
 Lonely Lament... 70
 This is a cliffing of Desmond, which he sings in the pic, "Escape From San Quentin." It's a very slow, guitar-accompanied ballad, which tho nicely performed, would appear to have limited sales chances. (Desmo, ASCAP)
- GLORIA MANN**
 My Very Precious Love... 73
 ABC-PARAMOUNT 9866 — Good chirping stint on a ballad with rhythm support. Backing includes listenable organ, guitar and piano. Side could do business. (Lark, BMI)
 Foolish Pride... 72
 Weeper waltz has a country flavor. Miss Mann attractively renders the pretty theme with chorus and ork support featuring honky tonk piano. Jocks might go for this. (Pamco, BMI)
- BETTY MARTIN**
 Joey's Song... 73
 ABC-PARAMOUNT 9868 — Fetching rhythm side, with a lifting lyric, and a Latin feeling in the beat. A happy song. Picks up in effect, as a bolero. For jocks looking for unusual wax. (Shapiro-Bernstein, ASCAP)
 Impatient Lover... 72
 Another rhythm side. Here, too, the thrush has a smart song and does an effective job. (Marvin, ASCAP)
- LINDA LAWSON**
 Salty, Salty Is the Sea... 73
 VERVE 10103—Gal pipes appealingly on tender ballad with strong folk flavor. Pretty thrashing rates jockey attention. (Bourne, ASCAP)
 More Than Ever... 70
 Languidly paced ballad is sung with sultry sweetness, by canary. (Chandler, ASCAP)
- JOHNNY HARTMAN**
 Bye, Baby, Bye... 73
 ABC-PARAMOUNT 9870—Tune is from same production. Side has a good rhythm pattern, and a touch of Kansas City style in the arrangement. Hartman sings this with heart. (Barton, ASCAP)

(Continued on page 56)



MATHIS

The Mathis sound

NO LOVE

Ray Coniff
and
Orch.

WILD IS THE WIND

(From the Paramount Picture.
Music by 3 time Academy Award
winner Dimitri Tiomkin)

Ray Ellis and His Orch.

Col. 4-41060

POPULAR

SILHOUETTES
★ THE RAYS ★
DADDY COOL
Cameo 117

MY SPECIAL ANGEL
★ BOBBY HELMS ★
STANDING AT THE END OF MY WORLD
Decca 30423

WAKE UP LITTLE SUSIE
★ EVERLY BROTHERS ★
MAYBE TOMORROW
Cadence 1337

ROCK AND ROLL MUSIC
★ CHUCK BERRY ★
BLUE FEELING
Chess 1671

ALL THE WAY
★ FRANK SINATRA ★
CHICAGO
Capitol 3793

KEEP A' KNOCKIN'
★ LITTLE RICHARD ★
CAN'T BELIEVE YOU WANNA LEAVE
Specialty 611

FASCINATION
★ JANE MORGAN ★
FASCINATION
(Instrumental)
Kapp 191

APRIL LOVE
★ PAT BOONE ★
WHEN THE SWALLOWS COME BACK
TO CAPISTRANO
Dea 15660

ALONE
★ SHEPHERD SISTERS ★
CONGRATULATIONS TO SOMEONE
Lonca 125

JAILHOUSE ROCK
★ ELVIS PRESLEY ★
TREAT ME NICE
RCA Victor 7035

NEW HIT
★ RAUNCHY
★ BILL JUSTIS ★
THE MIDWINTER MAN
Phillips, International 3519

I'M AVAILABLE
★ MARGIE RAYBURN ★
IF YOU WERE
Liberty 55102

TAMMY
★ DEBBIE REYNOLDS ★
FRENCH HEELS
Coral 61851

MELODIE D'AMOUR
★ AMES BROTHERS ★
SO LITTLE TIME
RCA Victor 7046

HULA LOVE
★ BUDDY KNOX ★
DEVIL WOMAN
Roulette 4018

YOU SEND ME
★ SAM COOKE ★
SUMMERTIME
Keen 34013

WAIT AND SEE
★ FATS DOMINO ★
I STILL LOVE YOU
Imperial 5467

DIANA
★ PAUL ANKA ★
DON'T GAMBLE WITH LOVE
ABC-Paramount 9831

BE BOP BABY
★ RICKY NELSON ★
Have I Told You Lately That I Love You
Imperial 5463

CHANCES ARE
★ JOHNNY MATHIS ★
THE TWELFTH OF NEVER
Columbia 4993

NEW HIT
★ PEGGY SUE
★ BUDDY HOLLY ★
EVERYDAY
Coral 61885

LITTLE BITTY PRETTY ONE
★ THURSTON HARRIS ★
I HOPE YOU WON'T HOLD IT AGAINST ME
Aladdin 3398

RAPPY, RAPPY BIRTHDAY, BABY
★ TUNE WEAVERS ★
OK' MAN RIVER
Checker 872

JUST BORN
★ PERRY COMO ★
IVY ROSE
RCA Victor 7050

NEW HIT
★ RAUNCHY
★ ERNIE FREEMAN ★
PUDDIN'
Imperial 5474

COULD THIS BE MAGIC
★ THE DUBS ★
SUCH LOVIN'
Gene 5011

HONEYCOMB
★ JIMMIE ROGERS ★
THEIR HEARTS WERE FULL OF SPRING
Roulette 4015

BONY MORONIE
★ LARRY WILLIAMS ★
YOU BUG ME, BABY
Specialty 615

LOTTA LOVIN'
★ GENE VINCENT ★
WEAR MY RING
Capitol 3763

NEW HIT
★ TILL
★ ROGER WILLIAMS ★
BIG TOWN
Kapp 197

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

GEISHA GIRL
★ HANK LOCKLIN ★
LIVIN' ALONE
RCA Victor 6984

IS IT WRONG
★ WARNER MACK ★
BABY, SQUEEZE ME
Decca 30301

WHY WHY
★ CARL SMITH ★
EMOTIONS
Columbia 40984

HOME OF THE BLUES
★ JOHNNY CASH ★
GIVE MY LOVE TO ROSE
Sun 279

**MY SHOES KEEP WALKING
BACK TO YOU**
★ RAY PRICE ★
DON'T DO ME THIS WAY
Columbia 40951

HOLIDAY FOR LOVE
★ WEBB PIERCE ★
DON'T DO IT DARLIN'
Decca 30419

RHYTHM & BLUES

Records eliminated if duplicated in Pop List.

FARTHER UP THE ROAD
★ BOBBY (BLUE) BLAND ★
SOMETIME TOMORROW
Duke 170

MR. LEE
★ BOBBETTES ★
LOOK AT THE STARS
Atlantic 1144

**SWANEE RIVER ROCK
(TALKIN' 'BOUT THAT RIVER)**
★ RAY CHARLES ★
I WANT A LITTLE GIRL
Atlantic 1154

THINK
★ FIVE ROYALES ★
I'D BETTER MAKE A MOVE
King 5033

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

BEST BUY
★ THE FOUR ESQUIRES...
Love Me Forever
I Ain't Been Right, Since You Left
Parlo 509

BEST BUY
★ BLANK SNOW...
Unlabeled
Squid Jiggle Ground
RCA Victor 7060

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

OPINION
★ THE FOUR COINS...
Follow Your Heart
A Broken Promise
Epic 9253

OPINION
★ DUSTY FLETCHER...
The Mad Boon, Parts 1 & 2
Savoy 1736

OPINION
★ FRANKIE LYMON...
It's Christmas Once Again
Little Gift
Roulette 4035

OPINION
★ JOHNNY MATHIS...
Wild Is the Wind
(But Your Love)
Columbia 41060

OPINION
★ JOHNNY NASH...
A Very Special Love
Won't You Let Me Share Your Love?
ABC-Paramount 9874

OPINION
★ NICK NOBLE...
Fish of Love
Sweet Treat
Mercury 71223

OPINION
★ MARYLIN RAINWATER...
Lucky Star
Look for Me
M-O-M 12596

OPINION
★ DEBBIE REYNOLDS...
A Very Special Love
Country Boy
I Saw a Coral 61897

OPINION
★ THE FOUR LADS...
The Things We Did Last Summer
Put a Light in the Window
Columbia 41058

OPINION
★ JOHNNY LAY...
Sugar Doll
Texas Keep on Falling
Mercury 74233

OPINION
★ DEAN MARTIN...
Good Morning Life
Makin' Love
Uptown Style
Capitol 3841

OPINION
★ JANE MORGAN...
I'm New at the Game of Romance
It's Been a Long, Long Time
Kapp 300

OPINION
★ TED NEWMAN...
None of Your Business
I Doubt You
Bar 3511

Networks and Smathers Bill

• Continued from page 17

am not sure that the networks themselves practice generally a great deal of discrimination in favor of BMI on their own networks. Today the hits are made by recordings and by disk jockeys over the country playing those numbers . . . and then they get into the networks after that."

During the Celler hearings, the ASCAP counsel emphasized that he felt there should be divestiture of BMI ownership by both networks and stations. . . . "You must put it all together," but added that "the impetus has gone away from the networks today and has gone over to the local stations, in popularizing records."

Finkelstein agreed with ranking Republican committee member Kenneth Keating (N. Y.) that there would be "nothing wrong" with an individual broadcaster owning BMI stock, but the ASCAP counsel criticized alleged "collective" action by the stations as "horizontal integration."

Getting back to the Florida Broadcasters, the Association spokesman Ballinger told The Billboard that Smathers "did promise that if a hearing is held, station owners will be given ample time to present the case for ownership of BMI stock by individual broadcast stations."

Should the Smathers bill be revised to provide for divestiture of music publishing and recording interests by networks only, the legislation would no longer be a matter of amending the Communications

Act, since the Federal Communications Commission does not regulate networks per se. The whole question could conceivably then get into the antitrust sphere.

Senator Pastore (D., R. I.), chairman of the Communications Subcommittee has already put an "if" into the matter of music hearings by saying that if investigation shows the songwriter-BMI dispute before his committee to be one of "business competition, it would not be the concern of this committee." Justice Department, at the request of the Celler House Anti-trust Group, is also investigating the broadcast music field.

Biggest Trend

• Continued from page 1

gether fair to project the figures obtained at reviewing sessions to encompass all the disks received during any week.

Nor is this true only for those disks reviewed each week. There is a generous sprinkling of blues in the best-selling disk charts as well. RCA Victor's Elvis Presley's "Jailhouse Rock," the number one current selection, plus the chanter's "Teddy Bear," fall into the blues category, as do Little Richard's "Keep a Knockin'," on Specialty; Larry Williams' Specialty disk of "Bon Maronie," Buddy Holly's Coral disk of "Peggy Sue," and Capitol's Nat King Cole's "Send for Me."

The above tally covers only the pop best-selling chart. The percentage is even more impressive in the country and rhythm and blues charts. And in last week's Billboard pop "Coming Up Strong" and "This Week's Best Buys" sections, three records out of eight mentioned were blues numbers.

In Album Field, Too

The album field too, is marked by an interesting array of recent blues packages. Jimmy Rushing has recent LP blues releases on both Columbia and Vanguard. Joe Turner's Atlantic album of the blues is a top item in its field, as is the same label's package featuring Jimmy Witherspoon with Wilbur de Paris and his band. Lavern Baker will shortly have an album of blues material released on Atlantic and, within the past year, even Dinah Shore on RCA Victor has been represented with an album of the blues.

Some tradesters have commented on the noted resurgence of the blues to the effect that the tally includes only traditionally blues-oriented artists from labels which feature this type of material. All well and good—except for the fact that these are the items that are making the charts these days, regardless of what the label may be.

Artists like Elvis Presley, Carl Perkins, Jerry Lee Lewis, Fats Domino, Little Richard, Larry Williams, etc., have had much to do with the 1958 rebirth of the blues. But the pattern does not stop there. Such strictly pop artists as Frank Sinatra, Peggy Lee and Sammy Davis Jr. have scored heavily from time to time with the blues. And it may be noted, one of the disks that helped most to put Pat Boone on top was a blues, "I Almost Lost My Mind," clefted by a fine blues artist himself, Ivory Joe Hunter.

Still more evidence of blues acceptance comes from overseas, where Jimmy Rushing, on a just-concluded tour of Britain, received greater acclaim than any recent American artist to visit the country. On the other hand, folk blues artist Big Bill Broonzy, has done very well for himself in England and the Continent.

By practically all standards, it's a great day for the blues.

Welsh Letter

• Continued from page 28

and realize that the over-all increase in sale of records is due to high fidelity and that the same result can be obtained thru legitimate dealers.

"And so, while I envy you your money—everybody likes that—I wouldn't want to trade places with you. Because, unlike you, I don't feel forced to make this an anonymous letter. People with long memories don't bother me at all.

"Bleeding but not out."

G. W. Welsh
Wynewood Record Shop
Dallas, Tex.

Ferguson Letter

• Continued from page 28

agency who doesn't know what stereo sound is or what is required for stereo sound reproduction, and the misstatement wasn't noticed or realized before the ad went to press. However, it is up to all of us to keep our advertising as accurate and truthful as possible so it won't be necessary for the Better Business Bureau or Federal Trade Commission to step in and clean up such misleading advertising."

Sincerely,
Leon Ferguson
Ferguson's Record Shop
Memphis, Tenn.

Service Sells

• Continued from page 26

"It is," she says, "incredible that during a period when so many records are being sold you can't get the kind of service you want. This single factor is holding up the progress of the entire record and phonograph business."

Pogue's, however, isn't going to wait for the industry to come up with an answer. They're exploring other service possibilities and, if they fail, will explore still others. They hold the firm conviction that they are going to have to fill this gap until their suppliers finally wake up and do something about it themselves.

Checker 880

"OL' MAN RIVER"

The Tune Weavers

Chess 1675

"TEARDROPS"

Lee Andrews and the Hearts

Chess 1671

"ROCK AND ROLL MUSIC"

Chuck Berry

Chess 1677

"I WAS SO LONELY"

Johnny and Joe

Argo 5277

"NERVOUS BOOGIE"

Paul Gayten

Argo 5284

"LAZY MULE"

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Order From Billboard Music Popularity Charts

Reviews of New Pop Records

Continued from page 52

Teach Me How to Cry...68
From the production, "Eighteen and Anxious," comes this bluesy ballad. The chanter does a fair job with material. (Barton, ASCAP)

EILEEN BARTON
Hearts Are Funny Things...71
EPIC 9252—Pretty ballad is given warm thrashing by the artist with chorus and full ork support. A "Johnny Mathis" piano sound is also prominent. (Barton, ASCAP)

Watch Out for Your Heart...71
Real happy sound by Miss Barton as she warns her fella that she's out to get him. Good ork and chorus back the listenable medium-beat effort. (Barton, ASCAP)

KAYE BALLARD
The Parade Is Passing Me By...72
* EPIC 9248—Moving interpretation by comedienne Ballard of excellent ballad with effective weeper-lyrics. Tune is from "Ziegfeld Follies of 1938." Fine jockey wax. Was cut by Art Mooney some time back. (Sunrise, BMI)

A Difference in Age...70
Intense thrashing stint on an emotional rock and roll-type ballad with teen-appeal lyrics. Gal sings better on flip, but this side is more in today's groove. (Salmita, BMI)

HELENE DIXON
Looking Over My Shoulder...72
EPIC 9245—Miss Dixon has an appealing delivery on this attractive slow waltz. Setting is the ballroom and the message is one of heartbreak. A fairly commercial side that could do some business with prop. exposure. (Tifford, BMI)

How'm I Doin'...69
This is the rocker side—a rock and roll version of the oldie. New lyrics about "the record hop," etc., bring it into the current groove. Fair chances here but flip may have the edge.

TERRY NOLAND
Patty Baby...71
BRUNSWICK 55036—Rockabilly blues by Noland with sax and wild piano spots adding to the doling. Solid, persistent sound and beat here add to a commercial side. (Nor-Va-Jak, BMI)

Don't Do Me This Way...68
Rumba country blues has moderate appeal. Nice performance but flip side is definitely stronger. (Nor-Va-Jak, BMI)

PEGGY KING
No Sleep Till Dawn...71
COLUMBIA 41054—Miss King gets in a slow rock and roll mood with this ballad of a sleepless night and broken hearts. Moderate teen appeal in the message. Jocks may give this a push. (Witmark, ASCAP)

Zero Hour...68
This is the title ballad from an upcoming picture and Miss King gives it a sensitive production. A fairly appealing melody can pull some plays but over-all market strength slim. (Saunders, ASCAP)

PAULETTE SISTERS
Lips That Lie...71
DECCA 30496—Attractive harmonica by the girls on a pretty ballad with strong country influence. The weeper is rendered against listenable ork by Sy Oliver. Fair chances. (Vlando, ASCAP)

Your Love Captured Me...70
Nice delivery on a theme with overtones of the spiritual. Brassy rhythm backing on the slow theme with a distinctive beat could do business. Interesting vocal effects by the lead. (Roosevelt, BMI)

VIC SCHOEN ORK
I Don't Wanna Roam...71
LIBERTY 55109—Song has a folk-western quality. It's sung by a chorus, with ork's rhythm, notably guitars, featured. Different. (Lanz, ASCAP)

Marlon...69
Instrumental, with singing fiddles and an easy-flowing melody. (Lanz, ASCAP)

LILLIAN BRIGGS
I...71
EPIC 9249—Tremulous, tongue-twisting, uptempo rocker which looks to recapture the qualities of "I Want You to Be My Baby." It succeeds somewhat. (Kahl, BMI)

She Sells Seashells...63
Typical tongue-wagger by the rock and roll thrush, who hasn't had one for quite a spell. Tongue-twisting jingles are thrashed together in a desperate effort. (TeePee, BMI)

SKIP HALL
Sportsman Shuffle...71
ANCHOR 141—A slow and low-down blues with good solid sounds from organ, piano, guitar and tenor. Wild calls from the cats punctuate the side. A strong dance reading, good for juke. (Popper, BMI)

The Way We Do...63
Delmar and Sydney offer an unnecessary vocal here of the title phrase repeated endlessly. It's a blues with Skip Hall swinging on the organ with guitar help. Would have been better as an instrumental. (Sylva, BMI)

MATT DENNIS
Wabash Moon...70
RCA VICTOR 7085—Relaxed chanting in intimate style on the romantic oldie. Merits jockey spins. (Bourne, ASCAP)

The Art of Conversation...70
Smart lyrics mark this romantic ballad with a Latin tempo. Dennis, one of the co-writers, sings it with his usual sales savvy. (Harrison, ASCAP)

THE LANCERS
A Hundred Heartbeats...70
CORAL 61399—Likable warbling by boys on a fast-stepping Singleton-McCoy ditty with interesting drum backing. (Roosevelt, BMI)

Don't Go Near the Water...69
Attractive theme from new movie "Don't Go Near the Water" is handed agreeable vocal stint by Lancers, who also warble tune in film. Should grab off some spins on basis of movie tieup. (Miller, ASCAP)

ALLEN GREER
Oh, My Darling...70
ABC-PARAMOUNT 9864—Ballad is taken at an up-tempo clip by Greer with good backing that includes a catchy instrumental phrase. The tune is in a fast "White Silver Sands" groove. As with flip, Greer is crier of the tune. (Pamco, BMI)

Walkin' for You to Come Home...68
Rockabilly-blues appears a fair entry. Attractive vocal by Greer is backed by chorus and ork including a "Honky Tonk" rhythm on organ. (Pamco, BMI)

TONY MITCHELL
I Get Along Without You Very Well...70
LIBERTY 55110—The standard. Mitchell chants it in legit fashion to a backing of voices and conventional instrumentation. (Famous, ASCAP)

Tell Me, Tell Me...68
A pretty song, chanted with heart, to a stately backing. Meter is interesting. (Empress, ASCAP)

THE GENERAL MOTORS ORK CONDUCTED BY HUGO WINTERHALTER
Hi-Lil, Hi-Lo...70
RCA VICTOR 7095—The haunting theme from the pic "Lil" enjoys another appealing revival via this big ork sound. A good jock programming bit which will last considerably longer than the flip. (Robbins, ASCAP)

The Happiness Theme...67
Attractive theme material was written by crier Sammy Fain fo. the GM 50th Anniversary TV show. Pleasant deejay fare but does not seem to have any strong lasting power—beyond the time of the show itself. (Chappell, ASCAP)

VINCENT LOPEZ ORK
Whistlin' Otto...69
CORAL 61902—Cute novelty with gentle tempo about one of Santa's baby reindeer, featuring vocal group. Spinable wax with kiddie appeal. For the holidays. (Vincent Lopez, ASCAP)

Silver Bells...68
A pleasant instrumental treatment of pretty seasonal ditty. Plenty of other good versions available tho, so flip may chalk up more play. (Paramount, ASCAP)

JERRY ENGLER & THE FOUR EKKOS
Sputnik...68
BRUNSWICK 55037—Blues with a solid beat dedicated to Sputnik, "the Satellite Girl." Gimmicky, echo-packed rockabilly reading can get spins, particularly at the present moment. (Figure, BMI)

Unfaithful One...60
Delicate subject matter here with a very sad reading by Engler. Chanter sounds like he's cracking up, which isn't good for the record. Flip side if any. (Figure, BMI)

DOROTHY SHAY
Stouthearted Men...68
IMPERIAL 5472—Swingy version of Romberg oldie with personable vocalizing and strong backing. Stacks up as interesting jockey material. (Harms, ASCAP)

Feudin' and Fightin'...68
Miss Shay had a big hit with this novelty several years ago. This version is essentially the same in treatment, but market is vastly different today, which could limit disk. (Chappell, ASCAP)

THE NATURALS
Missing...68
M-G-M 12576—A pretty, slow ballad here with a definite older-fashioned melody. Pleasing group chanting to a slow shuffle beat would make a good top side. (Weiss & Barry, BMI)

Patil Ann...66
Nice harmony performance on a moderately upbeat tribute to one of the gal friends. Boys have a nice if not especially commercial sound. (Lynn-Jen, ASCAP)

JOE SALVATOR
Somebody...68
NATIONAL 113—Material is cute and backing is lively, but the underplayed vocal doesn't match the happy sound. Tune is a bright, brassy item, in a ricky-tickish vein. (Delstone, BMI)

Brave...65
Okay vocal by the artist on a ballad with romantic string backing. Flip appears more likely. (Delstone, BMI)

TERRY SNYDER
Sea...67
CORAL 61901—Catchy instrumental treatment of attractive oldie, highlighted by solid solo work by guitarist Al Cateila and drummer Snyder. Both men play many of the big-time record dates. Good jockey and juke wax. (Morris, ASCAP)

The Certain Party...67
As above. (Burns, ASCAP)

EDDY CARSON
Happy Days—Lonely Nights...67
CABOT 131—Carson sells folksy item with gimmicky phrasing and personable manner. Moderate spin potential. (Advanced, ASCAP)

Ramblin' Eyes, Gamblin' Heart...64
Western-flavored tune, featuring spinning-gambling-wheel-sound gimmick. Same comment to performance. (Mutual, ASCAP)

(Continued on page 53)



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VOX JOX

By JUNE BUNDY

R-O-S-S BLAST: In reference to a recent blast by Don Ross, WVOB, Liberty, N. Y., against "too many" mentions of deejays Howard Miller and Tom Edwards in "Vox Jox," Frank Bell, KTSA, San Antonio, writes: "Let us assume that all deejays are in this business for two reasons, first to earn a living, and second, because they like it. It stands to reason that the better known a man is, the more power he will wield both among his listeners and salary-wise. Note that Mr. R-O-S-S refers to two of the top deejays in the country, Howard Miller and Tom Edwards. Mr. Miller is now on NBC-TV with his own show, and Tom is very successful in Cleveland and has been for a long time. Less noise and more talent in this business will qualify the deejays a

mood but we can't make our plans on the basis of the Christmas music presently in our library. The amount of good Christmas music on hand is going to determine how soon we showcase it, and we don't intend to play Elvis Presley every half hour, even if his LP outsells the others 10 to 1. Variety is needed here, as in all types of music. Glancing thru the trade papers we know the record companies have a sterling line-up of Christmas LP's for this season. Our suggestion is that the companies start hitting the trail and find out what the stations need. We'll play the Christmas music — if we have it."

Fred Brooks, heretofore a c.&w. jock and formerly associated with WTJS, Jackson, Miss., has started an all-pop show over KRBC, Abilene, Tex. . . . Red Jones, formerly with KXYZ, Houston, has joined KAKC, Tulsa, Okla., where he handles 9 p.m. to midnight showtime. . . . Chuck Blair, WINI, Myrphosboro, Ill., recently sent out an "invite to all deejays and music folks to stop by the station's new studios at Radio Corner on their next vacation."

Keith Ryan has moved from WHO-T, Youngstown, O., to WKDA, Nashville, where he is readying a format, featuring a complete schedule of record hops. . . . Wellington (Bud) Sawyer, formerly with TV Guide, has joined WAAB, Worcester, Mass., as afternoon deejay. . . . Jim Scannell, whose "Teen Time" show returned to WMBV-TV, Green Bay, Wis., recently, reports, "We find ourselves a bit short on records, mostly the small labels."

CHANGE OF THEME: John Wrisley appointed program director of WIS, Columbia, S. C. . . . In addition to his regular jazz show, Morrie Rosen, WWYO, Pineville, W. Va., is doing a new program, tagged "Around." . . . New staffers at WHYE, Roanoke, Va., include Art Lawrence, formerly with WGIR, Manchester, N. H., and Ken Manley, ex-staffer at WGUY, Bangor, Me. Station's slogan is "Y Radio—Where the Birds Say It's for the People."

**MONITOR MUSICAL
SURVEY**

According to a survey made by the NBC radio network show, "Monitor," here are the records which received the most local air play over NBC affiliate stations last week in the following areas:

- Elmira, N. Y.
"Chances Are," Johnny Mathis, Columbia.
- Great Falls, Mont.
"Kisses Sweeter Than Wine," Jimmie Rodgers, Roulette.
- Santa Barbara, Calif.
"Out of My Dreams," Jones Boys, Liberty.
- Bangor, Me.
"Melodie D'Amour," Ames Brothers, RCA Victor.
- Baltimore
"Listen to the Rockin' Bird," Peggy Lee, Capitol.
- St. Louis
"Ca, C'Est L'Amour," Tony Bennett, Columbia.
- Reading, Pa.
"Fascination," Jane Morgan, Kapp.
- Scranton, Pa.
"My One Sin," Four Coins, Epic.
- Boston
"April Love," Pat Boone, Dot.
- Tulsa, Okla.
"Sayonara," Eddie Fisher, RCA Victor.

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

NOVEMBER 22, 1947

1. Near You
2. You Do
3. I Wish I Didn't Love You So
4. How Soon
5. Ballerina
6. The Whiffenpoof Song
7. An Apple Blossom Wedding
8. —And Mimi
9. Feudin' and Fightin
10. I Wonder Who's Kissing Her Now

NOVEMBER 22, 1952

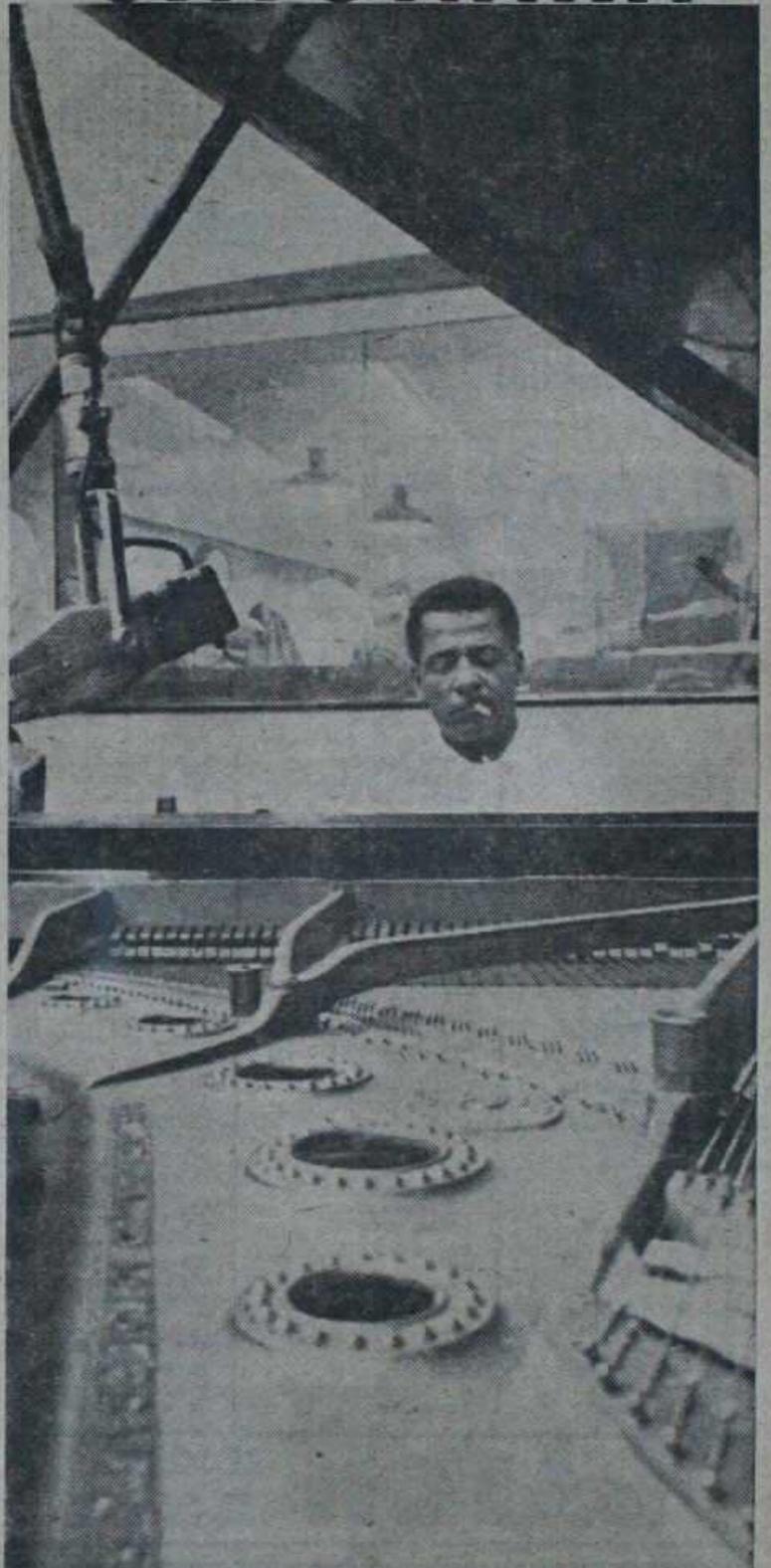
1. You Belong to Me
2. I Went to Your Wedding
3. Glow Worm
4. Jambalaya
5. Why Don't You Believe Me?
6. It's in the Book
7. Because You're Mine
8. Wish You Were Here
9. Lady of Spain
10. Outside of Heaven

place in show business which they strive for.' That is a direct quote from Mr. R-O-S-S. Now assuming that Mr. R-O-S-S himself is gifted with the talent he describes, why is it that he is working in Liberty, N. Y.? (Sullivan County, N. Y., pop., 40,731, 1950 census.) Mr. R-O-S-S goes on to say: 'Mere association has never qualified anyone for a place in showbiz.' Yet he associates himself with two of the top men in the business when he knocks Miller and Edwards. If that is the only way he knows to get publicity for himself, I say to Mr. R-O-S-S, get in some other business and leave radio to professionals. That may seem a bit hard, but I have had correspondence with both Mr. Miller and Mr. Edwards. I recently took advantage of Tom's slide offer. Mr. Miller took time to answer a mimeographed letter I sent to many deejays, to which only a dozen responded. I learned two things from that letter: 1) Don't send a mimeo (I usually throw them away myself) letter, and 2) that the top men are usually among the most co-operative. Maybe I should stay out of this, but it bothers me to see some character blast two nice guys."

HOLIDAY WAX CALL: A recent editorial in The Billboard, re. Columbia Records' campaign to have deejays program Christmas records as early as possible, sparked the following comment by Michael Ruppe, WCUE, Akron: "The editorial has some excellent points, but our question, and I'm sure the same question is being asked by countless other radio stations, is: 'Where are the Christmas records?' This is directed not only at Mitch Miller and Columbia, but to all record companies. WCUE is more than willing to create that holiday

the first
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recording
of the hit song

"SAYONARA"



**TEDDY WILSON
PIANO**

with orchestra
conducted by

JOE LIPMAN

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Say You Saw It in The Billboard

Reviews of New Pop Records

Continued from page 56

- SHIRLEY CADELL**
You're the Only Good Thing . . . 67
COLUMBIA 41044—Pop-ish treatment of moving country ballad is handed tender reading by c.&w. canary. May pull c.&w. spins, but nothing very distinctive for today's pop market. (Golden West, BMD)
- I've Never Been in Love . . . 64**
Canary pipes sincerely on attractive ballad. Both backing and tune are strictly pop. (Cedarwood, BMI)
- MARSHA WINTERS**
My Last Goodbye . . . 67
STEPHENY 1805—One-time Eddy Howard hit gets cultivated chirping effort and smart, trombone-choir backing. Some jockey attention likely, but retail action questionable. (Hourn, ASCAP)
- Stay . . . 65**
Pretty beguine, also sung competently, but market is not easy to envision. (Sunny, BMI)
- TORAIA ORK OF ALGIERS**
She . . . 66
CASCADE 003—Excerpt from Counterpoint's "Arabian Nights" LP. Fans of "Port Said" and such fare could account for a surprising sale on this sexy, exotic hunk of fem chanting. Jocks could have a ball with it. Anissa Toraja is an Arabic Julie London. (Serenia, ASCAP)
- Boy, Oh Boy . . . 65**
More of the same on a jazzy Arabian theme. (Serenia, ASCAP)

The following records, also reviewed by The Billboard music staff, were rated 65 or less.

- THE RAY CHARLES SINGERS:** Ah of You You Must Have Been a Beautiful Baby—M-G-M 12578
- DELMAR & SIDNEY:** Don't Vix a Vix/You Are My Queen—Anchor 140
- JERRY GRAZIANO:** It Didn't Take Very Long/Give Me Your Love—Davis 400
- DON LEE:** Bells of St. Mary's/Crazy Rhythm—Jubilee 5308
- MANDO & THE CHILI PEPPERS:** I Love to Eat Chili in Chili/Candy Kisses—Golden Crest 1221
- DON REYNOLDS:** Bella Belinda/Blue Eyes Crying in the Rain—M-G-M 12573
- LORETTA THOMPSON & HER ROCKERS:** Hi De Ho Rock and Roll/Let's Change the Alphabet—United 214
- RICK TUCKER & THE PICKS:** Don't Do Me This Way/Patty Baby—Columbia 41041
- DANNY WINCHELL:** My Little Tree-House I Do, I Do—M-G-M 12577

Polka

- SIX FAT DUTCHMEN**
Leander's Leander . . . 75
RCA VICTOR 0136—Oom pah pah bass horn soufids blend in with the trumpets and clarinets on this waltz to give a real German hand feel. Okay for boxes in qualified areas. (Vitmak-Elsnic, SENAC)
- St. Paul . . . 75**
The Dutchmen provide a nice, bright sound on this polka. Coupling of the flip side waltz with the polka makes a good box pairing. (Hill & Range, BMI)

HORST WENDE & HIS POLKA BOYS

- Leichtensteiner Polka . . . 75**
DECCA 30506—The Will Glahn version is a big seller and Lawrence Welk also has cut the side. This instrumental styling may be late for big coin. (Burlington, ASCAP)
- Rose Marie Polka . . . 73**
Good sound on the instrumental treatment of this sprightly polka. It could rate as a juke box item. (Hill & Range, BMI)

Christmas

- RAY ELLIS & ORK**
Like Jingle Bells . . . 78
COLUMBIA 41056—Like Jingle Bells is an exceptionally smart instrumental of the old Christmas tune. Bright, smart and swinging. For jocks. (Korwin, ASCAP)
- Snow, Snow, Beautiful Snow . . . 73**
Another instrumental which captures the spirit of Noel. This has a waltz rhythm. Bouyant tune was introed by Fred Waring a few years back. (Roxbury, ASCAP)

Children's

- HENRY CALVIN ORK**
Zorro . . . 76
DISNEYLAND 63—Musical narrative with sound effects tells of the bravery of the fictional hero of the old Southwest. Kiddies who like the popular TV'er could find this to their tastes. (Disney, ASCAP)
- Garcia's Lament . . . 74**
Vocal describes the amusing "unhappy" plight of one of the characters of Disney's popular TV show. Kids could go for it. Backing is in a Spanish folk vein. (Disney, ASCAP)

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Hank Harral's new release for Caprock Records couples "Fabulous Oklahoma" with "There's a Picture in My Heart." Deejays may obtain a copy by writing to Harral at Box 1051, Big Spring, Tex. . . . Ferlin Husky, who underwent surgery several weeks ago for a nose injury suffered while boxing in the Merchant Marines, returns to harness this week sporting a new proboscis which he says has him looking and feeling better. . . . Grant's, St. Paul five-and-diner, recently sponsored a c.&w. promotion on Chuck Carson's new Soma release, "Disappointed in Love," written by Bud Auge. . . .

Faron Young hosted the c.&w. deejays in attendance at WSM's annual conclave last weekend with a private screening of his latest Republic movie, "Raiders of Old California." Also starred in the flicker are Jim Davis and Arlene Whalen. . . . The Saturday night (9) "Hoosier Hayride" show from Hobie Hart's Court Theater, Auburn, Ind., featured Ray Kizer and His Country Gentlemen, the Stewart Brothers, guest star Sally Massey, of Kalamazoo, Mich., and the other "Hayride" regulars. Charlie Walter emceed the proceedings, substiting for Smokey Montgomery, who was in Nashville as "Mr. D. J., U. S. A." on WSM.

Ed McLemore, "Big D Jamboree" chieftain, accompanied Gene Vincent to New York for the latter's appearance on the Ed Sullivan TV'er Sunday (17). Big Ed, incidentally, was featured in Tony Zoppi's Dallas Morning News night club column Monday of last week (11). McLemore recently added Buddy Knox, Jimmy Bowen and the Rhythm Orchids to his stable of "Big D" stars. Milton Allen, of the RCA Victor label, and Billy Jack Hale, who has a hot tune on Decca called "First Heartbreak" were also added to the "Big D" roster recently.

Recent additions to "Grand Ole Opry's" talent roster are the Kershaw Brothers, Rusty and Doug, until recently with the "World's Original Jamboree," WWVA, Wheeling, W. Va. The lads are featured on the Hickory label. . . . Carl Smith and Smiley Burnett will appear as guests on KWKH's "Louisiana Hayride," Shreveport, Saturday (23), with Jimmie Davis slated to guestar with the unit in Little Rock, Ark., November 30. Carl Story and his group, from WLOS, Asheville, N. C., will be "Hayride" guestars December 7.

Roy Acuff does the guest honors on "Big D Jamboree," Dallas, Saturday (23), with Wanda Jackson occupying that slot November 30. . . . KRLD-TV, Dallas, is now telecasting live from the stage of "Big D Jamboree," each Saturday night, 10-10:30. . . . Singers Charles Goode and 16-year-old Pat Smith, recent winners in the "Big D Jamboree" talent contest, have been added to the unit as regulars. . . . Herb Shucher, Porter Wagoner's manager, has set the latter on Dick Clark's "American Bandstand" show November 21. Shucher says he'll supply back releases of many of Wagoner's records to deejays who'll write in. His address is P. O. Box 28, Madison, Tenn.

Pee Wee King is currently readying a package to present to a network for another TV show, which he hopes will kick off soon. This week Pee Wee launches a promotional

tour for his new RCA Victor release, "Prelude to a Broken Heart" b/w "Congratulations, Joe," cut by King and His Kentuckians, featuring Red Stewart. The King unit will make a stop-over in Minneapolis, and then head for Bismarck, N. D., for a two-day stand in conjunction with the city's annual festival, November 22-23. . . . The Everly Brothers are routed for Philadelphia, November 20; Norfolk, Va., 22; Charlotte, N. C., (Continued on page 61)

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ABC-PARAMOUNT

FULL COLOR FIDELITY

THE BIGGEST "WAKE UP LITTLE SUSIE"

The Everly Brothers

Cadence 1937

cadence RECORDS

Reviews of New C&W Records

PATSY CLINE
Then You'll Know
DECCA 30594—From the thrush's album. A country ballad set against lute-like country string and piano triplet backing.

