Rodeo Big Draw at Fairs' Box Offices

Estimate Cowhand Contest Audiences Over 3 Million for 1957 Season

CHICAGO—Rodeo, the spectator sport that stems from a Western tradition of killing off steer after the cattle round-up, has become an important money-making facet in the show biz industry, and not only in this cowtown country that produced the sport.

This year at least 130 fairs in 25 states—mainly in the Central Western area—will feature rodeo shows as one of their scheduled grandstand attractions. There were more, that may operate under approval of the Rodeo Cowboys' Association.

Total attendance in the 130 grandstands was estimated to be over 100,000. More than 100,000, it was said, is a solid average for such shows. In fact, the events are growing in popularity and are gaining in numbers of events entered and in attendance at the fairs themselves.

The year 1957 will see a record number of events, and attendance figures will be higher.

Rodeo business is increasing because of the growing public interest in Western sports. The rodeo has become an important facet of the show industry, and is now one of the major attractions of Western fairs.

The rodeo at the 1957 New Mexico State Fair, which featured the participation of 100,000 spectators, pulled a record-setting 100,000 to the event held in the sparkling new fairgrounds coliseum. The fair has included a rodeo on its program for the last 17 years.

Not all of the recent successes have come in the cowboy West. Locking around for a new grandstand attraction to inaugurate its new stadium, the management of the Maryland State Fair has come up with an idea that it hopes will catch on:

The idea is to feature a rodeo every night for the next three weeks.

Some rodeos are more popular than others, but all of them have something in common: they are a part of the Western way of life that has been preserved in the rodeo.

Kettle's points out that rodeo events are the main attraction at the fairgrounds. They can be seen regularly on TV if they are held in a television studio.

The point is made that a rodeo is a contest as different each year as are the football games or the annuals in which the event takes place. But it is the contest that holds the attention of the spectators.

Kettle has made a move to take over the management of the Rodeo Cowboys' Association, which has featured a rodeo for 11 years.

Trend Toward Eastern Rodeos

CHICAGO—Rodeo business is taking a further step beyond that of the traditional rodeo, and is expanding into new territories.

The rodeo is gaining in popularity in the Eastern states, and is now being featured at the county fairs in those areas.

Several rodeos are being held in the Eastern states, and the trend is expected to continue.

Rodeo producers point to events that have proved successful, both business-wise and with the audience, inside the new coliseum that is now under construction.

The Madison Square Garden and International Amphitheater are events long-time indoor rodeos, but are gaining more exposure.

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NEWS OF THE WEEK

Several Problems on TV Shows

Countrft Thompson Agency—

Majerly F. Walter Thompson Agency is reportedly having its TV troubles on several fronts, despite problems in the past with the cancellations. The JTV shows are having rating problems, and clients are said to be unhappy over program changes.

'Destination Moon' Launched by United Artists; Others Due

United Artists is firing off "Destination Moon," its first science-fiction feature in its first guided missile in the field of packaged network color specials, and has a leading film from the show for a Christmas Day slotting.

Clifford Toskey To Rebuild Those Tune Copyrights in Own Names

The long-standing dispute on the part of many songwriters to retain copyrights in their own names will "quite possibly" be up for discussion when the Songwriters Protective Association and the Broadcast Networks Protective Association meet early next month, according to Abel Bie, Council member and former president of SPA.

TV Comics Kid The Chillers

NEW YORK—Network television is already making fun of the expected horror trend, with comics switching from adult Westerns to children's fare.

New comics, like "The Chillers," have been featured on TV shows, giving the network a chance to make fun of the trend.

The Chillers, a group of, boys and girls, are being featured on "The Andy Williams Show," a popular program that is being shown on network television.

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NEW YORK — Sponsor pickings in network TV at this time are at their most toothache as the season advances toward the mid-point, and the expected January sales pick-up so far materializing. As an indication of what can be had in the reported CBS chag of "I Love Lucy" reruns which can be bought at virtual half price for an estimated $17,500, according to trade reports.

"Larry," Wednesday 7:30-8 p.m. shot, has made a surprisingly strong rating against another two top staples — "Disneyland" and "Wogan Tug." Similarly, it is reported that interested clients can buy "Tremeille Hunt" which goes into the Tuesday, 7-8 p.m. 8 period on NBC-TV for the price of $2,000.

The Friday 8:30-9 p.m. shot, is also available to a client who wishes to buy a "Disneyland" full shot for that period. "Law & Crime," which ends in January, at R. J. Reynolds is acceptable as co-sponsor.

