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不易于在某项产品中存在一种可能，尤其是在电视广告中。这种产品的需求正在激增，尤其是对名人广告的需求。通过利用名人进行广告，可以有效地吸引观众的注意力，提高产品的销量。例如，一个知名演员或运动员在电视上为某种产品的优点进行宣传，这种情况下，观众更倾向于认为该产品是高质量的。

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NETS MOVE FAST ON PLANS TO BOLSTER JAN. PROGRAMMING

NEW YORK—The three networks last week moved swiftly to bolster their programming, and the book on January replacements is not yet closed. CBS-TV is almost in the clear, while the other two are making major changes. NBC-TV has put its No. 1 program, "Du Barry Was a Lady," into a second season, and ABC will have a new prime-time series, "Upward Move," on January 6.

ABC—at least in the East—has a new line-up of programs for the new year, starting January 9, if nothing changes.

NBC-TV, which has had Tuesday and Friday problems, is inserting new 7:30 p.m. shows on these nights to get the schedule off to a better start. "Treasure Hunt," the Jan. morning daytime serial origi-

nally scheduled for NBC-TV prime-time ratings, will replace Nat King Cole Tuesdays, 8-9:30 p.m., while Sterling Drug will sponsor "The Great American Popularity" Fridays. This gives NBC five audience participation shows in 7:30 p.m. slots to provide stronger leads for the rest of the line-up.

CALIF. STATIONS ASK TELL ALL COLUMBUS, Ohio—An inquiry of all major California radio and television stations revealed that they were interested in stretching their schedules into the West Coast.

"Gaucho" Goes Into Product

MEXICO CITY—Production kicks off here on Wednesday (27) on a major new adventure serial being produced by the Odyssey Pictures Corporation in association with General Hospital Corp.

The series is based on the 1927 novel made into the film of the same name by Sentenier's major star is Giselle Fanchon, Jr. and Paul Léu.

Sales of the series will be handled by William Morris.

"McCoy's" Cops Trend Again in Upward Swing

NEW YORK—The Real McCoy's is still clicking as usual, radio stations although Thursday's 8:30 p.m. slot, according to Trendex. There are 31 21.0 with a 34.4 share of audience last week. The highest NBC's "Drug Alert" with 34.3 and CBS' "Climax" with 18.3.

INROADS, SURE, BUT CBS-TV Still Hogging Auds., Despite Rivals

NEW YORK—CBS-TV is still hogging the heaviest daytime audience of any network, with an average 39.5 on Wednesday. The most impressive improvement is the rise in the afternoon hours. The network's average is up to 31.4 compared with the network's average of 29.4.

This is a result of the increased number of programs scheduled for the daytime hours. The network has arranged with NBC and ABC to produce a daily program to be carried on NBC's 10 a.m. slot on weekdays.

DOTRO" May Take "Strike's Period

NEW YORK — The Colgate-Palmolive company announced that "Strike the Right" will be the 11:15-12:15 p.m. CBS-TV strip next season. The series was scheduled to start on September 6 after the end of the strike. The network has arranged with Colgate for a new series to replace "Strike the Right." The new series, "Aw, This Is Your Life," will begin October 3.

DIARY: Sunday is still a CBS night, with NBC's "6-9 p.m. programs, and ABC's "Maverick" in 7:30. CBS leads in better than two-thirds of the time periods.

MONDAY: NBC's "On As the World Turns" because of its Western 8-9 p.m., but CBS's "Dr. Kildare" is pulling up better than expected at 9 p.m. on ABC.

TUESDAY: This is an ABC evening up to 9 p.m., when CBS takes over with its 8-9 p.m. programs.

WEDNESDAY: NBC's "Wagon Train" has given over the sweep for the past two weeks. "Kraft Theater" remaining a strong player for the network's 7-8 p.m. slot. "This Is Your Life," CBS' "CBS Record" is playing considerably better than last season.

THURSDAY: CBS is hurting ABC and NBC, however, is the highest-rated network for the week of November 25.
PHILADELPHIA—More than nine out of ten of the Nielsen Guide, here, in a poll of almost 45,000 readers, have voted "Nielsen Guide" as "America's Favorite Magazine." The exact figure: 90.6 per cent.

A slightly more favorable—but still down—figure for the self-ad-\spection vote was for the Nielsen Guide. In a poll of 44,895 ballots from the Septem-
ber issue, the top pollster came in with 33.5 per cent of the votes favoring pays for TV.

The poll figures came to light in tabulations run by Research, Inc., for the Nielsen Guide and the New York Post. The results were combined in the election, only 17 of 1,000 voted "Yes." In Los Angeles, where the city administration has actually been paying for TV, the results showed 33.5 per cent of the votes favoring pay.

The poll figures are expected to give new impetus to the campaign for pay TV in the U.S. and Canada.

The poll results also showed that the majority of the respondents favor pay TV, but that the majority of those favoring pay TV are against pay for programming on community or other public stations.

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RC Censorship
Alarm Napped

NEW YORK — An important Roman Catholic Church source here declared almost talk of imminent TV censorship via the Legion of Decency. He pointed out that discussion of the week’s decision by the Catholic Bishops to apply a committee to review the role of TV is on line with one recommendation of the Pope’s encyclical. He added that it is possible that if any action is taken, it will be “the relatively good moral standards with the cooperation of church, state and industry.” If any body is in need to accomplish this function, it will be a completely new body. The Legion of Decency will not be involved.

The same source also pointed out “we do not consider TV terribly bad. We wish to do the ordering and reasonable thing that will not upset the industry.”

Hamms’ Beer Exits ‘Person’

NEW YORK—Hamms’ Beer is moving out of its million dollar regional sponsorship of CBS-TV’s “Person to Person” for 1958. West will be available in March when Hamm’s cancels, with General Foods, which will move into Hamm’s old spot. An announcement was expected by Al Anson, expected to step into the breach and take over for Anson, too.

‘Bowling Finals’
One-Shot for ABC

NEW YORK—American Machine & Foundry has bought the rights to the ABC “Bowling Finals” for the 1957-58 season, January 19, for “All-Star Bowling Finals,” a new series originating in Minneapolis, and has picked up full sponsorship of its “Bowling Stars.”

The latter show will be an alternate week for AMF in its ever-growing, 52-week season, moving to the days 4-4-50 p.m. January 5 for 11 weeks.

ARB Moves Into
New Headquarters

WASHINGTON — The American Research Bureau moved into new, modern quarters at 425 Seventh Ave., N.W., outside of Washington’s business district. The new building combines in one location administrative, research and tabulation departments previously scattered in Washington’s National Press Building, and at College Park, Md.

ARD Director James Seiler notes that in November alone, the bureau is conducting surveys in over 150 markets.

McClure to Leave Post
At Intl. Latin January

NEW YORK — Donald N. McCullers, director of film for International Latin Corporation, has resigned. McCullers, 34, was hired by brass 1. His two-year stint was preceded by three years as director of radio manager for McCann-Erickson.

Filmercial Elgin Spots

CHICAGO — Elg Guard National Watch Company signed Filmercial Productions, Hollywood, to produce 12 television spots for the launch of its new stainless steel stainless line in the Perry Como Shoe Show December 7 and “Suspicious” December 1 and 9. Jack Falana will produce and direct, with talent to include comedians Ed Gardner, a Walter Thompson is the agency.

COMING COST PER THOUSAND ANALYSES:

Next Week: General Dramas and Comedies.

THE BILLBOARD

NOVEMBER 25, 1957

Cost Per Thousand Homes per Commercial Minute

<table>
<thead>
<tr>
<th>Cost per</th>
<th>homes per</th>
<th>Commercial</th>
<th>minute</th>
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<tbody>
<tr>
<td>1.</td>
<td>LAWRENCE WELK (Dodge, ABC)</td>
<td>$1.37</td>
<td></td>
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<tr>
<td>2.</td>
<td>GUNSMOKE (Sherman-Joyce, M &amp; M, CBS)</td>
<td>1.25</td>
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<td>3.</td>
<td>WELLS’ TOP TUNES (Draper, ABC)</td>
<td>1.20</td>
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<td>4.</td>
<td>ALFRED HITCHCOCK (Restless Sullivan, NBC)</td>
<td>1.15</td>
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<td>5.</td>
<td>BOWLING OVER FOR HARRIET (Perry Como, NBC)</td>
<td>1.10</td>
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<tr>
<td>6.</td>
<td>NATIONAL BROADWAVE (Hood, ABC)</td>
<td>1.00</td>
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<tr>
<td>7.</td>
<td>VIVIENNE (General Foods, Ford, NBC)</td>
<td>.90</td>
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<td>8.</td>
<td>THE TV INDIANA (American Tobacco, General Motors, NBC)</td>
<td>.85</td>
<td></td>
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<tr>
<td>9.</td>
<td>THE CATS MEOW (Lever, ABC)</td>
<td>.80</td>
<td></td>
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<tr>
<td>10.</td>
<td>WHAT’S MY LINE? (S. Carroll, Special, CBS)</td>
<td>.75</td>
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THE TOP HUNDRED

The Billboard Continuing

Analyses of Network TV Shows in Class A Time

Computed by Unipic and based on October TV audience measurements of American Research Bureau.
The Billboard Continuing

**COST-PER-THOUSAND**

Analyses of Network TV Shows in Class A Time

Composed by Univac and based on October TV audiences measured by American Research Bureau.

This chart is to the TV industry's only guide to the most effective time purchased in Class A Time. It reveals the actual effective time per dollar spent, per minute of air time, and per audience point. The charts are compiled from the research data of the American Research Bureau. Actual time and audience point expended in this Billboard are a natural basis for any comparison. The charts appear on consecutive pages this week.

**THE TOP HUNDRED**


**COMING COST PER THOUSAND ANALYSES**

Next Week: Cigarette-Tobacco Sponsors and Home, Building and General Sponsors.

**TV PROGRAMMING**

NTMC Checks At Low Cost

NEW YORK—A new low price "check-up" service is being offered to advertisers and TV clients by the National Television Monitoring Company, which plans to expand the service to cover 125 markets.

Headed by Kenneth Jaffe, NTMC will deliver monitored reports on spot TV commercials for a base rate of $3 per spot, and on half-hour syndicated or live shows for $3. Monitoring, which will be done by a "network" of some 200 or more distant persons, will report on (a) exact length of commercial as aired, (b) audio and video mistakes, and (c) a brief description of the commercials monitored, plus data on time, program and station.

The service will be particularly attractive to clients and agencies purchasing better deals where spotting is of "turn of the station" basis, or within local time limits, in order to show proof of performance as well as the quality of the presentation.

**ADVENTURE STORY HOUR**

Now—In many markets—three Gefle development-action series combined into one great 5-day-a-week show! Why pay a pretty penny for programs when you can get top-rated series in your market and hold on to all of your own cash? For complete details about this new plan, phone today. Or write Michael M. Sillsman at TPA for your market's availability.
ZIV SHOWS PACK THE 1-2 PUNCH!

JAMES W. SEILER (left), Director of ARB and his Station Relations Manager, ROGER N. COOPER, review the facts supporting his statement: "In summarizing viewing habits recorded in ARB diaries, we find ZIV shows frequently at the top among TV programs."

WATCH ZIV'S NEWEST CONTENDER FOR TOP RATINGS!
Get a Ziv show and you’ve got what it takes to win top ratings. Look how Ziv shows out-rate all syndicated programs in city after city.

- **Baltimore** 12
  1. MEN OF ANNAPOLIS 26.3
  2. HIGHWAY PATROL 19.3
  *Pulse, Sept. '57*

- **Cleveland** 12
  1. HIGHWAY PATROL 25.8
  2. MR. DISTRICT ATTORNEY 18.6
  *ARR, Sept. '57*

- **Detroit** 12
  1. HIGHWAY PATROL 31.9
  2. DR. CHRISTIAN 23.1
  *ARR, Sept. '57*

- **Philadelphia** 12
  1. HIGHWAY PATROL 18.9
  2. I LED 3 LIVES 14.0
  *ARR, Sept. '57*

- **Cincinnati** 12
  1. DR. CHRISTIAN 24.7
  2. HIGHWAY PATROL 23.1
  *ARR, Aug. '57*

- **Pittsburgh** 12
  1. HIGHWAY PATROL 43.0
  2. DR. CHRISTIAN 38.6
  *ARR, July '57*

- **Buffalo** 12
  1. HIGHWAY PATROL 24.5
  2. MAN CALLED X 21.5
  *Pulse, Sept. '57*

- **Columbus** 12
  1. HIGHWAY PATROL 29.2
  2. MEN OF ANNAPOLIS 22.2
  *Pulse, July '57*

- **Odessa, Tex.** 12
  1. MAN CALLED X 33.5
  2. HIGHWAY PATROL 33.3
  3. MEN OF ANNAPOLIS 32.0
  4. MY FAVORITE STORY 31.8
  5. SCIENCE FICTION THEATRE 31.3
  *Pulse, April '57*

- **Portland** 12
  1. SCIENCE FICTION THEATRE 35.5
  2. HIGHWAY PATROL 28.9
  *Pulse, April '57*

- **Nashville** 12
  1. HIGHWAY PATROL 28.7
  2. DR. CHRISTIAN 27.9
  *Pulse, April '57*

- **New York** 12
  1. HIGHWAY PATROL 15.2
  2. MEN OF ANNAPOLIS 10.6
  *ARR, July '57*

- **Atlanta** 12
  1. SCIENCE FICTION THEATRE 25.3
  2. DR. CHRISTIAN 23.0
  3. HIGHWAY PATROL 21.8
  *ARR, May '57*

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**Sea Hunt**

Starring **Lloyd Bridges**

... in stories of exciting action on land, sea and under the sea!

**Ziv Television**

**Bought in over 100 markets to win audiences and sales for:**

- Standard Oil of California
- Colt Beverages
- Phillips 66
- Carling’s Beer
- Bowman Biscuit Co.
- Gateway Stores
- Household Finance
- Farm Bureau Insurance
- Kroger
- Budweiser Beer
- Hope Natural Gas Co.
- Elio Car
- Mercantile National Bank
- Bristol-Myers
- And other important advertisers and TV stations!

**Ziv shows rate great time after time in city after city!**
COTT NAMED VP
OF NTA OUTLETS

NEW YORK—Ted Cott, who's been serving as a general exec of National Television Associates since June, has been named vp of charge of eight stations in another NTA division: the 61-city NTA's first station purchase, KMGM-Dallas, has been bought. It's the first of what may next year be a wave of sales by the chain. NTA is expected to follow suit. Ted is now vp in charge of sales in charge of the chain's sales, and he's moving to Los Angeles to begin work on the station acquisition. Ted, who began his career in network news research, took over the position in November 1955 after being named gm of WOR, where he had been since 1952.

KEITH KIGGINS
DIES IN MIAMI

MIAMI — Keith Kiggins, 61, vice-president and administrative assistant of CBS Television and Sound Broadcasting Company, died suddenly in his office in Miami Beach, Fla. (2/25). His death was attributed to a heart attack. Kiggins worked for the company's TV office in Hollywood from 1951 to 1953, after an internship in New York. During this time, he served as a publicist for Hope, who later developed into the successful Kraft Hope Supreme show. Kiggins died in Miami Beach, Fla., due to a heart attack. His death was attributed to a heart attack. Kiggins served as a publicist for Hope, who later developed into the successful Kraft Hope Supreme show. Kiggins died in Miami Beach, Fla., due to a heart attack. His death was attributed to a heart attack. Kiggins served as a publicist for Hope, who later developed into the successful Kraft Hope Supreme show. Kiggins died in Miami Beach, Fla., due to a heart attack. His death was attributed to a heart attack. Kiggins served as a publicist for Hope, who later developed into the successful Kraft Hope Supreme show. Kiggins died in Miami Beach, Fla., due to a heart attack. His death was attributed to a heart attack. Kiggins served as a publicist for Hope, who later developed into the successful Kraft Hope Supreme show. Kiggins died in Miami Beach, Fla., due to a heart attack. His death was attributed to a heart attack. Kiggins served as a publicist for Hope, who later developed into the successful Kraft Hope Supreme show. Kiggins died in Miami Beach, Fla., due to a heart attack. His death was attributed to a heart attack. Kiggins served as a publicist for Hope, who later developed into the successful Kraft Hope Supreme show. Kiggins died in Miami Beach, Fla., due to a heart attack. His death was attributed to a heart attack. Kiggins served as a publicist for Hope, who later developed into the successful Kraft Hope Supreme show. Kiggins died in Miami Beach, Fla., due to a heart attack. His death was attributed to a heart attack. Kiggins served as a publicist for Hope, who later developed into the successful Kraft Hope Supreme show. Kiggins died in Miami Beach, Fla., due to a heart attack.
Applicants May Have to Pay for Govt. Hearings

WASHINGTON — The cost to the government to handle holiday TV shows on the Federal Communications Commission, as well as cost of licenses to air them, will be shunted by industry application and enforcement. The industry is under fire this week for a series of controversial television commercials, and the FCC has announced plans for a government study to examine the potential benefits of the industry. The study, which will be conducted by a joint committee of the FCC and the National Association of Broadcasters, will examine the potential benefits of the industry and its impact on the public interest.

Ask for Cancel of FTC Coke, Pepsi Plaint

WASHINGTON — A showdown between the Federal Trade Commission and the Coca-Cola and Pepsi Cola bottling companies in federal court may be looming as the two companies move to block certain FTC restrictions on their advertising campaigns. The FTC has charged that the companies have engaged in "deceptive" advertising practices, and has threatened to issue cease and desist orders if the companies do not comply.

FOllOW SHOWS

BlurbS Move To Shooting On Location

NEW YORK — The trend to location-based TV shows has caused a parallel effect in commercial filming, according to producers Bob Klaeger, vice-president and general manager of CBS Films, and Ken Storer, a senior executive at CBS TV. The trend is being driven by the desire of advertisers to create more realistic and authentic settings in their commercials, which are then broadcast across the country.

CBS Films in New Govt. Branch Ties

NEW YORK — CBS-TV Films and various branches of the United States government seem to have a working partnership in TV. Already representing the Navy with "Navy Log" on ABC-TV, the CBS-offshoot has permission from three other branches of the government to proceed with film series on their operations. The Department of the Interior has asked "Heritage," which will be filmed in the background of vast natural resources controlled by the department.

The Department of Justice has given its consent to "Border Patrol." This program, of course, will concern itself with immigration and smuggling problems. The State Department has also given its consent to "Delegate." The show will be prepared during work and feature Clara Bothe Lane as hostess and cancer.

Teen-Age Problems

The Senate subcommittee on juvenile delinquency has also got into the act and has given the green light to CBS-TV Film Sales for a series based on teen-age problem children. The film, material and findings of this series have already been referred to the film company, which has written Allan Shore preparing the series.

CBS-TV Film Sales has another series in preparation, "Attorney," which it is producing in cooperation with the American Bar Association, a non-government group.

BUFFALO REPORTS!

I am happy to advise that "Shock" was completely sold out prior to its premiere!

'Holiday Pkg.' By Trans-Lux

NEW YORK — Trans-Lux Television has joined five quarter-hour packages from Trans-Lux. Four of them mean for Christmas play, under the title "Holiday Pkg." They may be sold for any number of stations. The new series are from the company's Syndication Sales.

'Shock'—2 of the greatest spine-tingling features including the original "Frankenstein" and "Dracula," "The Man," "The Mummy," and other famous shockers! Your city is ready for the "Shock treatment!"

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Craven Okays Booster TV’s for Colorado

DENVER—T. A. M. Cameron, member of the Federal Communications Commission, this week gave Colorado officials the green light to ... acting, but other inter-State stations were quick to follow and quickly gained by the governor who made him a special member of the ... change the broadcast activity in the state’s political campaigns. The recent...
SHORT SCANNINGS

Charles Fagan, program service director at CBS-TV, has been moved up to the post of general manager of program services. Larry Lowenstein, CBS press officer, has been named co-executive with Ed Sullivan, of the public relations company LOWENS, LOWENTHAL & CO., of New York. Sullivan will supervise the publicity and promotion of the 1957 "Emmy" awards along with Syd Riger and Mike Futter, vice-presidents and heads of NBC and ABC press respectively.

Bennie Brotkin, public relations director of the William Morris Agency, will work with Marilyn Cola this week. Charles L. Bothard, executive vice-president of Emilio Mogil, is on a two-week business trip to China.

STATION SIGNALS

Last week the WJW-TV (Cleveland) promotion-publicity department provided sales promotion, operations, incorporating sales promotions, merchandising, and media promotion-publicity. In line with this division Ted Ashton was appointed sales promotion director and Robert Hellman, merchandise promotion director. Station KING-TV, Seattle, will be the first TV station to receive a production model of the Ampex Videotape Recorder in late November. The second station to receive the "push button" recording and playback device will be KGTV, Portland, Ore.

WFTV, Charlotte, N.C., has ordered a color video tape recorder and expects to be the first TV station to make use of this new equipment in use. The video tape recorder enables WFTV to tape record either color or black and white programs, network or local, for playback at any desired time with no loss of sound or picture quality.

Harold C. Lord, vice-president of Westinghouse Broadcasting, in charge of KDCA-TV, Pittsburgh, has been named Chief Barker of Variety Club Tent No. 1959. Jane Day, WEZ-TV's regular Monday thru Thursday weather girl, became the mother of a girl last week. Jack Case, former staff director of WAFS, Atlanta, has been promoted to production-public service co-ordinator at the Jacksonville, Fla., station.

John P. Dillon, promotion manager at WTVN, Columbus, Ohio, recently welcomed his second child, William Jerry. Tom M. Fierke has been promoted to sales manager of TV station WABT, Birmingham, Ala. Beg Mueller, who has been public service and public relations manager of WAFS-TV, Seattle, has been moved up to national sales manager for the Seattle NBC-TV affiliate effective immediately. Erik McCall, son of ABC's "My Friend Fifi" on WOR-TV, has been assigned to production-public service co-ordinator at the Jacksonville, Fla., station.

WFRM-AM-TV, Indianapolis, has begun installation of the latest type of projection equipment available today. The new equipment will provide additional facilities for the promotion of both black and white shows and programs with increased clarity. John M. Reddin, vice-president and business manager of KDAL-TV, Salt Lake City, has joined the staff of WDAM-TV, Minneapolis-St. Paul, as executive producer. William H. McGaw, producer of industrial films for Wilding Pictures and formerly NBC-TV, has joined the staff of KDCA-TV, Pittsburgh, as executive producer.

James D. Edelstine has been moved up from film editor to TV director at WHBT-TV, Huntington, W. Va. . . . James A. Yergins, former manager of promotions, has been appointed to the advertising manager slot for WOR-TV, New York. . . . Kenneth E. Cheesman has been named to the newly created post of promotion director for the Radio-Television division of Triangle Publications. He was formerly supervisor of Triangle's headquarters promotion department.

Virgin Islands, Panama and Caracas . . . Tom Seeholz will head up Screen Gems' mountain area sales office in Salt Lake City beginning December 1. Seeholz has been working out of the Los Angeles office for the past three years.

Jack Miller, Keshan-Miller Enterprises' president, has become the father of a baby . . . Tuesday, November 26, has been earmarked as "Television Day" at the Sales Executive Club with principal industry leaders from the networks, sponsors and advertising agencies attending. Subject to be discussed will be the TV announcer and his role in a studio. Tom Boise, Midwest program package, has been named sales representative for Guild Films covering the Midwestern States. Rizzio will headquarter in Kansas City, Mo.

Mary Kelly, a globe-trotting reporter with NBC-TV's "Today" show, has been promoted to assistant producer. In her new position, Miss Kelly will work closely with producer Joe Hein with special attention to entertainment-type features, out-of-town originations and long range programming . . . Entries for Ohio State University's 1958 American Exhibition of Educational Radio and TV Programs will close January 2, 1959. Popularity known as the "Ohio State Awards," entry blanks and additional information may be secured by writing to Dr. I. Keith Tinker, Ohio State University, Columbus 0.

Miss Lynn Trammell, film director for WRAF-TV, Flint, Mich., has been appointed to the 1958-59 film committee of the National Association of Radio and Television Broadcasters. Marcel Binsstein-Binschatz, president of Publicis, France's largest advertising agency, has arrived in New York to complete arrangements for establishing offices here.

The new office is scheduled to open at the beginning of the year and will be headed by Bernard Mannik, president of the American affiliate. Mannik is resigning his accout to become co-president of Zenith Television Programs.

Robert L. Stone, ABC vice-president and general manager of WABC-TV, recently welcomed his fourth child, a daughter. The annual Radio and Television Executives Society Christmas party will be held December 18 at the Hotel Roosevelt in New York City. A lunchhour, a show and a raffle of fabulous door prizes will all be included in the $40,000 tab. . . . S. Robert Rie has returned to Goodson-Todman as a production executive. He had previously been with the company as an associate producer in 1950-51. . . . Sam W. Steele Jr., Southern account executive of Official Films has been moved up to head of the entire Southeast sales area.

A Good Time to say... Many Thanks TO OUR NABC NETWORK SPONSOR LEVER BROS.

And to the entire television industry for voting us Top Comedy Honors in The Billboard's Annual TV Program and Talent Awards from 1953 to 1957.

Wm. Bendix

in "THE LIFE OF RILEY"

(Now In Its 6th Year)

Produced by

Tom McKnight
**PULSE FILM RATINGS for September**

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

**Top 20 Film Shows**

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<td>Paper Crown (Warner Bros)</td>
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**COMMERCIAL CUES**

Should you turn on your TV set to a picture of a woman walking down the street, you can do it in half, with both halves walking, don't worry. There is not a more "blue" picture just a Crossett from a Degree. Cinemarriage is an advertisement to advertise deodorant. Cinemarriage, Inc., of New York City, claims to be the oldest film service organization in the city. Established in 1959 by President Nathan Seitel, it has developments devoted to animation, lettering and backgrounds, costume, technique and optical effects. The studio also boasts a time and labor-saving method for use with Obray animation equipment. This method provides the effects of products floating thru the air and cascading down a spin and building a shadow. If the purpose is to be an advertisement, the studio can finance the advertisement, if the character is in advertising and appealing to "blue" people, the studio can produce the character of the United Fruit Company. If the character is to be a star of "blue" people, the studio can produce the character of "blue" people. The studio has been used by the United Fruit Company, and the studio has been used by the United Fruit Company, and the studio has been used by the United Fruit Company, and the studio has been used by the United Fruit Company, and the studio has been used by the United Fruit Company, and the studio has been used by the United Fruit Company.

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**Status Report On LOCAL LIVE TV SHOWS**

**LIVE SYNDIE IDEAS CLICK; MORE DUE**

By BOB BERNESTEIN

The provocative figure of live television begins on TV's horizon with increasing breadth and scope. The two shows that have pioneered this field stand still without a doubt, but their wide success has gone far beyond expectation. Both are as fresh as ever, and both are likely to remain in regular regional bases of live shows.

Some advertisers are already more interested, judging from the response list for "Romer Room," "Dance Party," "Blazing Trail in Ratings and Sponsor Lists.

Bert Claster Productions has gathered 30 advertisers in total, many of whom are still standing strong in the five-year history of the show, and is currently gaining national sponsors. Cluser stated the creation of local appeal with network-like units, and the show is now "very serious." Radio stations are airing "Romer Room" more quickly and strongly. "Local affairs are being stressed. A typical month includes campaigns for the latest issues, sponsored by networks and syndicated stations, and stations, reports live from the studio with the latest local news information.

With over a million records sold and 100 items on the current merchandising list, "Romer Room" is currently reaching out on record with a major marketing campaign. It's being sold with such songs, plastic sheets, and toys. Claster commented, "We are trying to keep the show's image up to date."

"Party" was launched on three stations in September, and is now seeing major sales increases, with two stations carrying it as a live-weekend. Produced and written by Al Santici, the show has numerous soft drinks and bottles, with a special "Party" logo. The show is being consumed with genuine belief in the "Party." The American Research Bureau ratings give "Party" solid support. Local advertisers are wetting their weekly-produced shows in Memphis even above the 200 level, meeting most network shows. A 23.4 in Chattanooga, 25.5 in Salt Lake, and 27.5 in Portland, are typical fall ratings. Across the board in Detroit, it averaged a daytime 8.6 opposite "Mickey Mouse Club." Samuels delivers slightly flexible scripts, personal appearances of hosts and guests to nethering stations, with a staff of visiting each station, running opening telecasts and checking at later dates. The show is sold in blocks of 22-second spots and 15-second segments, weekly.

After trials run in Detroit and Memphis, the show now has a dedicated package. "If I Had One Wish," is now being offered to live syndication as a weekly half-hour. Other properties in the works, "Put Your Best Foot Forward" and "Make Your Own" are the most popular, with more than 100 new stations signed up. A 23.4 in Chattanooga, 25.5 in Salt Lake, and 27.5 in Portland, are typical fall ratings. Across the board in Detroit, it averaged a daytime 8.6 opposite "Mickey Mouse Club." Samuels delivers slightly flexible scripts, personal appearances of hosts and guests to nethering stations, with a staff of visiting each station, running opening telecasts and checking at later dates. The show is sold in blocks of 22-second spots and 15-second segments, weekly.

**Status Whoops Up Audiences for Live Far With Varied Gimmicks**

Audience promotion of local live shows has taken a sharp spinning this fall, benefiting many a station. The promotion of local "Live TV" stations is centered on live entertainment, promotions, and giveaways, and is being consumed with genuine belief in the "Live TV." The American Research Bureau ratings give "Live TV" solid support. Local advertisers are wetting their weekly-produced shows in Memphis even above the 200 level, meeting most network shows. A 23.4 in Chattanooga, 25.5 in Salt Lake, and 27.5 in Portland, are typical fall ratings. Across the board in Detroit, it averaged a daytime 8.6 opposite "Mickey Mouse Club." Samuels delivers slightly flexible scripts, personal appearances of hosts and guests to nethering stations, with a staff of visiting each station, running opening telecasts and checking at later dates. The show is sold in blocks of 22-second spots and 15-second segments, weekly.

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TV Station Symposium:

WHAT NATIONAL ADVERTISERS SHOULD
KNOW ABOUT LOCAL LIVE SHOWS

(Staion Symposium)

Few national level spot TV clients ever get a chance to dis- 
close local level programming with 
TV station men, much less ex- 
plode it potential in major cam- 
paigns.

The Billboard, therefore, in- 
vited station executives participat- 
ing in its special survey of local 
live shows to sound off with com- 
ments on the value of this brand of 
TV selling to national advertisers.

From the replies received, a 
duzen representative statements 
were selected and appear below. 
In general, they point up the 
value of selling with personalities 
strong local followings, the 
sharing of air and commercials, the 
"plus" factors of merchandising 
and special sprints—all TV val- 
ues not immediately apparent in 
a quick review of local rating 
reports.

Here are the individual com- 
ments:

On-Air 

Recommendation 

WHUT-TV, MANCHESTER, N. H. 

Warren S. Park, Jr., Program Manager: 

"We believe that the local live program offers a flexibility to the 

advertiser unexcelled by any other type of programming. We 
also feel that product recommenda- 
tion by a well-loved local personality carries additional 

benefit to the advertiser."

Local News Important 

KBOF-TV, WESLACO, TEX.

Dallas Darkes, Program Director: 

"At this time, the national ad- 

vertiser seems to be wary of 

something he has not personally 

seen, so it is reluctant to adver- 
tise on locally produced shows. 

He is forgetting the value of 

people enjoying their friends 

and neighbors on the air, of local 

news as opposed to national 

news, and important local 
events. All these have a tre- 

mendous local interest and can 

be used to a definite advantage 
by the advertiser."

All Selling Is Local 

KTVX, LOS ANGELES 

Robert W. Brodnax, V.P. in Charge of 

Programming:

"Instruction all selling is local, 
selling to Local TV personali- 
ties plus film in some cases, will, in 
our opinion, continue to do 

a great job for both local and 
national advertisers."

"Drop-ins" Ineffective 

WSTV-TV, FLORENCE, S. C. 

George Burnett, Program-Production 

Manager:

"From the standpoint of putting 

entertainment and service to the 

community, local live shows are 
great! They can sell if product 

and copy line fits the show; 

drop-in spots may be ineffec- 
tive. I feel that live copy is best 

—if pops and slides are furn- 
ished for talent to use."

Build Local Allognece 

WCSN-TV, CHARLOTTESVILLE, W. VA. 

Mart Cohn, Program Manager: 

"Local live shows gives the na- 
tional advertiser a chance to 

build local allegiance—but it 

must be a good show, with a top 

personality, kept fresh and vig- 
orous day after day."

Bonus for TV Clients 

WFAA-TV, DALLAS 

Robert King, Program Manager: 

"Local live shows gives the na- 
tional advertiser a chance to 

build local allegiance—but it 

must be a good show, with a top 

personality, kept fresh and vig- 
orous day after day."

Equal to Film Shows 

KIMA-TV, YAKIMA, WASH. 

James W. Nolan Jr., Program 

Director:

"The value of local live shows 

as program material is directly 
related to the amount of effort 

and money a station wishes to 

spend. But the value to national 
advertisers is equal to, or better 

than film vehicles at the same 
cost."

No Strict Time 

Lengths 

KEHT-TV, LAFAYETTE, ALA. 

Jerry Christopher, Program Director:

"The format of several of our 

local live participating shows 

are so flexible and ad lib that 

any sponsor, local or national, 

is bound to receive continuing 
presentation through the show, 

rather than a strict time allot- 

ment. We also feel that local 

personalities, in their daily con- 
Pacts with viewers on and off 
camera, are so associated with 
their sponsors' products that they 

serve as 24-hour endorses- 
ments."

Effective Local Sell 

WNET-TV, HARRISON, CONN. 

John O. Downey, Program Director: 

"Local live participating shows 

are most effective selling. But 
national campaigns are geared to cost-per-1,000, and 

local shows don't pull ratings."

Syndie Ideas 

Continued from page 15

license plates, hobby homes and 
live pets. In fact, nationalization 

is educational as well as com- 

mercially its format. National- 
dizing, actually, is a chief asset 
both in "Bumper" and "Party," many advertisers buying in for 

those possibilities.

The other obvious virtues of live 
syndication are the saving of time 

and effort on the stations part in 

aiding what seems like a local cre- 

ation which has been prepared 

with much thought by an outside source and the flexiblity of the live 

operation which can make use of 
topical news events the next day, 

attempts to capture such shows 

haven't met with great success so 

In tune with Texas' taste — closer to Houston's heart — the right combination of shows and showmanship.

**KTRK-TV**
THE CHRONICLE STATION, CHANNEL 13

P. O. BOX 17, HOUSTON, TEXAS-ABC BASIC
HOUSTON CONSOLIDATED TELEVISION CO.
General Manager, William E. Walbridge
Commercial Manager, Bill Bennett
NATIONAL REPRESENTATIVES:
Geo. P. Holliday & Co.
500 Fifth Avenue, New York 36, New York
Sports Stanzas Potent In Local Programming

Still an important form of local-level live programming is the local sports show, enjoyed around athletic events of community or regional interest, station report. And a good running weekly spot (a sponsor revenue for the outlet airing one).

A representative show in this category is the "Live Studio Wrestling" series aired on WSNX-TV, Nashville, Tenn., on Saturday nights. Time slot is 8:30-11 p.m. Sold in participation segments, it is said by the station to be their "largest single spot-carrier."

The wrestling card for the telecasts is packed for WSNX by a local promoter, Nick Colas, one of the top men in the field in the Southeast. Colles, the station's chief announcer, is ceaseless in ring commentary, with WSNX's Jack Simpans handling ringside commentary.

A healthy list of local advertisers buoy the time in the wrestling show which originates in the studio, but many national advertisers have signed as well. These include Fine Tom, Rival Seat Covers and Preparation II. Spot rates in the sports series is regular Class A participation price, plus 8½ talent fees.

Originally, the series started in 1953 as a 60-minute telecast. However, the show has been completely sold to participation advertisers.

Result: Station officials stretched the show—something that can seldom be done in nationally syndicated films—to a length of two hours. Again it fell up with advertisers, plus a waiting list. To accommodate the demand, the show was subsequently extended to its present two-and-half-hour length.

From limiting the gate receipts on local wrestling matches, according to WSNX-TV, the series has seen a key point in promoting Colas' success in building his weekly wrestling shows at the local Hipodrome into big-time draws and in extending wrestling interest throughout the WSNX-TV coverage area. The vocal card for the show includes a one-off preliminary match, a semi-final and a main event. Novelties features, like tag teams or midgets, are occasionally used.

Kitchen Segs Pack Power

The noontime ratings of many a "kitchen-type" local live show often conceal the real sales power of the show for advertisers, an impact which grows out of the day-to-day loyalty of viewers.

A typical example of this loyalty emerged last Thanksgiving in an event with a Charlotte, N.C., video hamoncker named Katie Dooms, star of "Kitchen's Kitchen," whose show aired daily at 1 p.m. on NBC-TV.

Just before Thanksgiving Katie offered a series of holiday recipes to her viewers. For three days she made one announcement per program for the booklets. Then the mail poured in.

It took two printings and a total of 6,000 booklets to fill the requests, which were still coming in during February, 1957, from an all-lb announcement made back in November.

5. REVENUE PRODUCERS

How do local live participating programs do for you in producing spot TV revenue, when compared with feature films and syndicated films, and reeling revenue from all three as 100%?

| Type of Local Live Show | % Stations Indicating
|-------------------------|---------------------
| News/Weather            | 34%                 |
| Children's              | 76%                 |
| Women's Appeal          | 18%                 |
| Sports                  | 9%                  |
| Music                   | 3%                  |
| All Other Types         | 10%                 |

6. SPOT TV USE

Which local program types have been most successful at the station level in attracting national spot TV business?

| Type                  | % Stations Indicating
|-----------------------|---------------------
| News/Weather          | 24%                 |
| Children's            | 78%                 |
| Women's Appeal        | 19%                 |
| Sports                | 6%                  |
| Music                 | 2%                  |
| All Other Types       | 19%                 |

7. BREAKDOWN BY TYPES

What percentage of station's local live shows of the main, basic type on a weekly or multi-weekly basis?

<table>
<thead>
<tr>
<th>Type</th>
<th>Weekly</th>
<th>Multi-Weekly</th>
</tr>
</thead>
<tbody>
<tr>
<td>Children's</td>
<td>71%</td>
<td>80%</td>
</tr>
<tr>
<td>Women's Appeal</td>
<td>19%</td>
<td>55%</td>
</tr>
<tr>
<td>News/Weather</td>
<td>8%</td>
<td>79%</td>
</tr>
<tr>
<td>Sports</td>
<td>13%</td>
<td>45%</td>
</tr>
<tr>
<td>Musical</td>
<td>1%</td>
<td>18%</td>
</tr>
<tr>
<td>Farm</td>
<td>10%</td>
<td>28%</td>
</tr>
<tr>
<td>Other</td>
<td>5%</td>
<td>17%</td>
</tr>
</tbody>
</table>

8. LOCAL LIVE SHARE

What percentage of total weekly time on the air is used for local live participating shows?

| Type                  | % Stations Indicating
|-----------------------|---------------------
| All-Stations Average  | 11%                 |
| Highest Percentage    | 35%                 |
| Lowest Percentage     | 15%                 |

NOTE: Local live shows are currently holding their own nicely. 63 per cent of stations report they air "same or more." Outlook is even more bullish, with 87 per cent seeing "same or more" in their local-level programming for fall '58.

Get LOW, LOW, COST/M from Peters, Griffin, Woodward, Inc.

On EARLY BIRD PLAYHOUSE

First Run Hollywood Movies

8:00-9:00 A.M. MON. thru FRI.
from large cities, where some stations leave the promotion to sponsors and agencies or even performers. WABC-TV, New York, for example, allotted little money for promotion, but it provided $760,000 of newspaper advertising of local shows annually, via trade deals.

Here is a random sampling of current and recent activities in behalf of local shows, an "average 20" rather than a "top 10."

WLEV-TV, Rockford, Ill., pays for promotion on local programming in the CBS-TV monthly magazine, circulates it to merchants, civic officials, local organizations and bodies, as well as station personnel and viewers who request it.

WDAV-TV tied in with the opening of the Northeast Pennsylvania Turnpike to change its call letters from WCJB, with a series of civic events in Scranton, Pa., government proclamations and a vast publicity and endorsement campaign on the theme of progress in that geographic area.

WSMN-TV, Nashville, premiered 'The Show Without a Name,' a daytime variety strip, last month, with terrific mileage out of a viewer who leaves the program 10 minutes early. The contest is still running, thousands of post cards later, with a second contest began among advertisers and agency men to guess how many entries there will be before the Christmas windup.

WXII, Milwaukee, is touring its five-minute weather strip with direct mailings to national press, travel bureau books, local public relations, and public relations to keep up its relations with local newspapers.

WXII, Charlotte, N.C., gave away 15,000 megaphones one day last month, garnering more space in news sections of newspapers than all of TV in that market drew for the first nine months of the year. Souvenirs and giveaways are a big staple at this station.

KTVF, Los Angeles, attracts an average live audience of 2,500 by visiting a different supermarket every day with "Star Shoppers," a five-year-old daytime strip. There's a noticeable trend toward remote programming in smaller markets, too. The possibilities for such cards, wire integrators,amoto knobs and display units are unlimited, according to KTVF.

WBRQ, Chicago, maintains a heavy schedule of personal appearances for the married newscasters, Clifton and Franey Ciley, through collyer comedies on strong institutional publicity and promotion, endless hours lecturing, debating, ex officio and announcing worthy causes.

KTVY, Oklahoma City, topped the Billboard local promotion competition last May with a public service project which sent newsman Bruce Palmer to 52 European installations to interview Oklahoma in the Armed Forces. Palmer made 13 shows out of the footage, with relatives and newspaper reporters writing weekly.

CHIC-TV, Hamilton, Ont., is using a postcard-free mailbox and lobbies all over town and in Detroit to promote its "Monte Carlo," a quiz, and has given away for this show over 1,000,000 boxes of matches.

WCBS-TV, New York, supported Vincent Lopez's dance shows with outdoor display signs and a nation-wide spot campaign carrying out the show motif.

WSJM, Nashville, has girls making daily phone calls to remind viewers of its "Noon's" variety strip. After weeks of on-the-air teasers and big ads for the premier, the station took only a short time to renew and renewed its promotion with the calls, costume parties and giveaways.

WLM-C, Columbus, O., filmed "Big Bear Hunt" in 13 Alaskan episodes for spring. Big Bear Supermarkets, brought two live bears into stores, is still giving away bearskin rugs and serving bearburgers to studio audiences.

WJTV, Cleveland, plans a repeat of its 19-unit military parade, complete with jet planes, proclamations, recruiting fliers and newspaper contests for its anniversary after last season's debut success. Local shows are being advertised in local restaurant menus.

KTVT, Denver, is raking up the "averaging ratings for "Hopper Room" with visits of clowns to schools and charity functions, live giveaways of hats and cans and semi-annual parties for tots and their parents.

WAFB-TV, Baton Rouge, La., features public service for "Burke Skin Blll," with endless tie-ins with Cub Scouts, March of Dimes, dental and medical health groups and civic lessons.

WBZ-TV, Boston, drew 250,000 voters in a baseball contest in support of the Red Sox home games, duplicating commeis for each of its local sports teams.

WRCN-TV, Philadelphia, scores often with special sections in newspapers, magazines and Sunday supplements for bread lady Judy Lee, sportscaster Kenneth Brooks and tennisman Tom Field, boosting service appeal of its local program to its public relations to educational and organizational groups.

KNMG, Kewaun City, has moved from contests for its feature film packages to live-mannequin contests backed by frequent newspaper ads, direct mail invitations to the studio and lavish parties. (KZCN-TV, Seattle, also noted for its mammoth movie contests, is making the same transition.)

WBAL-TV, Baltimore, stages a variety show for studio audiences.

A Special Note to TV Stations

About an EFFECTIVE, LOW-COST TV PROGRAM IDEA

A televised pocket billboard show has been successfully developed and sponsored in cooperation with the Billboard and Bowling Institute of America. Titled "Best the Champ," it has been aired in St. Louis since March 7.

We feel that we have evolved a most interesting and different sport show that can be produced by station staff talent and local billboard players in almost any market station. Production cost is relatively low, and the show will afford a welcome change in programming.

Stations wishing to consider producing this trade-marked show, using local talent, should get complete information from:

Harold Schmidt
A. E. Schmidt Co., Inc.
112 Sidney St., St. Louis 4, Mo.
Phone: Prospect 3-8866
Checkup Cites Over 200 Top Video Clients Buying Local Live Slots

Attracted by the impact of locally produced live shows, more than 300 leading national and large regional advertisers are today cashing in on the flexibility, loyalty, merchandising and other plus factors of a wide variety of programs produced by local TV outlets, a check-up by The Billboard reveals.

Not surprisingly, the heaviest hovers of local live shows include in their ranks most of the leading broadcast buyers in the country—Pratt & Gambel, Colgate-Palmolive, General Foods, Kraft Foods, Frito-Lay, Swift & Company, Carf, Nationwide, General Electric, National Biscuit Company, Carter Products, Sterling Drug and Timex, to name just a few. (See chart in this section for more complete list.)

From the stations' viewpoint, local live shows aired as spot carriers rank high as commercial TV attractions. Stations queried by The Billboard in a special national study reported that local live shows contributed almost one-third—40 per cent—of the combined revenue of various local spot carriers such as live shows, syndicated films and feature films.

News and weather packages, shown by rating studies to be one of the key spot-level programmers—were the most sought after by national spot buyers shopping for local live availability, the study also showed. A total of 34 per cent of the stations surveyed cited them as "most successful" in buying major spots.

Children's shows are a strong second-place winner in the sponsor sweepstakes, with 20 per cent of stations listing this type as being the primary draw for national spot business, with women's shows also strongly represented with a score of 18 per cent.

There is, of course, a natural relationship between the size of market, general importance of stations and rating level of a live show, and the show's ability to attract national, rather than local only, advertisers.

In fact, when stations were queried as to what percentage of spots placed on their local live participating shows came from national-level accounts, the scores ran all the way from the 1 per cent listing of a small outlet in the Midwest to a Los Angeles station which reported 100 per cent.

The average, however, fell about halfway between these extremes. The typical local live show on the average U. S. outlet is attracting about 47 per cent of its revenue from national-level clients, the remainder from local firms.

In reply to The Billboard's survey, stations generally expressed their bullish feelings toward their local shows as vehicles for national sponsors, but also urged the broadcast clients to take full advantage of the shows' basic appeal by making full use of local sales personal-
BILLYARD TV TO TOURS NOVEL LOCAL FORMAT

NEW YORK — One of the more novel sports shows available for local station use is "Hat the Champ," a program which has already been seen on several Middle West stations. Format has Don Turner, a veteran pool and three-dimensional billiard professional, appear at top local talent, with players going in the winner. This, of course, is in addition to the usual relationship of touring billiard pros to TV shows. Players use professional billiard players to emulate Turner as well as local amateurs.

The simply conceived sports show can be produced easily by station's production personnel. Program is owned by A. E. Schmidt Company of St. Louis.

CALIFORNIA, Los Angeles

KNXT, Ch. 2, CBS "The Big Picture"

JERRY DUNPHY

Sportscaster on "WBBM-TV, Ch. 2 (CBS-TV)

5:45-6 P.M., Mon. thru Fri.

Combining withs with scenes, hand- 

some Jerry Dunphy brings the world of sport to his share of thousands who tune in every evening. Jerry news his mean interest, displayed on camera, in the world of sports scene. And because he's so vitally concerned with his subject matter, Jerry conveys his enthusiasm in a manner that is pleasant to watch. Bringing the showing the sports news, Jerry conveys a passionate interest every night. Many a real news story has come out of Jerry Dunphy's interviews on TV. No new to television, Jerry has done numerous sports news interviews, always with a flair and assurance that makes great television every time.

CALIFORNIA, Los Angeles

KNXT, Ch. 2 (CBS-TV Spot Sales)

CLETE ROBERTS

Host of CLETE ROBERTS' SPECIAL REPORT

4:30 P.M. Sun.

Gleaming cutting Cleo Roberts analyses every week's important news developments with aid of dramatic newsflash. Reach over half a million viewers each Sunday afternoon. Myriad sources-report this to be the finest jobs of newswomen heard during any part of a local station. Newslook-in-depth at its best, events of international and local significance are seen though the eyes of a man who has traveled in times around the earth to be where the news is happening. One of the very important...

Unavailability are something a station has to sell that isn't for sale.

Sometimes they're pointless bringing you the kind...

"Continually sold since 1948. Sorry, no...ho...ho...ho..."

What cares?

You.

Unavailability tell you about a station's programming, your potential rating, the caliber of the station itself—like KTVT's News and News Feature programming.

Award-winning superb local zest entertain cover, featuring film to supplement the national and international news, with the news features to round out the news in depth.

Personalities...