C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING NOVEMBER 9

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes 'Wake Up Little Susie', 'Jailhouse Rock', 'My Special Angel'.

Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 9

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

Table with 3 columns: Rank, Record Title, Weeks on Chart. Includes 'Wake Up Little Susie', 'My Shoes Keep Walking Back to You', 'Why, Why?'

EDDY ARNOLD
You've Made Up for Everything
RCA VICTOR 7089—A gentle, pop reflective ballad.

JAMES O'GWYNN
Two Little Hearts
MERCURY 71234—Traditional country material ably handled by O'Gwynn.

AL COKER
Let's Do It Again
DECCA 30490—This is more in the country idiom than flip.

NICKIE GREEN
The Wall That Stands Between Us
DECCA 30499—The artist has a hill sound on the weeper ballad.

BUDDY BLAKE
You Pass Me By
PHILLIPS INTERNATIONAL 3516—Country ballad is given an attractive, sincere warble by the artist.

JIM EANES
Settle Down
MERCURY 71229—Solid country wax, in the traditional style.

FRANK EVANS
I've Got a Patent
STARDAY 674—Bright, brisk country ditty.

BILLY WORTH
Jim, Joe & Mary
M-G-M 12574—A weeper which tells a true story of broken friendship and lasting love.

THE WINTER BROTHERS
Yours for a Lifetime
COLUMBIA 41045—Plaintive chanting by brothers on a touching ballad with good lyrics.

AL TERRY
Bring Me Some Ribs
HICKORY 1071—Okay rhythm side with a touch of rock and roll in the backing.

This Week's C&W Best Buys

ONE WEEK LATER (Cedarwood, BMI)—Kitty Wells and Webb Pierce—Decca 30489—Platter is moving well in all of the traditional c.&w. markets.

Review Spotlight on . . .

C&W RECORDS

MARVIN RAINWATER
Lucky Star (Geronimo, BMI)
Look for Me (Geronimo, BMI)—M-G-M 12586—Rainwater is clobber of both ballads.

JOHNNY JAY
Sugar Doll (Atna, BMI)
Tears (Keep on Falling) (Cana, BMI)—Mercury 71232.

C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 9

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Table with 3 columns: City, Record Title, Weeks on Chart. Cities include Birmingham, Dallas-Fort Worth, St. Louis.



THESE TOP COUNTRY ARTISTS WITH LIMITED DATES AVAILABLE

- ★ WEBB PIERCE
★ CARL SMITH
★ MINNIE PEARL
★ KITTY WELLS
★ JERRY LEE LEWIS
★ MARVIN RAINWATER
★ JIMMY DICKENS
★ JOHNNY & JACK
★ RED SOVINE
★ GOLDIE HILL
★ LONZO & OSCAR
★ GEORGE MORGAN
★ LEW CHILDRE
★ DUKE OF PADUCAH
★ ANITA CARTER
★ MEL TILLIS
★ WAYNE WALKER
★ SHIRLEY CADDELL
★ BOBBY LORD
★ EDDIE HILL
★ MIMI ROMAN
★ RONNIE SELF
★ CARL BUTLER
★ WARNER MACK

Reviews and Ratings of New Classical Albums

Continued from page 36

hour celebration of the meeting of two rivers is among his slighter efforts, somewhat reminiscent in themes of "Romeo and Juliet." Recordings are quite good, as is orchestral playing, especially in Kabalevsky work, which was premiered here this month by the New York Philharmonic.

CHOPIN: BALLADES & IMPROMPTUS (1-12)—Agi Jambor, Piano. Capitol P 5483. Presentation of "Ballades" and "Impromptus" makes for good packaging.

SENSATIONAL "GREAT BALLS OF FIRE" JERRY LEE LEWIS Sun 5281 GIVE TO DAMON RUNYON CANCER FUND

"HE MADE YOU FOR ME" Hickory 1069

PHONE WRITE WIRE Jim DENNY or Lucky MOELLER at Jim DENNY ARTISTS BUREAU 146 7th AVE. N. AL 6-5558 CH 2-7416 CH 2-6679 NASHVILLE, TENNESSEE

• This Week's R&B Best Buys

NO SELECTIONS THIS WEEK.

• Review Spotlight on . . .

R&B RECORDS

JOHNNY MATHIS

Wild Is the Wind (Ross-Jungnickel, ASCAP)
No Love (But Your Love) (Weiss Barry, BMI)—Columbia 41060
See review in Pop Spotlight section.

FRANKIE LYMON

It's Christmas Once Again (Patricia, BMI)
Little Girl (Leeds, ASCAP)—Roulette 4035
See review in Pop Spotlight section.

THE FOUR COINS

Follow Your Heart (Tray, ASCAP)
A Broken Promise (Magnificent, ASCAP)—Epic 9253
See review in Pop Spotlight section.

JOHNNY JAY

Sugar Doll (Atna, BMI)
Tears (Keep on Falling) (Cana, BMI)—Mercury 71232
See review in Pop Spotlight section.

R&B NOVELTY

DUSTY FLETCHER

The Mad Hour (Parts 1 & 2)—Savoy 1526—Comedy, "house party" type routine is set to a slow blues in background, which later breaks into a romp, before the law arrives with sirens, etc. Realistic, raunchy dialog is highly amusing. Disk was originally cut by the late comic on the National label. Good trumpet, tenor and trombone solos. This could cop coin today.

• Reviews of New R&B Records

TOMMY BROWN

SOMEDAY, SOMEWHERE . . . 80
IMPERIAL 5476—Umpcenta tune by this title is a cheery shout vehicle with gospel-type progression. Coarse-grained shouting and tenor sax command attention. Excitement generated could spell sales. (Reeve, BMI)

Rock Away My Blues . . . 78

"Corrine Corrina" type blues shout is attractive item for this convincing warbler. Content isn't too distinctive, but Brown could carry it. (Reeve, BMI)

GENE ALLISON

Hey, Hey, I Love You . . . 77
VEE JAY 713—Good rockin', medium tempo shout brings forth a fine blues talent. Material is nothing special, but the warbling and backing are first-rate. Worth watching. (Babb-Courad, BMI)

You Can Make It If You Try . . . 74
Organ backing contributes to a churchy mood on this philosophical chant. Fine warbling and excellent production count more than the material here, as on tip. (Babb-Courad, BMI)

(Continued on page 61)

• Number of Releases This Week

Label	Pop	R&B	CAW
ABC-PARAMOUNT	6	1	—
ALADDIN	—	1	—
ANCHOR	2	—	—
ATCO	1	3	—
ATLANTIC	—	1	—
BRUNSWICK	2	—	—
CABOT	2	—	—
CAPITOL	2	—	—
CASCADE	1	—	—
CHANCELLOR	2	—	—
COLUMBIA	5	—	1
CORAL	5	—	—
EPIC	6	—	—
DAVIS	1	—	—
DECCA	2	1	2
DE LUXE	—	1	—
DOT	1	—	—
EBB	—	1	—
FEDERAL	—	1	—
GOLDEN CREST	1	—	—
HICKORY	—	—	1
IMPERIAL	1	2	—
JUBILEE	2	—	—
KAPP	1	—	—
KING	—	2	—
LIBERTY	3	—	—
MERCURY	—	—	2
M-G-M	4	—	2
NASCO	1	—	—
NATIONAL	1	—	—
OKEH	1	—	—
PHILLIPS INT.	—	—	4
PREP	—	—	1
RCA VICTOR	5	—	1
SAVDY	—	1	—
STARDAY	—	—	1
STEPHANY	1	—	—
UNITED	1	—	—
VEE JAY	—	1	—
VERVE	2	—	—
VIK	—	—	2
TOTALS	63	18	13

• R&B Territorial Best Sellers

FOR SURVEY WEEK ENDING NOVEMBER 9
Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and lake bus operators in the markets listed.

- Atlanta**
- You Send Me, Sam Cooke, Keen
 - Silhouettes, Rays, Cam.
 - Jailhouse Rock, Elvis Presley, Vic.
 - Little Bitty Pretty One, Thurston Harris, Ala.
 - Raunchy, Bill Justis, Phil. Intl.
 - Be-Bop Baby, Ricky Nelson, Imp.
 - Honest I Do, Jimmy Reed, V J
 - Raunchy, Ernie Freeman, Imp.
 - Wait and See, Fats Domino, Imp.
 - Wake Up Little Susie, Everly Brothers, Cdc.
- Charlotte**
- You Send Me, Sam Cooke, Keen
 - Jailhouse Rock, Elvis Presley, Vic.
 - Silhouettes, Rays, Cam.
 - Bony Moronie, Larry Williams, Spe.
 - Be-Bop Baby, Ricky Nelson, Imp.
 - Little Bitty Pretty One, Thurston Harris, Ala.
 - Diana, Paul Anka, ABC-Para.
 - Honest I Do, Jimmy Reed, V J
 - Peanuts, Little Joe and the Thrillers, Okeh
- Chicago**
- Silhouettes, Rays, Cam.
 - Jailhouse Rock, Elvis Presley, Vic.
 - You Send Me, Sam Cooke, Keen
 - Wake Up Little Susie, Everly Brothers, Cdc.
 - Be-Bop Baby, Ricky Nelson, Imp.
 - Little Bitty Pretty One, Thurston Harris, Ala.
 - Raunchy, Bill Justis, Phil. Intl.
 - Heat Petite, Jackie Wilson, Ark.
- Cincinnati**
- Little Bitty Pretty One, Thurston Harris, Ala.
 - Silhouettes, Rays, Cam.
 - You Send Me, Sam Cooke, Keen
 - Chances Are, Johnny Mathis, Col.
 - Farther Up the Road, Bobby (Blue) Bland, Duks
 - Jailhouse Rock, Elvis Presley, Vic.
 - Honest I Do, Jimmy Reed, V J
- Detroit**
- You Send Me, Sam Cooke, Keen
 - Silhouettes, Rays, Cam.
 - Jailhouse Rock, Elvis Presley, Vic.
 - Wake Up Little Susie, Everly Brothers, Cdc.
 - Be-Bop Baby, Ricky Nelson, Imp.
 - Honeycomb, Jimmie Rodgers, Rit.
 - Raunchy, Bill Justis, Phil. Intl.
- Los Angeles**
- You Send Me, Sam Cooke, Keen
 - Silhouettes, Rays, Cam.
 - Honeycomb, Jimmie Rodgers, Rit.
 - That'll Be the Day, Crickets, Ark.
 - Raunchy, Ernie Freeman, Imp.
 - Diana, Paul Anka, ABC-Para.
 - Honest I Do, Jimmy Reed, V J
 - Wake Up Little Susie, Everly Brothers, Cdc.
 - Jailhouse Rock, Elvis Presley, Vic.
 - Happy, Happy Birthday, Baby, Tune Weavers, Che.
- New Orleans**
- You Send Me, Sam Cooke, Keen
 - Little Bitty Pretty One, Thurston Harris, Ala.
 - Jailhouse Rock, Elvis Presley, Vic.
 - Bony Moronie, Larry Williams, Spe.
 - Silhouettes, Rays, Cam.
 - Be-Bop Baby, Ricky Nelson, Imp.
 - Jailhouse Rock, Elvis Presley, Vic.
 - Wake Up Little Susie, Everly Brothers, Cdc.
 - Rock and Roll Music, Chuck Berry, Cha.
 - Wait and See, Fats Domino, Imp.

• R&B Best Sellers in Stores

FOR SURVEY WEEK ENDING NOVEMBER 9
RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Chart
1. JAILHOUSE ROCK (BMI)—Elvis Presley	1	6
TREAT ME NICE (BMI)—Vic 7035	—	—
2. YOU SEND ME (BMI)—Sam Cooke	2	4
Summertime (ASCAP)—Keen 34013	—	—
3. SILHOUETTES (BMI)—The Rays	3	4
Daddy Cool (BMI)—Cameo 117	—	—
4. WAKE UP LITTLE SUSIE (BMI)—Everly Brothers	4	8
Maybe Tomorrow (BMI)—Cadence 1337	—	—
5. LITTLE BITTY PRETTY ONE (BMI)—Thurston Harris	6	4
I Hope You Won't Hold It Against Me (BMI)—Aladdin 3399	—	—
6. BE-BOP BABY (BMI)—Ricky Nelson	5	4
Have I Told You Lately That I Love You (BMI)—Imperial 3463	—	—
7. HONEYCOMB (ASCAP)—Jimmie Rodgers	7	11
Their Hearts Were Full of Spring (ASCAP)—Roulette 4015	—	—
8. MY SPECIAL ANGEL (BMI)—Bobby Helms	14	3
Standing at the End of My World (BMI)—Dec 30423	—	—
9. BONY MORONIE (BMI)—Larry Williams	—	1
You Bug Me, Baby (BMI)—Specialty 615	—	—
10. HAPPY, HAPPY BIRTHDAY, BABY (BMI)—Tune Weavers	9	10
Of Man River (ASCAP)—Checker 872	—	—
11. KEEP A' KNOCKIN' (BMI)—Little Richard	8	8
Can't Believe You Wanna Leave (BMI)—Specialty 611	—	—
12. ROCK AND ROLL MUSIC (BMI)—Chuck Berry	—	1
Blue Feeling (BMI)—Chess 1671	—	—
13. DIANA (BMI)—Paul Anka	11	11
Don't Gamble With Love (BMI)—ABC-Paramount 9831	—	—
14. HONEST I DO (BMI)—Jimmy Reed	10	6
Signals of Love (BMI)—Vee Jay	—	—
15. THAT'LL BE THE DAY (BMI)—Crickets	12	11
I'm Lookin' for Someone to Love (BMI)—Brunswick 15009	—	—

• Most Played R&B by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 9
SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Chart
1. JAILHOUSE ROCK—Elvis Presley	1	5
Vic 7035—BMI	—	—
2. YOU SEND ME—Sam Cooke	3	5
Keen 34013—BMI	—	—
3. WAKE UP LITTLE SUSIE—Everly Brothers	2	6
Cadence 1337—BMI	—	—
4. LITTLE BITTY PRETTY ONE—Thurston Harris	4	3
Aladdin 3399—BMI	—	—
5. KEEP A' KNOCKIN'—Little Richard	5	6
Specialty 611—BMI	—	—
6. SILHOUETTES—The Rays	9	4
Cameo 117—BMI	—	—
7. WAIT AND SEE—Fats Domino	11	2
Imperial 5467—BMI	—	—
8. MR. LEE—Bobbettes	8	12
Atlantic 1544—BMI	—	—
9. THAT'LL BE THE DAY—Crickets	10	10
Brunswick 55009—BMI	—	—
10. HONEYCOMB—Jimmie Rodgers	6	9
Roulette 4015—ASCAP	—	—
11. HONEST I DO—Jimmy Reed	—	3
Vee Jay 253—BMI	—	—
12. BE-BOP BABY—Ricky Nelson	12	3
Imperial 5463—BMI	—	—
13. HAPPY, HAPPY BIRTHDAY, BABY—Tune Weavers	—	7
Checker 872—BMI	—	—
14. TREAT ME NICE—Elvis Presley	7	3
Vic 7035—BMI	—	—
15. RAUNCHY—Ernie Freeman	—	1
Imperial 5474—BMI	—	—
15. WHEN I SEE YOU—Fats Domino	—	3
Imperial 5467—BMI	—	—

THE PENGUINS
THAT'S HOW MUCH I NEED YOU
b/w
BE MY LOVIN' BABY
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Savoy 1525 b/w
"OH, YOU DON'T KNOW"
SAVOY RECORD CO.
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Willie Mae "MY MAN CALLED ME" • "JUST LIKE A DOG"
"HOUND DOG" Thornton PEACOCK #1681

"MY LOVE IS SO HIGH" • THE MIGHTY Sultans • "IF I COULD TELL"
DUKE #178

"HOW MUCH LONGER" • "THEY DON'T UNDERSTAND ME" • The Gospelaires
PEACOCK #1781

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Gene Allison
VEE JAY RECORD CORP.
2129 South Michigan Avenue Chicago 16, Illinois
All Phones: Calumet 56141

FOLK TALENT & TUNES

Continued from page 58

23; Richmond, Va., 24; Detroit, 28-December 1, and New York, 7.

Norma Beasler, who has been touring with Billy Gray and his band, has signed a personal management contract with Rose Artists, Inc., Stillwater, Okla., and will record for Rose Records, of that city. Her initial release is due out this week. . . . Clyde (Barefoot) Chesser is doing a daily deejay seg, "Chesser's Corral," over KLEN, Killeen, Tex., 11:30 a.m. to 12:15 p.m., in addition to his daily "Happy Hour" show over KEEN-TV, Temple, Tex. On Sundays, Clyde presents his seven-piece Western band on two TV channels—Temple and Bryan, Tex. His spare time is put in on personals in the area.

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Dow Chemical Company, this week (23) hosts Warner Mack, with Lew Childre and Tex Ritter set to guest November 30. . . . Of the entire 101 ABC-TV affiliates now carrying "Country Music Jubilee," starring Red Foley, all but six carry the full hour. . . . Earl Terry, lead and lead singer of the Marksmen Quartet, was called to the West Coast last week by the death of his mother-in-law. . . . Joyce Picco, assistant to Don Richardson, "Country Music Jubilee" tub-thumper and promotion expert, is honeymooning in New Orleans.

"Country Music Jubilee's" producer-director, Bryan Bisney, and family are visiting relatives and friends in their native Toronto. During Bisney's three-week absence, Bud Brixey takes over the producer's chores, while Fred Rains assumes the director's chair. . . . Hunting continues to be the

ON THE BEAT

By REN GREVATT

Warner Brothers' "Jamboree," studded with guest deejays and some of the strongest disk talent on the current scene, will soon break in cities and towns across the nation. It will likely be a powerful boost for the big beat wherever it plays. That's because, with an acknowledged low-budget operation, Vanguard Productions, which produced the film for Warners, have turned out an unusually palatable helping of rock and roll.

For one thing, there's a story line about a pair of young performers and how

they make it as record stars. The shenanigans of their respective managers in the big promotion build-up will make the teen-age audiences figure they are right in there, behind the scenes of the birth of new personalities—a formula that can hardly miss among devoted fandom. Just incidentally, the story is garnished with probably the strongest line-up of talent yet to appear in a rock and roll film. The parade includes Fats Domino, Buddy Knox, Jimmy Bowen, Jerry Lee Lewis and Charlie Gracie. Disk versions of their pictures are all getting strong reaction. A number of other acts including Count Basie and his band with Joe Williams are also featured.

One of the most commercial aspects of all, to the pic, is the insertion for spot "remote" announcements by at least 15 well-known disk jockeys, from key markets across the nation. This includes a pair of Canadian and a pair of British jocks as well. By this device, the picture gets a good bit of local flavor which can generate interest in many markets. This would appear a superior device to that of promoting only a single deejay, who is known primarily in but one market.

"Jamboree" may have also spawned a new disk talent in its own right, in the person of youthful Paul Carr. Carr, the boy half of the young couple who go places, sings in a dreamy, croony style a ballad called "If Not for You," which has just been released on the Chancellor label. Carr duets with leading lady Freda Holloway on another pretty song called "Who Are We to Say?" Miss Holloway's singing is actually the dubbed in voice of Connie Francis.

Some folks will probably be talking soon about a "window" trend in the pop field. First it was "Two Shadows on Your Window," clefled and disked by Sylvia of the Mickey and Sylvia duo and later sliced by Jim Reeves. Next came "Silhouettes," by the Rays with the latest entry this week—"Go Way From My Window," by Gale Storm. The latter, an old folk tune, also appears in the latest Chris Connor album.

with brisk riff backing, gets better treatment than it deserves from the fine shouter. Some Southern action likely. (Reeve, BMI)

School Days Are Back Again... 70
Theme, i.e., "Vacation time is over," is hardly timely. Lewis' talent deserves stronger material. (Reeve, BMI)

JAMES BROWN
That Dood It... 70
FEDERAL 12311—Novelty blues. Lyric is about digging buried treasure, but he ain't gonna do it if his baby ain't there. Good shouting style. (Real McCoy, BMI)

Baby Cries Over the Ocean... 70
A rock and roller, with a lyric adapted from the old rhyme. Brown shouts in good style, with chorus and funky instrumentation behind him. (Armo, BMI)

LIONEL HAMPTON ORK
Everybody's Somebody's Fool... 72
DECCA 30412—Little Jimmie Scott does the honors on this classic re-issued side. It was a big one once, and it could create new deejay interest today. (Swing & Tempo, BMI)

Gone Again... 70
Re-issued side did okay for Hamp several years ago. Fine vocal is by Wini Brown. Side may be a little dated for today's market, but some jocks might enjoy whirling the bluesy ballad. (Swing & Tempo, BMI)

THE EL VENOS
You Must Be True... 72
Vik 0305—Anna May Jackson and Leon Daniels are the couple on this disk and the pair manage to produce a share of chaotic sounds. Okay performance of the love ballad but material is not the strongest. (Raleigh, BMI)

My Heart Beats Faster... 70
The upbeat side, with a dedicated duet between Daniels and Miss Jackson. Has plenty of mixed-up sound that could win some plays. Material again is a doubtful factor. (Raleigh, BMI)

Reviews of New R&B Records

Continued from page 60

BUBBER JOHNSON
Muddy Water... 74
KING 5089—A modified blues, smartly sung and arranged. Lyric uses some old blues phrases common in Jimmy Rodgers' and other folk blues. Johnson has his usual very smooth style and fine technique. Merits good play. (Majorie, BMI)

The Whisperers... 75
The title refers to rumor mongers, who say "we are about to part." Song has the touch of special material. Johnson does it with dramatic feeling, to a smart backing using a restrained triplet figure. Unusual. (Goday, BMI)

CHAMPION JACK DUPREE
Shake, Baby, Shake... 75
Vik 0304—Exuberant trading of rockin' rhythm item with solid backing, and highlighted by sock tenor sax solo work. (Monument, BMI)

Lollipop Baby... 75
Infectious, swingy tempo sparks this side with exuberant warbling and standout backing. Both sides shape us as good jockey and juke fodder. (Monument, BMI)

J. J. JONES
Harlem Nocturne... 75
EBB 122—This tenor sax go at the bluesy standard is faster and more honkin' than the beautiful version of some months back by Sam Taylor on M-G-M. Musically the latter is preferable by far, but this one will find support. (Shapiro-Bernstein, ASCAP)

Cool... 74
Rockin' blues instrumental featuring wailing tenor and responding guitar. Good juke 'n' dance item. (Ebb, BMI)

THE GUYTONS
She's Mine... 75
DE LUXE 6152—Happy go by the crew on a rock-a-ballad. Cheerful vocal by the lead on the vigorous material is backed by good orking and group support. Side can cop coin. (Wemar, BMI)

Not Wanted... 71
Slow ballad is charmed by the lead against sustained group harmonies and a pounding beat. Very much like several other available sides. (Lowell, BMI)

MUVVA (GUITAR) HUBBARD
The Other Side... 74
ABC-Paramount 9869—Funky instrumental, with bluesy feeling. Guitar work and satisfying tenor are done to a striding rhythm backing. Nice, with real r&b feeling. (Pamco & North Forty, BMI)

Raunchy... 71
A good instrumental, with interesting guitar and other rhythm work. The hit versions on this tune are way out ahead. (Hi-Lo, BMI)

THE SUPERIORS
Don't Say Goodbye... 73
ATCO 6106—Rock-a-ballad with the usual no-melody, but a strong beat and group performance, with male recitative mid-way. Plenty going on here, and action is possible. (G & H, BMI)

Lost Love... 73
Slower rock-a-ballad, quite fancy-schmancy in message and rendition. Could win spins and sales, tho flip may have better initial impact. (G & H, BMI)

SMILEY LEWIS
Ba! Luck Blues... 73
IMPERIAL 5478—Up-tempo blues,

they make it as record stars. The shenanigans of their respective managers in the big promotion build-up will make the teen-age audiences figure they are right in there, behind the scenes of the birth of new personalities—a formula that can hardly miss among devoted fandom.

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Ariz. State Fair Up Despite Flu

Draws 223,143 During 10-Day Run; Children's Day Accounts for 44,143

PHOENIX, Ariz. — Despite rain and influenza of near epidemic proportions, the Arizona State Fair ended its 10-day run here Monday (11) with a total attendance of 223,143, up 1,066, from last year.

Rain on the first two days cut into the attendance, reducing this figure from the usual 40 per cent the fair draws on the opening week-end. The fair opened for the first time on a Saturday rather than a Friday. The later opening was in effect to extend the run over Veterans' Day. George N. Goodman, executive secretary, said. The final day featured Indianapolis-type automobile racing that pulled more than 20,000.

The Saturday opening, however, limited the fair to only one kids' day as in the past the starting Friday had also been delegated to the moppets. Schools closed for a teachers' meeting, thus allowing the students to attend the fair. Friday (8) was kids' day this year and the attendance was the highest of the run, 44,143. It was not a record day. Feature for the kids was the appearance of Tagg Oakley (Jimmy Hawkins) of the Gene Autry television show.

When the event opened on Friday in the past, approximately 40 per cent of the total attendance was garnered over the first week-end. From Thursday (7) thru closing, the fair pulled approximately 75 per cent of its attendance.

Ralph Watkins Jr., assistant executive secretary, was in charge of independent midway concession and commercial sales. Commercial space was sold out well in advance of the fair's opening and at prices representing approximately 10 per cent increase across the board. No take-away sales were permitted in the commercial building. Selling concessions under cover were confined to the 80 by 280-foot big

Ward Beam Winds Up Busy 1957 Season

GOSHEN, N. Y.—The Ward Beam Office, for years associated primarily with the auto thrill show business, this year emerged as a booking factor in Eastern circles and had a very busy season.

Sixty-three 1957 fairs got their complete grandstand shows from Beam. Major individual attractions included Gene Holter's wild animal show, which got 105 one-day dates thru the office, Beam's Auto Daredevil Contest show, which had 84 dates, and the Black Diamond Rodeo.

For a good number of the annuals Beam changed attractions each day of the week. He put out two revues, and stagelights remain part of the agency's offering for the 1958 season.

Beam handled the Holter attraction for two seasons. Holter will work the Midwest in 1958 and '59, then return East, it is reported.

The office also promoted a number of rodeos during the summer, under auspices of Shrines, Junior Chambers of Commerce, Knights of Columbus, and police and fire organizations.

top supplied by Pan American Amusement Corporation and called "Merchandise Mart."

Siebrand Bros. Circus & Carnival was featured on the midway for the second consecutive year.

Planalp Joins GAC-Hamid Chi

CHICAGO—John Planalp, for many years with the Irving Grossman Agency, Des Moines, has joined the Chicago office of GAC-Hamid, Inc., where he will work with Ernie Young and Frank Taylor handling sales of talent to fairs, celebrations and trade shows.

Young reported that he closed his first fair contract of the season last week. He signed to provide six nights of entertainment at the Mississippi Valley Fair, Davenport, August 11-16.

COMPLETE WITH DOG

Sputnik Is Groomed For '58 Fair Season

NEW YORK—It was only a matter of time until a satellite exhibit would be developed for the coming season, and the flurry of interest over Russian Sputniks found a substantial display already under construction. The Illinois State Fair and DuQuoin (Ill.) State Fair are among those which have been approached and have expressed interest.

Scientific Productions Limited originally called its display "Project Vanguard" but is altering the title to "Earth Satellite" to take advantage of recent developments. Headed by Charles Caudle, scientific promoter-lecturer, the project has the co-operation of the U. S. Navy, Westinghouse Electric, Bendix Aviation and other impressive names.

Three units will be fielded for fairs, with a four-week premier contracted for Abraham and Strauss department stores in New York after the holiday shopping season. The units will each show a three-stage rocket working model, cutaway rocket model, gyroscopes in action, satellite model, model animated solar system, working model of a satellite tracking station recordings of Sputnik I and II sounds, and a "live space dog" with space suit and apparatus.

Advance Work Set

Models are being provided by industrial firms connected with Project Vanguard. Publicity and advance work is assured, since Westinghouse, which makes guidance systems, and Bendix, which makes tracking equipment, are represented by Carl Boyer Associates, major public relations firm. Part of the plan is for a model-controlled rocket launching, to be done indoors or before grandstand audiences.

Caudle's background includes writing scenarios and film stories for Signal Corps documentaries, creating training films, writing and producing the first lecture-demonstration on "Your Atomic Future." He currently has two programs on

Arrow M-G-R, Auto Ride to William Meyer

MOUNTAIN VIEW, Calif. — William Meyer, who operates amusement zones on the tops of four San Francisco department stores during the Christmas holidays, has taken delivery on a tracked Auto Ride and a 32-foot Merry-Go-Round manufactured by Arrow Development Company, Inc., here, Walter Schultze, the firm's secretary-treasurer, said.

Another Merry-Go-Round of the same dimensions was also delivered to Loren Roberts, Roberts Amusement Company, Sacramento.

Arrow will deliver to Richard G. Barrie Enterprises, Chicago, next spring a 45-foot Merry-Go-Round, two Auto Rides, one with a 1910 Ford; a Lollipop Train similar to Arrow's Mine Train, and a Jolly Trolley.

The Mine Train, electric-tracked Auto and the 1910 Ford gasoline-powered car will be shown at the Chicago meeting, Schultze said.

jet propulsion called "Jet Horizons" playing secondary school systems of Wisconsin and Minnesota.

The exhibit is charted for indoor use. It will be a walk-thru, with scheduled lectures and demonstrations, and will operate on either a free or paid basis, depending on arrangements with the fairs. Station wagons festooned with signs, topped with Sputniks and sending "beeps" out over loudspeakers, are being outfitted for advance work.

Calif. Concession Ops Form Assn.

LOS ANGELES—The Western Concessionaires Association was organized here Thursday night (14) with an aim to improve game concessions and also seek adjustments on privilege rates at fairs, particularly in California.

Approximately 35 concession operators, agents and one show owner met here in the clubrooms of the Pacific Coast Showmen's Association, to lay the foundation for the new organization. A second meeting was scheduled for Saturday night (16) in San Francisco where the northern California concessionaires were scheduled to join in the move.

R. F. (Boston) Kennedy conducted the meeting here with Nathan Cohn, attorney and former concessionaire, serving as legal counsel.

The group voted to incorporate under California laws, to elect officers and draft a set of bylaws. A board of directors for the southern group was named to include Norman Schue, Joe Blash, Lloyd Hilligoss, Steve Vaughn, Joe (Red) Dauer, Earl Leonard, Dave Sittel, Jules Blumenthal, Mimi Couch, G. C. Keenan, Lillian Schue, Spot Murphy and Kennedy. In speaking to the meeting,

ANdover 3-0710

Get down that number. It's important. It's the telephone number of The Billboard's Servicenter at the outdoor convention which will start at the Hotel Sherman, Chicago, the weekend following Thanksgiving Day.

Offered in co-operation with the Showmen's League of America, The Billboard's Servicenter will provide many free services to make your stay at the convention more pleasant. Located in the Hotel Sherman lobby, The Billboard's Servicenter will offer a free paging service.

That is why the number above is important. Anyone calling you at that number will be able to have you paged over a special public-address system.

Anyone leaving a message at that number will know that the message will be held until you pick it up.

Otherwise, The Billboard's Servicenter will serve to make your convention stay as enjoyable as possible.

A battery of house phones will be set up in it to enable you to locate people in the hotel.

Phones also will be provided for free outside local calls. Information sought by conventiongoers will be furnished.

Another service will be The Billboard's convention directory, listing room numbers of carnivals, booking agencies, etc.

Showmen's League of America members will register at the booth.

The Servicenter will be open daily, Sunday, December 1, thru Wednesday, December 4, on the following schedules:

Sunday 1 p.m. to 8 p.m.
Monday 10 a.m. to 8 p.m.
Tuesday 10 a.m. to 8 p.m.
Wednesday ... 10 a.m. to 6 p.m.

Ottawa Grandstand Returned to Hamid

OTTAWA — The grandstand contract for next year's Central Canada Exhibition was recaptured by GAC-Hamid of New York last week. After having played the date for some 30 consecutive years, the Hamid office lost out last season to Barnes-Carruthers of Chicago.

Two days of meetings last week were culminated by a decision Wednesday (13). Also making presentations before the fair board were the Barnes-Carruthers, Ward Beam, and Willard Alexander agencies.

GAC-Hamid will provide its "Satellite Revue" nightly except for the opening Friday and Saturday, August 22-23, and afternoon animal racing. Hamid raced ele-

phants at New Jersey State Fair, Trenton, this year, and has supplemented them with camels, pigs, goats and other animals for the Ottawa daytime show. Also performing days will be Tel Teigen, swaypole, and the Tuckers, trampoline.

Two Days Unfilled

Attractions for the two opening days are still to be awarded, CCE Manager J. E. (Jack) Clarke reported.

The night revue will feature a Canadian favorite to be decided later. In the past two years the fair has offered Joan Fairfax and Your Pet, Juliette, both strong TV figures above the border, where few American musical shows are received.

Acts will include the Maxwells comedy; Trio Cotas, acrobatic Symphonettes, acrobatic; Victor Julian's Dogs; the Therons, bike act, and Natal, human gorilla. There will be an aerial aspect to the ballet, it is understood. Clarke termed all presentations as impressive.

'Ice Follies' Opens Strong in Detroit, Equalling '56 Pace

DETROIT — Shipstads and Johnson "Ice Follies" played to good business during the first week of a 13-day stand closing Sunday (10) at Olympia here. Five week-end shows proved especially strong, and estimated attendance has been running just about even with last year's engagement, according to Nick Londes, Olympia manager.

The date is considered early in the season for Detroit, which is more accustomed to ice shows in the winter, and faces heavy competition from both collegiate and professional football and other major counterattractions.

HYANNIS, Mass. — David Holtzman, managing director, and Arnold Goodman, general manager, of the Cape Cod Musical Tent, Inc., have ordered a new top from O. Henry Tent & Awning, of Chicago. The top will be blue and the side walls blue and tangerine. The size is 110 by 140 feet.

Kennedy said that his privilege payments this year had amounted to 68 per cent of his gross. Another operator reported that his privilege at the California State Fair was approximately \$13,000, with the gross just under \$20,000.

Cohn was delegated to attend the convention of the Western Fairs Association in Fresno, Calif., for four days starting Wednesday (20) and present the problem to the fair managers.

In discussing the problem, Cohn said, "I would like to mention three approaches: 1. To the fair and try to set up independent midways. Show owners could not depend then upon the sale of large amounts of space to help cover their contracts. 2. Ask the fair association or the fairs to stipulate a maximum per-foot price and the maximum number of concessions. 3. Advise the show owners well in advance of their bid for the fair that only a certain price will be paid for a front foot or square foot. In the latter case, if the price is higher than you can pay and make money, don't pay it."

Throughout the meeting it was stressed that the group was seeking only a reasonable rate.

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Indianapolis Awaits IAAM Arena Report

INDIANAPOLIS — A study by the Building Consulting Board of the International Association of Auditorium Managers to determine the major characteristics of the proposed civic auditorium here will be released in the middle of December.

Proponents of the auditorium have expressed displeasure over the delay in issuance of the report, which will be based on data assembled last spring and summer. However, Henry Manz, general manager of the Indianapolis-Marion Building Authority, said the delay does not mean the abandonment of the project.

Auditorium managers who make up the Consulting Board are Nathan Podoloff, manager of the New Haven, Conn., Arena; Charles W. Bauer, manager of the Cincinnati Music Hall and Phillip E. Thompson, manager of the Atlantic City Convention Hall.

The Board visited Indianapolis twice within the last year. Its recommendations are expected to stress the economic feasibility of the project as well as location, capacity and architectural design.

Music Shows Make Money At El Paso

EL PASO, Tex. — "Ice Capades" 17th edition played here last week and Coliseum manager Sam Cohen said ahead of time that the business might total better than last year's. He said the show also did well in Odessa.

Coming up at El Paso Coliseum is the Fred Waring show and the advance looks good for it. The Carmen Amaya show played Saturday (16) and the advance was good, Cohen said.

The building manager pointed out that Feld Brothers' rock and roll shows on the one hand and A. V. Bamford's country music shows on the other hand were the only sure-fire attractions in the city. Three Feld shows two months apart were big successes. Bamford is linked with a new TV station, KHEY, and it is used in promoting the country music shows. These are in the city's Liberty Hall, rather than the Coliseum, and matinees have been added with considerable success. Nights also hold strong, Cohen said.

DeVerners Set Talent Office

DAYTONA BEACH, Fla. — Henry DeVerner, manager of Peabody Auditorium, and wife, Etta Mae, have opened DeVerners' Theatrical Enterprises with offices at a Seabreeze Boulevard address. They will be concerned with promotion of various attractions in the auditorium and will also produce shows for regional markets.

ARENAS & AUDITORIUMS

Arena Mgr. May Replace Team With New League

By TOM PARKINSON

TRANSFER of the professional basketball team from Fort Wayne to Detroit has inspired planning for more than a simple replacement for the booking dates at the Allen County War Memorial Coliseum at Fort Wayne.

In fact it now seems probable that by next season there will be a new, second professional basketball league. Pace-setter in the advance planning has been Don Myers, manager of the Allen County Coliseum. Behind him is not only the great enthusiasm that Indiana has for basketball, but also the support of sports promotion people in a whole set of Midwestern cities.

Myers is temporary chairman of the group which is discussing plans for a new league, and it is a foregone conclusion that Fort Wayne would place a team in the league.

Other places where interest has been shown include Toledo, Columbus and Dayton, O.; Indianapolis and Evansville, Ind.; Chicago; Waterloo, Ia., and the tri-cities of Davenport, Rock Island and Moline.

Myers' basic thought is that in basketball, as in other sports, there is room for two leagues—National and American.

From there he goes on with a fresh approach and some new ideas. The most important departure would make this one a weekend league. Games would be scheduled on weekends in arenas of the various cities.

That the games would be on weekends and that the teams would be based within a limited geographical area, mean that this league would make important economies. There would be far less spent on traveling, for one thing.

Another advantage would be that with weekend games, the league would have access to a great number of players. Although some observers have questioned whether a second league could acquire players, Myers is convinced that this is no great obstacle. Wherever basketball is popular there will be skilled players. And the weekend set-up will mean that men who aren't interested in full-time pro basketball could be enlisted in this league. Players could hold standard jobs and maintain normal home life and still drive a couple of hundred miles for a weekend game.

Of advantage to players, promoters, buildings and the public, it is felt, would be the plan to hold the schedule to 20 games a year. In the opinion of most backers, this offers enough basketball but not so much that support begins to lag.

It is still in the advance planning stage. But the makings of a new league are there. And it is likely that the fall of 1958 will see the American basketball league in operation at several Middle Western areas.

Pittsburgh Acts On Construction Of New Auditorium

PITTSBURGH, Pa. — The Auditorium Authority is taking bids on the proposed \$22,000,000 retractable roof Civic Auditorium here this week. Contracts will be awarded in time to start construction in February. The project is to be completed late in 1960.

The authority has been negotiating a five-year contract, with options for renewal and renegotiation of rental, with the Civic Light

Ocean Beach Lounge Set

NEW LONDON, Conn. — A cocktail lounge will be constructed at Ocean Beach Park as part of an improvement program planned by Frank and Alfred Picazio, who hold a three-year contract for operation of the Gam restaurant and Nautilus lounge, starting January 15.

Opera Company. The deadline for the signing of this contract has been set for mid-November. The Light Opera, under the agreement already reached, will guarantee a minimum of \$23,000 to the authority on the basis of three rehearsal weeks, at \$1,000 per week, and eight show weeks, at \$2,500 per week. This is in addition to the percentage that the Authority will take from the net ticket income.



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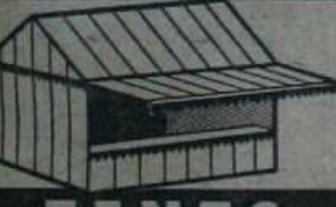
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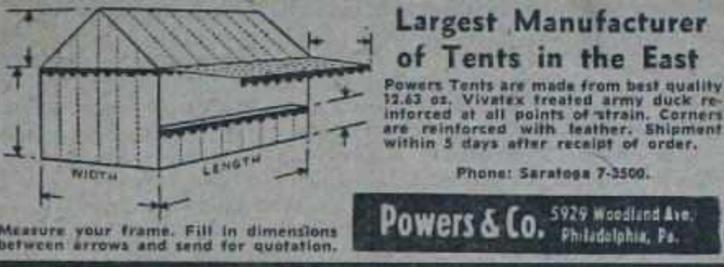
(Continued on page 76)

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Ontario Curling Counts 487 Sheets

TORONTO—There is a curling boom in this province. The annual report of the Ontario Curling Association reveals that there were 487 sheets of ice used by its member clubs and of these 377 were on artificial ice. Clubs spend nearly \$250,000 to equip a rink, although some have spent as high as \$1,000,000, including skating rinks. Many of the new rinks are being opened in conjunction with golf clubs, thus keeping members around the club even in winter when snow covers the links.