**WB Burns TV Sales Manager**

HOLLYWOOD — Warner Bros. is seeking a sales manager for its extensive network TV operation. The job involves selling to all stations in the country, and, it's understood, has already been interviewed for the position both in New York and in the West Coast.

Low post fits with the studio's plan to launch out further into the television field. The studio two years the company has limited itself to production for ABC-TV. Current exposure over TV is indicated by firm's latest financial statement which shows a $2,060,000 profit for the year, reasonably a good part of this increment was due to television.

**Carter Buys NBC News Strip, Two CBS Grid Games**

NEW YORK — Carter Products has acquired the alternate Turtles of the Hustler-Brinkley 'NBC News' strip, 6-57 p.m., starting this week through March. The series, seen at 7:25 p.m. on some of its 12 stations, was sold by Resnick and American Home Products.

Carter has also bought, for Rite, one-quarter each of the Orange Bowl and Carter Bowl football games on CBS-TV, January 1 and December 26.

**Pressing Problems Face AB-PT Board**

NEW YORK — Frank discussion and recommendations on pressing problems facing American Broadcasting-Paramount Theatres will occupy the board of directors meeting here today (9). One board member, who has been involved in the negotiations with the network over the uses ABC-TV has put to its large programming budget, which includes the former host-office receipts and the heavy financial investment that year by the radio subsidiary, American Broadcasting Co., feels that the board is faced with more problems than ever before.

"All hands deny that any individual would be selected out as program producer," he said, "but not in revolt, indicated Mr. Tarnoff. "The use of radio voice talent in film work is the key."

"The success of the ABC network has encouraged us to pursue this current for our station."

**TELEVISION PROGRAMMING**

**CAUTION**

**Choice Program Pickings At Nets, But Who's Buying?**

NEW YORK — Sponsor pickings in network TV at this time are at their most toothache as the season advances toward the mid-point, and the expected January sales pick-up so far materializing. As an indication of what can be had in the reported CBS chag of "I Love Lucy" reruns which can be bought at virtual half price for an estimated $17,500, according to trade reports.

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**AUBREY SAYS**

**New Shows to Bow, Switch to Pick**

NEW YORK — Advertisers who have been looking the season and switching them to film is successful in an attempt to avoid playing it cautious, according to Jim Aubrey Jr. programming manager for ABC-TV. Sport events and Oklahomans clubs seem to be reflecting their thinking on record画 years, with 13 weeks five to be the test market.

The January-August months will see an increase in live production. Aubrey predicts, because of activity of necessity for the year, the audience possibly by the live shows. This will also allow sponsors to invest their money in a new compatible switch to film in October.

Aubrey uses a heavy return of five live shows, and comedy,va yaz, at ABC and elsewhere. "Everybody, but an adventure series with strong outdoor settings can be done more cheaply and just as effectively," says the exec. This doesn't include the ABC schedule of foreign films, such as Orient Wells series, which must be on film so that residual values can be realized to compensate for the show's costs.

**The Human Comedy**

What the exec calls the "Human Comedy," could be the exec's choice to make viewers feel good, will be served up this year, 1957, with the decline of the situation comedy aiming for more lighthearted." The success of Real McCoy's has encouraged us to pursue this current for our station."

"A board is no good if it doesn't hand out all the cars according to the occasion warrant," says Ed ward J. Noble.

"Our troubles are partly a reflection of the condition of the world," states Mr. Noble. "The time to buy a Paramount, the Adler - Coleman investment brokerage house.

"The Second Farrow office should have happened but is being rectified by its former head, Mr. Harper, and other of the directors. The singer that I changed his time slot from 10:30 to 11:15, according to Trenell, in switching from a film stanza to another.

All the board members had expressed their varying degrees of distress before the AB-PT shot a hit a new film Thursday afternoon. "Leonard Cohen and his team are doing the best they can," said Coleman.

**FOLLOW BIZ**

**Agency Row May Run to Westchester**

NEW YORK — Ad agencies will either be opening branch offices in the West or calling in huge transportation bills, as the NBC TV advertisers continue to transfer one department after another to the White Plains-Rye-Clifton area, a cheaper to buy and build horizon.

A meeting is set for today between NBC and the agency to work out details of the switch, at no cost to the agency of "New York TV that Bushkow has some for the West Coast."