Patem... Quite... Joy... Welsh. Four shows you can't buy.

Is it appealing programming like this that gives your sales message a running start...

That builds the audience, the atmosphere and first class availability.

Oh yes, your KTVT sales rep has availability, too.

COLORADO, Denver

KOAL-TV, Ch. 4 [NBC Spot]

PETE SMYTHE

Proprietor of PETE SMYTHE'S GENERAL STORE

KOAL-TV's "The General Store"

3:30 P.M., Mon. thru Fri.

Pete Smythe, Denver's most popular TV personality, roars television audience from the General KTVT Store. At many KTVT, the Denver sports and the Denver Night life soap and plays the "African Queen" this old player piano and enjoys in a bit of kinescope philosophy, advancing his message get more from just a participation. Pete considers each new sponsorship as a full-time sales job for his product. It is always exciting, and Pete makes the commercials an integral part of the program. On the air at the time of the KTVT Store, Pete is out shopping, and his shopping trip, the Pete Smythe Show does an outstanding job for advertisers. There's no better air salesman, or a more respected performer, anywhere. Pete Smythe sells an advertiser's product from the shelves of the General Store right into thousands of homes in the Denver KTVT area.

ILLINOIS, Chicago

WBBM-TV, Ch. 2 (CBS-TV)

JERRY DUNPHY

Sportscaster on "WBBM-TV, Ch. 2 (CBS-TV)

5:45-6 P.M., Mon. thru Fri.

Combining withs with scenes, hand- 

some Jerry Dunphy brings the world of sport to his share of thousands who tune in every evening. Jerry Dunphy's mean interest, displayed on camera, in the world of sports scene. And because he's so vitally concerned with his subject matter, Jerry conveys his enthusiasm in a manner that is pleasant to watch. Bringing the showing the sports news, Jerry conveys a passionate interest every night. Many a real news story has come out of Jerry Dunphy's interviews on TV. No new to television, Jerry has done numerous sports news interviews, always with a flair and assurance that makes great television every time.
KTTV's Local Newscasts Are 250G Affair

By ROB SPIELMAN

HOLLYWOOD — How important is a local news operation in a market?

In the opinion of Richard Moore, personal shopping director for Los Angeles' KTTV, it's worth $250,000 of special equipment plus precedence to move on a story at any time of day or night.

Moore points out that, between 35 and 40 live news remotes each year, the station's successful news team has, on many occasions, turned around news stories on the air within minutes.

In the upper left corner of the October ABC News schedule, Bugs Bunny and Friends make a splash.

Using music, WGN power channeling to multiple programs.

In Chicago, a string of events has been scheduled with the hope of attracting potential viewers.

One possibility is a series of free concerts for existing and potential viewers. The concerts will be held at various locations throughout Chicago, giving away records and prizes to the audience.

One of the most successful children's programs ever scheduled on television is "The Teletubbies." The show was originally aired in the United States in 1996 and has since gained a wide following.

Ongoing efforts to attract new viewers include the use of social media and online advertising. These tactics are aimed at reaching a younger demographic that may be more inclined to watch news on digital platforms.

In conclusion, KTTV's local newscasts are an important aspect of the station's programming strategy. By providing timely and relevant news stories, the station remains a valuable resource for viewers and continues to attract new audiences.

(Continued on page 20)

MICHIGAN, Cadillac
WXYT, Ch. 13 (Hollidaying)

KENNETH ROBERTS
Star of THE KENNY ROBERTS SHOW
Host of MISTER DANGER

6:30-7:00 p.m., Mon. thru Fri.

The magic of the Kenny Roberts name is in the "jumping cowboys" who make engines through their country music and children's recordings, through appearances on television and radio, and in thousands of personal appearances—key to the success of this fine show. Kenny performs daily before a studio audience, but his unique personality attracts teenage boys and adults in large numbers, too. Let Kenny introduce your product to WXYT viewers. Kenny's commercials are outgoing, ebullient and fun, as well as touching. You'll agree that Kenny clicks in sales as well as songs.

MICHIGAN, Detroit
WXYT, Ch. 7 (Blair-TV)

MIKE DANGER
Host of MISTER DANGER

6:30-7:00 p.m., Mon. thru Fri.

Adventurous, wildest-of-fortune and big game hunter Mike Danger has a series of "well-known" half-hour syndicated shows that are rapidly capturing a large share of the early evening audience. Individual Detroit is ready for strong family entertainment early in the evening. That's why we feature Mike Danger from 6:30-7:00 p.m., Monday through Friday. This series is loaded with exciting adventure from the jungles of Africa, the battlegrounds of World War II, the wilds of the West and other locales of intrigue around the world.

(Continued on page 20)
MISS VIRGINIA
Teacher and Host of ROMPER ROOM
9:30 A.M., Mon. thru Fri.
Miss Virginia proves that education is fun for Kansas City's preschool youngsters with her friendly host of the KMBK-TV's "Romper Room." Romper Room is the show that earns the most viewers, according to the "Sherriff Bill's" poll of the top-rated national TV commercials, . . . that often unmatched merchandising ties . . . that provides fun and real learning for the young viewers. Romper Room also features "Spot News Services" for local news and commercials.

MISSouri, Kansas City
KMBK-TV, Ch. 9 (FGW)

HARRY "Texas Bruce" GIBBIS
Host of WRANGLERS CARTOON CLUB
5:45 P.M., Mon. thru Fri.
5:30 P.M., Sat.
St. Louis' favorite afternoon children's program, "Texas Bruce," is the backings of Bob and Bev集成 in to join his studio casts for this week, with a special performer, Harry Gibbs as "Texas Bruce." 8-year veteran of KSD-TV, Gibbs, son of his favorite personality, is a Slim and effective. He knows what children likes, and his five commercials, personal attention, and shows top quality cartoons. Gibbs has impressed mothers, fathers, and his playing partner with a strong selling personality.

MISSouri, St. Louis
KSD-T, Ch. 5 (NBC Spot Sales)

CHARLOTTE PETERS
Star of THE CHARLOTTE PETERS SHOW
12 Noon-10 P.M., Mon. thru Fri.
St. Louis, local Summer personality in St. Louis' top-rated (ARB) noon-day show . . . a fast-moving, high-spirited participation production. Besides singing popular and musical numbers, the "Serenades" interview famous guests, often big hits for her long-lasting stunt and quite scolding, and delivers commercials with "biff." Constantly proves unusual, Charlotte Peters is the show's first and last request! Miss Peters is also assisted by her long-time announcer George Abel and his assistant Mr. Kars.

NEBRASKA, Lincoln
KOLN-TV, Ch. 10 (Avery-Knold)

CAPTAIN X
Host of CAPTAIN X AND POPPYE
5:30 P.M., Mon. thru Fri.
The lowest in television in town around Lincoln Land is KOLN's new CAPTAIN X for advertising wanting to reach a huge audience. Currently available, Captain X and Poppye is the best buy ever. America's favorite cartoon character, Poppye, commands the highest ratings ever known in this new and now the mystifying, adventurous Captain X adds intrigue to make KOLN's MARVELOUS PROGRAM. Who is he? That's Channel 10's closely-guarded secret. He is a whiskled, rugged chump and a quiet, easy-going mayor, but kids just love him. An expert Trouble, he's cross-words with some of the world's masters. New sponsors are discovering the national appeal this character personally holds for a huge audience. Captain X will give you more viewers for your advertising dollar.

NEBRASKA, Lincoln
KOLN-TV, Ch. 10 (Avery-Knold)

MRS. RAMONA DEITZLER
Hostess of RIGHT AROUND HOME
11:30 A.M., Mon. thru Fri.
Rama Deitzieter, former Mrs. America, continues to build ever-increasing audiences for Right Around Home, according to the "Sherriff Bill's" poll of the top-rated national TV commercials. This program is headed to the top, says Miss Deitzieter, whose programs in Nebraska and Kansas and has won the respect AND RESPONSE of its huge audiences. In all, it's a challenge to the network only designed to keep pace with today's living and to give educational information to the modern homemaker. Ramona's warmth and friendship makes her a welcome guest in any home. And who could give more credibility to your advertising message than America's Top Home-Maker?

NEBRASKA, Lincoln
KOLN-TV, Ch. 10 (Avery-Knold)

FILM AIDS IN SCORING TOP NEWS RATINGS
One out of every three U.S. TV stations in the "Sherriff Bill's" top-rated national TV commercials "most successful" among local programs in attracting and retaining top TV audiences. The Billboard's special study of local live shows reveals-and with good reason. News shows produced locally, robbery, unexpected developments, gatherings, facilities, supplemented by top-notch national news services, are the key for sponsors for top commercial ratings. One: The outstanding blend of local-national television techniques has been developed and maintained by CBS Television Film Sales, distributor of the CBS Newfilm service, now in its fifth year, and currently airing in 73 markets. Two: Good local news shows have a habit of not-ratis the highly publicized national news shows. The best combinations is a popular local news personality plus a national newfilm service, as how Howard Kasy, manager of CBS Newfilm, puts it. In the rating lists, this is certainly borne out. Shows using the CBS Newfilm service, which operates on all news beats of the local market, are currently the top-rated O.B.A. "Top-Television" shows, according to this week's "Sherriff Bill." These top-rated shows are newsmen in New York, Chicago, Philadelphia and Des Moines.

NEW YORK, New York
WABC-TV, Ch. 7

BILL BRITTERN AS "Johnny Jello," Host of Comedy Star of TIME FOR FUN
13:30-2:00 P.M., Mon. thru Fri.
Three top-rated children's programs-1) "I Have a Teaspoon the Rabbit," and 2) "Johnny Jello" -sell sponsor identification. In the 20-minute period that "Johnny Jello" is on the air, millions of eyes are on viewing a popular show of one of our personal appearances. As authorities on children's TV programs, we bring to children leads the way for a new rating for "Johnny Jello," and audiences are guaranteed. One sponsor can't take his full-page advertisement ad after just one participation. It's a fact. Supply time in Youngstown is 8:50 p.m. . . . after the Paper show.

OHIO, Youngstown
WFMI-TV Ch. 21 (Mischl Stanley)

CAPN HALL EMMETT P O P Y E
5:45-6:30 P.M., Mon. thru Thu., 5:30-6 P.M., Fri.
This top-rated local children's show, lends the magic name of Poppye with the proven, proven record, Capn Hall, who spins yarn about the high ratings that Cap'n Hall's show has. The sponsors found that Cap'n Hall special language which is not only captivating the children's eyes but also the adults too! One sponsor canceled his full-page advertisement ad after just one participation. It's a fact. Supply time in Youngstown is 8:50 p.m. . . . after the Paper show.

OHIO, Youngstown
WFMI-TV Ch. 21 (Mischl Stanley)

MARIJOE MARINE
Star and Hostess of KITCHEN CORNER
11:15-12:30 P.M., Mon. thru Fri.
A three-time winner of the TV Guide Award, Kitchen Corner has proven itself as the nation's top cooking show. Local and National sponsor participation has shown that Kitchen Corner's unique program is the key to success. Local and National sponsors have found that Cap'n Hall's show speaks a special language which is not only captivating the children's eyes but also the adults too! One sponsor canceled his full-page advertisement ad after just one participation. It's a fact. Supply time in Youngstown is 8:50 p.m. . . . after the Paper show.

OHIO, Youngstown
WFMI-TV Ch. 21 (Mischl Stanley)

AD ELDA S N Y D E R
Hostess of THE ADELAIDE SNYDER SHOW
9:30 A.M. Mon. thru Fri.
Ail Snyder's basic appeal is to the home- maker's varied interests, and to this end the program is put on an all-year-round basis. Here is a program where every viewer gets personal insight into solutions for problems she faces daily: health, children, de-stressing, food, furniture, decorating . . . and a result, economics. This program, with its own in-house personnel, is good for the local market. The program is a hit among viewers.

Copyrighted material
Bluest Chips Plentiful In Sponsor List

Who’s buying local live shows among the nation’s leading TV advertisers?

A check-up among the top advertisers returned one surprising result: The Billboard in its special study of local live spot carriers revealed just about any show you can imagine, from Procter & Gamble and Colgate-Palmolive to pets and film and everything with every meets to Glass Wax thrown in for good measure.

Following is a list of top corporate clients, in order of the firm’s name is generally unequaled (most often using free or filmed programmed) for TV shows by country. In this category the following TV is shown in this country:

TEXAS, Houston
KTRK-TV, Ch. 13 (Holliberry)

CHARLES HARRISON
Host of
MOVITEME U.S.A.
10:10 P.M., Mon. thru Sat.
This latest in full-length movie is presented on Moviteme, U.S.A., every weekday at 10:10 P.M. on Saturday afternoon at 12:05 P.M. at last, television viewers don’t have a clear up to 1:00 or 2:00 A.M. to see the outcome of a film. This early time period is proving popular for thousands upon thousands of viewers who have time to watch a film in the comfort of their home, and to the program and his claiming personality and easy-going manner has been a hit for the film every day and for the film every day.

TEXAS, Houston
KTRK-TV, Ch. 13 (Holliberry)

KITHIK
Host of KITKIR PARADE
4:15 P.M., Mon. thru Sat.

The spectacular story of KITKIR’s port black and white parade, KITKIR, can only be explained by the fact that the show is being augmented with their hot. Every single Mon. thru 5:00 P.M., KITKIR is one of the most popular programs in the entire state.

Inland a goal decorated parade setting, KITKIR creates a mood that is unique in its studio every afternoon. Talked by a production team which adds to the thrill of KITKIR features other film material, including film libraries and features. Now on the microphone clubs. Viewers regard KITKIR with its own and affection, and sponsors regard it as a valuable, thrive no doubt about it. KITKIR is Houston’s Top

TEXAS, Houston
KTRK-TV, Ch. 13 (Holliberry)

TED NABORS
Host of
SOUNDTRACK
7-10 A.M., Mon. thru Fri.
7-9 A.M., Sat.

Soundtrack’s steady rise in popularity since it originated. Has a year a year, cannot be called anything but amazing! It proves that people like to a visual dimension to the gid and true “news and music” formula. It’s a brandnew idea in television rating. Not for “lowbrow” stars with the stripes. Channel TV’s port and pretty Kitty Watkins adds sparkle to the program, and Ms. Johnston’s reports the latest in music. News and heard every weekday evening coming from 7:00 until 10:00, and from 7:00 until 9:00 on Saturday's, this fine convey of film to the film character is now known as the “film of the town.” Soundtrack originated one year ago on this December 1, in KTRK’s “Top of the Year” program designed to entertain the whole family, so that Houstoners can advantage of this fine opportunity to see their client’s sales staff.

TEXAS, Lubkin
KTVL, Ch. 4 (Vernard, Rantoul &

HANK AND JUANITA HUGGINS
Co-Stars
KAT-TREE JAMBOREE
7:30 P.M., Thurs.

KatTree Jamboree show set wold as a post-locating sponsor ship basis, and has had the same sponsors for the first time. Their main features are: Kresen, the owner of Kresen, knowledgment and appreciation for their personal. The group includes Hank Huglin, Jimmy Shanks, and guests often seen in the film and television.

TEXAS, Houston
KTRK-TV, Ch. 13 (Holliberry)

TEXAS, Houston
KTRK-TV, Ch. 13 (Holliberry)

William McCann
Field Correspondent

Gee, Sargent, and the rest of the TV newsmen.

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Victor to Boost Classical LP Tag

By BILL SIMON

NEW YORK—Soon in January, or three years after cutting the price of its classical LP disk to $4.98, Victor is expected to return to the high price...

On being queried, Victor’s only official comment was “No comment.” The company certainly believes the day has been cast, and only the announcement date itself is still hanging.

Many of the companies which were forced to $3.98 after Victor’s move, would welcome the chance to climb back up, it is believed. Some have already made bids to enter the $4.98 level. Capitol’s Full-Conceptual sound line goes to $4.95 on January 1. Decca recently announced a new series, a series of specialized packages at $4.98. London raised an important section of its catalog to $4.95. Elsewhere, there have been smaller raises. Columbia, for example, has announced the elimination next year of its various price cuts; it has not raised them very significantly.

The raising of major line classes prices, some traders feel, will definitely establish the classical area as a two-price market. Some of the low-priced indices, now retailing at $1.40 and working on a scale of $1.25, will not be able to stabilize their positions at $1.98. Certain of the large-catalog indices, now priced at $1.98, have been competitive with the majors mainly because they have been making discount deals, which particularly have benefited price-cutting retailers. It’s likely that, if the major go to $4.98, these indices will have to make up their minds whether to join at $4.98, or cut all the way to $1.98.

Indie mail order clubs, with list prices of $2.95 to $3.93, will regain a competitive position which has been threatened seriously by the new major label clubs with $3.98 units (and free bonus disks). Last year, many of the jazz mail orders raised their prices to $4.98, with no appreciable reaction from the major traders now opaque that any drop in retail prices will be more than compensated for by the increase in dollar volume.

Indies Get Singles Gravy; Majors LP’s

NYU-Billboard October Sales Survey

Accurate Breakdown by Speeds & $S

By RALPH FREAS AND BUD FOSSEETT

NEW YORK—Independent record companies and retailers recently published their combined sales figures for the month of October. Some of the partial singles and LP statistics indicate that the high-profit album business goes to the majors, while the outlet for the continuing study of disc sales at the retail level conducted jointly by New York University School of Retailing and The Billboard, 3rd issue of their reports on concern disc sales made during the month of October, were released this week by the NYU representatives.

Singles Sales

This specifically is how the four majors stack up against the other labels. In sales of 78 rpm singles (63.8 percent of the over-all industry dollar volume), the four majors did noticeably better than 25.7 percent of 45s, leaving 37.5 percent per of the index.

The scales tip entirely in the favor of the NYU survey of the major label’s sales. EP-45 disks (representative of the major-label 45s)... (Continued on page 32)

Storz Chain Sets 1st Meet For Pop Disk Spinners

3-Day Seminar to Focus Spotlight
On Deejay Platter Programming

By JUNE BUNDY

NEW YORK—The first annual Pop Music Sales and Promotion Seminar will be held at the Maplebrook Farms Inn, W. Orange, New Jersey, March 7, 8 and 9, 1953, under the sponsorship of the Storz Stations.

The Storz chain (WDGY, Minneapolis; WRB, Kansas City; WIX, WQAM, Cleveland; WSM, Nashville) and the WLS, Chicago, will participate in the 35 pop deejays and program directors, and in the evening receiving the chain president, R. T. Storz, the general reaction among stations was, very, very good company excites to the idea is a “business... (Continued on page 32)

High Fidelity & Audiocraft Mags Merge With Billboard

FULL COVERAGE ON ALL FACETS OF BUSINESS

NEW YORK—As a result of the pooling of resources represented by The Billboard’s acquisition of High Fidelity and Audiocraft, the expanding music - record - equipment industry will now receive the most complete and diversified coverage by the following publications:

1. The Billboard: Leading trade paper and communication center of the industry. Edited by a buying and personnel grading department, and as a result of unexcelled information. The current print order is 9,000.

2. High Fidelity: Leading magazine for the hi-fi enthusiast, those who want detailed information about the latest and best in sound equipment - the backwoods of the record business. High fidelity equipment consumer magazine. The current print order is 105,000.

3. Audiocraft: The monthly magazine for the hi-fi hobbyist and sound perfectionist. It is written in plain English so that even the most inexperienced hi-fi enthusiast can read it and want to know how their equipment operates and how to build and maintain their own hi-fi systems. The current print order is 60,000.

4. Audition: The monthly voice, covering the latest in audio equipment. This is specially printed and edited to show the latest LP and EP releases. This is the one publication that is printed in brilliant color to attract the buyer who shops for hi-fi equipment. The current print order is 100,000.

Concentration Of Top Staff Personnel

NEW YORK — The world’s largest and most experienced staff of music editors, reporters and re- searchers, as a result of a conclusion of negotiations between The Billboard and High Fidelity magazine (two key personnel on the various publications will now under one management as are follows:

Paul Ackerman, Music Editor - Has joined Billboard in 1946, covered all fields; moved into the Music department when it was formed in the late 1940’s, became editor in 1949.

Bill Sobel, Executive News Editor - With The Billboard since 1933, covering trends and covering the Country and Western Field has covered all fields.

Bill Stieven, Associate Editor - With The Billboard since 1933, has managed retail music stores; handled fable and was in the publishing business before entering record review staff.

John Bregman - Five years with The Billboard; formerly ad- ministered Billboard, Billboard Numbers magazine, devoted to business and consumer publications, songs with vocal groups.

June Benda - Nine years with The Billboard; formerly associate editor, Billboard Numbers magazine, devoted to business and consumer publications songs with vocal groups; extensive experience in show business, free-lance TV and radio writer.

Ralph Foster, Associate Editor - Joined The Billboard in 1948, superintending new Merchandise Section, writing departments for new disk pector; for six years was Wholesale Editor of Billboard Record Retail.

Bob Fernandez - Fourteen years with The Billboard; has been top ten- dard editor; had extensive expe- rience on the West Coast.

Joe Friedmaan (West Coast) - Covers all phases of music-radio; is now with The Billboard, 20 years formerly editor and reporter on business papers.

Tom Nonnen, research reporter - Eight years with The Billboard, specialist on Motion Picture Charts.

R. B. (Bud) Fosseett, manager of The Billboard Market Analysis Division. (Continued on page 81)

Cap Skeds 3 New LP Pic Sound Tracks

HOLLYWOOD—Capitol Re- cords has substantially added to its slate of vacation picture sound-track albums, with the release of three sound-track albums this year. In the past, Capitol has been known primarily to the President’s Ball, where the band is planned for that night, with top- flight disk artists flying in to Kansas City for the occasion. The event will wind up Sunday, March 4.
Seeco Label Adds New Pop Album Series

NEW YORK — Seeco Records, a predominantly Latin-American disk label, has formed a new line named "Tribal," which is aimed at the pop market, and includes at least 25 albums. A special catalog is in the works, and a major publicity, promotion, and sales campaign is being set up by newly appointed sales manager Cedar Wood and publicity consultant Dick Davis.

Jock will receive the disk in special sleeves, via distributors, and sales will be promoted throughout the month. The Seeco reorganization under President Sidney Siegel, Howard Rosett has been named general manager of the distributor, which includes the wholly owned Seeco-owned label, and Johnie Warrington will remain at his post as sales director. John Warrington has been appointed as president and senior manager of the company.

Heyton Signs For Roulette Album Chores

NEW YORK — Roulette Records has signed Lennie Heyton to an exclusive contract as an artist and as an arranger and conductor. In addition to cutting albums as a pianist-conducteur, Heyton will write, arrange, and produce albums, handling everything from the initial conception and arrangements to the actual recording.

Roulette producer Morris Levy has given Heyton his choice of the label's artist roster, and initially he plans to cut L.P.'s with Pearl Bailey, Jeri Southern, and Frankie Lymon. Completely the Seeco reorganization under President Sidney Siegel, Howard Rosett has been named general manager of the distributor, which includes the wholly owned Seeco-owned label, and Johnie Warrington will remain at his post as sales director. John Warrington has been appointed as president and senior manager of the company.

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Clueless Sues Over 'Marianne'

NEW YORK — A suit against Roulette Records and its chief executive for breach of contract was filed yesterday in the U.S. District Court in Los Angeles. The suit named Roulette Records, including co-founder Sonny Bono, and Roy Black.

The suit was filed by the former lead singer of the Seeds, who was fired from the group in 1966. The Seeds were signed by Roulette in 1965, and released a single, "Satisfaction," which reached number one on the charts.

The suit alleges that the Seeds were kept on the label for only a few years, and that they were never properly compensated. The suit also accuses Roulette of failing to promote the group's music, and of allowing the group to fall apart.

Atlantic Stores Foreign Distribution Deals

NEW YORK — Atlantic Records has signed distribution deals with several foreign record companies, including Teldec in Germany, Polydor in France, and EMI in the U.K. The deals give Atlantic a foothold in the foreign markets, and will help the label expand its reach worldwide.

Herold Corp. Pacts Fowler

NEW YORK — Herold Corporation has signed a pact with Bill Fowler, C.G. Records, Inc., to distribute his label. The label, which is focused on folk and country music, will be distributed through Herold's network of record stores.

Miller Sets 3d R&R Bash

CHICAGO — For the third time in a year, Howard Hughes is preparing to throw a bash in his honor. The first two, in 1967 and 1968, were held at the Hollywood Park in Hollywood, but this year's bash will be held at the Opera House. The second, the night of Friday, December 6, Tal-
DICK GLASSER HAS THE SMASH RENDITION OF

"MAKE-BELIEVE WEDDING BELLS"

by PAT BALLARD

ARGO #5283

b/w

GO ALONG BABY

published by

BOURNE, INC.

LESTER SIMS, General Professional Mgr.

136 W. 52 Street, New York 19, N. Y.
Pic Industry in Wholesale Climb on Indie Bandwagon

See Talent Profits in Diskery Ownerships; Plus Tie-Up Bonanzas

NEW YORK—The motion picture industry is apparently moving into the record business on a widespread scale. British film companies, Warner Bros. and 20th Century-Fox, have added to their operations an interest in the record business. The move is being made against the trend of the past four years, when most of the interest on the part of the motion picture industry has been in television. Since the advent of television, the movie industry has been busy trying to expand its holding in the lucrative television field.

Columbia Pictures has a reissue label, the West Coast label, which will be distributed in the Far West. The label is being set up on a large scale and will be distributed by both Columbia Pictures and the West Coast Pictures. The company has already released several records, including a number of new releases, and is planning to release several more in the near future.

Meanwhile, reliable reports on the West Coast have it that Jack Warner, head of the Warner Bros. company, and Jack Starr, president of Republic Pictures, are planning to enter the record business on a large scale. The company is considering the purchase of a number of record labels, including the famous Columbia Pictures label. It is expected that the new company will be called the Warner Bros.-Republic Records, and that it will be one of the largest record companies in the world.

The move is being made in an effort to increase the income of the motion picture industry, which has been declining in recent years. The record business is expected to provide a much-needed boost to the industry, as well as to provide a new source of income for the companies involved.

The new company is expected to be in operation by the end of the year, and is expected to have a very successful start. The company is expected to release a number of successful records, and is expected to capture a large share of the record market.

Col-Audioscope Deal Cues Custom Profit

HOLLYWOOD — Columbia Pictures has announced that it will enter the motion picture industry on a large scale, with the formation of a new company, the Columbia Pictures Television Network. The company will be headed by David Selznick, who has been with the studio for the past several years.

The new company will be responsible for the production and distribution of television programs, as well as for the sale of advertising time. The company will also be responsible for the sale of television equipment, and will be involved in the development of new technologies.

The new company is expected to be in operation by the end of the month, and is expected to begin producing television programs within the next several weeks.

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Camden Rides High With New Big Names

NEW YORK — With RCA-Columbia's LP line riding at its highest crest, a new group of hit-names artist have been made available.

Heating the list, for disks to be released within the next few weeks, are the late Elvis Presley and Johnnie Ray, both now in the United States, and the late Frank Sinatra and Dean Martin, currently in London. The new group is being built up to meet the demand for disks by RCA-Columbia.

Speaking Canada's current success, RCA-Columbia's VP of Sales, John L. Gentry, said, "This success is well-deserved and well merited. RCA-Columbia has always been a strong force in the record business, and we are proud to have been among the first to offer this new group of artists. We are confident that our customers will enjoy these disks, and that they will be successful in the record market."
This is the man

whose great new albums

are

“Delightful” (Billboard)
“Fine gift waxings” (Cashbox)
“Full of much taste and charm ... Crosby in exceptional vocal form” (Variety)

and backed by an imaginative sales promotion

Nationwide disc jockey promotion during next six weeks.
Sales tie-in with Kapp Records on single releases from both albums
Major TV appearances. Colorful in-store sales aids

and available through your local distributor who also has

A Child's Introduction to the Orchestra
Walt Disney's Song Parade
A Child's Introduction to the Great Composers
16 Great Songs of the West—Roy Rogers & Dale Evans
Tubby the Tuba

A Child's Introduction to Gilbert & Sullivan
Golden Treasury of Mother Goose
The Most Loved Christmas Songs
Peter and the Wolf, The Wizard of Oz
The Golden Fireside Record of Folk Songs
Each only $1.98

Golden Records

A division of Simon and Schuster, Rockefeller Center, New York 20, N.Y.
By combining the talents and professional "know-how" of these experienced newsmen with the newest communications and printing equipment, The Billboard gets the job done fastest . . . provides the music industry with the reports on Monday morning of all the news vital to the business!
SEE WHAT THE BOYS IN THE BACK ROOM HAVE GOT!

Drop in around 8:00 any Thursday night of the year at Gus 'n' Andy's. Sit near the big round table in the back. Give George the waiter your order. Eavesdrop.

Before he's back with your "starter" you'll spot what it is the boys have. TALENT! Terrifically specialized talent that the entire music industry considers important.

For your neighbors next table are newsmen... on the Music-Radio Staff of The Billboard. And they're hashing over the week's news and developments that must be reported to the music industry in Monday's edition.

By the time you've gone from soups to nuts, their conversation will have covered everything from back-shack blues to Beethoven by Backhaus. They'll have discussed new practices in juke box programming; Brill Building discoveries; Coast pressings; full-line selling in retail stores; record clubs; rack sale increases.

In short, everything that has anything to do with making and selling more and better music will have come up for comment and "content" analysis.

What comes across to you is that these boys know their onions... when it comes to knowing the what, when, where, who and the why of every new music business fact vital to each segment of the whole, expanding music industry! It's what well over 29,000 music people everywhere see 52 times a year!

The Billboard Publishing Company
Indies Get Singles Gravy

Continued from page 25

Log only 4 3 per cent of the total industry dollar volume) are almost a monopoly of the major firms. The four front-4, seated 78.7 per cent of total EP-45 sales. But the most important category-wise 12-th in the 1-LP column. This category, during the month of October, maintained its steady position of 26.5 per cent of the total industry dollar volume. Here the major firms made their most solid showing, taking 40.4 per cent of the 1-LP business.

From this and from the month-to-month reports of the continuing surveys it is evident that business as a whole is the last in the hierarchy of things — the launching of a rocket in the music industry.

组合公司（and their subsidiaries): 75 r.p.m. . 50.6% 45s. . 37.2% EPs 78.7% LPs . 64.1%

The remaining 1.9% represents sales of recorded tape, 10-inch LPs, and 78-r.p.m. disks.

MOA Requests Juke Hearing Postponement

WASHINGTON — The Music Operators of America have asked for a 30-day postponement of hearings on the Juke Exemption Bill (H.R. 10123) by the O'Mahoney Judiciary Subcommittee on Patents, Royalties and Copyrights.

Reasons given for the request by MOA President George Miller include the need for additional time to prepare for its case, due to the recent death of Dr. O'Mahoney's longtime counsel, Sidney Levy. Miller added that for the period of the holiday season, it would be difficult to get witnesses to drop their affairs in favor of hearings in the Capital.

The proposed bill seeks to end the performance royalty exception for juke boxes in the copyright statute and to classify music as "public performance for pay". (See other details, or Coin Machine section.)

DG May Add Indie Labels To Roster

HOLLYWOOD — Deutsche Grammophon, disk distributors in Western Germany, is currently in negotiations with a number of independent labels in the U.S. and England.

Dr. Helmut Harter and M. Durch of Deutsche Grammophon, following the recent release of THE HAIRBALL, are holding talks with Liberty, Dot, Imperial, Specialty and other labels.

Record Debut of the Exciting Continental Movie Star LONNY KELLNER

(SINGING WITH WERNER MUELLER'S ORCHESTRA)

"THAT'S THE WAY IT GOES"

(Lyrics: AL STILLMAN — Music: HEINO GAZO)

Symphony House Music Publishers Corp. (Paul Siegel)

507 Fifth Ave., Suite 205, New York, N.Y.

A DECCA RECORD No. 9-35088

Also Recorded by EDDIE FISHER with Hugo Winterhalter's orchestra and chorus on RCA VICTOR.

N. Y. Patent for Col. Disc Club

HOLLYWOOD — The Columbia Record Club will establish its first branch and wider sales organization in the Midwest shortly after the first of the year. Norman Adler, general manager of the club, revealed that the firm has agreed to use an area of 17,000 square feet of space in the Brookridge Buildings in Brook-

Rolf Named to New Dot Post

HOLLYWOOD — Dot Records named Rossy Rolf to head up its firm's cosmetics-oriented business. New Orleans last week, replacing E. (Bobbe) Johnson who resigns.

Rolf, Midwest promotion manager for the past two years, comes to his new post immediately. Dot's director of administration, Jim Bailey, accompanied Rossy to New Orleans. Bob Smith will replace Rossy in Chicago.

Johnson resigned to return to his own company as a pro in Nashville.

The Label for The Rasso Preludes, the Silver-Tone Barbershop Quartet was incorrectly listed among the magazine's Air Spotlights. The correct label and number are Epic Lp-13396.

String Group Hits. Gold Label Release

NEW YORK — The Concert Masters of New York, a unique string group of former soloists and first desk men with a number of major symphonies to its credit, will get the Deca December Gold Label release, with the label's first recording. The disk contains Bach's "Chaconee" and "Bel Brandenburg Concerto," as arranged for strings.

In another set, David and Igor Oistrakh will again go for the label for the first time in works by Bach, Beethoven and Tchaikovsky. Regina Kell, Slobodan and Vardan Wiliams, Bruckner's Symphonies Numbers 4 and 6 performed by the Bavarian Radio and Berlin Philharmonic orchestras, in Eugene Ormandy a de luxe three-three. The recordings will round off the December Gold Label release.

The Last of Good Living in New York City

Read by Henry M. Gold

Premiered by WBTC, Atlanta 5 A.M.

The Cervantes Hotel at 70 West 46th St., New York, C. For a few weeks only...

Music of America's greatest composers is now heard nightly from 10 P.M. to 1 A.M. on the Cervantes Hotel's own FM stereo radio station. The music is an integral part of the most luxurious hotel operation in the country. The Cervantes Hotel, on 46th Street between 7th and 8th Avenue, features accommodations of the highest quality, a sumptuous restaurant, a Yosemite bar, and one of the most unique arrangements of facilities found in any hotel.

The hotel is owned and operated by the Cervantes Corporation of New York City.

A DECCA RECORD No. 9-35088

Copyrighted material
LIKE WHO?
LIKE TONI ARDEN!

LIKE WHAT?
"LIKE YOU!"
LIKE WHERE?
LIKE DECCA 9-30507
LIKE WOW, MAN?
LIKE IT'S A SMASH!

PUBLISHED BY E. B. MARKS MUSIC CORP.
ON THE BEAT

By REN GREVATT

Some interesting observations can be made on the results of The Billboard's annual disk jockey popularity poll, just released. It's already been noted that Frank Sinatra is the favorite male vocalist of the r&b jocks. Beyond that, Nat King Cole and Pat Boone, neither normally regarded as rhythm and blues talents, are also listed among the jocks choices. In the favorite female vocal category half of the artists mentioned in the top 10 are not recognized as r&b singers primarily, jazz stylists Ella Fitzgerald, Sarah Vaughan, June Christy and Chris Conner are in positions 1, 2, 9 and 10 in the voting, while legt and night club star Lena Horne, shows in the number 8 spot.

At the top level, jockeys were notable for a tendency to pick ballad discs and artists rather than those noted for the rock and roll beat. Among the top 20 favorite discs of the top jocks, only two, the Everly Brothers' "Bye Bye Love," and Sonny James' "Young Love," both far down the list, are related to the rock and roll genre. Jockey opinion diverges widely from listener opinion. A group of the top pop records for the past quarter shows, that except for "Lennon," by Debbie Reynolds, the first 11 of the best sellers are in the top 3 spots. Artists include Paul Anka, Everly Brothers, Elvis Presley, Johnny Rodgers, the Crickets, Jerry Lee Lewis, Presley again, Elvis Hamilton, the Beatles and the Everly Brothers again.

Danny Taylor, clearer of "Tom Joe," has changed his name to Little Darrow. He's exclusively on the King label now and new sides are expected soon. Meanwhile, Laverne Ray and his Raymen are on the Chicago label... Sister Rosetta Tharpe is about to embark on an extended tour of England. While there, she'll tour with the Chris Barber band... The McGuire Sisters have returned to the Godfrey sponsored CBS TV show. The girls also appeared on the Frank Sinatra show November 15 and are slated as guests on the Perry Como show, December 3, and the Dinah Shore show, January 20. On February 16 they open a four-week slotting at the Waldorf-Astoria... Cah Calloway, king of R&B, has cut his first session for George Goldner's Gold label. Calloway will appear again this winter in Miami's Cotton Club reissue.

A couple of weeks ago, we commented on the addition of swing bassetes and ches to the rock and roll field. Latest "class" addition to the idiom is the use of a cowbell passage to introduce a new ABC Paramount disc by Danny and the Juniors. Jim Jones' Heartbreak charter find, has been signed by Joe Kefiatos on the Capitol label. Kefiatos reports that the country cat, who sounds like Fats Domino and is one of Frankie Laine's sidemen, was signed on the spot by Irving Field for his last January tour show. Kefiatos' current Popular disc, "Food From the Gods," is reported as going well... "Billy (The Joker) Myers has been signed by Joe Castiglione of the Champs. Malachi Jackson will appear November 25 in a concert at the Judson Memorial Church, Greenwich Village.

DISTRIBUTORS

Coral Records has awarded distributor prizes on its "World's Finest Music" contest, which was based on sales of the firm's full EP and EP product theme of which was "The World's Finest Music," taken from the title of the Lawrence Welk Walk album. First, second and third place winners were Mutual Distributing of Boston, Tell Music Company, Madison, Wisc., and Malaco-Slater of San Francisco. Fourth and fifth spots were taken by distributors in Buffalo and Indiana. The label also announces that Hoffine Distributing Company of Seattle has won the Coral Gold Record award for sales performance.

Joe Knox, of Boyd Distributors, Denver, helps push the Capitol line via heavy radio in Texas. Knox held a screening of "Pat Joe" for local dealers and provided them with window cards and retail displays. Sound track displays were also set up in the lobby of the Denver Theater. A dozen jocks were given free copies of the pocket book edition of "Pat Joe," to give them with data to plug the Capitol line. Art Freeman, of Benart Distributors, Cleveland, has opened a new firm, Concord Distributing. Freeman's former Interstate label and operation will wind up the new outfit... Frenchie-Goldbirdt, Decca Indianapolis distributor, has won the "Designed for 1957 Silver Record Award for October sales performance... Marvin Taylor tends the operations at General Tim Cafe, colorful makeshift of the Gale Agency, one of the top distributors.

ALEXANDER OFFICE TO BOOK

TOM AND JERRY TEAM

Tom (Gough) and Jerry (Landis) two Forest Hills, N. Y. high school students who recorded "Hey Schoolgirl" for Sid Fremon's Big label, have been signed by the Wilber- Alexander booking office. Virginia White has been returned to handle their publicity and promotion.

LIL wiring Promoting

Joey Jay Disk...

Lilla Wolf, now operating the disk promotion firm started by her husband, now is working on his Mercury disk, "Sugar Face." In addition, Mrs. Wolf has Woody Herman ("The One I Love" on Verve), John Morgen ("I'm New at the Game of Romances" on Kapp), and Bing Crosby ("Never Be Afraid" also on Kapp).

New Satellite Label

Tenderglilt 1st Release

Satellite Record Co., a new label, headed by Skip Stanley with offices at 344 West 86th Street, has released its first pressing, "Satellite Baby" and "Planet..." Skip Stanley, a night club and TV comic, has worked the Carey Savile at Hollywood, "Land of Tomorrow" in Chicago, Lake Club in San Francisco, and the famous Paris Supper Club in Hollywood. Ralph Stine, formerly a staff man for Frank-X Records, did the arranging on the first Satellite release and will continue in that capacity.

Cardouz Adds Six

New Distributors

Cardouz Records, spoken word firm has added six distributors. These are Record Distributing Company, Pittsburgh, Sanderson Distributing, Denver, Acantha-Sound, Seattle, Leslie Distributors, Hartford, Conn., Surfel Company, Minneapolis, and Custon Distributing, Cleveland.

Knopp to Publish

Brand Book Sale

Philcasten Oscar Brand has completed a song book entitled "Singing Holidays," which will be published this week by Alfred A. Knopp. It includes 96 folk songs dealing with 30 American holidays. It's Knopp's first music book in years. Board is a RRM writer.

Pahler Acquires Piece

Of Janice Harper Slicing

Publisher Phil Kahl has last week acquired an interest in That's Why I Was Born," the new Janice Harper slicing on Pep Records. The tune, beforehand published by Judra Music, will now be licensed by Janra and Planetary Music, Kahl's ASCAP firm.

Merris Gets U. S. Rights To Tambrin Musician

E. H. Merris has acquired U. S. publishing rights to the tune "La Tambrin Musician" from Caderno Music, Paris. France. The song, penned by Maurice Mery in Rumanian rhythm, was lined up for Merris by his European representative, Robert Wyrie. According to Merris general promotional manager, Sidney Kornbesser, the tune will be available to jockeys on 35 different record versions in France alone.

Sid Mills' new firm, Diane Music, has its first disk out this week. It's the Decca release of "One Blade of Grass," warmed by Jack Carroll. Early indications are excellent, says Mills.

I GET ALONG WITHOUT YOU VERY WELL

and

TELL ME, TELL ME

Empress Music, Inc.
Orchestra
Conducted by VIC SCHOFEN
LIBERTY
F-5510

Destined for Stardom with His First Release
THE ORIGINAL!

has its own SATELITE

THE BALL OF FIRE

Jerry Lee Lewis
Singing His Fabulous New — SUN RELEASE

"GREAT BALLS OF FIRE"
(From the Warner Bros. picture "Jamboree")

and YOU WIN AGAIN

Sun 281

D.J.'s—Thanks for Your Spins. The copies of my new record are on their way to you now.

Here's The Next Sensation Of The Musical World!
**NEW PRODUCTS**

**PLASTIC RACK-DISK 10 CENT RACKS**
A new record rack, produced by the Eagle Roll Leaf Stamping Co., has been introduced. The rack, priced at only 60 cents, incorporates its debut, priced at only 69 cents. The rack, similar in design to the popular wire-type racks, is made entirely of plastic and holds up to 60 discs of any size. Four colors are available—black, bronze, pink and gray. Unit for records are numbered along the base from 1 to 50 and a free color index is included with each unit. The Model DK-200 curry doubles as a letter, number or index holder. The units are packed in cartons of ten, 100 units per carton, in a display unit of nine dozen assorted colors. The display unit contains a half penny per dozen.

**KNIGHT INTROS LOW-COST FM TUNES . . .**
Allied Radio Corporation, Chicago, has announced its new low-cost Knight EX-100 FM-AM tuner. The unit is housed in a steel metal case with a

**MYSTERY TONGUE TAPE RECORDER**
This unit has been introduced by Sylvia Electric Products. The unit design, called the Mystere, is achieved by projecting the picture tube and its surrounding lighting mask out of the cabinet. Most designs incorporate the tube right in the cabinet proper. The floating picture design of the Mystere permits the front mounting of three speakers around the picture tube. Another feature is the dashboard-type control panel concealed beneath the top surface of the cabinet. It slides back to reveal the straight line controls. The Mystere is sold to the public as a prestige model with an open list price.

**VICTOR TRANSISTOR SET**

**SALES ANGLES ON V-M FILM**

**SALES TIPS**

**FRENCH PROVINCIAL STYLING** makes RCA Victor's Mark IIID Hi-Fi Victrola AM-FM radio combination a thing of beauty. The set has full-length, delicately carved doors. It features inside a four-speed changer, four-speaker sound system and has an output of 16 watts. Finished in cherry, the instrument is nationally advertised at $475.

**Record & Equipment Merchandising News & Sales Tips**

**CHRISTMAS REMINDER.** Allied Distributors, East Hartford, Conn., reminds dealers to have their Christmas racks on hand. Allied, together with Phil Kaczenstein, has arranged this attractive display in which the focal point is Westminter's do lacca "Messiah" package.

**STUDY SHOWS BEST DISK TRAFFIC DAYS**

By RALPH FREAS

Saturday is the biggest money day of the week for disk dealers but Monday is the day on which they receive the biggest dollar per record. Stated another way, Saturday's business surpasses that of any other day and on Saturday dealers sell more movie discs in the lower price category. On Monday, however, dealers sell more money per record sold, and because of the fact that they are selling higher priced records, Monday shapes up as the second biggest money day of the week.

These and many other findings have been gleaned from the continuing study of the county sales conducted by the New York University School of Retailing in conjunction with The Billboard. The specific findings above result from an analysis of record store sales during October.

The breakdown of dollar volume on a daily basis in disk shops is as follows:

<table>
<thead>
<tr>
<th>Day</th>
<th>Dollar Volume</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>$6,071.71</td>
</tr>
<tr>
<td>Monday</td>
<td>$7,820.76</td>
</tr>
<tr>
<td>Tuesday</td>
<td>$7,720.96</td>
</tr>
<tr>
<td>Wednesday</td>
<td>$6,686.64</td>
</tr>
<tr>
<td>Thursday</td>
<td>$7,035.78</td>
</tr>
<tr>
<td>Total</td>
<td>$43,554.05</td>
</tr>
</tbody>
</table>

From the above schedule it appears that on no particular day is there a peak day for record store sales. It would mean a sacrifice of at least 25 percent of the weekly gross.

Who buys records on Monday? According to the NTU-Billboard continuing study, the Monday shopper is the LP buyer. This can be inferred because the average price of records bought on Monday is higher than on any other day in the week. On Monday, the average price of a record sold during October was $1.89. On Saturday, the opposite was true. The average price of a record sold on Saturday was $1.28.

Here is a day-by-day picture of the price of the average record bought during October:

<table>
<thead>
<tr>
<th>Day</th>
<th>Average Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday</td>
<td>$1.69</td>
</tr>
<tr>
<td>Monday</td>
<td>$1.89</td>
</tr>
<tr>
<td>Tuesday</td>
<td>$1.76</td>
</tr>
<tr>
<td>Wednesday</td>
<td>$1.98</td>
</tr>
<tr>
<td>Thursday</td>
<td>$2.06</td>
</tr>
<tr>
<td>Total</td>
<td>$2.99</td>
</tr>
</tbody>
</table>

**SALES TIPS**

**FRENCH PROVINCIAL STYLING** makes RCA Victor's Mark IIID Hi-Fi Victrola AM-FM radio combination a thing of beauty. The set has full-length, delicately carved doors. It features inside a four-speed changer, four-speaker sound system and has an output of 16 watts. Finished in cherry, the instrument is nationally advertised at $475.
PHONOGRAHS DELIVER EVERYTHING YOUR CUSTOMERS WANT!

It pays you to stock and sell V-M because more and more people are becoming aware of the popularity of Voice of Music phonographs.

Today's market demands quality, performance and styling. V-M has them all—and more! That's why you profit when you sell one, sell all and sell up with V-M—"Pleasure's New Sound"!

V-M/Model 562—"Fidelis" Hi-Fi Table Model Phonograph
• New 4-way speaker system • Exclusive Acoustic Contour Control • Brilliance, Bass, tone-max 'matic', Volume Controls • Stereophonic Input Jack • External Speaker Jack • Super-Fidelis 4-speed record changer • Blonde or Mahogany Walnut or Ebony just a hit more. List $159.95

V-M/Model 557—"Ultra-Deluxe" Hi-Fi Portable Phonograph
• A "Show-Stopper" in design and appearance • Amazing new handle controls • Stereophonic Input Jack • External Speaker Jack • Super-Fidelis 4-speed record changer • Exclusive Acoustic Contour Control • In striking marbled grey. List $324.95*

V-M/Model 1260—Hi-Fi Portable Phonograph
• Blue, powerful speaker • 4-speed record changer • Extremely light and easy to carry • High-quality features with a low price tag • Attractive reddish-buff and white. List $94.95

V-M/Model 215—"Songfest" Portable Phonograph
• Bright and breezy for the younger set • Aluminum tone arm • Rubber Turntable Mat • Swivel base • Plays all record sizes—78, 45's, Red, White—Green. White—Blue, White. List $52.95

ACOUSTIC CONTOUR CONTROL is an exclusive V-M development in high-fidelity that "shapes" the sound to "fit-the-room"—large, average or small. All the thrilling highs and lows are reproduced flawlessly at any volume level.

Move the mass market to your store!
Stock and sell V-M!
Call your V-M distributor today!
**Review Spotlight on...**

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

**Popular Albums**

LIKE SOMEONE IN LOVE (1-12) - Elsie Fitzgerald, Frank De Vol Orch. Verve MGV-4004

Miss Fitzgerald is at her velvety best in these quietly wonderful arrangements. There are 15 songs, all of the slow-pace, tender-school ('What's New,' 'Then I'll Be Tired of You,' etc.) and the deeply sensitive, thrilling, plus Stan Getz' weaving background bass, plus De Vol's use of string and woodwool accompaniments add up to strong merchandise. Content, tasteful cover shot and past performance of the throes should bring maximum action.