Detroit Union Elects

DETROIT—Michael Munley, assistant treasurer at Olympia Stadium, has been re-elected president of Ticket Sellers and Treasurers' Local 757, International Alliance of Theatrical State Employees. Other newly elected officers are: business agent, Norman Otto, Briggs Stadium; vice-president, Harry Bort Jr., Grinnell Ticket Agency; recording secretary, Charles Muneio, Olympia; financial secretary, Frank Metzger, business manager for athletics, University of Detroit; secretary, Thomas McGraw, and seventh member of board, Maurice Schubot, treasurer of Detroit Lions.

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PNE Appoints Bert Morrow Gen. Manager

VANCOUVER, B. C. — Albert P. (Bert) Morrow has been named general manager of Pacific National Exhibition here, it was announced by W. J. Borrie, exhibition president. He succeeds Prof. H. M. King, who has temporarily filled the post since the resignation last year of V. Ben Williams.

Morrow has resigned as vice-president and director of western sales for Eric H. Hardman, Ltd. He is a former president of the Vancouver Junior Chamber of Commerce and was founder and president of the Vancouver Speakers' Club.

It was also announced that nine directors were re-elected for two-year terms. Renamed were Orval C. Cook, John Dunsmuir, F. C. Elphicks, G. Mort Ferguson, J. J. Grauer, C. W. Jaggs, J. S. C. Moffitt, George S. Powell and H. A. Renwick. Directors with one year yet to serve are M. L. Barr, Dr. J. C. Berry, W. J. Borrie, J. F. Brown, D. H. Collister, T. J. Fyfe, A. M. James, C. W. Leak and H. W. Mulliholland.



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Advance Sale Strong for Jacksonville

JACKSONVILLE, Fla.—There were 75 commercial and service exhibitors set for the third 10-day Greater Jacksonville Agricultural and Industrial Fair, which opened here Thursday (14). Ted Chapeau, president of the fair association, said this was an increase over last year and represented a cut of 43 free spaces, to a total of 33.

Strong interest in this year's effort, sponsored by the Chamber of Commerce and local Variety chapter, encouraged the increase in paid exhibit space, it was claimed.

Public acceptance is good. Promotion this year included advance sales of 40,000 tickets by the Jacksonville Garden Clubs, said to be the world's largest, with a membership of 3,500. News stories about fair preparations went to local newspaper and radio and TV outlets. Good co-operation was also noted from local motion picture theaters and TV stations in carrying brief film trailers boosting the fair.

Along with newspaper, magazine and television advertising, the promotion campaign also included the usual window display cards and co-operation of a local bank in displaying some of the 50-odd trophies to be distributed to cattle exhibitors.

There are two stadia in use, with the Cetlin & Wilson Shows midway linking the Gator Bowl and local baseball park, both of which contain exhibit space. The Jacksonville recreation department is staging an arts and crafts show in the baseball park.

Canada's Liberty magazine for November carries a yarn about the Regina (Sask.) Leader-Post, of which show reporter Bruce Peacock is news editor. The layout includes a photo showing Peacock in a wild animal arena with Terrell Jacobs.

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Cetlin & Wilson: (Fair) Jacksonville, Fla.
Hottle, Buff, No. 2: Baton Rouge, La.
Lucky Strike: Guntersville, Ala.
Scott, Turner, Rides: (College Park) Orlando, Fla., 18-Dec. 28.
Tinsley, Johnny T.: Fountain Inn, S. C.

Circus Routes

Davenport, Orrin: Kansas City, Mo., 18-23.
Henson Bros.: Gainsboro, Tenn., 18; Cookeville 19; Lafayette 20; Ashland City 21; Springfield 22; Gallatin 23.
Polack Bros. Eastern: Savannah, Ga., 18-19; Augusta 22-23; Orlando, Fla., 25-26; Jacksonville 28-30.
Polack Bros. Western: Springfield, Ill., 21-23; South Bend, Ind., 28-30.
Ringling Bros. and Barnum & Bailey: Dallas, Tex., 19-24; San Antonio 29-Dec. 1; Mexico City, Mex., 5-Jan. 6.

Miscellaneous

Avalon, Al & Co.: (Golden Triangle) Pittsburgh, Pa., 18-23.
Black Watch Band & Pipers: Lexington, Ky., 18; Knoxville, Tenn., 19; Birmingham, Ala., 21; Montgomery 22; Atlanta, Ga., 23-24; Charlotte, N. C., 25; Richmond, Va., 27; Baltimore, Md., 28; Washington, D. C., 29; Philadelphia, Pa., 30; New York Dec. 1.
Burke's Wild Cargo: Sanford, Fla., 18-20; Cocoa, 22-26.
Greene, Dr. Morton, Hypnotist: Pipestone, Minn., 18; Olivia 19; Fort Dodge, Ia., 20; Clara City 21; Slayton 22; Tracy 23.
Matchstick City: Jacksonville, Fla., 18-23.
Meier's, Josef, Black Hills Passion Play: Anniston, Ala., 18-19; Sheffield 21-25; Huntsville 27-Dec. 1; Tuscaloosa 4.
No Time for Sergeants: Toronto, Ont., 18-23; Buffalo, N. Y., 25-26; Rochester 28-30; Syracuse Dec. 2; Montreal, Que., 3-7.
Philip Morris Country Music Show: Middletown, O., 18; Piqua 19; Xenia 20; Lancaster 21; Youngstown 22; Warren 23; Washington Court House 25; New Castle, Pa., 26; East Liverpool, O., 27; Canton 28-29; Steubenville 30; Wheeling, W. Va., Dec. 2-3.
Royal Ballet (Sadler's Wells): San Francisco, Calif., 20-27; Seattle, Wash., 29-30; Minneapolis, Minn., Dec. 11-14.
Waring, Fred, Hi-Fi Holiday: Tucson, Ariz., 18-19; Phoenix 20; El Paso, Tex., 21; Albuquerque, N. M., 22; Lubbock, Tex., 23; Denver, Colo., 24; Pueblo 25; Hays, Kan., 26; Oklahoma City, Okla., 27; Texarkana, Tex., 28; Dallas 29; Houston 30; Elgin AFB, Fla., Dec. 1.

Ice Shows

Holiday on Ice of 1958: Norfolk, Va., 18; Canton, O., 20-24; Grand Rapids, Mich., 25-30; Toledo, O., Dec. 1-8.
Ice Capades, 17th Edition: Phoenix, Ariz., 19-24; San Diego, Calif., 27-Dec. 7.
Ice Capades, 18th Edition: Montreal, Que., 19-24; Toronto, Ont., 25-29; Rochester, N. Y., 30-Dec. 7.
Shipstads & Johnson's Ice Follies: Cincinnati, O., 19-24; Hershey, Pa., 26-Dec. 7.

THE FINAL CURTAIN

BLAKELY—Evelyn, wife of Ben Blakely, carnival palmist, recently in Rutland, Vt., following a heart attack. Survivors, in addition to her husband, include three sisters.

BRADNA—Mrs. Ella, 84, former equestrienne with the Barnum & Bailey and Ringling-Barnum circuses, at Sarasota, Fla., November 12. She was the widow of Fred Bradna, famed equestrian director, and she had performed in the center ring of the circus until 1940, when she retired. (Details in Circus Section.)

EGBERT—Mrs. Lillian, 81, mother of Bob Edwards, Cincinnati branch manager of the American Guild of Variety Artists, November 11 in a Cincinnati rest home. Services November 15 and burial in Lawrenceburg, Ind.

GORDON—David, veteran age and scales man, recently in Chicago following a long illness. He was a member of the Showmen's League of America for many years and was buried in that organization's cemetery plot.

HAAG—Harry, 56, circus performer and animal trainer, at a hospital in Columbus Ind., November 12 after an extended illness. He was the son of the founder of the Mighty Haag Circus. In recent years he and his family had operated elephant acts and dog and pony acts. He also was transportation superintendent for the Orrin Davenport shows. Services November 15 at Brownstown, Ind. Surviving are his widow, Ruby; a daughter, Naomi; two sons, Charles, who is in the Navy, and Harry Jr., who is with Polack Bros. Circus; a sister, Mrs. Helen Taag Hayes, and an uncle, Harley Hubbard, Shreveport, La. (Details in Circus section.)

HILBURN—Henry M., 64, father of Dick Hilburn, manager of the Side Show on Amusements of America, November 3 in the North Carolina Cancer Institute, Lumberton. Burial in Lewis Cemetery, Bladenboro, N. C.

HILL—Edward J., formerly associated with a number of carnivals, November 3 in New Braunfels, Tex. During his years in the business, he was with Hagensick, Central States and George Rapp shows. His widow, formerly Lorena Kidd, and a daughter Cynthia, survive.

KLIMENT—Emil, 87, veteran entertainer, November 1 in Spooner, Wis. He broke into show business at the age of 13 as cornetist with Ringling Bros. Circus and later appeared with the Haverly, Beach & Bowers, George Primrose, Primrose & Dockstader and Olympian minstrels. In vaude he appeared in the musical acts of Toppel and Kliment, Lyne and Kliment and the saxophone acts of Six Jolly Jesters and Five Chaplins. At one time Kliment stage-managed George Dillingham's "Chin Chin" and "Chin Chin Chow" shows and appeared with "George White's Scandals" of 1921. With the demise of vaude he worked with Jim Broker in niteries. Survived by a nephew, Jack Tuthill, Muskegon, Mich. Burial in Irving Park Cemetery, Chicago.

LOOMIS—Jessie, 67, past president of the Ladies' auxiliaries of the Heart of America Showmen's Club and Pacific Coast Showmen's Association, November 12, at her home in Hollywood, Calif. In addition to her husband, Glenn, who heads the advance crew of

the West Coast Shows, she is survived by two daughters, Alerita Foster, North Hollywood, Calif., and Rosemary Lovell, Manila, P. I.; two sisters, Alica Wrightman, widow of Clarence (Shorty) Wrightman, Phoenix, and Mrs. C. F. (Doc) Zeiger, Los Angeles. Funeral services November 14 in Los Angeles with burial in the PCSA Showmen's Rest, Evergreen Cemetery.

MAY—C. F. (Red), 70, former outdoor showman, November 5 in Hutchinson, Kan. Since leaving show business some years ago, he had worked at a mill and driven a taxicab. In addition to his widow, Clare, he is survived by a step-daughter, Mrs. Alvin L. Johnson, a sister, Mrs. James O. McVay, and three brothers, Alfred, Ernest and Clarence.

ROBINSON—Ella M., 81, wife of J. Fred Robinson, veteran Saskatchewan fair executive, November 4 in Regina. Her husband is an honorary director of the exhibition, a past vice-president and for years was chairman of the midway committee. A son, Leyton, is currently a member of the fair's midway committee. A daughter and grandson also survive.

SNIDER—Billy, veteran midway wire worker, recently in Anderson, Ind., following a short illness. He had worked Darke County Fair, Greenville, O., this past season. His wife, Mary, and a son, Billy, survive.

THOMAS—Harry, secretary of Gem City Shows for many years, recently in the Veteran's Hospital, Iowa City, Ia., following a long illness. In addition to being a member of the Showmen's League of America, he belonged to American Legion Post 37, Quincy, Ill. Burial was in the League's cemetery plot.

MARRIAGES

DAILEY-ZITTERICH—Dave Bailey and Shirley Zitterich, of the 20th Century Shows, October 30 in Dallas.

BIRTHS

KNIPPENBERG—a daughter, Judy Ann, to Mr. and Mrs. Jackie Knippenberg recently in Miami. Father is an agent on Cetlin & Wilson Shows.

PICKARD—a daughter, to Mr. and Mrs. Herb Pickard recently in Miami. Father is an outdoor publicity man and concessionaire.

WOLFE—a daughter, Sandi-Lynn, to Mr. and Mrs. Hardy Wolfe November 8 in St. Joseph, Mich. Father is an outdoor staffer on The Billboard and a performing musician.

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ROLLER RUMBLINGS

Mineola's CBY Events Produce Biz, Good Will

MINEOLA, N. Y. — Privately booked events at a roller rink on nights when the establishment is not normally in operation serve a dual purpose in providing the operator with additional revenue and giving the rink exposure before a segment of population that is not normally associated with roller skating. In a tie-up of this type the obvious inference is that such people, having visited a rink at a private event and enjoyed its facilities and program, are apt to return to the rink on occasions other than nights on which their organization meets.

A case in point is the cordial relations that exist between Earl Van Horn's Mineola Roller Rink and the Conservative Baptist Youth organization. For many years the Baptist young people have taken over the rink on the last Monday night of each month for an evening of fellowship. These sessions have consistently averaged well over 500 in attendance.

In addition to costume parties and other features, they take a break at 9 o'clock for the singing of hymns and gospel choruses. Current chairman of the group's Youth Advisory Committee and presiding over this year's sessions is Rev. Robert Williamson of Center Islip. At the latest CBY session, held October 28, two additional ministers were present, one serving as song leader and the other conducting the group in prayer. Speaker of the evening was Marvin W. Goldberg, track coach at a boys' school, who made extensive reference to notable Christians in the field of athletics.

Thus Mineola has developed bonus revenue thru its association with a religious group and has earned the good will of church leaders who are apt to exert strong moral influence on the entertainment habits of their youthful congregations.

Last week Van Horn announced that the rink and its dance and figure skating club have joined the

Roller Skating Rink Operators' Association of the United States. The Van Horn rink was a member of the RSROA a number of years ago, leaving it to join the United Rink Operators. It was also announced that Trudy Bisco, an RSROA professional for five years, has joined the rink's teaching staff. She is a gold medal dance skater.

Turkey Night at the rink will be observed November 22. Ten birds will be given away as door prizes, five to men and five to women. Eight more birds will be awarded at morning and afternoon sessions on Saturday (23).

Middletown Skatery Mapped by Trefos . . .

MIDDLETOWN, Conn.—Elias Trefos, operator of Melody Skating Rink, Groton, Conn., has disclosed plans for construction of a rink at 545 Main Street here. He will remodel a now-empty building at a cost of \$3,000 for the projected facility.

Hughes Notes Ride Sales

NEW YORK — Two sales by Hot Rods, Inc., were reported last week. Morgan (Mickey) Hughes reported that Harry (Buster) Westbrook bought a Junior Hot Rod ride, with five cars and 300 feet of track. The unit will be warehoused in Seaside Heights, N. J., until delivered to the Penn Premier Shows in the spring.

An 11-metre German Carrousel was delivered to Gilbert Ramagosa, of Wildwood, N. J.

Hughes also reported selling his Junior Hot Rod ride, operated at Toronto's Canadian National Exhibition, to Turner Scott, of Sea View Amusement Park, Daytona Beach, Fla. Hughes' six major Hot Rod cars operated on the Conklin Shows midway at the CNE were sold to the Cerbini Bros. Ileo Amusements, of Coney Island. Hughes will put new equipment on Conklin midways next season, he said.

Hughes owns two German Wild Mouse rides which will be brought over for 1958 operation at parks with which he is working out partnership arrangements.

NO LEASING

Asbury Takes Over Beach Operation

ASBURY PARK, N. J.—The city is preparing to operate its own beaches in 1958, after having leased them in previous years. The beaches, catering to more than 1,000,000 visitors yearly, were formerly run by concessionaires on four-year leases obtained by bidding.

For the past 15 years the operators have been the Rediker Bros. and James Smith and Charles Musto, operating as a group.

The municipal publicity and convention department, headed by George Zukerman, is charged with promoting the beaches on a direct basis, and an intensified program is being worked out. Intentions are to work out tie-ins with soft drink firms and other national manufac-

NAAPPB Pool-Beach Session Set; Directors, Ladies, AREA to Meet

CHICAGO — Make-up of the pools and beaches session program for the upcoming NAAPPB convention here was announced here last week.

At the same time, Paul H. Huedepohl, executive secretary of the association, announced the schedule for directors' meetings, the ladies' tea and the AREA meeting, all at the Sherman Hotel in connection with the convention.

General chairman for the pool and beach session is J. H. Dickson, of Cascade Plunge, Birmingham. The sessions will start at 10 a.m.

each day and will be at the hotel's House on the Roof.

First session will be Monday, December 2, with John Weisenberger, of Covington, Ky., as chairman for the day. His topic will be "Pools—How to Operate Them."

On Tuesday (3), R. J. McCarthy, of Washington, will be the day's chairman and the topic will be "Patrons—How to Treat Them."

The Wednesday (4) chairman will be Vernon D. Platt, of Somerset Springs, Pa., whose subject is "Profits—How to Get Them." After each day's introductory talk, the

topic will be open to discussion by all present.

The pool and beach section also is scheduling a cocktail hour for 6 p.m., Monday (2).

Tea, Directors, AREA

Huedepohl reported that Mrs. John L. Coleman will be hostess at the ladies' tea at 3 p.m. Sunday, December 1, at the hotel's penthouse.

NAAPPB's board of directors will meet first at 2:30 p.m., Saturday, November 30, at the Polo Room in the hotel. Their second session will be at 10:30 a.m. Tuesday, in the same room, and nominations will be made at that time. In addition, the directors will meet in unofficial session Thursday (5).

The park association will have a cocktail hour at 4 p.m. Monday (2), in the Louis XVI Room. The annual banquet and ball will be at 7:30 p.m., Tuesday, in the hotel's grand ballroom.

The American Recreational Equipment Association will meet Monday (2) evening at the hotel for its annual dinner. Secretary Ben Roodhouse is preparing the program.

Slate Theme Park For Texas Spread

DALLAS — A \$34,000,000 sports and family recreation center, embodying a Disneyland-like Western village, is being projected for 293 acres in the center of the Dallas-Fort Worth area. To be known as the Great Southwest Sports Center, it will be included in the nation's largest planned industrial development, Great Southwest Industrial District.

The big amusement feature, to be tabbed Great Southwest Land, is being designed and engineered by Marco Engineering Company, Los Angeles, principals of which were associated with the design and early operation of Disneyland. Artists and planners have conceived small towns, Indian encampments, canyons and cliff dwellers, stagecoach routes, saloons, oil fields, rides and refreshment areas.

President of Great Southwest Corporation is Angus G. Wynn Jr. C. V. Woods is president of Marco.

In addition to the Western feature, the development will offer facilities for demonstrating and testing sports equipment. They will include casting ponds, shotgun patterning ranges, boat lake, skin-diving pool, rifle, skeet and pistol ranges, quail run, moving-deer target range, archery and driving ranges and camping equipment areas. The Sports Center will be in year-round operation and will schedule continuous appearances of internationally known sportsmen and athletes.

Woods Predicts

Woods has reported that some 2,000,000 visitors will be the yearly

influx when the development is in full operation. It is expected to make this area the prime tourist attraction of the entire Southwest.

Wynne, in association with his uncle, Toddie Lee Wynne, is a principal investor in the Great Southwest Corporation, along with Amos Carter and a group of Fort Worth businessmen; Webb & Knapp; the Development Corporation of America, New York, and Rockefeller Center, Inc. Location will be at the intersection of the Dallas-Fort Worth Turnpike and Expressway 360, just north of U. S. Highway 80.

Initial unit of construction is Great Southwest Bowling Lanes, a 32-lane alley on a three-and-a-half-acre site, with parking for 300 cars. Major installation in the center will be a 100,000-square-foot retail store.

NORTH TONAWANDA, N. Y.

Allan Herschell Company, Inc., and the International Association of Machinists local have announced the signing of a union contract, first in the Herschell firm's 77-year history.

The contract includes provisions for a 16-cent increase in hourly pay rates plus cost of living addition, improved insurance, and vacation plans. A 1958 wage increase also is guaranteed by the pact.

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Beatty Show Closing With Big Winnings

Collins Plans Expansion; May Buy All New Trucks, Get Larger Canvas

LEESBURG, Fla.—The Clyde Beatty Circus rolled toward winter quarters this week with a highly profitable season to its credit. Jerry Collins, head of the company, was on the show Monday (10) and termed the year "very successful."

The show spent heavily in switching from rail to truck operation last winter, and that worked out well, it was stated. With all new trucks, the circus got thru the season without any serious accidents or mechanical troubles. With the initial outlay accounted for now, there was thought on the show that the entire 1957 fleet of tractors would be replaced with new models for 1958.

Collins indicated that the show's

policy is to expand. A new big top is planned and it probably will be a 140 or a 150. Sid Jessop and George Johnson, of U.S. Tent, were to be on the show Friday (15). Other enlargement also was being planned for the winter.

The show is making extensive plans for the winter. Part of the activity will be the appearance at the Detroit Shrine show by Beatty and his act.

Two Light Areas

Looking back over the season, it was noted that the show traveled from Florida to Canada to New Mexico to Florida. Business was good with few exceptions. One string of several light days came in Connecticut during a heat wave. The Panhandle of Texas was light, also. For the Beatty show the Deep South was good.

Final days in Florida were surprisingly good. Tallahassee had very satisfactory business just after the fair. In Jacksonville, the show scored with Veterans Day holidayers and had a three-show schedule for big business Monday (11).

Daytona Beach Tuesday (12) had a big promotion by Jack Castor and drew two near-full houses. Last year the show had not done well in Daytona. Gainesville on Wednesday (13) gave two near-full houses.

In Leesburg on Thursday (14) Allan Tobell's promotion was big, and the afternoon was near-full.

For the remainder of the season the prospects were bright. Herb Knight has a good promotion awaiting the show at Lakeland for Friday (15). Then would come Tampa on Saturday (16), with three shows scheduled in order to handle the anticipated large business, and St. Petersburg on Sunday (17) for another three-show schedule. That will conclude the tour, and the show will go to quarters at DeLand, Fla.

Assistant manager Walter Kernan returned after a business trip. General Agent Floyd King was back on the show for the final week.

Bob Stevens is wintering in Gainesville, Tex. . . Victor, Mario and Theresa Gaonas, now with the Beatty show, will return to Gainesville for the winter. . . Beatrice Dante is with the International Circus in Puerto Rico.

Ella Bradna Dies; Worked 'Act Beautiful'

SARASOTA, Fla. — Mrs. Ella Bradna, 84, a featured circus rider for many years, died at a rest home here Tuesday (November 12). She was the widow of Fred Bradna, equestrian director of the Barnum & Bailey and Ringling-Barnum circuses for many years.

She was the daughter of a Bohemian circus man, Johan Bradna, who sometimes was with other shows and sometimes had his own Circus Bradna. As a bareback rider, she appeared with the family show and also with other circuses, including shows in Paris and London.

It was at a Paris circus that she and Fred Ferber, a cavalry officer, met. Later he joined an acrobatic act, and upon finding her again, this time in London, they were married. At that time he took her family name. They came to America for the Barnum & Bailey Circus of 1903.

She performed as a bareback rider, working with the late Fred Derrick, for several seasons with the Barnum & Bailey Circus, in Keith vaudeville, and in South American circuses. In that period her husband graduated from assistant in her act to equestrian director of the show.

When the Barnum and Ringling shows were combined she switched to a production called "The Act Beautiful" in which she used horses, dogs, pigeons, clowns and girls. She continued this act in various forms until her retirement nearly 20 years ago.

Her husband retired and became equestrian director emeritus in 1947. He died two years ago.

Hagen Bros. Closes Tour

DENISON, Tex.—Hagen Bros. Circus hosted many visitors here Saturday (9). After the Sunday (10) stand, it was returning to its winter quarters at Edmond, Okla. Show had a lot of mud and rain in previous days.

Visitors included Hazel King, Charlie Lewis, Ted Bowman, Billie Burke, the Ted LaVelda family, Bob Stevens, Dolly Jacobs, and Mac McDermott.

Weber Show In California

SAN FRANCISCO — Weber Bros. Circus is playing this general area and will play Northern California soon. Among the acts on the show are Linare, Dale Madden and family, and Barbara Morris.

Florida Sues Ringling Estate

SARASOTA, Fla. — The State government has filed a tax lien for \$150,000 against the estate of Mrs. Charles Ringling here. It charges that taxes on the estate have not been paid for four years. Dan Gordon Judge and Ed Kelly are officials of the estate.

Claire and Tony Conway caught the Polack show in Baltimore. Others visiting the show included Dave Friedman, Charles Miles, Vin Carey, Frank Green, Bert Sheldon, Ida Cohen, Dr. Arthur Harbaugh and the Rudynoffs.

Lubbock Fair, El Paso, Poor for Ringling Show

LUBBOCK, Tex. — Ringling Bros. and Barnum & Bailey Circus grossed around \$40,000 on its five-performance stand at Lubbock Coliseum here three days (11-13) last week.

Show came in from El Paso. The three days there were among the lightest that the show has played this season.

The \$3 top took part of the blame for the poor business in El Paso. The circus was in El Paso Coliseum Tuesday (5) thru Thursday (7). The mid-week timing also was criticized. Promotion on this date, as well as most others in Texas, was handled by Feld Bros.' Super Attraction, Washington, D. C.

Harry Haag Dies in Ind.; Had Animal Acts

COLUMBUS, Ind. — Harry Haag, 56, circus performer and trainer, died at a hospital here Tuesday (November 12). He had been ailing for some time, but had expected to be with the Davenport Shrine dates.

Funeral services were at Brownstown, Ind., near the family home at Medora, Ind., on Friday (15).

Haag was the son of Ernest Haag, who had the Mighty Haag Circus, and he was named for Harry (Shortly) Rhodes, who was with that show from its start. Growing up on the circus, Haag stepped into many jobs with it and spent most of his time there until the 1930s.

After the Haag show closed, he worked the Haag elephants at fairs, parks, Shrine shows and other circuses. Twice he operated his own winter shows. A few seasons ago he went to South America for the Circus Royal Dumber. Selling his remaining elephant there, Haag came back to the U. S. to concentrate on dog and pony acts, which his wife and daughter worked. He was with Orrin Davenport about 17 years as a performer and superintendent of transportation.

Surviving are his widow, Ruby, and a daughter, Naomi, both of Medora, and who continue the dog and pony act; two sons, Charles, who is in the navy; and Harry Jr., who has been with Polack Bros. Circus; an uncle, Harley Hubbard, formerly with the Haag show and now in Shreveport, La., and a sister, Mrs. Helen Haag Hayes, who has Haag Chimpanzees.

Sells Winters Near Seattle

WOODENVILLE, Wash.—Sello Bros. Circus is in winter quarters near here. The show, which operated this season on two trucks, is owned by Roy Bible. The Seattle Daily Times recently carried a feature story about the show and quarters. Its long 1957 route brought it all the way from Florida to the Pacific Northwest.

CFA's Roger Towne and Barbara Garner caught the Orrin Davenport show when it was in Utica, N. Y., and they visited with Merle Evans, Mickey Sullivan, Roland Tiebor and Victor Julian, among others.

Estimates of attendance in El Paso put the biggest crowds at between 1,000 and 1,200 people. There were six performances.

Lubbock Attendance

Lubbock opened Monday (11) with an afternoon crowd of 3,201 and a night crowd of 4,177 in the Coliseum's 7,509 seats. Some of these seats had a restricted view and were not sold except on Tuesday, when the afternoon had 2,853 people and the night had 4,953 people.

On Wednesday (13) in Lubbock the show scheduled a single show and it drew 3,937 people.

One of the three principal Liberty horses used in the Charles Moroski display was injured on a stake and had to be destroyed.

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FAIR MEETINGS

Canadian Association of Fairs and Exposition, Royal York Hotel, Toronto, November 26-28. Emery Boucher, Coliseum Exhibition Park, Quebec City, secretary.

International Association of Fairs & Expositions, Hotel Sherman, Chicago, December 2-4. Frank H. Kingman, 777 Arbor Road, Winston-Salem, N. C., secretary.

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 9-11. C. S. Miller, Tipton, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 3-4. Mabel C. Hetzer, 307 First National Bank Building, Huntington, secretary.

Indiana Association of County and District Fairs, Severin Hotel, Indianapolis, January 5-7. Robert L. Barnett, Muncie Star, Muncie, secretary.

Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, January 6-8. Hubert Ransom, St. James, secretary.

Kansas Fairs Association, Hotel Jayhawk, Topeka, January 7-8. Everett E. Erhart, Stafford, secretary.

Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, January 9-10. Rollo E. Singleton, 108 Parkhill, Columbia, secretary.

Georgia Association of Agricultural Fairs, Dinkler-Plaza Hotel, Atlanta, January 13. Joe F. Pruett, 550 Riverside Drive, Macon, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 14-16. Win H. Eldridge, 315½ East Mill Street, Plymouth, secretary.

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Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 14-16. Goldie V. Scheible, 709-710 Reibold Building, Dayton, executive secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 15. Thomas M. Craig, Spartanburg, S. C., secretary.

Association of Tennessee Fairs, Noel Hotel, Nashville, January 16-17. Jack Vinson, Tennessee-Carolina Fair, Newport, secretary.

North Carolina Association of Agricultural Fairs, Hotel Sir Walter Raleigh, January 16-17. J. Sib Dorton Jr., Route 10, Charlotte 6, secretary.

Western Canada Association of Exhibitions, Palliser Hotel, Calgary, Alta., January 17-19. Mrs. Letta Walsh, Bessborough Hotel, Saskatoon, Sask., secretary.

Virginia Association of Fairs, John Marshall Hotel, Richmond, January 18-20. William E. Fineh, Fairgrounds, Danville, secretary.

The Michigan Association of Fairs & Exhibitors, Fort Shelby Hotel, Detroit, January 19-21. Harry B. Kelley, Hillsdale, secretary.

Massachusetts Agricultural Fairs Association, Hotel Bradford, Boston, January 20-21. Paul Corson, Topsfield, secretary.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 22-23. Roy E. Symons, Skowhegan, secretary.

Kentucky Association of Fairs, Kentucky Hotel, Louisville, January 23-24. L. Doc Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 27-28. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Americus Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, president.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 6-8. Bob Murdoch, 102 East Locust Street, Tyler, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 10-11. Clyde E. Byrd, Box 907, Little Rock, secretary.

Costa Mesa, Calif., Sets Earlier Run

COSTA MESA, Calif. — Dates for Orange County Fair have been changed for mid-August to May 23 thru June 1, Stewart Yost, secretary-manager, said here.

The board of directors voted unanimously to advance the fair dates three months because of cooler weather and less competition from beaches. The old dates also conflicted with the Laguna Art Festival.

MILLION \$\$

Toronto Mulls Expansion Of CNE Stand

TORONTO—Possibility of private money being used to finance \$1,000,000 construction plan to develop the Canadian National Exhibition grandstand into a stadium is being mulled here.

The stadium would be capable of handling the biggest sports events, proponent of the scheme suggests. The plan involves construction of a new stand of bleachers to hold 20,000, opposite the present stand.

The plan, however, has not been placed before the CNE directors, altho General Manager Hiram McCallum is enthused about it.

The idea is being studied by a committee of the city council to determine the cost of construction of the new seating, methods of financing, seating capacity, services necessary, estimates of revenue after consultation with football and soccer organizations, and an estimate of operating expenses.

N. H. Events Show Losses Despite Aid

CONCORD, N. H. — New Hampshire's 12 fairs shared in \$105,232 in State aid in 1956 yet reported a total loss of \$97,087 for that year's operation. The fairs share in one-quarter of one per cent of gross wagers at Rockingham Race Track, Salem, the money being divided on the basis of the amount spent on premiums.

During 1956 the fairs spent a total of \$331,819, had an operating income of \$234,732, and spent \$16,542 on permanent plant improvements.

Income from admissions was as follows: Deerfield, \$35,102; Rochester, \$25,848; Contocook, \$20,620; Sandwich, \$12,520; Lancaster, \$19,292; Plymouth, \$17,239; Cheshire, \$13,617; Canaan, \$7,047; Northwood, \$4,284; Atkinson, \$1,446; North Haverhill, \$892; Belknap 4-H, none.

Indiana State Fair Elects Craft Prexy

INDIANAPOLIS — John Craft, LaPorte, was elected president of the Indiana State Fair Board at its Wednesday (13) reorganization meeting here.

Craft, who was vice-president for two years, succeeds Lowell G. Taylor, Owensville, in the top position. Estel J. L. Callahan was named vice-president, and Carrol J. Bledsoe, Rensselaer, treasurer.

Named to the executive committee were Taylor and Margretta Cassel, Brazil. By virtue of his office, Lieutenant Governor Crawford Parker is an ex-officio member of the board.

Earl Bailey, Lowell, was re-named secretary-manager and James B. Chappell, Indianapolis, grounds and building superintendent.

MINEOLA FORMULA:

Want to Avoid Rain? Just Watch Equinox

NEW YORK—There would be far fewer rainy fair days if all outdoor annuals would select their dates in the fashion of the Mineola Fair. There would also be a dearth of fairs on Labor Day, however.

Mineola uses the "moon phase" system, of which Manager Casper Bochert is an advocate. Observe a few simple rules about phases of the moon, Bochert points out, and you've got the rain problem licked.

"We've used the system since 1939," he notes, "and we've had only three days of rain in all those years." (The fair has been held only once in the last three years, in 1956, when the opening was clobbered by a rainstorm. There was no fair this season.)

Bochert's system works like this: The fair begins as soon as possible after two days past the new moon.

"It always rains for the three days prior to the new moon, and for two days with the new moon. We always skip those five days."

He had a rough time this year trying to locate a 1958 calendar showing the moon phases. None of the calendar companies had any, and it seemed that none was preparing to print moon phases next year, a type of information that was common on calendars in by-gone years. Equinox data is vital to a fair manager who is planning his next year's dates, Bochert says, and talent bookers ought to distribute it on souvenir calendars.

Planetarium Helps
Stymied in his hunt for a suitable calendar, he turned for help to the Hayden Planetarium, where they appreciate the position of a scientific-minded fair manager. The planetarium came thru with the data.

Prior to 1939, the Mineola Fair board set its dates to include Labor Day, "but they were ignoring the equinox, running into storms and rains to beat the band."

"You just can't go around ignoring the equinox," he said.

Calgary Re-Elects Slate of Officers; Sets 1958 Theme

CALGARY, Alta. — Officers of the Calgary Exhibition and Stampede, Ltd., were re-elected at the annual meeting as follows: F. C. Manning, president; H. G. Love, first vice-president, and M. A. Dutton, second vice-president.

Theme of the 1958 show will center around the golden anniversary of the first Dominion exhibition held in Calgary in 1908.

In his annual report to the board of directors, President Manning said the Calgary Exhibition and Stampede will receive increased grants for 1958 operations from the federal and provincial governments. The amount of the increase was not made known.

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Floyd Gooding Contracts '58 Missouri State Fair

SEDALIA, Mo.—The Missouri State Fair midway contract for 1958 has been awarded to the Gooding Amusement Company.

The award brought to an end the long period during which Cetlin & Wilson Shows had provided the midway attractions. It also opened a big gap in C.&W.'s big route.

Two weeks had been required for the C.&W. aggregation to move in, play the fair, and move out. The date fell between the Ionia (Mich.) Free Fair and the Indiana State Fair, Indianapolis, for C.&W.

Railroad costs to the show in order to play the date were high. The move in from Ionia cost about \$11,000, the move out roughly \$8,000.

Ride and show grosses at the fair here were believed to be about \$58,000.

The Ionia Fair, it is understood, has already indicated Cetlin & Wilson will be back on its midway next year. The Indiana State Fair

contract will not be awarded until some time in mid-December.

For the Gooding Amusement Company, the acquisition of the fair contract here bolsters still further the strong route of Southern fairs it has built up in the last six or seven years to supplement its already heavy schedule of fair dates in Ohio, Indiana, Michigan and West Virginia.

Floyd E. Gooding, president of Gooding Amusement Company, said that no additional ride purchases will be necessary by his organization to play the date here. Shows which normally play the Gooding Southern route will get an added week of work, he pointed out.

The Gooding Southern unit

closed its '57 route Saturday (9) at the Savannah (Ga.) Fair. The ride and show gross at that fair hit several hundred dollars higher than last year, Gooding reported, noting that "this was especially gratifying because hurricane warnings were out on next to closing day and the weather was cold on the final day."

The Savannah fair repacked Gooding for '58 before the event closed.

Southern dates as a whole were off about 7 per cent for Gooding, due to unusually bad weather which hit most of the late fairs. Earlier dates in Gooding's so-called Northern territory returned grosses about equal to last year, Gooding reported.

Prell Fills Out '58 Southern Route

NEW YORK — Only a couple of weeks remain open on the Prell's Broadway Shows fair route, presaging a season at least as good as, if not better than, the one just ended.

A satisfactory week was put in at the Colored Fair in Columbia, S. C., Joe Prell reported, and despite strong booking opposition, the date, which his show has

played for eight years, was signed again for 1958. The show closed its season there and equipment has been trucked to Goldsboro, S. C. winter quarters.

Among fairs in the Prell fold are Columbia, Goldsboro, Frederick, Md.; Harrington, Del.; Rock Hill, S. C., and Wilson and Gastonia, N. C.

The Fiberglas Ferris Wheel front which elicited much favorable comment this year will be the type of fronting applied to some additional rides for 1958, Prell noted. In addition there will be corrugated Fiberglas panel treatment for ticket boxes.

Detroit Club Pays Tribute To Deceased

DETROIT—There was a good turnout of members of the Michigan Showmen's Association for its annual memorial services held Sunday (10) in the clubrooms.

Rabbi Israel Flam delivered the sermon of the day and following the services, Past President Ben Morrison went to the showmen's plot in Forest Lawn Cemetery to place a wreath on the graves.

At the regular Monday (11) meeting, President Jack Dickstein was in the chair, assisted by C. L. Lovejoy, Cameron Murray and Edor Burge. Plans for the annual past president's party and installation of officers were discussed.

Charles Sherman was appointed chairman of the Christmas party and will be assisted by Sam Ginsberg, Max Nahoun, Ben Morrison and Irving Rubin.

1ST TUESDAYS

Boston Club Sets Dates And Charges

BOSTON—The newly organized New England Showmen's Association has scheduled meetings for the first Tuesday of each month, altho this schedule may not get into regular usage until after the Chicago conventions.

Jeff Harris, New England showman who is first vice-president and incoming president of the National Showmen's Association in New York, reportedly has been asked to consult with the new club and guide its initial season's efforts.

About 70 memberships have been paid, it is understood, and turnout at the first meeting last week was about 45. Fees are \$10 initiation and \$10 annual dues. The club expects to draw heavily from carnivals operating solely in Northeastern territory, such as King Reid, Mullins Royal Pine Continental, Coleman Bros. and others, and from the multitude of park and shore operators in New England.

Meetings will be held at the rooms at 276 Tremont Street opposite the Bradford Hotel. Jack Ableman, president, heads the initial slate of officers (The Billboard November 4).

Among the subjects on which Harris will advise the club are those of fund-raising projects and membership campaigning.

END OF SEASON:

Showfolk Out in Force At Ariz. State Fair

PHOENIX, Ariz. — Show people gathered in a big way at the Arizona State Fair, the last fair in the West, during the 10-day run ending here Monday (11).

The Siebrand Bros. Circus & Carnival, which played the midway for the second consecutive year, went into its winter quarters on East Van Buren here. The acts that traveled with the show went to their various homes, Kaylette (Kay Burns) to Whittier, Calif., and Jerre Cammack to St. Louis. Art Frazier, Siebrand agent, will remain in Arizona this winter at his home in Scottsdale. He will make a winter trip to Chattanooga and then to the Orange Bowl game in Miami on New Year's Day.

Peggy Steinberg, who joined her husband, Joe, on the show in Albuquerque, helped put away the Steinberg stand and then headed for Los Angeles. Sam Steffin will remain in Phoenix until after the Arizona Showmen's Association Memorial Services and banquet and ball. Susan McCrory to Hollywood to continue recording for Arrow Records. Sam Wexler jumped from the East to Phoenix, making his first appearance in the West in three years. Dorothy and Newton Stone returned to their home in Van Nuys.