**Horror Specs Due for Fall**

NEW YORK — Horror may also be the future trend in spectaculars for NBC, which is programming as a good idea for next season's interested spectaculars in the "Hour and a half horror melodrama."

Among the properties being considered is Robert Louis Stevenson's "Dr. Jekyll and Mr. Hyde," possibly with Frederick March and Garfield "Frankenstein" by Mary Shelley, with Boris Karloff available, and, it can be managed, "Dread," with the possibility of a deal dead for a young Bela Lugosi.

**Singer, NBC Differ on Pact**

NEW YORK — The Singer Sewing Machine Company and NBC will have a new agreement, which will go to the advertisers difference of opinion. Singer believes its contract for the "Californian," starts 10-10-57, should be an escase clause which allows it to drop the show in March, after 22 weeks. NBC, however, maintains the contract runs until June 22, for the full season. The dispute hasn't been settled, but Singer is shopping both ABC and NBC for its contract. The lawsuit is expected to continue for as long as it is deemed necessary, but will be played out in the time period which feels it will deliver an audience from the year because of its fairly late hour.

**Lucy Tendresns Indicates Dip Due in Nielsen**

NEW YORK — Albro the first Nielsen rating of the year, aired November 8, scored a Nielsen of 28.5 for its gives an Average audience of 47.0 for a total houses coast over the NBC network. The ratings are predicting that this peak isn't going to be reached again.

The latest Tendresns (Dec. 5) for the show—just not comparable to the NBC network, but a guide to competitive values just the same—averages an average audience level of 32.2 against such relatively light competition as "Meet McGraw," with a 15.4, "Brooks Arrow," with 18.5, and Bob Cummings in "The Adventures of Superman," with 10.7.

**Ohio Oil Mills TV Ad Policy**

NEW YORK — Ohio Oil, a winner of regional television properties, is re-examining its TV commercials for its current sponsorship of "Men of America," in several key middle States.

N. W. Ayer is the agency.

8th NBC 'Amahl' Set for Christmas On 'Mat Theater'
ANY HARBOUR?

ABC Mulls ‘Scott Island’ Clearances

NEW YORK — CBS-TV and ABC-TV are waging a battle for the affections centered about “Harbourfront.” It is being claimed that it is to be alternatively sponsored by either network. The story about “Adventures at Scott Island” now that it is to be produced by NBC. But it is having trouble getting clearances for its future Sunday, 8:30-9 p.m. timeslot.

What network has suggested to CBS-TV affiliates which clears to be shown Sundays that they keep the show in its present Tuesday 8:30-9 slot. CBS, by virtue of introducing program “Richard Diamond” Thursdays at 9-10, has told its affiliates playing around with ABC series to clear “Diamond,” because a sponsor is waiting for the show, but the sponsor’s name is not known.

The show has, however, effectivelyTrynked “Scott Island” clearances.

Lombardo, Clairil New Year’s Eve

• NEW YORK — Clairil last week bought the Gay Lombardo show from ABC-TV for the Ceneo on the CBS TV web. The musical show will be programmed 11:15-12:15 a.m. It will be a United Eastern regional network of 40 stations, put together specially by the web. Advertisers’ distribution is only local.

The Billboard

The Amusement Industry’s Leading Weekly

Founded 1906 — H. Donaldson

Published, Roger L. Seitterfeld Jr., John L. Seitterfeld

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Advertising.

The Billboard is the legitimate representative of the advertising and entertainment industry in the United States, Canada, South America, and the British Commonwealth. It is the sole authority for rating radio and television stations in the United States, Canada, and South America.

Temple Series Due in Spring

NEW YORK — National Tele.

Timberline is to present a series of features for spring sponsorship on its network. NTA owns 18 more shows. These are to be added to the line-up.

The series of four features presented on Sunday afternoons each due in the 4-6 p.m. time slot, and was completely sold out.

1950-51." The series is to consist of four features presented on Sunday afternoons each due in the 4-6 p.m. time slot, and was completely sold out.

RICH

America’s 10th TV Market

85% billion annual income

$3.5 billion retail sales

917,320 TV sets

Lancaster

Harrisburg

York

Reading

Gettysburg

Sunbury

Chambersburg

Carlisle

Waynesboro

Falmouth

Smyrna

Abingdon

Hershey

Hagerstown

Frederick

WOL

Channel 8

LANCASTER PENNA

VHF Station WOL-CBS 26

316,000 WATTS

JOINS HWD.