WARY (1-12) - Johnny Mathis with Percy Faith Orch. RCA Victor LSP-2160

Highly attractive presentations in the smooth Mathis manner should add up to a hot item. "Wonderful, Wonderful," his previous LP, is now selling strongly, and this figure to go as well. Excellent selling by Faith. Selections include "My One and Only Love," "White We're Young" and the pretty new album title tune.

S MARVELOUS (1-12) - Ray Conniff Orch. Capitol T-240

The orchestra's previous set, "S Wonderful," is still selling well, and it's still a big favorite with jocks. This package of ork and chorus arrangements is in a similar dance groove, and could also be a winner. Nicely handled item.

**Most Played by Jockeys**

*For Survey Week Ending November 16*

Alarms are ranked in order of the greater number of plays on disk jockey radio. Shows figures on the charts. Results are based on The Billboard's weekly surveys among the nation's disk jockeys.

1. PAUL JOEY

Frank Sinatra, Capitol LSP-2160

2. WHERE ARE YOU?

Frank Sinatra, Capitol LSP-2160

3. A SWINGIN' AFFAIR

Frank Sinatra, Capitol LSP-2160

4. WE GET LETTERS

Perry Como, RCA Victor LPM-1463

5. DANCE TO THE MUSIC OF LESTER LAMIN

F-pe LPM-3340

6. YOUNG IDEAS

Ray Anthony Orch., Capitol T-1866

7. LOVE IS THE THING

Nat King Cole, Capitol T-186

8. WONDERFUL, WONDERFUL

Johnny Mathis, Columbia CL-2028

9. NOW HEAR THIS

Hi-Lites, Columbia CL-1923

10. AROUND THE WORLD IN 80 DAYS

Sound Track, Decca DL-2946

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**Best Selling Pop EPs**

*For Survey Week Ending November 16*

The information given in this chart is based on actual sales to consumers in a scientific sample of the nation's record outlets during the week ending on the date shown above. The figures shown are the net sales of the ten leading 45's as ranked by volume, plus the number of stores in which each record was sold, and the results of the Supply Survey of The Billboard as conducted and sponsored by The Billboard and the manufacturers of each record. The results are compiled from reports by retailers and submitted to the Editor of The Billboard for release and publication. The selection of records for this section is based on their sale, the best possible supply of information, and the judgment of The Billboard staff.

1. JAILHOUSE ROCK

Elvis Presley, RCA Victor EPA-4114

2. LOVING YOU

Elvis Presley, RCA Victor EPA-1315

3. FOUR BY PAT

Pat Boone, Dot DEP-1057

4. JUST FOR YOU

Elvis Presley, RCA Victor EPA-4011

5. AROUND THE WORLD

Nat King Cole, Capitol EPA-1183

6. LOVE IS THE THING

Nat King Cole, Capitol EPA-1184

7. PEACE IN THE VALLEY

Elvis Presley, RCA Victor EPA-1054

8. BICKY

Bicky Nelson, Imperial EPA-155

9. HUMNS

Tennessee Ernie Ford, Capitol EPA-1536

10. JUST A CLOSER WALK WITH THEE

Pat Boone, Dot DEP-1058

---
THE CHRISTMAS HIT of 1957
THE MOST UNUSUAL CHRISTMAS RECORD IN YEARS!

Walt Disney
Presents
THE ALL-MOUSE SYMPHONY and CHORUS
Conducted by Ludwig Mousensky

Christmas Concert
RECORD AND A PICTURE BOOK

Step-1003 LP
12 PAGE BOOK
of
COLORFUL ILLUSTRATIONS

This is the first time mice have ever been recorded!
Playing, singing and narrating an all-mice version of well-known
Christmas songs. The fascinating book of illustrations of the
D.J.'s will soon be along with the mice music, making it the most
played Christmas album in many years.

THE PERFECT GIFT for FAMILY LISTENING

WALT DISNEY'S
FANTASIA
LEOPOLD STOKOWSKI
with the
Philadelphia Orchestra

Available at your favorite record store
**Review Spotlight on Albums . . . .**

**Jazz Albums**

TURIN: CANTO A SEVILLA (1-12)—Vitoria De Los Angeles. Angel 35440

This is one of those rare instances of an ideal combination of conception and recording. Turina’s atmospheric music is played with great finesse by the CBS Symphony. Highlight, of course, is Victoria De Los Angeles’ superb vocalization. Attractive spot of appeal for jazz lovers. All live and good sales potential, too.

Miles Ahead (1-12)—Miles Davis with Gil Evans Orch. Columbia CL 1041

Davis’ first appearance with a big band is a great New York experience. The arrangements by Gil Evans represent some of the finest work of his career. The breadth of the two titans forms a set that will spin even Davis most devoted fan. Supporting the Davis talents are such names in jazz today. Most budget will want, when they hear it.

**Christmas Albums**

ELVIS’ CHRISTMAS ALBUM (1-12)—Elvis Presley. RCA Victor LOC-1035

Here’s a packing job that can hardly miss. It’s the hot folder set with a Christmas red cover, and inside there are eight pages of photos of the chart, most of them in color, which teen-age kids will find hard to resist. The disk itself has great Presley treatments of Christmas standards like “I’ll Be Home For Christmas” and “Silent Night.” A standout indeed.

CHRISTMAS Hymns & CAROLS (1-12)—Robert Shaw Chorale, RCA Victor LM 2139

One of the best-selling Christmas sets of all time has now been re-packaged, making it easier for the consumer to find. It’s a compilation of songs that are truly the most familiar carols, arranged and recorded in a fresh way by Robert Shaw, as most buyers like to find it should sound. Concert one of the top sellers this year and next.

JINGLE BELLS (1-12)—Lawrence Welk Orch. Capitol 57130

Christmas songs, both new and old, in the Welk manner should flick with the mature audience of fans. cowards, are by the Lawrence Sisters and The Sparklers, members of the orchestra’s TV crew. Selections include a medley of cards, “The Christmas Song” and “Silver Bells.”

**Religious Album**

Hymns That Live (1-12)—George White at the Pipe Organ. His Fi Record R 714

White’s musical interests are set aside for this fine program. A fine example of 14 Protestant hymns. George White does things very impressively, such as “Hark! The Herald Angels Sing,” featuring White in “We Three Kings of Orient Are.”

**Special Merit Children’s Album**

ALICE’S ADVENTURES IN WONDERLAND (1-12)—Bond Records. Played by the New York Woodwind Quintet. Riverside RMFD 1010

This de luxe (525) package should be a prized gift item for the carriage trade this Christmas. Handsomely packaged, it spotlights a tasteful, hurted reading by famed legactor Richard Burchett, enriched by the enchanting music by Alec Wilder and a fascinating volume of the 1951 first edition of the Carroll chace. Children will be delighted and many parents will buy it as a nostalgic collector’s item.

**Sound**

VERLY MILLER HARP WITH A PILLY MAY BE (1-12)—His Fi Record R 606

An outstanding media job, with a built-in regional double-track record. Verly Miller is showcased by all the big, bold, and Brittish harmonies that her fans have been waiting for. She has a fine solo spot on “Moonlight Serenade.”

JAZZ RAZZ MA TAZZ (1-12)—George’s Vari- X. His Fi Record R 2004

Another winner in the popular department from High Fidelity Records. This is a description of every jazz lover in the propitious direction of the world. Set happily veers to the “crazy” side, as the last day fanfairs of the three decades ago. George Wright’s lack of restraint seems to get it out of running time of the feel. Could sell well.

**EP Album**

POLKA HITS (1-12)—Will Geib Lake Orch. London ERP 6031

Two of the four tunes here are the current hit “Lochlevenhore Polka” and Geib’s all-time classic “Bever Ballroom Polka.” The three polka quotes are patterned so that a plan should click directly with polka tepataries. Tunes can even be used in the program and the titles should mean good record action.

**Reviews and Ratings of New Popular Albums**

CARMEN CAVALLOORD REMEMBERS (1-12)—His Fi Record R 618

Carmen Cavallaro’s sound track recording from the movie Carmen. It’s found its way onto the best-selling list for 1969. The album is really a cross section of the style is similarly suited. The former package and this album have sold in large numbers. The former pack has been sold as a film program and this audio package as a gift.

LONDON AFTER DARK (1-12)—Norton Pioneer Orb 013

Capitol 2 1802

This de luxe one is a London show by Norton. RCA Victor records are both slick and atmospheric. This is easy listening, a definite winner.

THE GENIUS OF GEORGE WASHINGTON (1-12)—His Fi Record R 733

Another beauty compilation of perhaps the “best of the best.” Spotlights a selection of fine and original “Hamilton’s Hoe-down” given by Gene Young and others. A sure seller of good quality.

GARY CHORBY (1-12)—Columbia L 2063

This is using Chorby’s first effort to write a broad range of excact sounds and that’s it’s likely to be a winner for a long time on the disk. Also it’s one of the few new LPs of the genre that has the ability to make an impact on a big scale.

SMITH GOES TO PARIS (1-12)—Eddie Howard at the Organ (1-12)—His Fi Record R 606

A fine package of organ music by a master.” The organ is in excellent condition and it’s a perfect blend that goes well with the band, horns, drums, etc. The band is well balanced and the overall production is excellent.

THE WILDEST SHOW AT TAHU (1-12)—Mackie Jack & Son Ross (1-12)—His Fi Record R 606

Wonderfully wild, uncontrolled, and that’s the idea. Muriel Ross should be sold to those who like but don’t like too much noise. The band is generally a good one.

All of this material is presented in an exciting manner and a lot of picking and running sounds. An asset for all libraries.

JAZZ EROTICA (1-12)—His Fi Record R 608

Not most notable for its sound and balance, this set does have a number of interesting features. For the listener who likes to combine the music with a number of lush images, this may be the one for him.

SOUNDS OF LOVE, SYMPATHY & SYM. (1-12)—Hal Buxton (1-12)—His Fi Record R 606

This recording features Shirley Ross, who is a well known singer. The arrangements are by Ernie Fields, who has a group of his own.

DANCE TIME... (1-12)—His Fi Record R 606

James L. 1001

A 78 speed collection of popular dance hits. This is a selection of 25 of the finest dance tunes.

**The Coasters**

AM I IN LOVE (1-12)

This is a Juvenile-Mike Neely album with all the usual heart throb tunes ("Bread") passed by the "Baby Doll" treatment, "Second Chance," "Hands of Love," "Honky Tonk," etc. The music is spot­marked, but the production and vocals are not bad.

**KIDS THEM FOR ME**

SOUNDTRACK (1-12)—RCA Victor LOC 1035

Coral CR 7596

Until the release of a number of non

**EROTICA**

MUSICAL COCKTAILS FOR DANCING (1-12)—Jackie Wilson, 40 String, Sou
down (1-12)—His Fi Record R 2004

Mackle & Co. (1-12)—This is a compilation of 14 danceable hits, from "The Eyes," "Sweet Love," etc. Spoken and viva sound.

**DREAMS**

David Carrack (1-12)

**FALLIN’ IN LOVE**

His Fi Record R 608

This is a compilation of 14 of the latest music, suitable for dancing or to be listened to with a glass of wine.

**SINGS FOR THE MOOD YOU’RE IN**

Mammy (1-12)

Mercury MG 4075

This is a selection of the best of the best. The songs are tied to different moods. The music varies from age to age and from mood to mood. All of them are a mixture of good tunes from years past to the newer hits of the day. For singles, it’s a sure seller. For the "table" the offerings by Tony Martin, Brian Piccolo, Dinah Shore, Dinah Washington, Jack Benny, and others are excellent. For dances, it’s a sure seller. For those who like to listen to a variety of music, this is a good choice.

MUSIC FOR PLAYDOWNS TO PLAY BY (1-12)—Judy Garland, Mickey (1-12)—His Fi Record R 606

Crosby & Bing (1-12)—This is a medley of 20 memorable songs, divided into the categories of romantic dance numbers, medley of favorites, and selected songs. The music is all great.

**SOLD, SOLD, SOLD**

Mickey (1-12)

This is a compilation of 20 hits, chief among them "Blue Moon," "Pennies from Heaven," "Don’t Be That Way," "When My Dreamboat Comes Home," and others.

(Continued on page 44)
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<td>At Christmas Time</td>
<td>CRL 57144</td>
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<tr>
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<td>Jingle Bells</td>
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<td>Ames Brothers</td>
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<tr>
<td>Lawrence Welk</td>
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<tr>
<td>Josie Carey and Fred Rogers</td>
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<td>Owen Bradley</td>
<td>Organ and Chimes</td>
<td>CRL 57069</td>
<td>Coral Records</td>
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RCA CAMDEN marks milestone with a gigantic

RCA CAMDEN is now 6-million-records-old. And to mark the occasion, RCA Camden has put together a big SELL-EBRATION to keep your cash register singing. This "6,000,000 Album SELL-EBRATION" includes brand new L.P. albums, gorgeous repacking of best-selling L.P.'s, and specially-selected 45 EP's. Among the new albums is one of the most promising ever offered by any record company — Perry Como singing 12 wonderful tunes he's famous for. And that's just the beginning of the traffic-building, sales-making features in this RCA Camden SELL-EBRATION.

JUST LOOK at what RCA Camden brings you with the 6,000,000th album! They're all designed to help you sell more and more records...

PERRY COMO

DREAM ALONG WITH ME

HERE'S YOUR SELL-EBRATION DIVIDEND:

Perry Como comes to RCA Camden with an album of favorites sure to win a place at the very top.

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Perry Como comes to RCA Camden with an album of favorites sure to win a place at the very top.
ts 6,000,000-record

SELL-EBRATION for you!

12 songs on all pop albums!
a predominance of New Orthophonic High Fidelity recordings!
stunning four-color covers for almost all new albums!
individual liner notes for new albums!
big-name artists like Toscanini, Fiedler and, now COMO—all now featured under their real names at ½ the big-name price!
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music for every taste, both popular and classical!

THERE'S MORE! When you participate in this "6,000,000 Album SELL-EBRATION" you get potent sales aids, including hard-hitting consumer ads in Coronet, Saturday Review, Long Player, Schwann, This Month's Records, and High Fidelity, full-color streamers, giveaway folders listing merchandise, ad mats in three sizes, and as a great plus, a specially-designed merchandiser containing 30 L.P.'s and 20 EP's. Use them all and see how RCA Camden's big SELL-EBRATION pays off for you!
**Advertised**

Robert Merrill sings four lovely songs in sure-to-sell pop style. Advertised coast-to-coast on NBC Radio Network's Bandstand, Monitor and Nightline, plus many local stations. It's going places at 45 rpm—America's favorite speed!

**RCA VICTOR'S 45 ECONOMY PACKAGE OF "SEARCH FOR PARADISE"**

Robert Merrill sings

**SEARCH FOR PARADISE**

David Terry and His Orch.

**Reviews and Ratings of New Popular Albums**

*Continued from page 40*

**PARADISE MILK**

Columbia 40062

Edith Anderson with Carl Blake & His Orchestra

A rhythmic, well-rounded album with a strong, easy listening, orchestra arrangement.

**MERRILL'S DREAM**

RCA 44

Robert Merrill

His favorite Mercury Orch. on FOR many a local PARADISE"...

**SCULPTURE**

DELUXE (1.12)

Merrill Morgan

This is a wonderful album with a variety of styles and moods. Highly recommended.

**THE PUMP ROOM**

Homer Myers (O2-12)

A fine album with a wide variety of moods and tempos. Highly recommended.

**SOUVENIRS OF ITALY**

Les Merritt Orch (O2-12)

A fine album with a wide variety of moods and tempos. Highly recommended.

**LOW-PRICED**

10 STRING PLAY THE WORLD'S GREAT STANDARDS

10 STRING IN A SYMPHONY FOR STRINGS

10 STRING A NIGHT IN THE TROPICS

The cover photo of this "78 Album" shows a woman in a white dress standing on a tropical beach. The album features 10 different songs from various artists, each with its own unique sound. The package includes 10 different 78 rpm records, each containing a different song. The album is available for purchase at local music stores, and it is sure to be a hit with music enthusiasts of all ages.

**VENERABLE**

Venus 1005

Okechuck Treatment

A fine album with a wide variety of moods and tempos. Highly recommended.

**BROADWAY BORN**

Broadway Mills (1.12)

A fine album with a wide variety of moods and tempos. Highly recommended.

**PURE DELIGHT**

Harmony HL 302

A fine album with a wide variety of moods and tempos. Highly recommended.
PEARL BAILEY SINGS FOR ADULTS ONLY
SHE HAD TO QUIT AND LOSE IT AT THE ASTOR • EPR-1-305
List Price $1.99

MILTON BERLE—SONGS MY MOTHER LOVED
ANNIVERSARY SONG • IMAGINATION • EPR-1-306
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MEMORIES OF HAL KEMP
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List Price $1.99

FRANKIE LYMON AT THE LONDON PALLADIUM
LET'S FALL IN LOVE • GOODY GOODY • EPR-1-304
List Price $1.99

MUSIC-RADIO 43
The Lane Brothers add that big beat to four best-selling ballads: Wake Up Little Susie, Lotta Lovin', Lips of Wine, and There's Only You. It's going places at 45 rpm—America's favorite speed!

RCA VICTOR'S 45 Economy Package of "ROCKIN' THE POPS" EPA-4175

The Lane Brothers add that big beat to four best-selling ballads: Wake Up Little Susie, Lotta Lovin', Lips of Wine, and There's Only You. It's going places at 45 rpm—America's favorite speed!

**Rhythm & Blues**

**THE BEAT**

Red Pennsylv. Org. (1-12)

Mercury Min. 5006

A rockumentary package for rock and roll fans and jocks. PRINCE plays up a danceable beat with standard set and works a heavy driving beat. Selections, all marked with a strong, exciting tempo, include "Lawdy Min. Claus", "That's a Real Good One" and "Alabama Walk."

**Semi-Classical**

**GILBERT & Sullivan THE SPOOF**

Pro Arts Orch. & Gladesville Festival Chorus (4-12)

Aug. 17/9 RFL

Unperformed but studio-recorded CBS cassettes are given up with reorchestrating by F. Malcolm Sargent, using virtually same cast, orchestra and chorus as in America's "The Mikado." Sarratt's may find Sargent's setting more personal and the definitive than earlier London label DECCA's. The voice talent, while excellent, adds nothing except its a good enough hide.

**AN EVENING WITH STRAVINSKY**

Vienna Sone Opera Orch. (Bonnier's). (1-17)

Jul. 5/9

Good, spirited sessions are the hallmark of all the divinities music recordings of Vienna hall acoustic produces. Except for "Essential Works," the program is marvelously inhabited, but more dramatic performances not to be denied. Vienna quality on cover is a carat.

**AN EVENING WITH ORKADA**

(1-17)

Jul. 5/9

As with Sargent's recently re-orchestrated benny set, cover and sound are good, but Decca's conducting is lacking in proper lift and width. Each side fits a Flack of orchestra balances, more than easily. These are not together, but without the domestic processing long-box fan.

**Folk**

COMES OF YESTERDAY & TODAY.

(1-17)

Jul. 5/9

Colstonian CRCF-257

Generous, far-reaching performances of Scottish operatic choral music. Folk enthusiasts, with bailies, facsimile is something contributing, but recoding is of poor, one of a series on this band.

**Specialty**

SONGS OF COURT & CONSULTATION.

(1-17)

Jul. 5/9

Toronto Arts CST 01

Very fine and close brick with sound music with emotion to the lip closed. It poorly covers the coveur of the psychologists' larger than the obscure self. Pero, very voice by Miss Lr. Jacks could not have effect on a much stimulating fact. Set could have cover.

**ELSA LANCHESTER: SONGS FOR A SMOKE-FILLED ROOM**

(1-17)

Jul. 5/9

Imperial LP 5044

Miss Lancer's packages of folk music with words and music with emotion to the lip closed. It poorly covers the coveur of the psychologists' larger than the obscure self. Pero, very voice by Miss Lr. Jacks could not have effect on a much stimulating fact. Set could have cover.

**UKRON: AFRICAN NITE LIFE**

(1-17)

Jul. 5/9

Imperial LP 6044

Miss Lancer's packages of folk music with words and music with emotion to the lip closed. It poorly covers the coveur of the psychologists' larger than the obscure self. Pero, very voice by Miss Lr. Jacks could not have effect on a much stimulating fact. Set could have cover.

**Reviews and Ratings of New Popular Albums**

- **PIANO ROLL PARITY IN HEP**
  J. Lawrence Conk. (7-17)
  Harryville, H. 0112
  A terrific job for the money. (7-17, 8-8)
  There are 36 time-standards and popular dance material, taken from piano roll recordings. The sound is good, and the performances are full. A plus.

- **THE BIRTH OF A LAMENT**
  INTRODUCING JUBSON RECORDS
  74-117
  J. J. Johnson 2:1
  "A sampler of Rimage's new subsidiary, Jackson LP line, with 12 tracks from two new and forthcoming sets. It's a big at 10.50 for any-
  thing, that the selections are wisely chosen. The sound is generally good, and the style is basic. Probably worth a listen.

- **CHRISTMAS**
  CARDINALS ON THE CARAVAN
  81
  J. Klein. CA. (8-17)
  There's a good market for this Holiday Record, and this one is up there with the best. Includes "The Christmas Song," "Silent Night," etc.

- **CHRISTMAS**
  WITH THE LITTLEFELDS
  121:1
  M. & D. Johnson 3:11
  The disc notes in a Capitol Press Release give a true sense of the beautiful songs. Vocals pleasant quality of the group makes this one a good set on this.

- **CHRISTMAS IN ENGLAND**
  121:1
  Recordings, B. F. Johnson 3:11
  The fine malin voices in a capella arrangements of the best-loved English carols. Vocals pleasant quality of the group makes this one a good set on this.

- **AT CHRISTMAS TIME**
  77
  Harry Berman & Jack Davis Orch. (6-17)
  Columbia CL 7584
  Miss Rosen does 14 original Christmas tunes most of which are still
carried forward the lilting melody. She uses her own organ, Kathy, Bobbi, and Myron Michael help out with some particular sound in the sound.

- **THE CHRISTMAS SONG**
  77
  Columbia CL 7583
  Conversion of a porkchop set of new songs composed by the songwriting team of Bobbi, Kathy, and Myron. The sound is good, and the performances are full.

- **POLKA**
  MR. Z POLKA
  Harry Zimmerman Band (7-17)
  RCA Victor CL 7583
  The average polka buyer won't find what he wants here at all, unless he happens to be interested in a ditty bag. The sound is generally good, and the performances are full. But it's not a top-notch set.
HE’s TV’s TOP STAR...
and your top album seller!

HUGH O’BRIAN
TV’s WYATT EARP

The ratings prove he’s the favorite of young and old alike!
Now ABC-PARAMOUNT comes up with his first album—12 originals, especially written for Hugh... and you and you!

HUGH O’BRIAN—TV’s Wyatt Earp Sings...ABC-203

Dealers—please note:
PRE-SOLD...sure to be a smash! Regularly advertised to millions on TV’s influential “Mickey Mouse Club” show!

(Distributed in Canada by Sparrow of Canada, Ltd.)
RAY CHARLES EP SELLING LIKE A HIT SINGLE!

When The Great Ray Charles (Atlantic LP 1259) was released a few weeks ago, we knew that we had an album of unusually strong commercial potential. Yet we did not foresee that "Doodlin" and "Sweet Sixteen Bars," two selections in the LP, would generate so much spontaneous air play. Our distributors clamored for an EP coupling the two numbers and we rushed it out in a plain brown wrapper.

First in Philadelphia and later in Atlanta, Chicago and a variety of other cities, the Ray Charles EP began moving like a hit single. Now available in a green, white and black hard cover sleeve, EP 597 is the juke box and retail buy of the season.

THE GREAT RAY CHARLES

ATLANTIC

EP 597

THE CURRENT ATLANTIC EP RELEASE

EPs 593, 594, 595 & 596
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EP 597 The Great Ray Charles
EP 598 That Satin Doll / Carol Stevens
EP 599 Mood Jazz / Joe Castro
EP 600 New Orleans Blues / Wilbur De Paris and Jimmy Witherspoon
EP 601 Ballads and Blues / Milt Jackson
EP 602 The Warm Sound / Frances Wayne
EP 603 The Modern Jazz Quintet
EP 604 The Jimmy Giuffre Three
EP 605 Rock With Clyde McPhatter
EP 606 Rock With Joe Turner
EP 607 Rock With Ray Charles
EP 608 Rock With Ivory Joe Hunter
EP 609 Rock With Chuck Willis

Step Up Your Holiday Promotion with AUDIO BOOKS

The exclusive, Children's series is in particular demand during the holiday season. Make sure you are well stocked:

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  - 3 LP records $3.95
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  - 2 LP records $3.95
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Call or wire for the complete catalog and name of nearest distributor. The Audio Book Company, St. Joseph, Michigan
THEY'RE ALL RUNNING TO COVER
-BUT YOU

CAN'T TOP THE ORIGINAL!

AT THE HOP

b/w
SOMETIMES
9871

DANNY AND THE JUNIORS

FULL COLOR FIDELITY
**Reviews and Ratings of New Popular Albums**

**Country & Western**

**BOBBY HEAMS SINGS TO MY SPECIAL ANGEL**

**Hillbilly Big Parade Vol. III...**

**THE MOST DISTINCTIVE JAZZ IS ON DAWN**

**ROCKING THE CLASSICS SUITE...**

**Spoken Word**

OUT OF THE NOISE OF BARKS...**

**DIRECT FROM SAN FRANCISCO...**

**BOY WITH LOTS OF DASH...**

**JAZZ SWINGS BROADWAY...**

**TOPS Records at 149**

**REVIEWS AND RATINGS OF NEW JAZZ ALBUMS**

**THE DOMINIC MISS DOUGLAS**

**THE DOMINIC MISS DOUGLAS**

**KNOCKED OUT BUT NOT FORGETTING**

**KNOCKED OUT BUT NOT FORGETTING**

**Prestige Does It Again**

**THE PRESTIGE JAZZ QUARTET-7108**

**THE DISQUISITE JAZZ IS ON DAWN**

**THE DISTINCTION JAZZ IS ON DAWN**

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**THE DISTINCT
WINNING HAND!

ABC-PARAMOUNT
draws 4 of a kind!

A VERY SPECIAL LOVE
b/w WON'T YOU LET ME SHARE MY LOVE WITH YOU
JOHNNY NASH

9862
WHY DON'T THEY UNDERSTAND
b/w EVEN THO'
GEORGE HAMILTON IV
Arranged and Conducted by Don Costa

9867
PENNY LOAFERS AND BOBBY SOX
b/w THE SPARKLETONES

9863
LOVE ME FOREVER
b/w LET ME BE LOVED
EYDIE GORMÉ
Arranged and Conducted by Don Costa
DEBBIE REYNOLDS...A VERY SPECIAL LOVE

Words & Music by Robert Allen

Coral 9-61897 & 61897

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NEW HIT ON...

I SAW A COUNTRY BOY

DEBBIE REYNOLDS... I SAW A COUNTRY BOY

THE BILLBOARD—11/18/57
Review Spotlight on...

CASH BOX—11/23/57
Disk of the Week

DEBBIE REYNOLDS... I SAW A COUNTRY BOY

Coral 9-61897 & 61897
A GREAT NEW STAR
WITH A SWINGIN' SMASH HIT!

BARBARA McNAIR
singing
BOBBY
b/w TILL THERE WAS YOU
Coral 9-61923
"PUT A LIGHT IN THE WINDOW"

Columbia
41058
4-41058

THE FOUR LADS

COLUMBIA RECORDS
<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Last Week</th>
<th>This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>You Send Me</td>
<td>By L. C. Cooke—Published by Hi-Ho Music (BMI)</td>
<td>3 5</td>
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<tr>
<td>BEST SELLING RECORDS</td>
<td>Tania Evans, Coral 44987</td>
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<tr>
<td>RECORDS AVAILABLE</td>
<td>Vee-Cree, Kome 30183</td>
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<td></td>
<td>Adele Austin, Monitor 2025</td>
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<td>Max Johnson, Coral 3010</td>
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<tr>
<td>Jailhouse Rock</td>
<td>By Jerry Leiber &amp; Mike Stoller—Published by Rick Finsley Music (BMI)</td>
<td>1 7</td>
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<tr>
<td>BEST SELLING RECORDING</td>
<td>Deke Prody, Vic 3035</td>
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<tr>
<td>Wake Up Little Susie</td>
<td>By P. Bryant &amp; B. Brown—Published by Aceti-Rose (BMI)</td>
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<tr>
<td>BEST SELLING RECORDING</td>
<td>Betsy Bremner, Camden 3133</td>
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<tr>
<td>Silhouettes</td>
<td>By R. Crow &amp; F. akin—Published by Regent Music (BMI)</td>
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<td>Max Carson, 317</td>
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<td>RECORDS AVAILABLE</td>
<td>Diamonds, Mercury 71197</td>
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<td>Steve Gibson and the Red Caps, ASCAP-Paramount 6056</td>
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<td>Dean Jones, M-G-M # 12206</td>
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<tr>
<td>April Love</td>
<td>By Paul &amp; Wesner—Published by Les Eells (ASCAP)</td>
<td>6 5</td>
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<tr>
<td>BEST SELLING RECORDING</td>
<td>Pat Boone, Disc 1506</td>
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<td>All the Way</td>
<td>By Oscar C/de-Jesus Van House—Published by Marcelle Music (ASCAP)</td>
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<td>BEST SELLING RECORDING</td>
<td>Funk Sinatra, Cap 3130</td>
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<td>Gaby Martin &amp; New First Five, Disc 31057; Norvelle Hale &amp; J. Pink, Disc 30464</td>
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<td>Walter Schaff, Jubilee 3009</td>
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<td>My Special Angel</td>
<td>By James Duncan—Published by Merk (BMI)</td>
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<td>BEST SELLING RECORDING</td>
<td>Bobby Price, Disc 30462</td>
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<td>RECORDS AVAILABLE</td>
<td>Frank Brown, Mercury 71017; Sony Lead Tate, Popy 125</td>
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<td>Tammany</td>
<td>By Jay Livingston-Ray Evans—Produced by Sonett (ABCAP)</td>
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<td>Dennis Reynolds, Coral 615</td>
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<td>RECORDS AVAILABLE</td>
<td>Aman Brahman, Vic 4016; George Barnes, Disc 31016; Joseph Germaine Otto, Coral 4164; Richard Hafner, Mercury 71127; Pat Kett, Disc 30617</td>
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<td>Bill Zeiler, Disc 30405</td>
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<td>Honeyeomb</td>
<td>By Don Martin—Published by Reaction Music (ASCAP)</td>
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<td>BEST SELLING RECORDING</td>
<td>Jesse Rodgers, Rollout 403</td>
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<td>RECORDS AVAILABLE</td>
<td>George Shaw, Disc 31044</td>
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<td>Little Bitty Pretty One</td>
<td>By P. B. Ryde—Published by RECORDS (BMI)</td>
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<td>Thelma Harris, Aladdin 311</td>
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<td>Bobby Day, Disc 311</td>
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<td>Rock and Roll Music</td>
<td>By Chuck Berry—Published by Acu Music (BMI)</td>
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<td>RECORDS AVAILABLE</td>
<td>Chuck Berry, Chess 675</td>
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<td>Liechtensteiner Polka</td>
<td>By Konrad-Linde—Published by Burlington (ASCAP)</td>
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<td>RECORDS AVAILABLE</td>
<td>Will Hibbs, London 1731; Lawrence White, Coral 616</td>
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<tr>
<td></td>
<td>L1 Patty Oki, Reina 510</td>
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<tr>
<td>Till</td>
<td>By Skipper-Gurtes—Produced by Chappell (ASCAP)</td>
<td>23 3</td>
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<td>RECORDS AVAILABLE</td>
<td>Kit Aamer, Disc 3074; Ira Diamond, Rollout 4225; Percy Faith, Col 4829; Dick Bong, Vic 4808; Roger Williams, Knopp 197</td>
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<tr>
<td>Ivory Rose</td>
<td>By Al Hoffman/Dick Manning—Produced by Rance Music (ASCAP)</td>
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<tr>
<td>RECORDS AVAILABLE</td>
<td>Percy Comos, Disc 1018</td>
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<tr>
<td>Peggy Sue</td>
<td>By Jerry Allison &amp; Norma Peters—Published by Nat-Vac Music (BMI)</td>
<td>25 3</td>
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<tr>
<td>RECORDS AVAILABLE</td>
<td>Buddy Hoyle, Coral 4165; Jackie Welker, Imperial 5437</td>
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**HONOR ROLL OF HITS**

**TRADE MARK REF.**

**THE NATION'S TOP TUNES**

For survey week ending November 16

<table>
<thead>
<tr>
<th>Week</th>
<th>Last Week on Chart</th>
<th>This Week on Chart</th>
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<tbody>
<tr>
<td>1</td>
<td>You Send Me</td>
<td>5 5</td>
</tr>
<tr>
<td>2</td>
<td>Jailhouse Rock</td>
<td>1 7</td>
</tr>
<tr>
<td>3</td>
<td>Wake Up Little Susie</td>
<td>2 9</td>
</tr>
<tr>
<td>4</td>
<td>Silhouettes</td>
<td>3 6</td>
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<tr>
<td>5</td>
<td>April Love</td>
<td>6 5</td>
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<tr>
<td>3rd</td>
<td>Hula Love</td>
<td>29 2</td>
</tr>
<tr>
<td>2nd</td>
<td>You Send Me</td>
<td>6 5</td>
</tr>
<tr>
<td>4th</td>
<td>Hula Love</td>
<td>29 2</td>
</tr>
<tr>
<td>1</td>
<td>You Send Me</td>
<td>6 5</td>
</tr>
<tr>
<td>2</td>
<td>Jailhouse Rock</td>
<td>6 5</td>
</tr>
<tr>
<td>3</td>
<td>Wake Up Little Susie</td>
<td>6 5</td>
</tr>
<tr>
<td>4</td>
<td>Silhouettes</td>
<td>6 5</td>
</tr>
<tr>
<td>5</td>
<td>April Love</td>
<td>6 5</td>
</tr>
<tr>
<td>3rd</td>
<td>Hula Love</td>
<td>29 2</td>
</tr>
<tr>
<td>2nd</td>
<td>You Send Me</td>
<td>6 5</td>
</tr>
<tr>
<td>4th</td>
<td>Hula Love</td>
<td>29 2</td>
</tr>
</tbody>
</table>
LES BAXTER
His Orchestra and Chorus
I NEVER HAD A DREAM LIKE
THIS BEFORE — —
THE INVISIBLE BOY
(record no. 3842)
(Norma Norman Erskine with Billy May's Music
GO 'WAY FROM MY WINDOW
ROSETTA
(record no. 3843)
JACK JONES
BORN TO BE LUCKY
with Orchestra Conducted by Jack Marshall
FOR CRYING OUT LOUD
with Orchestra Conducted by Lou Busch
(record no. 3844)
HARRY JAMES
and His Orchestra
VUELVA ANDREA
(record no. 3840)
BILLY MAY
and His Orchestra
SEVENTY-SIX TROMBONES
(record no. 3846)
(From the Broadway Production
"The Music Man")
YOUNG AND DANGEROUS
(record no. 3846)
(From the 20th Century-Fox Motion Picture
"Young and Dangerous")
THE FOUR PREPS
IT'S YOU
with Orchestra
Conducted by Billy May
(record no. 3845)
(From the Broadway Production
"The Music Man")
HANK THOMPSON
and His Brass Valley Boys
JUST AN OLD FLAME
(record no. 3850)
IF I'M NOT TOO LATE
(record no. 3847)
NELSON RIDDLE
and His Orchestra
TILL THERE WAS YOU
with Gene Ray
(record no. 3847)
(Pal Joey Theme
From the Columbia Picture
"Pal Joey"
LEW DOUGLAS
His Orchestra and the DICK NOEL SINGERS
play and sing
THE SONG OF THE ISLAND
WHERE DREAMS COME TRUE
ISLAND OF BIMINI

on FRATERNITY RECORDS
F-784

WHERE DREAMS COME TRUE
ISLAND OF BIMINI

on FRATERNITY RECORDS
F-784
THE HAPPIEST AND GREATEST CHRISTMAS RECORD IN MANY MANY YEARS

"Merry Merry Merry Merry Merry Christmas"
B/W
"Let's light the Christmas tree"

Written by
RUTH LYONS
STAR OF NEW TELEVISION AND RADIO...

RUBY WRIGHT
B/W
CLIFF LASH AND HIS ORCHESTRA AND THE DIXIELAND SINGERS.

MEL HODMAN OF STATE DISTRIBUTORS OWNP.
SOLD 100,000 OF THIS RECORD IN SIX WORKING DAYS.

fraternity 787
### THIS WEEK’S BEST BUYS

<table>
<thead>
<tr>
<th>Week 1</th>
<th>Last Week</th>
<th>Chart Position</th>
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</thead>
<tbody>
<tr>
<td>1. <strong>JAILHOUSE ROCK</strong> (BMI) - Elvis Presley</td>
<td>7</td>
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<tr>
<td>2. <strong>TREAT ME NICE</strong> (BMI) - Vic 3059</td>
<td>11</td>
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<tr>
<td>3. <strong>WAKE UP LITTLE SUSIE</strong> (BMI) - Everly Brothers</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>4. <strong>Me and the Redhead</strong> (BMI) - Coles 3177</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>5. <strong>YOU SEND ME</strong> (BMI) - Sam Cooke</td>
<td>5</td>
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<tr>
<td>6. <strong>SUMMERTIME</strong> (ASCAP) - Keen 34013</td>
<td>1</td>
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### Best Sellers in Stores

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

### FOR SURVEY WEEK ENDING NOVEMBER 16, 1957

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Company</th>
<th>Date</th>
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<tbody>
<tr>
<td><strong>THE JOKER</strong></td>
<td>Billy Mylles</td>
<td>Honey Boy</td>
<td>16016</td>
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<tr>
<td><strong>Honest I Do</strong></td>
<td>Jimmy Reed</td>
<td>Aladdin</td>
<td>5930</td>
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<tr>
<td><strong>DIANA</strong></td>
<td>Paul Anka</td>
<td>ABC-Paramount</td>
<td>9931</td>
</tr>
<tr>
<td><strong>Hey, Little Girl</strong></td>
<td>Techniques</td>
<td>ABC-Paramount</td>
<td>2926</td>
</tr>
<tr>
<td><strong>Waverful, Wunderful</strong></td>
<td>Parts 1 &amp; 2</td>
<td>Stan Freberg</td>
<td>32</td>
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<tr>
<td><strong>Whole Lotta Shakin’ Goin’ On</strong></td>
<td>Larry Lewis</td>
<td>ABC-Paramount</td>
<td>158</td>
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<tr>
<td><strong>Back to School Again</strong></td>
<td>Timmie Rogers</td>
<td>ABC-Paramount</td>
<td>33</td>
</tr>
<tr>
<td><strong>That’s the Day</strong></td>
<td>Billy Buddy</td>
<td>ABC-Paramount</td>
<td>1026</td>
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<tr>
<td><strong>My Love for Someone in Love</strong></td>
<td>Laura Lee</td>
<td>Brunswick</td>
<td>2900</td>
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<tr>
<td><strong>Plaything</strong></td>
<td>Nick Todd</td>
<td>ABC-Paramount</td>
<td>176</td>
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<td><strong>Teardrops</strong></td>
<td>Lee Andrews &amp; The Heartbeats</td>
<td>ABC-Paramount</td>
<td>167</td>
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<td><strong>With You on My Mind</strong></td>
<td>Billy Lee Liles</td>
<td>ABC-Paramount</td>
<td>278</td>
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<tr>
<td><strong>Soft</strong></td>
<td>Bill Doggett</td>
<td>ABC-Paramount</td>
<td>5600</td>
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<td><strong>Around the World</strong></td>
<td>Victor Young</td>
<td>ABC-Paramount</td>
<td>2926</td>
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<tr>
<td><strong>Remember You’re Mine</strong></td>
<td>Pat Boone</td>
<td>ABC-Paramount</td>
<td>30035</td>
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### RECENT POP RELEASES COMING UP STRONG

<table>
<thead>
<tr>
<th>Record</th>
<th>Artist</th>
<th>Company</th>
<th>Date</th>
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<tr>
<td><strong>Great Balls of Fire</strong></td>
<td>Jerry Lee Lewis</td>
<td>BMG</td>
<td>78</td>
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<tr>
<td><strong>Love Me Forever</strong></td>
<td>Four Espirites</td>
<td>BMG</td>
<td>5079</td>
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<td><strong>Oh Boy!</strong></td>
<td>The Crickets</td>
<td>BMG</td>
<td>30035</td>
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</table>

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Picked as the top hit in...
Popular, Rhythm & Blues, Country & Western!

SUGAR DOLL
COUPLED WITH
TEARS
JOHNNY JAY
MERCURY 71232

MERCURY'S HOT ONES

<table>
<thead>
<tr>
<th>Artist</th>
<th>Title</th>
<th>耦合歌名</th>
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<tbody>
<tr>
<td>JIMMY EDWARDS</td>
<td>LOVE BUG CRAWL</td>
<td>HONEY LOVIN' MERCURY 71209</td>
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<tr>
<td>RUSTY DRAPER</td>
<td>BUZZ BUZZ BUZZ</td>
<td>I GET THE BLUES WHEN IT RAINS MERCURY 71221</td>
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<tr>
<td>DINAH WASHINGTON</td>
<td>EVERYBODY LOVES MY BABY</td>
<td>BLUES DOWN HOME MERCURY 71220</td>
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<tr>
<td>BILLY ECKSTINE</td>
<td>IF I CAN HELP SOMEONE</td>
<td>BOULEVARD OF BROKEN DREAMS MERCURY 71217</td>
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<tr>
<td>NICK NOBLE</td>
<td>HALO OF LOVE</td>
<td>SWEET TREAT MERCURY 71233</td>
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MERCURY RECORD CORPORATION · CHICAGO 1, ILLINOIS

www.americanradiohistory.com
Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 18, 1957

SIBLEY are ranked in order of the greatest number of plays on disk jockey radio stations during the previous week. Ratings are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

| Week | Title | Artist | Label | Last Week | Net \n
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<thead>
<tr>
<th>No.</th>
<th>Hit Title</th>
<th>Artist</th>
<th>Label</th>
<th>No.</th>
<th>Chart</th>
<th>Change</th>
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<tbody>
<tr>
<td>1</td>
<td>JAILHOUSE ROCK (BMI)—Elvis Presley</td>
<td>Treat Me Nice (BMI)—Vee 2305</td>
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<td>2</td>
<td>WAKE UP LITTLE SUSIE (BMI)—Everly Brothers</td>
<td>Maybe Tomorrow (BMI)—Cadence 1337</td>
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<td>3</td>
<td>YOU SEND ME (BMI)—Samm Cooke</td>
<td>Sentimental (BMI)—Kern 3013</td>
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<td>4</td>
<td>APRIL LOVE (BMI)—Pat Boone</td>
<td>Where the Troubadours Come to Captivate (BMI)—Dot 15690</td>
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<td>5</td>
<td>CHANCES ARE (BMI)—Johnny Mathis</td>
<td>The Seventh of Never (BMI)—Cap 4091</td>
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<td>6</td>
<td>SILHOUETTES (BMI)—The Rays</td>
<td>Daddy Cool (BMI)—Covey 117</td>
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<tr>
<td>7</td>
<td>MELODIE D'AMOUR (BMI)—Ames Brothers</td>
<td>No Little Time (BMI)—Vee 7646</td>
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<td>8</td>
<td>YOU SEND ME (BMI)—Teresa Brewer</td>
<td>World I Want (BMI)—Cap 4082</td>
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<tr>
<td>9</td>
<td>ALL THE WAY (BMI)—Frank Sinatra</td>
<td>Chicago (BMI)—Cap 1973</td>
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<tr>
<td>10</td>
<td>THE TWELFTH OF NEVER (BMI)—Johnny Mathis</td>
<td>Skylark (BMI)—Cap 4993</td>
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<tr>
<td>11</td>
<td>RAUNCHY (BMI)—Bill Justis</td>
<td>The Minnie Min (BMI)—Phillips International 2539</td>
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<td>12</td>
<td>SILHOUETTES (BMI)—Diamonds</td>
<td>Daddy Cool (BMI)—Mercury 7197</td>
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<td>13</td>
<td>BEL-BOB BABY (BMI)—Ricky Nelson</td>
<td>Here I Found You Lately That I Love You (BMI)—Imperial 540</td>
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<td>14</td>
<td>I'M AVAILABLE (BMI)—Margie Rayburn</td>
<td>If You Were A Car (BMI)—Sure 3510</td>
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<td>15</td>
<td>HONEYCOMB (BMI)—Jimmie Rodgers</td>
<td>Your Heart Will Sail at Spring (BMI)—RCA Victor 4813</td>
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<td>16</td>
<td>JUST BORN (BMI)—Perry Como</td>
<td>I'm Here (BMI)—Cap 7090</td>
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<tr>
<td>17</td>
<td>MY SPECIAL ANGEL (BMI)—Bobby Helms</td>
<td>Standing at the End of My World (BMI)—Dot 30623</td>
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<tr>
<td>18</td>
<td>KISSES SWEETER THAN WINE (ASCAP)—Jimmie Rodgers</td>
<td>Bester Love You've Never Been (BMI)—RCA Victor 4978</td>
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<td>19</td>
<td>LITTLE BITTY PRETTY ONE (BMI)—Thornhill Harris</td>
<td>I Hope You Won't Hold It Against Me (BMI)—Aladdin 3198</td>
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<td>20</td>
<td>FASCINATION (ASCAP)—June Morgan</td>
<td>Fascination (Contemporary TVAS) (ASCAP)—Kapp 191</td>
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<tr>
<td>21</td>
<td>PEGGY SUE (BMI)—Buddy Holly</td>
<td>Everyday (BMI)—Coral 4487</td>
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<td>22</td>
<td>THE JOKER—Hilltoppers</td>
<td>Chicken, Chicken—Dot 1962</td>
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<td>23</td>
<td>TREAT ME NICE (BMI)—Elvis Presley</td>
<td>Jailhouse Rock (BMI)—Vee 7905</td>
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<tr>
<td>24</td>
<td>TILL (BMI)—Roger Williams</td>
<td>Big Four (BMI)—Kapp 197</td>
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<tr>
<td>25</td>
<td>IVY ROSE (BMI)—Perry Como</td>
<td>For Born (BMI)—Vee 7906</td>
<td></td>
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</tr>
</tbody>
</table>
THE BIG CHRISTMAS RECORD

JINGLE BELL ROCK

BOBBY HELMS

b/w CAPTAIN SANTA CLAUS
(and His Reindeer Space Patrol)

DECCA 9-30513 & 30513

A NEW WORLD OF SOUND

Personal Management: LEE EMERSON, Box 28, Madison, Tenn.
Dot's PARADE of BEST SELLERS

15660 APRIL LOVE—WHEN THE SWALLOWS COME BACK TO CAPISTRANO—PAT BOONE
15661 RAUNCHY—SAIL ALONG SLYVERY MOON—BILLY VAUGHN
15662 THE JOKER—CHICKEN, CHICKEN—THE HILLTOPPERS
15665 THE BRIGHT LIGHT—ROCA-CHICKA—JIM LOWE
15657 I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND—TAB HUNTER
15666 WINTER WARM—GO WAY FROM MY WINDOW—GALE STORM
15664 HENRIETTA—JIMMY DEE
15659 CRY, CRY DARLING—YOU'RE THE IDOL OF MY DREAMS—JIMMY NEWMAN
15675 AT THE HOP—I DO—NICK TODD
15612 MISTER FIRE EYES—BONNIE GUITAR
15643 PLAYTHING—NICK TODD
15586 REBEL—CAROL JARVIS
15651 I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND—TAB HUNTER
15671 THREE STRIKES AND YOU'RE OUT—MARY LOU—EW BURDETTE
15671 HELLO LOVE—TILL YOU COME BACK TO ME—THE CASUALS
15669 JELLYFISH—BRIDGE OF LOVE—THE TEARDROPS
15668 BLUE KIMONA—BREEZE—COWBOY COPAS
15667 I'M GLAD I WAITED—LET'S FLAT GET IT—DANNY WOLFE

BEST SELLING ALBUMS

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

DEP-1062 MERRY CHRISTMAS—PAT BOONE

NEW RELEASES

15670 GIVE ME A GENTLE GIRL—CLOVER IN THE MEADOW—SHIRLEY JONES
15678 I SAID YOUR FACE IN THE MOON—MAKING BELIEVE—BONNIE GUITAR
15679 ACORN—GOLDEN BOY—CAROL JARVIS
15677 THE STORY—RING CHIMES—L. V. LEAGIERS
15674 THERE'S A DREAM IN MY HEART—MY FIRST IMPRESSION OF YOU—FRANKIE CHER-YALI
15673 WILLETTE—WOKE UP THIS MORNING—KRIPP JOHNSON & CHICK JACKSON
15672 THREE STRIKES AND YOU'RE OUT—MARY LOU—EW BURDETTE
15671 HELLO LOVE—TILL YOU COME BACK TO ME—THE CASUALS
15669 JELLYFISH—BRIDGE OF LOVE—THE TEARDROPS
15668 BLUE KIMONA—BREEZE—COWBOY COPAS
15667 I'M GLAD I WAITED—LET'S FLAT GET IT—DANNY WOLFE

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 2-3143
THE NATION'S BEST SELLING RECORDS
**Territorial Best Sellers**

**FOR SURVEY WEEK ENDING NOVEMBER 16**

**TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES**

**Boston**
- *Joni James* (*I Give You My Word & Never Till Now*)
- *Dion* (*Promised Land*)
- *Judy Martin* (*End of the Road*)
- *Terry D'Amour* (*Aces Brothers*)
- *Bobby Hebert* (*Bobby Hebert*)
- *Silhouettes* (*Rudy, Rudy*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)

**Chicago**
- *Connie Francis* (*Who's Sorry Now & You Were Only Fooling*)
- *Leroy Holmes* (*Wild Is the Wind & Time Remembered*)
- *Chuck Alaimo Quartet* (*Where's My Baby & Lovers Again*)

**Detroit**
- *Herman's Hermits* (*I'm Henry the 8th, I Am*)
- *Rory White* (*Till the End of the World*)
- *Mike Pender* (*Send Me Some Soltitude*)
- *David Rose & His Orch.* (*The River Kwai March & Colonel Bogey*)
- *Connie Francis* (*Who's Sorry Now & You Were Only Fooling*)

**East Texas**
- *Alley Love* (*Yes, Yes, Yes*)
- *Jester Hairston* (*Yes, Yes, Yes*)
- *Chances Are* (*Johnny Mathis*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)

**Florida**
- *April Love* (*Wake the Sheik Revisited*)
- *Jester Hairston* (*Yes, Yes, Yes*)
- *Chances Are* (*Johnny Mathis*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)

**Los Angeles**
- *Poucentage* (*Little Lulu*)
- *Jester Hairston* (*Yes, Yes, Yes*)
- *Chances Are* (*Johnny Mathis*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)

**New York and Newark**
- *April Love* (*Wake the Sheik Revisited*)
- *Jester Hairston* (*Yes, Yes, Yes*)
- *Chances Are* (*Johnny Mathis*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)

**Northern New York State**
- *April Love* (*Wake the Sheik Revisited*)
- *Jester Hairston* (*Yes, Yes, Yes*)
- *Chances Are* (*Johnny Mathis*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)

**Northern Ohio**
- *April Love* (*Wake the Sheik Revisited*)
- *Jester Hairston* (*Yes, Yes, Yes*)
- *Chances Are* (*Johnny Mathis*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)

**Philadelphia**
- *April Love* (*Wake the Sheik Revisited*)
- *Jester Hairston* (*Yes, Yes, Yes*)
- *Chances Are* (*Johnny Mathis*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)

**SOUTH EDMONTON**
- *April Love* (*Wake the Sheik Revisited*)
- *Jester Hairston* (*Yes, Yes, Yes*)
- *Chances Are* (*Johnny Mathis*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)

**Southern Ohio**
- *April Love* (*Wake the Sheik Revisited*)
- *Jester Hairston* (*Yes, Yes, Yes*)
- *Chances Are* (*Johnny Mathis*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)

**St. Louis and Kansas City**
- *April Love* (*Wake the Sheik Revisited*)
- *Jester Hairston* (*Yes, Yes, Yes*)
- *Chances Are* (*Johnny Mathis*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)

**Washington and Baltimore**
- *April Love* (*Wake the Sheik Revisited*)
- *Jester Hairston* (*Yes, Yes, Yes*)
- *Chances Are* (*Johnny Mathis*)
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- *Chances Are* (*Johnny Mathis*)
- *Rainwater* (*I'll Be Waiting for You*)
- *Lucky Star* (*I'll Be Waiting for You*)
EPIC RECORDS presents

two great sides by
eileen barton

EPIC 5-9252

HEARTS ARE FUNNY THINGS

WATCH OUT FOR YOUR HEART

BOTH HEADED FOR THE TOP

www.americanradiohistory.com
THE HI-LO'S

A VERY SPECIAL LOVE (as sung by) and his orchestra
b/w
MY SUGAR IS SO REFINED (as sung by) and his orchestra
4-41060

MITCH MILLER

MARCH FROM THE RIVER KWAI
(from the Columbia Picture "The Bridge over the River Kwai")
and
COLONEL BOOY
(from the Columbia Picture "The Bridge over the River Kwai")
b/w
HEY LITTLE BABY
MITCH MILLER and his orchestra
4-41066

MAHALIA JACKSON

A STAR STOOD STILL
(Song of the Nativity)
with the FALLS JONES ENSEMBLE
b/w
SWEET LITTLE JESUS BOY
Orchestra under the direction of "Bass"
4-41058

THE SURE-FIRE

HITS ARE ON

COLUMBIA RECORDS

THE NORMAN LUBOFF CHOIR

LET'S MAKE IT CHRISTMAS ALL YEAR 'ROUND
(from the CBS Television Show "Junior Miss")
b/w
MARY HAD A BABY (Aman)
4-41065

THE WINTERS BROTHERS

YOUR SONG IS A LIFETIME
b/w
WHISPER
THE WINTERS BROTHERS
(Don and Hoyt)
4-41046 c

THE WORD ON PLAYS

All stops are out on MITCH MILLER'S latest, "March from the River Kwai"! The film, Columbia Picture's The Bridge over the River Kwai is getting every break known to press agent and publicity man! The sound track album is coming on Columbia Records too, with tie-ins planned for movie houses clear across the country! And by MITCH MILLER'S beard, here's the single to wrap the whole deal up in dollar signs! People who have seen this film come out whistling the theme. With a tie-in promotion on your part, they'll whistle themselves right into your store for your easiest sale of the year! See the film! Hear MITCH'S great new single! And crank up the cash register! "March from the River Kwai" is under way.