W. H. (Bill) Wolfson had his cotton candy and candied apple stand on the Siebrand lot for the first time. The Wolfsons recently moved to Glendale, Ariz., from Walla Walla, Wash. Wolfson made dates with the Meeker Shows... Fern and H. G. Watanabe of the Oriental Trading Company in Omaha visited the lot to make contacts with customers and future customers... Pete Kortes had his Side Show on the lot... Tom (Fuzzy) Hughes displayed his crime car... Joe Blash and Lloyd Hilligoss had nine concession games on the midway... Joe (Red) Dauer, sufficiently recovered from a recent automobile accident, had concessions on the lot. Helen and Steve Vaughn had several stands... Jack Antinori had jewelry on the lot... Norman Schue operated his Derby... Art Thompson made the date with a food concession... Jimmy Lantz, who recently bought a home near Los Angeles, had eight games.

On the independent midway, Alex Freedman had the novelties for the 10th consecutive year... Bill Carter worked his peanut

stand... Bert and Edwin Lang featured Mom's Aid strollers near the main entrance... Pearl and Joe Archer were again on hand with fudge and salt water taffy... Flor and Warren McMenus had an eating stand near the Plaza stage. Assisting the McMenus was Irene McSweyn, who was with Hap Young for years... Harry Flax was assisted by Harry Keenan in pitching Hum-A-Tunes... Pauline Drake (Wanda) Straus was on hand with her handwriting analysis.

WHO'S IN FIRST?

Mardi Gras Takes Miami Date Lead

MIAMI — Developments here indicate that first money in this area will not be won by the James E. Strates Shows, but by Amusements of America. The Strates show is playing the South Florida State Fair in Homestead, and the Vivona-operated A. of A. has the South Florida Mardi Gras and Home show at Goulds, 10 miles closer to this city.

Sylvester Adair, president of the Homestead Chamber of Commerce, announced publicly last week that its fair, managed by Joe Behoff, will be held March 17-25. The Billboard had been informed earlier that this event would be staged January 17-26, which would have set it ahead of the Mardi Gras.

The Mardi Gras is sponsored by the South Kiwanis Club and will be managed by Milton Warshaw and promoted by Harry E. Wilson, of the Vivona organization. Location will be at New Miracle Park behind the Goulds Farmers Market from January 31 to February 9. Location is a large cornfield which will be cleared for the Mardi Gras. Also on the event's staff is Mrs. Vi Wander, co-owner of the market. Offices are established at 9871 East Evergreen Street in Perrine.

Of interest in the carnival world, the Florida dates are expected to appeal to the large numbers of show folks wintering in the Sunshine State. A considerable amount of equipment can be expected to

book onto any midway at a promising spot, which situation has resulted in strong competition for the two dates in point here.

The fair will include agricultural exhibits, home displays, industrial units and other elements. The Mardi Gras will offer fireworks, giveaways, a beauty contest and special events. A \$100 savings bond is offered to the person or organization nominating the girl to be crowned Miss Kiwanis of South Dade. She will receive cash and a trophy.

Hot Springs Club Launches Big Week

HOT SPRINGS — The Hot Springs Showmen's Association and its Ladies' Auxiliary kicked off a week-long program of social events here Saturday (16).

First item on the program was the President's Party Saturday evening which honored the late Mickey Doolan, who was 1957 president of the organization. The program started with a grand march which was followed by dinner, a floorshow and dancing to the music of the King's Four.

An open house and buffet is scheduled for Tuesday night (19)

in the clubhouse. Dancing until 1:30 a.m. is on the program.

The week of festivities reaches a high point at the annual banquet and ball to be held Wednesday evening (20) in the Arlington Hotel. Dinner and a floorshow with dancing to the music of Jack Steewood's orchestra is scheduled.

Deceased members will be remembered at the Sunday (23) memorial services in the clubhouse. Services will also be held at Showmen's Rest in Memorial Gardens Cemetery.

Ken Garman Signs Dates For '58 Route

CORAL GABLES, Fla.—Sunset Amusement Company has already recontracted a good portion of its 1957 dates for next year, K. H. Garman, owner-manager, announced here. Garman was here at his winter home for a few weeks of rest after a booking trip thru Iowa, Minnesota, Kansas and Missouri.

He has also been shopping for a Merry-Go-Round to replace the one demolished on the home run into his Excelsior Springs, Mo., winter base. Several other rides will also be added for next year, he said.

T. J. McManus has been resigned as business manager for 1958, which will be his eighth year with Sunset.

Mr. and Mrs. Garman will attend the Chicago and Des Moines meetings after which they will en-train to New York to embark on a Mediterranean cruise. They are scheduled to be back in this country in time to attend the meeting of the Minnesota fair association in January.

PSCA Schedules New Year's Party

LOS ANGELES—A New Year's party will be staged by the Pacific Coast Showmen's Association, making a total of six social events to be held in the 1957 winter season, Bob Downie, PSCA president, said.

Dick Searce has been named chairman of the event with Moe Levine and Sam Dolman on the committee.

Jamboree Vow Cited Wrongly

NEW YORK — The offer of Max Tubis to supplement a National Showmen's Association jamboree total was incorrectly reported in The Billboard of November 11. Thru a typographical error, the figure 10 per cent came out in print as 100 per cent.

NSA Names Nominators; Banquet Sales Spurt

NEW YORK — The National Showmen's Association nominating committee was chosen at Wednesday's (13) meeting, and other business included the announcement that Morris Brown has attained a 50-member year, entitling him to a gold life membership card. Sales of banquet tables were reportedly much better than the previous week.

The meeting was heavily attended, with Third Vice-President Joe Prell making his first appearance of the winter season. Also on the dais were Morris Batalsky, president; Jeff Harris, first vice-president; Al McKee, second vice-president; Louis D. King, chaplain; Harry Rosen, treasurer, and Dr. Jacob Cohen, physician.

A roundly applauded report was that of Dr. Cohen's, who held up a blank sheet of paper and said it represented the sick list. It was the first such occasion in years.

Taking a foremost spot in the proceedings was the reflection on New York's new bingo amendment, on which local communities will be voting in the spring. Approval in New York will provide the club with a valuable source of revenue, estimated as high as \$50,000 annually. Under the law the club would qualify to run 10 bingo organization and five for the Ladies'

nights monthly, five for the parent Auxiliary.

It was announced that the Nick Francis and Joe Basile orchestras will again play during the annual banquet, to be held Thanksgiving Eve in the Sheraton-Astor Hotel. The previous night, Tuesday (26), will feature open house, award drawing, and the annual memorial services which will be held earlier in the evening.

The nominating committee includes three men of the board of governors—Joe McKee, Dave Brown and Morris Brown—and four from the membership at large: Sam Wertheimer, Sam Weisser, Angelo Peppi and Charles Rubenstein.

Skerbecks Add New Scrambler

DORCHESTER, Wis.—Skerbeck's Great Northern Shows will go out next season with a new Scrambler in the ride line-up, Eugene Skerbeck, co-owner, announced. Other new rides and some new rolling stock will also be added, he said.

Pauline Skerbeck, co-owner, is in Gibsonton, Fla., and Mr. and Mrs. Eugene Skerbeck will spend the holidays in that city. The show will be represented at fair meetings in Detroit and Springfield, Ill.

Mr. and Mrs. Harry Fraker and son, Richard, will have four shows on the back end in 1958.

Show Folks Name Nominating Group

SAN FRANCISCO—Al Rodin was appointed chairman of the nominating committee of Show Folks of America by Eddie Hellwig, SFA president, and the group will report its selection at the next regular meeting.

Named to serve on the committee with Rodin were Charlotte Porter, Sam Lasky, John Provenzale, Joe Clemons, Mike Krekos and James Redder. The election will be held December 2.

Winter Fairs

Florida

- Arcadia—DeSoto Co. Fair & Livestock Expo. Jan. 13-18. A. G. Erickson.
- Bartow—Polk Co. Youth Show, Dec. 8-7. W. P. Hayman.
- Bradenton—Manatee Co. Fair. Jan. 27-Feb. 1. Harper Kendrick.
- Clewiston—Sugarland Expo. Jan. 26-Feb. 1. D. O. Pearey.
- Dade City—Pasco Co. Fair. Jan. 15-18. J. F. Higgins.
- De Land—Volusia Co. Fair. March 3-9. Lee Maxwell.
- Eustis—Lake Co. Fair & Flower Show. Jan. 10-15. Karl Lehmann.
- Panama Springs—Suwannee River Cattle Show. Feb. 19-21. L. C. Cobb, Trenton.
- Fort Myers—Southwest Fla. Fair. Feb. 3-8. Robert Hippelheuser.
- Inverness—Citrus Co. Fair, Dec. 3-7. Quentin Medlin.
- Jacksonville—Greater Jacksonville Ind. & Agr. Fair. Nov. 14-23. Ted Chapeau.
- Kissimmee—Kissimmee Valley Livestock Show. Feb. 19-23. O. L. Parlin.
- LaBelle—Hendry Co. Fair, Jan. 28-Feb. 3. Frank Folhill.
- Largo—Pinellas Co. Fair & Horse Show. Feb. 23-March 1. J. H. Logan.
- Madison—North Fla. Livestock Show & Sale. Feb. 24-25. O. R. Hamrick Jr.
- Miami—Southeast Fla. & Dade Co. Youth Show. Jan. 18-26. Ralph E. Huffaker.
- Ocala—Southeastern Pal Stock Show & Sale. March 7-7. Louis Gilbreath.
- Orlando—Central Fla. Fair. Feb. 24-March 1. C. T. Rickford.
- Plant City—Hillsborough Co. Jr. Agr. Fair. Dec. 12-14. D. A. Storma.
- Plant City—Fla. Strawberry Festival. Feb. 17-22. Fred W. Nutter.
- Sarasota—Sarasota Co. Agr. Fair. Jan. 19-15. E. A. Clay.
- Sebring—Highlands Co. Fair. Feb. 24-March 1. B. J. Harris Jr.
- Tampa—Fla. State Fair. Feb. 4-13. J. C. Huskison.
- West Palm Beach—Palm Beach Co. Fair. Jan. 24-Feb. 1. Lamar Allen.
- Winter Haven—Fla. Citrus Expo. Feb. 16-22. Robert J. Eastman.

Red Oak, Ia., Cele Sets '58 Free Gate

RED OAK, Ia.—For the first time in 37 years the Red Oak July 4 celebration will operate behind a free gate in 1958, Junior Clark, executive secretary, announced. Grandstand capacity will be expanded for the '58 run and additional parking space is planned.

The Red Oak fair, which operates in August, will be cut to three days this year instead of the usual four, Clark said.

Ben Blakely, is in Veterans' Hospital, Montgomery, Ala., and would like to receive mail.

Amusement Rides Company To Display Wares at Chi

LOS ANGELES — Amusement Rides Company, ride manufacturing and marketing division of Carpenter-Hetzler Company, machinery manufacturing firm, will show two of its devices at the Chicago trade show.

The two rides to be shown are the Flying Swan and the Flying Sea-Horse. The Swan is described as a dry ride with double undulating motion. It consists of eight swans and has a capacity of 16 children. Made of fiber glass, the

ride will sell here for approximately \$3,500. Sea-Horse is a tower ride with 10 units, each holding one person. It sells for approximately \$2,500. It is also made of fiber glass.

The company is also manufacturing Merry-Go-Rounds in three sizes, Ferris Wheel and other rides including Flying Horse, Rocket, Chairplane, Cart-and-Pony, Sports Car, and what is said to be a new design of a Delta Wing fiber glass airplane device.

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RIDES Opening for Caterpillar, Rocket, Whip, Roundup, Rockoplans, Looper and Dark Ride (Carl Byers, write), also Twister.

WRITE DON'T FORGET TO REMEMBER—"YOU CAN'T LOSE WITH LOOS" OR WIRE J. GEORGE LOOS, Box 455, Laredo, Tex. Phone: 3-4944

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(Two Saturdays and Two Sundays.)

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WANT RIDES: Scrambler, Looper, Rotor, Roller Coaster, Round-Up, Bubble Bounce or any Rides not conflicting.

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Ridemen and Concessionaires booking for the Rodeo given preference next year at the Million Dollar Oil Show.

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League Skeds Chi Meeting Highlights

CHICAGO—Major functions of the Showmen's League of America during the upcoming outdoor meetings here were outlined by Al Sweeney, president, last week.

First on the program will be the annual Memorial Services to be held the afternoon of Sunday, December 1. The services will be in the Hotel Sherman's Bal Tabarin with Ed Sopenar as chairman.

That evening the President's Party will be held in the hotel's ballroom with Bill Carsky in charge of arrangements. Highlight of the week will be the 45th annual banquet and ball on Wednesday evening (4), also in the ballroom. Sam Levy Jr., and Charles (Chuck) Zemater Jr., are co-chairmen of this event.

Election of officers will be on Monday and installation will take place Thursday evening at the annual meeting.

17 Canadians Added to SLA Bldg. Plaque

CHICAGO—A total of 17 members of the Showmen's League of America from Canada have pledged their names for the memorial plaque that will be established at the League's clubhouse here, J. W. (Patty) Conklin, announced. Conklin was here for a few days last week en route to Hot Springs.

In addition to Conklin, the list includes Frank Conklin, Jim Conklin, J. P. (Jimmy) Sullivan, Lou Herman, Neil Webb, Al Brown, Pat Marco, Cy Hardy, Herb Payne, Bert Murray, George Sellmer, Mac Deburgues, Harry Shore, Julie Silverman, Bill Levinsky and G. E. Lepold.

Conklin said they hope to increase the number to a total of 25 or more.

FOR SALE

1 Allan Herschell 36-ft. 3-abreast Merry-Go-Round, fluid drive, all aluminum horses, in new condition, never moved; 1 Herschell 40-ft. Merry-Go-Round, 3-abreast, in park, in best of condition; 1 Allan Herschell Boat Ride, aluminum tank, like new; 1 Allan Herschell Auto Ride, good as new; 1 Allan Herschell Looper, in park, moved once; Ell #5 Wheel, in perfect shape, with star; 1 Smith & Smith Chairplane, late model, with V-belt drive; 1 Crosley Tractor and Trailer Fire Engine; 1 Boat Ride with wood Sile Tank, cheap; 1 Army Searchlight on truck; also Wiring of all kinds, also Trucks and Trailers. Make me an offer as all this must go as I am definitely going in new venture. Will sell separately or all in one lump.

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MIDWAY CONFAB

E. A. (Dick) Richards, of the team of Dick and Dot Richards, jewelry concessionaires, well known in carnival and fair circles, is in Room 15, N-3, General Hospital, Cincinnati, with a serious illness that will confine him there until about December 1.

Albert Greenspoon made the rounds in New York last week, as did jobber Sam Pockar.

New members of the New York club are Albert H. Lesser, Arthur Spero, William Buckner, Thomas Gugliotta, John R. Kubinets, Eddie Davis, James McLean and William

Ketreck, all brought in by Morris Brown; Joe Boston, sponsored by Gerald Snellens, and Pete Drambour, sponsored by Walter J. Roberts.

Carrie Cundiff, daughter of Mr. and Mrs. A. B. Cundiff, cookhouse operators, who suffered head and neck injuries in an automobile accident, was released from a Hollywood, Fla., hospital Thursday (14) and returned to her home at 5725 Garfield Street, West Hollywood. She will be confined for an indefinite period and would like to hear from friends.

Harry Myers, general manager of West Coast Shows, Inc., is in Greece, where he will spend from six to eight weeks visiting friends and relatives. Prior to his departure from San Francisco, Myers was honored at a going-away party by Mike Krekos at the Sheraton-Palace. Myers will visit Paris, London and other European centers before returning to this country. En route home he will make stops in New York and Chicago. . . . Betty and E. W. (George) Coe of the West Coast Shows returned to their home in Los Angeles following a trip East. While in the East, they visited friends and relatives in Florida and New York.

Mr. and Mrs. Marvin Dale Smith left San Antonio recently on a two-week vacation in Mexico. Smith, formerly with Big State and Burdick Greater shows, is now travel tour agent for Southwestern Greyhound Bus lines. . . . Nina Uttrup, formerly with Esdy and Art Lewis shows, is back in New York after a European jaunt. . . . Harold Crummer, 880 Homer Street, Vancouver, B. C., is interested in hearing from old cronies who were out with Northern Exposition Shows in 1927.

Dick Hilburn, Side Show manager on Amusements of America, writes that personnel for the most part was unchanged during the season. Line-up included Skip Wizard, magic and Punch and Judy; Doc Richmond, war dog; Miss Buddha Fortune, mentalist; Louise Wilson, blade box and bally; Wylly Everege, pin cushion; Carl Phillips, block head; Tex Taylor, iron tongue; Dick Hilburn, half-boy; James Edward, fire manipulator; Sye Grey, alligator skin; Nora Hilburn, electric; Francene Francette, annex; Frankie Koyama, front talker; Robert Nesbitt, No. 1 ticket box, and Jimmy Shaver, No. 2 box. Hilburn added a collection of photos of various freaks and tattooed people at mid-season and reported it did well. Also says he'll be back on Amusements of America in '58. He was saddened by the recent death of his father, Henry, who trouped with the Marks show in 1932.

Edward James Hill, formerly with Hagensick Rides, Central State, George Rapp and other shows, died recently in New Braunfels, Tex. . . . Gilda Lee closed with Earl Meyer's Side Show at Columbia, S. C., and plans to play the club circuit. . . . James McBride writes that he has signed with W.B.J. Shows as ride superintendent for 1958.

FOR SALE
SURPLUS SHOW EQUIPMENT

MILNER-BUILT ROLLER COASTER (Like New) \$2,500.00

1907 MODEL SUPER ROLL-O-PLANE 1,500.00

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8 LATE MODEL DOWNEY LIGHT TOWERS (Complete With All Fluorescent), \$500.00 Each or \$2,400.00 for All Six.

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3 Performing 7-year-old Female Indian Elephants (excellent act—broke to work), and 1 for Howdah Ride. Have Ring Curb, Props, Trappings, Loading Platform. Semi Trailer with State Room. All Animals gentle and healthy. (George King, trainer, available.) Reason for selling: Been over same route past 3 seasons. Will winter same if desired. Have excellent heated quarters. WILL SELL FOR HIGHEST CASH OFFER. Consider terms to responsible party.

All above can be inspected at our Winterquarters—Fair Grounds, Seguin, Texas. Will be at Sherman Hotel during Chicago convention. All replies:

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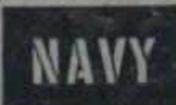
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Club Activities

National Showmen's Association

Ladies Auxiliary

Decoration of the new clubrooms was a main topic at the November 6 meeting. Zelma Wynn made a trip down from Utica, N. Y., where she has a decorating business, and her suggestions were enthusiastically received. The decorating committee is headed by Margaret McKee, chairman, and includes all past presidents and Mae McKee and Jane Tubis. Margaret McKee is donating the platform for the dais.

Chairman Helen Rothstein of the nominating committee reported the following slate: President, Mildred Peterson; first vice-president, Bunny Kassow; second vice-president, Ann Rosenberg; corresponding secretary, Katherine Comin; recording secretary, Jeanette Finkel; treasurer, Queenie Van Vliet; assistant treasurer, Rhoda Koren; chaplain, Ann Dinsmore, and hostess, Elizabeth O'Keefe.

Ethel Shapiro was again appointed chairman of the president's cocktail party, to be held prior to the banquet on Thanksgiving Eve, at the Sheraton Astor Hotel. Money bags were collected for the kiddie fund, and the candle lighting ceremony functioned nicely.

Evelyn Batalsky's son is now a lieutenant in the Marines, it was announced. Grace Westlake, with her band, have captured five prizes. They marched up Fifth Avenue in the Pulaski Day Parade and paraded in Newark on Columbus Day. On the sick list were Anna Cook, Dolly Adowitz Badner, Agnes Goldberg and Jean Torres. Elinore Rinaldi's mother died recently.

Hot Springs Showmen's Association

Ladies' Auxiliary

President Virginia Gamble called the first meeting of the fall season to order, assisted by June Reynolds, Marie Sorenson, Rose Marie Stein and Vivian Zimdars. Marion Shuford served as tyler and Lillian Ray delivered the invocation.

Welcomed home were Kay Rocco, Angie Conroy, Elaine Glosser, Betty Hardy, Martha Pickens, Gloria Parson, Lucille Donoflio, Marion Shuford, Kathy Maki, Belle Roberts, Ethel Booth, Evelyn Renaldi, Polly Robbins, Carolyn McJunkins, Caroline Holt and Shirley Bazinet.

Daisy Hennies' sister was reported on the sick list, as was Peggy Waldron's sister. Odette Olson was in the hospital and Jackie Wilcox was in Memorial Hospital, Hugo, Okla.

Mabel Ohrens was welcomed and Mildred Schlossberg was elected to the membership.

A vote of thanks was given the Alson, North American and the William T. Collins shows for funds raised during the season.

Two dozen dolls will be donated to the Salvation Army Christmas party.

Pacific Coast Showmen's Association

LOS ANGELES — President Bob Downie conducted the regular meeting Monday (11) during which reports from committees, particularly on welfare, were heard. E. W. (George) Coe, a past president, was invited to the rostrum to sit with Downie and H. D. (Bob) Matthews, secretary.

Sam Dolman and Al (Red) Cohen reported on the homecoming party. The Old-Timers' party will be held November 25. Harry G. Seber, chairman, announced that the memorial services will be held Sunday, December 8, at 1:30 p.m.

The Auxiliary will hold its annual bazaar and dinner following the services.

Seber emphasized that dinner on Past Presidents' Night, December 9, will be served only from 6:30 to 7:30 p.m. Sam Landesman is co-chairman.

Moe Levine and Eddie Harris, co-chairmen, announced that tickets for the annual December 10 banquet and ball will soon go on sale. The event will be held in the Gold Room of the Biltmore Hotel. Sam Landesman was named chairman of the Christmas Day dinner.

Joe Meade was reported ill at the Sawtelle Hospital. Cal Lipses is confined to the Palo Verde Hospital in Blythe, Calif. Red (Crawford McClister) Crawford is a patient at Barlow's Sanatorium in Los Angeles.

Paul Kaufman and F. Andre La-Traile, of Auction City near Norwalk, Calif., were guests of Ed Harris. Bob Chapman was appointed tyler with instructions by President Downie to examine membership cards.

Downie called upon Charles Cronse, who had not attended meetings for some time. He has recovered from injuries received in an automobile accident.

Heart of America Showmen's Club

KANSAS CITY, Mo. — President George Gordon presided over the regular weekly meeting and disposed of the routine business.

Gayler Henderson was elected to the membership and the annual banquet and ball tickets were placed on sale. The banquet will be held at the Pickwick Hotel on New Year's Eve. Milo Finley and his orchestra have been signed to play for the event. Chairman of the banquet and ball is F. W. (Boxie) Warfield.

The Ladies' Auxiliary will hold its birthday and tacky party at the Kansas Citian Hotel the evening of December 30.

Show Folks of America

SAN FRANCISCO—The regular meeting was called to order by Oscar Mattley, second vice-president. Also on the platform were Joe Barell, Charlotte Porter, Jimmie Redder, Lola Cox, Bonnie Townsend, Frances Scott, Jack Christensen and Vincent Kuroputwa.

Main subject was the ladies' bazaar. Refreshments will be served and entertainment provided by Duke Navarro.

Mike Krekos announced tickets were on sale for the annual banquet and ball to be held January 12 in the Sheraton-Palace Hotel. Tables will be set for both six and 10.

Caravans, Inc.

CHICAGO—Isabell Brantman was in the chair, assisted by Mae Taylor, Wanda Derpa Lillian Lawrence and Irene Coffey.

Jeanette Wall was reported in St. Francis Hospital, Milwaukee, and Dolly Young in Lee Memorial Hospital, Opelika, Ala. Others on the sick list included Belle Williams, Geraldine Muscarello and Agnes Barnes.

Sophia Gleason left for her Miami home after visiting her daughter in Wisconsin. Letter was read from Sophia Carlos. Wanda Derpa back after a visit to Washington.

Open house will be held at the Hotel Sherman from November 3 thru December 2 in the Moby Dick room. Installation of officers will be on December 2. Claire Cherniak will be femsee and will also supervise table decorations. Viollette Slovic will be installing officer and her daughter, Marianna, is the new mascot. Agnes Barnes will handle the bazaar.

Showmen's League of America

CHICAGO — President Al Sweeney and a full complement of officers were on hand for the Thursday (14) meeting. Three past presidents were also present, Patty Conklin, Sam J. Levy and Maurice Ohren.

Sweeney announced that returns on the plaque were encouraging and the total amount is close to \$20,000. Conklin purchased \$1,000 worth of Cadillac tickets. Jack Benjamin will handle the sale of tickets for the President's Party with the ducats available at the booth in the lobby of the Hotel Sherman.

New members are Charles Simons, John F. Cuneo Jr., Mark Ellman and Casper Bellino.

An additional \$15,000 in building bonds will be redeemed in the near future.

Debut New Gas Roaster

PHILADELPHIA — The first new gas peanut roaster to be offered in years is now being manufactured here by Poppers Supply Company.

The unit, called the Roast-King, has a capacity of 15 pounds per roast and a maximum of 40 to 50 pounds an hour, officials announced.

The entire unit is covered with aluminum, has a reduction gear box with a quarter horse motor, a removable crumb pan and the cylinder is insulated for even roasting. Peanuts are fed into the top of the cylinder and come out of a chute into a cooling-cart.

It is available for any type of gas and comes with an automatic pilot light. The roaster is 15 1/2 inches wide, 34 long, 33 high and weighs 95 pounds. It is priced at \$249.50 f.o.b. Philadelphia.

Hartford Park Site Proposed

HARTFORD — Connecticut's capital city has a new possibility for an amusement park. Long without such a facility—since shuttering of the old Capitol Park some decades ago—the city anticipates the project as part of a \$50,000,000 industrial-commercial development on acreage of the municipal airport at Brainard Field, being backed by New York developer Robert W. Shepard.

He has offered to buy the 400-acre airport tract, plus an adjacent 20 acres, for \$750,000, and is also seeking a 90-day option to permit soil and engineering studies.

The park would be situated in the northwest corner of the huge development. Shepard has told city officials he has no tenants lined up yet, but is hopeful of relocating as his first customers, plants in the path of the city east-side highway.

Hartford Sports, Boat Show Set

HARTFORD, Conn.—The sixth annual Connecticut sportsmen and boat show, "Design for Living," is slated for the Broad Street Armory, January 18-25. Show president Robert Aldrich says bleachers placed around the water tank will improve the show this year for spectators. Space sales are being handled by Lee Barton Evans, veteran grandstand show figure.

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Entirely New Varied Brands Toy Line

MERCHANDISE TOPICS

Fleischer & Kasner Import Company, P. O. Box 2403 El Paso, Tex., importer of Mexican earrings, embroidered blouses, hand-tooled shoes, carved canes, baseball bats, coin purses, Mexican knives, straw hats, feather bird pictures, Mexican purses, wallets, and leather novelties, urges that you write for its complete catalog. This company has a special set-up for jobbers and wholesalers, so state your business when writing.

Some 15,000 hand-made, hand-painted tropical and religious seashell and genuine starfish lamps are available for immediate delivery from Los Tropicalos, 940 North Miami Avenue, Miami. Both distinctive and decorative, they are colorfully designed by skilled craftsmen from marine curios and are said to have tremendous eye appeal. There are 14 assorted lamps, complete with cord and bulb. Individually boxed in a special introductory offer, they have a retail value of \$67.50 and are offered to the trade at \$27.50. A special discount of 10 per cent is offered for orders in quantities of six dozen.

Calling them breath-taking masterpieces, Economy Distributing Company, 5622 1/2 Lankershim Boulevard, North Hollywood, Calif., is introducing imported pictures of birds made from real feathers in a large variety of subjects and colors in deep shadowbox frames. The sizes are 13 1/2 inches by 15 inches and 13 inches by 20 inches. All pictures come equipped with a \$19.95 gold price tag. Priced to the trade at \$4 each, prepaid, quantities of three or more sell for \$2.50 and \$2.65 each, f.o.b. These are a natural for men calling on gift, furniture and credit jewelry houses and for house-to-house installment plan people.

Cook Bros., 916 South Halsted Street, Chicago, has what it claims is the best in merchandise, service

and price. Included among the items warehoused are appliances, electric sewing machines, hardware, hand tools, silverware, portable electric drills, tool and tackle boxes, gift ware, watches, costume jewelry, lamps, household articles and leather goods. Cook Bros., also has an entirely new and varied line of toys.

McBride Jewelry, 1261 Broadway, New York, is offering a long list of proven money-makers for the coming holiday season. Among these is a large assortment of plated, gold-filled and sterling rings; 20 numbers of expansion idents and photo idents for all ages at \$4 a dozen and up, 40 styles of disks on neck chain and bracelets. All chains are made in the U. S. A catalog of these and many others is now available, and McBride emphasizes the fact that orders placed now can be filled for holiday traffic.

Pitchmen, demonstrators and specialty workers should try Hawaiian Ti plant logs. Sherfy's, 5601 University Way, Seattle, specializes in supplying them to the trade. The logs are bagged in polyethylene and therefore keep longer and sell faster. Sherfy's claims they actually sprout in the bag and there is no spoilage. Shipment is promised the same day orders are received. You have a choice of either red or green. Free promotional sales aids are shipped along with every order.

Now you can amaze and mystify with a sensational magic trick. This one can be done anywhere or anytime, close up and surrounded. It's always ready and may be repeated immediately and is easy to do. No skill is required as the trick takes only 10 seconds to learn. All workers are urged to cash in on this fast-selling trick. Magic Sales, Box 347, East Point, Ga., says everybody who sees it wants it. A sample and money-making facts are available for \$1.

PIPES FOR PITCHMEN

By BILL BAKER

"IT WAS WITH . . . in the Pipes column of the proposed retirement of my old friend and co-worker, Tom Kennedy," writes Carl (Red) Bailey from Atlanta. "Tom and I were in the business when it was a pleasure and honor to carry the tripe and keister. We and dozens of other workers of note were slowly and surely pushed to the background thru no fault of our own. We may be accused of living in the past when we look back with pride to the fact that we were welcomed by police and public alike, but we were the only means of entertainment in an otherwise dull afternoon. Most of the boys gave value received for the money spent. Others, like myself, sold flukem. The principal of chromite was good. It was a swell idea if it had worked. Another fact that should make us feel proud is that while big business did its best to eliminate the pitchman, it was the first to steal his thunder. Every sponsored radio and TV program gives some form of entertainment to hold the attention of the audience before the pitch. We, as pitchmen, had to gather the tip, do our own entertaining, make the pitch and take care of the passout. You had to be good to survive. That is why I am proud to be classed as a pitchman. So cheer up, Tom, there are better days coming. No doubt if Tom does quit he will go back to his first love, which is show business. I expect him to go all out for his famous spook act.

His cast of characters are out of this world—Uncle Harvey Bond, Joe Hall, Johnny Force, Shorty Grace and Red Bailey. The gals in the act are Lizzie Bond, Audrey and Lillie Strain and Josephine. The place: The Harvey House, Baltimore." Bailey, who broke into the business in St. Louis with Fred (Sizz) Cummings in 1916, has been going strong ever since. "It has always been with a feeling of sadness that I noticed the steady decline of the Pipes column," said Bailey. "However, I believe we have enough talent left to keep the column alive and interesting. It has served us faithfully and well. So let's hear from the Ragan Sisters, Harold Newman, Joe Conti, Jack Joice, Tom Kennedy and a host of other fine workers."

"I HAVEN'T SENT IN . . . a pipe for so long that many folks might think that the old man with the rope got me," writes the well-known I. W. Hightower from Atlanta. "Back in the '20's, I think it was, Sid Sidenberg and I were competitors. I often think of the late Bert Glauner. He was certainly a character. Lots of the boys have passed on, some have fallen by the wayside while others continue to carry on. These days I devote most of my time to store demonstrations. The day of the old street pitchman has about passed." Hightower reported that he has a good deal for a clean-cut man or woman who might like to join him.

MAKE \$50.00 A DAY— EVERY DAY!

NEW! REVOLUTIONARY HOCAR 8" ALUMINUM REFLECTORS SELL ON SIGHT! VAST, UNLIMITED MARKET! ACT NOW!



BRIGHTNESS OF ORDINARY 60 WATT TUBE INCREASED 300%

• Every car dealer, carnival operator, parking lot and factory owner a RED HOT PROSPECT!

• Average quick sale is \$20.00 to \$100.00, yet your customer pays only \$20.00 per 100 reflectors.

• A 2-minute demonstration clinches the sale. You can't miss.

HERE'S WHY PROSPECTS CAN'T AFFORD TO TURN YOU DOWN!

Aluminum Reflectors Change BIG Light Bill into TINY BILL

They save 75% of the current yet deliver twice the light.

HERE'S WHAT YOU DO TO GET STARTED!

You send only ONE DOLLAR for complete sales kit which includes 6 reflectors, an outdoor socket, a supply of descriptive circulars with space for imprinting your name for distributing among prospects, and confidential price list. Look around—every street is loaded with prospects. DON'T DELAY. Make this your most prosperous Holiday season.

HOCAR MANUFACTURING CO., DEPT. B-11
2558 N. Clark St. Chicago 14, Ill.

DEMONSTRATORS

Order now for this fast moving CHRISTMAS TOY

The Hurst Gyroscope

\$36.00 per gross F.O.B. Indp's

Sample \$1.00

25% deposit with order, balance C.O.D.

CHANDLER MFG. CO.
708 East 16th St. Indianapolis, Ind.

TIGERS!

23" LONG TIGER Made of finest stencilled plush cotton stuffed, realistically detailed. \$24.00 dz.

28" TAFFETA BEAR, bagged. \$15.00 dz.

42" BOZO CLOWN, bagged. 16.50 dz.

24" TAFFETA CLOWN-DOLL. \$6.50 dz.

21" TAFFETA MOUSE DOLL. \$6.00 dz.

13 1/2" PEASANT DOLL, colorful \$6.00 dz.

3" Dangle Dogs, plastic strap \$7.20 gr.

49 PCS. No extra for samples—1 dz. ea. of 4 above & 1 tiger. \$21.10

F.O.B. N.Y.C. 25% dep., bal. C.O.D. if not rated. FREE: NEW colorful catalog of 400 plush and carn. items.

TOY MFG. COMPANY
836 Broadway, N. Y. C. WA 5-3234

DIRECT FROM

Costume Jewelry Manufacturer

Per Doz.

Miracle Prayer Crosses, boxed. \$4.25

Men's 3-Rhinestone Rings, boxed 2.75

Ladies' Rhinestone Ad. Rings, boxed. 3.00

Ladies' Bridal Ring Set, individually boxed. 5.00

Tailored & Rhinestone Earrings 1.50

DeLuxe Hollywood Styled Earrings. 3.00

Scatter Pins, boxed. 3.00

Bracelets, tailored. 3.00

Necklace, Earring Sets, boxed. 4.50

Pin Earring Sets, boxed. 4.00

Necklace, Bracelet & Earring Sets, boxed—gold plated. Each 1.00

8-Piece Sets—gold plated, beautifully boxed. Each 1.75

SEND FOR FREE "CATALOG" 48 Illustrated Pages. 25% Deposit on C.O.D.'s.

PACKARD JEWELRY CO.
48 W. 28th St., Dept. B, N. Y. 10, N. Y.

You Can't Beat BRODY for Merchandise

We Carry a Complete Line of

ELECTRICAL APPLIANCES—Household Goods—GLASSWARE—Clocks—LAMPS—Assorted Novelties—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—CARNIVAL GOODS—Premium Goods—SPECIAL AUCTION GOODS—Small Novelties for Give-Aways.

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T-E-R-R-I-F-I-C PROFIT MAKERS

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COPPERCLAD AUTOMATIC COOKER-FRYER
WESTINGHOUSE Thermostat, FIRE-KING Oven-glass Cover, Automatic Temp. Control, U.L. GOOD HOUSEKEEPING approval. 1 YEAR GUARANTEE.

NATIONALLY ADVERTISED PRICE \$39.95

AUTOMATIC ELECTRIC SKILLET
WESTINGHOUSE Thermostat, Big 10 1/2" capacity, Heavy Gauge Aluminum, Cover. 1 YEAR GUARANTEE.

YOUR PRICE \$6.25 6 or more. Sample \$7.50 ea.

Terms: 25% Deposit, Balance C.O.D., F.O.B. Chicago. We ship same day—ANYWHERE!

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1543 N. Milwaukee Ave., Chicago 22, Ill. Phone: BElmont 5-9800

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NOVELTY SALT & PEPPER SHAKERS

An outstanding assortment of the latest American made Salt & Pepper forms—Individually Boxed—proven Best Sellers

Send us \$7.20 for a dozen assorted samples. Re-order only those numbers you select. Your money refunded if not completely satisfied with our selection.

When in Chicago Visit Our Modern Showrooms
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DIVISION SALES

3341 W. Roosevelt Road Chicago 24, Illinois Phone: LAwnside 2-7377

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Gum, Special Bingo Merchandise.

Catalog Now Ready—Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.
2201 Washington Ave., St. Louis 3, Mo.



Hawaiian "TI" PLANT LOGS

Bagged in polyethylene... KEEP LONGER, SELL FASTER!

Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flesh. Free promotional aids. Write for details.

LAVENDER SACHET BASKETS

Tightly woven bunched cotton baskets with plastic stoppers: \$79.00 per 1000, \$45.00 per 500. Dried Lavender Scented 10 lbs. \$9.50.

LOWEST PRICES ANYWHERE

Sherfy's
5401 University Way Seattle, Wash.

WORLD'S SMALLEST LITER

SMALLER THAN A POSTAGE STAMP

All metal chrome finish, sure-fire action. Individually boxed. Can also be worn on men's key chain or ladies' charm bracelets.

\$2.75 Doz. \$30.00 Gr.

Plus shipping charges. Min. 3 dozen. Key Chains available \$1.50 per gr. extra. No Federal Excise Tax. Free catalog.

STERLING JEWELERS
1973 East Main St. Columbus, Ohio

Ideal for Engravers. State Your Business.

JEWELRY CLOSEOUTS

E1—Tailored Earrings, Ass. Gr. \$18.00
E2—Stone Earrings, Ass. Gr. \$13.00
E3—Pierced Hoop Earrings, Gr. \$5.50
E4—Stone E-Rings, Etc., Ass. Gr. \$12.00
T1—Tailored Tie Sets, Bad. De. \$2.00
T2—Ass. Tie Sets, Red. De. \$4.50
C1—Tie Set, Mon. Clip, Pen Set, Etc. \$1.90
C2—Neck-Ear Set & Jewel Pen, Dn. \$5.00
C3—Tie Set, Money Clip & Pen, Dn. \$5.00
C4—Odd Lot Neck & Brace, Gr. \$16.00
B1—Bracelets, Ass. Gr. \$4.00
W1—Men's 5-Piece Watch Set \$5.50
W2—Ladies' 5-Piece Watch Set \$6.94
W3—Gen's W.P. & Ex. Bd. Watch \$6.00
W4—Men's Stone Dial Watch \$5.50
W5—Men's 10-Piece Watch Set \$7.75
W6—Men's 10-Piece Watch Set \$7.75
W7—5 Ass. Cuff Sets, Bad. \$1.25
W8—Men's 2-Piece Watch Set \$4.75
W9—Gen's Stone Rings, Ass. De. \$2.50

L3—Stoned Pen & Litter, Bad. Ex. \$1.50
K101—Lad. or Men's Manicure Set, Dn. 7.29
R101—Wkly Crucifix, Bad., 9"x3", Dn. 4.90
R102—Pearl Rosaries, Bad. Dn. \$9.00
R103—Pearl Rosaries, Bad. Dn. \$9.00
R104—Religious Medallions, Bad. Dn. \$4.40
P1—"Your Grace" Perfume, Bad. Dn. \$2.00
P2—"Lily's Dear" Perfume, Bad. Dn. \$1.00
P3—485—Stone Neck & Ears, Bad. Dn. 7.50
P4—470—Stone Neck & Ears, Bad. Dn. 9.00
P5—2235—3-Piece Pearl Set, Bad. Dn. 8.50
P6—HF101—Ladies' Wallets, Dn. \$4.50
P7—HF123—Ladies' Wallets, Dn. \$3.00
P8—HF445—Ladies' Wallets, Dn. \$4.50
P9—HF134—Men's Wallets, Dn. \$3.00
P10—HF445—Ladies' Wallets, Bad. Dn. \$4.50
P11—HF447—Men's Wallets, Bad. Dn. \$1.25
P12—TA1—Teen Braze & Neck, Bad. Dn. \$5.00
P13—L1—Ransom-Type Lighter, Dn. \$9.00

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:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personal
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—20¢ a word. Minimum \$4.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22 Ohio

Please insert the above ad in _____ lines

I enclose remittance of \$.....