Majors in TV Pix Production

HOLLYWOOD — Next (next (next and last) major studio to enter into production of television entertainment program is the Unisat-Articular, I-U, President Milton R. Shamburg outlined plans Thursday for the West Coast week, reportedly making the first official announcement of a major production. U-I, with 32 theatrical pip in the can, suspended feature production last week, after it was learned that the decision of whether to or not to shift the studio to television was now being made by the stockholders. (See other story this issue). One factor which will probably have a major influence is that U-I for the past several years has been among the leaders in the field of television production for major television networks.

The studio has been working with roving production as long as six or seven years ago, but the experiment was ended when the two night's 12 half hours were made, one of which, "Combat Sergeant," was finally released thru NTA two years ago.
at midnight at a spot casually
mentioned by the byword of the
"Shock" series. They polluted
D.R.A.-C.U.L.A. in college cheer
disguise and dispensed red paint
from buckets. A police signal
broke up the "monster rally,"
WBAL-TV Baltimore, interviewed
an authentic 3,200,000 or so-old
minority, which at the next break
in the film took into a 35-year-
old Marine dressed as an Egyptian
princess. The following night,
WBAL's late movie scored a
tornado.

The "Shock" promotions and
their public response have split
MCA management into two
channels. The cautious intend to
play it safe and straddle horizon-
ally in the middle by either
way they drop off the fence, it
will be in a tasteful frame. The
art purists intend to try for the
goal of excellence in the field of
groove horror. But the XABTV Code
Review Board is issuing "caution-
ary statements" as an expedient
against the use of horror for its
own sake and "the wholesome mat-
ter" in early time periods. And
minor art and serial western
groups are writing pretty letters.
So, even the purists must dis-
miss any notion of ignoring the
humor exagagration or simple
superstition, Dr. Fromme has
told one channel that the real
horrorwhich all networks have on
tap, is that of the everyday actions,
the distortion of everyday things, such
as food, living objects which
actually would surround the viewer
at the time of the telecast. That's
from the home, I'm told
by advertisers and bookkeepers.
What will be reserved for is one of
the most difficult writing forms,
murder mystery of the "Who, the
But, The Cat and the Canary" and
Ar- senic and Old Lace.

Ted Steele Forms
Station Rep Firm

NEW YORK—Ted Steele Radio and
TV Station Representatives has
been formed to take over the
select group of stations through the
country.

The organization is to be headed
by Ted Steele, with Leonard H.
Levitt, sales director for the
Stein's daytime strip on WOR-TV,
here, as vice-president and
general manager.

VARIETY & PANEL SHOWS

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### COMING COST PER THOUSAND ANALYSES:

Next Week: Food & Beverage Sponsors; Drug & Remedy Sponsors; Automotive & Accessory Sponsors.
**UA's Timely Plan**

**Destination Moon** Launched With Special Sponsorship

By CHARLES SINCLAIR

NEW YORK — In one of the best-timed deals of the year, United Artists Pictures has signed "Destination Moon," a science-fiction thriller, to the realm of packaged network color spectacle features.

Sponsor possibilities are already lining up. Chicago's Monroe Allied Theatres, for example, has promised a $200,000 one-shot at Christmas time for the Technicolor feature. The play is also under heavy pressure on a major network, but both NBC and CBS are being courted.

The outright interest in the property, which would mark the first network score for UA in its existence, is not hard to analyze. The story, filmed originally with painstaking accuracy by NASA, tells the story of a true planetary rocket to the Earth's original landing site. It can explore it as a military base, and with its make-up and foley processes done by man in "free fall" space flight. With similar projects making headlines, the property is undoubtedly exclusive.

**Share Advertising**

In addition, UA is working something new in the way of sponsor deals. The film, according to UA feature sales chief John Lee, is willing to split the tab with a network by providing sponsorship advertising and promotion campaigns for NBC, CBS, ABC, and possibly a backstop to any network or sponsor interest. UA believes it would function along the lines of saturation day-and-date bookings of a major picture.

Even if the right network bid isn't offered, UA has a replacement plan up its sleeve. Having sounded out station opinion on the show, working-titled "New Horizons," as well as another show from Supergale Films in England, currently rolling with "Rolling Hoods" and "Sword of Freedom." For others, he expects soon to sell the big Hollywood television producers on a half-hour package.

"There is no lack of Hollywood producers and pilots in search of a box, but, I think, a different situation," says Hackett weakly.