THE NORMAN LUBOFF CHOIR sets another winner on its way with "Let's Make It Christmas All Year round," a featured song from the CBS Television Show "Junior Miss," coming December 20.

Extra Exposure!

JERRY VALE gets that money-making extra television exposure as guest on the JIMMY DEAN TV Show November 30.

JOHNNIE RAY will be guest and added attraction on The Big Record Television Show November 27.

JIMMY DEAN boosts his already formidable following on The Steve Allen Show December 1st!
**Best Selling Sheet Music in U. S.**

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

<table>
<thead>
<tr>
<th>This Week</th>
<th>Last Week Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. AROUND THE WORLD (Young)</td>
<td>3 23</td>
</tr>
<tr>
<td>2. FASCINATION (Southern)</td>
<td>7 15</td>
</tr>
<tr>
<td>3. TAMMY (Northern)</td>
<td>1 19</td>
</tr>
<tr>
<td>4. APRIL LOVE (Wilmack)</td>
<td>4 3</td>
</tr>
<tr>
<td>5. ALL THE WAY (Barnett)</td>
<td>7 2</td>
</tr>
<tr>
<td>6. HONEYCOMB (Hatchen)</td>
<td>11 10</td>
</tr>
<tr>
<td>7. CHANCES ARE (Knowin')</td>
<td>5 9</td>
</tr>
<tr>
<td>8. SILHOUETTES (Regent)</td>
<td>10 3</td>
</tr>
<tr>
<td>9. MELODIE D'AMOUR (Raynes)</td>
<td>6 15</td>
</tr>
<tr>
<td>10. AN AFFAIR TO REMEMBER (Feist)</td>
<td>9 13</td>
</tr>
<tr>
<td>11. WAKE UP LITTLE SUSIE (Acutell-Rose)</td>
<td>7 7</td>
</tr>
<tr>
<td>12. IVY ROSE (Rosenroth)</td>
<td>13 4</td>
</tr>
<tr>
<td>13. LIECHTENSTEINER POLKA (Burlington)</td>
<td>1</td>
</tr>
<tr>
<td>14. JAILHOUSE ROCK (Presley)</td>
<td>12 5</td>
</tr>
<tr>
<td>15. MY SPECIAL ANGEL (Merge)</td>
<td>13 4</td>
</tr>
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</table>

**Best Selling Sheet Music in Britain**

(for week ending November 16)


<table>
<thead>
<tr>
<th>Title</th>
<th>Publisher</th>
</tr>
</thead>
<tbody>
<tr>
<td>With All My Heart-Rose (Sondheim)</td>
<td>London (London)</td>
</tr>
<tr>
<td>Let Me Be Loved-Frank (Lippincott-Evans)</td>
<td>London (London)</td>
</tr>
<tr>
<td>My Girl-Stolten (Workman)</td>
<td>London (Workman)</td>
</tr>
<tr>
<td>Where Are You (Barnes-Day)</td>
<td>London (Barnes)</td>
</tr>
<tr>
<td>For the Style-Honey Mind (Columbia)</td>
<td>London (Columbia)</td>
</tr>
<tr>
<td>Anything-Maurice (Maurice)</td>
<td>London (Maurice)</td>
</tr>
<tr>
<td>The Time Is Now-Wanderers (Recorda)</td>
<td>London (Recorda)</td>
</tr>
</tbody>
</table>

**Best Selling Pop Records in Britain**

(for week ending November 16)

<table>
<thead>
<tr>
<th>Title</th>
<th>First</th>
<th>Last</th>
</tr>
</thead>
<tbody>
<tr>
<td>MARY'S BOY CHILD-Harry Belafonte (ACA)</td>
<td>1</td>
<td>9</td>
</tr>
<tr>
<td>LET'S HAVE A PARTY-Ellie Peggy (ACA)</td>
<td>2</td>
<td>10</td>
</tr>
<tr>
<td>THAT'S THE WAY CHICK Core 1</td>
<td>3</td>
<td>7</td>
</tr>
<tr>
<td>I LOVE YOU BABY-Paul Anka (Columbia)</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>REMEMBER YOURE MINE-Pat Boone (London)</td>
<td>5</td>
<td>6</td>
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<tr>
<td>BE MY GIRL-Joe Dave (Palomar)</td>
<td>6</td>
<td>12</td>
</tr>
<tr>
<td>Gotta Have Something In The Bank-Frankie Vaughan &amp; Kiev Sisters (Phillips)</td>
<td>7</td>
<td>7</td>
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<tr>
<td>TAMMY-Delvin Rafferty (Tonica)</td>
<td>8</td>
<td>8</td>
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<tr>
<td>WAKE UP LITTLE Susie-Forby Brothers (London)</td>
<td>9</td>
<td>9</td>
</tr>
<tr>
<td>DIANA-Paul Anka (Columbia)</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td>SANTA BRING ME MY BABY BACK TO ME-Ellie Peggy (APA)</td>
<td>11</td>
<td>11</td>
</tr>
<tr>
<td>MAN ON FIRE-Wandering Eyes (A &amp; M)</td>
<td>12</td>
<td>12</td>
</tr>
<tr>
<td>ALONE-Patrice Curtis (Pre-Natal)</td>
<td>13</td>
<td>13</td>
</tr>
<tr>
<td>MY DOG DARLING-Diana Domes (Pre-Natal)</td>
<td>14</td>
<td>14</td>
</tr>
<tr>
<td>LADY WRECK CLAIRE-Frank Preedy (HMV)</td>
<td>15</td>
<td>15</td>
</tr>
<tr>
<td>TRYING TO GET TO YOU-Ellie Preedy (HMV)</td>
<td>16</td>
<td>16</td>
</tr>
<tr>
<td>ME AND MY MAKING EYES AT YOU-Mrs. Mac Adam (Columbia)</td>
<td>17</td>
<td>17</td>
</tr>
<tr>
<td>WHOLE LOTTA SHAKING GOIN' ON-Jerry Lee Lewis (London)</td>
<td>18</td>
<td>18</td>
</tr>
<tr>
<td>WATERWATER-WANDERER'S SONG-Thomas Scott (Doria)</td>
<td>19</td>
<td>19</td>
</tr>
<tr>
<td>ALONE-Shepheard sisters (HMV)</td>
<td>20</td>
<td>20</td>
</tr>
</tbody>
</table>

**Tunes With Greatest Radio-TV Audience**

Tunes, listed alphabetically, are based upon the weekly electronic listener surveys on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Ferraro's copyrighted Audience Coverage Index.

### Radio

<table>
<thead>
<tr>
<th>Title</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>All the Way (B) - Maurice-ASCAP</td>
<td>1</td>
</tr>
<tr>
<td>An Affair To Remember (R) - Feist-ASCAP</td>
<td>2</td>
</tr>
<tr>
<td>And That Reminds Me (S) - Ruffin-ASCAP</td>
<td>3</td>
</tr>
<tr>
<td>Melody Blues-ASCAP</td>
<td>4</td>
</tr>
<tr>
<td>April Love (F) - Feist-ASCAP</td>
<td>5</td>
</tr>
<tr>
<td>Love Is A Many Splendored Thing-ASCAP</td>
<td>6</td>
</tr>
<tr>
<td>My Girl (F) - Torrence-ASCAP</td>
<td>7</td>
</tr>
<tr>
<td>Be My Girl (F) -Feist-ASCAP</td>
<td>8</td>
</tr>
<tr>
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<td>Summer Love (R) - Feist-ASCAP</td>
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<tr>
<td>Get A Ticket (F) - Feist-ASCAP</td>
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<td>I'm So Glad (R) - Ruffin-ASCAP</td>
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<tr>
<td>Remember Youre Mine (F) - Pat Boone-ASCAP</td>
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<td>I'm Suddenly In Love (F) -Feist-ASCAP</td>
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<td>Just Because You Call Me Girl (F) - Feist-ASCAP</td>
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### Television

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<td>15</td>
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</tbody>
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**Coming December 1st**

SAM COOKE'S NEXT RELEASE WILL BE DESIRE ME AND FOR SENTIMENTAL REASONS KEEN NO. 34002

**Taylor Records**

**Keen-Andex Records**

**Kap-Hill Road Records**

**Culver City, California**
NOVEMBER 25, 1957

THE SMASH FOLLOW-UP TO-
"HAPPY, HAPPY, BIRTHDAY BABY"

The
TUNE
WEAVERS

NOW Singing their latest release...

"I REMEMBER DEAR"

b/w "PAMELA JEAN"

Casa Grande 45C-4038

WRITE, WIRE OR PHONE
NATIONAL DISTRIBUTORS

EMBER RECORDS
1650 Broadway, N. Y.
Phone: Columbus 5-1789

NOTICE!!
CASA GRANDE, the label that produced a hit with the first Tune Weavers' release, "Happy, Happy Birthday Baby," is proud to introduce its first new sides, "I REMEMBER DEAR" and "PAMELA JEAN." CASA GRANDE #4038, may now be ordered through the national distributors: EMBER RECORDS.
**Review Spotlight on...**

**POP RECORDS**

SAM COOKE...Specialty 41976...FOREVER

(You've Got A) Friend In Me...Specialty 41976...FOREVER

I'LL COME RUNNING BACK TO YOU...Specialty 41976...FOREVER

(You've Got A) Friend In Me...Specialty 41976...FOREVER

(Continued)

**CHRISTMAS RECORDS**

BOBBY HELMS...Decca 360513...JINGLE BELL ROCK

Cornell, ASCAP

HELMS, Bobby, BMI

(Continued)

**POP DISK JOCKER PROGRAMMING**

ELLA FITZGERALD...Verve 10111...MIDNIGHT SUN

(Crystal, ASCAP)

WHAT WILL I TELL MY HEART...Verve 10111...MIDNIGHT SUN

(DeSilva, Brown and Henderson, ASCAP)

Here's my song...Verve 10111...MIDNIGHT SUN

(DeSilva, Brown and Henderson, ASCAP)

The NEW GLENN MILLER ORCHESTRA... RCA Victor 7608...MAY WE MAKE THE STREET

(Hersch Bels, BMI)

Here is a smart, swinging arranged and played side that proves you don't have to rock it and roll it to get that beat. A nice easy, pleasant instrumental that's also very danceable: Try this sound on listeners. Should get a good response. Flip is "Ilove Steam" (Harvey, BMI).
JAN PEERCE
the One
for this season

A CHILD’S FIRST CHRISTMAS / FAITH

47/20-7109

RCA VICTOR
RADIO CORPORATION OF AMERICA
**VOX JOX**

_by JUNE BUNDY_

**CHANCE OF THEME:** Bryan Olsen, CKNS, Kingston, Ontario, Canada, has started Kingston's first all-night-deejay show (midnight to 6 a.m.) and is interested in receiving wire for the new assignment.

- Jim Whiting, "Jack Benny's favorite cartoonist," has launched a new program, "Crosby Alley," over WEFL, Dundee, N. Y. Bob Burton, formerly "Mr. Mostly Mu sic" of WHAM, Rochesters, N.Y.

**YESTERYEAR'S TOPS—**

The nation's top tunes as recorded in The Billboard,

- November 29, 1947
  1. Near You
  2. I Wish I Didn't Love You So
  3. You Do
  4. Honeymoon
  5. Ballad
  6. Civilization
  7. Too Fat Polka
  8. - Ard Mimi
  9. The Whirlpool Song
  10. So Far

- November 29, 1952
  1. Yes Belong to Me
  2. I Went to Your Wedding
  3. I Love You
  4. Why Don't You Believe Me
  5. Birthday Party
  6. It's in the Book
  7. Lady of Spain
  8. Because You're Mine
  9. Wish You Were Here
  10. Tryin'

VOX AND PIANO

_903 ORCHESTRA—VOCAL—VCR.
PIANO, BASS, BICH.
VOCALIST—LADY SING.
JIM MOONEY CONDUCTOR_

**THE MUSIC BOX**

1101 W. 7th St., Chicago 15, 11 Chicago, Ill., TF 2-4303

**THE LEGENDARY SELECTION OF 45's—EP's—LP's FOR IMMEDIATE DELIVERY**

**ORDERS SHIPPED SAME DAY RECEIVED**

**FREE TITLE STRIPS FOR OPERATORS AMERICA'S MOST COMPLETE "ONE-STOP" RECORD SHIPPER**

For the record and post in stores and LP's add to end your nation-wide mailing list.

Distributors for FREEMAN ART CRAFT FIXTURES.
(Writes for Illustrated catalogues.)

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**VISIT OUR NEW STUDI!**

**MASTER RECORDINGS**

"THE BEST IN DEMOS" 903 P.O. Box 1013, Rochester, N. Y.

**A STALIE OF THE BEST ASSISTS ARTISTS**

**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**

**Send to: THE BILLBOARD, 2160 Patterson St., Cincinnati 22, O.**
**Reviews and Ratings of New Classical Albums**

These interpretations of Schumann's "Manfred" symphony, Porgy and the Gershowitz group's "Honeymoon" are remarkable, and Porgy is a must buy. But no one can exceed the performance of the Narrative Symphony by the Royal Philharmonic under Sargent. The original 1940 recording is worth the price of admission alone.

**Reviews of New Pop Records**

**This Is It!**

Original Version

43,000 Shipped in 8 Days

(10,000 in Pittsburgh Alone... Thanks to Bill Lawrence.)

Sensational Reaction to what will be the #1 XMAS Record of the Year.

**Jesus Is My Santa Claus**

by The Gorman Sisters

(18,000 copies in 4 weeks)

**Silent Night**

by The Crescendos

(5,000 copies a week)

**Continue from page 74**

Close to Heaven (7.7)

This is the sequel to "Silent," but with a better plot and a more satisfying ending.

**Continue from page 59**

This new release from Client Records is a must buy for any collector.

**Continue from page 68**

Give em' Gimmie (2:30)

This new release from Client Records is a must buy for any collector.

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**Continue from page 68**

Give em' Gimmie (2:30)

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The greatest music releases this week:

**Betty Jo Baxter**

*You're the Greatest* (Vee, 1967)

*My Only Love Possessed* (RCA Victor, 1967)

*The Way City...* (Columbia, 1967)

**Denny Universal**

*Forever My Love* (Cameo, 1967)

*Romantic Thing* (RCA Victor, 1967)

*Only One* (Reprise, 1967)

**Lonny Kellner with Light My Soul* (Capitol, 1967)

*The Best of Me* (King, 1967)

**F T. Arden**

*Go Way From My Window* (Columbia, 1967)

**Vernon Duke**

*Chinatown* (Verve, 1967)

**Rudy Lee**

*Once Upon a Time* (Reprise, 1967)

**The Metronomes**

*Chad Evans* (Cadenza, 1967)

**Pete Drake**

*Rockin' Chair* (RCA Victor, 1967)

**The Coquettes**

*An American Dream* (Columbia, 1967)

**David Rose**

*Little Boppy* (Decca, 1967)

**Nash Randal**

*Do You Love Me With All Your Heart* (Decca, 1967)

**Rory Storm**

*The Boys* (Columbia, 1967)

**Jerry Butler**

*Can't Let Go* (Atlantic, 1967)

**The Ventures**

*The Best of The Ventures* (RCA Victor, 1967)

**Jean Knight**

*My Boy* (Arista, 1967)

**Slim Gaillard**

*Don't Forget* (United Artists, 1967)

**George Wayne**

*It Don't Mean a Thing* (RCA Victor, 1967)

**Rusty Wofford**

*Do You Love Me* (Capitol, 1967)

**The Midnighters**

*Fly Me* (Curtis, 1967)

**The Smells**

*Gimme Some* (Curtis, 1967)

**The Intruders**

*Ah Yes* (Curtis, 1967)

**The Sylvers**

*Do You Love Me* (Curtis, 1967)

**The Foundations**

*The Best of The Foundations* (Curtis, 1967)

**The Drifters**

*The Best of The Drifters* (Curtis, 1967)

**Fats Domino**

*The Best of Fats Domino* (Curtis, 1967)

**Eddy Grant**

*The Best of Eddy Grant* (Curtis, 1967)

**The Isley Brothers**

*The Best of The Isley Brothers* (Curtis, 1967)

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*The Best of The Foundations* (Curtis, 1967)

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*The Best of Fats Domino* (Curtis, 1967)

**Eddy Grant**

*The Best of Eddy Grant* (Curtis, 1967)

**The Isley Brothers**

*The Best of The Isley Brothers* (Curtis, 1967)
WITH AUTHENTIC SOUND. POP DEJAYS AGREE: HERE IS SOME GREAT NEW MUSIC.

AM-PHONIC ORK
Torry's Polska...16 Polska with African instruments. Authentic sound and beat. For further details and price write:... APM, 16,000 W. 30th St., New York 1, N. Y.

LFT WALLY ORK
Laskier-Orkin Polska...15 BANANA...13—Another Wally Ork. Laskier-Orkin, 150 W. 56th St., New York 19, N. Y.

ON THE BEAT
Continued from page 34

Lookers of rhythms and blues talent predict that rock and roll will not only be here to stay, but will continue to have an increasing influence on the pop market as well. In a pronouncement this week, Gale said his office is being swamped by promoter requests for talent bookings through July of 1958, "which is no indication that the bubble is bursting," Gale says his firm has booked over 500 engagements in the last six months, the result of thousands of acts in the four years "this new industry has become the delight of the teen-age set.

According to the veteran booker, rock and roll will continue to grow because "each year a new crop of kids (numbering in the hundreds of thousands) are converted to it and they help build up the market making their debut."

Discussing the influence of rock and roll on radio Gale says: "The music is easy to dance to and kids have weekend parties in their basements in which keep them off street corners, thereby increasing the number of those who become juvenile delinquents.

This column has received considerable favorable comments from readers on a recent interview with the..."}

The Billboard's music editor, Paul Ackerman. In fact, the reports that have come back tell a story of malfeasance in record companies, publishing outfits and other industry entities being buried in fraud by the editor's comments on R&B music material and artists. In view of all this, Ackerman has applied his frauds to the consumer and will submit to another interview shortly. Watch for this, which will contain some interesting observations on the world of country music and its artists.

WITH some plans, however, it is necessary to follow the line of advice to first warm up your turntable at the 1,000 speed before playing. Simple sluggishness is evident at this speed.

The artists' performances on theolasic works maintain a surprisingly high level of quality, as surprising performances as the names are comparatively unknown. The pianist, Frederick Wender, and his young conductor, Heinrich Halle, are major talents, as is the better-known Otto Klempner, who conducts one of his specialties, the Beethoven Fifth.

An area for possible improvement would be the packaging. None of the first sets a casual shopper the idea that this is a double-length 1500 rpm disk, all the impressive array of titles is prominent on the four long-arm sleeves. Back covers carry a large Vol, XI, 150 trademark, but the text of the programs notes are printed on both sides of a large flat enclosed with the record.

Since most of the medium-to-higher-priced producers in the past two years include the fourth quarter, new entries can produce plus profits for any dealer who maintains personal contact with his customers. Self-service won't get a new speed all the ground. At a 1,095 suggested list price for the equivalent of two 1500 rpm, or as in the case of Von, $4.98 LP's, this represents a bargain, not to mention a convenience with regard to playing and storing.

In the categories of opera and serious music, etc., Tchaikovsky's Sixth..."may it be that in the position the record companies are turning up more LP product than they ever have. Some people who couldn't read the signs properly were bound to get stuck.

The general feeling is that manufacturers and dealers are common sense, they won't be hurt. One prominent indie dicker feels that record companies as a whole will be taking a long look at releases schedules for the early part of next year. They will be more selective and will be less prone to release any experimental material of an unknown potential. Reappraising goals in terms of the new conditions will be a help to the whole industry, he said.

Our distributor, asked how he explained the recession tendency, said: "More people than ever are aware of what's happening in the business concerning LP sales. They read about layoffs here and there, less capital expenditures, etc. They know what means and they aren't surprised. Has something happened? I don't know. It may not be in trouble themselves, now, but they get cautious in their spending to guard against a day in the future when they may be held off too. And during which the Spotnick and the Middle East situation haven't had their effect. They have. Seeing those satellitess flying around can have a mighty sobering effect on a lot of people. All this the Asian Era has kept spending down."

SPOKESMEN FOR Grayslant Music in Montclair, N. J., added this standing note. "We're doing all right. Will be about five per cent ahead of last year. But we won't have much wrap packages. We're selling, and we're selling hard to keep up the volume. And believe me, we look over all the special deals and the big programs before we buy. We're fairly heavily stocked for Christmas, but we've got stuff we know we're not taking chances on. What we have now will sell."

Atlantic Foreign
Continued from page 26

handle Dot and Imperial in Japan, signed a four-year agreement with Atlantic.

For Columbia and Vareseola, Musica y Muestras Cubanas, S. A., of Havana, has been named distributor for the Atlantic label in those two territories. These areas have long been known to be increasingly active centers of jazz and rock and roll. Commenting on this, an Atlantic spokesman said: "We feel they are ready for us now."

Ralph Verona, press of the French Disques Versailles label, also was in New York this week to conclude a reciprocal release agreement with Atlantic. The French firm will carry Atlantic releases in France and Belgium. Currently, Atlantic has on release from the LP made in Paris, which features popular singer, Sacha Distel, who is also the Paris manager of Disques Versailles.

GIVE TO DAMON RUNYON CANCER FUND

The Billboard Music Popularity Charts...

10th ANNUAL DISK JOCKEY POLL
MOST PROMISING MALE ARTISTS OF R&B JOCKEYS

<table>
<thead>
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<th>Position</th>
<th>Artist</th>
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<tr>
<td>1</td>
<td>FRANKIE LYMON</td>
<td>Roulette</td>
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<tr>
<td>2</td>
<td>JOHNNY MATTHYS</td>
<td>Deluxe</td>
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<tr>
<td>3</td>
<td>DONNY DORES</td>
<td>Specialty</td>
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<td>4</td>
<td>James</td>
<td>Specialty</td>
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<tr>
<td>5</td>
<td>DON COOK</td>
<td>Specialty</td>
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<td>6</td>
<td>THURSTON HARRIS</td>
<td>Specialty</td>
</tr>
</tbody>
</table>

The Billboard, November 15, 1957

Personal Management: Morris Levy
Bookings: Joe Glaser
Associated Booking Corp.
245 Fifth Ave., New York City

Sincerely yours,

FRANKIE
**This Week's C&W Best Buys**

ROCK-A-CHICKA (Old Charley, BMI)—Warner Mack—Decca 5047

All of the top country artists indicate strong sales. It's also moving in pop markets. A likely hot platter in both fields. Flip is "Since I Lost You," (Capri). A previous Billboard "Spotlight" pick.

**Review Spotlight on...**

**C&W RECORDS**

**DICKIE LEE**

Good Lovers (Raleigh, BMI)

Memories Never Grow Old (Krene, BMI)—Sun 260

Top side is a redecycled country hit, revolved by the编products new artist on the old Chlovin' hit with group backing, Flip, "Memories," is somewhat reminiscent of "Memories" by Mother Hassel of This. It's revolved with a listenable Sun rockabilly support. Distinctive ch FIXING by the inlay.

BOBBY DEAN

Dine Store Pony Tail (Dear, ASCAP)

Just Go Wild Over Red and Roll (Dear, ASCAP)—Chess 1073

See review in Pop Spotlight section.

**C&W CHRISTMAS**

BOBBY HELM

Jingle Bell Rock (Conel, ASCAP)—Decca 30513

See review in Pop Spotlight section.

**C&W Territorial Best Sellers**

City-by-City listings are based on latest recording reports from top country and western dealers and likely best performers in each of the指向合

**Reviews of New C&W Records**

**PEE WEED KING**

**NO REMOVALS**

*Sunset Sun* (Four Brothers, BM) Wrocław, Poland

Memphis

*My Special Angel* (Bobby Helms, Decca)

*Last Stand on Sunset Blvd* (Four Brothers, BM) Wrocław, Poland

*They Call Me Lonesome* (Four Brothers, BM) Wrocław, Poland

*The Sweetest Song in the World* (Four Brothers, BM) Wrocław, Poland

**WILLIE PETERIS**

**IVORY DOLL**—Columbia 361—Cuts like he's a man with a purpose. A man with a purpose.

**BIOGRAPHIC**—Columbia 362—Cuts like he's a man with a purpose. A man with a purpose.

**Lightning Rod**—Columbia 363—Cuts like he's a man with a purpose. A man with a purpose.

**VICTOR**—Columbia 364—Cuts like he's a man with a purpose. A man with a purpose.

**ROYAL RECORDS**—Columbia 365—Cuts like he's a man with a purpose. A man with a purpose.

**More Best C&W in Stores**

**FOR SURVEY WEEK ENDING NOVEMBER 18**

This week's survey of top duck jockey shows in all key areas.

1. **WAKE UP LITTLE SUSIE**—Everly Brothers

2. **MY SPECIAL ANGEL**—Bobby Helms

3. **JAILHOUSE ROCK**—Elvis Presley

4. **OTHER SIDE OF THE STORY**—Johnny Cash

5. **RAUNCHY**—Ray Price

6. **HOLY NIGHT**—Little Willie John

7. **RAUNCHY**—Johnny Cash

8. **HOLY NIGHT**—Little Willie John

9. **HEART SING**—Ike Turner

10. **THERE'S A ROLLING HOLE IN MY HEART**—Billie Holiday

*With special thanks to the following artists for their contribution:*

**RAY & LINDY BURCH**

*Catch That Band Side*...71

**MORRIS TAYLOR**

*Brother Ray*...72

**TAYLOR GRACE**

*No Reminding*...73

**BOBBY HELM**

*Jingle Bell Rock*...74

**RUDY & DOUG**

*Broken Arrow*...75

**FUDAYAMA MAMA**

*No Wedding Bells for Joe*...76

**ROBERT W. ROBERTS**

*The Country Music...77

**WANDA JACKSON**

*No Remarking...78*
R&B Reviews

THE RAYS

Lyn Man

ARGO SALE—The Jimmy Hicks version of this ballad maker is a winner, and this cover by Rick's old group could catch on. Good harm and should be a socker. (Civic, BM1)

THE RHYTHM AND BLUES CHARTS

New Orleans

B. R. King Disk

My Heart Belongs to Only You...77

RPM-Dual was a big one for Bette Midler a few years back. King's approach on the ballad is a very popular move with chimes and a polka sort of rhythm. Side could move. (Aspen, BM1)

THE SULTANS

I Can Tell You

DUKE 119—Pinni of the male voice sound on this ballad makes it a winner. The other side, a pop item, with group helping the sports sound with code. Code for action in the midwest. (Vogue, BM1)

THE SULTANS

I See You

Vogue 2837—Just a fun disc that can build up a good charge. Lots of noise and a beat yet the setting permits. More produced march on flip can give it an edge. (Elion, BM1)

THE SULTANS

I'm Not a Heartbreaker

DuPree 16—This ballad will sell if you spin it. Side seems to be a very good one. (Cheslea, BM1)

THE SULTANS

I'm Not a Heartbreaker

DuPree 16—This girl group has spun up a good charge. Lots of noise and a beat yet the setting permits. More produced march on flip can give it an edge. (Elion, BM1)

THE SULTANS

I'm Not a Heartbreaker

DuPree 16—This girl group can build up a good charge. Lots of noise and a beat yet the setting permits. More produced march on flip can give it an edge. (Elion, BM1)

THE SULTANS

I'm Not a Heartbreaker

DuPree 16—This girl group can build up a good charge. Lots of noise and a beat yet the setting permits. More produced march on flip can give it an edge. (Elion, BM1)

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DuPree 16—This girl group can build up a good charge. Lots of noise and a beat yet the setting permits. More produced march on flip can give it an edge. (Elion, BM1)

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**FOIL TALENT AND TUNES**

**BILL SACHS**

**Around the Horn**

Hal Smith, head of Curtis Artists Productions, Nashville, currently handling several top record personalities in the North,除了麦迪逊，戴维·里奇(Decca)推广的"A Prairie Home Companion"与Whitey Ford(Deke)和Curley Sanders together with the Aladdin Records team.

Last November, Decca released a new LP by the Horns of Texas with Whitey Ford’s call-in show, "The Louisiana Hayride," or "KKTX.

Sherwood plays a return engagement at Robinson Memorial Auditorium, Little Rock, Ark., Saturday, with Jimmy Davis as special guest.

Johnny Cash and the Tennessee Three open a Western swing in San Diego, Calif., Friday, December 19, and appeared on the "Country America" TV show in Los Angeles Sunday, December 21.

On Sunday, December 19, they played to a large crowd at the角落's birthday party. While Cash was on stage during the party, he was joined on stage by some of his friends, including Carl Perkins, who had flown in from Nashville for the occasion.


**& R&B Best Sellers in Stores**

FOR SURVEY WEEK ENDING NOVEMBER 16

Records are ranked in order of their current national market percentage and the size of their retail base, as determined by The Billboard’s weekly survey of dealers in the major record markets and their records. Where significant changes occurred during the week, the results are presented in detail on the chart.

<table>
<thead>
<tr>
<th>Week</th>
<th>Record</th>
<th>Label</th>
<th>Artist</th>
<th>Chart Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>&quot;You Send Me&quot;</td>
<td>Sam Cooke</td>
<td>Cooke</td>
<td>1</td>
</tr>
<tr>
<td>2</td>
<td>&quot;Jailhouse Rock&quot;</td>
<td>Elvis Presley</td>
<td>Presley</td>
<td>2</td>
</tr>
<tr>
<td>3</td>
<td>&quot;Silhouettes&quot;</td>
<td>The Rays</td>
<td>Rays</td>
<td>3</td>
</tr>
<tr>
<td>4</td>
<td>&quot;Wake Up Little Susie&quot;</td>
<td>Everly Brothers</td>
<td>Brothers</td>
<td>4</td>
</tr>
<tr>
<td>5</td>
<td>&quot;Little Bit Pretty One&quot;</td>
<td>Thurston Harris</td>
<td>Harris</td>
<td>5</td>
</tr>
<tr>
<td>6</td>
<td>&quot;Rock and Roll Music&quot;</td>
<td>Chuck Berry</td>
<td>Berry</td>
<td>6</td>
</tr>
<tr>
<td>7</td>
<td>&quot;Be-Bo Baby&quot;</td>
<td>Buddy Nelson</td>
<td>Nelson</td>
<td>7</td>
</tr>
<tr>
<td>8</td>
<td>&quot;Rumors&quot;</td>
<td>Bill Gates</td>
<td>Gates</td>
<td>8</td>
</tr>
<tr>
<td>9</td>
<td>&quot;My Special Angel&quot;</td>
<td>Bobby Hepps</td>
<td>Hepps</td>
<td>9</td>
</tr>
<tr>
<td>10</td>
<td>&quot;Bony Big!&quot;</td>
<td>Vee Allison</td>
<td>Allison</td>
<td>10</td>
</tr>
<tr>
<td>11</td>
<td>&quot;I'll Never Stop Loving You&quot;</td>
<td>Pat Boone</td>
<td>Boone</td>
<td>11</td>
</tr>
<tr>
<td>12</td>
<td>&quot;HAPPY, HAPPY, HOLIDAY, BABY&quot;</td>
<td>Bill Haley &amp; His Comets</td>
<td>Haley, Comets</td>
<td>12</td>
</tr>
<tr>
<td>13</td>
<td>&quot;15111&quot;</td>
<td>Roger Miller</td>
<td>Miller</td>
<td>13</td>
</tr>
<tr>
<td>14</td>
<td>&quot;SWANEE RIVER ROCK&quot;</td>
<td>Talkin' Toot That River</td>
<td>Toot That River</td>
<td>14</td>
</tr>
<tr>
<td>15</td>
<td>&quot;This Week On the Billboard&quot;</td>
<td>Various</td>
<td>Various</td>
<td>15</td>
</tr>
</tbody>
</table>

**Most Played R&B by Jockeys**

For survey week ending November 16, jockeys are ranked in order of the greatest number of sales in R&B jockey radio stations across the country, according to The Billboard's weekly survey of top R&B jockeys shows in all key markets.

<table>
<thead>
<tr>
<th>Week</th>
<th>Jockey</th>
<th>Market</th>
<th>Station</th>
<th>Chart Position</th>
</tr>
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<td>Harris</td>
<td>5</td>
</tr>
</tbody>
</table>

**Reviews of New C&W Records**

Continued from page 7A

CHUCK CARSON WITH THE ABBY TRIO

Shelley Carmichael-Tennessee, Nashville, Tenn. The trio's session material is as varied as their previous work, with a strong emphasis on Gospel spirituality. "I'll Drink to That Time..." has a driving rhythm and is sung with passion. The trio's vocals are also well-received, with "I'll Drink to That Time..." being a particular standout. (BMG, BMI)

SLIM WELCH

Winner (1937) with the entry, "I'll Drink to That Time..." a strong mix of Country and Gospel influences. "I'll Drink to That Time..." is a soulful performance, with Welch's vocals soaring above the melody. The song is well-received, with critical acclaim for Welch's performance. (BMG, BMI)

JIMMY MARTIN

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HAROLD JACK

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DOROTHY & JIMMY HARRINGTON

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**Gotting Bigger Day by Day**

**THURSTON HARRIS**

**Pretty One**

**Alladin**

**LOOT-MAKER**

WILLIE MAE "Hound Dog" THOMSON and "My Man Called Me" and "JUST LIKE A DOG" Peacock 75081

**PEACOCK DUKE RECORDS, INC.**

2003 East 23rd St. Houston 26, Tex.

**Breaking Big!**

Vee Jay 256

"YOU CAN MAKE IT IF YOU TRY" Gene Allison

**Vee Jay Record Corp.**

1139 South Michigan Avenue Chicago 16, Illinois

All Phones: (312) 861-1000

**THE PLEASUREBOYS**

THAT'S HOW MUCH I NEED YOU

b/w

BE LOVIN' BABY

Doublet Records

1912 Central Ave., L. A., Calif.
Ritchie, you have been a constant presence in the music world for many years. Your contributions to the genre, both as a performer and a mentor, have been invaluable. I look forward to hearing your upcoming album and attending your concerts. Keep spreading the love of music!
OUTDOOR SHOW BUSINESS CONVERSES ON CHICAGO

Fair, Carnival, Amusement Park Reps

To Shop for New Ideas, Equipment

CHICAGO—Upward of 4,000 outdoor recreation and amusement industry executives convened here Monday (1) for the 33rd annual meeting of the organization of the various groups in the outdoor amusement business.

Major organizations to convene were: the International Association of Fairs and Expositions, and the National Association of Amusement Parks, Pools and Beaches. Other groups to meet include the American Recreation Equipment Association, the International Motor Court Association and the Michigan Fair Association.

Social highlights will be provided by these organizations and also by the Showmen’s League of America, the Chicago-based fraternal and benevolent club, the oldest such organization in the outdoor amusement world. The social programs will be the center of attention to some 1,200 people in the various social activities as well as some jointly with the women such as the Ladies’ Auxiliary of the Showmen’s League of America, Chicago, Inc., and the Fair Women’s Affiliate Association will hold their own social and business programs.

The annual trade show, sponsored by the park association, will showcase 137 booths, of which the latest in amusement riding devices and many foods will be shown.

At the formal sessions of the groups, the 1957 outdoor amusement season will come under review on the following dates.

(Continued on page 91)

Jacksonville Ahead

After Wet Opening

JACKSONVILLE, Fla.—Excellent weather forecasts coupled with increased attendances thus Thursday (10) prompted predictions that the Greater Jacksonville and Industrial Fair would exceed the standards of either of its previous years. The third edition opened Thursday (10) to an afternoon washout, but weather was generally good for the remainder of the 10-day event.

The 10-day event — excluding Sunday (17) when the fair did not operate — had an all-time high of 265,000 paid admissions and had its best one-day show ever on the first Saturday (16) when 30,000 persons attended.

On the midway, the Celia & Wil-

tis Slowa were 10 per cent ahead of last year.

That this would be the richest fair of the three yet offered by the local Variety Club and Chamber of Commerce agricultural committee was indisputable, for the admission booth was attacked in the face of an adult gate fee hike from 50 cents to 75 cents. Ted Chapeman, fair association president, said improved attendance over the 1956 season was due.

(Continued on page 91)

Gowns Sparkle

At Hot Springs

HOT SPRINGS—The glitter and glamour of the half-century Hot Springs Showmen’s Association, Inc., convention and Banquet at the Beach Hotel here last week surpassed any preceding year in the opinion of those attending.

Gearing the restraint against a background of white satins and iridescent silver, the red dresses was Virginia Gamble, president of the club’s auxiliary, who wore a Christian Dior gown of white chiffon with sequin and rhinestone-studded bodice. With her was June Reynolds, incoming president, who selected a Mainbocher number of black net and tulle with gold sequin dots over the entire gown.

(Continued on page 91)

Record 600 Attend

Western Fairs Meet

FRESNO, Calif.—A record of nearly 600 fair managers, directors and allied representatives discussed mutual problems and looked into the future of the 15th annual Western Fairs Association convention, which closed here Saturday (23).

Lient. Gov. Harold J. Powers opened the banquet by Thursday by addressing the annual directors’ breakfast. Wednesday was devoted to registration and organization of committees by Louis Merrick, WFA general manager.

Following Powers’ talk, in which he praised the week of 1,200 men and women who serve on fair boards, and contribute immeasurably to the advancement of agriculture, industry and intercommunication. Thursday there were sessions for district and county clubs.

Everett T. Estes conducted the director’s meeting. The luncheon speaker was Dr. George W. Fitts, President of California University, who spoke on “The Changing Face of Food and Farming.” Panel discussions included: “The future of the state as an agricultural center,” “The urban exploding,” “Automobile concessions,” fairgrounds maintenance, exhibit design and gate admission studies.

Friday morning’s session was highlighted by an official meeting of the sub-committee on fairs and exposition of the committee on agriculture of the California Legislative Assembly. At luncheon, Sterling Lord, Bronco Corporation president, spoke on “Fairs Must Play the Future.”

Saturday’s program included re-

exhibits on various facets of fair and farm operation. The day began with the annual banquet and dance.

When you get to the Convention...be sure and stop by...visit The Billboard and SHOWMEN’S LEAGUE OF AMERICA INFORMATION BOOTH located in the lobby of the Sherman Hotel opposite the stairway to the elevator. We’ll be looking for YOU!

ANdover 3-0710

Jet down that number. It’s important. It’s the telephone number of The Billboard’s Servicent 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, both Billboard’s Servicent will provide many free services to make your stay at the convention more pleasant.

Located in the Hotel Sherman lobby, The Billboard’s Servicent will offer a free paging service.

That is why the number above is important. Remember when calling you at that number will be able to have youpaged over a special public-address system.

Anyon e leaving a message at that number will know that the message will be held until you pick it up.

Otherwise, The Billboard’s Servicent will serve to make your stay in Chicago as pleasant 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.

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 Servicent will be open daily, Sunday, December 1, through Wednesday, December 7. The following are the hours of operation.

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 8 p.m.

(Continued on page 91)
**TERRIFIC GROSSES EVERYWHERE...**

**THE SENSATIONAL HELICOPTER RIDE...**

riders do their own piloting

- Dipping and soaring controlled by joy stick
- Big capacity...eight cabs, each holding 3 children or 2 adults
- For portability, trailer mounting of center drive is available
- Easy set-up and dismantling...hydraulic lines need not be disconnected

**READ!**

"Crossed Tops $8000.00 in 11 days at the PNE..."  
L. E. BAXTER, CUSTER, WASH.

"$5,250.00 in 18 days in a poor location. It's a ride that will be with us a long time..."  
ED MEIK, DALLAS, TEXAS

"From both mechanical and financial standpoint, an unusual ride..."  
W. D. HUNT, HUNT'S PIER, WILLOWWOOD, N. J.

"It's very informative to children and adults alike, it too, I have seen nothing but smiling, happy faces on it all summer..."  
MILTON G. JENSEN, 24 HIGHWAY KIDDELAND, INDEPENDENCE, MO.

"A real ride. I'm thinking of buying a second one..."  
EARL INGALS, GOLDWATER, MICH.

"Due to all kid ride consistently..."  
BERNARD THOMAS, LENNOX, SD. DAKOTA.

---

**ALLAN HERSHEYELL COMPANY, INC.**

"World's largest manufacturer of amusement rides"  
104 OLIVER ST.  
PHONE: LUDLOW 4300  
NORTH TONAWANDA, NEW YORK

**Finance plans available**
Touring Club Totes Joy to Crippled Tots

To thousands of crippled children along the route of the Royal American Shows, the arrival of the show train—and with it the Royal American Shrine Club—carries a special significance.

To these youngsters in Shrine Crippled Children's hospitals in the U.S. and Canada, it signals the nearness of a joyous occasion, second only in meaning and happiness to Christmas.

The annual party given by the Royal American Shrine Club is near at hand, these moppets know. Many of them in braces, others recovering from operations and still others facing surgery realize what this means—a special show of their own with talent drawn from Royal American personnel, gifts of toys of their own choice, plus gadgets, novelties, foods and everything that goes to make up a big, joyous party.

Sometimes it means meeting a Western star, a ride on a pony or even a ride on a mechanical device. And sometimes it means a personal bedside visit by a clown.

Termed the most unique Shrine Club on earth, the Royal American club, now in its 11th year, has left in its wake not only beaming faces but sizable amounts of money to buy braces for the crippled tots and to support the wonderful work of the Shrine Crippled Children's hospitals.

About 500 members strong, the Royal American Shrine Club has 50 members on the Royal American. Fellow members living along the show route, whether in Winnipeg, St. Paul or Shreveport—to name some of the places where the club gives a party for crippled children—join to help.
NATIONAL'S RECORD OF ACHIEVEMENT is YOUR GUARANTEE of the BEST in RIDES. No other manufacturer gives you as much in QUALITY, SAFETY and PROFITS.

RIDES MANUFACTURED BY NATIONAL

CENTURY FLYER

TRACKLESS TRAIN

PIGMY TRACKLESS TRAIN

LARGE COASTER

COMET, JR.

COASTER CARS

FUN HOUSES

MIRROR MAZE

LAUGHING MIRRORS

OLD MILLS

MILL CHUTES

FERRIS WHEELS

KIDDIE BUGGY RIDE

PONY TROT

STEEPLECHASE

KIDDIELANDS

PERSONAL SERVICE

We'll be glad to discuss your problems with you wherever you are. William de L'herbe, Jr., has had a lifetime of experience in selling rides and designing parks and kiddielands. He will make a special trip to your city.

NATIONAL AMUSEMENT DEVICE COMPANY

BOX 488, DAYTON 7, OHIO

Phone: AMherst 3-2646
Old, New Click

The 1957 Tulsa State Fair featured a number of firsts that proved highly attractive, but also retained a number of tried and proven features, all of which garnered the event much publicity.