Name _____
Address _____
City _____ State _____

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

NEW ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps, balance in regular 5 pt. upper and lower case.

IMPORTANT

In determining cost, be sure to count your name and address. When using a Box Number in care of The Billboard, allow six words for the address. Also include 25¢ per insertion additional to cover cost of handling replies.

RATE: 20¢ a word—Minimum \$4.

CASH WITH COPY

FORMS CLOSE WEDNESDAY FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

DISPLAY-CLASSIFIED ADS

attract more attention and produce quicker and greater results thru the use of larger type and white space.

Type up to 14 point permitted. No illustrations, reverse plates, logos or other decorative material.

1-point rule border permitted on ads of 2 inches or more.

RATE: \$1 per agate line—\$14 per inch. Minimum \$10.

CASH WITH COPY

(unless credit has been established)

ACTS, SONGS & PARODIES

100 THANKSGIVING GAGS, \$1. ORIGINAL topical material. 1,200 gags, \$2, 500 gags, \$1; 500 gags, \$2; 200 gags, \$2. Eddie GAG, 343 West 72nd St., New York 23, N. Y. da1

"RICH AND BARE"—OVER 1,000 ALL-NEW classified gags and retorts. Spicy! Only \$1. Edmund Orrin, 2682 Filbert, San Francisco 23, Calif. da2

SEND FOR FREE CATALOG OF ORIGINAL new comedy material: Gaffles, Skits, Monologs, Parodies, etc. Laughs Unlimited, 108 W. 45 St., New York City. no25

SPECIAL MATERIAL—SONGS WRITTEN to order. Clubs, TV, Burlesque. Cute "Spunkin'" number! Quick & Brown, 48 Forsyth, Suite 17, Boston 13, Mass.

2,000 PROFESSIONAL GAGS, ROUTINES, ad lib., doubled, 1,800 pages. For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing 44, N. Y. da23

AGENTS & DISTRIBUTORS

BETTER COSTUME JEWELRY CLOSEOUTS @ 12 1/2% each in assorted gross lots of Pins, Earrings, Bracelets and Necklaces Gift Boxes 2 1/2; Boxed Pearl Necklaces, \$4 dozen, \$24 gross; Boxed Silent Buttons and Children's Jewelry, \$4 dozen, \$45 gross. Deposit 25%, balance C.O.D. H. L. Hirsch & Co., 25 Hanover St., Boston 8, Mass.

DISTRIBUTORS WANTED FOR NEW FAST melting drugless skin cream (Nature's Cream). Sample jar, \$1; details free. Nature's Products, 370 Beach, West Haven, Conn. (DB)

KARRINGS—ASSORTED STONED AND tailored, \$5 per gross plus postage c.o.d. Gross lots only. New England Jewelry, Dept. B, 134 Empire St., Providence, R. I. no18

FAMOUS MFR. CLOSEOUTS

Assorted Stoned Brooches \$1.75 dz.
Stoned & Tailored Earrings 1.75 dz.
Pierced Earrings on Display 1.25 dz.
Charm Bracelets, ass. 1.50 dz.
Zog Lord's Prayer Neck, boxed 3.00 dz.
Fancy Miraculous Cross on Display 6.00 dz.
Children's Jewelry, boxed, ass. 2.85 dz.
Ass. Tie Slides, carded 1.00 dz.
3-Pc. Stoned Sets 7.50 dz.
Tie & Cufflink Set, ass. 3.50 dz.
Summer Earrings, ass. 12.00 gr.
Pearl Necklaces (domestic) 1.45 dz.
Neck & Earrings, ass., boxed 8.00 dz.
Cufflinks, carded, ass. 1.95 dz.
Necklace, ass. 1.50 dz.

FREE BONUS OFFER UNTIL CHRISTMAS

ONE GROSS ASST. EARRINGS FREE WITH EVERY \$100.00 ORDER

Send for descriptive literature on other terrific values on jewelry of all descriptions. 30% deposit with order, balance C.O.D. SAMUEL SILVERMAN & CO., INC. 1820 Westminster St. Providence, R. I.

HILARIOUS CHRISTMAS AND FUN Cards. Sent \$1 for sample pack of each, wholesale price. Ace Enterprises, Box 282, Lyndhurst, N. J. da1

JOKERS FUN SHOP—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, Ohio. no25

LADIES' AND MEN'S BENBUS, GRUEN, Bulova and Elgin 17 Jewel Watches, \$12 each; boxed \$12.50. Chain Store Novelty, 12 West 34th St., New York, N. Y. ch-ded

MEN'S WALLETS—PLASTIC-ALLIGATOR. Sensational price, \$14.40 per gross plus postage C.O.D. Gross lots only. New England Jewelry, 134 Empire St., Providence, Rhode Island. no18

MILE-DIAL COMPUTES YOUR GAS MILEAGE at glance, quick, easy, accurate, only \$6. R. C. Company, 12 Brookline Ave., Youngtown 4, O.

REAL DIAMOND RINGS—NATIONALLY advertised. Sell direct. Make big middle-man's profit. No investment. Experience unnecessary. Free catalog, details. Cleanlight, 197P North Columbus, Mount Vernon, New York.

ROYAL JELLY CAPSULES—CONTAIN THE fabulous nutritive jelly of the Queen Bee in hi-potency capsules. Retail from \$9 to \$19 vial. Costs you \$5.40 vial. Volume cost for qualified distributors, \$4.25 vial. 30-day supply. Scientific-technical reprints available. Abnall orders: "Apt-Vitalis," Dept. THB, Box 6674, Medical Center Station, Dallas 19, Tex. no25

SENSATIONAL DIAMOND SALE—2 GENUINE diamonds. One on each side. Elaborately detail design. 14 K gold ring with diamonds totaling 1.32 carat and brilliant stone in your favorite color. Regular \$45; now \$22.50, including Post. taxes. Young, 104-18 34th Ave., Corona 68, N. Y.

SWEATER-GUARDS

501 Gold finish with pearls, carded. \$31.50
Gross lots only \$22.50
502 Heart motif with pearls, hand polished, carded. Gross lots only \$42.00

NEW ENGLAND JEWELRY CO., INC. 134 Empire St. Providence, R. I. 20% deposit with order. Balance C.O.D.

XMAS CARDS WITH MUSIC DESIGNS, records, instruments, religious, plans, etc. Free samples, low prices. Williams Paper 19 Hudson, N. Y. 13. no25

XMAS STOCKINGS JAM PACKED FULL of Toys, \$2.50 per dozen. Closeout 40¢ Toys, \$25 prepaid. Polar's Sales, 307 5th Ave., New York. ch-ded

ANIMALS, BIRDS, PETS

CHIMPANZES, 4 TO 6 YEARS OLD, MALES and females, \$400 each; Baby Chimpanses, 2 to 3 years from, males and females, this issue only, \$500 each. Treflich's, 325 Fulton St., New York.

FALL SPECIALS—BABY ALLIGATORS, \$2.50 ea. postpaid, \$9 a dozen or 99¢ a hundred; Baby Turtles, \$25 per hundred; Young Squirrel Monkeys, \$13.50 ea. or \$124 a dozen. "Gators," P. O. Box 7241, Miami 33, Florida.

LAPLAND REINDEER, COMPLETELY CONVERTED to conventional stock food, \$525 each F.O.B. here. Two female yearlings Polar Bears, Bill Green's Rare Bird and Animal Farm, Fairlee, Vermont. no25

LIONS, 10 TO CHOOSE FROM MALES AND females, 4 months to 1 1/2 years old, special, \$150 each F.O.B. N. Y.; one five year old male Lions, \$250 F.O.B. N. Y.; Reindeers, Christmas exhibit, \$2,500 pair F.O.B. N. Y. Write for complete animal list. Treflich's, 325 Fulton St., New York.

1 INDIAN BABY ELEPHANT, 1 AFRICAN Nighth Antelope, 100 head various kind of Deer, 2 F.A. Systems, Alligators. Pyrex flat free to buyers only. Ross Park Zoo, Prairie du Clign, Wis.

3 White Tail Deer, 6-mo. Does, Ea. \$ 60.00
Pr. White Fallow..... 175.00
Pr. Sika Deer..... 150.00
Mother Elk, Baby Female..... 250.00
Brahms Heifer, 6 mo..... 100.00
Pr. Wild Turkeys, 25.00; Pr. Swans..... 25.00
Black Monkey, 3 Rhinos, Each..... 20.00

LAKESIDE ZOO
Oris Drum, Rt. 2 Certland, Ohio
Phone: NE 74213

BUSINESS OPPORTUNITIES

ATTRACT CROWDS AND COIN MONEY with portable electric machine baking new grassless doughnuts. Free recipes. Herbert Ray, 2600 S. 12th, Minneapolis 7, Minn. no

MANY EARN \$1,500 PER MONTH OF-fering collection agency. Hundreds in business after taking our correspondence course. Free bulletin. Franklin Credit, Roanoke, Va.

PROMOTERS-PHONEMEN—IMMEDIATE assignments Year 'round top success. Ed Haverstick, please write. B. F. Whitney & Associates, 509 W. 29th Terrace, Kansas City, Mo.

ROLLER SKATING RINK—\$1340 PORT-able Tent, completely equipped. Sets up quickly. Write Don Lambrecht, 7806 29th Ave., Kenosha, Wis. no18

\$30 DAY, AVERAGE EARNINGS, ASSEM-bling our novel, rustic Lamp. Simple, easy. No house canvassing. Write: Ougur Lamp Co., Caldwell, Ark. ch-12a

FOOD AND DRINK CONCESSION SUPPLIES

ABOUT ALL MAKES OF POPPERS, CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krippy Korn, 130 S. Halsted, Chicago, Ill. da1

FOR SALE SECONDHAND GOODS

FACTORY BUILT KIDDIE RIDES, THREE and four years old; Airplane, Boat, Car, Robin-Whip, Tractor and Trailer, \$4,000. Havin, 1817 Foster, Chicago. Edgewater 4-1528. no25

SOFT ICE CREAM FREEZER (FREE-KING) Causer Model 280, Serial 4180 (4 H.P. Motors—1 Compressor), like new, cost \$1,750, first \$205 takes it. Years of milk shakes, cone, sundae, \$8 profits. Also never uncrated Popcorn Machine (dime-bearing rollers (weight 6007), 220 volt A.C., good \$60 hour volume for volume quick sales; cost \$700, first \$185 takes this true bargain. Wire

STAR, 2904 12th St., N. W., Canton 8, O. 5% cash discount in full with order.

FOR SALE—SECONDHAND SHOW PROPERTY

ADULT SMITH AND SMITH CHAIRPLANE. Fine condition; also Kiddie Rides, priced for quick sale. 5 Mann Ave., Bristol, R. I. Phone: Clifford 3-7889.

BUILD MAJOR RIDES—COMPLETE PLANS: Dark Ride, \$25; Ferris Wheel, \$25; Chair-planes, \$10; Octopus, \$15. Free catalog. Brill, Box 875, Peoria, Ill.

BOX130 DRAMATIC END TENT, WALLS and 12x15 marquee, cheap. Billy Choate, Bibles' Comedians, Dyer, Tenn. no18

FOR SALE—ALLAN HERSHELL LOOPER Rides, in like new condition, complete with canvas top and power unit. Will buy Popcorn Trailer, no junk, send photo. Write Thompson Bros., 2904 4th Ave., Allouez, Pennsylvania. da1

FOR SALE—A SPITFIRE RIDE, BOTTOM load, A-one condition, price \$2,000 cash. Can be seen at Revere Beach, Mass. Michael Zaccaria, Tel. Revere 8-7903.

FOR SALE—KIDDIE FERRIS WHEEL, opp. 18 ft. high, mounted on wheels for moving; also other small Rides. Contact Mike Hay, MO 0158, 581 Genesee St., Buffalo, New York.

FOR SALE—MECHANICAL FARM IN 15 FT. trailer, ticket box, p-a. set included. Ready to show; first seven hundred fifty. Betty Lanston, Mathews, Louisiana.

KIDDIE RIDES, USED ONLY TWO SEAS-sons, in top condition: Merry-Go-Round, Pony Cart Ride, Kiddie Wheel. Priced at bargain for package. James M. Hardy, Box 1428, Big Spring, Texas. Phone: Amherst 4-8221. no18

READY FOR FLORIDA—KIDDIE FERRIS Wheel, Whip, Merry-Go-Round, all truck mounted. Maryland Kiddieland Association, 8205 Carter, Baltimore 14, Md. da13

SHOOTING GALLERY LOADING—TUBES, 15 shell, \$2.50 per 100. No c.o.d.'s. Any length made. Postpaid. H. B. Sherrard, Wayne, Neb.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details. \$1 Bill (refundable). Miniature Trains, 328 Winthrop, Rehoboth, Mass. no25

Time to CASH IN ON THESE SENSATIONAL Watch Values from WEINMAN'S



Write for catalog of other items you can sell at Sensational Profits!

BULOVA! ELGIN!

BRAND NEW STYLES

Choice Lot! 6 for \$49 (Sample, \$9.95)

10 for \$69 (Sample, \$8.95)

SPECIAL Men's Waterproof WATCHES \$6.95 EACH

Sound, waterproof cases. Expansion or leather band. (17-Jewel, \$7.95)

Sparkling Beauty! 7-JEWEL Rhinestone WATCHES \$7.95

17-Jewel, \$8.95

Ladies style rhinestones or plain Cases. In exquisite gift box! Reconditioned and GUARANTEED LIKE NEW!

7-JEWEL Pocket Watches \$7.95

15-Jewel, \$8.95
17-Jewel, \$9.95

SPECIAL Ladies Late Style 7-Jewel Watches \$7.95

6R, Yellow or white. Complete with stretch bands. 17-Jewel, \$8.95

WEINMAN'S

P D Q - World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient! Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo-booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

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WE A MAGICIAN LARGE PROFESSIONAL...
 Catalog of latest tricks, 35¢. Free! Show
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NEW 156-PAGE ILLUSTRATED CATALOG...
 Mindreading, Mentalism, Spooks, Hypno-
 tism, Horoscopes, Crystals, Graphology, 50¢
 wholesale. Sub-miniature transistorized
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 Brochure prices on request. Nelson Enter-
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MISCELLANEOUS

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 basis for "Pretty Kiddy City." Located
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 Now consists of twelve Children's Rides,
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 Carnival at Port Mansfield, Tex. Location
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WE SELL OR EXCHANGE 8MM AND 16MM
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100% ALLIGATOR (not plastic)

Available plain or with head as
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Your cost for popular size 4 1/2"x7"
 Bag only \$4.75 each. You sell for
 \$12.95. Extra large Bag costs you
 \$9.75, you sell for \$19.95. New double
 pocket style costs you \$8.75, you sell
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 For resale only. Order now. We also
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 deductible from first order.

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Manufacturers' Representative
 11295 Biscayne Blvd. Miami, Fla.

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GENUINE REPTILE HANDBAGS

Made from Diamondback Python and
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 beautiful colors. Handsomely fitted,
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 to match available.

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No. 185
 Full
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 Fire 1
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 iancy
 \$3.25
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Gold finish. White brilliant \$36.00
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LIONEL TRAINS

One genuine Lionel Diesel Freight, low-
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 Diesel. Includes flat car with 2 remov-
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 oil car and caboose. Track is 8-section
 curved, 3 sections straight, 1 #6029
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 struction sheet. Model #1545.
Dealer Cost . . . \$20.00 each
 Include postage with order.
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Wholesale Distributors Since 1880
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 ACCESSORIES**

CS HAMMOND. EXCELLENT CONDITION;
 two big Leslie's, custom built, attached
 dollies. Covers, extra. Chestnut Music, 1200
 Linwood, Oklahoma City, Okla. no18

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ATTENTION, JACK UNISON. HOW ARE
 you doing? Please contact me, Frank E.
 Bauersfeld, 1814 Third Ave., Rock Island,
 Illinois.

HEIRS OF EDDIE LEONARD — WRITE.
 Matter of importance to you. George
 Ullman, 8979 Sunset Blvd., Los Angeles 46,
 Calif.

MUST LOCATE R. G. DIMMETTE JR. AT
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 please write to Mrs. R. G. Dimmette Sr.,
 2411 4th Ave., Richmond, Va.

WANT TO LOCATE G. DEAN RUSSELL
 and Schiff Hi Road Model Roller Coaster.
 Write B. A. Schiff & Associates, 901 SW 69
 Ave., Miami, Fla.

WILLIAM FORREST SUDDATH, PLEASE
 contact Don Bosworth, of Insurance Ad-
 justment Service, 324 Kaffie Bldg., Corpus
 Christi, Tex., regarding accident you were
 involved in in March, 1954. Write above
 address or telephone 713-3-8731. no25

**PHOTO SUPPLIES
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COMIC FOREGROUNDS AND BACK-
 ground. Direct-Positive Cameras, Papers,
 Chemicals, Mounts, Glass Frames, Photo
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 Chicago 22, Ill. ch-1fn

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ALWAYS FASTEST SERVICE—QUALITY 3-
 color posters! 14x22 window cards, \$8
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 Press, Dept. 457, Earl Park, Ind. de23

MIDWAY SPECIAL—200 BUSINESS CARDS,
 200 8 1/2x11 Letterheads, 200 5 1/2x8 1/2 Envelopes,
 \$5 postpaid. Printing by Ace, Box 262,
 Lynchburg, N. J. de2

SAVE 1,000 8 1/2x11 LETTERHEADS OR
 20 Envelopes, \$6.98; 1,000 5 1/2x8 1/2 Note-
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AD MATCHES SELL AMAZING DESIGNS—
 10, 20, 30, 50 and 240-light book matches.
 Bigger spot cash commissions; every busi-
 ness a prospect. Low prices for high qual-
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 Chicago 32, Ill.

SELL NEW YEAR PARTY ASSORTMENTS
 to Taverns, Clubs, Hotels, Eagle Specialty
 Co., Akron 14, Ohio. no25

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—WORLD'S
 finest; best outfit; complete with free
 instructions; all supplies; free catalogue.
 Owen Jensen, 120 West 83d St., Los Angeles
 3, California. de9

WANTED TO BUY

WANTED TO RENT—FIVE KIDDIE RIDES
 starting middle of December. Would con-
 sider buying or renting with option. Mr.
 Boore, Aunt Hattie's, 625 First Street South,
 St. Petersburg, Fla. no25

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set
 in usual want-ad style, one paragraph,
 no display. First line regular 5 pt. caps.
 RATE: 20c a word—Minimum \$4
 CASH WITH COPY.

Forms Close Wednesday for
 the Following Week's Issue

ADVANCE AGENT CAPABLE OF CON-
 tacting and booking auspices for high
 grade young stage show. Send photo and
 complete qualifications to: Curtiss & Henry,
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**Experienced Trading Stamp
 Contract Salesman**

Age 35 to 50. Territories open in Illinois,
 Indiana and Michigan. Must be of best
 character, dependable and willing to work.
 Excellent opportunity. Associate yourself
 with an old reliable company. Give past sales
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 Write NU-WAY SALES CO.,
 282-284 Bridge St., N.W.,
 Grand Rapids, Michigan

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5c a Word Minimum \$1
 Remittance in full must accompany all
 ads for publication in this column.
 No charge accounts.
 Forms Close Wednesday for
 the Following Week's Issue

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FOR INDOOR, OUTDOOR, CIRCUSES,
 Rodeos, Fairs, Theater Stages and School
 Auds. Mountain Bats, the Trick and Gun-
 shooting Company. Wild Horse Harry,
 Sherwood, Ohio. no25

MAGIC CLOWN—WORK COME-INS, WALK
 around, general clowning. Hal Griffin,
 1814 Shenandoah, St. Louis, Mo.

RAVE CIRCUS REVUE SOLICITING
 offers 1958. Just closed 3rd successful
 season Bill Greens Bird & Animal Farm,
 Fairlee, Vermont. Now winterquarters,
 Magnolia, Ohio, Route #1. Phone: Union
 62010. de23

DRAMATIC ARTISTS

DRAMATIC ACTRESS — PROFESSIONAL,
 age 34, single. Interested in TV. Have
 photos. Maurine Dillinger, care The Bill-
 board, 390 Arcade Bldg., St. Louis 1, Mo.
 no25

MISCELLANEOUS

HYPNOTIST — FOR STAGE, PRIVATE
 parties and lecture demonstrations. For
 information write Neige F Diehl, Route 3,
 Staunton, Va. lc2 38

MUSICIANS

"AMERICA'S HAPPY SINGIN' COWBOY"
 transcribed daily. XEDM, Nogales, (Natio-
 nal publicity.) Available for radio, TV
 or personals. Western rhythm guitar, bass
 fiddle and vocalist (union). Prefer small
 versatile group. Write: Box 1817, Nogales,
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DRUMMER—NAME AND SEMI-NAME EX-
 perience; young, single, cuts all styles.
 Prefers modern big band or combo. Will
 travel. Larry Stevens, 745 So. 3rd, Sioux
 Falls, S. D. Phone 2-6589. no18

FOUR PIECE BAND AVAILABLE FOR
 Night Clubs, Cocktail Lounges, etc. Plays
 rock and roll, jazz, etc. A show within the
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 5727 LaSalle St., Chicago Ill. no25

GIRL PIANIST FOR COCKTAIL LOUNGE
 or bar. Versatile, plenty singing, enter-
 taining. Call collect 6-6133, Lincoln, Neb.,
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TRUMPET — ALL-ROUND EXPERIENCE;
 also Ballad Vocals. Commercial combo
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BALLOON ASCENSIONS, PARACHUTE
 Jumping for parks, fairs, celebrations
 Claude I Shafer, 1041 S. Dennison, Indian-
 apolis 21, Ind. no18

HIGH DIVING EXTRAORDINARY, FEAT-
 ured by Fox Movietone and the New
 York press. Presented here and abroad.
 Results impressive. Large, colored illus-
 trated posters available. C of Mac Produc-
 tions, 456 Lampher Place, Warren, Ohio
 N. E. Phone 45337. mh3

OUTSTANDING TRAPEZE ACT — AVAIL-
 able for indoor events. Flashy silvered
 paraphernalia, real feature act. Price rea-
 sonable. For literature, details address:
 Charles La Croix, 1304 South Anthony, Fort
 Wayne, Ind. Telephone: Eastbrook 3312.

VOCALISTS

OUTSTANDING MALE VOCALIST — POP,
 rhythm and blues. Will send audition re-
 cordings to all recording companies request-
 ing same. Box C-246, c/o The Billboard,
 Cincinnati 22, O. no18

Cel-Max Sensations for the Xmas SELLebration!

**BEAUTIFULLY BOXED
 Rhinestone
 Watches**

Latest style rhine-
 stone or plain cases.
 Famous make 7-jewel
 movements, rebuilt
 and GUARANTEED
 like new! Smart
 stretch band! Sensa-
 tional profit maker!

\$7.95

17-Jewel, \$8.95

FREE Enamel Ciga-
 rette Lighter
 included with every set!
 (Minimum order 6.)

**5-Pc. Men's
 Watch Sets \$4.89**

• Jeweled Watch • Key
 Chain • Cuff Links •
 Tie Bar • Expansion
 Band.

A tremendous buy PLUS a bonus for a limited time!
 Get in the Big profit league for Holiday selling!

All merchandise shipped F.O.B. Memphis, 25% with order, Balance C.O.D.

CEL-MAX, Inc. 582 So. Main St.
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**WHOLESALE
 BUYERS'
 GUIDE**

**Gellman
 BROTHERS**

SEND TODAY FOR YOUR FREE COPY
 OF OUR GENERAL CATALOG
IT IS NOW AVAILABLE

Illustrating the Greatest Line of Imported and Domestic
 Novelties and Nationally Advertised Name Brand
 Merchandise, including Housewares, Electric Appliances,
 Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival
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A GENUINE MONEY SAVING GUIDE FOR
 Premium Users, Auctioneers, Wagon Jobbers,
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Our 35-year record of Honest and Depend-
 able Service is your guarantee of Quality
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GELLMAN BROS. 119 N. FOURTH ST. MINNEAPOLIS, MINN.

67,000 ACTIVE BUYERS read
 The Billboard Classified columns each week

**You Can Still Be a Winner . . .
 IF YOU HURRY!**

The Billboard's
**OUTDOOR
 CONVENTION
 SPECIAL**

Dated Nov. 25
 OUT NEXT WEEK

Will Go to Press Wednesday, Nov. 20
RUSH YOUR COPY INSTRUCTIONS TODAY!

CINCINNATI 22, OHIO 2160 Patterson St. DuBar 1-6450
 CHICAGO 1, ILL. 188 W. Randolph St. Central 6-9818
 NEW YORK 36, N. Y. 1564 Broadway Plaza 7-2800
 HOLLYWOOD 28, CALIF. 1520 North Gower St. Hollywood 9-3831
 ST. LOUIS 1, MO. 390 Arcade Bldg. Chestnut 1-0443

ATTENTION, STOREWORKERS AND DEMONSTRATORS!

PEN AND PENCIL SETS DIRECT FROM MANUFACTURER!

Sample Set, \$1.00
1 GROSS

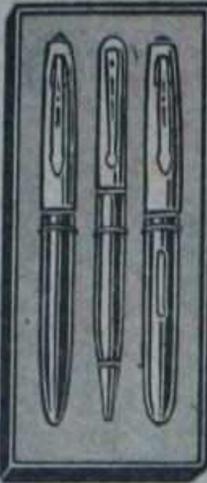
\$48.00

5 GROSS

\$45.00 per gross

10 GROSS OR MORE

\$43.20 per gross



SENSATIONAL VALUES!

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil, precision ball pen. Gold-tone cap, assorted colors. Attractively boxed.

ORDERS FILLED SAME DAY RECEIVED. SEND 25% DEPOSIT, BALANCE C.O.D., F.O.B. N.Y.

PACKARD BALL PEN CO.

28 East 22nd Street

New York 10, N. Y.

Giant Savings

On Nationally Advertised Watches



For men and women. Brand new 1955 model cases with rebuilt movements, guaranteed like new.

Elgin-Bulova-Bertrus-Gruen

Write for free catalog! Wholesale only. 25% deposit with order, balance C.O.D. Open account to rated houses.

7 JEWEL \$7.95

15-J- \$ 9.95
17-J- 11.95
21-J- 14.95

6 Assorted \$44.95

New Pin-Lever Watches, Yellow Cases, \$3.50 ea. In Lots of 6 or More.

JOSEPH BROS. 5 SO. WABASH AVENUE CHICAGO 3, ILLINOIS

100% BABY CHENILLE BEDSPREAD



Beautiful soft chenille bedspread with attractive peacock design. Full double bed size. Assorted colors.

\$4.62 ea. in lots of 6 Sample \$4.70

STANDARD INDUSTRIES

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ALL FAST SELLERS — Prices quoted are Wholesale F.O.B. Chicago Warehouse. Send check with order to save C.O.D. fees, or 25% deposit, balance C.O.D. Open Account to Firms Rated in D. & B.

32" PLUSH BEAR

Cotton Stuffed \$20.00
Asstd. Colors

32" SUPER BEAR

Vinyl Rubber Painted Nose \$21.75
Asstd. Colors

Taffeta Clown \$12.00 dz.
Clown 9.60 dz.
Bonnet Doll 9.60 dz.
17" All Fur Monkey 18.50 dz.
21" Plush Poodle 24.00 dz.

Orders Taken Direct From This Ad. to Save Time.

F.O.B. N.Y.C. 25% Dep., Bal. C.O.D.

TEE JAY TOYS, INC.

48 West 30th St., NYC 11 WA 9-6845

WE ARE MANUFACTURERS ALL KINDS PULL TICKET CARDS

TIP CARDS

BASEBALL CARDS at very reasonable prices. Phone: Wheeling—CEDAR 34282

COLUMBIA SALES CO.

201 Main St. Wheeling, W. Va.

BINGO

SUPPLIES and EQUIPMENT

7 and 10 color specials
4-5-6 and 7 ups
Midgets, 3,000 series—7 colors
Paper and Plastic Markers
Wire and Rubberized Cages
Pencils—Crayons—Clips
5x7 Heavyweight Cards
Electric Blowers & Flashboards
Lapboards Made to Order
Free Catalog Available

JOHN ROBERTS CO. INC. 817 Broadway, Newark, N. J.

'JEWELRY ENGRAVERS'

High Quality—Low Prices
Many New Items

FREE CATALOG

Send for yours NOW!

DELAWARE VALLEY JEWELRY MFG. 132 Pinewood Drive, Levittown, Penna.

THE BEST SALES BOARDS and JAR GAMES

Write for information and prices Dept. B

GALENTINE COMPANY 319 E. Jefferson Blvd. South Bend 17, Ind.

WATCH SPECIALISTS FOR 67 YEARS

Men's Copy \$275. Old Watch, 3 New Styles Every-Looker A Buyer \$4.50; Boxed \$7.25
Nail Ad 10 pc Sets \$5.95; 8 pc. \$4.40
Thin Model Men's 172 \$9.95; Ladies' \$8.95
23 Jewels, Mail, Adv., Very Thin Men's \$18
Catalog Available.

RESULT SALES (Dept. B)

380 FIFTH AVE., NEW YORK 36, N. Y.

COMING EVENTS

- Alabama**
Chickasaw—Celebration and Indian Pow-wow, Nov. 28-30. Walter B. Fox, P.O. Box 147, Moulton.
- Arizona**
Phoenix—Horse Show, Nov. 23-24. Ariz. Horse Lovers Club.
Phoenix—Ariz. Natl. Livestock Show (Fairgrounds), Jan. 1-4.
Phoenix—Commercial Rabbit Show (Fairgrounds), Dec. 7-8. Commercial Rabbit Assn.
Phoenix—Christmas Flower Show, Dec. 7-8.
Wickenburg—Rodeo, Nov. 28.
- California**
Los Angeles—Great Western Boat Show (Great Western Exhibit Bldg.), Jan. 19-19. H. Werner Buck.
Los Angeles—Great Western Livestock Show, Nov. 29-Dec. 4. A. M. Mathews.
Los Angeles—Los Angeles Intl. Automobile Show (Pan Pacific Bldg.), Nov. 14-24.
San Francisco—San Francisco Auto Show (Cow Palace), Nov. 29-Dec. 2.
San Mateo—San Mateo Auto Show (Hilldale Shopping Center), Nov. 14-23.
Turlock—Far West Turkey Show, Dec. 3-5. M. S. Johnson.
- Connecticut**
Hartford—Connecticut Sportsmen & Boat Show (Armory), Jan. 18-23. R. E. Aldrich.
Hartford—8th Annual National Autorama Expo, Feb. 19-23, 1958 (Conn. State Armory), Joe Klitz.
- District of Columbia**
Washington—National Capital Area Auto Show (Natl. Guard Armory), Jan. 11-19.
- Florida**
Cocoa—Cocoa Home Show, Nov. 22-25. A. Stern, P.O. Box 1225, Cocoa, Fla.
Hollywood—Hollywood Home Show, Jan. 25-29. A. Stern, National Press Club, Washington 4.
Miami—International Air & Show & Expo (Master Field), Jan. 22-24.
Miami—Miami Automobile Show (Dinner Key Aud.), Dec. 14-19.
Miami—South Fla. Mardi Gras & Home Show, Jan. 31-Feb. 8. Kiwanis Club.
Miami—Southern Trade Fair (Dinner Key Aud.), Jan. 3-8.
Tampa—Tampa Auto Show, Jan. 23-28.
West Palm Beach Negro Elks Block Party, Nov. 28-30.
Tampa—Tampa Auto Show (Fort Hesterly Armory), Jan. 23-28.
- Illinois**
Chicago—Chicago Auto Show (Intl. Amphitheater), Jan. 4-12.
Chicago—Intl. Livestock Expo. & Horse Show (Amphitheater), Nov. 28-Dec. 7.
- Indiana**
Fort Wayne—Fort Wayne Sports, Vacation & Boat Show (Coliseum), Jan. 23-28. E. M. Berg.
Indianapolis—Indianapolis Automobile Show (State Fairgrounds), Jan. 17-25.
- Louisiana**
Buras—Orange Blossom Festival, Dec. 8-8. Frank Ferguson, Gen. Del. Amite.
Cameron—La. Fur & Wildlife Festival, Jan. 17-18. Mrs. Marie Vaughan.
Natchitoches—Christmas Celebration, Dec. 7.
- Maryland**
Timonium—Eastern Natl. Livestock Show, Nov. 18-23. Joseph M. Vial.
- Massachusetts**
Boston—Boston Auto Show, Nov. 30-Dec. 2.
Boston—New England Poultry Show (Mechanics Hall), Jan. 22-23.
Detroit—Detroit Automobile Show (Artillery Armory), Jan. 18-26.
- Michigan**
Detroit—Detroit Automobile Show (Artillery Armory), Jan. 18-26.
- Minnesota**
Minneapolis—Upper Midwest Auto Show (Municipal Aud.), Jan. 9-11.
St. Paul—St. Paul Automobile Show (Auditorium), Nov. 27-Dec. 1.
- Missouri**
Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 31-Feb. 6. F. W. Kahler.
St. Louis—St. Louis Auto Show (Arena), Nov. 22-Dec. 1.
- New York**
Buffalo—Buffalo Auto Show (Master Arts Armory), Jan. 4-11.
Festival of Pets (Cokebroom), Nov. 21-24. Murray Zarek.
New York—National Motor Boat Show (Coliseum), Jan. 17-28. Joseph C. Choate.
Troy—Troy Auto Show (New York State Armory), Dec. 3-7.
- Ohio**
Cincinnati—Cincinnati Auto Show (Music Hall), Jan. 18-26.
Cleveland—Cleveland Mid-America Boat Show (Puntle Hall), Jan. 23-Feb. 2. Irving Orap.
- Oklahoma**
Tulsa—Northland Celebration, Dec. 5-7.
- Oregon**
Portland—Portland Motor Show, Nov. 23-Dec. 1. Duane Hennessy, Mgr.
- Pennsylvania**
Harrisburg—Farm Show, Jan. 13-17.
Philadelphia—Philadelphia Auto Show (Convention Hall), Nov. 18-23.
Pittsburgh—Pittsburgh Automobile Show (Hunt Natl. Guard Armory), Jan. 18-25.
- Texas**
El Paso—Southwestern Sun Carnival, Dec. 27-Jan. 1.
El Paso—Southwestern Sun Carnival, Dec. 26-Jan. 1.
Fort Worth—Southwestern Expo. & Pet Stock Show, Jan. 24-Feb. 2. Wm. H. Watt.
Houston—Houston Automobile Show, Jan. 23-Feb. 2.
San Antonio—San Antonio Auto Show (Texas Co. Coliseum), Jan. 17-22. Auto Dealers' Assn.
San Antonio—San Antonio Auto Show (Texas Co. Coliseum), Jan. 17-24.
Uvalde—Uvalde Co. Jr. Stock Show & Sale, Jan. 31-Feb. 1. W. B. Sherrill.
- Utah**
Ogden—Golden Spike Natl. Livestock Show, Nov. 13-23.
- West Virginia**
Huntington—Huntington Automobile Show (Memorial Field House), Jan. 22-25.
- CANADA**
Ontario
Toronto—Royal Winter Fair, Nov. 18-22. G. S. McKee.

RUBBER REINDEER INFLATES



19" \$ 4.20 dz.
24" 6.00 dz.
36" 12.50 dz.

Special 23" Reindeer w/squawker \$4.25 dz.
Special 23" Reindeer w/metal plus \$ 5.50 dz.

WIND-UP SANTA ON SLED



\$2.50 dz.
\$27.00 gr.



WIND-UP HOPPING FUR DOGS \$3.00 dz. \$35 gr.

PLASTIC FUR TRIM SANTA

With belt on elastic, \$1.75 dz.; \$30.00 gr.; Fur trim Santa, red flannel suit, \$1.75 dz.; \$30.00 gr.

BALLOONS:

Spiral Balloons, stretched \$2.50 wr.
Rudolph, red nose balloons 7.50 gr.
Slim Jim Balloons, stretched 5.00 gr.
Tiger Cat Balloons 7.50 gr.
11 Santa Print Balloons 4.75 gr.

INFLATES

w/squawker and bow tie; elephants, donkeys, horse or monkeys.

\$1.80 dz. \$21 gr.

3 Way Hurricane Lantern w/ Santa Claus, Batteries included \$3.75 dz.

Terms: 1/3 deposit w/order, balance C.O.D.

SCHATTUR NOVELTY CO.

144 Park Row New York 7, N. Y. Phone: COrtland 7-8986

HOTTEST ITEM OF THE YEAR!



HALLMARK'S Classic 6-Pc. Set HAS EVERYTHING!

Money Clip
Cigarette Lighter
Ball Pen
Pencil
Cuff Links
Tie Bar

MORE FLASH!
MORE VALUE!

In a Handsome See-Through Gift Box only \$18.00 per set.

HARRIS NOVELTY COMPANY 1101 Arch St. Philadelphia 7, Pa. This is our only store. Phone: Market 7-2645—WA 2-6978 Send for Latest Catalog.

\$139.50 VALUE NEW PRICE

6 Ass. Men's \$42.95 Watches with expansion bands. (Ladies' with cord bands) Gruen—Waltham—Borus—Bulova—Elgin Sample Watch \$7.95.

Reconditioned, guaranteed like new. Wholesale only—25% with order, bal. C.O.D. 24 hr. service. 5-day money-back guarantee. Send money order or certified check. Send \$5 for big new 1958 catalog; applied on first order. Phone: DEarborn 2-3977

MIDWEST WATCH CO.

3 S. WABASH AVE., CHICAGO 3, ILL.

500 PRINTED NAME LABELS 25¢

500 Printed Labels printed with ANY name and address for ANY WORKING up to 12 words in size. We absolutely GUARANTEE that quality of these labels equals or surpasses those costing 20¢ per 100. No limit, order as many sets as you want! FREE with order. Agents and Post-Boxing Plans. Order NOW! Money-back guarantee. WESTERN STATIONERY, Dept. 374, Topeka, Kansas

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Turner, Clarence
VanSels, Robert
VanSels, Roger
Vance, William
Varnum, Victor
Veeber Jr., Percy
Vernon, Michael
Viers, Steven Le Roy
Vincent, Alfred
Walsh, Mrs. Kathryn
Warfield, Frank
Watkins, Clifford L.
Wells, Glenn
Wells, Nelson
Weisel, Kenneth
Whitlock, Eugene
Wickert, (Tex) & Mrs.
Wilburn, H.
Wilken, Bob
Williams, Edward C.
Williams, Jean
Williams, L. L.
Wilson, Frank
Woodruff, John
Woods, Bonnie
Woods, W. Louis
Worley, Eugene
Young, Garland
Young, Joyce
Young, Max B.
Zamichowski, John
- McShay, Kelly
Man, Sally (Vincenzo)
Marble, B. A.
Maynard, Gus
Miller, M.
Orton, Myron A.
- Presnon, Ruth
New Productions
Stinson, Bill
Silver, Leonard
Swann, Russell
Weitzman, Mike
- Dannenberg, L. M., Decker, Jim, & Se Polack, Bernice E., &
- Ackley, James W.
Allen, Bennie
Allison, J.
Ames Jr., Jack
Bacon, Wm. W.
Bacon, Bill
Bailey, Robert
Baker, Gordon E.
Baker, Alfred J.
Beckner, Cecil B.
Bennett, J. J.
Benson, Ben
Black, B. H.
Bouches, Charles
Broudy, Paul
Byrne, James H.
Cameron, Wm. J.
Carpenter, R. L.
Coulton, Pat
Crain, Mrs. Frank
Crown, Mrs. Frank
Crows, W. J.
Cullen, Donald
Davis, Gene (Digger)
Decker, Mrs. Miriam L.
- Dorso, Daniel
Dillinger, Miss
Dunson, Paul & Jean
Dodson, Mrs. Leon
Edwards, Brad
Gambie, Mrs.
Gaspardarski, Larry
Gatta, Jimmie
Gibson, Clifford
Goodale, Gladys L.
Gordon, Ernest
Gregory, R. W.
Hakes, Bob (White)
Hall, Edward
Hansen, Harold
Harkey, Mrs. Ann
Harris, Buddy
Harrison, Capt. George
Hartfield, Mrs. Dale
Hazes, Delores (Jackie)
Hill, Mrs. Will H.
Hollnbeck, Harold
Horton, John
Horton, Wm. D.
Hos, Pete
Hux, Shirley
Kelley, C. O.
Kell, Dave
Kennedy Jr., Thomas
- Kirkbride, F. D.
Langill, John W.
Littler Sr., James L.
McGlinch, Howard
McGuire, Arthur B.
McWilliam, R. J.
McWilliams, M. A.
Madison, H. L.
Mathews, Sport
Maynard, E. C. (Red)
Mitchell, G. L.
Monarch Productions, Inc.
Morse, Bill (Miranda)
Morris, Geraldine
Morris, Tito M.
Moran, Roberta
Murphy, Jimmy
Newland, Mrs. Edith
Olsen, Henry
Pacini, Norma J.
Pearl, Walter J.
Peck, C. S. & Robert L.
Peterson, Ernest A.
Rass, Elio
Radford, Lela
Rabe, Gene
Rend, Harold
Reichner, Albert
Richards Bros.
Circus, Inc.
Rogers Bros. Shows
Rove, Jack
Ruscillo, Emil B.
Saddlemire, Leo F.
Shapiro, Leonard L.
Sleuch, Joe
Silva, Mrs. Mieke
Silva, William
Star, Hedy Jo
Stutz, Jim
Stutes, John W.
Sullivan, Dottie & Rex
Summers, Al T.
Talbott, Blanche
Timberlake, Billie
Timberlake, Forest B.
Tracy, Gilbert
Turner, Albert
Walsh, H. P.
Whitman, Mrs. L. W.
Whitman, Ed
Wilson, George
Worth, Frank
- Allen, James E.
Anderson, Leslie
Arvidson, Robert
Blaikley, Ben
Brault, Henry
Bruce, Lenox
Carron, Sol
Cummings, Wm. G.
D'Arville, Robert
Dutton, C.
Van Raleigh
Edelston, Bob
Frankfurt, Captain
- Gilson, Theresa
Guillemette, Jos.
Hulpin, George G.
Hanny, J.
Habus
Hoford, R. S.
Hume, Marie
Jackson, Elwood
Jones, Dick
Kolb, F.
Lee, Joe
Levy, Shirley
McKenney, Charles
McLaughlin, Mrs. M.