**Production Up**

If the UA effort can be sustained into 1958, Hackett visualizes a steep rise in the kind of pre-production rate to stations. He foresees a special show for NBC this fall, in which it will get into syndication with a $200,000 sales tour and national advertising. Official and William Morris Associates will package the project with Ralph Smart, a director of "The Robin Hood" series also from old UA.

The series, which will utilize British shooting locations, includes a multi-ethnic production deal between UA, Official, William Moris, Narri-Wars and the National network, which controls the tertiarie stations.

Official and William Morris will represent the package on network deals, although we will handle any syndication which may arise ourselves," claims Hackett.

Due soon for the sound stages, "Invisible Man" will be in the adult mystery vein, according to Hackett. It is a low-priced Scopitron show, with talent coming from Technicolor's elaborate technical work, but the UA head insists several models under UA TV films for a sale there which can be worth $5,000 per episode today to us," he adds, emphasizing talk of British quota on U.S. filmed shows has now boiled out to "about 12½ per cent for the current quarter.

With the half-hour film viewed in the UA organization, "Destination Moon" is the "first of its kind for syndication," Official plans to go with as many as five or six episodes early in the fall.

The new环境保护 production, which has been filmed at a cost of about $250,000 in the real "Destination Moon" base, has been shot of the entertainers and his main concern, among them Edie Cantor. The program will go into syndication shortly.

Also newly cleared for TV by UA, as a result of settlement of the "Beverly Hillbillies," will be "Squad," which may soon be launched as part of the spring schedule. A partial borrowing of the theme of "Mystery Science Theater," this is a big feature film—currently running in New York—being done by the TV offshoot.

UA may offer as many as four other movies — or television exposure during the year, in the manner of "Destination Moon," but won't try to flood the market. Also, low-range plans for TV feature releases call for releasing of not more than one or two packages of scenes titles to be launched in TV sales annually, even if UA captures either the big Robin Hood backing or the Warner features sold by Associated Artists Productions.

**Regents Board Blocks NTA's Buy of WATV**

NEW YORK — The Board of Regents of State Universities of New York will this week throw a nuke block into the purchase price of the Universal Television Associates. The board petitioned the Federal Communications Commission earlier this week to prevent the sale of the station to NTA, and asked that its purchase be assigned for educational purposes.

The petition is unprecedented in FCC history. No indications have been given as to the action of the FCC in this immediate decision.

**You're There! In Syndication**

**APP Chalks Up 22 Sales on Its Christmas Pkg.**

NEW YORK—While the battle for control of the Time-Life radio network rages elsewhere, Associated Artists Productions is continuing to sell its big Christmas package of films. Total of 22 sales, were been sold, one or more of the four shows which include the All-star "Christmas in St. Louis," "The生's Orbs," "Happy Holidays," and "The Tragic Hour of Doctor Semmes," and the "Death of Saot.*

**'Shock!' for WJY, Maybe WBBX, Also**

NEW YORK—The stationer in Cleveland, WJW-TV, has received the "Shock!" package from Summit. The company has already sold the package for its Detroit outlet, WBBX.

The horror features were also sold to WEPT-TV, Chattanooga, Tenn.; KTXN, Springfield, Mo.; and KQCN-TV, Topeka, Kan.

**Anheuser Buys Spillane Series**

NEW YORK — The Anheuser-Busch Company, for its Busch television subsidiary, has purchased Mickey Spillane's "The Killers," a 15-minute tale, because of its success in September. The current company, NBC, has been trying to get the rights, has been offered some $15,000 by an independent film-making company, so universal decided to enter the bidding, to the tune of $22,000, which price Spillane's original novel was sold last year to Slade Productions, a station offshoot.

Levitt resigns Job As CPC President

NEW YORK—Robert D. Levitt has resigned as president of the Cable and Packet Canopy, at the end of a 15-month tenure, because of a difference between himself and his company stockholders. Mr. Levitt told his associates that he had to have refused against restrictions on his authority and the influence of Mr. Levitt, who is president of the competing film syndication firm.

One of the latter attitude is said to be disapproving of "releasing" the film on certain syndicated properties without the consent of Mary Gang. Several CPC sales were offered, including markets to New York, and a film deal was signed with the well-known producer-chancellor and former film salesman J. Weiler (Juke) Keever, sales

**Republic Gives NBC Deadline**

NEW YORK — The proposed deal by a group of NBC-TV executives to spring into the world of syndicated film features backfired against the NBC syndication has a deadline of December 6, according to an executive.