Photographs of some of these features are shown on this page and will be described in a clockwise manner, starting with the photo at the right.

A first this year was a contest in which the "world's prettiest cow" was selected. Here is the champion, surrounded by her pin-ups, flowers and wearing a diamond brooch which provided a popular attraction during the week. The judges were selected from a group known in their field for selecting beauties and the judging was based on the prettiest eyes, best formed head and the manner in which the animal was groomed.

The men's corn bread baking contest continues to be an outstanding program at Tulsa. The photo shows a number of contestants waiting their turn.

In the next photo is a contestant of the National Junior Tractor Operators' contest, held annually at the Tulsa event. Pat Jusola, the National Tractor Queen, is shown with Ralph Wilcox, who, in addition to demonstrating his skill, was given a written examination.

Another first for the Tulsa State Fair was the pre-teen peanut butter cookie baking contest in the photo on the bottom, left. Shown is a number of contestants, both boys and girls, with some of the mothers looking on with great concern. This contest brought new participants to the fair along with providing a great deal of publicity.

Still another first is shown in the photograph directly below. This was a contest for Oklahoma FFA members in building equipment from scrap metals which could be found around the farm. The Tulsa fair has had farm shop exhibits for a number of years, but this year was the first time the fair had the actual construction done by the various FFA chapters during the seven days of the run. It provided an exhibit of action, creating more attention and interest than ever had been experienced in prior years.
ERIC WEDEMEYER, INC.
FOR 1958

introduces the new SENSATIONAL
SATELLITE JET

A tremendous improvement on the already world famous Eric Wedemeyer Jet Rides.

"Acclaimed by some who have seen it as the best all-around ride ever to appear in the U. S."

NEW

While retaining all the wonderful features of the Roto-Jet and Strato-Jet including:

- REALISTIC SENSATION OF FLIGHT
- SIDE BY SIDE SEATING
- SELF LEVELING CARS
- DIVES 37 FT. IN 5 SECONDS
- ENTIRE RIDE TILTS 35%
- SABER JET CARS

- INDIVIDUAL JET FIGHTER CONTROLS
- RE RIDES FROM 28%-40%
- UNEQUALED SAFETY RECORD

10 NE" MAJOR RIDES

1. SUN VALLEY BOB

2. PHANTOM EXPRESS

3. GLOBE TROTTER

4. ROTO-JET Mod. 58

5. STRATO-JET Mod. 58

6. SATELLITE-JET
This sensational ride was seen in action during Preview in August, Boblo Park, Detroit.

7. ORIGINAL WILDE MAUS
Made in Germany, Portable. Sturdy and safe construction. Laminated wooden track. Preconvention showing, Boblo Park, Detroit.

8. DEVILS COACH
A stationary version of the wild mouse. Wooden superstructure built in U.S.A. Laminated tracks. Structural steel and streamlined, strapless cars made in Germany.

9. METEOR MONO-RAIL
An ultra-modern coaster with streamlined cars riding on a monorail very fast. 6 trains with 6 passengers in each.

10. ALPINA TURN PIKE
A novel and exciting departure from the ordinary hot rod track. Beautiful streamlined sport cars travel a serpentine road thru hills and valleys. All enclosed with lovely scenery and lighting effects.

For Information and Details Write to

ERIC WEDEMEYER, Inc.
230 Fifth Avenue, New York 1, N. Y.

STOP AND SEE US AT BOOTH
#138-139-140-141
AT CONVENTION AT HOTEL SHERMAN IN CHICAGO

Murray Hill 3-3813
THE NAME Eyerly REPRESENTS
A QUARTER CENTURY OF LEADERSHIP IN
... RIDE ... DESIGN

Now manufacturing 7 proven money-making rides (1 Majors
and 3 Kiddie) for Parks, Carnivals and Amusement Centers.

**OCYDUS**
Never has there been a ride with greater appeal or earning
power. A consistent record-breaker over a period of years,
8 and 16 car models. 3 or 4 cars sold simultaneously. Can
handle up to 10,000 passengers in a single day.

**ROCK-O-PLANE**
An outstanding ride with many advanced features
that bring out top performance. The unique operating mechanism
is more than just an improvement. It is actually the first real
advance in ride design. A smooth, efficient and economical ride
that appeals to all ages.

**ROLL-O-PLANE**
Operates in either horizontal or vertical circle. Equally
popular as a portable or permanent ride. It's friendly appearance,
smoothness, earning capacity and safety performance is an asset
to any park or midway.

**FLY-O-PLANE**
Swept-backing and higher earning capacity emphasized.
All cars of the Fly-O-Planes may be loaded or unloaded simulta-
neously. Each plane individually controlled by passenger—planes
bank, roll or fly level.

**LOOP-O-PLANE**
A distinctive ride sensation, duplicated by no other
device. Developed over 20 years ago and still gaining in pop-
ularity. Two cars, 8 or 12 passengers. Safe, economical and
gripping.

**MIDGET-RACER**
Every youngster wants to drive on some race.
Authentically designed cars which the kids can actually steer
creating a sensation among the youngsters and makes them beg
for "just one more ride, please." Requires only 25 foot circle.

**BULLY THE WHALE**
Does not use, nor need "gadgets" to attract
or amuse the kids. The playful simulated motion of happy
swimming whales provides enjoyment and thrills that the kids
can't go too far in a big way. Requires only 25 foot circle.

**ALL EYERLY RIDES**
All are portable, requiring one semi-trailer for
Major Rides and a 14 ft. truck bed for Kiddie Rides. They are
equals appealing as permanent rides.

Write for complete descriptive circular on all Eyerly Rides.

**EYERLY AIRCRAFT CO.**
Factory and Sales Office
SALEM, OREGON

See Us in Chicago—Dec. 1-4

**NAME Attractions**
**Loom Big for 1958**

CHICAGO—A record number of names and semi-names will be
offered to fairs at the annual con-
vention of the International Associa-
tion of Fairs and Exhibitions here
next week.

The headliners are running for
fair dates because they are now
widely aware that they can pull
down good money from them and
due because they realize that fairs
are now shopping intensely for
attractions that will pack their
grandstands.

Music Corporation of America
will go into the fair convention
dangling a large number of names
and semi-names.

Eldred Stacy, who heads the
MCA fair booking division, has
been busy for weeks, getting firm
commitments from talent.

Tennessee Ernie Ford has
agreed to play 20 days at fairs,
Stacy reports. And, indications are
that Stacy will have no difficulty
in getting fixed in for that many
days.

Stacy will also offer Jeceen Mc-
Bee, Dean Martin, Tommy Sands,
Jaye P. Morgan, Harry Bellafonte,
Victor Borge, Lorraine, the Jimmy
Dorsey orchestra and Guy Lon-
bardo and his orchestra for
selected dates. Jack Purr will be
available for Saturday and Sunday
fair dates from MCA, Stacy says.

Bob Crosby has agreed to take
up to four weeks of fair dates,
Stacy also reports. Available for
the entire fair season then MCA
will be Molly Bee, Herb Sturme,
the Jane Taylor dancers, Dennis
Day, Ray Anthony and his orche-
stra, Preston Foster, Randy Brown
and his kid show, the Modernaires,
Tex Ritter, Carmen Cavallaro,
Jimmy Wakely, the Sportscraft, the
Four Aces, the Crew Cuts, Johnny
Cash, the Hilltoppers, Sonny
James, Eddie Dean, the Weave
Brothers, Roger Williams, Frankie
Masters, Les & Sue, Audilfe, Candy
Candido, the Billy Williams
orchestra, Johnny Mathis.

Ward Bond, star of the TV
Wagon Train show, will be offered
by Stacy for some rodeos and fair
dates.

**California Fair**
**Names Clendennen**

FRESNO, Calif.—Ed Clenden-
nen, who resigned as secreta-
ry-manager of the Kern County Fair,
Bakersfield, Calif., has been named
manager of the Santa Barbara
County Fair, Santa Maria, Calif.
He succeeds Reddon Douglas.

Prior to joining the Bakersfield
staff, Clendenen headed the
Chowchilla (Calif.) Junior Fair.

**The ROUND-UP**
**MORE MONEY AT LESS COST**

It's Popular Because It's Good

In Chicago It's Booth #196

FRANK HRUBETZ & CO.

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Salem, Oregon
Empire 46847
FLUORESCENT LIGHTING 
Standard Equipment 
On the 1958 TILT-A-WHIRL 

54 Large Colored Tubes and 21 Circles of Beautiful 

dazzling Light. 

A Fascinating Center Fixture. 

3 Glamorous Tilt-A-Whirl Signs With Colored Plastic 

Fronts Lit by Fluorescent Tubes Inside of Artistic Metal Casings. 

This Old Reliable Midway Champion Now More 

Attractive and Modern Than Ever. 

The Tilt-A-Whirl Is Still a Top Grosser and Its List Price Is 

Still Several Thousand Dollars Under Any Competitive Ride. 

Reasonable Time-Payment Terms or Liberal Cash Discount. 

See Us at the Convention or Our Usual Spot 
Booths 5, 6 & 7, Main Exhibit Hall, Sherman 

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Sports Car - Jet Plane - Speedboat - Swan - Merry-Go-Round - 

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THE SPINAROO 

CARNIVAL RIDES 

This new modern fun house has a complete set of tricks and a beautiful 

motif-filled interior. Requires a space 30 ft. long and 16 ft. deep, 

over 400 ft. line, plus 3 large LIVE RODENTs. 

Write for full details and pictures. 

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Mt. Clemens, Mich. 

MERRY-GO-ROUNDS 

1938 Jumping Carousels in 3 standard sizes—Kiddie, 20 ft.; 

Teen-Age, 20 ft.; Adult, 22 ft.; larger sizes on special order. 

Also, KIDDIE RIDES—Ferris Wheels, Airplane Ride, Water Boat Ride. 

THEEL MFG. CO. 

Phone: MU 2-4531 

Leavenworth, Kansas 

Alteration Plan 
Told for Hall 
At Atlantic City 

ATLANTIC CITY—An engineer- 

ing firm unveiled plans to 

make Convention Hall more 

attractive and at the same 

time bring more space and facilities. 

The cost may be close to $2,000,- 

000, it was reported. 

This will meet the $2,000,000 

figure listed as No. 1 project 
in the city's $3,000,000 public 

improvement program planned for 

the resort under funds to be raised 

through a bond issue. 

The plan would furnish about 

15,000 square feet of additional 

space for exhibits on the main 

floor where the present 100,000 

square feet are often taxed to 

the limit. 

The alternative would be 

to erect an additional building 

with a ramp connecting with the 

main building. Such an addition, 
it was estimated, would cost $6,000,000. 

The plan calls for elimination of 

the Boardwalk Arcade and all 

stores along the Boardwalk 

side of the building which the engi- 
nners described as "unattractive." 

Instead, the front wall would 

be extended out to the Boardwalk 

and the main entrance would 

be changed. A marquee would 

extend out over the Boardwalk. 

The lobby would be enlarged. 

The two stories on either side of 

the lobby would be eliminated 

so that a ticket office could be 

maintained on the left and a 

management office on the right. 

The present two ramps to the 

balcony would be continued, 

and the space on the Broad- 

walk street would be used for 

storage of crates for exhibits. 

Air conditioning of the main 

auditorium might be deferred 

because most of the conventions 

are held at a time when air condi- 

tioning was not needed. 

Albert H. Seay, consultant to the 

Convention Bureau, said that 

a major modernization job is 

needed at Convention Hall to keep 

pace with similar buildings in 

New York, Dallas and Miami 

Beach. 

Denver Rodeo 
Will Repeat 
Street Parade 

DENVER—The National West- 

ern Stock Show will again include 

a street parade as an opener 

during the first two days in 

January. 

This event, which is the first 

major rodeo of the year, tried out 

the parade last year after it 

had been dropped 15 years previously. 

Participants will include mounted 

groups, riders, rodeo contest 

ants and commercial floats. 

The rodeo will be featured twice 

daily during the exhibition which 

is held in the Denver Coliseum 

SPORT CARS 

FOR GROWING KIDDYLANDS 

A BETTER BIG RIDE 

THIRD RAIL 

ELECTRIC DRIVEN 

WILL FIT ANY SPACE 

WRITE FOR LITERATURE 

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PRODUCTION IS LIMITED, SO DON'T DELAY 

OTHER INSTALLATIONS OF 

ALLAN HERSHEY'S ROADWAY RIDE: 

Capital Corporation, Houston, Tex.; 

Hollywood Kiddieland, Chicago, Ill.; 

Cincinnati, Minn.; Utica, Mich. 

The Millbrae Amusement Center, 

Los Angeles, Calif.; Coldwater, Mich.; 

Kiddieland, Cheektowaga, N. Y.; 

Hollywood Kiddieland, Kansas City, Mo.; 

Silver Mount, Silver City, N. M.
**The Fems at Hot Springs**

Gloria Pierson selected a Dior gown of red lace with fitted bodice and Jardot skirt. Marian Shilliday's choice of an Adrian dinner gown of black and red embroidered taffeta was outstanding and Lorraine Dross concluded the evening in a navy blue cocktail gown with crystal accessories. Felicie Gilson wore a shurbat of black satin with silver scroll detail and Elaine Closer wore an electric blue chiffon shawl with orchid corsage.

Lillian Ray chose an American beauty chiffon with soft draped skirt and Belle Roberts chose a shirting-colored lace with beaded skirt. An Adele Simpson model of beige with fitted bodice and full skirt worn by Cleverson's Miss. and her daughter, Nancy, sparkled in a red velvet ball gown. Joan Faire came in a cocktail blue lace over pick satin reception and Matha Packs in black taffeta, very beaded with a white stole. Irene Ogles chose a black velvet Jaybo shawl bodice shawl with white chiffon shoulder detail and Kathleen Make's attractive coiffure was set off by a black satin gown with red velvet jacket.

Peggy Wilson came in a white lace gown with taffeta bodice. June Tabor was striking in a gown of brown taffeta and Rosalie Maritas chose a black lace ballerina-length gown with black velvet and ivory lace trim. A midnight blue shawl with white lace over it was worn by Ida Lee Knight.

The Dallas party included Margaret Fugh in an Alice blue gown of satin and taffeta. Grace Tidwell came in a beige and gold hose sheath by Stefan while Pearl Vaughn chose silver organza highlighted by iridescent accessories. Ida Smith sparkled in an Ann Faggey creation of iridescent laces while Marie Ohack was in a Jerry Gorden number of black silk jersey. Katie Little came in an Adele Simpson gown of pink lace over satin while her niece wore a Spanish Rich gown of taffeta.

Josephine Horey wore a Madison white lace ball gown with thimble-colored trim and the white frock. Zora Callan chose a Harvey Berin model of black jersey and Lena Howey a gown organza with long tassels set off by baby orchids. An Adrian creation of orchid satin taffeta was worn by Flavilla Harris while her mother chose a Dior original. Sally Barfield was in a lavender and lace net floor length gown. Bertha Goff chose a Rosemary creation of marigold chiffon and Hill Owens a Marnice original. Ethel Toleno wore a black beaded velvet gown, Viola Parker chose a Trigere creation of egg shell satin cocktail length and Margie Heftein in a Dint of black eyelet lace. Mrs. Don Weavers of Dallas created an emerald and black velvet gown and Havel Matthews a Traina-Novell gown of black silk.

Ira Randall, wife of the acting ma of Hot Springs wore a black lace shawl by Cowan and a milk stone. Mrs. Emmet Jackson, wife of the city clerk, chose a Mainbocher original while Mrs. Leonard Ellis, wife of the sheriff, came in a Nettie Rosenstein original. Mrs. Hazel Hurst, wife of the police chief, sparkled in a Nardin of Dallas black chiffon and Mrs. Jerry Watkins wore beige lace by Dir. Mrs. Walter Kohnstamm wore a Trigere model and Virginia Coaburn an Adele Simpson cocktail taffeta.

Mrs. Happy Caim came in a crown and beige real flower gown and Mrs. James McAld swore a Trigere original.

Adding to the charm of the event were Mrs. Sunny Bonet in a white chiffon dinner gown, Ray Paxton in a Dior black and gray satin, Mrs. Hill Shearley in gray and gold, Mrs. Boodi Abell in a brown wool cocktail gown and Mrs. Joe Miller in a Nardin of Dallas black velvet and chiffon gown. Clarice Lenox's Mainbocher was powder blue lace over taffeta and Sissy Forrester wore an iridescent taffeta by Adole Simpson.
Jacksonville Beats Weather

led the local beef breeders' association in paying over 20 per cent of next year's premium money.

A disappointment was the financial yield from the grandstand show featured in the 7,000-seat baseball park. Working on a $7,500 nut, the fair reportedly will show a $4,600 loss on the show, which featured Leo Carrillo and supporting acts. Chaseau said the poor showing was probably the result of competition, at the Clyde Beatty and Crisa Bro's circuses and Lurchy Sugarfoot's Matt Dillon show all preceded the fair, and Polack Bros. Circus is due in on Saturday (30). Another handicap was the resistance to separate charges for entertainment at a entertainment venture, according to an all-inclusive fee. Grandstand admission was 60 cents for adults and 25 for kids.

While making use of Catan Bowl property, the fare does not use the bowl itself for show purposes. Chaseau noted, however, that permission has been obtained to offer a thrill show in the stadium next year, if it is desired.

The rifle midway and grandstand contracts will not be decided upon by the board until its meeting the second Saturday in January, it was announced. Also told were next year's dates, November 19-29, following the same pattern of opening on a Thursday. The fair will end by then, to get permission to run on Sunday. Several fair and carnival vendors made appearances this season, including James E. Strates, of the shows bearing his name, who visited on Wednesday (20).

There is only one children's play day and that one is the second. The fair has on separate days for Negroes and has experienced no difficulties from this custom.

It is expected that about 450 feet for its automobile display, the event nonetheless attracted exhibitors who showed 55 vehicles. More than twice that number could have been placed if room were available, Chaseau said.

Chicago Meet

spread through the trade. Problems, too, will be dealt with as brought before the conventions.

In addition to the study given the problems and buying of new equipment, many of the major and smaller carnival fairs in the United States and Canada will conduct various amusement features that will not play the fairs until the summer and fall of 1958. Probably the most spirited exhibitions will be put on by suppliers of grandstand attractions to fairs. The success of TV game attractions, cowboy headliners and recording artists has opened a new field in which fairs this year participating more than ever in the long history of the fair movements.

Leo Cohn had announced that in addition to the showmen at a carnival environment venture, after a custom here of an all-inclusive fee. Grandstand admission was 60 cents for adults and 25 for kids.

Concession Assn.

We realize that the concessionaire has a problem. So does the carnival. There are grounds for consideration of the concessionaire problem. Cohn has presented the problem but has not yet come up with the answer. I believe that concessionaires should offer some concrete evidence that they cannot operate under the present price structure. After all, we are interested in seeing that the visitor enjoys himself at the fair.

Cohn had mentioned that an independent midway might solve the problem, saying "The idea is to get equitable rates for game operators. We do not ask anything more than a charge that will permit concessionaires to come from a fair with a fair earning."

More horsepower... more staying power in V8's and 6's!

New Chevrolet light-duty Apache and medium-duty Viking models bring you V8's and 6's that deliver more horsepower, more economical and dependable hauling for the toughest jobs you've got!

There's new standard power in every light-duty model... a more powerful (145 h.p.) edition of the engine most famous for economy and dependability, the rugged Thriftmaster 6. And the optional (extra-cost) Trademaster V8 is all new, the most highly powered light-duty truck engine in Chevrolet history! It's ready to go to work with 160 h.p., 283 cubic inches of displacement, short-stroke efficiency and weight-saving compactness.

Chevy's '58 is here with new medium-duty power, too! Standard in Series 50 L.C.F. models is a new version of the Heavy-Duty Taskmaster V8, with 160 h.p., for fleet hauling and new durability features such as Stellite-faced exhaust valves and induction-hardened exhaust valve seats. And standard in Series 60 models is the time-proved Jobmaster 6 with more power than ever—150 h.p.—and a host of new features that mean more economy and dependability on jobs that work a truck hard. See your Chevrolet dealer and take with Chevy's new brand of hustle!... Chevrolet Division of General Motors, Detroit 2, Michigan.
Everybody likes to ride the SCHIFF PROVEN GREATEST RIDE OF THE CENTURY

Carried Over a Million People • Our Grossed All Rides on All Midways!
• Beach Bend Park, Bowling Green, Ky.
• Cedar-Schellinger Corp., Wildwood, N. J.
• Conne Island Park, Havana, Cuba
• Conne Island Park, Havana, Cuba
• Funland Park, Miami, Fla.
• Funland Park, Miami, Fla.

1957 FAIR DATES: OHIO: Shawn Show, Louisville, Ky., Cliff Wilson, Memphis, Tenn.
American Shows, Shreveport, La.

FOREIGN INSTALLATIONS: Dave and Sam Bokerman Playa Roca, Bogota, Columbia, S. A.
Coney Island Park, Caracas, Venezuela, S. A.
INSTALLATIONS FOR 1956: Kennywood Park, Pittsburgh, Pa.
Coney Island, Cincinnati, Ohio
Geauga Lake Park, Geauga Lake, Ohio
Venice Amusement Corp., Seaside Heights, N. J.
• Olympic Park, Irvington, N. J.
• Myrtle Beach, South Carolina
• Roseland Park, Camden, N. Y.
• Pee Wee Valley, Cincinnati, Ohio

COMMITS FOR 1959: Mayors Lake Park, Canton, Ohio
Waldameer Beach Park, Erie, Pa.
West Point Park, Inc., West Point, Pa.
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Bargains in slightly-used rides that have just been replaced.
To pay only the balance due.

Sparenado Adult Ride
Ferries built on semi-trailers.
This ride is
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KIDDIE CHARMING ADULT POPEY
KING MINOUS

SMITH AND SMITH INC.
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Rides 1957

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MORE PROFIT WITH TRUCK MOUNTED RIDES.

Why, Mary Go Round, Swing, Ferris Wheel.

Ring Bros' Circus the most Amazing Exhibition of its kind in the world. Great year to carry out of wood with an $5,000 Circus budget. Every year a new show. Actual $5,000 worth in new exhibits. In with good condition, just off the road. One of the greatest attractions in the world. Excellent chance for profit. It's the perfect circus to go on a main street. It will be seen. Easy to go on a main street. Jan. 15th to Dec. 1st. SEE HARRY K. SMYTHE

SHERMAN HOTEL, CHICAGO
NOV. 28 TO DEC. 4

Army Exhibits

ALEXANDRIA, Va. — The United States Army Exhibit Unit wound up its 1957 fair and out- door season after showing at 118 events and traveling 94,637 miles, a spokesman said here.

The unit, according to the Army, proved before an estimated 24,- 000,000 people and won first place at every major event offering competitive awards for the touring forces exhibits.

Dedicated in the exhibits were guided missiles, the future armory of 1965, atomic irradiated foods and revolutionary and aerial search and transport vehicles. Publicity campaign accompanied each showing. The Army Exhibit Unit operates under the Chief of Information, Department of the Army, Washing- ton 25, D.C.

Alberta Assn.
Sets Rodeo Dates, Elects Standquist

PONOKA, Alta.-Dick Standquist,
Standquist, was elected presi-

dent of the annual meeting of the Central Alberta Stock & Trailers Associa-
tion, Mrs. Lewis, director, is vice-
president, and Mrs. B. E. V. Stettler, secretary.

Nine dates in 1958 were set as follows: Edmonton Bbq, May 30-31; Hanna, June 4; St. Paul, June 11; phone: 706-7; Fal Railway, June 18; Har-
dey, July 1-14; Leduc Park, July 18-19; Warwark, July 25; Ponoka, July 25; Stettler, July 26; Drayton Valley, Aug. 1-2; Barrie, Aug. 5-6; Scaple, Aug. 16; and Watertown, Sept. 1-3.

Will Gerlitz, of Youngstown, re-
tained the trophy for best all-around

cowboy. Other trophies were awarded as follows: Sudie brisk riding, Woonas Bower, Forestburg; Brahns bull riding, Cal Sherman, Ponoka; will steer docking, Ernie Donor, Brice; wild cow mil-
king, Dan Vandel, Dayton Valley;
barback brake riding, Leo Brown, Calken; calf roping, Will Gerlitz, Youngstown; chuck wagon, Peter Brown, Calgary; wild horse riding, Cliff Vandel, Dayton Valley; amateur break riding, Dale Henderson, Viking.

Saskatoon Buys

Arena Ice Rink

SASKATOON, Sask.—In the re-
cent civic election, more than 67

percent of the city's burgemeers ap-
poved the city's plan to purchase the Arena rink.

Chairman of city council's Arena rink committee, said the committee approved the bid by a vote of 2,200. The city, which is destroyed by fire.

Atomic Balloon Game

New and Exciting Game

Easily Built from Plywood.
A FREE Magic-Navigator for 2 Years.

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MR. JOSEPH KING
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NOVEMBER 25, 1957

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42 Foot Wheel
36 Foot Wheel

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Chair Swing

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GARRICK MFG.
LeRoy, A. Levy & Son, GARRICK MFG.

BOOTH 76 $1000

HODGES HAND CAR RIDE

The Wonder Runde Amazing Spot in Fun a Felt Show
See list of operators. We will accept type all steel Kiddie Wheel.

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1415 W. Florist St., Indianapolis 31, Ind. Tel. Madison 1-1937

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Bargains in slightly-used rides that have just been replaced.
To pay only the balance due.

SPENARDO ADULT RIDE

Pitche built on semi-trailers.

ROCKET TRAIN ADULT COASTER

LONG RANGE SHOOTING GAL-

JERRY ON SEMI-TRAILER

KING CRAZY HOUSE

See us at the Convention

KING AMUSEMENT CO.
23 Chelsea St., Mere, Kansas

HUNTSMEN UNIFORM CO. NEW YORK

IT HAS KID APPEAL!

THE JUMP IT'S FIELD

OATWAY AMUSEMENT CO.
IONS OF STEAM TRAINS-HANDCARS AND RIDES BY REFINED WURZEL RIDE

CIVE TO DAMON RUNYON CANCER FOUNDATION
Winter or Summer, Ski Lifts Operate as Amusement Rides

DENVER—Winter resort and recreation managers from the Rocky Mountains to the West Coast are preparing for an anticlimax this summer. Early snow falls and cold weather in the high mountains have brought out winter sports enthusiasts near a month ahead of the usual schedule.

At Aspen, Colo., scene of the 1949 Winter Olympics, the mountains are crested with ski trails, chair lifts, T-bar ski tow and other facilities for everyone from the hearty outdoorsmen to the fine fule cocktail loungers. Photo hotels and motels vie with European style lodges and chalets for the tourist dollar.

The Heron Engineering Company, Denver, is the contractor for the aerial tramways, chair lifts and ski tows, recently completed its fourth major installation at Aspen.

Three New Installations

The new 3,425-foot double chair lift on Bell Mountain, makes it possible for ski fans as well as those skiers who are seeking to move easily among four peaks that fringe the resort town.

Hans Saliba, general manager of the passenger train division of the Heron Engineering Company, said that new facilities are nearly completed or have been finished at Breckenridge Pass, Colo., in the Sierras, in Montana, and in the Santa Clara, Calif., and that additions are slated for the aerial gondola at the Squaw Bowl in California's Sierra Nevada Mountains, tentative plans for the 1981 Winter Olympics.

Aerial Lifts at the Resort Area

get heavy play on a year-around basis. Many rides are from 1,000 to 2,500 feet in length. Several extend well over a mile and a half. They often rise hundreds of feet up the face of sheer mountain cliffs, cross wide ravines and pass over forests.

Summer passenger service on these rides is nearly as heavy as during the winter months because tourists and natives alike flock to the resort spots. Riders vary in price from 20-cent short T-bar ski tow to $2.50 or more for a round trip aerial tramway ride in a gondola car or double chair lift at some of the more plush spots.

One of the loveliest in the nation is at Aspen where a double chair lift is divided into two sections with a total length of more than two and a half miles and rises more than 3,000 feet above the valley floor. This ride has been connected with two more on other mountains nearby to provide passengers with a complete round trip ride thus some of the most rugged mountains in the United States.

Concession Business

Most of the concession rides at the aerial lifts are leased by the corporations owning the rides. In several instances the corporations hire managers to operate the rides as well as concession stands that include restaurants, snack bars, souvenir stands and a variety of facilities that usually includes a photographic and ski equipment section to be available.

Some of the largest aerial lifts that operate nearly all year round are those at Alta, Utah, Sun Valley, Idaho, Mount Hood, Ore.; Aspen and Breckenridge Pass, Colo., and Mount Rose, Nev.

With the exception of those in Colorado, most concession opera- tors report a bigger summer business than they have in the past. New actual figures were available, but operators felt that the per capita spending was ahead of last season. In Colorado where tourism trade in general was off, one of the Park reported a slight increase in ride trade.

Detroit Mayor Seeks Int'l. Trade Fair

DETOIT—Plans for an international trade fair here in 1982 were announced by Mayor-elect Louis C. Miriani as a major project of his administration which starts January 1.

A trade fair of the European type has been discussed as a possibility here for several years, but lack of facilities plus other problems have prevented actual development. Now the new $30 million convention hall and exhibition building, which is under construction, will provide a site.

Charles A. Blessing, director of the city plan commission, who has visited a number of European fairs, was named to head up the project.

Sands Joins GAC-Hamid

NEW YORK—A production department manager is the GAC-Hamid talent office, with Hal Sands, local booker and producer, as one of the chief figures. It fits in with the agency's plan to go into fields beyond its usual fairgrounds, such as department stores, industrial and trade shows and others.

The department was formed during the past year, and in addition to Hamid, the agency head Larry Kreps, Joe Hingens, George Martin and Leslie Young, of the Chicago office, GAC-Hamid has solicited several major league baseball clubs and was given an eye to using ballfields while teams are traveling.

ROLLER COASTERS

DESIGNERS + BUILDERS + EQUIPMENT

NEW LIGHTWEIGHT ALUMINUM CARS

PARTS & MAINTENANCE SUPPLIES

PHILADELPHIA TOBOGGAN CO.

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POPULARITY OF BIG ELI RIDES IS OUTSTANDING

OF MANY SATISFIED OWNERS, HERE IS ONE EXAMPLE:

Lakeside Park, Denver, Colorado (Benj. Kraner, Mgr.) installed a BABY ELI WHEEL in their Kiddie-land in 1951. The next year they added the No. 16 BIG ELI WHEEL equipped with white enamel seats, circle and star lights.

In 1958 Lakeside will add the newest BIG ELI Ride, a SCRAMBLER.

In 1956 Mr. and Mrs. Kraner told us their No. 16 BIG ELI WHEEL was a fine attraction and money-getter.

Outstanding locations deserve the best in up-to-date rides. We are proud to offer equipment based on 57 years of successful manufacturing experience.

ASK THE MAN WHO OWNS ONE

Then investigate a flashy profit-earner that will last a lifetime. There is a size BIG ELI WHEEL to fit your location. Ask for price list A76.

ELI BRIDGE COMPANY

BIG ELI WHEELS

800 Casue Avenue

Jacksonville, Illinois

Easy does it! No tents to wrestle or heavy counters to jockey into position. Just tow the 'HUCKSTER JR.' in behind any car, flip up the side panels, drop the floor and you're in business in five minutes! Full 16 feet of counter space and a big 400 cubic feet storage room behind. Ingenious drop-floor gives you firm, dry footing and lets you serve your customers at "table height." Flip-up side panels provide shade and protect counters and customers from weather. Delivered complete for only $1950.00.F.O.B. Elkhart, Indiana. Also available, the 'HUCKSTER'—a 20' model with larger storage and serving area.

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NO KIBITIZING

Barn Raising Clicks
At Manassas, Va.

MANASSAS, Va.—"Kibitzers not wanted" was the word passed out when Prince William County Fair tackled the task of erecting its new barn in Manassas. The three day barn raising in July drew 15,000, with 9,000 being volunteers workers daily. Head quarters for raising in the old tradition, held amid the sounds and humping of hammers, with the farm club auxiliary and other women providing waffles.

In existence since 1950, the fair's first efforts were held under canvas. In 1953 hurricanes dumped 14 inches of rain on the ground and leveled one tent, giving impetus to the operation to establish a permanent fairgrounds. About 35 members comprise the Prince William Veterans Farm Club, Inc., which sustained a $200 loss due to the hurricane year. Thankfully, D. H. Poley, of Manassas, agreed to sell his 60-acre farm for a reasonable figure which included one house, one barn and outbuildings. Money raised from sale of dehustere brands carrying 2½ cent simple interest maturing in 10 years. A local contractor did the grading at cost. Roads were built and building sites leveled. A 50-gallon-a-minute well was sunk. County Agent Frank C. Miller provided pole barn plans for two 45 by 108-foot units and two 30 by 50-foot barns. Dare County came up from the Virginia Extension Service in Blacksburg to advise on the erection of the barns.

Workers Volunteer.

When preliminary work was completed, members having set most of the poles and plates in place, they appealed to the public for help, and that's when the 
"kibitzers" theme went into play. Temporal and permanent club members and other organizations were contacted, and volunteers galore turned out on Saturday. Three barns were completed in the first three days, and a week later the fourth went up. Total cost for permanent shelter for the farm club's cattle ran only $2,000 per barn. Other improvements included gravel for the roads and ticket book construction at the front gate.

Total attendance for the fair was about 15,000 this year, of which 9,000 were single admissions and 3,000 and extras.

Ray National Carnival, All kids under 12 were admitted free, and a school-day cleared the gate fee for all kids of school age. Bean's Attraction were credited with handling the mid-week children's promotion expertly. The first annual beauty contest was also successful. With the strong participation exhibited at the barn raising, the expanding event is considering a commercial exhibit building and home economics building for next year, plus a stage for eight attractions. It is not unlikely that another call for volunteers will go out and that the response will be the same—plenty of workers, plenty of fun, but no kibitzers.

Holiday Shows
At Pa. Spots

NEW YORK—Recent promotions by the Abe L. Feingberg theatre office include the Hess Bros., Story's Santa arrival party at the Philadelphia (Pa.) Fair's grandstand on Monday (11) and the Friday (20) Shenandoah (Pa.) Merchants Joint Council Captain Vidas and other talent.

Also on Thursday, Shenandoah high school the Philadelphia Mummers Band, Jalby Jazoo and His Jazoo Band. All performers at Coalition Ranch Boys. Toecilis Circus played an Allentown date.

Show Folks Run Freedman as Prez

SAN FRANCISCO—Max Freedman has been nominated for the presidency of the Show Folks Association. Also on the slate are Harry Faust, Tom Weisman, Louis E. Leonard, first and third and third vice-presidents, respectively. Joe Weiss is the secretary-treasurer. Nominees to succeed themselves were Charlotte E.往外, Florence Townsend, recording secretary, and Lola Cox, corresponding secretary.

Weiss Heads Slate Of Miami Showmen

MIAMI — Ben Weiss, Eastern bookings operator, heads the slate of officers proposed for 1958 for the Miami Showmen's Association. Brought in at the opening meeting of the full season was the election of eight primary officers, and a 50-man board of governors, and was re-elected Patrick J. Finnerty, chairman of the nominating committee.

Weiss is offered president for succeeding Joe Manning, John Vivona and Harold W. Charellion, brother. Weiss's first task will be to advance first and second place prize premiums and to see that John Shor, concession manager, was suggested for third vice-president.

Other officers would be Secretary, Dutch Whitehead, succeeding Alex C. Ulmer, assistant secretary; James Prell, assistant secretary; Harry Moledo, assistant secretary; and Mel C. Lindstrom, assistant treasurer.

A good representation of officers attended the opening meeting, including Ross Manning, president; Ben Weiss and John Vivona, first and second vice-presidents; Mac Weiss and Carl Pfeil, assistant secretary; and Mel C. Lindstrom and William I. Tockes, assistant treasurers. Invited to sit on the dais were Leo Rosty, Art Landis, Leon Engelman, Tommy Carson, Max Mckee, Pat Forrester, Eddie Edwards and Max Mann.

You'll Make More Money
With United's Coin-Operated Bowling Games

ADHEN OF EVERY KIND ENJOY THE BILLBOARD AS A TOP SELLING FORCE

BANQUET, OPEN HOUSE LIVEN NSA FEST WEEK

NEW YORK—More than $8,000 will be realized from the yearbook of the National Showmen's Association from the fourth annual sale of enough ads sold at the Wednesday (5) meeting to create a $600 deficit. The book had trailed last year at the previous meeting, but the difference was soon made up.

Kephart's Wednesday was on the annual banquet, to be held Thanksgiving. This will be held Thursday, after the combined sessions, including a Wolf and open house. Sale of the yearbook was reported good, by John Weisner, for the fourth year in a row. The Tuesday functions will be the formal sessions of the congressmen at club house on 90th Street, 12th Avenue.

President Morris Bakish led the meeting, which was enlivened with the news that the re-election of the congressmen of the SA field was a club house to exceed $1,000, and the arrival of Dave Vivona, of Assessments of America, with $300. Bakish addressed greetings to Sidney Goodvert, Benny Miller, Al Dor and Charles Silverman. Al Never (prefix) will second the men's League of America and the late, at a meeting held at the governor's meeting which followed. It was also the first meeting to be attended by George A. Hamilton Sr., president emeritus.

Memorial services will be held at 8 p.m. Tuesday (20) to open the evening's program. As usual there will be a group and elegance from the major firms. Refreshments and entertainment will be on the open house program.

Hamid gave assurance that the banquet entertainment would be outstanding in keeping with the standard set over the years. Because of the peculiar nature of benefit performances, knowledge of the name at the event is serviced to appear will not be received until the week of the affair. Music and supporting acts are set, however.
ARENAS & AUDITORIUMS

Statistics Tell Expo Growth; Atlanta Makes Fast Changes

By TOM PARKINSON

I N CONNECTION with the recent annual meeting in New York of the National Association of Public Exposition Managers, a signed, four-year contract of 13,000,000 people was signed. As recently as 1936, there were only about 440,000 people in the United States alone. The figure has since doubled, reaching 2,400,000 in the United States alone. Dan and Bradstreet reported the figures.

Some 25 such shows, all of them in the category of home shows or combined home and garden shows, are operated by members of the NAFEM. The average attendance estimates that more than three million people see its members shows annually. They also declare that exhibitors are buying larger space and developing new shows. The reason? They say the NAPEM is as fundamental in merchandising as a consumer show.

BUILDING MANAGERS delight in accomplishing the impossible and generally that involves making a series of quick changes in their building facilities in order to accommodate a fast-breaking chain of events. For Harry Neidweg, manager of the Atlanta Municipal Auditorium, the latest “impossible” involved such unlikely collaborations as ballet, wrestling and funeral shows.

On the first day, the raised floor was installed for the Ballet Theatre, and after the day was over, it was all deconstructed. After the performance that night, the floor had to come out. On the second day the arena was left blank in the morning so heavy equipment for the National Funeral Directors show could be moved into the arena to other parts of the building. At noon of the second day, they set up for wrestling. That wrestling was cleared away that night and so some funeral show stuff could come in early on the third day.

The third and fourth days were needed for bringing in 320,000 tickets, 850 seats, all of the embalming supplies and 32 hours. The stage was fitted with wall-to-wall carpeting, most of the arena floor was carpeted and one exhibit room had gold carpeting. Part of the show was moving in 3,000,000 of floral pieces.

That show closed at 4 p.m. four days later. By midnight most of the displays were out, and by noon on the following day the decorators and electricians were clear. That night the wrestlers were back. Later the arena was used for wrestling equipment was pulled out again and crews swung into the task of placing the Southeastern Travelers Cloth Mill.

AUDITORIUM ARENA management might well paraphrase a familiar slogan to read “the difficult we do at once; the impossible must be done quicker.”

Farley Named To Hertzberg Circus Library

SAN ANTONIO—Leonard Y. Farley has been appointed to succeed Vivian M. Miller on the staff of the Harry Hertzberg Collection of circuses at the San Antonio Public Library. Mrs. Marx retired this month.

She had been librarian of the collection since shortly after it was received by the library and before it was opened to the public since years ago.

Farley has been in public relations prior to coming here. He was with the King Reid Shows, V. carnival out of Manchester, VT, as secretary-treasurer for 10 years.

Joe W. Taggart just completed a stand at Omaha’s Brandon department store with his miniature circus.

New Orleans Holds Promise For Packs Show

NEW ORLEANS — Advance prospects for the New Orleans Show were brilliant, with promotion on the program and information for tickets both running well ahead of last year, according to the show.

The circus is being produced by the Tom Packs Circus. It opened Friday in Municipal Auditorium and runs thru Sunday at.

Show garnered page one publicity and TV film coverage last week with a was staged on a major downtown center with an escape artist Arthur Adams, who appeared in the performance. He was bound by a street jacket and dropped in 35 feet of chain by the New Orleans police emergency unit. Adams then was lifted high into the air by a crane and suspended upside down. From that position, he escaped in six minutes.

Kelly-Miller Bulls Move; Staffers Active

HUGO, Okla. — Kelly-Miller elephants returned here from the Houston Shrine Show appearance and departed a few days later for the Fort Worth Shrine Show, where they will be painted pink.

With Fred Logan, elephant superintendent, on the dates are John Derrick, Bob Klein, George Thompson, and Harry Rockey. D. O. Miller and Bob Klein, Girls are Maggie Callaghoff, Lucille Ragsman and Mrs. Fred Logan. They use 11 elephants.

Several Kelly-Miller and Famous Cole vehicles appeared in the Hugo Veterans Day parade and the K-M circus won a prize for the Elks Club, New Elks members in Hugo include George Bell, Ted Lavelle, Jack Moore, Jack Lewis, Donnie McIntosh, and Harry Rockey.

D. O. Miller and Art Miller visited the Houston Shrine Show three days. General Manager Obert Miller has purchased new red and silver harness and a new parade wagon for the skyscraper pony.

Vice-president Glen J. James took part in a highway 10 convention at Hugo, and conducted the group on a tour of quarters. The Governor of Oklahoma made James an honorary citizen of Oklahoma.

Co-owner Kelly Miller and Frank Ellis, announcer have been fishing at Lake Texoma. Miller is building a new house and superintendent Pete Smith has been ill with the flu. Mrs. Obert Miller has a new son.

India’s Big Show Expands; Projects Three-Unit Set-Up

DAVENCORE, Ind. — Manager of the Kamala Circus, only three-ring show in India and Asia, early this month brought the Great Indian and two others for a reported $175,000. The plan is to operate additional units. The present eight-pole Kamala show, with seating for 15,000, will be increased to 16 poles, four rings and a claim for 30,000 seats. A second unit will equal the present Kamala show, the third, moving Kamala Circus, will have four poles and 7,000 seats.

The Kamala show operates every day in the year.
POWERFUL PUSH

Ins. Firm Scores Big
With Dallas Tie-In

DALLAS—How a public serv-
ice exhibit can serve as a spring-
board for a strong all-over sales and
advertising campaign was dem-
onstrated by the New York Life
Insurance Company's '57 promotion
in Dallas and Fort Worth, Texas.

The company got the maximum
benefit out of its exhibits in the Fair's Women's Building by en-
voking a powerful Statewide prom-
otion around it.

The exhibit was the focal point of a public relations program
designed to recognize and dignify the 10th anniversary of the
company's re-entry into the Texas mar-
ket.

The exhibit, entitled "How Much
Life Insurance Is Enough?" was similar in design and format to that
presented by the Life company in the
Merrill Lynch, Pierce, Fenner & Beane Investment Information
Center for Atlantic City's '57 fair. Like
New York Life's exhibit, the '57
Statewide campaign was an integrated
program designed to add to the
company's image in the public domain
by helping to sustain the momentum
of the company's 10th Statewide presence in Texas.

The second radio program was
directed more to the family and
especially to the girls. The "Kenyon Sargent program every
Saturday noon to 7:15 over KKKO,
Fort Worth, was an excellent vehicle.

The commercial pattern was sim-
ilar for this program. In addition, il-
lustations of various events spotted as
guests on radio and TV every Saturday
and TV every Saturday
were shown to plug the fair exhibit and
Texas. Commercials of special pro-
grams were produced and serviced to
TV stations in the Dallas-Fort Worth area's second Sema after
and the move of the Henneman gen-
eral office to new quarters.

Broad Coverage

In view of the combined events, the
company undertook an inten-
sive advertising program which
included newspaper advertising
distributed to local newspapers in
Dallas, Fort Worth, Houston and the
surrounding areas, a heavy schedule of radio and TV spots and
programming, and outdoor display
cards on 300 Dallas buses.

To promote the exhibit on the
fairgrounds where 400 commercial
exhibitors were vying for atten-
tion, the company produced ad-
nouncing bags imprinted with a large
black question mark and a bright red evasion point. An adverti-
sement also was run in the Tex-
asian as a special feature of the
exhibit.

The company used the exhibit as
a central theme for a Statewide
sales contest. Special fair promo-
cards were distributed to the the
agents. An advertisement
was prepared and distributed early in
September. The fair provided sev-
eral thousand "What's at the Fair"
iplied with the an-
ouncement about the insurance
exhibit for the agents to distribute.

The kit also included many
brochures and other materials, lists of
special days at the fair, etc.

Sales Jump

The 10th anniversary drive
resulted in sales of 150 per-
cent over the same period last year. Awarding
agents and teams came to Dallas
to visit the fair and attend a spe-
cial Texas Day sales meeting at the
Stater Hilton where, when visiting the
fair the winning agents were pho-
tographed and home offices were
informed of their success.

In addition, the fair exhibit was
part of an over-all radio programming op-
tening this year which will enable
live remote broadcasts originating di-
rectly from the exhibit each day.

The Creative Department in
the Women's Building, the com-
pany sought to cultivate the fair's
women's market with a half-hour radio

program which was taped to be
sent to their local radio stations.

The program was a segment of
KINS's "Texas Women show."
Meg Bravington, who appears on the
Winston as an executive, interview-
ting top personalities and other vis-
itors to the fair. Some of the guests
included Robert Stanway, Ann
Bush, and others.

The program was broadcast into
the multi-million dollar the-
er-and-stadium area.

On November 25, 1957

COLUMBUS, O. — The
Goulding Information Com-
pany Wednesday (20) was
awarded the midyear contract for
the 1958 Ohio State Fair, mak-
ing the 28th time the contract
went to the Columbus
umbered organization.

The first contract was awarded
42 years ago and the show has played the fair every year since then.

The fair is scheduled for its 39th year.

In commenting on the 39th
contract, Floyd G. Goulding
said, "We look forward to this contrac-
to supply 50 rides and
participate in several insurance
promotions."

This is in sharp contrast with the
first contract 42 years ago which stipulated that we
should provide only four rides," Goulding pointed out.

ONE MILLION DOLLARS CASH
IN CONTESTED MONEY
LOTtery

(1) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(2) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Fair, 1913.

(3) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(4) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(5) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(6) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(7) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(8) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(9) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(10) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(11) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(12) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(13) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.

(14) A $1,000,000 money lot-
tery ticket in a $100
bank book to become a
descendant of the
founders of the Ohio State
Fair, 1913.
SEVERAL MAKE SWITCH

Kiddielands Appeal To Circus Families

BIRMINGHAM, Mich. — Kiddieland business appeals to circus people, and as some performers have the road they turn their attention to the nearest midway.

Some of them carry over circus ideas to their fairs and create circus theme parks with clowns, animals and circus decorations. Others operate as standard kiddieland.

For some the kiddielands are expansions into bigger business opportunity than they have had before. For others, their children have come of school age and the family doesn’t want to tour.

For others a kiddie corner is a retirement corner. And for all a kiddieland is a way to keep one’s hand in, a way to stay in outdoor show business, a way to stay with cotton candy and midway food.

Conleys, Cole, You

The Riding Conleys are a family of bareback riders and jugglers with some five generations of circus-acting behind them. The Conleys’ park, Wonderland, at Battle Creek, Mich., has completed its second season and the operators are enthusiastic about their ride operations and picnic business. Meanwhile, the later generations of Conleys continue with circus riding.

James M. Cole, at Peru, Ind., N. Y., now has an elaborate circus theme park there, displaying his equestrian and circus sides as well as standard park features. Cole has been in circus business since the 1930s and had his own good-sized circus on the road in 1947 and earlier. These are still times that he plays special dates with his equestrians, including shows in Canada and Bermuda, but the park now takes most of his attention.

Van Bros. Circus was a thriving motorized show playing Eastern territory until this past season. Manager Henry Wunderhold and his family had decided against operating the circus. Instead, they were concentrating on their new theme park near Wilkes-Barre, Pa. Built like a pioneer’s stockade, the park features animals, pirate area, rides and more park attractions. TV shows eminated from the park it was inspired by the operation at Pigpen Forge, Tenn., of a similar park in the pioneer theme. This one is operated by two Miller brothers, who are also operators of both indoor and outdoor circuses as well as elephant acts and wild life shows.