News in Brief

Airport Vending Merges Into Automatic Merchandising . . .

B. J. Kiley Jr., president of Airport Vending Service, Inc., Chicago, announced that his company has merged certain of its assets into Automatic Merchandising Company of Chicago and Detroit. This involved 50 per cent of Airport's former business and gave Automatic Merchandising the right to use the Airport name. The remaining 50 per cent of the business was originally to be combined with Szabo Food Service, industrial feeding organization with Chicago headquarters, in the formation of a new full-line vending company. However, negotiations were broken off when, according to Kiley, "We could not see eye to eye on policy." He did not say what was to be done with the portion of his company that was not merged into Automatic Merchandising Company.

Millman Outlines NAMA

Six-Month Accomplishments . . .

Chairman of the public relations committee of National Automatic Merchandising Association, Carl Millman, outlined the accomplishments of the organization during the past six months. He pointed to two stories each, handled by United Press and Associated Press, an article in Newsweek, another in Mechanix Illustrated, a script used on over 60 radio and TV stations, a story on the AP radio wire, and a fact sheet mailed to more than 5,000 men and women in the communications field. Plans for the future include publicity of U. S. Public Health Service vending sanitation code. Two kits, one legislative and the other designed to be read by bankers, are also being planned.

Eastern Intros New Hot-Cold Sandwich, Plate Vender . . .

Eastern Electric, Inc., New Bedford, Mass., has new hot-cold combination sandwich, plate-type food vender with four hot and four cold selections. Capacity of 200 units is held refrigerated until heated by Radarange heating unit prior to vending. Sandwiches require 15-17 seconds to heat, while plate selections require up to 30 seconds. Dimensions approximately six feet by three feet by three feet. Has January delivery date and sells for \$2,250.

Mars, Inc., Makes \$1,800,000 Addition to Chicago Plant . . .

Mars, Inc., Chicago plant plans to raise production, storage, and shipping facilities by one-third with \$1,800,000 addition now under construction. Presently occupying 300,000 square feet, plant will be increased to a 400,000-square-foot area by addition of a wing. In Spanish-Moorish architecture of main plant, addition is planned for fall 1958 completion date.

Du Grenier Raises Capacity Of Candy Vender . . .

Arthur H. Du Grenier, Inc., Haverhill, Mass., has Candy-mart eight-selection candy vender available in 152 and 200-bar models in addition to original 176-bar unit. Best selling bars accommodated by four columns with extra capacity, and larger capacity model has shelves adjusted for smaller bars. Nickel and dime bars vended in any column. Price not quoted.

Reese Candy to Open New 96,000-Sq.-Ft. Plant . . .

New 96,000-square-foot plant will shortly be opened by H. B. Reese Candy Company, Hershey, Pa. High speed wrapping-sealing machine and twin automatic assembly lines are features of new facilities. Late Harry B. Reese's six sons head and direct the company. John M. Reese is president and Edward I. Reese vice-president.

New Sanitation Development In Can Openers by Canco . . .

American Can Company has two prototype models of can-opening devices employing new principles effectively solving sanitary problems. One device uses heated prongs at 180 degrees to puncture soft-drink cans. After each operation the mechanism is withdrawn into heat sterilization area. Other device uses a rotary disc which never comes in contact with contents of cans. Rotating around inner top seal of a can, it forces edges apart but does not pierce can in conventional manner. Canco said prices cannot be set until production models have been made.

Keeney Markets Four-Choice Milk and Juice Vender . . .

J. H. Keeney & Company, Inc., Chicago, is manufacturing four-selection carton milk and juice vender holding 126 one-half pints or one-third quarts. One-piece door opens 180 degrees for servicing and components are said to be removable in about five minutes. Dimensions approximately 6 feet by 3 feet by 2 feet. Price \$850.

Eight-Selection Hot Canned Food Vender by Pneumafil . . .

Pneumafil Corporation, Charlotte, N. C., has eight-selection hot canned food vender in production. Gravitation feed, 160-can capacity, post-selection, push-button operation. Vends at 15, 20, 25 and 35 cents. High temperature heat cut-out with manual reset. Weight, 400 pounds. Dimensions approximately 6 feet by 3 feet by 2-feet. Price \$495.

Miscellaneous News From Around the Country . . .

William J. Leader, president of Pepsi-Cola Bottling Company of Fairfield, Inc., has been re-elected to second term as president of Connecticut Manufacturers of Carbonated Beverages. . . . Robert H. Breither appointed assistant sales manager by Bally Vending Corporation, announced John Steward, general manager. Breither will hold former position of service manager along with new duties. . . . Ben Regan elected president of Nationwide Food Service, Inc., Chicago. At the same time board of directors named Todd A. Ebberts administrative vice-president and treasurer and John E. Bishop secretary.

Game Firm to Enter Bulk, Cig Vending

MEMPHIS, Tenn. — Games Sales Company, a sales outlet for amusement games, announced last week that it was going into the cigarette vending and bulk vending business "in a big way."

President Robert Goad said he felt that bulk vending "was in its infancy in the Mid-South" and his company would expand into "virgin territory" in parts of Mississippi, Tennessee and Arkansas.

Games Sales, just a little more than a year old, was recently appointed sales representative of the J. H. Keeney Company for exclusive distribution of Keeney cigarette machines and coffee venders in Arkansas, North Mississippi and West Tennessee.

Goad conferred with V. N. Albritton, sales representative of the Keeney Company, last week in mapping out his promotional and sales campaign.

George Sammons, president of Sammons - Pennington Company, Seeburg distributor, is vice-president of Games Sales. Cotton Pennington, secretary-treasurer of Sammons-Pennington, holds the same office with Games Sales.

Sputnik Used In New Green Duck Buttons

CHICAGO — The Green Duck Company last week announced a new line of "Sputnik Space Satellite Buttons" suitable for use in bulk venders.

The buttons come in 12 different designs, said Ed Jordan, sales promotion manager of the firm. He mentioned four designs as typical: Sputnik Space Dog; Flying Saucer; Space Cadet, and Space Ship.

All buttons are printed in red and blue on white. They are 3/8 inch in diameter, have lock pins, come packed in mixes of 1,000 per bag, and five stickers suitable for affixing to globe of vender are furnished with each purchase of 1,000 buttons.

Sales are handled thru national distributors.

BULK BANTER

By FRANK SHIRAS

Moe Mandell, president of National Vending Machine Distributors, Inc., was recently in Chicago visiting . . . Stanley Protowicz, Buffalo, N. Y., reports that his bulk vending operation is growing year by year. However, he recently had a set-back when the use of charms was ruled illegal in his area. He reports that efforts on his part couldn't prevent the ban. . . . Lon Speer, operator in Denton, Tex., poked fun at the old chain-letter ruse with a gag letter he sent to The Billboard.

Anthony Tortorici, Chicago operator, has been engaged in setting up a distributorship for some time, and is pleased with results thus far. His switch to a new business location earlier in the year seems to have benefited him. . . . Everett Graff, distributor in Dallas, Tex.,

(Continued on page 79)

Rowe Counter Sues Cont. for \$4.2 Mil

Firm Charges Patent Infringement; Claims Corsair Cabinet Is Imitation of Commander

NEW YORK—The Rowe Manufacturing Company has filed a \$4,200,000 counter-suit for alleged patent infringement and damages against the Continental Vending Machine Corporation.

The suit, filed in U. S. District Court, Southern District of New York, charges that Continental pirated a patented Rowe cigarette vending machine cabinet design and also accuses Continental of misrepresenting to the industry the brand capacity of its cigarette machine.

Last month, Continental filed a \$1,000,000 suit against Rowe, alleging that the Rowe Twenty-700 electric console is an imitation of Continental's Corsair.

Original Charge

The Continental complaint charged that Rowe's use of push-button selectors violates Continent-

al's "secondary meaning trade-mark rights."

The Rowe suit is based on a claim of \$1,400,000 to compensate for alleged infringement on a Rowe patent, held since November 17, 1953, on the cabinet design of its Commander cigarette vender. Rowe seeks triple damages of \$4,200,000 because of Continental's "willful and aggravated" violations of this patent.

According to the Rowe charges, Continental representatives saw the Commander at the 1953 National Automatic Merchandising Association convention and changed the design of its own machine to incorporate its "novel, ornamental and original features."

Rowe Claim

The complaint further claims that Continental began selling its

(Continued on page 80)

Rising Costs Cut Into Op's Profits

This is the second part of a two-part series on the complete operation of George Wilson, Detroit operator. In the previous article the mechanics of his route and his sales presentation in securing locations were detailed.

DETROIT — George Wilson, bulk vending operator who finds diversification of vended product the best way to realize high profits, has watched his profits being nibbled away by rising costs over the years.

His net profit has dropped from 50 to 30 per cent over the past seven years, Wilson makes the succinct observation: "The selling price of merchandise keeps going up, so the profit goes down." He believes penny vending will ulti-

mately become unprofitable unless costs can be realigned with selling prices.

Wilson has met inflation thus far "by putting out more equipment, which means larger volume, even tho the percentage of profit is going down. But there is a point of physical limitation, when you cannot handle any more machines, and of diminishing returns."

Looking to the future, Wilson said, "I don't know what will happen if inflation doesn't stop. Small machines will just have to go out of business, I-guess, since profit is getting slimmer all the time."

Wilson is thus one operator who

(Continued on page 79)

SIX-YEAR-OLD HAS OWN BULK VENDING ROUTE

DENVER — Mary Anne Jenkins, aged six, is vending her way to a college education. Tho her bulk machines number a modest 11 right now, diligence ought to make her route bloom into a sizable operation by the time she makes her freshman debut.

It all started with her father, Bill Jenkins, as many college educations do. Partner with his brother in the operation of five hardware stores, one day he passed up dolls for his daughter for two bulk venders, which he promptly installed in one of the stores.

True to their kind, children coming into the store soon loaded the machines with enough cash to pay off the original investment. Not about to pass up a good thing or a college education for Mary Anne, Jenkins bought up nine more venders and spread them around the other hardware stores.

Mary Anne is now enjoying the fruits of modest capitalism: her 11 venders gross \$70 a month, and the future is promising.

Eppy Mailings Describe Sales Policy, Prices

CHICAGO — Recent circular mailings of Samuel Eppy & Company describe a sales policy in which operators authorize the firm to ship them all new releases in quantities starting with 1,000 charms.

Other mailings contain price listings of a special mix and a line of Christmas charms.

The circular matter states that the quick testing of new charms is important to both the manufacturer and operator, and argues that direct mailing of all new charms to operators is the most efficient manner of making that testing possible.

The special mix price list announces availability of a carton of 25,000 charms made up of five bags, 5,000 charms per bag, each bag containing a different type charm. The five charm types are as follows: vacuum-plated series No. 10; vacuum-plated series No. 8; vacuum-plated series No. 45; silver plated series No. 2, and plastic series No. 2. Price of the 25,000 assortment is \$59.

Prices and quantities were also announced on a Christmas charm

(Continued on page 80)

GUGGENHEIM LAUNCHES SPUTNIK!



Under 5 M. \$15.00 per M.
Gold & Silver with colored glow-in-the-dark jewel stones

FREE ADVERTISING LABELS

at your distributor or . . .

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MAKE MORE MONEY

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CANDY COUNTER

Sweets Up Bulk Sales in Supers

By ROBERT LATIMER
DENVER—In diversified bulk vending of candy, gum and confection specialties in a supermarket, a spot alongside the candy department will sell as much as one-third greater volume than it will elsewhere in the store, according to William Storey, Denver operator.



NOW!

9 COLORS FLAVORS
In Cramer's "KING"
7/8" SOLID BALL GUM

Ask your distributor to stock Cramer's "Star-Brite" for you!
210-170-140 BALL GUM

CRAMER GUM CO. INC.

150 Orleans Street
East Boston 28, Massachusetts
Member of National Vendors' Assn.

tion specialties in a supermarket, a spot alongside the candy department will sell as much as one-third greater volume than it will elsewhere in the store, according to William Storey, Denver operator. Storey, who has locations in half a dozen supermarkets, has made an attempt to explain this phenomenon in order to better understand the public's buying practices. He reasons that the concentrated display of pre-packaged candy on either end of the big gondolas serves to arouse many waiting customers, who then use the bulk venders to satisfy a momentary impulse to enjoy a piece of candy or gum.

Complementary Selling

His bulk venders thus benefit by what is known as complementary selling, the effects of which all too many operators aren't fully aware. The bulk venders and array of pre-packaged candy complement one another in sales because, while each stimulates over-all purchases, each satisfies a different need and thus neither competes with the other in sales. The over-all display of bulk venders and packaged candy induces some people to buy a quantity of candy to take home, while other people merely find their appetite for something sweet momentarily whetted.

The one-third increase in sales that Storey has noted serves to justify the assumption that bulk venders scattered thruout a supermarket too often do not of themselves stimulate sales. But when a massed display of the same kind of merchandise is combined with bulk venders, the customer realizes that he wants to make a small purchase to satisfy a momentary impulse.

Old Methods Used

Many operators make no attempt to exploit the effects of complementary selling. Rather, they rely upon the time-honored method of placing machines where the maximum amount of traffic must pass. Thus they argue that the entrance and exit are prime spots in a supermarket, apparently unaware of the fact that in a supermarket, of all places, customers leaving the stores with big bags of groceries don't want to be bothered with fishing for small change. In this sense, the supermarket is not comparable to the corner store, where the housewife generally makes much smaller purchases.

Storey has noticed that children, who continue to be the main users of bulk venders, are particularly susceptible to the concentrated candy display at the gondolas. Typical of children, they don't so much want a quarter bag of candy as something sweet right at the moment, and accordingly the parent uses the bulk vender as the simplest solution. Said Storey: "Investing a penny for a ball of gum, rather than spending at least 25 cents for a sealed bag of candy can't be used until leaving the store anyhow, makes sense to most mothers."

Standard Spots

Of course, Storey uses standard spots—where traffic is concentrated—in order to catch a maximum of sales from the number of machines he locates. It would be pointless to put all his machines at the candy counter and, accordingly, he spots them at turnstiles and before the check stands, where customers wait in line.

The check-stand location is the only spot in which Storey has had any luck with charms. Here, where customers must stand in line, almost any kind of penny machine will get plenty of activity. It is the only location in the markets where

5-cent charms sell. Just about anything sells, reports Storey—salted peanuts, confection-covered peanuts, jelly beans and ball gum.

Operator Helps Store

Storey keeps a running check on what items are selling best and makes a point of informing supermarket managers of the results. In one instance he found that small jelly beans were outselling anything else two to one. The store manager immediately increased his

jelly-bean display and began buying jelly beans in smaller sizes for display on the shelf closest to the machine. The result was a profitable increase in jelly bean sales which has continued ever since.

WESTERN COWBOY HAT
Vacuum Plated
Lots of 1,000 \$10.00 M
Lots of 5,000 8.75 M
Plastic
Lots of 1,000 \$6.00 M
Lots of 5,000 5.00 M
PIONEER VENDING SERVICE
590 Albany Avenue
Brooklyn 3, N. Y.

BIRTHSTONE RING
KIDS WILL WEAR 'EM AND WEAR 'EM!
Kids will wear 'em on their fingers. They'll wear 'em on their toes. They'll wear 'em on their ears. And they'll wear 'em on their noses! Birthstone Rings will do a big job for you. They're set with assorted beautiful rhinestones and come in 2 sizes to fit everybody's finger. Compare these beauties for style and price with any on the market. We know you'll buy our Birthstone Rings!
PLASTIC (Ass'd Colors) ... \$10.00 per M
VACUUM PLATED (brilliant finish) \$15.50 per M
Labels available at your distributor or:

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FINEST RECONDITIONED VENDORS
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Columbus Bi-More Machine 15.00
N. W. 5-Col. Sc Pkg. Mach. 19.50
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N. W. Model 49, 5c Machine 12.50
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Factory Reconditioned "Popcorn Ser" Machines 100.00
Send for 1957 Catalog-Misc. List! All Machines Completely Checked and Ready for Location. Order With Complete Confidence. 1/3 Dep., Bal. C.O.D.

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Immediate Delivery SPUTNIK Satellite Buttons
12 new exciting designs.
Printed in 2 colors.
LOCK-PINS
Packed 1,000 mixed to bag,
7/8" diameter,
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Please contact us for sample and prices,
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MANDELL GUARANTEED USED MACHINES
N.W. Model 49, 1c or 5c \$14.30
N.W. DeLuxe 1c & 5c Comb. 12.00
N.W. 239 1c Parc. 7.95
N.W. 233 1c Parc. B.C. 6.50
Columbus 3c Bulk 6.50
Silver King 1c B.G. or Midee. 7.45
AST Guns 30.00
Acorn, 1c or 5c 9.50

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Almonds, 5-lb. pack \$.85
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Pistachio Nuts, Large Tuffin46
Pistachio Nuts, Vendor's Mix37
Pistachio Nuts, Shell43
Cashew Whole38
Cashew Butts43
Peanuts, Jumbo31
Spanish37
Mixed Nuts30
Tahiti-Lots, 225 ct.32
Rainbow Peanuts32
Boston Baked Beans31
Jelly Beans38
Licorice Gums32
Leaflets, 650 ct.40
M & M, 550 ct.50
Marschets43

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.
STAMP FOLDERS, Lowest Prices.. Write
MEMBER NATIONAL VENDING MACHINE DISTRIBUTORS, Inc.

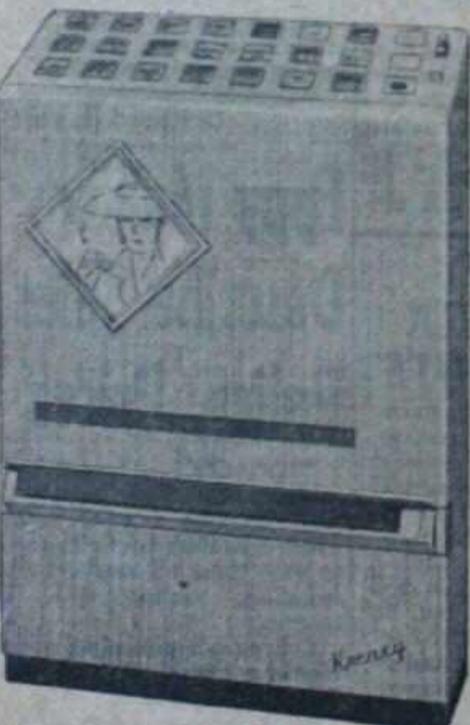
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Deluxe • Electric

CIGARETTE VENDER



- ★ HOLDS 539 PACKS Front Columns 264, Rear Columns 275
- ★ 22 SELECTIONS Pack and matches delivered quickly and smoothly
- ★ OUTSIDE COLUMNS VEND FLAT BOXES at option of operator
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- ★ AMPLE MATCH CAPACITY Adequate Storage for Cigarettes
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Easier to Service—All Parts Accessible—Earns Much More!

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COFFEE-CHOCOLATE • SNACK • COFFEE • SOUP • MILK • COLD DRINKS

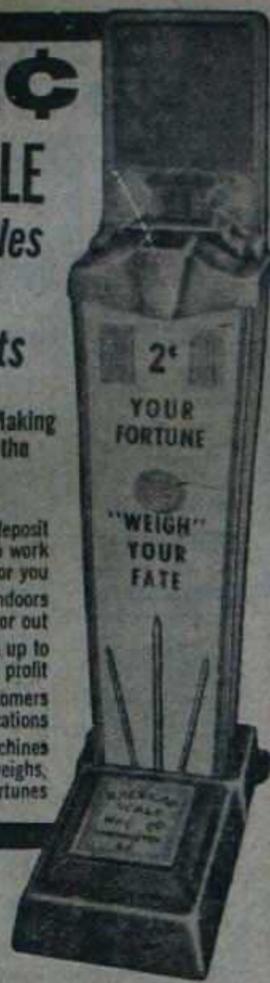
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VENDING EQUIPMENT"
PROVE IT TO YOURSELF!
Just try a Model 49 all-product vender on your route and see for yourself how you can make more money. It's available in 1c, 5c or 10c play.
Write for complete details of this and other Northwestern money makers today.
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2¢ SCALE

Doubles Your Profits

Greatest Money Making Scale on the Market

\$20 deposit puts it to work for you
Good indoors or out
Produces up to 300% profit
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Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14" x 24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

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Dept. B
3206 Grace St. N.W., Washington 7, D. C.

Send more details Send scale
\$20 deposit enclosed

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ADDRESS _____
CITY _____ ZONE _____ STATE _____

Bulk Banter

Continued from page 77

is getting ready to go off on a hunting trip . . . Paul Crisman, King & Company, Chicago, is taking a breather after designing another bulk vender that uses a sport principle. . . Jack Nelson, Logan Distributing Company, Chicago, has been busy working on an insignia for National Vending Machine Distributors, Inc., of which he is vice-president.

FOR SALE TO THE HIGH BIDDER

Good used Cigarette Machines, 25¢ & 30¢, clean, ready for location; 5 Kenney 8-col. electric; 2 Rowe Presidents, 8-col.; 2 Lehigh 8-col. M.C.; 5 Lehigh M.C., 10-col.; 5 Lehigh M.C., 15-col.; 2 Electro 8-col.

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VICTOR'S SENSATIONAL NEW



GOLF GAME and BALL GUM VENDOR

\$24.50 EA.

Be first with this new money-making sensation.

Solid oak natural finish cabinet, 7" wide, 15" long.
ORDER NOW FROM
NEW YORK'S EXCLUSIVE
VICTOR DISTRIBUTOR

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Syd Rubenstein
590 Albany Ave. Brooklyn 3, N. Y.
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when answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

Rising Costs Cut Op's Profits

Continued from page 77

has a firm grasp of one of the basic problems of the bulk vending industry. The penny remains inflexible, and yet the cost of almost everything involved in bulk vending keeps gradually going up.

Started In 1950

Wilson started in the business in early 1950, on a part-time basis. Then 32, he had been working in an office, and wanted to get out into another field. After about a year he was able to give up his regular job and devote full time to vending. Since then the business has grown to 500 units.

He operates a one-man organization, remarking "I have no profit to pay anyone else." His wife used to help with details such as wrapping money and other chores. But with five small children, she doesn't have time for this any more, and Wilson is operating single-handed.

His best locations are bowling alleys, small shops (machine, tool, die, and the like), bars, gas stations, and restaurants. The machines he has on location in cleaning stores have not proved worthwhile. Ball gum is the only thing that sells in confectionery stores, and restaurants are top locations for gum.

Wilson finds that large factories are either very good or very poor locations, and that in either case there is quite a bit of machine breakage. Referring to factories that are poor locations, Wilson said: "In some large factories they have so many kinds of machines that naturally it hurts all of them. I believe a person has only so much money to spend, and the more machines there are, the less each one will get."

He cited as typical examples times when operators placed alongside his machines ones of a similar design. The volume on Wilson's machines dropped at once, staying down as long as the new machines were in.

On the other hand, he has noted that machines basically different in design tend to help mutual sales. If someone puts in a soft-drink machine, the volume on Wilson's peanut vender promptly goes up.

Unlike most operators, Wilson has had little success with capsules. When they first appeared they were successful, but volume soon dropped off. He said: "The customer does not know what he is going to get from a capsule vender. People buy gum balls because they like to get something to eat. But they get tired of toys after a while. The novelty of eating never wears off."

Servicing is based on the emptying rates of venders in each location. When a new machine is put in, Wilson usually checks at the end of two weeks, and soon learns what schedule of servicing is required. If a machine doesn't empty in about a month, Wilson feels it is hardly worth keeping the location.

After he has determined the emptying rate of a machine, he enters the location on his route list that is broken down into bi-weekly, weekly, semi-monthly, and monthly servicing schedules. He handles all aspects of servicing at one time, and carries a full stock of machines in his car so that he can make immediate replacement when necessary.

Altho plastic globes are an answer to breakage, Wilson dislikes them. He finds them too cloudy to effectively display merchandise, and has found that too many people carve their initials on them or burn holes thru them with cigarettes.

Wilson prefers stands with large bases that best resist tipping. How-

ever, when space is a problem he uses special small-base stands that fit against the wall and will hold two machines.

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SURE-LOCK, the perfect capsule. Outstanding items. Send \$2.50 and receive 100 high quality filled capsules. Contains our complete line.



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GOOD BUY!
700 VENDERS ON GOOD LOCATIONS!
Gum, charms, capsules, pistachios and jelly beans. One man can service route. Victor's and Acorn's, mostly 3 or 3 on a stand. \$1,000 cash includes merchandise in machines, stands and locations; or buy the merchandise and rent the route of vendors. "3" is Acorn globes 75¢ each.

FAYE
1635 Osceola Street Denver 4, Colorado

Sternberg Named Harold Roth Asst.

WESTBURY, L. I., N. Y.—Herbert S. Sternberg, vice-president of Continental Industries, has been named special assistant to Harold Roth, the firm's president. Sternberg is also vice-president of the Valley Commercial Corporation, Continental's subsidiary for the financing of vending equipment. He had previously been with Standard Factors (now the Standard Financial Corporation), a finance house which specializes in coin machine paper.

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

Counter Suit
Continued from page 77

machine just before Rowe began quantity delivery of its unit, thereby depriving Rowe of "the fruits of its labor, great efforts and expenditures" and causing "irreparable injury."

Specifically, Rowe bases its claim on the cabinet design patent Des. 170,893, assigned by its inventors, industrial designers Raymond Spilman, Anthony R. Morrow and Edwin Axel. This is the cabinet which Rowe used in its Commander model. The counter-suit charges that Continental is infringing this patent and will continue to do so unless restrained by the court.

In answering the Continental charges, Rowe said that push buttons have been used on vending machines since August, 1946, and that Rowe's push button differs from those of Continental both in construction and material used. It also maintains that the cigarette package trade-marks are not owned or controlled by Continental, but by the cigarette manufacturers whose brands are reproduced.

Eppy Mailings
Continued from page 77

series No. 12, which consists of 18 different vacuum-metalized charms in gold, silver, red, blue and pink. The price schedule per thousand charms follows: \$4.10 in quantities 100,000 and up; \$4.35 in quantities 25,000 and up; \$5.50 in quantities 5,000 and up, and \$6.00 in quantities from 1,000 to 4,000.

The same price list quoted quantities and prices of a Christmas gimmick mix consisting of approximately equal portions of Christmas bells, balls and bulbs in vacuum-metalized gold, silver, red, blue and pink. The mix sells at \$11.25 per 1,000 in quantities of 5,000 and up, and at \$14.00 per 1,000 in lots from 1,000 to 4,000 charms.

Christmas balls and bells sell individually at \$12.50 per thousand in quantities of 5,000 and up, and at \$15.50 in quantities from 1,000 to 4,000. Christmas bulbs sell at \$9.00 per thousand in quantities of 5,000 and up, and at \$11.25 in quantities from 1,000 to 4,000.

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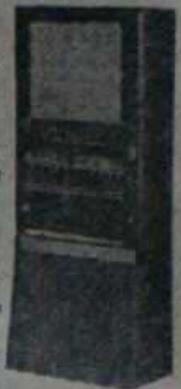
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oak's "400" capsule vendor
Holds 400 capsules, for larger profits on each filling, without crushing capsules or jamming because of half capsules. The "400" is tamper-proof with a pick-proof lock and has a wide globe opening to permit easy filling. Shipped with 1¢ coin carrier and insert to changeover to vending jawbreakers or large 1" gum. "400" Conversion Head fits your present standard Acorn Vendor!

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Accommodates flat packages up to 1/2" by 2" by 3 1/4". Has separate cash box. Advance coin detector with automatic coin return when machine is empty. Protected against break-in. Available for 1¢, 5¢, 10¢ or 25¢ operation.

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- Attention-getting front. Three-view showcase display window attracts attention
- A brand new Bowling Game
- Designed for faster play
- Has an extra large playfield
- Proven trouble-free mechanism and flipper
- Size: 14" high, 10 1/2" wide, 9 1/2" deep
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D. Haun Dies; Star Title Strip Prexy

PITTSBURGH—Dal E. Haun, president of the Star Title Strip Company died here last week (12) of a heart attack. Haun was 52 years old, and had suffered with a chronic heart condition for a number of years.

Star officials were undecided as to who would take over leadership of the company. Norman Morgan, who originally founded the firm with Haun will be in control until a meeting of the stockholders to elect a new president.

Firm Growth

Haun, together with Morgan, founded the firm in 1944. One year later they incorporated with five stockholders. In 13 years, the firm has grown from the original two founders to its present size of 20 employees. Besides the original Pittsburgh office, the firm also has an outlet in Chicago.

Haun, a native of Pittsburgh, worked briefly for a local utility company and later headed his own publishing company before founding Star Title Strip Company.

Among his many interests, he was an amateur song writer, and

(Continued on page 82)

W. Va. Ops Hold Meet In Fairmont

FAIRMONT, W. Va.—An area meeting for all operators was held here last week (8) by the West Virginia Music Operators' Association, with discussions of legislative matters, license fees and general operating problems highlighting the agenda.

The meeting was held in the offices of Mid-State Distributors, and was attended by a representative group from the North Central State area.

Officers

Among West Virginia MOA officials were: William N. Anderson, James Stevens, C. H. Flannery, Dana M. Hicks and Kenneth Mathew. Mathew incidentally was in charge of serving food and refreshments to the group.

Other operators included: Ross Gerard, Phil Sweeney, Harold Shaw Willard Edmond, Jack Delligatti, J. H. Mose Boyer, Louis Oliveto, Robert Manley, Elmo Trickett, Edgar Henderson and John Swisher.

Set Juke Copyright Hearing for Dec.

• Continued from page 17

notify you of the likelihood of these hearings.

"In view of the fact that there have been comprehensive hearings and conferences on this subject matter for many years past, it is contemplated that these hearings should be concluded within two days. Along this line, the proponents of the legislation will be allotted one day to present such testimony as they desire, and the opponents will be allotted one day to present such testimony as they desire, and the opponents will be allotted a like time to present their evidence on the matter. In this connection, however, any supplemental statements of the persons who

DE LA VIEZ ADDS PLUME TO BONNET

WASHINGTON — Hirsh de La Viez long known among juke box operators for his successful handling of the entertainment program at Music Operators of America conventions, added another plume to his hat.

De La Viez, who heads his own operating company here, Hirsh Coin Machine Corporation was elected Chief Barker of the Variety Club of Washington for 1958.

It was the first time in the history of the Variety Club thruout the world that a juke box operator has been elected to this office. De La Viez will also be chairman of the 22d annual dinner to be held by the Club at the Statler Hotel, November 30.

NYSOG Holds Regular Meet

POUGHKEEPSIE, N. Y.—The New York State Operators' Guild held its regular meeting at the Nelson House here Wednesday night (13) with 30 members attending.

All NYSOG members have now joined the State organization, the New York Coin Machine Association. Guests at the meeting were Irv Kempner, Ruyon Sales, and Stuart Housse, public relations director for Grossingers.

Board and advisory committee members of the State organization will be in Buffalo Tuesday (19) to sign up local operators. They will meet with operator representatives there.

1,000 Attend Fete Of N. Y. Music Ops

NEW YORK—More than 1,000 persons, the largest crowd ever to attend a coin machine function in the New York area, turned out for the 20th anniversary banquet of the Music Operators of New York Saturday night (9) at the grand ballroom of the Waldorf-Astoria Hotel.

While a top array of recording talent, steak dinners and free-flowing libations contributed to make

the event a festive affair, the absence of one man somewhat took the edge off the banquet.

Coinmen here still feel keenly the loss of the late Sidney H. Levine, counsel and one of the founders of MONY and also counsel for the Music Operators of America.

Levine Honored

MOA Board Approves 5-Point Program at Miami Meeting

New Legal Counsel, TV Show, P-R Program and Copyright Stand Defined

MIAMI—The board of directors of Music Operators of America concluded a week long meet here Friday (15) at the San Souci Hotel with approval of a multi-point program that included:

- Sponsorship of a nationwide television show—The Peter Potter Juke Box Jury—that will originate out of Los Angeles.
- Approval of a resolution authorizing MOA to give full support to the Massachusetts Music Operators Association and their president, Dave Baker, in their

fight against a city and State \$150 per juke yearly license fee.

- Adoption of a national public relations program in co-operation with the Police Protective League, with MOA operators rendering aid to local PAL groups that aid under-privileged groups and teen organizations.
- Appointment of a new legal counsel, Chancey Carter, a copyright attorney in Washington, D.C. to replace the late Sidney H. Levine.
- Re-affirmation of MOA's posi-

tion concerning copyright legislation in Congress and a decision to approve an increase in mechanical royalties from 2 cents a side to 3 cents a side, but to oppose any other payments.

• Tentative approval of Miami for MOA's 1959 convention site.

(Continued on page 84)

MOAM Hosts 700 At Second Banquet

BOSTON — More than 700 members and guests of Music Operators' Association of Massachusetts gathered here last week (12) in the Hotel Bradford for the group's second annual banquet.

As well as every music operator in the area who could make the affair there were record stars, juke box distributors, phonograph and record distributors and many in the vending and allied fields. More than a score of acts were presented.

Group Size

This was a remarkable showing for the once-small group which has been responsible for helping promote the high percentage of dime play in the area and which is now

big enough to contest the heavy license fees of the city and State in a case pending before the Supreme Court of Massachusetts.

Highlighting the dinner was the presentation of a traveling case to President David J. Baker of Melotone Vending Company who has held the chair for the third year. Baker, in turn, honored Dave Crompton, who served as ticket chairman, and Ralph Lackey who was in charge of the program book advertising, both for the second year, with savings bonds.

Guests

Guests and officers at the head table in addition to these were: Father Norman O'Connor of Boston College, known as "The Jazz Priest," who gave the invocation; Prof. Dr. C. P. Panayotacos, Greek consul in Boston; Cyrus L. Jacobs and wife; Peter Pompeo and wife; Israel Spector and wife; Arthur C. Sturgis and wife; Philip Swartz and wife; Sidney A. Wolbarst and wife; Bob Rome and wife; James J. Geracos and wife; Saul Robinson and wife, and the group's legal counsel, Arthur Sherman and wife.

All of the four juke box distributors in the city were represented and were accompanied by a delegation of their office staffs in some cases. Silas Redd headed the group from Redd Distributors, accompanied by Sales Manager Bob Jones; Marshall Caras was present for Trimount Automatic Sales Corporation; Edward Ravreby of Associated Amusements had a large party with him, including General Manager Richard Mandell, and Louis Blatt attended for Atlas Distributors.

Record Distrib

Among record distributors were Alan Ross of Decca; Sal Peruggi.

(Continued on page 82)

Charleston Ops Form New Association

CHARLESTON, W. Va.—A total of 18 operators from this Capitol City area met November 5 to form the Kanawha Valley Operators' Organization. Attendance included almost 100 per cent of the operators from the territory.

Officers for the newly formed group are Darris Derrick, Charleston, president, and M. Z. Elkins, Charleston, treasurer.

Among topics on the agenda were dime play and plans for a public relations program, including newspaper advertising.

Operators in attendance were: Doyle Dean, Gassaway; Tom Hunt, Point Pleasant; W. C. Ballard, Belle; Edward M. Oliver, Montgomery; Darris Derrick, M. Z. Elkins, W. T. Cruze, J. Dykes, Raymond Taor, Ina P. Waybright, Ed Flemings, Marvin Rhodes, Reta Fenwick, E. M. Bowling, Bob Bender, Kenneth Edwards, Madlyn Bender and Raymond McClung, all of Charleston.

Jerry Harris Modern Rep

DENVER — Jerry Harris, a veteran of the juke box industry for 18 years, has been named sales representative for Modern Distributing Company, local distributor for Rock-Ola phonographs and amusement games.

Announcement was made by L. D. Shulman, president of the firm. Harris was formerly a representative in Omaha for Lieberman Distributing Company, AMI distributors headquartered in Minneapolis. Harris started his career on the West Coast, moving to Omaha some years ago, where he still resides.

His responsibilities haven't yet been defined, but it is expected he will travel thruout the Omaha territory for Modern.

Correction

NEW YORK—A story in the November 4 issue of The Billboard, dealing with the conspiracy indictment against Al Cohen of Local 531, United Industrial Unions, carried an erroneous headline. The headline said that six persons were indicted. Actually, the six persons referred to had been named as co-conspirators in the indictment, but they have not been accused of any crime. The only indictment handed down in the case was against Cohen. This point was made clear in the body of the story.

Wurlitzer Stages Distributor Meet

MIAMI BEACH—The Wurlitzer Company is staging a worldwide meeting of its distributor organization here this week.

Company officials declined comment on the purpose of the meeting.

At press time, there was no definite information on what the closed session would include.

It was learned, however, that

both foreign and domestic distributors of the firm would attend. In all, 43 distributing companies with a total of 53 offices are expected to attend, along with top Wurlitzer factory and sales officials.

In all likelihood, sales conferences for both foreign and domestic distributors will be included in the meet at which sales plans for 1958 will be explored.

Ops Delay Burial Of 78 RPM Juke Box

Sales Boom on Kits Used to Convert Unit to 45's as 78 Sales Keep Fading

Continued from page 1

they're tunes that appeal to all classes and age groups.

"It seems where operators still have 78 r.p.m. juke boxes, the clientele is varied. They're not what you would call a hot rhythm and blues, race or pop hit location."

Examples of this are top sales of tunes like "Fascination," "Till" and currently the "Lichtensteiner Polka" on 78's to the juke box operator.

Juke Mfrs.

Among juke box manufacturers, the almost phenomenal hike in sales of their conversion kits is greeted with mixed emotions. While they certainly are not turning up their noses at the extra sales, they realize only too well that a conversion kit sold means a new phonograph not sold. But as one sales official said, "this is the business, and there's little to be done as long as operators can still get service out of their old machines."

Reflecting on their own sales pattern, the manufacturers generally attribute the hike in conversion kit sales to the 78 r.p.m. disk price situation.

Ed Ratajack, sales manager of

AMI, Inc., tells of a spurt in demand for his company's conversion kits, every time one of the major record companies announced a price increase.

"There were two major price hikes in 78's during 1957," Ratajack states, "and each time, we were immediately flooded with orders for the conversion kits. Since 1951, they've been gathering dust on our shelves, but during the past 12 months, they've constantly been on back order."

The sentiments were echoed by A. D. Palmer, advertising and promotion manager of Wurlitzer, as well as Kurt Kluever, assistant sales manager of Rock-Ola.

And Downgrading

One official also mentioned the fact that operators weren't downgrading their equipment like they used to. "They're replacing comparatively new equipment with new-200's for 200's and 100's for 100's. The top spots are getting rotations of new equipment, the middle spots are getting rotations of good used equipment, and the poorer spots are sitting with the same old machines they had to start with years back. If the poor spot gets a machine changed, it is only with another poor spot."

Juke box distributors tell very much the same story. For example, in Chicago Mike Spagnola, head of Automatic Phonograph Distributors (AMI), the reasons given by operators for buying conversion kits are twofold: 78's cost more and hit only with another poor spot.

Juke box distributors tell very much the same story. For example, in Chicago Mike Spagnola, head of Automatic Phonograph Distributors (AMI), the reasons given by operators for buying conversion kits are twofold: 78's cost more and hit

tunes are not easily available. Other distributors, Atlas (Seeburg), Coven (Wurlitzer), and World-Wide (Rock-Ola), tell the same story.

Spagnola cites one operator who weighed the cost of an AMI conversion kit (\$32.50) with a newer model used 45 r.p.m. machine, and decided the trade-in value on his old 78 r.p.m. model was so low, he'd keep it and try converting.

Other operators are following similar patterns in their thinking.

Ops' Story

To cite one example, spot-check in the Windy City last week revealed an overwhelming swing to 78 conversions during the past year. Many operators who hadn't even bothered with the practice in past years, were suddenly finding the conversion an inexpensive way to give their old machines a year or two of added life.

Aside from the higher price of 78's and the difficulty in obtaining current pop hits operators were unanimous in citing other factors. Chief among these was the servicing factor. For the routeman, 45's are easier to handle, simpler to replace. For the customer—they sound better. For the operator's office personnel, they're easier to store, take up less space.

As Morris Travers of Admiral Music (a large Chicago area operator) said, "use of 45's has cut our expenses, speeded up machine servicing and generally simplified our storage problems."

Travers recently converted his entire stable of 78 r.p.m. machines and is more than satisfied with results.

Efficiency

As far as efficiency of operation goes, he adds, the converted machine (if done properly) functions as well as a new 45 r.p.m. model.

The only thing, he cautions, changing records on a converted model takes slightly longer than on a standard 45 r.p.m. machine. The serviceman has to fit the record into the adapted sleeve—an operation entailing more care than on standard 45 equipment.

Another operator, Ed Price of Southside Music, who recently converted about 15 of his machines, stated he would convert the remainder during the next few months.

Most of Price's 78's (converted or otherwise) are in poorer locations. He pointed out that the locations' minimum take made expenditure for a new 45 r.p.m. machine prohibitive. Price cited poor trade-in value on older equipment as the chief reason he chose to convert than buy a new machine.

With most operators there was a minimum take requirement that determined whether they would convert the 78's to 45's or buy a new 45 machine.

This figure was generally between \$5 to \$8 per week. Price estimated that if the machine didn't take in \$5 per week, it didn't warrant a new 45 r.p.m. machine but should be converted.

The \$5 figure was also cited by Phil Levin, Caryl Music Inc., who is also president of Recorded Music Service Association, the local juke box operator group.

Levin recently converted about one-third of his 78 machines and plans to either convert the remainder during the next year, or replace them with standard 45 r.p.m. equipment.

More Miles

One operator, Bob Gockman of Southtown Music, stated his firm hadn't made any conversions as yet, but planned to do so during the coming year. "Many of our 78's are in good workable shape, and we would like to get a few more miles out of them before scrapping."

Ray C. Gallet, of Paschke Phonograph Service, bought conversion kits for all his machines but hadn't had time to make the move. "We plan to within the next few months," he said.

We've definitely decided to use all 45 disks on our machines — it's only a decision whether to

Details Juke Contracts at N. Y. Op Forum

By AARON STERNFIELD

NEW YORK—Some key answers covering the pros and cons of location contracts were detailed by Joseph P. Godman, counsel for the Music Operators of New York, at an open forum attended by 30 juke box operators here Monday night (11).

The forum was the first in a series sponsored by Atlantic-New York, local Seeburg distributor. Meyer Parkhoff, Atlantic-New York president, was moderator, with Godman the guest speaker.

Thoro Session

Godman concentrated on advising operators on their rights and responsibilities concerning contractual obligations with locations in a session marked not only by his own thoro presentation but by exhaustive questioning from the floor.

NEXT WEEK: A complete report on Godman's advice, including the discussion at the forum and the names of those who attended.

convert the machine with a kit, or buy a standard 45 r.p.m. model.

Gallet's minimum dollar figure for putting in a new 45 r.p.m. unit was \$20 per week. "If the machine takes in less, we'll probably convert with a kit."

Gallet also cited a record rotation factor as making all 45 speed on his route desirable. "If all our equipment is on 45 speed, we can use records from other locations in some of our poorer spots. As it is now, we have to keep two record supplies, and can't use any of our records from better spots (where he has all 45 equipment) to transfer to poorer locations."

David Koren, of Clover Music, pointed out that the conversion kit usually paid for itself in about one year by savings on new records alone. "For example, figure you save about 15 cents per record. At three records per week, this comes to about \$23 a year. Add to this pick-up in machine earnings, and being able to use standards and other tunes from your other 45 r.p.m. juke boxes and you have the kit paid for."

Koren has most of his 78's in poorer locations whose take do not warrant a new machine. "We don't want to give the stop up, as it might improve. Either a new owner will step in and make the place click or the clientele will just pick-up. However, such a marginal spot just doesn't warrant the expense of a new machine."

78 to 45 r.p.m. Conversion Kits Sold by Manufacturers	
Year	Number of Units
1951	100*
1952	188*
1953	863*
1954	1711
1955	4430
1956	5469
1957	7035

Total conversion kits sold 19,769

Data represents sales figures supplied by three juke box manufacturers who produce 78 to 45 r.p.m. conversion kits. They are AMI, Rock-Ola, and Wurlitzer. Seeburg does not produce a 78 to 45 r.p.m. conversion kit. However kits are available by separate independent manufacturers.

Models for which the kits can be used are:

AMI—Models for years 1949, 1950 and 1951.

Rock-Ola—Models for years 1951, 1952.

Wurlitzer — Models for years 1950, 1951, 1952 and 1953.

*Complete sales figures were not available for years 1951 to 1953.

Seeburg Holds Factory School

CHICAGO—A factory service school for operators and mechanics will be held for a five-day period, November 18 thru 23 at the Seeburg plant.

The school will follow the pattern of previously held sessions by Seeburg, with the factor supplying all necessary material, tools and instruction manuals. Meals, hotel accommodations and transportation will be the responsibility of individual operators attending the classes.

Instruction will cover the current Seeburg line of equipment.

Reservations for the classes are made thru Seeburg distributors thruout the country, with each distributor sending in a certain number of "students." Operators interested in attending future sessions are urged to contact their local distributor.

W. H. Crane Sr., A.B.C. Distrib Head, Dies at 79

SAN ANTONIO—W. H. Crane Sr., 79, partner with his son in the A.B.C. Coin Machine Company, died October 29, after a short illness.

A.B.C. will be run by W. H. Crane Jr. Crane Sr. was a long-time veteran in the coin machine industry, and was active to the very last in his distributorship.

MOAM Hosts 700

Continued from page 81

Northeastern pop representative from New York of RCA Victor, and Asher Shuffer of Eastern Company (RCA distributors); Cecil Steen of Records, Inc.; Arthur Masterson and Bob Messenger of Columbia; Bob Taylor, Herb Dale, Ben Savoia and Martti Takki of Capitol; Godfrey Dickey, Irwin Goldstein, Frank Holland of Mutual Distributors; Saul Weinstein of Transdisc Corp.; Leonard Levy of Coral, Eastern division sales manager; Paul Maged and Chet Wood of Mercury; Mel Robrisch of Decca; and record promoters Ruth Clennot and Ruth Shapiro.

Serving again as emcee for the gala stage show was Jerry Flatto of Boston Record Distributors, and conductor of the 10-piece orchestra was Jack Sager of Boston Record Distributors. The big stage show featured Richard Hayman, Kay Armen, Four Lads, Jimmy Joyce, Lou Monte, Cathy Barr, Don Rondo, The Cadillacs, Pat O'Day, Billy Porto, Jonah Jones, Paula Dolan, Ladd Lyons, Storm Trio, Joanne and Stanley Kayne, Johnny Nash, Judy Valentine, and the Evans Sisters.

Delegations from the Western Association and the Music Operators of Connecticut as well as music men from all of the six New England States also attended. Door prizes consisting of a Hi-Fi phonograph and a record storage cabinet as well as 16 albums were awarded lucky ticket holders.

D. Haun Dies

Continued from page 81

was president of the Amateur Song Writers' Guild in Pittsburgh. One of his better known tunes was "Why Take a Chance?" recorded on the Emerald label.

He was also a member of the local Moose Lodge and the Chamber of Commerce.

Haun is survived by two sons, Dal Jr., 25 and Charles, 23. Body was at the Aetherli Chapel, Friday (15). Interment was private.

50 120 200 SELECTION MODELS

A ROCK-OLA FOR EVERY LOCATION

COIN MARKET PLACE The National Exchange for Coin Machine Personnel, Products, Services and Opportunities.

CLASSIFIED ADVERTISING

REGULAR CLASSIFIED ADS Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps. RATE: 20¢ a word—Minimum \$4.00

CASH WITH ORDER

DISPLAY CLASSIFIED ADS Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted. RATES: \$1.00 a line—\$14.00 per inch CASH WITH ORDER Unless credit has been established.

In determining cost of regular Classified Ads be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO: THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22

Parts, Supplies & Services

WRITE TODAY FOR BLOCK'S PARTS AND SUPPLIES CATALOG

Coin machine industry's leading supply house. Just off the Press! Mention this advertisement.

Block Marble Co. 1425 N. Broad St. Philadelphia 22, Pa.

Used Coin-Operated Equipment

ANYTHING IN VENDING MACHINES—Resty type machine made, new or used; under the market price. Established 20 years. Mack H. Postel, 2525B Milwaukee Ave., Chicago, Ill. de2

CIGARETTE CANDY VENDING MACHINES: reconditioned, refinished, guaranteed like new. T. O. Thomas Co., 1372 Jefferson, Paducah, Ky. de30

CIGARETTE MACHINES—8-COLUMN Rowe Crusaders, new paint, 25¢ & 30¢ vending, \$60 each; 8-Column Eastern Electric, new paint, 25¢ & 30¢ vending, \$60 each; 5 or more machines, \$55 each, 1/2 down, balance C.O.D. Dallas Cigarette Service, 2996 McKinney Ave., Dallas 1, Tex. de2

FOR SALE—25 TRADIO TU-5 COIN OPERATED Radios, make offer. Genduso, 154 Tia Ave., New York 11, N. Y.

NEED SPACE—MOSCOPES WITH GOOD Reels, \$40; Drop Picture Machines, \$20; 3-D Movies, \$175; 4 Seeburg Ray Guns assembled to counter same as shooting gallery, complete, \$100; Pokerinos, also Arcade Equipment, Meyer Wolf, 529 Boardwalk, Atlantic City, N. J.

SHIPMAN DUPLEX STAMP MACHINES, \$10; Triples, \$29.50 each, like new. Folders direct factory prices. USP Co., 108 Grand, Waterbury 3, Conn. de25

U-SELECT-IT CANDY MACHINES, \$35; Rowe Diploonal Cigarette Machines, 30¢ vend, \$25; 144 capacity Sanitary Machines, \$25. Send 1/3 deposit. Texas Associated Enterprises, P. O. Box 1008, Amarillo, Tex. de9

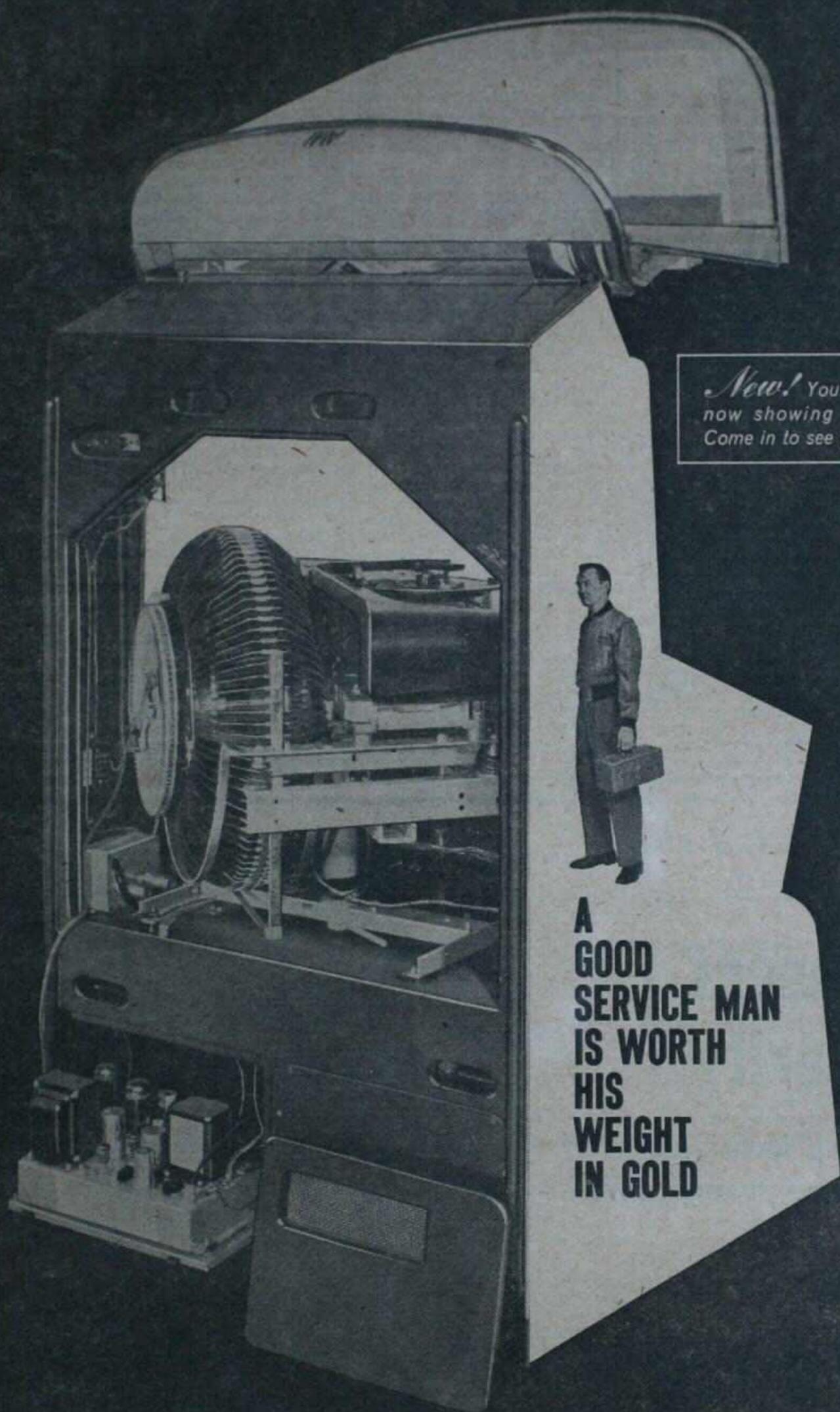
22 MILLS STAINLESS STEEL TAB GUM Machines, in splendid condition, \$7.75 each. Box M-311, c/o The Billboard, Cincinnati 22, Ohio.

50 THREE AND FIVE IN ONE MACHINES vending one cent and five cents' worth of merchandise such as nuts or candy, \$9.95 each. John Huff, 1920 Rose St., Baltimore 13, Maryland.

Wanted to Buy

ALL TYPES USED VENDING MACHINES wanted. 49's, Acorns, Toppers, Silver Kings, Counter Games, send us your lists. Rake, 609C Spring Garden St., Philadelphia 23, Pa. ch-17n

CASH—HIGHEST CASH PAID FOR C.C. Blinksers, C.C. Bull's-Eyes, United and Genro Guns, Wms. Baseballs and 5 Keeney Fisher Pools. Allied Coin Machine, 856 Milwaukee, Chicago 22, Ill., or call Canal 4-0292. de2



New! Your AMI distributor is now showing the "H-200 M"! Come in to see it soon.

**A
GOOD
SERVICE MAN
IS WORTH
HIS
WEIGHT
IN GOLD**

See that the juke boxes he cares for make no unreasonable demand upon him—or you. Let him get in and out faster on maintenance calls, get more calls out of your service dollar with the Model "H". Just look: the wrap-around hood swings up. All the way up. Locks in place. Your man gets in fast. Gets out fast. And no knuckle busting. The mech slides out. Turns around. Service is chair height. Parts? You have less parts inventory with this one than any other juke box ever made. One solenoid on the H-200 does the work of hundreds of separate magnets on other juke boxes. There's less to go wrong. And any AMI operator will tell you—less does go wrong with an AMI. Give your service man the chance to make the most of his valuable time. Call your AMI Distributor.

AMi *Incorporated*
1500 Union Ave., S.E.
Grand Rapids 2, Michigan
Chicago Zurich

MOA Okays 5-Point Program

• Continued from page 81

The board of directors meeting in this vacation - land paradise, drew a hefty attendance of 26 out of a total of 35 MOA directors, their friends and families.

Association president, George A. Miller, left Saturday (16) almost immediately following the meeting to go to Washington and confer with the group's newly appointed legal counsel, Chancey Carter.

The pair will prepare a written brief for presentation at pending Senate subcommittee hearings, December 11 and 12 (see separate story, this issue).

Carter, whose appointment was known to be sought by many groups for his experience in the copyright field, is an old hand at handling the ASCAP legislative arguments.

Copyright

He was formerly a member of the law firm of Kirkland, Fleming, Greene, Martin & Ellis, where he advised and handled all matters relating to ASCAP for the juke box manufacturers' association.

He left the firm to go into partnership with his father, a copyright attorney of long standing, in Washington.

From Washington, Miller said

SEE THE ALL-
LOCATION LINE BY
WURLITZER
PIONEERS OF
50 CENT PLAY

he would leave for Boston Wednesday (20) to confer with MOA president Dave Baker. MOA has gone on record as voting full assistance to the Massachusetts group. Miller couldn't say at this point what form the aid would take, but stated it would depend on the demands of the situation.

A TV Show

The approval by MOA directors of the proposed television show makes its presentation at a near future date a virtual certainty. Potter has already signed a tentative agreement with MOA, and all that remains is the signing of the final contracts.

Miller stated all terms had been fully agreed to by both parties.

The Peter Potter Juke Box Jury which has appeared for seven years in California is now presented on a State-wide basis only. Negotiations with the network to expand to nationwide coverage will follow, but Miller states they are only a matter of settling "details."

New Name

Under MOA auspices, the show's name will be changed to: MOA's [BJ] and will appear for a half hour weekly. Miller stated he was confident of support from the juke box manufacturers, record companies and even various other sponsors, such as cigarette companies.

Format of the show is simple. A panel of four persons appear as a jury. An orchestra plays a new tune, and the panel votes whether it will be a "hit" or "miss." Miller said some of the names signed to appear to date are Mickey Rooney, Ann Miller, Jerry Lewis and Dean Martin.

Op Appears

One innovation will be to have a juke box operator appear each

week as a member of the panel, a different operator each week.

Also, representative models of each juke box manufacturer's line will appear on the stage as a background setting.

Operators will be furnished decals and other location promotion material to plug the program.

The prospects of MOA holding their 1959 convention in Miami received added impetus at the meeting. Miller said the directors were enthusiastic about such an arrangement and approved the resolution. Final decision now rests with the general membership, and the matter will be submitted for vote at the 1958 convention in Chicago during May.

The directors - approved public relations program with the Police Protective League will commence immediately. A resolution confirming the details has been passed by both groups.

Several members of the Police Protective League attended the Miami meet to present their plans to the MOA directors.

Basis of the plan will be to have juke box operators co-operate with local PAL organizations, which are sponsored by the Police Protective League, and are engaged in various civic functions such as helping under-privileged children and sponsoring teen canteens.

Juke box operators in each area will work out their own arrangements with their local PAL groups. Stickers will be furnished for affixing to the phonographs, telling the operator is a contributor to the civic cause.

One operator, Willie Blatt in Miami, had already started his program of co-operation with the PAL organization and had contributed funds. Other operators throught the country were expected to follow shortly.

Directors also received a preview viewing of the Warner Brothers new release—"Jamboree." The picture mentions the MOA

1,000 Attend N. Y. Ops' Fete

• Continued from page 81

organization and making it a vital force in the industry.

Denver told of the Sidney H. Levine Memorial Fund, designed to assist people who want to further their education. He also discussed Sidney Levine's assistance to operators at the local level.

Denver hailed the effort of the association to prevent racketeering elements from gaining a foothold in the industry, citing the recent injunctions and the indictment. He paid special mention to Sam Meznanski, who represented MONY at the injunction hearings.

The association gave Denver a plaque in honor of his 20 years of service to the organization. Nash Gordon, managing director of MONY, made the presentation.

The entertainment program was filled with top names from the record and night club fields. Appearing were Neila Ates, from the Broadway cast of "Fannie"; Rusty Draper, Mercury; Georgia Gibbs, RCA Victor; Tony Bennett, Columbia; Alan Dale, ABC-Paramount; the Four Lads, Columbia; Johnny Nash, ABC-Paramount; Anna Maria Alberghetti, Mercury; Joey Bushkin, Capitol; Joe Allegro, Mohawk; Tish Dwelley, Decca; Martha Davis & Spouse; LaVerne Ray and the Raytones, Okeh; Larry Halpern, comic; Paul Winchell, M-G-M, and the Appletons, from the "Follies Bergere."

Billy Schuback and his ork provided the music, and Lou Saxon was emcee.

organization and makes several references to the juke box industry.

Release of the picture was delayed pending approval by MOA. Miller stated the picture was "wholly complimentary and would give some wonderful publicity to the juke box industry."

Out-of-town guests included George A. Miller, MOA president; Larry Marvin, California Music Operators' Association; Irv Goldner, Amusement Machine Operators of Baltimore; Jim Tolisano, Connecticut Music Operators' Association; Lou Tartaglia and Max Klein, Westchester Operators' Guild; Dick Steinberg, Music Guild of New Jersey; Art Carvey, Bally Manufacturing Company, and Tom Greco, president of the New York Coin Machine Association.

Other dignitaries were Jack Wilson, New York State Operators' Guild; Claire Morano and Eli Casper, Associated Amusement Machine Operators of New York; Barney Schlang and Drew Calland, Local 1690; John Bilotta, Bilotta Distributing, Newark, N. J.; Bob Baer and A. D. Palmer, Wurlitzer Corporation; Jack Gordon, J. P. Seeburg Corporation; Ed Ravreby, Boston Rock-Ola distributors, and Ben Haskell, co-counsel for the AAMONY.

Pretty girls pinned orchids on the ladies and gardenias on the men. The orchids were thru the courtesy of the Sandy Moore Distributing Company, with Delores Brown of the MONY staff doing the honors. Sandra Tucker, Broadway showgirl, distributed the gardenias (courtesy of Leslie Distributors) to the men.

Before the banquet got underway, operators were guests of Sandy Moore at a cocktail party.

Officer List

MONY officers are Albert S. Denver, president; Joseph P. Connors, vice-president; Harry Wasserman, treasurer, and Ben Chicofsky, secretary.

The board, including officers, are Jerry Basile, Louis Levy, Louis Herman, Albert (Senator) Bodkin, Donald Shapiro and Mac Polloy. Nash Gordon is managing director.

For Permanent Prosperity

equip every location
with the new, trouble-free

United Phonograph

"It's entirely new from the floor up"

Write for complete information today!

UNITED MUSIC CORPORATION

3401 NORTH CALIFORNIA AVENUE
CHICAGO 18, ILLINOIS
CABLE ADDRESS: UMCORP



Model UPA-100

Ops See Free Plays Legal Risk in Wis.

State, Local Laws Keep Pin Situation In Flux; Some Rulings Conflict

This is the fifth in a series of articles on the effects of the U. S. Supreme Court ruling subjecting payoff pinballs to the \$250 gambling tax.

MILWAUKEE — Recent Supreme Court rulings may have opened the door for coinmen operating free-play equipment in many parts of the country. But, Wisconsin isn't one of those areas. Operators attempting to place free-play equipment in locations here run the risk of violating State and local laws which ban them.

A confused situation? "The prize understatement of the year," according to one veteran Wisconsin operator. "A lot of our operators don't know from one day to the next what will pass inspection as legal here most of the time. As a result, there is a heap of confusion all over the State, and a lot of operators are taking unnecessary chances."

None of the games distributors in this territory admit to handling either bingo-type, or free play machines which are labeled illegal according to the statutes. "We've got too much to risk," they claim. According to the distributors, any bingo and free play units that may be in use here would have to enter the territory via Windy City distributors.

Operating firms whose routes extend beyond the Beer City boundaries and into those of several nearby counties find themselves working under conflicting rules at times. In Waukesha County, ad-

joining Milwaukee County, a Milwaukee based coinman, Ed Puzia recently won out in a jury trial over charges by the district attorney that he had been operating a gambling device. The piece of equipment picked up in a Waukesha County location as a gambling device had no free-play or pay-off features. It was a machine which Puzia himself had revamped so that no more than one dime at a time can be used. It eliminates multiple plays to conform with State law which defines machines accepting more than one coin at a time as gambling devices.

As a result of the court victory in nearby Waukesha County for his converted coin machines, Puzia feels confident it could also pass legal inspection in his home county, Milwaukee. He has already had an informal okay by Milwaukee's district attorney staff members when he invited them to examine the conversion units.

Milwaukee operators, spearheaded by Joe Beck of Mitchell Novelty Company, and Doug Opitz, Kendon, Inc., recently fought an unsuccessful battle to have free play games legalized by the State. They hired a former Milwaukee city attorney, Joseph Tierney to represent them in the State Capitol. Their lobbying efforts came within a few votes of seeing a more favorable measure passed at the last legislative session.

Coin machine association groups in the State are confident that

(Continued on page 89)

AUGUST IS SIXTH MONTH TO TOP \$2 MIL EXPORT

CHICAGO—For the sixth consecutive month U. S. coin machine exports broke the \$2,000,000 bracket. U. S. Department of Commerce figures show that coin juke box, game and vending machine shipments during August totaled 7,581 units valued at \$2,564,869.

Per-month dollar volume of game exports is running at \$625,000 and the per-month average for all coin equipment is topping \$2,250,000 (see full story in November 4 issue).

The country-by-country breakdown of August imports of jukes, games and venders from the U. S. is listed in chart elsewhere in this section.

Expand Game Distribution in Mid-South Area

MEMPHIS — Robert Goad, president of Game Sales Company, said last week his company is beginning to expand the distribution of games in Memphis and the Mid-South area with a new sales program.

"We're going into it in a big way," said Goad.

Goad conferred last week in mapping out his extended sales program with John Cosola, representative of United Manufacturing Company of Chicago.

Games Sales Company was recently appointed exclusive representative in the State of Mississippi for United Manufacturing Company.

Games Sales recently celebrated its first birthday. It handles sales and distribution of all types of amusement games. Vice-president is George Sammons, who heads Sammons - Pennington Company, Seeburg distributor. Secretary-treasurer is Cotton Pennington.

Natl. Shuffleboard Names Ed Martell

ORANGE, N. J.—Ed Martell has been named sales manager of the National Shuffleboard Company here. He had been New England distributor for the firm for seven years.

The newly named sales manager retains his operation in Turners Falls, Mass.

Lewis Quits Exhibit; Game Output Halts For Rest of 1957

Reason: Electro-Snap Needs Room For Bigger Aircraft, Missile Work

CHICAGO — Exhibit Supply Company last week accepted the resignation of its president, Samuel B. Lewis, and announced that amusement game production has come to a halt. There was hope that such production might be resumed at a later date.

At the present time Exhibit's facilities are being used to bolster "vital production needs" of its parent company, Electro-Snap Switch & Manufacturing Company.

The organization explained that "demand for Electro-Snap products, having to do with aircraft and missiles, has recently increased substantially to the extent that resumption of game production will have to wait at least a few months."

Production of Exhibit's Arcade equipment, cards and card venders will continue as usual, the firm reported.

Lewis & Exhibit

For Lewis, it marks the end of two and one-half years with Exhibit. He was hired in April, 1955, as general manager and was made president and elected a member of the board of directors later that year.

Under Lewis, Exhibit introduced

the game of Skill Pool and was first to distribute such a game on a national basis. The result was one of the biggest over-all sales in Exhibit's history, and the game, in various forms, became a record-breaking sales item thruout the industry.

Lewis told The Billboard that he has "no plans at the moment." He is considering several offers from both within and outside of the coin game industry.

For Exhibit, it marks a break in a long string of service to the amusement game industry. The firm, under John Frank Meyer, entered the game field shortly after World War I. Aided by Meyer's creative capacities, Exhibit became a major manufacturer of Arcade and amusement game lines. Meyer remained in full control of the firm until its incorporation January 1, 1935. He was then elected president, a post he filled until his death November 1, 1948.

Lewis entered the coin machine industry in 1948 as an executive with Chicago Coin Machine Company. In 1952, he became vice-president and director of sales for Genco, and took part in expanding that company. He left Genco to join Exhibit.

Chi Coin to Set Up 5 Gun Gallery at NAAPPB

CHICAGO—Chicago Coin will set up a five-gun exhibit of its pellet-shooting Super Commando Machine Gun at the December 1-4 convention of the National Association of Amusement Parks, Pools & Beaches. The battery will be in operation, with visitors welcome to try their aim.

The Commando was first displayed at the factory last May during the Music Operators of America Show (The Billboard, May 20), but the NAAPPB Show will mark the first public showing of the complete set-up in operation.

Since May, improvements in performance and design have been made, following thoro tests with a 10-gun installation in actual operation at Riverview Park, Chicago. The targets are now driven by a

single motor, and new targets have been added.

The Commando is available in package form, with complete set-up, or in part, with as many types of targets as desired. It may be ordered in varying widths, with a 12-foot set-up as basic unit.

Fully-Automatic

The set-up includes electrically-operated, fully automatic guns, targets and pellet-cleaning mechanism. Firing pieces resemble 50-caliber machine guns. Player inserts a coin (adjustable to nickel, dime, or quarter) and pushes thumb button to fire bursts of pellets or continuously. Each gun holds 8,000 pellets, poured in thru top of gun.

Targets include moving animals, metal bells that swing and clang.

(Continued on page 90)

Utah High Court Blasts Salt Lake City Pin Ban

SALT LAKE CITY—Pinballs and other devices can be licensed, taxed or regulated by Salt Lake City, but not prohibited. That is the ruling of the Utah Supreme Court.

Justice Lester A. Wade, writing the unanimous opinion, said that the city exceeded its legal powers when it enacted an ordinance banning pinballs in public places.

The ruling upholds a Third District Court order enjoining the city from enforcing an ordinance banning pins.

But the city retains power to enforce its law against gambling and

may confiscate any machine used for such purpose.

City Attorney E. Ray Christensen said the city apparently must draft an ordinance regulating pins which would conform to the State high court ruling.

The injunction barring seizure of pinballs under the ordinance was gained by J. A. Stevenson and other members of the Intermountain Music Operators' Association.

"The ordinance goes beyond the powers granted to the city to license, tax, regulate and suppress," Justice Wade asserted.

The city took its cue to pass the ordinance from powers granted it

(Continued on page 91)

Nat. Rejectors Marks 2d Yr. German Output

HAMBURG, Germany — Starting its second year of service to European coin machine manufacturers, the German subsidiary of National Rejectors, Inc. here has increased its quarters and sales volume substantially.

Noting in 1956 a marked increase in the number of machines being manufactured abroad, National sent G. N. Kuechler, secretary-treasurer of the parent St. Louis company, and H. O. Hedergott, Los Angeles branch man-

(Continued on page 92)

COIN MACHINE EXPORTS

August, 1957

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	701	\$ 383,171	1,119	\$152,309	500	\$ 3,750	2,329	\$ 539,230
Venezuela	405	337,565	22	8,334	4	500	431	346,399
Italy	1,163	310,741	1,163	310,741
W. Germany	313	244,721	133	36,684	289	20,035	735	301,440
Canada	195	118,694	184	31,947	516	107,027	895	257,668
Switzerland	184	127,524	104	20,034	2	1,020	290	148,578
Cuba	174	91,894	65	15,254	28	1,546	267	108,694
Netherlands	185	79,691	36	2,430	221	82,121
Dom. Rep.	43	31,734	94	17,615	137	49,349
Phil. Rep.	53	43,037	6	3,510	59	46,547
Sweden	27	19,142	31	8,589	61	5,750	119	33,481
Mexico	28	19,640	1	900	29	20,540
Guatemala	25	19,983	25	19,983
Yugoslavia	25	19,960	25	19,960
Peru	20	13,612	8	1,000	28	14,612
Other countries	299	166,907	304	93,465	225	5,154	828	265,526
TOTAL	2,686	\$1,717,275	3,269	\$701,912	1,626	\$145,682	7,581	\$2,564,869

IRS Sets \$20 Annual Tax on Miniature Pool

WASHINGTON — The operation of a coin-operated "miniature" pool table measuring more than 45 inches in overall length is subject to the tax on pool tables, rather than the tax on coin-operated amusement devices, according to the Internal Revenue Service.

In answer to a "request for advice from industry," IRS ruled that since the table in question "has no obstructions on the playing surface which preclude its use as a

(Continued on page 87)

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of November 11, 1957)

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model A (46) 40 sel., 78 RPM	\$125.00	\$ 75.00	\$ 90.50
Model B (48) 40 sel., 78 RPM	175.00	99.00	145.00
Model C-40	85.00	69.00	69.00
Model C (50) 40 sel., 78 RPM	195.00	100.00	150.00
Model D-80 (51) 40 sel., 78 RPM	295.00	285.00	295.00
Model E-40 (53) 40 sel., 78 RPM	225.00	225.00	225.00
Model E-80 (53) 80 sel., 45 RPM	375.00	350.00	350.00
Model E-120 (53) 120 sel., 45 RPM	650.00	345.00	395.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	695.00	350.00	585.00
ROCK-OLA			
120 Comet	\$495.00	\$475.00	\$495.00
1428 (48) 20 sel., 78 RPM	99.50	49.50	95.00
1432 (50-51) 50 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	125.00	125.00	125.00
1434 (50-51) 50 sel., 78 RPM	185.00	135.00	150.00
1434 Fireball	195.00	135.00	195.00
1434 Rocket	150.00	135.00	135.00
1436 (52) 120 sel., 45 RPM	335.00	250.00	295.00
1436 A- (53) 120 sel., 45 RPM	175.00	175.00	175.00
1438 (54) 120 sel., 45 RPM	465.00	395.00	395.00
1442 (54) 50 sel., 45 RPM	550.00	495.00	500.00
1446 Hi-Fi 120 sel., 45 RPM	445.00	445.00	445.00
146 (46)	50.00	39.50	40.00
1475 (47) 20 sel., 78 RPM	70.00	25.00	50.00
SEEBURG			
147-M	\$ 65.00	\$ 65.00	\$65.00
148 ML (48) Remote 20 sel., 78 RPM	99.50	74.50	99.00
HM-100-Hideaway (9/49)	149.50	149.50	149.50
M-100-A (9/49) 100 sel., 78 RPM	315.00	149.50	185.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	350.00	395.00
M-100-BL (10/51) 45 RPM	525.00	450.00	525.00
M-100-C (5/52) 100 sel., 45 RPM	525.00	450.00	499.00
HF-100-G (9/53) 100 sel., 45 RPM	695.00	575.00	595.00
HF-100-R	695.00	650.00	675.00
100-W (9/53)	575.00	575.00	575.00
Seeburg Sicum 200 Set	795.00	575.00	725.00
WURLITZER			
1015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
1017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
1100 (47) 24 sel., 78 RPM	75.00	50.00	50.00
1217 Hideaway (50) sel., 45 or 78 RPM	95.00	95.00	95.00
1250 (50) 48 sel., 45 or 78 RPM	145.00	69.50	115.00
1400 (51) 48 sel., 45 or 78 RPM	195.00	124.50	195.00
1450 (51) 48 sel., 45 or 78 RPM	150.00	150.00	150.00
1500 (52) 104 sel., 45-78 RPM Mix	325.00	175.00	225.00
1550-A (53) 104 sel., 45-78 RPM Mix	299.50	275.00	275.00
1600 (53) 48 sel., 45 or 78 RPM	225.00	225.00	225.00
1600-A (54) 48 sel., 45 or 78 RPM	425.00	400.00	400.00
1650 (53) 48 sel., 45 RPM	325.00	225.00	255.00
1650A (54) 48 sel., 45 RPM	295.00	225.00	265.00
1700 (54) 104 sel., 45 RPM	620.00	495.00	550.00
1800 (2/55) (W)	750.00	575.00	695.00

PINBALL GAMES

	High	Low	Mean Avg.
BALLY			
Atlantic City (5/52)	\$ 65.00	\$ 65.00	\$ 65.00
Beach Beauty (1/55)	225.00	175.00	210.00
Beach Club (2/53)	30.00	25.00	30.00
Beauty (11/52)	75.00	43.00	75.00
Big Time (1/55)	180.00	95.00	125.00
Bright Lights (5/51)	55.00	55.00	55.00
Bright Spot (11/51)	95.00	35.00	85.00
Broadway (12/55)	315.00	175.00	250.00
Coney Island (9/52)	45.00	45.00	45.00
Dude Ranch (9/51)	75.00	60.00	60.00
Frolic (10/52)	80.00	43.00	65.00
Gayety (3/55)	95.00	55.00	60.00
Gaytime (6/55)	145.00	110.00	125.00
Hi-Fi (6/54)	75.00	60.00	65.00
Ice Frolics (1/54)	55.00	55.00	55.00
Miami Beach (9/55)	150.00	110.00	125.00
Nite Club (3/56)	340.00	225.00	250.00
Palm Beach (7/52)	105.00	35.00	65.00
Palm Springs (11/52)	65.00	55.00	60.00
Spot Lite (1/52)	45.00	45.00	45.00
Surf Club (3/54)	75.00	40.00	60.00
Variety (9/54)	95.00	70.00	75.00
Yacht Club (6/53)	55.00	43.00	55.00
CHICAGO COIN			
Basket Ball Champ (10/49)	\$195.00	\$125.00	\$175.00
Home Run	175.00	175.00	175.00
Tahiti (10/49)	100.00	50.00	69.50
EVANS			
Saddle & Turf Club Model (10/53)	\$275.00	\$175.00	\$225.00
GENCO			
Basket Ball, 2 Player 400 (10/53)	\$245.00	\$225.00	\$225.00
Golden Nugget (2/53)	75.00	35.00	49.00
Invader (3/54)	95.00	35.00	65.00
Jumping Jack (11/52)	145.00	109.50	125.00
75.00	25.00	50.00	
GOTTlieb			
Arabian Knights (11/53)	\$125.00	\$ 95.00	\$ 95.00
Auto Race (9/56)	265.00	245.00	245.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	65.00	45.00	65.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	245.00	235.00	240.00
College Daze (8/49)	50.00	50.00	50.00
Coronation (11/52)	65.00	45.00	55.00
Crossroads (5/52)	195.00	45.00	195.00
Cyclone (4/51)	40.00	40.00	40.00
Daisy Mae (7/54)	145.00	125.00	140.00
Derby Day (4/56)	210.00	210.00	210.00
Diamond Lill (12/54)	140.00	120.00	130.00
Dragonette (6/54)	175.00	135.00	150.00
Duette (3/55)	195.00	175.00	175.00
Duette Deluxe (4/55)	250.00	225.00	245.00
Flying High (2/53)	65.00	65.00	65.00
Four Belles (10/54)	150.00	125.00	125.00
Four Stars (6/52)	65.00	50.00	50.00
Frontiersman (11/55)	185.00	145.00	185.00
Gold Star (8/54)	150.00	135.00	150.00
Grand Slam (4/53)	65.00	60.00	60.00
Green Pastures (1/54)	100.00	100.00	100.00
Guys & Dolls (5/53)	80.00	60.00	65.00
Gypsy Queen (2/55)	175.00	150.00	170.00
Happy Days (7/52)	65.00	45.00	65.00
Happy-Go-Lucky (3/51)	40.00	40.00	40.00
Harbor Lites (2/56)	200.00	195.00	195.00
Hawaiian Beauty (5/54)	175.00	125.00	145.00
Hit 'n' Run (3/52)	65.00	45.00	65.00
Jockey Club (4/54)	130.00	95.00	120.00
Joker (11/50)	50.00	50.00	50.00
Jubilee (5/55)	210.00	210.00	210.00
Jumbo (10/54)	225.00	225.00	225.00
Just 21 (1/50)	60.00	60.00	60.00
Marathon (10/55)	245.00	245.00	245.00
King Arthur (10/40)	40.00	40.00	40.00
Knockout (12/50)	49.50	45.00	49.50
Lady Luck (9/54)	150.00	120.00	125.00
Lovely Lucy (2/54)	110.00	110.00	110.00
Marble Queen (6/53)	135.00	75.00	95.00
Minstrel Man (2/51)	45.00	45.00	45.00
Mystic Marvel (3/54)	130.00	120.00	120.00
Niagara (12/51)	50.00	35.00	35.00
Pin Wheel (10/53)	100.00	100.00	100.00
Poker Face (8/53)	85.00	75.00	75.00
Quartette (2/52)	110.00	59.50	110.00
Queen of Hearts (12/52)	65.00	65.00	65.00
Quintette (3/53)	80.00	65.00	65.00
Rockettes (8/50)	50.00	50.00	50.00
Rose Bowl (10/51)	50.00	35.00	35.00
Round Up (11/48)	60.00	60.00	60.00
Scoreboard (3/56)	225.00	215.00	225.00