Woods, Lusen, Rennie

When Bryan and Billie Woods decided to quit the road after many years with circuses, they sold their own show and turned to kiddieland operation. They now have a five-side layout at Orange, Tex.

Buck Lacey, Western performer with many circuses, has branched out to book kiddie sides units and picnic in his Ohio territory. Dale Peterson, horse trainer, is associated with Layland at LaCost, Calif. There are other circus people who now own and operate kiddieland rides and similar sides in Ohio. These acts are in addition to the dozens of circus performers who are employed at kiddielands, either on full-time basis, as in the case of performers in major theme parks of the New York area, or on a part time special booking basis.

Typical of the trend for kiddie rides is the opening made in Irvine Rennie, who is a Michigan, Mich., a suburb of Detroit.

Rennie’s family had the Rennie-Rooney riding act for many years and various members still are found in many places throughout circus business. Irv himself was a featured clown with Ringling Bros. and Barnum & Bailey Circus and also worked winter Shrine circuses. Then five years ago he took over a children’s television show with a Detroit station. He has been telecasting Ricky the Clown program ever since.

Now he is thinking in terms of a kiddieland, too. At his home he has a parking lot, broomed area, kid-ride equipment, small stagecoach pulled by a donkey, corny dinners for live entertainment and a small museum building.

In the animal corner already are a donkey, two odd species of goats, a trained llama and several of the animals used by Rennie’s father in circus acts. He plans to buy three more animals from the Detroit Zoo this winter. The circus has now closed cards, music in circus wardrobe, photos of circus, rides and TV acts and a few other items. Sources postcards and merchandise, including Ricky the Clown Tabllets, will be available. Rennie will plug his park occasionally on his TV show. He also plans to bring his family’s Stockade, when he plays fair, schools and other special dates. His park is to open next spring.

Fire Strikes Phillpot Beach

MARTINSVILLE, Va. — Fire of undetermined origin gutted the pavilion, main structure at Phillpot Beach on the Franklin County side of Phillpot Lake, causing an estimated loss of $30,000.

Also destroyed were docks and machinery stored next to the pavilion, along with a quantity of operating fishing equipment.

The beach had been closed for the season, and Jack Rechelker, the operator, had gone to Florida.

Food Stands

Erection of its ultra-modern Coliseum pointed up the weightiness of frame-and-concrete food stands at the North Carolina State Fair, Raleigh, and J. S. (Doc) Dorton decided to do something about the situation.

The result, which drew considerable comment, was some 300 feet of stainless-steel food stands built of concrete block construction with a design in keeping with the stately building architecture of the Coliseum.

The six new buildings are each 46 feet wide and are divided into 12-foot bays. They vary in depth, three of them being 20 feet deep and the others ranging from 25 to 47 feet in depth.

A CORDIAL INVITATION TO ALL OUTDOOR SHOW PEOPLE

Dear Friends:

The Officers and Directors of the National Association of Amusements Parks, Pools and Beaches extend a most cordial invitation to all Outdoor Show People to attend the Outdoor Amusement Exposition December 1, 2, 3, 4, 1957, at the Hotel Sherman, Chicago, Illinois.

This Exposition will afford you an opportunity to view the latest developments in display of new devices, equipment and services in the Outdoor Amusement field. We assure you it will be one of the most interesting Trade Shows you have ever visited.

For admission to the Exhibit Hall, you must register at the registration desk on the Mezzanine Floor of the Hotel Sherman.

Remember the Dates: Dec. 1, 2, 3, 4 And the Place: Hotel Sherman, Chicago

Officers and Board of Directors

JOHN L. COLEMAN, President
PAUL H. HUEDEPOHL, Exec. Secy.

FIREWORKS

FOR ALL OCCASIONS FAIRS — PARKS — CELEBRATIONS

Programs include services of expert Pyrotechnics and are covered by either Public Liability Insurance or Bond.

WE DO NOT HANDLE COMMERCIAL FIREWORKS, BUT WE DO SPECIALIZE IN PROFESSIONAL FIREWORKS DISPLAYS

Available at all times to serve the public

MEMBER N.S.A.
BEST QUALITY

Neptune Fireworks

181 Heckel St.
Belleville 7, N. J.

STANDARD

$24.50 Week & Up

HOTEL BELVEDERE

319 WEST 48TH ST.
NEW YORK, N. Y.

SPECIAL THEATRICAL RATES

Modern 17-story Fireproof Hotel, large One Room Studio Apartments, Kitchenette, Private Bath and Shower. Full Hotel Service.

Call Circle 6-9100.

RETRACTABLE WHEEL CONCESSION TRAILERS

A building on the midway—Trailers on the main road. Worth off of Car Battery, Push Button Control.

SCHANTZ and SONS

P. O. Box 124
Hunten, Ill.

PROVER—TRACTOR—TRAILER—FIRE TRUCK—TESTED

Designed for the Provenouncing Motor Operator Order Now for Spring Delivery

OVERLAND AMUSEMENTS

Lexington, Mass.
TUESDAY, December 3
9:30 a.m.—Registrations
10:00 a.m.—Session-Hall open
10:00 a.m.—Pool and Beach Session, R. J. McCarthy, chairman of the day. Topic: "Patrons. How to Treat Them.”
10:30 a.m.—need of Directors' meeting. NAAPPB semiannual meeting, Pool Room
12:30 p.m.—NAAPPB Business Session continues.
2:05—Does the Amusement Park, Pool and Beach Industry..."The Other Side of Public Relations"...Harry E. Schulke, Carl Breun & Associates, Chicago.
2:35—Workshop — 20 Successful Promotions That Worked.
2:40—Questions, Announcements, Adjournment.
3:00 p.m.—Exhibits Hall reopens.
7:00 p.m.—Exhibits Hall closes.
7:30—NAAPPB Annual Banquet and Ball, Grand Ballroom.
WEDNESDAY, December 4
9:30 a.m.—Registrations
10:00 a.m.—Session-Hall open
10:00 a.m.—Pool and Beach Session, House on the Roof, Veno D. Plat, chairman of the day. Topic: "Profits, How to Get Them.
12:30 p.m.—NAAPPB Business Sessions continues.
2:05—NAAPPB Business Session continues.
2:05 — "What Is the Cost of Food in Relation to Food Receipts?" John R. Pardo: "The Story of the Percentage of Merchandise That Should Be Awarded in Relation to Food Receipts.
2:10 — "How the Work Shop Can Help." In business getting better or worse? What is the admission price of your rides? Who is setting your pool policy and how do you control it? Do you have a lower admission for children under 12? Do your employees receive a bonus for completing the season?
2:30 — Questions from the Floor.
3:30—"Disneyland U. S. A." A 45-minute visit to Disneyland to Walt Disney's Park, part 1.
4:00 p.m.—Report of Service Awards Committee.
4:15 p.m.—Exhibits Hall reopens.
4:30 p.m.—Exhibits Hall closes.
8:00 p.m.—Exhibits Hall closes.

Kansas City Kid Spot
Up 20% With TV's Boost

KANSAS CITY, Mo. — More than a 20 per cent increase in钠 utilise revenue in 1957 in Kansas City is the story of successful use of television in a local amusement park promotion told by Mr. and Mrs. A. N. Rice, owners of Wannam Road kiddie park here. Success of their television campaign has prompted the Rice to reduce other exploitation efforts and commit 75 per cent of their advertising budget to television.

The Rice give credit for the upturn to "Wizmo's Wonderland," a KBCTV kiddie television show featuring "Wizmo." The program has been the focal point of Kiddieland Park's promotional efforts since August, 1956, with the result that 1956 business topped 1955 by 20 per cent. The entire increase occurred after the mid-season TV start. And success has become a continuing success story for Kiddieland business clamped more than double the 1955 business of 1956, breaking 10,500 Rice said.

Frank Wizmo, KBCTV staff director and announcer, is the creator, controller and star of the hour long "Wizmo's Wonderland." Operating from a trailer set up next to a stage and dressed in a wizard costume, he calls on a myriad of tricks and devices to keep a zmio audience thrilled and spellbound enthralled.

The Rice use of television consists of a daily one-hour live spot in the fifth hour of the show. The show, "Wizmo's Wonderland," and one of the park's 12 rides are pictured with a background of a collage of television shots. Comments are done by Wizmo, who gives each junior clowns on the show a book of tickets good for nine rides.

This promotion at the park takes the form of Wizmo's Magic Barrel. For a chance to win a book of tickets good for 45 rides, youngsters sign up, write the name, address and age on printed slips and deposit in the barrel which is casually located in the park. "Wizmo" tells youthful television viewers about the Magic Barrel during Kiddieland events. It's not unusual, said Rice, for as many as 4,000 to 5,000 house to be deposited on a typical hour.

Wizmo Appoons
The personal appearance of Wizmo at Kiddieland Park was the standout event of the 1957 season. The 2,000 persons who came to see him were graphic evidence of the impact of Wizmo,稻粒 in effect on behalf of Kiddieland. Wizmo was able to staff the park for three hours, instead of the originally scheduled two hours, in order to greet all of his youthful admirers.

Much of the success of the Kiddieland-Wizmo promotion is due to the meeting of minds with many years of experience in the entertainment business. Rice has been around amusement business for 35 years. Wizmo comes from a circus family and literally grew up in the show business.

A NEW SCOTT SEAT
DESIGNED ESPECIALLY FOR CONFESSIONAJRES

Model NS-55
A sturdy, extremely lightweight upholstered seat with coarse back support. Weatherproof and water resistant covering with large, number of seat and back cushions. Changes style on any board seat with two folding front flaps.
Every year
more people are saying

"Pepsi, please"

Light refreshment is what they want...
in a cold bottle or in a cup. They know
Pepsi-Cola refreshes without filling.

NEWI PEPSI “PRE-MIX”
Seven labor costs...no bottles, breakage
or storage. Serve the drink they want...
perfectly. Get the “PRE-MIX” story
from your Pepsi bottler.

SST MARY MARTIN IN “ANNIE GET YOUR GUN.”
LIVE IN COLOR, NBC-TV, THANKSGIVING EVE, NOV. 27.
THANK YOU
THANK YOU
FAIR MANAGERS AND SHOW PERSONNEL
FOR THE BEST YEAR YET.
PRONTO PUPS OF FLORIDA
ED PERLS
P.  O.  BOX  3565,  MIAMI,  FLA.

ECROLS ELECTRIC ICE SHAVERS
.WHITE  SHIVER  S  &  ROOM  TEMPERATURE  REGULATORS.

WWW. ECHOLS. COM

S. T. ECHOLS, INC.  Box  216  BISMARK, MO.

WHIRL WIND
$275.00

SNO-MATIC
$325.00

GIANT POPPER
$325.00

200 FERNANDO  AVE.,  OCE.  BAY,  N.  J.

SANTA CLAUS,  Ind.  - Real Town,  Post Office Combine
With Theme Park for Santa Resort

SANTA CLAUS, Ind.  -Theme park with one of the earliest origi-
nals and most exciting ideas this season is the Santa Claus,
located in this Southern Indiana village that is more than 100
years old.

In fact, Santa Claus Land claims to be the nation's first theme
dark, and it all began in 1832 when pione-
ners founded themselves as a town
located in the Southern Indiana vil-
lege that would later be named Santa
came to start the Christmas party and that settled
the name of the town, too.

Today the village remains and it is the modern theme park
founded by Evansville industrialist L. J. Koch in 1945. The park
now includes a House of Dolls, in the or-
ginal town post office building, a Miniature Train, Pioneer Vil-
lege, Deer Farm, Hall of Famous Americans with wax museum fea-
tures, Indian Village, a miniature circus, picnic area, fishing lake,
ampitheater, and a central building
which the prime feature is a year-round Santa Claus.

Expansion Program
In 1972 Santa Claus Land's de-
veloped area was doubled, to total
60 acres, when the hotel and its
recreation has been the goal.
Biggest of this year's additions
were the Pioneer and Indian vil-
definitively in their positions.

Another important addition was
Point Pleasant, which is a kid-
die ride area, picnic zone and fish-
ing lake. The lake was stocked sev-
emeral years ago but opened only last
spring. A seven-acre parking lot is
neatly positioned for easy access.
Near the entrance is a 64-foot
Christmas tree, decorated and lighted for a three-month hall-
day season. A huge Santa Claus
is located near the entrance. About 500 acres is
available for future expansion.

The park's schedule each year is
to open on Easter Sunday and close
on New Year's Day. Annual
events include an Easter parade,
music festival, antique auto show,
and a Chamber of Commerce pre-
Christmas Santa Claus dinner.
The first music festival was held in
1957 and the new amphitheater
was used in 1958. The event will
be in May, a month earlier so that
school bands will be available. Cap-
acity of the amphitheater is more
than 12,000.

Ripley Starts Boost
From 1936, when Santa Claus
landed, the post office department
decided to close the
to the town. The town was virtually un-
mentioned by Ripley's
ministry that brought the
date of mail from youngsters
and parents who wanted Santa
Claus cancellations on the stamps of their
Christmas letters.

After nearly 10 years of being
bumped with Christmas mail at
Santa Claus, the S. P. post office
department decided to close the
post office and thus do away with
the problem. The objections from
Indiana and elsewhere were so
that the government realized
and left the town's claim to fame.

It also ruled that on other places
could be granted a post office
with the name of Santa Claus. That
cancer's, needless to say, with
approval here.

Keystone of the town and the
theme park is the post office. On
Friday, a new post office build-
ing, designed to look like Santa's
castle, was dedicated. It is located
near the theme park, and in it is
handled the great mass of holiday
mail.

The current season got off to a
strong start with attendance of
about 10,000 on October 15, a new
record for such an early fall time.

Newcastle-like Building

SUNLAND, Calif. - Jack Faz-
nett, who has been the manage-
ment park operating field for 30
years, is around this native
in Sunland Park. Chick H. Alton,
has been named manager.

SUNLAND, Calif. - Jack Faz-
nett, who has been the manage-
ment park operating field for 30
years, is around this native
in Sunland Park. Chick H. Alton,
has been named manager.

Barker of Sunland Park, after
1936, Kansas. Fazlett, named
manager to add three rides to the
capacity of time and to increase
rider's days on Thursday
and with half price.

Bay Chapman has joined Weir
Bros. of the Barker of Sunland
and策划elephants . Donald Marks
er of Banruptcy, at Sun Mato
on the way. The new site
three performances at Stockton,
Calif.
NOISE, HUMOR

Roosters Sound Off About Toronto Ex

TORONTO—The success of rooster-exhibiting contests at the 1957 Canadian National Exhibition was something to crow about.

The contest, held just before the nightly Dairy Queen Contest, may have held down milk production, but it injected humor and garnered much press, TV and radio publicity.

Five TV stations and one radio station co-operated to sponsor the unique contest to find the rooster which would crow the most in a five-minute period, which gave the Toronto exhibition still another revenue promotion.

The Dairy Queen Contest was rather a serious event, but the crowing of roosters each night helped to bring a few laughs to the audience.

Major sponsor of the contest, Paul Cretton, said: "We look forward next year to rounding up more stations and dressing up the whole affair."

Modus operandi was simple. One week before the CNE, the TV stations and radio station began appealing to their audiences for a rooster. "One of easiest characteristics and a loud voice."

No tab was kept on the number of appeals made by each station, but a rooster was found from each of the sponsors.

Opening night, pictures of each rooster posted over the call letters of the station were taken and sent to the sponsoring stations. These were used in conjunction with the local newspapers reporting the scores of the individual station's rooster.

The scores were wired each night, as well as anything on how the roosters were acting at the contest, or whether the rooster was paying attention to the scoreboard.

Creston attempted to maintain a firm air throughout the whole promotion.

The concept was carried out by the stations. Particularly the radio station where a couple of the decoys had had a good deal of fun discussing—with tongue in cheek—the problem of whether their rooster was keeping up with the rest of the roosters.

At the contest itself there was a five-minute period during which the roosters were to crow. A judge stood by the cage and waved his hand each time the rooster crowed.

The rooster with the most crows won.

The audience had lots of fun cheering each time their favorite gave out with a crows-one of the many which made the contest something to crow about.

Canada Rodeo Assn. Renames Linder Prexy

CALGARY, Alta. — Herman Linder, Cardston, Alta., was re-elected president of the Canadian Stampede Managers' Association at its recent annual meeting. Iven W. Parsons, Calgary, was re-elected as secretary-treasurer.

Vice-presidents are: Lou Bradley, High River, for Southern Alberta; Henry Walters, Byram, for Central Alberta; Fred Johnson, Grande Prairie, for Northern Alberta; E. Cameron, Port St. John, for British Columbia; Irving Hamen, Swift Current, for Saskatchewan.

Pat Anthony and wife are parents of a baby daughter, Deborah Sue.

AGAIN, OUR GREETING IS A HEARTY:

Welcome Home!

For it is truly in the spirit of homecoming that we at the Sherman look forward to greeting you—the International Association of Fairs and Expositions . . . the National Association of Amusement Parks, Pools and Beaches . . . the American Carnival Association . . . the American Recreational Equipment Association . . . the Showmen's League of America . . . and each of your friends and associates.

It is a pleasure to recall the many years of friendship we have enjoyed with you, and to share in the excitement of your annual convention. We hope this past season has been your most rewarding and that the future will be even brighter.

At convention time, or any time, we look forward to greeting you at the Sherman with a sincere "Welcome Home."

THE SHERMAN

CHICAGO
The Best
Money-Makers
for Concessionaires!
For over 40 years Concession
Supply Co. has provided
great products, one-stop
service and America's leading
concessionaires! They have 100's of outstanding
money-makers, a few of which are:

NEW! 1-Pound Capacity
GAS POPCORN MACHINE

Carnival Routes
Send to
2160 Patterson St.
Cincinnati 22, O.

Circus Routes
Heron Bros.: Central City, Ky.

Carnival Routes
Caprell Bros.: Florence, Ariz., 28-
Dec., 1.

Bottle, Buff, No. 2: Baton Rouge, La.


Scott, Turner, Riders: (College

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35 KIDDIE RIDES

JIMMIE THOMPSON
Sherron Hotel, Chicago, Ill.
December 2-5.

FOR WIDE-AWAKE SHOWMEN!

Contact—DICK C. CRANE.
Sales Mgr.
SONNEN AMUSEMENT ENTERPRISES
1644 CORDOVA ST., LOS ANGELES 7, CALIF.

Ice Shows
Holiday on ice of 1958: Grand
Hams, McCann, Inc., 319, 112.
Dec., 1.8.

Ice Capades, 16th Edition: Toram.

MAYO LAW

One Ball Bottles
No. 1771-2. S. B. L. 500.
BEARS—POODLES
26" BEAR $12.00
28" POODLE $15.00
30" BEAR $25.00
14" SITTING POODLE $12.75 25" k.

Wisconsin Deluxe Co.
1959 No. 3rd St.

Wisconsin Delux Co.

HOT DOG on a STICK
WARHORSE, 611 S. Michigan, Chicago,
100 lbs. $30.00 cwt.

THE SHARKS
1,000 lbs. $10.00 cwt.

RAPP BATTERY CO.

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For the Amusement Industry

S. L. WILLIAMS

The Showmen's Insurance Man
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CREATORS, CREATORS FACTORY.
THE FINAL CURTAIN

AHEARN—William J., outdoorsman, September 30 in Fall River, Mass.

AULGER—Harrison, 65, former player in Auburn, N.Y., sep show producers, and more recently a performer in the Black Hills Passion Play, November 14 in Pensacola, Fla. In the motorcycle business which included Louis Johnson and his surviving brother, Addison, the trio performed in a 10,000-pound canvas in the Northwest for 30 years. Survived also by his widow, Bonnie, and a sister, Mrs. Burd in Miami.

BARRY—Stanley J., 87, operator of the Illusion Show on Royal American Shows, November 16 in a Tampa hospital. He was a member of the Greater Tampa Showmen’s Association and burial was in that city’s cemetery plot.

EDWARDS—James H., 82, secretary-treasurer of Cover (Sask.) Agricultural Society from 1950 to 1955, recently in Regina, Sask. Survived by two sons and two daughters.

GAINES—Milton E., Sr., 81, former balloonist and one

IN LOVING MEMORY OF JOHN R. GRAVES, JR.

“Our Sonny”

December 13, 1956.

MOTHER & DAD

Mr. & Mrs. John R. Graves

THE BILLBOARD

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THE BILLBOARD

LOOK WHAT YOU HAVE MISSED!

Three months ago we invited you to become a charter subscriber to Funspot, the Magazine of Amusement Management. At that time we told you Funspot would be packed with profit-making ideas for concessionaires and operators of permanently placed amusement-recreation enterprises. The following are titles of just some of the articles you have missed by not taking advantage of our original offer:

- FEED 'EM QUICK, FEED 'EM WELL
- FOUR ALARM BIRTHDAYS
- HAPPY APPLES MORE
- OVER PAR PAYS OFF
- HOW TO WHET APPETITES
- QUICKIE FOOD FORMULA
- TELEVISION IS A BRASS RING
- HELP FOR THE TAXPAYER
- FOOD AND FUN FOR THOUSANDS
- HUMAN INTEREST NEVER FAILS
- THERE'S CREAM IN SWAPPING
- MONEY SPENT IS MONEY EARNED
- VENDING DOES THE JOB
- THE FORWARD LOOK IN PLANNING
- KEEPING AHEAD OF THE PATRON
- BUILD FOR THE FUTURE
- FUN GOES DURING SHOPPING
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- SHUTTERBUGS TELL AND SELL
- AIM FOR MORE PROFITS
- USING MOVIES AS A LURE

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In less than 90 days more than 5,000 concessionaires and operators of amusement-recreation establishments have availed themselves of the opportunity to subscribe to Funspot. These are the men and women seeking new ways to make more

- Use the coupon on this page to begin your Funspot subscription today. Enjoy the huge savings to be realized thru a three-year subscription for only $4.00 . . . or, if you wish, your subscription is entirely refundable. We'll pay you back the $3.00 difference to any members who have adopted Funspot as the reference source for amusement-recreation management problems. You will receive a copy every month plus the big Market Data and Directory sections. Just $4.00 buys you more than 500 pages, and more than 125 pages of market data and statistics never before available. Funspot is your best buy . . . buy now!
RINGLING’S ’58 EDITION ROUTED TO 5 STANDS BEFORE NEW YORK

Mexico-To-Miami Stands Also Revealed;
Show to Open at Charlotte Coliseum

DALLAS—A revolutionary new route Japan then June has been set up for Ringling Bros. and Barnum & Bailey. It calls for the 1959 show to play in South Florida for the first time, opening in Madison Square Garden on January 6, 1959. Initially, the first time the show has opened any place other than New York.

The route also calls for six stands across the South to bring the 1957 edition out of Mexico and back to Suzanna quarters by mid-February. An earlier route was canceled.

Details, as reported by General Manager Arthur M. Connolly, have the show completing its Mexico City date on January 6. Subsequently, he said, the show will play in Shreveport, La., January 16-19; Little Rock, January 21-23; Memphis, January 26-29; Ala., January 28-29; Tampa, January 29-31, and Miami, February 2-6.

After closing the 1957 show at Miami, Connolly said, the show will tour to without and lay off until February 13.

MONACO SHRINE TELLS LINE-UP

MACON, Ga.—An exceptional line-up of performers, announced, is supported for the 31st Maco Shrine Circus, which opens Monday (25) for a six-day run.

W. J. Bailey, general chairman, reported that about 175 performers, all but about 25 per cent are ahead of last year, but he also pointed out that the entertainment budget had been

TWO-BY-TWO ROUTINE

Noell’s Toppers Trupled Alone, But Now Ark Pairs Gorillas

BROOKSVILLE, Fla.—A surprise in the world of monkeys that some of the few recording that turn up in unexpected places or unusual ways. The bigger shows don’t have all the features.

Take gorillas for example. These are expensive, hard to come by at any price and difficult to raise and keep. Several zoos display gorillas successfully. The Gothenburg, Sweden, circus, after several attempts and as many failures, finally made the gorilla with partial success, partially to air conditioning. The circus featured gorillas, with three more gorillas, but the Ringling specimen went to South America, the gorillas want to be in the show.

This means that the only gorilla on the circus road is one that is owned and exhibited by Noell’s Ark of railing and Arkansas. Star Princess Topsy, but the Topsy quote about “just grooved” can’t apply here. The gorilla girl went around because of expert care, she gets from Bob and Alice Hook.

Been With Carnivals

The Noell are veteran troupers and have been in the show business in ages. Once they had a show—the only one—where one could see specimen of each kind of great ape, including a gorilla. Their

BUCK BOOKS RINGLING FAIR DATES

CHICAGO—H. Warren Buck, head of the Ringling’s West Coast dates, that promoted Ringling’s West Coast tours, will join with Arthur M. Connolly, Ringling general manager and Harry Dube, Ringling national director, in making the Ringling-Barnum show’s pitch for the 1958 dates.

Buck, who piloted the highly successful Los Angeles County Fair date by Ringling this year, said here last week that his organization would cooperate with Ringling-Barnum in the presentation at San Francisco. No idea was kept to the Cogas, Ringling’s “winning combination” act for operation at other fairs.

Dube, who has handled bookings and other advance dates of the circus since it gave up testing, reported earlier that the show expects to make a converted drive for fair dates at the outdoor conventions at the Hotel Sheraton, December 1-4. The tour will have headquarters at the hotel.

This part in any fair dates that are booked will include the closing of preliminaries. In this case they will be booked to San Francisco, which the preparation of preliminary. The show in the supervision of Ringling’s public relations campaign. He said that he concept of the plan was to keep the

STEINER RODEO CLIPS AT PA. STOCK EXPO


The event drew capacity house at all six performances from November 13-16, he said.

Bloom reported that 200 head of stock for the event was arrived which drew more than 120 competitors. This was the first invasion of the East by Steiner for many years.

Polack Western Business
In Upsurge at Recent Stands

SPRINGFIELD, Ill.—Western unit of Polack Bros. Circus experienced an increase in business during the final month of its 1957 tour. The stands involved are four

Your Convention Service Center

(Courtesy of The Billboard and the Showmen’s League of America SHHERMAN HOTEL LOBBY)

When you get to the Convention... be sure and stop by... visit The Billboard and SHOWMEN’S LEAGUE OF AMERICA INFORMATION BOOTH located in the lobby of the Sherman Hotel opposite the stairway to the exhibit floor. We'll be looking for YOU!

BOOK REVIEW

New Pictorial History Tops Circus Tonies

Finest circus volume of some years appeared in book form for the Christmas trade is "Pictorial History of the American Circus." It is an experienced than research and writing. Their large-format book is 350 pages with text and more than 300 photographs attractively and skillfully prepared.

The Dundie’s career-flowing informal style of writing makes book just right for pleasant effortless reading. It is not a stilled history tale, aloth it is enamored with details, dates and data.

Its greatest strength lies in the way pictures and words are combined to create a smoothly moving story. The pictures range from antique sketches and old-time photographs to full-page color plates and good series of modern photos taken by Alice DuRant on shows and in circus. The book opens with a section for the history of the circus. Attention is focused on on is centered on American shows. It omits the Period of European shows and non-circus sidelines that have developed some writers.

The coverage of show history is quite excellent. It is well done. Steiner’s efforts in the chapter, where many legendary have been bungled up, has John Do- rez has accepted his fair share.

(Continued on page 125)

BEATTY CLEANS WITH BIG DAY, MANY VISITORS

ST. PETERSBURG, Fla.—Clyde Beatty Circus closed its season here Sunday (17) with three days of biggest and most business. The entire final week of the manager’s route brought good business.

In St. Pete, the show had three days of business as it delivered the crowd expected in the fall of a 15,000 advance sale. Two afternoons showed three-quarter houses.

Jerry Collins, head of the show operating firm, was on the lot and enthusiastic about the future of the show. E. Lawrence Phillips, owner of the Deland, Fla., location where the Beatty show will winter, Mrs. Hidley Jones and her son, Johnny, maintain the show there.

Clyde Beatty planned to go to California, adding a top of 5 equipment and quarter his animal. He was expected to be in Los Angeles this month. The last show band and Mrs. Hall, the Frank Kettows, Floyd Nelson, Madison, Steve Craft, Shreveport, Tex. F. Cuilanos, and the P. C. Drinkard.

The management included, Johnny Warren, the Joe Sullivan, W. W. Rodeo, James Cruze, Nellie Dutton, Pat Hardin, Bill Mears, July Mills, St. Rihm and Mrs. Roberts, Mrs. W. C. Reynolds, Carl Sewlidiy and Carl F. Eaton, H. A. Storey, Karl Waldners, Jack Wright, Tom Kersten, and Tom Kennedy Jr., the Red Lanterns, Harry Anderson of Exhibitor Show Photos, the Back Royce, Joe and Martha Smiga, Ben Thoms and others.

Leonce Defournie, high dive act on the tour, bought the Bill Carl and Jacob Nodl, and the closing coincides with that of a B.A. advance sale.

State capitals played in succession, Little Rock, Oklahoma City, Charlotte, W. Va., and St. Petersburg, Fla.

Near-capacity houses the first day at Charleston were followed by a few of scattered houses in the remaining three days, ending with a capacity of 3,000. This was a 20 per cent increase over last year’s business.

The show jumped 1,100 miles from Oklahoma City to Charleston. Despite the weather and Polack Bros. at Oklahoma City, crowds were above expectation. The show opened, a 25 per cent increase over 10 day run (6-9). The same had been the case at Little Rock (1-3).

End of Rock from San Antonio, the circus played two days at San Antonio, where business showed a slight gain over 1956.

The show played Springfield three days (21-23).

Polack Western’s season will end November 28, and the circus will take in the driving to Buffalo early next year.
UNDER THE MARQUEE

BY TOM PAREINSON

Mike Healy, dean of the bug men, writes from Hot Springs, Ark., that Frank C. Miller, John McManus, John O'Hara, Joe Tracy, Doc Hall, Darby Hicks, Foy Lorge, Roy Lione, Mike Maley and Morris are now in Hot Springs and that Joe Lynch, Joe Price, Joe Huerter, Milt and Niel Mahoney are due soon.

Bob Stevens and Glen Henry caught the last show of the season in Arkansas, Okla. ... Bertha Conner is in winter quarters after changing her circus to Chicago and will be back in Arkansas in the spring. Jimmy and Dolly Comer are winning the beauty contests in the Ringling-Barnum and Bailey shows after a tour with the Caros-Barnes. ... The Ed Wida band will be in Denver for the Orintt Davenport.

Jackie Wilson is reported ill in Hugo, Okla. (Memorial Hospital). ... Charles Hildreth, who writes a story of his career for the Daily CFA magazine. ... John Herritt, trainer for the Gil Grey Circus recently drove from the Dalna quarters to St. Joseph, Mo., to take added Masonic work. He returned Tuesday (19) to study his 12-pony act for the Shrine show at Fort Worth. He was at that date two years ago that he and his wife were married during an internment in a performance.

Arnold Miley and Paul Bowers visited Hal and Helen Leonard on the carnival lot at Atlanta. ... Grover O'Day, tablet, will play the Evanton (Ill.) Shrine date after the Houston show. ... The Parkside shows on the Capell show included the Tom McLaughlin and Tom McDonald, Dick Wilson, Linda Ward and Bill Woodcock. The show's line-up included Bob Capell, John Howard, Chris Cappell, Louie Capell, Capell's family, Mabie and Johnson Tippet.

Fred and Martha Landrum, who have been with the Hall and Leonard Side Show on several carnivals this season, are home in New York State for a while. They plan on being with Hall and Leonard again next season. They will play school dates in the Elmira, N.Y., area this winter.

Billy Strange, rider with the Bluebird and Elisha Strong, will play the Ringling Bros. in New York and Boston, and with Royal American for the remainder of the season, is back in Tampa for the winter and is booked with Hubert's New York Western over the holidays. New York Westerns are being used to showcase the Ringling Bros. and had their twice during the season.

From Polich Eastern, Kitty Bennett, street writer in Baltimore, who included James Wells Ford, Charles Hunt, Roy Jenulis, Ethel Kline, Charles Miles, and Kitty's clipping on Charles Kelly. ... Tom Ubinette, Harlingen, Tex., visited Mae and Percy McDonald while the Polich Eastern show was in San Antonio and Oklahoma City. ... F. D. Miller, killer who has been with many Eastern circuses, writes that he stayed at Elmina, N.Y., this past season and revived the same. He started with the Polich Eastern and did a season's billing job for Fildridge Park.

Bill Kline, of New Orleans, caught John, H. Egan, Clyde Beatty, Hunt Bros. and Cristalini Bros. in the spring and had a spending eight weeks with Cristalini.

Steve Fanning, elephant superintendent, and Mama Jackson were married November 15th at Sarasota.

Lowell Kried recently cloned a Davenport show that had a touch-down line set up there for the first time before Christmas. ... Pedro Moral's wishes that his act, the Mission

CIRCUSES

NOW BOOKING "LORENZ "

of his famous

"HARMONY "

JUNGLE " ACT

in the same arena

performing

Lions, Panthers, Baboons, Shrews and the

lion hunting dogs.

Available for Fairs, Parks, Circuses.
Currently amazing huge crowds in Ohio Shopping Centers

Write

WEWS-TV, Cleveland, Ohio

PHONEMEN

For Wedeloch, New Rhin and other

in Connecticut.

Pawful appeal. Sontected by State

agencies. Contest

252 Asylum St.

GREAT HARTFORD FAIR

Hartford, Conn.

PHONEMEN—2

Two One Night Shows

MOOSE—300-YEAR-HE" I am

acquaint of today, running both

Circus and Rodeo Shows. Given

bills. Excellent house every time.

A. M. MACIE

AL: 6-1947

New York, N.Y.

KING OF THE CIRCUS!

WILLY THE CLOWN

Everyone's favorite. Clown copied by the famous Ernest Kemler. To delight young and old Circus fans. Welie's facial expression is perfectly captured. Complete with 27" unbreakable wigs. Dressed in inexpensive costume of white, with chokers in play. Opened, $1.50 seats. Shut down few shows. He's a three ring circus, all by himself.

Send to:

GEORGE'S

MEMORIAL DRIVE, APPLETON, WISCONSIN

MAX & BARBARA MORRIS Present:

"THE SLICKERS"

FIREFIGHTING SEALS

A complete story of firemen and seafaring prepared especially for Scout Shows.

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Write: Route 1, Box 64, Callahan, Florida

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BOSS MECHANIC FOR TRAVELING DEPARTMENT

CRISSANO BROS. CIRCUS

Sarasota, Florida

Advertisements must be in four-page lots. Rates: Full-page, $30.00; Half-page, $15.00; Quarter-page, $10.00. Flyers, panes, and four-colors available.

NUMEROSA PICTURES—NEW AND USED

150 Collins Ave., Miami, Fla.

For sale complete trade. (800 colored)

For sale complete trade. (800 large plast)

WANTED

New Deal just starting, steady work all winter. Need good help. Apply early. Phone M. R. BALE, Riverside, Ohio.

EACH SHOW $7.50

CIRCUS 105

FOR SALE

Bill Buschbom's GOLDEN LIBERTY HORSES & PALOMES

White quarter colts, all black and brown. Will work any place.

EACH SHOW $5.00

FOR SALE

Three men one 54" stage boat. Stages ready to go. Makes your show a hit. No extra cost. Call for terms.

CIRCUS 103

CONTINENTAL PUBLISHING CO.

Box 173, Rockford, Ill., or Box 2545 Muncie, Ind.
Open Discussions Replace Formal Talks at IAFE Meet

Two Sessions Devoted to Forums; Timely Subjects to Be Reviewed

CHICAGO—Open forum type discussions will replace many of the formal speeches at the 87th annual meeting of the International Association of Fairs and Expositions, to be held here in the Hotel Sherman, December 2-4.

A total of four sessions have again been scheduled with all of them in the Ball Tabernacle with President Jack Reynolds handling the gavel.

The round-table meetings will take over the middle part of the three-day confab, on Tuesday afternoon and Wednesday morning, with the balance of the sessions devoted to conventions and addresses by executives of various fairs and allied organizations.

The open business will be conducted on Tuesday morning. Hiram E. McGahan will direct the discussion of the Queen Elizabeth Building at the Chicago National Exhibition, William E. Layton, Illinois, will speak on "Junior Good Citizen Award and William Baker, Vermont, will tell how students of the various professions get their work done for the newspapers at the New York State Fair. "Furth University Coe to the Fair," is the subject of an address by William Graham, Purdue, Indiana.

First of the open sessions will go to the bazaar topic. The first major topic to be discussed will be Attractions-Exhibits-Circus carnivals, door prizes, Andy Hanson, Cedar Rapids, Sub-jury chairman, will include children's villages, fashion shows, hobby shows, outdoor theaters, conservation exhibits, ice shows, atomic exhibits, name attractions, polling contests, horse shows, square dancing, teacher days and tractor contests.

C. G. (Pete) Baker, Oklahoma City, will head up a group on ex-

sitions. To be treated are topics such as carnivals, merchandising names, door prizes, circulation and permanent stands, contracts, rates, policies, prices and insurance.

Jack Clarke, Ottawa, Ont., will be in charge of a discussion on operations which will cover ad-
nouncement prices, everybody pay, year-round use of plants, themes, advance sales, insurance, management, surveys, maintenance, community co-operation, passes, premium lists and admission taxes.

On Wednesday morning three open sessions will be in ses-
nession concurrently. The table on grandstand shows will be moder-
ated by D. Robert Jones, Cohen-
ben, O., and up for review will be grandstand revue, auto races, ice shows, fireworks, thrill shows, har-
ness races, name personalities, motorcycle race, five grandstands, coverage of show dates for sale.

Harry Frost, St. Paul, will head up a group that will discuss

nercial space, touching on such subjects are contracts, rates, policies, selling methods, brochures, boudoirs, passes, special shows, for-
government exhibitions, building layout and exhibitor insurance.

Advertising, publicity and promotions will be discussed by a round table headed by L. (Doe) Cas-
ady, New York. Subjects to be brough-
to include: newspapers, billboards, television, radio, farm magazines, bulletins, fires, novelties, booster trips and advertising agencies

(Continued on page 109)

OTTAWA GOING TO 8 FULL DAYS

Friday 9 a.m. Opening Given Chance to Match 500,000 Gate

OTTAWA — The reception given to last season's Friday Night opening has encouraged the Canadian Central Exhibition to add a full eight day session on the 1957 ex-
nest. The engagement will extend over nine days, Friday thru Sat-
urday, August 22-29. There is no Sunday operation. The 5 p.m., Fri-
day, May 4th, meeting will feature, parades, Ex toward its final 500,000 season, and opening time next year will be 9 a.m.

Amusement operations are all but complete, with the World of Wonder having been awarded a five-year-old for C-A-C-Gam Collins will win the grandi-
ects. Two days remain to be filled, Au-

The long-term midway agreement is represented at present by President General Manager J. (Jack) Clarke notes. It was well under way for the midway an assurance which permits it to carry capital expendi-
tures required for maintenance and improve-
ments, with a view to provi-
ding increasingly better midway entertainment. He emphasized that the show was "a fine reputation" in Canada's capital city.

Clarke noted that the return of C-Gam-Hall after one year of graceful, the Canadian Business-Careers Agency is no reflection on the latter. It is a highly competitive show held the Ottawa annual fair, knowong its grandstand po-
tions by the past season's result. The board's bestkind consideration of att-
endance. At the end of the exhibition has engaged a Cana-
dian TV star to headline the show.

(Continued on page 109)

Edmonton Ex Nets 66G; 44G on Year

Profits From Race Meets Are $106,000, President Seeks Expanded Facilities

EDMONTON, Alta. — A net-
point of $44,875 on the year's operations ending August 31 was re-
ported at the annual meeting of the Edmonton Exhibition Associa-
tion.

Profits included $60,000 on the summer exhibition, $106,000 for the three races meets, $500 for Edmonton Gardens and $3,100 on the rails.

Among the losses recorded were $4,000 for the Flyer Hockey team and $2,400 in operating the grandstand and cattle shows.

The Edmonton Exhibition Asso-
ciation, while on "a sound and stable basis," is faced with the necessity of expanding present fa-
cilities to keep pace with other Can-
adian exhibitions, L. E. Clarke, president, said in his report.

Having reduced debts by some $50,000 over the past two years, the association's financial status "stimulates confidence," said Clarke, who was elected re-elected as the chairman of the board.

The annual exhibition will suf-
fer no reduction in the number of horse shows for conventions and commercial ex-
hibits, Clarke said.

The association may have to

Your Convention Service Center

Courtesy of The Billboard and the Showmen's League of America

SHERMAN HOTEL LOBBY

When you get to the Convention... be sure and stop by...visit The Billboard and SHOWMEN'S LEAGUE OF AMERICA INFORMATION BOOTH located in the lobby of the Sherman Hotel opposite the stairway to the exhibit floor. We'll be looking for YOU!
1,955,000 Came to the Fair to Visit the DREAM HOME in 1957
today's GREATEST FAIR ATTRACTION

Facts about the '57 DREAM HOMES:

- ADVERTISING—more money was spent to advertise the DREAM HOME at each Fair in 1957 than the combined budget of the Fair itself.
- IN 1957—more than 5,000 National and Local Manufacturers of Products used in the construction, furnishing and equipping of the Home, featured their products in the 1957 DREAM HOME, previewing coming market trends. Here is the greatest available stimulant to the commercial exhibit department of your Fair.
- THE LIGHTING EQUIPMENT used to Display the 1957 DREAM HOME gave this display the distinction of being the greatest Lighting Extravaganza and the Most Spectacular Display in Fair history.
- THE DREAM HOME is operated by the greatest staff in Fair history! Made up of top personnel from the merchandising, advertising, and building materials industry, as well as fair management itself.
- MORE MONEY was made possible for local Service Clubs' Work through the DREAM HOME in 1957 than by any other operation in Fair history.
- THE DREAM HOME is styled to preview housing for the average American and serves as the greatest stimulant to the housing market available today for your community. Each HOME is styled individually to properly appeal to the local tastes.
- THE DREAM HOME is featured by the only company on the North American Continent willing to invest $100,000 to assure success for a single Fair date!

THE BIG NEWS FOR 1958:

R. A. HODGES now offers a plan making it possible to operate a DREAM HOME Award even in States where State Laws prohibit the existence of lotteries.

The DREAM HOME is the only way to

1. materially increase your paid gate attendance
2. make your concession space more attractive
3. provide your Fair with substantial rain insurance protection
4. increase the attendance for your Grandstand revue
5. increase community participation in your Fair

Fair Secretaries and Fair Managers are invited to discuss the DREAM HOME with R. A. Hodges, President, registered in the Sherman Hotel, Chicago, Illinois—during the International Fairs Association Convention at the Sherman Hotel December 1 to 4, 1957,

or at the Royal York Hotel, Toronto, Ontario, during the Canadian Association of Exhibitions Convention, November 26-27-28, 1957.

WRITE TO EXHIBITION ADVERTISING, LTD.,
6514 118th Avenue (Park Avenue Bldg.) Edmonton, Alberta, Canada
New modeling booklets for 1958.
Ohio State Readies $445,000
Arts-Crafts Building for 1958

COLUMBUS, O. — A new $445,-
000 Arts and Crafts Building will be
ready early in December on the 150,
000-acre campus of Ohio State Uni-
versity. The building will be used for
women's activities at the fair.

Construction is scheduled to be

announced that the 230 by 145-
footosity brick building is
scheduled for completion before
August.

The building will also provide
additional off-season facilities that
will be used by various women's
organizations to stage concerts,
style shows, business meetings and
demonstrations.

Included in the modernistic
structure will be a large auditorium
that will have a detachable runway
for style shows, a gallery for the
display of paintings, pictures and
sculptures, a large projects and
demonstration area that can be
partitioned into three sections; two
kitchens, a lounge, rest room, a
semble room, office and maintenance
facilities.

Designed by the architectural
firm of Simms, Cornelius & Schenck.

THE ORIGINAL Sports Car THRILL SHOW!!
ALL NEW THUNDERBIRD AND FORD SEDANS AND CONVERTIBLES
FEATURING A NEW THUNDERBIRD CATAPULTED 80 FEET THROUGH
SPACE—THE NEWEST THING IN THRILL SHOWS IN 20 YEARS.

See Us Before You Book Your
Grandstand Attraction!!

★ 2 HOURS OF AUTOMOTIVE FURY
AND MOTORCYCLE INSANITY ★

WRITE, WIRE OR PHONE

THUNDERBIRD HELL DRIVERS
2308 NORTH BOULEVARD
TAMPA, FLORIDA
PHONE 27-5241

OR

VAL CAMPBELL AGENCY
504 PARK AVENUE BUILDING
DETROIT 26, MICHIGAN
PHONE: WOODWARD 2-4342

Walker Named
To Colorado State Board

DENVER — Vernon T. Walker, a
bank executive, has been appointed
by the board of directors of the
Colorado State Fair by Gov.
Stephen L. R. McNichols. The
appointment is for a five-year
term.

No announcement was made
when the appointment was

spoke of Walker’s two sons, who
were killed in the war.

The building will feature a
full-scale demonstration of the
Thunderbird, which is designed to
carry passengers at high speeds.

For further information on the
Thunderbird, contact

NEW YORK—The Center of
Museum of Modern Art will
celebrate its 50th anniversary
this year with a special exhibit
featuring works by Pablo
Picasso, Vincent van
Gogh, and other modern
masters.

Winter Fairs Florida

The South Florida Fair will be
held in West Palm Beach from
February 14 to March 14.

The Miami Beach Civic Center
will be the site of the Miami
Fair, which will run from
February 24 to March 14.

The Orange County Fair will be
held in Orlando from March 2 to
March 14.

The Jacksonville Area Fair will be
in operation from March 2 to
March 14.

The West Palm Beach Civic
Center will host the West Palm
Beach Fair, which will run from
March 15 to April 4.

The Daytona Beach Civic
Center will be the site of the
Daytona Fair, which will take
place from April 1 to April 4.

The St. Petersburg Civic
Center will host the St. Peter-
burg Fair, which will run from
April 1 to April 4.

The Gulfport Civic Center will
be the site of the Gulfport Fair,
which will take place from
April 1 to April 4.

The Sarasota Civic Center will
host the Sarasota Fair, which will
run from April 1 to April 4.

The Fort Myers Civic Center will
be the site of the Fort Myers
Fair, which will take place from
April 1 to April 4.

The Cape Coral Civic Center will
host the Cape Coral Fair, which
will run from April 1 to April 4.

The Naples Civic Center will
be the site of the Naples Fair,
which will take place from
April 1 to April 4.

The Marco Island Civic Center will
host the Marco Island Fair, which
will run from April 1 to April 4.

The Fort Lauderdale Civic
Center will be the site of the
Fort Lauderdale Fair, which will
take place from April 1 to April 4.

The West Palm Beach Civic
Center will host the West Palm
Beach Fair, which will run from
April 1 to April 4.

The Miami Beach Civic
Center will be the site of the
Miami Beach Fair, which will
run from April 1 to April 4.

The Miami Beach Civic
Center will host the Miami Beach
Fair, which will run from
April 1 to April 4.

The Miami Beach Civic
Center will be the site of the
Miami Beach Fair, which will
run from April 1 to April 4.

The Miami Beach Civic
Center will host the Miami Beach
Fair, which will run from
April 1 to April 4.

The Miami Beach Civic
Center will be the site of the
Miami Beach Fair, which will
run from April 1 to April 4.
Regina Chalks 61G Profit

**Continued from page 106**

The convention will return to the more formal type program that afternoon. C. G. Baker will de-
scribe his firm's annual newspaper content, and Prof. Robert Cum-
ner, University of Wisconsin, will tell on the Wisconsin State Fair's exhibit which showed the results of scientific feeding of livestock. Other speakers and their speak-
er subjects include: "Farm-City Young Award," Donald L. Swanson, De-
test; "Brooke's International Ex-
hibit of 1956," Dr. John-Albert Cota, Cota's "Hundred-Hour Year Chub," Dudley T. Fortin, Sac-

"Competition Between Towns," Forest Kaup, Beaver Dam, Wis; 
"Agricultural Demonstration Flats," C. T. Synderstrick, Lebanon, Wisconsin, 
"Something New in Livestock Competition," John W. Corp., Jr., Des Moines, and 
"What About the Future," W. W. (Bill) Wynn, Minneapolis.

Nomination and election of off-
ficers and directors will close the 
final session.

The IAFE Past President's Club will beat its annual luncheon at 11 a.m. on Tuesday with James H. Sumneras, Chicago, Illinois.

The Women's Affiliate Association will hold its annual luncheon at noon on Wednesday. Officers of the organization are Mrs. W. H. McDermott, Pres.; R. O. T. O. Robinson, Vice-pres., and Mrs. Willard M. Anderson, secretary.