	High	Low	Mean Avg.
Sea Belles (8/56)	\$285.00	\$285.00	\$285.00
Sharpshooter (5/49)	60.00	60.00	60.00
Shindig (9/53)	110.00	90.00	100.00
Skill Pool (8/52)	65.00	40.00	65.00
Sluggin' Champ (4/55)	180.00	125.00	125.00
Southern Belle (6/55)	170.00	165.00	165.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stagecoach (11/54)	150.00	135.00	150.00
Sweet Add-A-Line (7/55)	175.00	175.00	175.00
Toreador (6/56)	295.00	275.00	275.00
Tournament (8/55)	225.00	225.00	225.00
Triplets (7/50)	65.00	65.00	65.00
Twin Bill (1/55)	150.00	150.00	150.00
Wild West (8/51)	50.00	50.00	50.00
Wishing Well (9/55)	185.00	165.00	185.00

	High	Low	Mean Avg.
UNITED			
ABC (2/52)	\$545.00	\$545.00	\$545.00
Cabana (3/53)	150.00	35.00	50.00
Caravan (1/56)	225.00	200.00	200.00
Circus (8/52)	25.00	25.00	25.00
Havana (2/54)	80.00	30.00	45.00
Hawaii (6/54)	120.00	45.00	45.00
Leader (10/51)	95.00	35.00	50.00
Manhattan (4/55)	80.00	60.00	70.00
Mexico (3/54)	195.00	70.00	135.00
Nevada (8/54)	43.00	43.00	43.00
Pixie (9/55)	145.00	75.00	95.00
Rio (11/53)	25.00	25.00	25.00
Singapore (10/54)	43.00	40.00	40.00
Stardust (4/56)	225.00	150.00	165.00
Starlet (11/55)	210.00	98.00	125.00
Stars (6/52)	65.00	40.00	60.00
Tahiti (8/53)	175.00	50.00	90.00
Triple Play (8/55)	85.00	65.00	85.00
Tropicana (7/55)	75.00	75.00	75.00
Tropics (7/55)	175.00	35.00	69.50
Zingo (10/51)	65.00	65.00	65.00

	High	Low	Mean Avg.
WILLIAMS			
All Star Baseball	\$195.00	\$150.00	\$155.00
Army & Navy (10/55)	60.00	50.00	50.00
Big Ben (9/54)	125.00	90.00	115.00
C.O.D. (9/53)	75.00	75.00	75.00
Colors (11/54)	135.00	125.00	125.00
Dealer '21' (2/54)	50.00	50.00	50.00
Deluxe Baseball	195.00	85.00	85.00
Disk Jockey (11/52)	60.00	60.00	60.00
Four Corners (11/52)	65.00	65.00	65.00
Fairway (6/53)	60.00	60.00	60.00
Georgia (7/50)	49.50	30.00	49.50
Grand Champion (8/53)	80.00	60.00	60.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	50.00	75.00
Hong Kong (10/52)	55.00	42.50	50.00
Jalopy (8/51)	40.00	40.00	40.00
Jolly Joker (10/55)	160.00	95.00	95.00
King of Swat	225.00	225.00	225.00
Lazy Q (2/54)	75.00	75.00	75.00
Long Beach (7/52)	75.00	45.00	50.00

	High	Low	Mean Avg.
Bonus Score Bowler (CC) (4/55)	\$395.00	\$275.00	\$345.00
Bowlette (G) (7/50)	40.00	40.00	40.00
Broadway Alley (U)	315.00	145.00	195.00
Capital Deluxe Shuffle Games	435.00	225.00	365.00
Capitol (U) (6/55)	350.00	225.00	295.00
Carnival (K) (5/53)	125.00	45.00	85.00
Cascade (U) (2/53)	50.00	50.00	50.00
Century (K) (6/54)	295.00	175.00	210.00
Champion (B) (5/54)	300.00	125.00	195.00
Chief (U) (11/53)	85.00	85.00	85.00
Classic (U) (6/53)	140.00	50.00	89.50
Clipper (U) (5/55)	385.00	215.00	295.00
Clipper Deluxe (U) (5/55)	425.00	225.00	325.00
Clover Shuffle (U) (1/53)	125.00	39.50	75.00
Club (K) (4/53)	75.00	50.00	65.00
Comet Targette (U) (11/54)	350.00	125.00	250.00
Comet Deluxe (U) (11/54)	345.00	125.00	245.00
Cross-Cross (CC) (11/53)	95.00	95.00	95.00
Cross-Cross Targette Deluxe (CC) (1/55)	110.00	110.00	110.00
Cross-Cross Targette Regular (CC) (1/55)	110.00	110.00	110.00
Crown (CC) (4/53)	50.00	50.00	50.00
Diamond (K) (5/53)	235.00	100.00	175.00
Domino (K) (5/53)	50.00	50.00	50.00
Double Score (CC) (3/53)	95.00	49.50	75.00
Feature (CC) (7/54)	275.00	125.00	185.00
Fifth Inning Deluxe (U) (6/55)	395.00	225.00	295.00
5 Player (U) (1/51)	40.00	40.00	40.00
Fireball (CC) (11/54)	150.00	150.00	150.00
Flash (CC) (9/54)	335.00	195.00	195.00
8 Player (GE) (9/51)	85.00	50.00	50.00
Gold Cup (CC) (7/53)	155.00	75.00	115.00
Gold Medal (B) (3/55)	425.00	275.00	300.00
Hi-Speed Triple Score (CC) (8/53)	60.00	60.00	60.00
Holiday Match Bowler (CC) (9/53)	450.00	225.00	350.00
Hollywood (CC) (5/55)	495.00	225.00	325.00
Imperial (U) (9/53)	215.00	60.00	135.00
Jet Bowler (B) (8/54)	175.00	350.00	200.00
Leader Shuffle Alley (U) (11/53)	195.00	125.00	165.00
League Bowler (U) (1/54)	250.00	95.00	160.00
League Bowler Deluxe (U) (4/54)	195.00	100.00	145.00
Lightning (U) (2/56)	295.00	225.00	275.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	425.00	30.00	325.00
Mars (U) (1/55)	295.00	225.00	275.00
Mars Deluxe (U)	395.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52)	70.00	45.00	45.00
Match Pool (GE) (2/54)	99.50	75.00	80.00
Mercury (U) (12/54)	175.00	150.00	165.00
Mystic Bowler (B) (12/54)	355.00	325.00	355.00
Mercury Deluxe 11th Frame (U)	295.00	235.00	245.00
Name Bowler (CC) (1/54)	50.00	50.00	50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	135.00	70.00	75.00
Original	95.00	50.00	70.00
Pacemaker (K) (9/53)	149.50	50.00	85.00
Pallsade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	265.00	99.50	175.00
Rocket (B) (8/54)	275.00	175.00	275.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	475.00	425.00	425.00
Shuffle Alley Deluxe, 6 Player (U) (10/51)	85.00	30.00	60.00
Shuffle Alley, 6 Player (K)	85.00	45.00	55.00
Shuffle Alley, 10 Player (K)	95.00	50.00	60.00
Shuffle Alley 11th Frame	335.00	150.00	190.00
Shuffle Alley Deluxe 11th Frame (U)	325.00	175.00	255.00
Shuffle Pool (GE) (11/53)	99.50	39.50	85.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K)	65.00	45.00	45.00

	High	Low	Mean Avg.
Six Player Deluxe (U)	\$ 65.00	\$ 40.00	\$ 45.00
Six Player 10th Frame (U)	75.00	55.00	70.00
Speedlane Bowler (K)	275.00	275.00	275.00
Speedy (U) (8/54)	135.00	135.00	135.00
Star, 5 Player (U) (7/52)	95.00	34.50	45.00
Star 10th Frame (U) (9/52)	110.00	29.50	60.00
Starlite (CC) (5/54)	295.00	145.00	195.00
Super Bonus Deluxe (U)	425.00	345.00	375.00
Super Frame (CC) (5/54)	295.00	95.00	165.00
Super Hatch Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100.00	29.50	75.00
Targette (U)	295.00	125.00	185.00
Targette Deluxe (U) (8/54)	320.00	95.00	195.00
Team Bowler (U) (1/54)	295.00	100.00	165.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC)	95.00	40.00	60.00
Thunderbolt (CC)	395.00	265.00	295.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC)	175.00	175.00	175.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Venus Bowler	385.00	225.00	325.00
Yankee (U)	139.00	100.00	130.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Balls; CC—Chicago Coin; Ex—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; M—Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Watling.

AA Gun (K) (4/8)	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/46)	30.00	25.00	25.00
Advance Shockers	22.50	22.50	22.50
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) (4/8)	125.00	125.00	125.00
All-Star Baseball (W)	195.00	100.00	175.00
Anti Aircraft	99.50	99.50	99.50
Atomic Bombers (M)	150.00	95.00	125.00
Auto Photo (AP)	1795.00	1795.00	1795.00
Balloonamat Capitol (1/55)	295.00	295.00	295.00
Baseball (Sc)	79.50	79.50	79.50
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	225.00	225.00	225.00
Basketball (CC)	195.00	155.00	195.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)	145.00	145.00	145.00
Bat-A-Score Sr. (Ev) (8/48)	65.00	65.00	65.00
Bert Lane Merry-Go-Round	350.00	315.00	325.00
Big Broncho (1/51)	345.00	325.00	325.00
Big Inning (B) (4/7)	129.50	65.00	85.00
Big League Baseball (3/51) (W)	195.00	175.00	175.00
Big League Baseball (W) (2/54)	195.00	135.00	175.00
Big Top (G) (6/54)	250.00	250.00	250.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	350.00	250.00	275.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vender (Ex)	50.00	45.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	175.00	175.00	175.00
Champion Baseball (G)	185.00	185.00	185.00
Champion Hockey (4/6)	125.00	125.00	125.00
Coon Gun (S)	175.00	125.00	175.00
Coon Hunt (S) (2/54)	115.00	115.00	115.00
Dale Gun (Ex)	65.00	50.00	65.00
Defender (B) (4/0)	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	195.00	95.00	135.00
Drivemobile (M) (7/54)	195.00	195.00	195.00
500 Shooting Gallery (Ex) (3/55)	175.00	175.00	175.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	125.00	60.00	125.00
Football (M)	275.00	275.00	275.00
Goalee (CC) (1/46)	95.00	65.00	95.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	50.00	50.00	50.00
Hi-Ball (Ex) (2/38)	95.00	75.00	75.00
Hockey (CC)	75.00	75.00	75.00

	High	Low	Mean Avg.
Home Run, 6 Player (CC) (3/54)	\$200.00	\$175.00	\$195.00
Jet Fighter (W) (10/54)	225.00	225.00	225.00
Jet Gun (Ex) (12/51)	110.00	110.00	110.00
Jumping Jack (G) (11/52)	85.00	35.00	75.00
Jungle Gun (U) (7/54)	185.00	135.00	150.00
Kicker & Catchers	52.50	52.50	52.50
KO Fighter	395.00	345.00	350.00
Lite League (W) (2/54)	75.00	75.00	75.00
Lord's Prayer (M) (6/56)	395.00	395.00	395.00
Lovemeter (Ex)	25.00	25.00	25.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper	25.00	25.00	25.00
Midget Movies (CC)	125.00	125.00	125.00
Midget Skeeball (CC)	175.00	145.00	145.00
Mills Scales	65.00	35.00	50.00
Name Plate (R)	150.00	125.00	125.00
Moon Rides (B) (5/54)	295.00	200.00	250.00
Panoram (Mills)	325.00	325.00	325.00
Pennant Baseball (W)	100.00	100.00	100.00
Periscope (CC)	100.00	95.00	95.00
Photomatic (M) (1/50)	395.00	275.00	275.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	75.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	175.00	175.00	175.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55)	195.00	140.00	185.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	175.00	125.00	165.00
Round the World Trainer (CC) (10/53)	375.00	325.00	325.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	365.00	225.00	313.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	195.00	65.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	150.00	125.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	195.00	195.00
Six Shooter (Ex)	125.00	50.00	95.00
S K Grip Vue	30.00	20.00	20.00
Sky Fighter (M) (9/53)	135.00	110.00	135.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	195.00	195.00	195.00
Smiley Pioneer (8/46)	15.00	10.00	10.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ranger (Decol)	295.00	224.50	295.00
Space Ship	95.00	95.00	95.00
Speed Boat (B) (7/53)	325.00	275.00	325.00
Sportland (Ex) (11/51)	120.00	120.00	120.00
Sportsman (K) (11/54)	185.00	40.00	175.00
Standard Metal Typer, F. S.	325.00	199.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	195.00	150.00	185.00
Steeple Chase	75.00	50.00	75.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	175.00	175.00	175.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Jet (CC) (8/53)	295.00	295.00	295.00
Super Pennant (W)	175.00	145.00	175.00
Super Slugger (U) (7/55)	395.00	295.00	350.00
Telequiz (

COINMEN YOU KNOW

Detroit

By HAL REVES

Mr. and Mrs. Herbert Englehart, music operators from Flint, were in town on a buying trip. They visited at Angott Distributing Company and reported business picking up nicely. . . Charles Andrews, salesman for Angott, fell

from the roof of his home while cleaning leaves from the gutter and broke his right foot. However, continued on the job, driving the truck with one foot.

Mrs. Frances Rouen, book-keeper for the firm, has returned from a trip to New York, whence her daughter,

Nancy, left by air to meet her husband in Germany. . . Jimmie Styles, porter of the Angott organization, is back on the job after an attack of flu.

Bob Sulczewski, of the record department at Angott, left to go in the Marine Corps and is being succeeded by Louise White, wife of Harry White, a salesman for the firm. . . Frank Fabiano, formerly Rock-Ola distributor in Southwestern Michigan and part of Indiana, is taking over the Detroit area distributorship.

"QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGOTTEN"

VENDORS

Cigarette	
Eastern, 22 col., new	\$329.00
Mercury, 11 col., 20	175.00
National 90	110.00
National 95	125.00
National 9 M	150.00
Lehigh, 12 col.	300.00
Lehigh, 8 col.	85.00
Lehigh, 10 col.	125.00

CANDY & MISC.

Mills, 5 col.	\$ 65.00
U-Select	35.00
Vandell, 8 col.	95.00
DuGrenier, 8 col., new	Write
National, 7 col.	95.00
Ship, 3 col., Gum	18.00
N.W. 3 col., Roll	Write
Stamp	74.50
U.S., 1 col.	35.00
Ship, 3 col., Stamp	29.50
Kleenex	20.00
Harmon Comb	17.93
Harmon Kotex	25.00
Harmon General	35.00
Frigid Fruit	240.00
4 col. Film Vendors	175.00
Andica Coffee, cup	225.00
Celesta Coffee, cup	225.00
Keeney Coffee, cup	295.00
Spacarb 3 flavor	Write
Cup	323.00
Mills Coca-Cola, cup	123.00
Mills Choc. Cup	165.00
Craig Ice Cream	150.00
Bar	150.00
Revco Cup Ice Cream	125.00

RIDES

Donald Duck	\$273.00
Rifle	275.00
Lancer Horse	495.00
Space Ship	295.00
Palomino Horse	295.00
See-Saw	250.00
Miss America	250.00
3 Horse Carousel	325.00
Crosser Horse	295.00
Big Bronco	350.00
Moonride	325.00
Leaping Lena	165.00
Dopey Duck	240.00
Reindeer	240.00
Pluto the Pup	240.00

5 BALL PIN GAMES

Balls A Poppin'	\$273.00
Blondie	310.00
Band Wagon	300.00
Circus Wagon	215.00
Gypsy Queen	170.00
Hot Diggity	350.00
Mystic Marvel	130.00
Piccadilly	255.00
Race the Clock	190.00
Spit Fire	110.00
Stage Coach	150.00
Shindig	100.00
Southern Belle	165.00
Timbuc Tu	175.00
Thunderbird	115.00

ARCADE EQUIPMENT

Atomic Bomber	\$125.00
Auto Photo	1795.00
Balloonmat	395.00
1 Pl. Basketball	325.00
C.C. Hockey	75.00
Champion Hockey	125.00
Chester Pollard	Write
Football	85.00
C.C. 3 Man Hockey	295.00
Dale Burp., new	Write

ARCADE EQUIPMENT

Dale Gun, Ex.	\$ 65.00
Drive Yourself	425.00
Bat A Score	145.00
Flying Saucer	125.00
Goatee	95.00
Sky Gunner	125.00
Grandma in Glass	Write
Case	125.00
Hayburners	75.00
Heavy Hitters	50.00
Air Raider	125.00
Foot Vibrator	145.00
Jet Filter, Wms.	225.00
Submarine	125.00
Life A League	75.00
Love Tester	125.00
Midget Movies	125.00
Flip Pictures	35.00
Merc. Grip	75.00
Photomatic	295.00
Mute, 3d	175.00
Voica Recorder	375.00
Oracle of the Sphinx w/cards	150.00
Panorams	325.00
Pitch'm & Bat'm	175.00
Pistol C.C.	75.00
Peppy	325.00
Rifle Gallery	175.00
Rock 'n' Roll	95.00
Sportsman Gun	185.00
Squirt, new	Write
Silver Bullets	125.00
Shoe Brush Up	95.00
Shoe Shine	150.00
Shooting Gallery	175.00
Sidewalk Engineer	150.00
Silver Gloves	195.00
Spear the Dragon	125.00
Wms. Crane	125.00
Zingo	65.00
Zodiac Vendors	89.50



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4-Pl. SCOREBOARD	310	RAINBOW	255
2-Pl. CONTINENTAL CAFE	375	AUTO RACES	325
2-Pl. FLAGSHIP	315	CLASSY BOWLER	325
2-Pl. SEA BELLES	295	DERBY DAY	195
2-Pl. TOREADOR	275	HARBOR LITES	185
2-Pl. GLADIATOR	255	SLUGGIN' CHAMP	165
2-Pl. MARATHON	235	WISHING WELL	165
2-Pl. TOURNAMENT	215	SOUTHERN BELLE	155
2-Pl. DUETTE	185	HAWAIIAN BEAUTY	125

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KEY WEST	\$345	MIAMI BEACH	\$125	BRAZIL	\$225
BIG SHOW	295	GAYTIME	125	SOUTH SEAS	195
DBLE. HEADER	345	GAYETY	75	STARBUST	180
PARADE	245	VARIETY	75	STARLET	125
NITE CLUB	225	SURF CLUB	55	PIXIES	75
BROADWAY	215	PALM SPRINGS	50	TRIPLE PLAY	75

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SCOREBOARD	195

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FLAGSHIP	315
SEA BELLES	285
TOREADOR	275
GLADIATOR	255
MARATHON	245
TOURNAMENT	225

SINGLE PLAYERS

ROYAL FLUSH	\$295
ACE HIGH	285
RAINBOW	275
AUTO RACE	245
CLASSY BOWLER	235
DERBY DAY	195
WISHING WELL	185
SWEET ADD-A-LINE	185
EASY ACES	180
FRONTIERSMAN	180
SOUTHERN BELLE	175
GYPSY QUEEN	160
DIAMOND LILL	135
DAISY MAE	130
DRAGONETTE	130
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RINGER SKI BALL \$95

C. C. 6 Player SKI BALL . . . \$325

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ARCADE

Cross Country	\$175.00
United Sluggo	225.00
Genco Pi Fly	195.00
Photomatic	245.00
Quarterback	185.00
Hooligan Pool	85.00
Sportsman Gun	175.00
Rifle Gallery	165.00
Champion Baseball	185.00
Seeburg Bear Gun	85.00

SHUFFLEBOARDS!

12 Ft. American Bank	\$175.00
22 Ft. Rock-Ola	150.00
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5 BALLS

Southern Belle	\$175
Jeckey Club	115
Diamond Lil	130
Gold Star	140

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Free Play Risk in Wisconsin

• Continued from page 85

they are on the right track. Efforts to gain a more favorable climate for games operators via legislative representation, they feel, can result in permission to legally use free plays thruout the State.

One veteran industry spokesman said this: "There is no question in our mind that we can improve the status of the coin machine industry in Wisconsin by banding together and having our case properly presented to the lawmakers. It was only a few years back when the legislators wouldn't even listen to us. Now, we are getting our rightful day in court, at least. We're demonstrating to the legislators and the public that we are legitimate businessmen and have a

right to exist under favorable conditions."

Milwaukee operators have held meetings recently to discuss plans for continuing their legal struggle to legitimize free plays. What is needed, they feel, is more solid support from operators big and little, thruout the State. Too many coimmen, they feel, are willing to take a "free ride" on the backs of those who have been shelling out the funds and energy needed to further the industry's fight.

The press in Milwaukee, led by the Milwaukee Journal, has been a definite obstacle in attempts by local and state groups to obtain more favorable laws for the coin machine business. A number of editorials, plus prominent news coverage of attempts by coin groups to promote more realistic statutes have not been helpful, say association leaders.

Extended coverage has been given in the Milwaukee newspapers recently to controversies between the Common Council and a handful of coimmen allegedly holding financial interests in taverns, contrary to the law. Steps are being taken by the city fathers to make more stringent the rulings which prohibit operators and non-residents from holding ownership in beer parlors.

What the organized groups of coimmen are planning to do in order to extend their battle to legalize free play and uphold what they feel are their rights as businessmen has not yet been made known.

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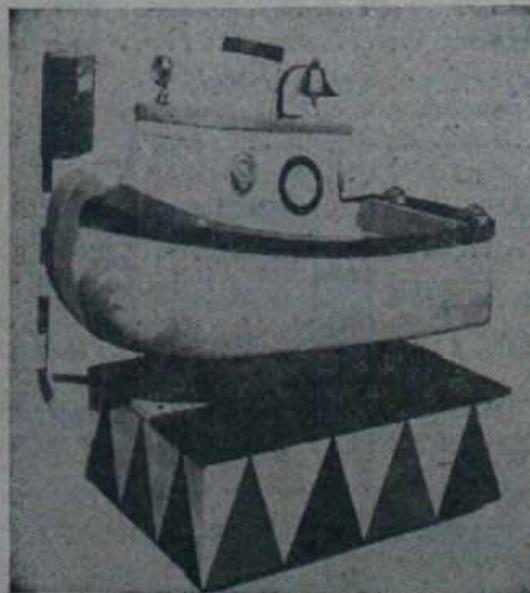
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Kiddie Guns	\$225.00
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Space Ship	275.00
Standard Metal	
Typewriter	375.00
Autograph	
Model 7	1,995.00
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Silver Gloves	\$175.00
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Graphoscope	
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Quarterback	195.00
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Photomatic	275.00
Goales	95.00
Peppy	235.00

Hi Fly Baseball	\$225.00
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BB Champ	140.00
Round the World	
Trainer	325.00
Grandma	495.00
Steam Shovel	135.00
Star Slupper	275.00
Big Bronco	245.00

5 BALLS

Poker Face	\$ 85.00
Hit 'N' Run	65.00
Skill Pool	70.00
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Martin Queen	85.00
Green Pastures	100.00
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G-120	275
F-120	845
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1450	\$225
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Prices Are Down!

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WURLITZER

1017—Cobra Pickup	\$ 35.00
1400	155.00
1250	80.00
1217 HIDEAWAY, 45 rpm	95.00

AMI

MODEL C's	\$ 65.00
MODEL D-40	135.00

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WURLITZER 4851, Like New	\$10.00
WURLITZER 3020, 48 Selees	3.95
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MANHATTAN	\$ 60.00
CIRCUS	25.00
RIOS	25.00
BALLY BEAUTY	40.00
SOUTH SEA	195.00
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NIFTY	\$ 20.00
CIRCUS WAGON	190.00
SKY WAY	85.00
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ARABIAN KNIGHTS	100.00
BALLS-A-POPPIN'	180.00
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LADY LUCK	105.00
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WONDERLAND	130.00
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ARCADE

SEEBURG COON GUN	\$115.00
CHGO. COIN PISTOL	25.00

UNITED & BALLY 14 FT. BOWLERS \$495.00
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GENCO "SWEET 21" \$395.00
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Phone: MEIrose 5-1593

when answering ads...
SAY YOU SAW IT IN THE BILLBOARD!

Chi Coin to Set

Continued from page 85

triangles with mounted birds, light-up bull's-eyes, free rolling ping pong balls, and an "escaping prisoner" which reverses direction when hit.

Pellets have soft inside core with hardened outside, permitting them to give on contact, and providing for their continued use. Pellets roll back into container after being fired, are lubricated and dried by the cleaner unit.

Each gun is adjustable to shoot from 130 to 525 shots per coin. Noise makers on guns produce realistic action.

The Commando is designed especially for operation at amusement parks, fairs, carnivals, Arcades and kiddie parks.

YOU'LL BE AMAZED AT THESE VALUES

For **Rock-Bottom Prices**
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BRAND NEW

Model 1455—200 Sel.—45 R.P.M.
Model 1454—120 Sel.—45 R.P.M.

RECONDITIONED LIKE NEW

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Model 1448—120 Sel.—45 R.P.M.

Also all other late models, taken in trade, at give-away prices. Send for complete lists

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HF100R	\$695.00
HF100G	595.00
M100C	499.50

AMI

G-200	\$695.00
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PRICED FOR YOU

WURLITZER

MODEL 2000	\$695.00
MODEL 1900	675.00
MODEL 1700	495.00

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In the Coin Machine Business Over 25 Years

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MAIn 1-6310

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MEIrose 4-3571

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Dependable, Trouble-Free, Service-Free! A thoroughly tested, proven mechanical Exclusive patented "Easy-Count" Score! Many other Valley Features that make more munny for Pool Table Operators!

Valley "Cadillac Quality" Insures Your Profits!

Only VALLEY makes BUMPER POOL®

(T.M. Reg.)

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Write, Wire, Phone for Details

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TWINbrook 3-8587

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\$54.50

CHROME COVERS
100 SELECTIONS
SPECIAL VOLUME
PRICES

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5204 (104 Selections)	\$15.00
5204A (104 Selections)	25.00
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5207 (104 Selections)	45.00
4820 (24 Selections)	20.00
4851 (24 Selections)	25.00

SEEBURG

V200 with VL Selection Receiver	\$850
HF100R	695
HHF100R (Hideaway)	595
HF100C	595
HHF100C (Hideaway)	525
M100C	495

AMI

H200 (like new)	WRITE
G200 (like new)	\$695
G120 (like new)	650
F120	525
E120	350

WURLITZER

2150 (like new)	WRITE
2000	\$750
1900	675
1800	595
1700	495
1450	150
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Scoreboard	\$250.00	Southern Belle	160.00
Jockey Club	99.50	ALL GAMES CLEANED AND SHOPPED	
Poker Face	65.00		

Utah High Court

• *Continued from page 85*

to "provide for the safety and preserve the health and promote prosperity, improve the morals, peace and good order of the city."

Justice Wade, however, said that the words "suppress" and "prohibit" are "clearly not meant to be synonymous" under the statute.

"We are of the opinion that the Legislature, in granting the cities the right to 'suppress' the amusement devices enumerated therein, intended that the cities have only the right to restrict, in a reasonable manner, the use of these machines."

"Since the cities may lawfully license the keeping or using of the contrivances, such use or possession cannot per se be unlawful in all cases . . . their use or possession is not unlawful."

Justice Wade said that a new State law would have to be enacted, more clearly defining the powers of the city if the city is to enact a valid ordinance banning pinballs.

REDD BREAKS PRICES!

Phone for closeout prices!

- 10 NEW UNITED PLAYTIME
- 5 NEW BALLY CIRCUS
- 2 NEW EXHIBIT CIRCUS POP GUN
- 10 Reconditioned UNITED BOWLING ALLEY—14 Ft.

Also Closing Out—GENCO CHAMPION BASEBALL
GENCO HI-FLY CHICAGO COIN BULLSEYE
UNITED 5TH INNING UNITED SUPER SLUGGER

TRADES ACCEPTED!

We Need for Export—
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Exclusive distributor for
WURLITZER
BALLY
CHI. COIN
GENCO

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Wurlitzer Model 5204—
Wall Boxes, Ea. \$ 19.50
104-Selection, Lots of 10,
Ea. 17.50

Wurlitzer Model 1717 Hide-away—Like New 395.00

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Top Condition 725.00

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Write for Our Complete List of Reconditioned and Refinished Phonographs and Games—All Makes and Models.

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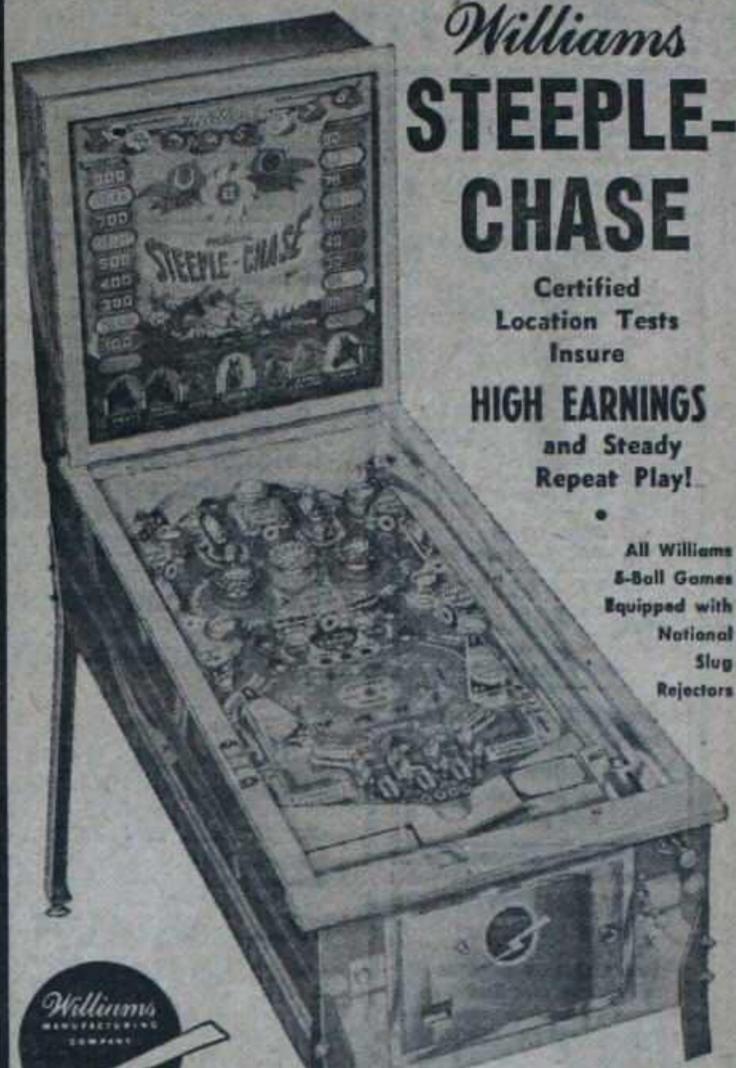
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Certified Location Tests Insure
HIGH EARNINGS and Steady Repeat Play!

All Williams 5-Ball Games Equipped with National Slug Rejectors



SEE STEEPLE-CHASE at your Williams Distributor Today!

CREATORS OF DEPENDABLE PLAY APPEAL
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Roto-Targets Mean More Play!

GOTTLIEB'S SILVER

Means More Coins! More Profit!



World's largest manufacturer devoted exclusively to the design and production of amusement pinball machines!

Whoever 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 S-I-L-V-E-R is lit, then, complete name lites targets for specials. Silver also includes: Rollovers and spot button that complete numbers 1-2-3-4 to lite holes for specials; super-powered flippers that shoot ball up field at Roto-Targets; cyclonic kickers; twin chutes and an all steel door and door frame for lifetime service. Match feature.

See your distributor today!

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ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Amusement Pinballs
as American as Baseball and Hot Dogs!



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FIRST-Class Equipment from
FIRST WINS EVERY TIME!

POOL GAMES

A Brand New Model!
**KAYE'S
"COMPETITOR"
6-POCKET POOL**
Greatest Value In
the Industry!

Kaye Super Deluxe
SLATE POOL GAMES
Finest mahogany cabi-
net. Genuine Slate
Tops! Jumbo Plastic
Bumpers!

\$215

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at This Low Price!
**NEW VALLEY
6-POCKET POOL GAMES**
Slate or Regular Tops
Write for Price

Largest selection
FIRST-Conditioned
equipment
Write for listings
and prices

NEW GAMES

MARVEL *Fantastic*
LUCKY HOROSCOPE *Earnings!*

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Wms. **RENO** | Genco **MOTORAMA**
Bally **CARNIVAL** | Genco **LUCKY SEVEN**
Wms. **STEEPLECHASE**

—Write for Special Price.

Shattering All Profit Records!
**Chicago Coin's 16-Ft.
CLASSIC BOWLING LEAGUE**

- ★ GIANT SIZE 2½ LB. DUCK PIN BALLS—
LARGER THAN EVER!
- ★ GIANT SIZE REALISTIC PINS—LARGER
THAN EVER!
- ★ GIANT SIZE COLLECTIONS—LARGER
THAN EVER!

Now Delivering!
BE FIRST with FIRST!
Exclusive Distributor for
Chicago Coin in
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SPECIAL!

**FIRST-Conditioned
14-FT. BOWLERS**

Chi Coin **BOWLING LEAGUES**
United **BOWLING ALLEYS**
Bally **BOWLING LANES**
Exh. **TRU-BOWLERS**
Write, Phone for
SPECIAL PRICES!

Chicago Coin 6-Player
SKI-BOWL...\$325

FIRST-Conditioned

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BALL..... 195
Exh. **RINGER BALL**..... 110
United **STEEPLECHASE**..... 105
United **COUNTY FAIR**..... 105
Mutco. **ROCK 'N' ROLL**..... 75
Chgo. Coin **MIAMI**
SHUFFLE..... 65
Keeney **DOMINO BOWLER** 55
Keeney **CARNIVAL**
BOWLER..... 55
Keeney **16-PLAYER**..... 55
Un. **SUPER SHUFFLE**..... 55
ALLEY..... 55
Un. **10TH PR. SHUFFLE**..... 55

GUNS

FIRST-CONDITIONED

Genco **CIRCUS**..... Write
Exh. **JUNGLE HUNT**..... \$235
Wms. **JET FIGHTER**..... 150
Exh. **SPORTLAND GUN**..... 140
Exh. **STAR SHOOTING**
GALLERY..... 130
Exh. **SHOOTING GALLERY** 110
Exh. **JET GUN**..... 110

Nat. Rejectors

Continued from page 85

ager, on an extensive European tour to survey market conditions and select a location for a manufacturing operation.

Hamburg was finally selected because of its proximity to many of the firm's customers and to its British licensee, Hartley Baird, Ltd. The free port of Hamburg is the largest city in Western Germany and easily accessible to the balance of Europe.

Staffed by 40

The German organization is staffed by over 40 employees and is managed by Jim Grauding, a German electrical engineer who was formerly in business for himself. Grauding took an intensive training course at the St. Louis factory, and spent a year under Heddergott's direction. Following a year in Hamburg, Heddergott recently returned to the U. S. and resumed his duties at the Los Angeles office.

The German subsidiary is cur-

rently manufacturing a substantial portion of its line, with some items being partially assembled from the St. Louis factory. The Hamburg subsidiary maintains its own staff of development and service engineers.

USED EQUIPMENT

**UNITED and CHI COIN
14 FT. BOWLERS
\$525.00**

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Piccadilly..... \$225.00
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Treasure Cove..... 225.00
Davy Crockett..... 350.00
Circus Gun..... 395.00
Bally Bull's-Eye..... 350.00
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DRIVE IT!

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"MOTORAMA"**

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**ALL-LOCATION
ADULT SKILL GAME**

Authentic Scale-Model Car
with Realistic Big-City
Street Scene Background

NOTHING LIKE IT EVER BEFORE!

Real **MINIATURE CAR** Runs Free
on the Playfield—No Tracks or
Rods!

Realistic
**STEERING
WHEEL**

on Front of Cabinet —

Player Actually
DRIVES CAR!

DOUBLE VALUE SCORING on "Ob-
stacles"; driving up Ramp, driving
through narrow Test Area.

**URNS RIGHT AND LEFT—Goes For-
ward and Back at Variable Speed!**
Remote-control car operates just like
driving a real one—rides over targets
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FULL-VIEW

"Showcase" **CABINET**
with Clear Plexiglas
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Only 44" Wide, 26" Deep,
60" High

- **ADJUSTABLE REPLAY
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Classic
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PINS! ...
YOU HIT
BIG PROFITS! *

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LARGEST COLLECTIONS OF
ANY BOWLING GAME
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GIANT BALLS 4½ in. DIAMETER — 2½ POUNDS
GIANT PINS REALISTIC SIZE Larger Than Ever Before!
Choice of 3 Size Cabinets 13 ft. — 16 ft. — 18 ft.
Shipped in 2 sections! Wider Cabinet!
Striped Playfield! Genuine Gutters!
EXCEPTIONALLY QUIET

NEW PROFIT MAKING FEATURE!
2 Games for 25¢
Also available as One Game for 25¢
Easily convertible to regular 10¢ play!

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More Magic! More Money!

Magic Squares and Lines cover entire Card of

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Biggest blaze of money-making "magic" ever

flashed on a backglass! All 25 numbers in Magic Squares or Magic Lines! Results: more fun for players, more coins through the chute, more profit for you!

Get your share... get SUN VALLEY now!

Boost profits in *SHUFFLE* spots with new

Bally ABC SUPER DE LUXE BOWLER

SUPER-SIZE
PUCK

SUPER-SIZE PINS

OFFICIAL BOWLING SCORES

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LIGHT-UP TOTALIZERS

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For biggest group-play... and continuous repeat-play... resulting in biggest shuffle-bowler earnings... get Bally ABC SUPER DE LUXE BOWLER busy on location. Order now for immediate delivery.

- 4 Magic Squares
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**CARNIVAL
NOVELTY
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BOWLING ALLEY

SCORES AND PLAYS EXACTLY LIKE REGULATION BOWLING
1 TO 6 CAN PLAY

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HITS THE PINS!
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NEW Ball-Rack Design cuts speed and noise of ball return... prevents pinched or bruised fingers
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...lighter in weight
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3"-STRONG

78 Disks
DROP-CHUTE MECHANISM
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ALL MECHANISM LOCATED IN BACK-BOX with Hinged Insert for Easier Servicing

New LINK-DRIVE BALL-LIFT
Channel-Guided... Can't Jump the Track... prevents jamming

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13 FT. LONG . . . 16 FT. LONG . . .
EXPANDABLE WITH 4-FT. SECTIONS TO
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New LOCKED-IN BALL GATE... Ball positively held back when game is completed

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The properly programmed music system will include selections to suit every musical taste. *This means playing both kinds of records: singles for hit tunes and other current releases, and E.P. album records for standards, show tunes, jazz and classics.*

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