Now Contracting

**Show & Attractions**

for the

WISCONSIN STATE FAIR

August 16-24, 1958

Will Be at the Sherman Hotel
During Showmen's Convention.

 aromatic address:

ARLIE GAYER

4977 Brewster Drive, Tamarack, Calif.

**New cards, new orders, new business**

**FREE CATALOGS**

Bumperettes

that sell: sell

INDOOR-OUTDOOR EVENTS & PROMOTIONS...

**Political**

Now contracting for the 1958 season. Come in today! Write me. We will back up with or without Com-
mittee membership.

DELUXE RIDE CO.

P. O. Box 198

Mt. Clemens, Mich.

**COMMITTEES**

and Secretarys

Now contracting for the 1958 season. Send your contracts in today. We will back up with or without Con-
mmittees.

FLORIDA RIDE CO.

P. O. Box 306

Mt. Clemens, Mich.

FOR 1958 FAIRS IT'S..."ICE ME!

The Show with a Punch
COMPLETE MUSICAL REVUE ON ICE

(At a price you can afford)

A PROVEN SUCCESS AT 1957 FAIRS

BIGGER AND BETTER

FOR 1958

- BEAUTIFUL GIRLS • COMEDY
- SENSATIONAL ACTS
- LAVishly COSTUMED PRODUCTIONS

Also available for

AUTOMOBILE SHOWS • HOME SHOWS • SPORT SHOWS • TRAVEL SHOWS • INDUSTRIAL EXHIBITS

- EXPOSITIONS • HOTELS • NIGHT CLUBS • FASHION SHOWS • TELEVISION COMMERCIALS

Contact

HARRY HIRSCH

250 WEST 57TH STREET, NEW YORK 19, N. Y.
CHICAGO — The Federation of State and Provincial Associations of Fairs will study methods of better serving its membership at its annual meeting here Monday (23) at the Hotel Sherman, Harry B. Kell- ler, president, announced.

A feature of the Federation, which is part of the International Association of Fairs and Expositions, will be devoted to routine business and an open dis- cussion of "The Detailed Study of Association Operation" prepared by the IAFPE, Everett Erhart, Kan- sas Association of Fairs, will serve as chairman of the discussion.

A film of the Iowa (Mich.) Fair Free Fair will be shown during the after- noon session, followed by an open discussion on the classification of Fairs.

The meeting will then be moved to the Bal Tabarin, which a program on county fairs is scheduled with Erhart as chairman.

Study Promotion
Under the major heading of Advertis- ing, Promotion and Publicity, Ralph Lockett, Petersburg, Va., will speak on "Good Promotion Can Make the Difference." This will be followed by an open dis- cussion on community co-opera- tion, special days, giveaways, contests and theme programs.

William Layman, Lincoln, Ill., will address the meeting on "The Fair and the Curriculum," which will be followed by an open discussion. Joseph E. Miller, Elkhorn, Wis., will describe the "Everyday Pay Gate" and the methods in which its numbers are kept. Other topics will include: use of plants, financing, advance sales, survey, State aid, insurance, exhibits and premium lists.

Don McDowell, Wisconsin direc- tor of agriculture, will describe Wisconsin's rate exhibits. Other points to be discussed include: hobby exhibits, square dancing, conservation and special events.

Mountfair shows will be the final topic on the program. Points to be examined will be free gates, horse shows, music exhibits, thrill shows, auto races, rodeos, fireworks and. State participation.

Clerve S. Miller, Tipton, Ia., is vice-president of the Federation, and Joseph C. Bartlett, Saint Har- ven, Conn., secretary-treasurer.

FAIR MEETINGS

Canadian Association of Fairs and Exposition, Royal York Hotel, Toronto, N.Y.

Indiana Association of Fairs and Boucher, Coliseum Exhibition Park, Quebec City, secretary.

International Association of Fairs & Expositions, Hotel Sheridan, Des Moines, Iowa, chairman.

Farm Managers' Association of Iowa, Hotel Des Moines, Des Moines, Iowa, treasurer.

Iowa Association of Fairs, Ruffner Hotel, Charleston, January 3-4, Mabel C. Hotter, 307 First National Bank Building, Huntington, secretary.

Indiana Association of County and District Fairman, Des Moines, secretary.

Indiana Association of Fairs and Expositions, Governor Hotel, Jefferson City, January 9-10 Rolla, S. S. Chafer, 110 Park St., Eau Kludi, Columbia, secretary.

Wisconsin Association of Fairs and Agricultural Exhibitions, Governor Hotel, Janesville, January 7-8, Robert B. Burnett, Monroe, Wis., secretary.


Kingman, Idaho, secretary.

KLEIN'S ATTRACTIONS

The finest in grandstand entertainment

- Bar M Ranch Contest
- Musical & Variety Shows
- Rodeo
- Thrill Shows
- Country & Western Shows
- Name Attractions
- Sensational Aerial and Thrill Acts

Be sure to see us at the Sherman Hotel in Chicago, Dec. 1-2-3-4, or at your own Fair Meetings.

Permanent Address
P. O. Box 207
Phone: Glandale 7-2033
New Waterford, Ohio

A COOKE & ROSE PRODUCTION
STANDS OUT!
For Fairs, Parks, Circuses,
Celebrations—From one act to a
Complete Show—You know it's the finest!
COOKE & ROSE
THEATREAL ENTERPRISES
246 W. King Street, Lancaster, Pa. Express 2-4506

ANNUAL CONVENTION
THE WESTERN CANADA ASSOCIATION OF EXHIBITIONS
("A" Circuit)

F. C. Manning, President
Mrs. Letta Walsh, Secretary
Calgary, Alta.

Place: Pallister Hotel, Calgary, Alta., Canada
Time: January 17-18-19, 1958

ANNIVERSARY
FIREWORKS
Tri-state Pyrotechnic Displays

FIREWORKS CENTRAL TRIO
Rollel Rollers of 18-20-23 new pre-
HARVEST SONGS
spectacular displays of your live, preceded by a great selection of renowned
HARVEST BARN DANCE
of all top music, plus the Western's best new shows.
HARVEST DINNER & SHOWS

GIVE TO DAMON RUNYON CANCER FUND
Buy Christmas Seals

AT attention
CARNIVALS—THRILL SHOWS—GRANDSTAND ATTRACTIONS

FAIRS-EXPOSITIONS

The Indiana State Fair

970 W. Michigan St. Indianapolis, Ind.

All those contemplating appearing to bid on any of the above—
Wine on or before December 1, 1957

Earl J. Bailey, Secretary-Manager
Indianapolis 5, Indiana

Telephone: Walton 6-2471

ATTENTION
FAIRS—EXPOSITIONS—GRANDSTAND ATTRACTIONS

The Indiana State Fair

will receive and consider proposals from Carnivals and Thrill Shows on December 6 and Grandstand Shows including Western Units, on December 7 for the 1958 Indiana State Fair, Aug. 23 thru Sept. 4. The meetings will be in the Administration Building, State Fairgrounds, Indianapolis, beginning at 9:30 a.m. EST.

ALL THOSE CONTEMPLATING APPEARING TO BID ON ANY OF THE ABOVE—
Wine on or before December 1, 1957

Earl J. Bailey, Secretary-Manager
Indianapolis 5, Indiana

Telephone: Walton 6-2471

KLEIN’S ATTRACTIONS
Presents
The finest in grandstand entertainment

SATURDAY, JULY 6
- Midget Shows
- Wrong-Way Shows
- Midget Circus
- Midget Rodeo
- Midget Derby
- Midget Motor Show
- Midget Tramway
- Midget Band
- Midget Pageant
- Midget Parade
- Midget Floats
- Midget Fireworks

SUNDAY, JULY 7
- Midget Shows
- Wrong-Way Shows
- Midget Circus
- Midget Rodeo
- Midget Derby
- Midget Motor Show
- Midget Tramway
- Midget Band
- Midget Pageant
- Midget Parade
- Midget Floats
- Midget Fireworks

ACTS WANTED
For our 1958 Fairs and Celebrations

I. C. MICHAELS ATTRACTIONS
Reliance Bldg., Kansas City, Mo.

LeRoy A. Drake
Greektown 3-2993
PUBLIC ADDRESS SYSTEMS
Rentals—Sales—Repairs
FAIRS—CELEBRATIONS

Doctor's Building, Bozeman, N. Y.

2nd Annual DANVERS FESTIVALS
Week of July 4

Harkness & Sons-Swane's
Parrade—Spectacle—Midway

J. HERLHLY
11 Main St.

Greektown, Mass.
CHICAGO PREPS FOR PARK MEET

NAAFPB Convention Opens Dec. 1; Conclave, Trade Show Plans Set

CHICAGO — Chicago stands ready this week for the opening of the convention of the National Association of Amusement Parks and Pools and Spas. The conclave will be held Monday and Tuesday, December 5th and 6th, at the Palmer House.

The opening session will be held Monday afternoon, December 5th, with the conclave closing Tuesday evening, December 6th. The convention will conclude Wednesday, December 7th.

The convention will feature a trade show, which will be open Monday, December 5th, and Tuesday, December 6th.

The convention will also feature a banquet, which will be held Tuesday evening, December 6th.

The convention will feature a variety of seminars, workshops, and panel discussions, as well as a variety of exhibits from companies in the amusement industry.

The convention will also feature a variety of social events, including a welcome reception, a networking event, and a farewell cocktail party.

The convention will be held at the Palmer House, located at 108 E. Randolph St., Chicago, IL 60601.

Fire Damages Shop, Coaster At Fairlyland

NEW YORK — A fire destroyed the Fairlyland Roller Coaster, which burned on the Lower Boulevard in Fairlyland, Wednesday night. The fire destroyed the coaster, which was located at the intersection of 10th Avenue and 11th Street.

The fire started in the coaster's electrical system, which caused the fire to spread quickly. The coaster was closed to the public at the time of the fire.

The fire was contained by the Fire Department in several hours. The cause of the fire is under investigation.

Coney to Repeat Pre-Season Plugs

NEW YORK — The Coney Island Chamber of Commerce and the Coney Island Park are planning to repeat their successful pre-season plugs for the upcoming season.

The chamber and the park will be hosting a variety of events to attract visitors and generate interest in the upcoming season.

Debut Promotions Aid Steeplechase Business

NEW YORK — The Steeplechase Business is launching a variety of promotions to attract visitors and generate interest in its business.

The business will be hosting a variety of events, including a jockey tour, a horse race, and a variety of other activities.

Your Convention Service Center

Courtesy of The Billboard and the Showmen's League of America

When you get to the Convention... The Showmen's League of America

Information Booth located in the lobby of the Sherman Hotel... Everyone is welcome to drop in and explore the exhibit.
CHICAGO—Booklets printed by the Allied Litho & Printing Co. for the Pepsi-Cola Bottle Cap Promotion Bows were in dealers' hands by Friday.

At the same time, says Shevel, the ESAF will be writing to roller rinks, outlining the mechanics of the promotion and what it can do for them. "Goal of this promotion," from our standpoint, is to get publicity for rinks, says Shevel. "Where this is used, the booklet will have posters, streamers, true pennants and displayed in newspaper, radio and TV and radio stations in the stations of the rinks.

Plan calls for the local Pepsi bottlers to contact the rink owner and plan the promotion. In the case of more than one rink, there is the possibility of a city-wide promotion. Really, the plan is for a Saturday morning children's session, a series of three matinees with mothers invited to skate with the skaters, or one family night. The prize for this series of prizes of shoe shoes and skates and to make the entire program will be six Pepsi bottle caps.

In addition to a heavy public-relations barrage for the rink, the booklet out, the promotion will produce good public relations for the rink and for roller skating, with the possibility that party-goers may become regular skaters, and create extra sales at the rink's refreshment stand.

8 Watch Prizes Awarded

MINEOLA, N.Y.—Six watch prizes valued at $100 were awarded recently by the annual Halloween music program. The winning entries were selected at the rink's refreshment stand.

Wild Goose Ride

Two top locations wanted on Percentage of the sensation of the goose is the only money wise but as an outstanding attraction. Must play in Chicago, says Shevel, who has tremendous capacity. The wild goose ride is attended by J. C. Sullivan, Cincinnati 32, Ohio, and the company will contact you immediately.

Roller Rumbles

The rink opened its fall season September 30 with 400 skaters in attendance. Inclusions of this year's skating exhibitions by the Champion mutual of Minneapolis, Minnesota, Skating Club. The rink is now open regularly except Sundays, with meetings on Wednesdays, Saturdays, Sundays, and holidays, and a children's session on Saturdays.

National Skater Skate

DENVER—Carol Rowe, 17-year-old girls' junior style champion, began skating Tuesday at the sale. She was sickly, small for her age and had not appreciated, according to her mother, who now says that she can't sell her for a young lady with the industry.

During the past five years the girl has shaded impromptu records, and this year world-wide, the following titles: American style singles championship, Rocky Mountain States style skate championship; Midwestern junior girls, style; California States championship, with Gayle Conner of the Rocky Mountain States novice dance championship; Colorado States championship, second time winner of the regional free skating title, and gold medal free skating winner of the American national meet in Oakland, Calif.

Her winnings and awards won her a series of feature articles and pictures in local papers; and recently she was the cover of the Denver Post Hall of Fame. She is sponsored by the National Garden, trained by Coach Jack and Irene Boyer.

Mountain Vernon Team

NEW YORK—Selected in greater New York final on behalf of Shadow's "Studio Party," WARD TV show, Mary Ann Margotta, of Mountain Vernon, N.Y., was chosen representative of the Mountains to representative of the Mountains to represent the national WARD TV show. Mary Ann Margotta, of Mountain Vernon, N.Y., was chosen representative of the Mountains to represent the national WARD TV show. Mary Ann Margotta, of Mountain Vernon, N.Y., was chosen representative of the Mountains to represent the national WARD TV show. Mary Ann Margotta, of Mountain Vernon, N.Y., was chosen representative of the Mountains to represent the national WARD TV show. Mary Ann Margotta, of Mountain Vernon, N.Y., was chosen representative of the Mountains to represent the national WARD TV show.

New Locations For 2 NAAPB Social Events

CHICAGO—Two changes in location of social events for the National Association of Amusement Park, Parks and Beaches were announced recently by the NAAPB planning group.

The social gathering formerly held at the former Chicago Automobile Club, but now moved to the Skyscraper Terrace Club on the hotel's 16th floor instead. This location is larger and it is nearer an airport. Paul Horodinsky wired out a three-day's vacation, it was necessary to cancel the event.

The NAAPB's socials were moved to the Downtown Club, also on the 15th floor of the Sheraton hotel. It will be at a 3 p.m. Sunday (1).
Earlier Palisades Opening

Located, 1958.

tion being partially
gallery
in
extra
and
he
toured
Nosy
free
no
eliminated.

Kiddieland will receive a Western treatment to take advantage of the craze which has swept the metropolitan area. There will be frontier decorations throughout and the construction of a jail and saloon-stand. Kids will get badges and participate in the customary hooch and posse round-up at no extra charge. Ride prices remain at six for 30 cents in Kiddieland.

Jack Ray's scheme for the area includes continuous show fronts forming a Western village illusion surrounding the kiddie rides, and a striking entrance.

On one of the main midways where a Satellite show was offered in 1957, the park will install a five-page double-dark ride. Rosenthal said. Elsewhere, two concession stores near the shooting gallery are being replaced with an Upside-Down House utilizing numerous illusion gimmicks.

The game operations, considerably modified since the 1956 State-wide pressure on concessions, are being partially eliminated. Several new food stands went into operation last year in former game booths, and there are more set for 1958. Included are a pizza pin location, corn-on-the-cob with table, and a 25-foot bowling store. Other show units in addition to the Upside-Down House will include two by Lou Duforn, who had his unit at the park last season. There will be one major, spectacular European ride indeed, Rosenthal said, or a Giant of Death or Motorcraze.

Ford to Exhibit

The Ford Motor Company is taking exhibit space at the park for the first time.

Rosenthal has been interested in obtaining either one of the new inflated dome houses or a Kaiser dome to serve as a half for the Murray Kildiman slice photo shows. Previously held free, they would operate under a 50-cent gate, enabling additional income to appear.

A new paint scheme is being designed by Jack Ray, and this will be compensated by the garden set-up being worked on by park manager Anna Cook. The gardening this time will be solid beds of pansies, more than 15,000 of which are on order. Last year's tulips were successful but could not be repeated this time because of the advanced park opening, too early for tulips to bloom in profusion. Work will be done as usual, by crews under Superintendent Joe Martin and Joe Rinaldi.

Advertising-wise, Rosenthal has contracted for a large Three Square board with electrical border, and 120 24-sheet double boards in the New York area, plus 100 of them in New Jersey. Public Service boxes are signed for displays, as are subways and Lackawanna Railroad stations. Trailers of 18-second and 20-second length will be shown on ABC and CBS television, and the park's illustrative guide will be used on WNEW and WINS station for a plug every hour for six months.

Under the deal with National Comics, the Superman comic books carry a coupon exchangeable at the park for free admission plus two tickets to two ride. Superman is to make two personal appearances during the season.

THE NEW MODEL 14
AUTO-PHOTO STUDIO

*FOR GREATER CUSTOMER APPEAL*

New cabinet design helps to capture more dollars.
Smart styling and beauty of cabinet invites patronage.

*FOR ABOVE AVERAGE INCOME*

The Model 14 can and does earn as much as $30 per hour.
The desire for photos by the public grows and grows.

*BUILDS GOOD WILL AND REPEAT SALES*

The squirmiest youngest will photograph perfectly. Electronic lighting and speed camera stops all motion; assures sharp, clear photos every time.

*THERE'S LOTS OF MONEY IN PHOTOS FOR YOU WITH AUTO-PHOTO*

Nothing like it anywhere. Making money with AUTO-PHOTO STUDIOS is like magic.

PHOTOME, Ltd.,
12 Portman Mews, South
London W1, England

FOTOFIX, G.m.b.H.
65 Yerckstrasse
Krefeld, West Germany
Showmen's League Finalizes Program, Lists Committees

Sam J. Levy Jr., Heads Banquet-Ball; Carpsy-Owen Run President's Party

CHICAGO—The complete program for the Showmen’s League of America during the outdoor meeting here was finalized this week and committee chairmen and members were announced. The meeting, in addition to the election and installation of officers, will be the Memorial Service, President’s Party and the 45th annual Banquet and Ball. The committee for the December

SLA Legion Hosts Members At Buffet

CHICAGO—The Al Supersan American Legion Post, sponsored by the Showmen’s League of America with the help of various club members and guests at a first class buffet and show November 29 in the chairroom, Earl Shipley, new commander, announced.

Serving with Shipley on the arrangement committee are Max Brandman, Pres. (Blacks) Chermis, and Rich Schloss. The festivities will get under way at 6 p.m.

Franklin Sets Route, Buys Miler Coaster

SEGUN, Tex.—Don Franklin, Showmen are well set for the 1938 season, with a new large portable Roller Coaster and a route that looked with the exception of one week, the best season. Franklin, who was here last week.

The item was purchased from Carl Miller, who had the ride booked on Olton Shows during the 57 season, Franklin took delivery

Chicago Club Elects Flint ’58 President

CHICAGO—George B. Flint, veteran outdoor booker, was named president of the Chicago chapter of Show Folks of America at its election today (16).

Lucien Kapp was named first vice-president; Peggy Richards, second vice-president; Billie Tucker, third vice-president; Emma Keiper, secretary-treasurer; Margaret Horan, corresponding secretary; Thomas Connolly, financial secretary; and Olga England, treasurer.

New board members are Agnes Kratz, Etta Coudal, Dora Ring, Eddie Flint, Howard Olson, Bath, looking well, and Al Kratz, who will be in charge of the restaurant and Miss Kratz, will be in charge of the dance floor.

The annual Christmas party will be held December 15 at the Chicago Athletic Room.

Your Convention Service Center

Courtesy of The Billboard and the Showmen’s League of America

SHERMAN HOTEL LOBBY

When you get to the Convention be sure and stop by ... visit The Billboard and SHOWMEN’S LEAGUE OF AMERICA INFORMATION BOOTH located in the lobby of the Sherman Hotel opposite the stairway to the exhibit floor. We’ll be looking for YOU!

Vivona Contract Charleston Fair

Track Show Outbids Eastern Rail

Outfits to Bag South Carolina Event

CHARLESTON, S. C.—A traditional railroading promotion spot and one of the mainstays of the Jeet D. Stevens Show, Southern route, went to the Charleston Fair when the midway contract for the Charleston Industrial Fair was awarded to Ammons of America.

The Vivona family’s operation won out over representations from the three Eastern railroad organizations and the Hollisoff Shows.

Signing the contract for the fair was Robert Scarbrough, president of the sponsoring Exchange Club, and for the Vivona, Morris Viva-

PALATKA, Fla.—C. C. Connett’s Blue Grass opened its 38-week season here at Putnam County Fair. The show will go to the Pinellas County Fair at Largo for a 3-week run before opening a Florida tour at Duval County Fair at DeLand, Lake County Fair at Eustis and Sumter County Fair, Palatka.

Folks, during the chin up at the Pinellas County Fair at Largo for a 2-week run before opening a Florida tour at Duval County Fair at DeLand, Lake County Fair at Eustis and Sumter County Fair, Palatka.

After another layover at Largo, the show will move to its permanent location in New York, N. Y., in early May, to prep for the big season.

SLA Ladies Set Program

CHICAGO—The Ladies Auxiliary of the Showmen’s League of America announces that its annual program committee will hold its annual meeting November 30 then December 3 in the Hotel Sherman, it was an-
Welcome
To the LADIES’ AUXILIARY OF THE SHOWMAN’S LEAGUE OF AMERICA’S 39TH ANNUAL CONVENTION AND OPEN HOUSE
Nov. 30 through Dec. 3, 1957
INSTALLATION DINNER
SUNDAY night, December 1, 1957
6:30 P.M., CRYSTAL BALL ROOM.
Visit Our Bazaar
During Open House

DRAGO AMUSEMENTS
One of the most respected names in the industry, is prepared to offer the finest in amusement rides. The Dragos provide many of the most popular features in flat rides with the highest standards of safety and comfort. They have the latest and most modern equipment and are ready to handle any size or type of amusement park installation. Dragos, Inc., 5731 78th St., Jamaica, N.Y.

PCSA Ladies Pick Nominees For Offices
LOUISVILLE—The 150 Turn Out At PCSA Party

The annual Christmas party will be held on Saturday, December 15, beginning at 7 p.m. at the Hotel Roosevelt, 1401 S. Michigan Ave., Chicago. The party will be under the auspicies of the Chicago gray ladies, the Ladies Auxiliary of the Showmen’s League of America. The party will be held in the Ballroom of the Hotel Roosevelt.

The party will feature a dance and a holiday meal. The dance will begin at 9 p.m. and continue until 1 a.m. The meal will be served from 7 to 9 p.m. The menu will include a variety of appetizers, a main course of roast beef, and a dessert of chocolate mousse.

The keynote of the party will be the annual election of officers. The following officers will be elected:

President: Mrs. Ada L. Robinson
Vice President: Mrs. Mary J. Smith
Secretary: Mrs. Elizabeth A. Jones
Treasurer: Mrs. Helen M. Mason

The party will be a festive occasion, with music provided by the Chicago Symphony Orchestra. The evening will conclude with a presentation of the annual awards, including the coveted “Gray Lady” Award, presented to the gray lady who has made the greatest contribution to the industry.

The party is open to all members of the Showmen’s League and their guests. Tickets are available from the Ladies Auxiliary office at the Hotel Roosevelt.

SILVERED AMUSEMENTS
CHICAGO—Complete plans for the Showmen’s League of America Christmas party for underprivileged children were announced last week by Jack Duffield, League first vice president and chairman of the annual event.

The party for 300 children, will be held December 25 in the Chicago Room of the Hotel Sherman, and guests will again be the honored guests.

A special feature of the evening will be the distribution of gifts, and the children will be given home with bags full of toys and other gifts, Duffield said.

Sal Wasserman is serving as chairman. Transportation will be supervised by Chuck Bohdan, Harold Barnum, Jack Kettel and Manuel Blasco. Entertainment will be provided by Charles and Chuck Zanich, Don Moore and Hawk Clemons.

Penny tow coupons, former Chicago Choo Choo, will be handed the publicity.

The committee on food, beverage, and other arrangements includes Bruce Dunnett, Tom Starkey, John Lampert and Jack Kapla.

The committee on gifts and clothing will be handled by Wessen, R. K. Levason and Benedict Garantis.

For offices

Rapid Coaster

RIDE FOR SALE

FARMLAND PARK

FAIRYLAND PARK

WAX FIGURES

FOR SALE

MIDWAY CONFRAB

Tony Mason, chief mechanic, and Pete Hendricks, electrician, received much credit from Mr. and Mrs. Mason for the office for their work on the Viva Show this season. Dick Williams, Side Show boss, performed more than he was required to, the management reports. Joe Con- name had a nice season with his bacts and as chief concessions man, including the Clowns, who have been with the show for sever- al years. Joe and Angie Hess also had a satisfactory year. Wayne Crowell is reportedly developing an interesting tickle. Fieroy Viva announced that Phil Viva will marry after the Christ- mas holidays.

Bill and Mabel Goodrich are back in High Point, N. C., after a successful season with Garden State Half-Rides. Mrs. Goodrich managed a musty barn where they retrieved a new Debuta from her husband as a birthday gift... Myrtle, dancer and mouse on Dixie Gordon's Crazy Loops, is currently appearing at the Club Crystal, Nanticoke, N. Y. Also on the bill are Jackie and Jessie Turner.

Peggy Wilson, wife of Harry Wilson, is under treatment for a knee ailment, but is doing active work for the coming season. Mrs. Wilson and many Steed stars, including Martin Ness, with Murdock, were also seen in Manchester. They will visit France, Italy and Germany, where European rides will be ab-

Tampa Fems

Continued

Both Betty, Elaine Glessner, Mary Blake, Janet Christian and Virginia Peterson are active in the Tampa Fems. Mary Blake is co-chairman and member of the committee include Mrs. L. Mahood, James Campbell, Max Brautman and Jimmie Brown.

ACCA Meets Dec. 2

The Southern American Carnivals Association will hold its annual meeting here during the winter conventions. George Converse, secretary-treasurer, announced. The program will include a tour of the New Orleans, La., and 3 in the Gold Coast House Hotel of the Crescent City. If more sessions are required, addi- tional time will be allotted, he said.

SLEEPY JIM

ольный "THE ROLLER COASTER IS OUR BIGGEST MONEY-MAKER."

So say Frank and Martin Walsh.

Maple Springs, N. Y., who add:

"The Roller Coaster beats every other ride in the park. Forty per cent of the riders are adults."

Bernita Arcent, Bernard & Barry Shows in Canada, says:

"Better Roller Coaster I've seen. The new pick-up is fast and smooth. And the cars are really comfortable for adults."

Tell with men like these successful operators. Discover for yourself the pride, pleasure and profit to be de- tached from owning a money-making Allan Herschell Roller Coaster. Two sizes: 24-80' and 30-105'.

MERRILL-SOJOLOU • MINIATURE TRAINS & BOATS • AUTO • PORTABLE ROLLER COASTER • SKY FIGHTER • TANK • HORSE AND BUGGY • JOLLY CARRIAGETES • HELICOPTER • MOTOR HOME • ROVER • 12 CAR CAT • RECORD PLAYER • RECORDS • TAPES • RIDE TAPERS • CANS

ALLAN HERSHEY COMPANY, INC.

"World's largest manufacturer of amusement rides"

No. 1, TOWANDA, WISCONSIN

FOR SALE

STAN BAKER

11026 Filer
Detroit, 37, Mich.

Copyrighted material
Macon Shrine
Continued from page 104

upped to about $5,000 from the previous top figure of $1,000. Bal-
key is out after a severe bout with Asian flu.

This year the performance will be
presented in four sections of four acts each, instead of the cus-
tomary three sections. The four in-
termissions will be devoted to con-
cessions operations by the Shrine.

Acts contracted include the Tho-
mas Lovelaces, Guy Thompson’s bicy-
cycle act; the Great Yvon (Brennink), high wire; Los Latinos’ wire act; Hu-
bert Webers in a slide-for-life from the
balcony; the Two Carmanas featuring the spinning horseback;
d by Adolph Klever and sister, Os-
car Kivov’s chimpanzees; Louis
Aastad’s dog act; Dee Dee Downs
in a contortion number; Jimmy O’Neill, barrel jumper, and the
Assnottie acrobatic troupe.

As an added attraction, Linda De
Huckee (Mrs. Franco Richardis), wife
of the owner of the Ring Bros.
Circus, will present her wire act.

Clowns will include Harry Dunn,
Billy McCabe and Bill Beeklin,
plus some of the local Shrine tal-
ced.

The Shrine’s 32-piece band will
play concerts the first 30 minutes
each night, under direction of John
Hilman. But the performance music
will be played by a three-piece
professional band directed by Phil
Eaton.

William F. Stokey and Charley
Bosco, Sarasota, will produce the
show.

Djetro Club Picks Nominating
Group

Djetro — The Michigan
Shrine’s Association elected its
nominating committee at the reg-
ular Monday (19) meeting.

Named to the group from the

St. Louis Club
Schedules Yule Party

ST. LOUIS — The International
Association of Showmen will hold
its annual Christmas party Decem-
ber 23 in the chalomeers. William
McCoy, chairman of the event, an-
nounced.

Mark Silvers, club entertainment
chairman, said that other social
events on the calendar include a
Presidents’ Party, New Year’s
event, St. Patrick’s Day celebration
and a going-away party early next
spring. All will be held in the
chalomeers.

2 Miami Weeks
Okay for Endy

MIAMI — Associated Amuse-
ments, managed by Dave Endy,
paid in two big weeks at 48th
Street and 27th Avenue, then
moved out to play Fort Lauderdale
in Amusements of America
was playing onto a lot seven blocks
away at 51st Street and 27th Aven-
ue.

There were four kiddie days
promoted by Joe Rowan for the
Endy show, which carried 18 rides
and 30 concessions. Business was
reportedly okay for all units.

board of directors were Charles
Denzis, Rex Allan, Sam Burd and
William H. Bell Green. From the
body were Harry Prisler, Maynard
Ostrow and Arthur Rosenfeld with
Tom Cagle as an alternate.

The committee will report its
date at the next regular meeting.

FOR SALE
1957 Rodeo, perfect condi-
tion.
1956 Allan Herschell Roller
Coaster, drive mounted on
new 22 ft. drop frame trailer.

A. J. SUNNY
3004 E. 120th St.
Cleveland, Ohio
Phone: Washington 1-4679

BARGAIN
Crystal Coach Tender
Model 516 Popcorn Trailer
Recently made up entirely with the
following equipment: Steel Body
Frame; 516 Popcorn Machine; Apple
& Orange Juice Machine.

134 E 172nd St.
New York 36, N. Y.

ORGANS FOR SALE
One 1922 Wurlitzer with dimes,
dimes and nickel organs. Condition nice.

For complete written in-\nformation on above write;
A. B. BRIGGS, Phone HICKORY 4-9576
640 West McKinley St.
Oakland, Calif.

Thank You
Vince and Aleece Jordan
for you nice Concession Tent at
Fostoria.
"Save Money With Johnny"
JOHNNY CANOLES
Phone: 2-8905 or 2-8907
Athens, Pa.

FOR SALE
To be moved. Kiddie Park Equipment—
4 Footers, Horses, Pork, Pony Trail
Ride, Horse and 4-Footers, Wrist
Wagons, Pony Trails, miniature rides, Annabelle, etc.

887-897 Fostoria Avenue
Fostoria, Ohio

The committee

INSURANCE
for
CARNIVALS
PARKS
and
CONCESSIONAIRES

CLEM SCHMITZ
30 Rockefeller Plaza
New York City 20

We are particularly pleased to announce that we have been awarded, for the
SEVENTH CONSECUTIVE YEAR, the contract to
supply to the midway attractions for the
1966, 1959 and 1960 MICHIGAN STATE FAIR
at Detroit, August 89 thru September 7,
1958.

We will be at the International Associa-
tion of Fairs convention at the Sherman
Hotel and will be pleased to talk with
you regarding booking of any outstanding
rides and shows you have to offer for the
1968 MICHIGAN STATE FAIR or the
coming season.

We invite you to visit our suite which
will be open to all fair managers or
secretaries and show or ride operators.

Sincerely,
D. Wade,
W. G. WADE SHOWS

FOR SALE
1956 Hi-Model Schiff
Roller Coaster
In Top Condition.
PRICED TO SELL
Bob Alsobrook
Paciife, Mich.

LAUNCH
THE SATELLITE GAME
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15 to 1 odds. Copyrighted and blueprint,
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MINIATURE

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PRAY FOR PEACE BIBLE CO., Inc.

114 East 13 Street

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Cal-Max Sensations for the Xmas SELLeration!

BEAUTIFULLY BOXED

Rhinestone Watches

Latest style three stones or plain cases

Famous make 3-pc. watch box, hands, and GUARANTEED like new! Smart watch box. Original retail price $2.00

Special—$7.95

17 Jewel, $8.95

FREE Enamelled Cigarette Lighter with every set (Minimum order 6)

5-Pc. Men’s Watch Sets

$3.95

Jewel-Watch Key Case Cuff Links Tie Bar Band

All merchandise shipped F.O. B. Memphis, 25% with order. Balance C.O.D.

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582 So. Main St.

Memphis, Tenn.

MERCHANDISE

Communications to 2160 Patterson St., Cincinnati 22, O.

NOVEMBER 23, 1957

BARR FLASH

THE LINE FOR STREET MEN

AND CARNIVAL MEN

NO. 20—ROUND BARR FLASH!

Beautiful marigold color in Giant size!

NO. 52—ROUND BARR FLASH!

Assorted Kindlings, and Sprigs. safely packed in 200 trays, 1000 Each.

NO. 26—BARR FLASH RUBBER PRODUCTS

MOUSE MIAMI

Indicates to “11-23” — New design for sale.

NO. 26—BARR FLASH AVOCATOR

Colorful, white and red, with your name and date in black, on a red holiday base.

DIRECT FROM

Costume Jewelry Manufacturing

Gilt and Enamel Fashions, Fur, Beads, Etc.

1106 North Main Street

Jacksonville, Illinois

PIPPES FOR PITCHMEN

By BILL BAKER

“T’VE SEEN...so few stories this year that it hasn’t been worth while considering them.” —G. B. Schraeder, New York Daily News, on the fingers of one hand. Thomas K. Kennedy is right. The not too long ago (Tuesday) was not much of a paper. However, a fair few have taken three good rhinestone watches with about 50 percent standing around taking up furnishings. They are the same, rest of the busiess, too. I have a cousin who has 85 percent, and 99 percent of his help he has lockers for a pet. He had a right to do it, of course, but it’s not showy. In either I have gotten stuck into a good hunger for demonstrating. They found the flowers not perfectly per- fect, but it has to be a top shelf if it’s going to sell. The result is the stone bracelet personnel at 340 a week or thereabouts. Worthwhile has a couple of them in Coramond. Stock are far has been fair, but the times just aren’t there anymore, I would like to read those from Chris. Thumbs up, and heavier. It’s been at least a year since the last postcard. Somebody sold my first bottle of cold punch to Lita. Lippm and Venne is a long time is booked by the business every since. It’s a fellow racket, but I like it all the better now. It’s a great thing again when the change. It was the 340 a week and to Thelma and Thelma working fine and the 340 a week and happy to report they were doing well.

NEW PRODUCTS—BEST IN PRICE AND PERFORMANCE

Sheldon Cord Products, 3539 West 60th Place, Chicago, has expanded by the addition of a line of sea-uller, universal, and hand tools. This new line has given us a wider range of tools, so that you can get the right tool for the job.

And which is offered at $13.88 each in lots of 24. This set con- sists of a large 26-inch pullman case, 24 tools in a case, extra large train case, 3 feet of large hand tools, covering every job. The firm says these sets are made up of the latest nationally advertised items in the line of hand tools that make up the set. A smart stretch hand is included with this set. Available at $13.88. This is a five-piece man’s set at $8.90. It includes jeweled watch, key chain, cuff links, tie bar and expansion band. An enameled ciga- rette lighter is included free with every unit.

Additional information is available from the firm.

Division Sales, 3541 West Roosevelt Road, Chicago, has set up a new division that claims it is an outstanding assortment of the latest American-made salt and pepper shakers. All are individually boxed and proven best sellers. The price is $7.20 for a dozen assorted samples and it is quite suitable for the latest offering. The special is a four-piece set which has a retail of $18.00.

PECI arrs

By BILL BAKER

Sheldon Cord Products, 3539 West 60th Place, Chicago, has expanded by the addition of a complete line of tools, including saws, drills, hand tools, and hand tools. This new line has been added in order to give you a wider range of tools, so that you can get the right tool for the job.

And which is offered at $13.88 each in lots of 24. This set consists of a large 26-inch pullman case, 24 tools in a case, extra large train case, 3 feet of large hand tools, covering every job. The firm says these sets are made up of the latest nationally advertised items in the line of hand tools that make up the set. A smart stretch hand is included with this set. Available at $13.88. This is a five-piece man’s set at $8.90. It includes jeweled watch, key chain, cuff links, tie bar and expansion band. An enameled cigarette lighter is included free with every set.

Additional information is available from the firm.
CHRISTMAS SPECIALS—REAL MONEY MAKERS

SANTA CLAUSSALT & PEPPER SET
Brass-faced Roller with Silver Finish.
$4.50 per dozen

MUSICAL JEWEL BOX
FOLK-SONGS—hand painted, silk litho front and back. $3.75 each Large size 131/2"x6"x61/2" $6.00 each

MUSICAL JEWEL BOX
**CROSS**—hand painted, silk litho front and back. $3.75 each Large size 131/2"x6"x61/2" $6.00 each

MEN'S 6-PIECE JEWEL SET
SILVER TONE WATCHES, CUFF L KES, PIN & Pencil. Set, Metal, $1.25 per set

MEN'S 5-PIECE CURF LINK AND ALL METAL PEN SET
Gift Boxed $10.80 per dozen

MEN'S 8-PIECE WATCH SET
New and exciting Watch with Sundae Band, Cuff Links, Tie Bar, Money Clip, Pen & Pencil Set. Metal, $6.50 per set

LADIES' 5-PIECE GENOVA WATCH SET
Watch & Expansion Band to match. This is a new and exciting Watch Set. With Ladies' Expansion Band to match, $6.00 complete set $69.00 per doz.

HARRIS SPECIAL 4-PIECE CAMBO & BRILLIANT STONE JEWELRY SETS
Necklace, Earrings & Flexible Bracelet to match. $12.00 dozen $1.50 sample set

MEN'S JEWELLED GOLD TONE WRIST WATCH
Repair Band MetalBand $4.00 each $45.00 doz.

LADIES' GOLD TONE WATCHES
With Expansion Band to match. $4.50 each $31.00 per doz. Add $1.00 each for sample Watches.

MEN'S WAST WATCH
Weatherproof, Shockproof, Anti-magnetic. With split-second hand, stainless steel back and constellation design. $6.00 each Sample Set $3.75, doz.

MEN'S WRIST WATCH
Waterproof, Shockproof, Anti-magnetic. $7.20 per doz.

MEN'S WATERMAN SET
Men's T-tite Waterman's Retractable Ball Point Pen & Pencil Set, includes Cuff Links, Tie Bar and Money Clip. $2.75 per set $30.00 per doz.

LADIES' 6-PIECE WATCH SET
Including Retractible Chromanite Studded Watch, Bracelet, Ring and Ring Band to match. $6.50 each Sample Set $7.50, doz.

MEN'S 6-PIECE WATCH SET
Men's pocket watch with chromanite accents. $15.00 each Sample Set $16.50, doz.

FULLY AUTOMATIC CHROME POCKET LIGHTER
$4.00 per Dozen $42.00 per Gross

MECHANICAL JUMPING FUR DOG
Large Snow-Fur Retractable Dog. $35.00 per doz. $36.00 per gross

ELECTRIC DRY SHAVER
Ideal for Men and Women $31.00 each Sample $32.00

CHRISTMAS SPECIALS—REAL MONEY MAKERS

MEN'S 11-PIECE WATCH SET
Contents of yellow Goldplated Watch with metal strap. Two 22 inch Bands, T-tite Ball Point Pen & Pencil Set, reta

MEN'S WATCH SET
Includes Cuff Links-The Eclipse-Pen & Pencil Watch & Expansion Band to match. Advertised in Life magazine, powerful 800's, with metal strap Watch and Band. $10.00 each Sample Set $11.00

THE NEW MIRACLE CROSS & CHAIN
With ornate red and stainless steel Lady's Prayer in center of Cross. $5.00 each Sample Set $5.50, doz.

SECURITONE FORCEFUL LIGHTER
With metal strap Lighter. $6.00 each Sample Set $6.50, doz.

SEASON'S GREATEST VALUE
Pocket Retractable Pen New in Boxes. $1.00 each

Lord's Prayer Cathedral Pen
Ideal for Men and Women $3.00 each Sample Set $3.20

Send for Free Sample

25% deposit required—money order or cash

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FESTIVE CHRISTMAS LIGHTS All Sets U.S. Approved

MEN'S $510-511 GOLD FINISH SWISS WATCHES

GOLD FINISH LADIES' WATCH $512

WATERMAN'S $25.00 GIFT SETS

GOLD-N-PERK

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FABULOUS TREASURE CHEST OF SWISS LADIES' Wristwatch Jewelry

NEW YEARS' EVE BOTTLE catalog—$3.75 Doz.

We carry a Complete line of Jewelry, watches, small Decorations, etc.


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PEARL CHAIN FREE CATALOG - FREE CATALOG ENGRAVERS' COMPLETE LINE Send for Yours NOW!

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attract immediate attention and promote your product. Game, sports, and greater results thru the use of larger type and white space.

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SCHOFIELD, LAFAYETTE, WASHINGTON, IOWA

Easy and Rare—Over 1,000 All-New Novelty Songs

SINGLED AND FORMED ORIGINS

RECORDS

33&1/3 RPM

Jewelry Closeouts

JEWELRY CLOSEOUTS

NEW ENGLAND JEWELRY BUYERS

FOR SALE

A GOING BUSINESS (Est. 1916)

Manufacturers of the famous "Gold Rush," "Alaskan," "Alaska," and "Arctic," as well as "Alaska" and "Alaska" birds, as well as "Alaska" and "Alaska" birds. All equipment included, as well as all tools. For further information, contact Mr. Johnson, 123 Main St., New York, N.Y.

ANIMALS, BIRDS, PETS

AFRICAN BALL PYTHONS, 100 to 200 each. African Elephant, Elephant, and Elephant, 100 each. For competitive prices, contact Mr. Smith, 123 Main St., New York, N.Y.

FOR SALE—SECONDHAND GOODS

COMPLETE 10x Concession

TRAILBOAT—HORSE TRAILER—10x Concession Trailer

FOR SALE—FOOD AND DRINK CONCESSIONS

ABOUT ALL MADE OF WOODEN CARDS, Syria, and France. For further information, contact Mr. Smith, 123 Main St., New York, N.Y.

FOR SALE—SECONDHAND SHOW PROPERTY

COMPLETE 10x Concession

TRAILBOAT—HORSE TRAILER—10x Concession Trailer

FOR SALE—FOOD AND DRINK CONCESSIONS

ABOUT ALL MADE OF WOODEN CARDS, Syria, and France. For further information, contact Mr. Smith, 123 Main St., New York, N.Y.
WELCOME, CONVENTIONEERS
VISIT OUR NEW LARGE SHOWROOMS WHILE IN CHICAGO

STANDARD INDUSTRIES, INC.
1112 So. Wabash Ave., Chicago 5, Illinois, Dept. B-C
SEND FOR FREE 108-PAGE NAME BRAND COLOR CATALOG AND TOY SUPPLEMENT

FOR SALE
No. 8 III Wheel with transportation.
Miller Bucketer, 14 Junior Teachers.

PORTABLE GRAND STAND-PLATFORMS for sale, 10 sizes, condition A, B, C. All kinds of accessories. Entry out of business. Write, phone or wire.

MUSICAL INSTRUMENTS, ACCESSORIES
MUSICAL INSTRUMENTS, ACCESSORIES

PERSONAL
ANYONE KNOWING THE WHERABOUTS OF THE

SALESMEN WANTED
BELL, NEW YEAR FAMILY AMUSEMENTS TO TENNIS, "C"LESS, BRAND NEW BOOK, HANDSOME \N

AT LIBERTY ADVERTISEMENTS
3c a Word Minimum $1
Rummes in full must accompany all ads for publication in this column.
No charge for ads.

SALESMEN WANTED
BELL, NEW YEAR FAMILY AMUSEMENTS TO TENNIS, "C"LESS, BRAND NEW BOOK, HANDSOME \N

INSTRUCTIONS
BOUNTY ACORNS

INSTRUCTIONS
BOUNTY ACORNS

MINNIE BIRD CREEPERS MANUFACTURED, double chin strap hanger, 600. Bass男人, 30.

MUSICAL INSTRUMENTS, ACCESSORIES
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MUSICAL INSTRUMENTS, ACCESSORIES
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PERSONAL
ANYONE KNOWING THE WHERABOUTS OF THE
ATTENTION, STOREWORKERS! AND DEMONSTRATORS!

PEN AND PENCIL SETS direct from manufacturer!

SATIONAL VALUES!


Sample Set, $7.00
1 GROSS $48.00
5 GROSS $45.00 per gross
10 gross or more $43.20 per gross

PACKARD BALL PEN CO.
28 East 22nd Street * New York 10, N. Y.

ATTENTION, STOREWORKERS! AND DEMONSTRATORS!

PEN AND PENCIL SETS direct from manufacturer!

SATIONAL VALUES!


Sample Set, $7.00
1 GROSS $48.00
5 GROSS $45.00 per gross
10 gross or more $43.20 per gross

PACKARD BALL PEN CO.
28 East 22nd Street * New York 10, N. Y.

SAMPLE SET

GEdCTe
-Assorted
M.
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Goods
$48.00
S.
CATALOG
YOUR
YEAR
Merchandise!
SPECIAL
A°
$1.00
AVAILABLE! PRE!

ELECTRIC
NATIONALLY
WESTINGHOUSE
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STOREWORKERS
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COMING EVENTS

ROLLING RUMBLINGS

Werner Buck
Continued from page 104

LeSoursdville
Continued from page 112

HOTTEST ITEM IN THE COUNTRY TODAY!
INDIVIDUAL NAME BUTTONS
Jumbo Size 3/4" in Red and White
An identical set of over 500 names available at
A representative of each button for a limited time only.
*No resistance to wash or dry cleaning.
*High quality with non-fading ink.
*Free delivery for any quantities.
*Only five wire agents requested.

MIDWEST WATCH CO.
1320 W. Cheyenne, Chicago

A CASH IN ON A FAST XMAS SELLER

BICENTENNIAL MUGS

LARGE 10" WHITE GLASS- $2.95
SMALL 7" WHITE GLASS- $1.95

ACT IMMEDIATELY!

KIM & CIOFFI
1251 Filbert St., Philadelphia, Pa.

BOOK REVIEW
Continued from page 104

interest in it is plenty of mention of the greats and near-greats among both performers and producers. A heart of the book describes the lush and vivid dreams and the perfection of great acts. It becomes preoccupied with freaks in one period, but generally the picture-and-word combination both

This week's edition of THE BILLBOARD is presented in cooperation with Anne S. Barnes & Company, New York, at $10. NOVEMBER 25, 1957 The BILLBOARD

Merchandise

w/Steve Tim & Speaker Valco

9" Santa Baby Reindeer $1.60 donation $1.50. 23" Reindeer $6.25 donation $7.00. 25" Reindeer $10.00 donation $11.50

MECHANICAL TOY WINDBOWS

$30.00 $35.95.

Holiday winders $3.50...

Balloons

SPECIALS

Carnival ride records three by landing over $52,000 rides during the month of December. Danny, an on-spot survey showed a large number of rides and brought out the fact that ride participation is not confined to any certain age group. Danny said that a number of parks are introducing new rides for their visitors, among them Cosy Cottages. Cinemagic, at New York, Va., both of which have partially installed necessary trackage.

Noell's Topsy

National Zoological Gardens, Washington, D.C., reports it has lost several gorillas to pneumonia and other ailments, but its newest gorilla is their fifth gorilla. Four earlier ones died, one of them living only three days. Prices of the Topsy gorillas have been low but the going rate has increased to $25.00. These gorillas that cost $8000 a year ago could have cost $10,000 to replace just three months later.

Even so, Noell's Ark Gorilla Show has been promising to have its animals coming two by two, like that other Ark. Earlier this month animal importer Phil Carroll in New York delivered a newly arrived 12- pound gorilla. Max Noell brought the newcomers to a new act of its own, a cage plane, not sleeping for four nights at the crate before the new gorilla started the trip to the show. No so the Noell's have a place in their Topsy gorilla story of Uncle Tom. With continued good luck and skill, the Noell's will be two well on their way.
Fort Pitt to Expand Seeburg Contract Work

FORT PITT—Fort Pitt Industries, Inc., is jetisoning its brewery business to provide more capital to the contract division of J. P. Seeburg. Herbert J. Seegelt and Herbert W. Coleman, chairman and president of Fort Pitt, respectively, in a joint announcement last week said negotiations were being concluded for the sale of the brewery's turnkey facility in Sharpsburg, Pa.

The two executives announced that "it was decided it would be in the best interest of stockholders to free company funds that were tied up in the brewing division as working capital and fixed assets for other purposes. The brewery will be used to retire debt and further expand the operation of the company and guided missile plants at the Seeburg division's Sharpsburg facility.

According to the announcement, Seeburg's backlog of orders for its radio and television equipment, missile components, telemetering equipment, ticket printer, and telefax equipment for

New Union Befuddles
New York Juke Scene

NEW YORK—The union situation here, already complicated by injunctions, has been further complicated by an agreement adopted yesterday by the members of the Federal Service Workers' Union. Both officials of the Music Operators Association and representatives of the National Labor Relations Board have been attempting to learn who is the Local 1329 in the state.

The resolution was passed at a meeting last week of the Automatic Equipment and Coin Machine Operators Service and Repairman's Union.

New Atlas
Year Around
Op Training

CHICAGO—Atlas Music Company, Seeburg distributors for the Chicago area, have been in constant training program with the winnowing of a series of four-week service school for the machine operators for about two weeks. The training is under the direction of Vernon Passaro, who is business manager of the association for approximately a year before being put in the organization of Local 2.

Chad starts
Year Around
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The Emblem of Dependability
and your Rock-Ola Distributor
bring you the

200 Selection, Model 1455 Deluxe
120 Selection, Model 1458
50 Selection, Model 1462

... all with 50¢ coin chute*
... all with automatic volume compensator
... all with the proven, dependable mechanism
... all with the original revolving record magazine
... all smaller in size than any other multi-selection phonograph

*optional
Location Contracts Detailed at Godman at Gotham Forum

Pros and Cons of Loans, Bonuses Argued at Atlantic-N.Y. Session

By AARON STERNFIELD

NEW YORK—The pros and cons of location contracts dis- cussed at the Gotham Forum, presented by Godman at Gotham Group, was attended by some 30 New York operators, who were held at Godman's Marathon-Operating Group, New York, at an open forum held Thursday evening, November 18, at Godman at Gotham (The Billboard, November 18).

Godman was guest speaker at the Gotham Forum, which was sponsored by Atlantic-N.Y., Beechwood Drive-By.

He advised operators to make a dual check of the location before accepting it, especially if purchased, and such contracts are generally difficult to enforce after closing.

Godman warned that some location owners are bad actors, with a long record of breached contracts. He also said that the operators should be aware of the existence of the location and whether the stop is owned by an individual, corporation or partnership.

If the contract is signed by a partner, the partner is liable, but the operator may have a tough time enforcing his grievance, he said.

No home address of the owner should appear on the contract, he said.

Pro By Check

According to Godman, the op- erator can get into trouble if he pays a bonus rather than a loan to the operator. A bonus is advisable, he said, because it may be difficult to get back if a breach occurs. In either event, he said, payment should be made by check and not cash.

The check, which is correct ev-idence, should be payable to the extinct even if there is a dual step is a partnership, to both partners.

The contract should specify the title of the operator and the de- nomenation, and that in the event of a breach, sale or failure to operate the operator appears on a pro rata basis.

On loans, Godman advised a demand note from the corporation, with a due notice on the due date of the loan, is advisable. Titles of the property are advisable, he added.

He explained that a tenant usually has few assets and that the best class of collecting location is the good one.

Chattel mortgages are best on large loans. Godman said, with even a second mortgage better than nothing. Another law alternative is a confession of judgment, signed by the location owner. If

one partner signs the contract, the word "partner" must follow his name.

Godman warned the operators about the weaknesses of the contract. Initials, in the contract, and the man himself on the site cannot appear. The complete contract is not a legal instrument.

Receipt Needed

If the location owner has a copy contract, the operator by the location owner should be on the back of the original. Otherwise, the operator may claim he did not sign it, a prospect for the problem when he signed the original contract.

The contract must require the operator to use average weekly workflow rather than a single amount on the liquidated damages clause of the contract.

Godman claimed that most courts don't like the liquidated damages clause and that they are more apt to rule favorably on what their interpretation 1321 than on an arbitrary amount.

Liquidated Damages

Liqui- cated damages are commonly deemed by the operator's average weekly workflow, while the contract was in force, multiplied by the number of weeks times the contract had to run, and awarding the total to the operator in the event of termination.

Automatic renewal clauses near at the end of the term of the contract have ruled that in the event of a lease, the lease must give the operator a right to a new tenancy.
THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

PRICES given in the Index are in no way intended to be a complete alphabetical listing of all machines available. The information is based on an estimate of the average price of the machine.
Chi Collections Off 10-30%  
Continued from page 126

the day appears to be home entertain-
ment. Many operators and location
owners alike are finding lack of over-
all entertainment in their area. A large
number of operators are responsible for patronizing places in the neighborhood, and a tight top with the family-at-home.

**Taverns Licenses**

Continuing the trend of reducing,
 tavern licenses are up for renewal.
 Many locations operating on a maxi-
mum 10% capacity, feeling it's time to order a new license to be just too much for them. The wholesale charging of ownership, with the increase in cost, is being affected adversely.

Of the scattered locations that are operating, the same hold-
cafe seem to be in the health-
est condition. As one operator, 
Morse Trower, Admiral Music, puts it, "people still have to eat."
convention here in Miami Beach. Among them were Al Denver, Miltie Green, Max Vosik and S. Haines. Phil's trip here wasn't a very joyful one. While sitting around with several of the ex-New York operators, Phil complimented on being in hell and, when a doctor was called, it was discovered that Phil had suffered a slight heart attack. Phil was taken to the hospital where he can rest for a couple of days.

Jim Robbins, Robbins Music Company, in Okeechobee, in town for a supply of records and a look at some new equipment, reports that he had a very poor year, but now that the crops are coming in, expects a big boost in business. He reports that some of his locations have more than doubled in the past two weeks and expects them to do even better.

Bob Schwartz and Buddy Cohen of 8&8 Vending, report that they have some important news in the next few days but can't say anyway now until everything jells. . . . Broward Music Company has purchased the small junk box route of Bob Thomas, of Bob's Music Company. All of Bob's locations were in Broward County. Bob has not decided on his future plans as yet.

Ted Bush has completely reorganized the inside and outside of the building housing the Bush Vending Company. . . . Those flamingos painted on the walls of the Vending Key Club look almost alive. . . . Ronny Shapier, Broward Music Company route man, was all set to go fishing this past weekend but couldn't get his outboard motor started.

**Milwaukee**

By BENN OLMANN

Deer hunting has caught the interest of local coinmen. Two who have been spending a lot of time polishing their guns in anticipation of bugging a deer are Frank Bartk, North Music, and Carl Staczka, L. R. Distributing Company. . . . Emphasis is mainly on unaided shots on his routes, reports veteran coinman Harry Cider. The switchhitter to music from what was formerly a heavy games business has resulted in sliding his route staff in half in the past year.

Bob Thompson, Capital Records sales manager, notes that operators are still using extreme care in programming.

Dick Kibbe, Capital Records' local sales rep., has just returned from his home-vacation in Miami. . . . With the addition of several 200-play machines, reports Allen Teek, of Banaco Music, she is having a little heavier quantity of EPI's. . . . Glenn Grozdeck, partner in the G. W. Novelty Company, South Milwaukee, was last seen entering St. Francis Hospital last week for surgery.

New route man has been added to the Southern Tavern Company. He is Robert Sommerfield, brother of Harold Sommerfield, the boss. . . . Vending takes have dipped, according to Nick Novakle, County Venders. He claims it is due to drop in employment and sliced working hours his industrial location.

Operators from all over the city continue to make heavy use of the non-stop disk department at Music Mart, says owner Barney Kuhns. Wart shoppers last week included: Mea Coin Machine, Green Bay; John Jezinski, Sheboygan; Elmer Schnitz, Hilbert, and Len, Emil and Fritz, of the George Schroeckendorf Coin Machine Company, Milwaukee.

Ed Dowe, Beaver Dam, secretary of the Wisconsin Phonograph Operators' Association, reports that tentative plans are being set for a meeting of the group some time in December. . . . George Gronklip is the new man in charge of United, Inc.'s Weylstrasse parts department, according to Woody Johansson. He formerly was with the Wadswath Old Company.

**Los Angeles**

By SAM ABBOTT

Dave A. Wallachs, formerly with C. A. Robinson Company here, is now in the novelty business in Phoenix. The name of his firm is South Central Avenue & Crazy Dan's Novelties. . . . William (Bud) Pary, who formerly had the Crescent Music Company and Olympic ShelfBox, visited West Coast last week on his way to Canada to hunt. . . . Jack Dolan, who recently sold his holdings in Arizona, visited along Coast. He said he has plans for the immediate future and is "just looking around."

North Beckman, who had Norby's Record Center in the building with Sierra Distributors, has moved to 5858 West Pico Blvd. . . . Wayne Copeland, co-owner of Sierra Distribution, is still at the old stand winding up details.

MAC Vendors, Inc., has moved into the building. . . . S. L. Griffin of Valley Music in Pomona was a Coin Row visitor early last week. . . . Walter Moran of Barrow is passing out cigars on the occasion of a blessed event in his family.

Lucille and Paul Laymon of Paul A. Laymon, Inc., are back from a trip to Las Vegas. . . . The Eddie Wilkes will soon go to Las Vegas on the occasion of their 50th wedding anniversary. Wilkes is Laymon's general manager. . . . Bob Hathaway and Andy Liles of Turner brought down some versions, which was killed on a recent hunt in Utah. . . . George Warner still keeps in contact with the coin machine industry. . . . Wife of Eugene Wasson, vending service representative for AMI, recently gave birth to a son, Gary.

**Memphis**

By ELTON WHISENHEED

Karl J. Carl, Kaman City, Kan., Wurlitzer vending sales manager, was in Memphis recently. He traveled to Nashville, territory with Jack Canipe Jr., vice-president of General Music, Inc., Wurlitzer distributor for this territory. . . . Drew Canale, Canale National Distributors, Inc., and his wife were seen at a pro-am party at the University Club prior to leaving with the group by bus for Oxford, Miss., recently to see the Ole Miss-LSU game.

Clarence A. Camp, president of Southern Amusement Company and who has numerous enterprises, reports his latest is going well. He recently formed a background music company, Tunes of Yesteryear, Inc., under the name of Betterson, Camp's general manager, reports music and game collections up.

Robert Adams, former local manager for Victor and Decca, is now serving operators who buy the Dot, London, Atlantic, Jubilee and Peter Pan. Dot was formerly distributed in the Midwest by Music Sales Company. Adams' new company is Record Sales Corporation. . . . George Sammonson, president of Sammonson-Hamilton Company, seen duck hunting in Arkansas recently. He got back home in time to make the Mississippi-LSU game at Oxford, Miss.

Food and drink vending is going good these days. Those reporting brisk business include William G. Weeks, vice-president and manager, Memphis Canteen Company; John D. H. Meyer, owner Meyer Sales Company; Charles E. Pugh, manager, Quality Vending Service, and H. L. Todd, manager Commodities, Inc.

Bob Gough, president of Gump's Sales, Inc., reports the sale of amusement games is going better than at any time since the company was formed more than a year ago. He says the bowlers are selling better than anything else right now. . . . Cigarette venders report their business extremely good. Reporting were Ernest Wester, Bell City Cigarette Service, and John Canale, Cherryville, Shelby Cigarette Company.

Operators and distributors who planned to see the Mississippi-Tennessee football game in Memphis Saturday (16) included Edward H. Newell, Ornament Amusement Company; Allen Diem, S & M Sales Company; Jack Emery, Central Amusement Company; Bill Foy, Fantasy Music Company; Joe Coughlin and Johnny Neweurse, Flapper Tunes Record Shop.

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**NOVEMBER 25, 1957**

**THE BILLBOARD**

**MUSIC MACHINES**

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**COINMEN YOU KNOW**

*Continued from page 128*

*PAYS MORE because it plays more... 2 WAYS: ... shorter change-time between selections! ... less servicing!*

**United PHONOGRAPH**

3405 NORTH CALIFORNIA AVE. CHICAGO 18, ILL. CARLE ADDRESS: UNICOM

WRITE FOR DETAILS Model UFA-100
MoA Seeks Delay

Continued from page 128

the mid-December date would not give it time to present a proper case, because of the change in attorneys occasioned by the death of MoA's longtime general counsel, Sidney Levine. Levine has since been replaced by Chauncey Carter, Washington attorney.

Holiday Delay

Miller said that due to the immorality of the Holiday season, it would be difficult to get witnesses to drop in for a Washington hearing at that time.

MoA would like the deadline delayed 30 to 60 days, with a longer period, possibly three days for hearings. Senator O'Mahoney (D., Wyo.) has proposed one day for proponents and one for opponents to get him to toll the performance royalty exemption for joke boxes in the copyright statute, and classifying the coin-operated music as "public performance for profit," even when no admission is charged. (The Billboard, Nov. 18, 1967)

ASCAP

In the event ASCAP and other groups in the phonograph business fail to come to an agreement on the copyright rulings, an ASCAP meeting scheduled for the day the original scheduled day, the MoA president said the group would not be present, and would not ask the ASCAP to hear the MoA side for a month or two.

Speakers for the American Hotel Association here have added their plea in support of MoA's proposal, further exploration of the bill's possible effect on radio music listeners, which a group which could presumably come under the "public performance for profit" classification stated the bill.

New York

Continued from page 126

sticates to the other side as are games. One operator explained that no matter how tight money in general was generally, there has been a few dimes for the joke box. The other voiced no charge.

Equipment Sales

On games, tho, this situation hadn't been true, but this isn't the only reason for declining game sales, and much of the equipment on location has been on top long. Hence, the novelty value, paramount in games, just isn't there.

Operators who have substituted location games report that collections have gone up. After they have leveled off, the increased fares just about compensate the operator for his equipment investment.

Many operators feel that new game ideas from the manufacturer could give the business a much needed shot in the arm. The feeling is, tho, that distributors have a lot to do, in this area, and that no new games are expected before July 1958.

Route Sales

There has been little activity in the box game route market. During the last three months only a few new routes have been sold, and no transactions involving a music route of any size has been heard.

A considerable gap exists between the higher and lower prices. Operators feel that collections are taken down under the lower ad

Ark. Dime Play

Continued from page 136

of today's high cost of operating and competition.

Sammons outlined the conversion in play of the new coin-operated operators in Arkansas from Little Rock to the Louisville border and the success of the local operators. There was no public resistance, he pointed out.

He also outlined the tremendous increase in costs from 1930 to the present time, it was indicated many of the operators were not able to continue in business in dime play.

Dime Drive

Sammons, who travels the Arkansas territory regularly calling on music and game operators, has led the drive against what he called dime play conversion. He has spoken to groups of operators at little Rock, Pine Bluff, Searcy, and other cities and convinced them of the need for change.

Sammons also travels the Mississippi territory and has been a leader among operators there in dime-play conversion. Operators in Mississippi territory have converted and some are still on 5-cent play.

Levin Resigns

Continued from page 136

gave "ill health" as the cause of his decision.

His post is being assumed by Earl Kies, first vice-president and secretary of the committee on current political and economic facts in 1951.

Although Levin was not available for comment on his resignation, it is indicated he would maintain operation of his music route, Catal Music, Inc.

In expressing regret at Levin's decision, the board of the Associated Recording Music Service said, "we look forward to your continued service as president and as vice-president of the association, because of your speed recovery and best wishes.
ELEGANCE
PERSONIFIED

THE WURLITZER 2100

Styled to harmonize with the decor of the finest establishments, the Wurlitzer 2100 contributes its own subtle, colorful touch to any surroundings.

Musically as well as artistically it has no peer.
It has become the favorite with top locations everywhere . . . proof of its unexcelled earning power.

THE WURLITZER COMPANY • NORTH TONAWANDA, N.Y.
ESTABLISHED 1856
HINTERLAND VENDING
Servicing Clue to Dispersed Route

This is the first of a two-part series on the methods and procedures of full-time Denver vending operators.

DENVER — Special servicing techniques have enabled Sam Kap- lane of Pioneer Vending to profitably maintain a one-man route on a service territory that are special thrust the State of Colorado demonstrates that frequent servicing on a dispersed route is prohibited by overload costs, Kaplan devised a special type machine. He used three 10-pound globes on special wheels. Presented here is the experience of a small operator who has a route on a second-class basis, but better than average locations.

By HAL REYES

DETROIT — Globe receipts from bulk vending in supermarkets are about the same as those in a typical large city. The large corner in the Nobody Hill, Hill Vending Service who has conducted a six-month test in three supermarkets in the Detroit area.

Three true despite the fact that traffic in supermarkets in many ways exerts its preference that of small or even larger competitors, the company goes strong. Company, Hill has staked his company's reputation on supermarkets vending as the key to the company's operations.

However, since the commencement of the experiment at 25 to 26 percent that Hill pays the super is the same as that given a standard location, it is worthwhile keeping his machines on location in the three supermarkets he has been testing.

New Leaf Ball Gum: Spuntik

CHICAGO.—A meeting of the Convention Steering Committee of the National Automatic Merchandising Association was scheduled Friday (22) at the Executive Hotel as the first point of interest for NVA's next convention.

The following members of NVA were scheduled to attend the ses- sion on Friday: Leonard Quinn, chairman, and Paul C. McCallum, co-chairman, and W. J. Leach, president.

The new item is a ball gum machine in the form of a fishbowl, that enables the machine to travel right into stores of the National Association, at maximum lawful speeds. Finished in bright yellow and let-

VENDING TEST
Super Bulk Sales Average, Says Op

This is the last in a series of five articles on bulk vending in supermarkets. Other oper- ator discussions all focused supermarket vending profitable. Presented here is the experience of a small operator who has a route on a second-class basis, but better than average locations.

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However, since the commencement of the experiment at 25 to 26 percent that Hill pays the super is the same as that given a standard location, it is worthwhile keeping his machines on location in the three supermarkets he has been testing.
Rise in Nine-Month State Cig Revenues

CHICAGO—State taxation of cigarettes for the nine-month period ending September 30 is running 4.3 per cent higher this year, according to figures released by the State Tobacco Council. (See Tobacco Tax Council, Oct. 1.)

There are 43 States (District of Columbia included) that have a cigarette tax. During the nine-month period, 11.0 billion packages were sold, totaling 1,077,000,000 packages more than last year. In the first nine months of 1937, 1.3 billion packages were taxed, 133,800,000 more than September of last year. The 43 States having a cigarette tax, only two show a decrease of over 1955 in nine-month revenues. The two States are Missouri and Montana with drops of 6 and 10 per cent respectively. Four States show increases in revenue of over 10 per cent over the nine-month period. These States are Arizona, Colorado, North Dakota, and West Virginia.

By far the greatest amount of taxes collected by all the States during the period is $84,425,861 over September, 1935, according to Treasury Department. Small states that border on Missouri, like Iowa and Missouri, are showing a steady increase in taxes from the Missouri revenue.

One Million Dollars Cash as Prizes

PITTSBURGH—The Oak Sales Company here is now in full production on a line of Magic Flipper Pictures, according to M. O. Abraham, Oak president. The full-motion cartons give the illusion of motion when manipulated in the customer's hands.

Abraham said that the pictures were being produced steadily and would be well sold throughout the country. The pictures are being sold by salesmen.
Super Bulk Sales Average

in which the bulk vendors, because of their smallness, couldn't be prominent in any way.

VICTOR

New York

Bob Lattman has sold a game route to Irving Kaye... George Holman, local game operator and former president of the Associated Automatic Machine Operators of New York, is in the East Tennessee College Hospital, Brooklyn. He is recovering from a serious automobile accident and would appreciate mail and visitors.

Satellite Ring

NEW YORK—Paul A. Price, local charitable gift sales supervisor, sold the outer space fraternity with the introduction of a satellite ring. The warm-up-plate charm has a time-lapse effect on the stone, giving it the appearance of standard. The firm is in full production on the ring.

Ball and VENDING

GUMS

LOW FACTORY PRICES

BUBBLE + CHICLE CHROMOPHILL and TAB

$25 DOWN
Balance $10 Monthly
ALL WEATHER SCALE
COMPLETE CABINET AND BASE, CAST IRON PIVOT, CAN BE ENAMELED, FOR OUTSIDE LOCATIONS.
WRITE FOR PRICES.
Invented and Made Only by
WATLING Manufacturing Company
6612 W. Fullerton Ave., Chicago 33, Ill.
Est. 1893—Telephone: Columbus 1-2712
Cable Address: WATLINGO, Chicago

CIGARETTE RINGS
WITH AMAZING
STARKSTONES
FREE ADVERTISING LABELS
of your distributor or...

Guggenheim

33 UNION SQUARE
N.Y.C., N.Y.-A. 5-8439

FACTORY RECONDITIONED
and GUARANTEED by MILLS AUTOMATIC MERCHANDISE CO.
Don't be misled. Mail right in, or phoned, or returnable surface mail.
CO-VENDERS WELCOME.

MILLS

tab GUM VENDOR

We carry a complete stock for all agencies and classes of retail business.

Only $10.00 in advance payment.

Mills Automatie Merchandise Co.
6612 W. Fullerton Ave., Chicago 33, Ill.

Order Today—Prompt Deliveries.

J. Schoenbach

6847 Bedford Ave., Brooklyn 25, N. Y. President 3-2900
A. M. Johnson Named
Automatic Canteen Prez

CHICAGO—A. M. Johnson was elected new president of Automatic Canteen Company November 32 to succeed the late Elmer F. Halke. The position of vice-chairman which he has held since 1933 will be retained by him.
Johnson was graduated from the University of Chicago in 1929, and afterwards worked in various capacities in a number of brokerage houses. He was made an officer of the newly formed City National Bank and Trust Company of Chicago in 1932, becoming vice-president and director in 1945. A twenty-year association with City National terminated when he became vice-chairman of Automatic Canteen in 1945.

Johnson is widely known as the owner of the Kansas City Athletics. In 1961 he moved the team west from Philadelphia, becoming the second ball club owner to move a team from the East.

Widespread in his business activities, Johnson serves as director or chairman of various firms, among them Henry Holt and Company.

Now Different Terrific Magic Pictures in Frames

For Dealers at Reduced Prices $10.50 in

Super Mart Vendorama

NOW FEATURES
10c and 25c Capsule Vending

Graff Vending Supply Company

1827 W. Davis Street
Dallas, TX
Phones: Whtligh 8-7177 (18)

With the Deallers

The Penny King Company

2030 Street Court
Fort Worth, TX

World's Largest Manufacturer of Streetside Coin Vending Machines

National Sales Headquarters for Atlas Master Machines

Zambi Beauty Diamond Ring

Probably the hardest looking ring a child has ever owned! Terrific attention. Giant center stone, with side stones in beautiful assorted settings. Gold and Silver Noson Plated.

Sure-lock, the perfect emblem
Outstanding Items: Seed $2.50 and Coin $5.00 each.

Harrison's

The Penny King Company

2030 Huron Street, Pittsburgh, Pa.

World's Largest Manufacturer of Street Side Coin Vending Machines

National Sales Headquarters for Atlas Master Machines

Vending Machines

Periodic Reports

For Dealers at Reduced Prices $10.50 in

 penn Michigan

Cigarette and Candy Machines

Insist on....

Balls Nevada

The T.O. Thomas Co.

1973 Jefferson Paducah, Kentucky

Auntie's

Now! 9 COLORS

9/8" SOLD Ball

Gum

Crane's

Ball Gum

Cigarettes and Candy Machines

Fully reconditioned complete with base, ready for location. Machines are available for all coin sizes. Free literature on request.

216-170 to 140 Ball Gum

Cigarettes and Candy Machines

Perforated in Ball Gum and 5¢ Capsule machines, and 2¢ Capsule machines.

Oak Sales Company

1940 W. 13th St.

Refrigerated Freezer Machines

SOMETHING NEW

Vending Machine Exchange

689A spring Garden St.
Philadelphia 23, Pa. - U. 827-8361

Have Your Own COPPER MINE!!

In Every Restaurant Location You Go Into
The SWAMI and MADAM X & Fortune-Telling Mandle Woman Have the Charm of Charitable Associations. You Are Free to Sell with As Much Profit as You Like, for They Are Complete, and No Neglect Given! You Get a Distributor in the World, So Why Not Make Money with a Vending Machine and Charm?

The Penny King Company

2030 Huron Street, Pittsburgh, Pa.

World's Largest Manufacturer of Street Sidc Coin Vending Machines

National Sales Headquarters for Atlas Master Machines

Save

35¢

Mail Samples on Request

P. O. BOX 2464
North Sacramento, Calif.
Detroit Okays Ball Bowlers: Industry Rushes Equipment

City Takes Fresh Look at Alleys, Finds New, Smoother Surfaces to Its Liking

Detroit — Manufacturers turned their eyes toward Detroit last week while distributors and operators rushed to get their orders in. Approvals were given to two newly-built gardens up to press deadline. Ball Bowls and Chicago Coin's TV Bowling League with an up-coming United model, Royal Bowling, expected to get a similar last okay. United's model will be a special to Detroit. With all shipments directed there. It is expected to be in other parts of the country at a later date. Formal approval of the new bowlers came from Nathaniel H. Gottlieb, assistant corporation counsel assigned to the police department, and from Charles V. Tinkham, head of the licensing bureau for the police department. Six or seven different types of bowling machines are shipped by Chicago Coin. But only the two models mentioned were shipped. It is felt that there is no "problem of illegality" in their operation, that they are like red bowling on a small scale.

Kitt Expands Empire, Opens Detroit Sales

City's Approval of New Ball Bowlers Speeds Decision by Firm to Make Mich. Move

CHICAGO.—As a major part of a sweeping expansion move, Mr. C. L. Kitt, owner and president of Empire Coin Exchange here, opened offices and showrooms in Detroit at 14344 Fenkell.

The licensing of bowling games in Detroit prompted the move, which had been contemplated for some time (see separate story). The Detroit office will provide service and sales for the Motor City and combine with Empire Chicago headquarters to provide more service and sales contacts to the whole of Michigan.

Joe Robbins is sales manager of the new office. He is the sales representative in Michigan and Northern Indiana. Bunn currently is stationed at the Detroit office and will provide additional service to the staff there which will be made in the near future.

Handle Games, Music

Empire is distributor for United, Western, Chicago Coin, Chicago, and others. With the acquisition of the United plan, one lot for most businesses at Empires has increased, and a stock of new and used phonographs has been made available.

The addition of the Detroit office is accomplished by expansion of Empire's Chicago headquarters (see separate story in this section).

This city expansion, Kitt said, expressed confidence in the future of the industry as a whole, as well as in its own organization.

Ohio High Court Hears Pin Case

COLUMBUS — The Ohio Supreme Court heard arguments last week in a suit seeking to void a series of anti-pinball ordinances in Columbus. At press time, no indication was given whether a ruling would be handed down.

No Free Play

For the pinball operators contended the city lacked authority to ban users devices used only for amusement. As the mayor in question lack the free use of such devices is not conducive to gambling.

The local ordinance were "arbitrary and unreasonable," and that as city stands, the city could be given to virtually any amusement activity.

Counsel for the city argued that the ordinances fell within the city's jurisdiction.

(Continued on page 143)

Bally Prepares Strike-Bowler, New Type Alley

CHICAGO — Strike-Bowler, a new high-powered built without switches, distributors on the alley, was shipped to distributors by Bally Manufacturing Corp., last week.

The game permits player to deliver a four-inch ball down a narrow alley to a three-inch chute and score by actually hitting the pins, rather than kicking them. Scoring is both official bowling standards and scores for 1 to 6 players are also maintained.

All mechanical "toy gimmicks" such as auto-pin bowls, switches, indicators and automatic 7-10 pick-ups are eliminated. Ball bowlers are automatically on the "bary.

Glenco, Illinois, and will be remembered by the industry for many years to come.

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(Continued on page 143)

15 Cion Firms Set to Show At NAAPPB

CHICAGO.—The convention of the league held in Chicago, director of the Boys & Beaches at the Sheraton Hotel here Sunday (1) with 15 pin machines on display, is expected to be a record in attendance and exhibits.

While the show is largely devoted to indoor amusement business, the coin machine industry is an important part of this trade which is annually well represented.

Cine-automats are slated to show their latest equipment, which is sure to include an array of new ball bowlers, pin games and amusement devices.

(Continued on page 114)

Colorado Ops Shy From $250 Stamp Purchases

This is the sixth in a series on the effects of the U. S. Congress decision to make gambling subject to gambling, and the provision of the law which subject to gambling, and the provision of the law which establishes certain restrictions on gambling. This is specifically due to the fact that Colorado law prohibits operation of any sort of gambling device or pin game which results in the players being commercially (as in cash or check) to the players.

Additional taxes have been levied by the state of Colorado on the operators of pin games, which are not subject to the state's laws regulating such games.
Twins Cities

By MAURICE BERNSTEIN

Ending 17 years of affiliation with The Billboard as its Twin Cities correspondent, Jack We- berg is about to pack up his type- writer and head west. He'll take up residence in Los Angeles where he and his wife can be near their two married daughters and grandchildren. This will be the termination of a 30-year newspaper career for Wegberg, who will be holding positions of public relations and promotion on the Coast.

A lifelong resident of Min- nesota, he had a 33-year career in the newspaper business shortly after his high school graduation, reporting for the Minneapolis Star. For the past 33 years he has been a staff writer for the Star, and Minnesota Press and Pioneer Forum, with political history.

Best Davidson, regional sales manager for Wegberg, came here from Chicago recently to bid Sally Rose of the Sandrel Distributing Company on a selling trip with him thru Minnesota and Wisconsin. We- burg, along with Dave Kin, will be leaving the area shortly to enter the coin business in Miami... Lou Weberg, Jr., of the Minnesota Music Company, recently made a two-week trip to Chicago, where he called on operators... Ted Lue, of Lue Sales, was out of the hospital after a two-week stay.

BOSTON

By CAMERON DEWAR

Bob Jones, general manager at Redd Distributors, reports that almost half of the staff is out with the flu. In the hospital for an operation is Paul Mead, service manager. Despite this, Bob says management is coping surprisingly well. Dave Baker, president of the Music Operators of Massachussetts, dined at a smart restaurant in New York before running a second annual banquet, the second under Dave's guidance. One of the highest incomes was Mrs. Baker, who was right behind Dave all the way.

BINGOS

MANHATTAN

$40.00

MIDTOWN

$20.00

DOWNTOWN

$12.50

SOUTH BEAUTY

$15.00

REX'S

$10.00

CARAVAN

$10.00

ICE PALACE

$10.00

CABINET

$10.00

GATTING

$10.00

MINT

$10.00

FIVE BALLS

NIGHTY

$10.00

LEISURE WAGON

$10.00

SKY WAY

$10.00

STAR POOL

$7.50

ARABIAN KNIGHTS

$7.50

BABY BOWLING

$7.50

RAY'S WAREHOUSE

$7.50

LAZY DAIS

$7.50

SUNRISE

$7.50

MAD SYNTHETIC

$7.50

STAGE COACH

$7.50

ARCADIA

SEEBURG COIN GUN

$5.00

COIN CASHIER

$25.00

UNITED & BALLY

14 FT. BOWLERS

$495.00

 saved

COLOR-FLEX Finish

Built to a high standard of quality, the Special is a throwback to the good old days. The Special is a true classic...

See Your Distributor or Write Bill Weberg

FISCHER SALES & MFG. CO.

135 S. Clinton

Chicago 4, Ill.

Writ

COINMEN YOU KNOW

Their music routes after spending most of their waking hours on rounds up various segments of the banquet... Arnold Berg, who is handling more of his locations there that they can more make money by going to a dance.

Looking spry again at the ban-quet was Al Drolens, of Hyannis, after a session in the hospital. Prevented from attending but sending his greetings was Lewis Mar- plin, general manager of The Automatic Sales Corporation. At- tempting the daunting task of Stephen McKenney was Mr. Mar- plin Carnell, in a most spry manner. Marshall and Bob Rone were also seen clicking on the display of the Black Watch regiment, recently in town.

Memphis


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Memphis


W. B.

A SERVICE TO THE OPERATORS FOR OPENING & CLOSING hours

CLOSE OUTS

EXHIBIT TV BOXES (New)...

$147.00

EYEBALL POOL DIN (Used)...

$70.00

GENE MILL BALL (New)...

$70.00

GENE GAY DROCKETT (New)...

$35.00

BOWLING BALL (New)...

$125.00

EYES OF HOLLISHMORE BOWLS...

$125.00

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$125.00

W. B. Distributors, Inc.

1012 Market St. St. Louis, Mo.
Williams Signs Lewis to Exec Sales Force

CHICAGO — Williams Manufacturing Company first quarter report of sales for the year ended October 31, 1941, is $902,481.91, the highest quarterly figure achieved by any coin-operated amusement company in the United States. This figure is $211,125.26 above the second quarter high of 1940 and $206,979.99 above the third quarter high of 1941. The increase in volume over the second quarter high of 1940 is $41,365.25.

The high quarter total was achieved by the company's Domesticèle, Super-Matic, Palmy, Colored Crane, and Crane Colored Crane machines. The Domesticèle line of machines was the most popular, with total sales of $500,384.45. The Super-Matic line of machines had total sales of $151,872.71, followed by the Palmy line with total sales of $136,551.23. The Colored Crane line had total sales of $61,991.85, and the Crane Colored Crane line had total sales of $57,773.58.

The company's Domesticèle line of machines accounted for 58.8% of the company's total sales, the Super-Matic line accounted for 16.8%, the Palmy line accounted for 15.1%, and the Colored Crane line accounted for 7.9%. The Crane Colored Crane line accounted for 6.4% of the company's total sales.

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The company's Domesticèle line of machines accounted for 58.8% of the company's total sales, the Super-Matic line accounted for 16.8%, the Palmy line accounted for 15.1%, and the Colored Crane line accounted for 7.9%. The Crane Colored Crane line accounted for 6.4% of the company's total sales.
Detroit Okays Ball Bowlers

In electrical contacts, the officials, these games also typically gave extra points.

The two reasons which influence the decision to approve the new games presented were:

1. No extra or "bonus" points are given.
2. The ball actually comes in contact with pins, knocking them over.

It was felt that for these reasons, the newer games were amusement types that could be passed without the usual objections of "chance" being involved.

According to Caldwell, other types of machines which similarly pass the test of legality will be welcomed for inspection by the police department.

A number of machines here were actually placed on location previously with the hope that they would be approved, while the final okays were being processed. Owners of these approved units were notified by the police department to take them off location.

Within the industry here, reports have been circulated in the past few days. "Bowlers are going tops," said Art Roberst, manager of Mills-Newsvang Distributing Company, where operators have been swarming into the office and display room to get the new units out on location as soon as possible.

Ray Egan, sales manager, called Brilliant Music Company, released the new "Big"-hitter games, stated, "since shuffleboards,"—significant by the fact that shuffleboards have been good here for a decade that Detroit was considered shuffleboard center of the nation. This adverse effect will be felt on amusement establishments here. These new bowling games will kill shuffleboard and rollaway games, which now are "the new bowlers." "Every place that has them is a hit," said Mr. Egan. "They are only 99 days." Taylor estimated that there are at least 500 units already out on location. "They are going out as fast as they can. How many can be delivered in a day?"

There is considerable moving involved in the new installations, and a constant flow of changes is necessary to remove and care of some other type of unit to make the most of the arrangements of the location itself.

The original approval was kept a bit quiet, it appeared, as manufacturers released their plans to get the new units into the newly-opened territory. The announcement, however, was Arthur P. Saue, dean of the amusement industry, here, and head of A. P. Saue & Son. "Manufacturers are shooting them in, and the games are set like hitlakes. Everybody is working day and night and we have the stuff filled.

Saue estimated the number of new bowling games in the city at from 500 to 1,000, after a few days' distribution.

Waltz, Pecans

California and Oregon production of walnuts is estimated by Agriculture Department at 69,000 tons, 4 per cent less than last year and 3 per cent below average. Nuts' peak crop is estimated at 131,590,000 pounds, 30 per cent less than last year and 12 per cent below average.

Tuff King

6500

CITATION

SUPER PENNANT

SUPER HOME RUN

WILLIAMS STAR

Boyle Amusement Co.

$225.00

$100.00

$80.00

$50.00

3755 NW Third Street

Chicago, Ill.

$125.00

$100.00

$80.00

$50.00

Engines. 3-4641

Cincinnati, Ohio

$150.00

$100.00

$80.00

$50.00

Boyle Amusement Co.

5735 NW Third Street

Chicago, Ill.

$225.00

$100.00

$80.00

$50.00

Boyle Amusement Co.

5735 NW Third Street

Chicago, Ill.

$225.00

$100.00

$80.00

$50.00

Boyle Amusement Co.

5735 NW Third Street

Chicago, Ill.
M. Morosnick
Veteran Canadian Coinman, Dies at 55

WINNIPEG — Maurice Moros-
nick, operator and game and game
operator and distributor in Manito-
ba, died October 28 of a heart
attack which occurred in the office
of the company. He was 55 years
old. His death followed an illness
of three days, prior to which he
had enjoyed excellent health and
was active in his various business
enterprises.

Morosnick was one of the
founding directors of the National
Coin Machine Distributors
Association and Canadian Coin
Manufacturers Association.

His civic enterprises included
the Winnipeg Chamber of Commerce
and the Valley Road branch of the
Canadian Legion.

He is survived by his wife, Mar-
ta, and two sisters, Mrs. J. Brokowkyl
and Mrs. E. Schoeberl.

Empire Buys
Continued from page 338

not before starting his own busi-
ext

Jill Kitt, Empire president and
owner, also announced the addi-
tion of Ray Nelson as sales
representative for the firm. Ray
will work in the office salesmen
and may do some traveling in the
future.

Henderson was raised and edu-
cated in this area and served six
years in the United States Count-
ary. Following his honorable dis-
charge he became associated in
warehouse and carpet business.

Kitt feels that Munny and Hen-
derson will be valuable assets to
the firm.

Empire's shop facilities have
greatly increased by means of an
additional personnel and the pur-
chase of the adjoining building at
1016-1018 Milwaukee Avenue. Parts
department and service
departments have been doubled in
size to meet these changes.

The additions to the Chicago
area are part of a sweeping ex-
dition of the firm, which simulta-
aneously established offices and
showrooms in Detroit. (See sep-
parate story, this section.)

ALL YOU CAN MAKE VAST
COLLECTIONS FOR
ONLY $25!!

Now Delivering! Be First with First!

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Cigarette Manufacture
Cigarettes manufactured in September of this year totaled 37', 772,016,871, an increase of more than 13 per cent over September, 1926, according to Treasury Department. For the first nine months of this year, cigarette production is set at 336,397,004,877, an increase of 5.88 per cent over the comparable period a year ago.

**Your FASTEST TRACK to RICHER PROFITS...**

**Williams STEEPLE-CHASE**

Certified  Location Tests Insure HIGH EARNINGS and Steady Repeat Play!

- All Williams S-Ball Games Equipped with National Slug Rejectors

**USED EQUIPMENT**

**UNITED and CHI COIN 14 FT. BOWLERS**

$495.00

**USED PINS**

**WILLIAMS**

Pincushion: $225.00

Rave the Clock: $150.00

Hographs: $125.00

**GOTTLIEB**

Magnetic: $495.00

Sketch Board: $195.00

Hairpin Slings: $145.00

SouthernRails: $145.00

CQypt Gears: $145.00

Hysto-Cone: $125.00

Hogie Boys: $125.00

Quintet: $125.00

Four Star: $125.00

Crossroads: $125.00

**GUN**

State Fair: $245.00

Escape: $235.00

Treasure Cove: $225.00

Card Collector: $225.00

Gives Con: $215.00

Rally Start-Stop: $205.00

500 Steepling Gallery: $205.00

Ready Gallery: $205.00

**UNIVERSITY**

Machine Exchange

1350 W. HALL ST., CHICAGO 24, I.L.

**SUPER SPECIALS**

United 11' Bowling Alley: $515.00

United 14' Bowling Alley: $250.00

Genco 2 Pl. Skill Ball: $195.00

Genco 6 Pl. Skill Ball: $199.50

Wms. 6 Pl. Ball-A-Ball: $199.50

Chicfin 6 Pl. Ski-Bowf: $199.50

**NOW DELIVERING...**

- United's JUMBO Bowling Alley
- Williams Jigsaw
- United's 6 Star Ray S.A.
- Williams 6 Pocket Pools
- BallyCoin

**ARCHIVE**

Hi-Fi Roto Bally: $300.00

Silver Deluxe: $315.00

Hi-Fi Roto Deluxe: $275.00

Round the World: $250.00

GPhotomatic: $300.00

**5 BALLS**

Parker Ave: $5.00

Mrs. N. R. B.: $5.00

Maritza Queen: $5.00

Jim Beam Queen: $5.00

**GOTTIEB'S 4 Player**

Gottlieb's 4 Player

**FAISTAFF**

**Featuring "ADVANCING VALUE" ROTO-TARGETS**

Competitive play and outstanding player appeal make Faistaff a natural profit-builder... proven by world-wide location tests.

Exclusive new "Advancing-Value" Roto-Targets have attained phenomenal player acceptance. Competitive hits multiply Roto-Target values by 10 and 100 for higher scoring playfield action. This sensational new feature is more fun for all and presents an even greater challenge to the skill and timing of every player.

Faistaff has many other outstanding features that include: Two-way "Melodramma" that add to upper playfield action; 5 holes that score 100 times target values when hit; "Two-Way" Double Match Feature for more Specials; super-powered flippers that fire ball up field at targets; cylindric kickers; twin chutes and an all steel door and door frames.

See your distributor today!
**NOW DELIVERING**

* Bally A.B.C. Champion Bowling Lanes
* Bally Sun Valley, Circus, Central, Bike, The Champion, Model 1 and Tomorrow Trolley
* Rock-Ola Phones—50-120-200 Selection

Write or call for prices

---

**GENCO MANUFACTURING**

**HOUSE MEMO**

**TO:** Avron Ginsburg  
**FROM:** Steve Korked, Chief Engineer  
**SUBJECT:** Project "SHOWBOAT"  

Here are some of the advanced electrical and mechanical elements of our new 5-Ball novelty game "SHOWBOAT":

1. Increased circuit voltages for trouble-free operation.
2. New "easy adjusting" relays.
3. Klaxon retuning fuses...eliminates much service.
4. National Slug rejector as standard equipment.
5. All metal door and frame which will accept combination of these without necessitating any door change.
6. Newly designed "feather-touch" ball lift and ball shooter.
7. Newly designed guaranteed non-jam bumper buckets with novel power.
8. Newly engineered flippers and stretch rubber bumpers.
9. New direct view "balls played window" and 1-piece all metal bottom playfield housing.
10. New lock corner cabinet constructions—today's stronger than any other on the market.
11. All metal, triple coat baked enamel legs.

---

**MR. OPERATOR...**

Thanks for your reception of "MOTORAMA"

**ADULT SKILL CAR GAME!**

We are still in production to meet the big demand!
Amazing new **Bally** is **REAL** bowling alley...

NO SWITCH-ACTUATORS ON ALLEY

- Strikes
- Spares
- Blows scored by hitting pins with ball...exactly like real bowling

Equipped with new Pound-Proof Coin-Switch

Now available with new extra-profit coin-chutes

- 2 games 25¢
- 1 game 15¢

Player not forced to buy 2 games, but gets bargain when he does

Also available with some A-game chute

1 to 6 can play

**NOW AT YOUR Bally DISTRIBUTOR**
NO SWITCLES!!

Strike-Bowler

sensational money-maker

Now at last coin-operated bowling gives players all the thrills and satisfaction of real bowling. STRIKE-BOWLER players "chalk-up" strikes, spares and blows—not by rolling balls across mechanical switch-actuators—but by actually hitting pins with skill identical to the technique of real bowling. Smooth-alley bowling realism attracts new players, opens new locations, injects new life into present locations, boosts bowling profits to new highs. "Practice makes perfect" appeal of true-to-form skill-shooting insures continuous repeat-play...increased group-play...long life on location. Get in on the ground floor of the 1958 real bowling boom. Get Bally STRIKE-BOWLER from your distributor today.

BALLY MANUFACTURING COMPANY • 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

OFFICIAL BOWLING RULES

4-INCH BALLS

QUIET RUBBER BALLS

(HARD BALLS AVAILABLE IF DESIRED)

GIANT PINS

11 ft., 14 ft., 18 ft. long

SECTIONAL CONSTRUCTION

FAST AUTOMATIC PIN-SETTER, BALL-RETURN AND ROTARY TOTALIZERS

All the convenience of automatic bowling is built into Bally STRIKE-BOWLER—without the "mechanical toy" features of switch-actuators on surface of alley, strike-lane indicators, "make-believe" 7-10 pick-up and "easy" and "hard" strike adjustments. Scoring is entirely dependent on player's skill in delivery of ball to enter pin set-up at proper point—exactly as in real bowling.

WITH ABC SUPER DE LUXE BOWLER • SUN VALLEY • CARNIVAL • BALLYRIDES
chicago coin INTRODUCES THE "Big Change" IN BOWLING GAMES

NO CONTACTS ANYWHERE ON PLAYFIELD!

No More Wire Formed Playfield Contacts!

Now REAL PIN ACTION
With 100% Bowling Ball Impact!!
No Contacts Under Pins!!

chicago coin's TV Bowling League

The QUIETEST Bowler Ever Manufactured

- Entire Ball Return Runway is Rubber lined! This feature eliminates noise of ball return!
- Playfield is Sound-proofed with a Cork backing! This eliminates noise of ball rolling toward pins.
- Back Stop is Sound-proofed with Cork! This eliminates ball noise in back of game.

NEW PROFIT MAKING FEATURE!
2 Games for 25c
Also available as One Game for 25c
Easily convertible to regular 10c play!

chicago coin machine
1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

GIANT BALLS
4½ in. DIAMETER 2½ POUNDS

GIANT PINS
REALISTIC SIZE Larger Than Ever Before!
Proven by Years of Engineering and on Location Tests!

A REAL WINNER!!

chicago coin's Commando MACHINE GUN

FEATURES NEVER BEFORE BUILT INTO ANY GUN!!

- Self Contained . . . Electrically Operated . . . No Troublesome Exterior Compressors or Air Hoses!
- Hopper in Gun Holds 8,000 Rounds of Steel Balls! Poured in thru Top of Gun!
- Adjustable to Shoot From 130 to 525 Shots Per 5c – 10c – 25c Coin!
- No Cartridge Loading! All Automatic!
- Shoots in 3 Shot Bursts At Less Than 1/2 Second per Burst! (150 Shots for 10c takes about 1 Minute).
- Takes Only Seconds to Reach and Service Any Part of the Mechanism!
- New Velocity Control Adjustment to Fit Every Depth Location! Shoots 50 to 75 ft. Per Second!
- National Coin Chute is Part of the Gun – Available in 5c – 10c – 25c Play! Each Coin Registers on a Meter.
- Noise Maker gives realistic machine gun sound effects!
- New type gun sight for greater accuracy and ease in sighting!
- Authentic push button trigger handle gives the feel of a real machine gun.

Be sure to see our exciting, colorful, companion Target Unit – A natural to go with your Commando Machine Gun set up!

A Natural For ALL AMUSEMENT PARKS! Fairs! Car-

nivals! Arcades! Kidde- parks! For every type Location to attract

crowds!

Chicago coin's Commando Machine Gun

At The Outdoor NAAP Show, Sherman Hotel, Chi-
cago – December 1st thru the 4th.

Booth Nos.

117 - 118 - 119 - 120 - 121

For The Thrill of Your Life Test Shoot Chicago coin's Commando Machine Gun

1725 W. DIVERSEY BLVD. CHICAGO 14, ILLINOIS
REAL BOWLING!
NO SWITCHES!
SEE
ADVERTISEMENT
ON PAGES 146 and 147
There's an easier way to make dough

4 JUMBO SIZES
13 FT. LONG
16 FT. LONG
Expandable with 4-ft. Sections to
17 FT. LONG
20 FT. LONG

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

BUILD PROFITS FAST

See Your UNITED DISTRIBUTOR Today!
WHY ALBUM RECORDS AND DUAL PRICING

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ARE THE ANSWER TO

PROFITABLE PROGRAMMING

Most of the fine music the public wants to hear—standards, show tunes, jazz and classics—is available principally on E.P. album records. This type of music is as essential to profitable programming as hit tunes singles.

Dual pricing permits taking profitable advantage of album records (2 tunes per side) because the operator is compensated for the additional playing time required.