If it isn't wrapped up by that time, the sizable backlog will be up for grabs, with the highest bidder likely to land Republic's Herb Yates' signature on a sale of the series.

The bidders, it's also reported, include a group of independent United Artists, which has the canny backings of the late Mr. Yates, with Herb Yates' signature on a sale of the series.

The deal was reported by the NBC syndication has been a long time in the making, in the manner of "Destination Moon," but won't try to flood the market. The company has no plans for TV feature releases call for releasing of not more than one or two packages of scenes titles to be launched in TV sales annually, even if UA captures either the big Robin Hood backing or the Warner features sold by Associated Artists Productions.

**OFFICIAL AIMS AT $11,000,000 GROSS**

Broadens Co-Production and Web-Level Representation, Includes William Morris

**Knell Rings on 'Wire Service'**

HOLLYWOOD—The Knell has rung on "Wire Service," which producer had been looking for a return match on ABC-TV. The plan was to produce a half-hour NBC series, "Wire Service," on the Vezzoli-Torres stage, which will be leased to England for delivery by April. On his last trip to the United Kingdom, Hackett arranged the final deal with the ABC television firm to shoot a half-hour film series based on the property with Ralph Smart, a director of the "Robin Hood" series also from Old UA.

The series, which will utilize mostly British shooting locations, includes a multi-ethnic production deal between UA, Official, William Moris, Narri-Wars and the National network, which controls the tertiarie stations.

Both Official and William Morris will represent the package on network deals, although we will handle any syndication which may arise ourselves," claims Hackett.

Due soon for the sound stages, "Invisible Man" will be in the adult mystery vein, according to Hackett. It is a low-priced Scopitron show, with talent coming from Technicolor's elaborate technical work, but the UA head insists several models under UA TV films for a sale there which can be worth $5,000 per episode today to us," he adds, emphasizing talk of British quota on U.S. filmed shows has now boiled out to "about 12½ per cent for the current quarter.

With the half-hour film viewed in the UA organization, "Destination Moon" is the "first of its kind for syndication," Official plans to go with as many as five or six episodes early in the fall.

The new环境保护 production, which has been filmed at a cost of about $250,000 in the real "Destination Moon" base, has been shot of the entertainers and his main concern, among them Edie Cantor. The program will go into syndication shortly.

Also newly cleared for TV by UA, as a result of settlement of the "Beverly Hillbillies," will be "Squad," which may soon be launched as part of the spring schedule. A partial borrowing of the theme of "Mystery Science Theater," this is a big feature film—currently running in New York—being done by the TV offshoot.

UA may offer as many as four other movies — or television exposure during the year, in the manner of "Destination Moon," but won't try to flood the market. Also, low-range plans for TV feature releases call for releasing of not more than one or two packages of scenes titles to be launched in TV sales annually, even if UA captures either the big Robin Hood backing or the Warner features sold by Associated Artists Productions.
DECEMBER 9, 1957

TV FILM PROGRAMMING

THE BILLBOARD

DECOY

starring Beverly Garland

SOLD

in 17 of the top 25 markets* with
over $60,000,000 in retail sales!

And in 36 key secondary markets with more than $11,000,000 in retail sales! Decoy is a new kind of crime show saluting New York’s women law enforcement officers. Produced by Pyramid Productions.

For new sales power in your market, call:

OFFICIAL FILMS, INC.
25 West 45th St., N.Y. 36, N.Y.

*New York
Los Angeles
Chicago
Philadelphia
San Francisco
Boston
Pittsburgh
Cleveland
Minneapolis-St. Paul
Baltimore
Milwaukee
Indianapolis
Cincinnati
Montreal
Cleveland
St. Louis
San Francisco
Boston
Philadelphia
Cleveland
Minneapolis
St. Paul

REPRESENTATIVES: Atlanta • Beverly Hills • Chicago • Dallas • Minneapolis • San Francisco • St. Louis
CHICAGO — This city, which is the nation's television capital, is also the catbird seat of right-wing feature films, suddenly changed its attitude about the death of that war. A contest in latest-something-like-a-live TV.

But not quite. Two stations banned name of jointly killed at every time, and a feature film in which they appeared was run back on their own. By doing various things, but looking like it's all perfectly sensible.

"This is the story of Frankenstein," a story that asks this question: Has ever been told stories or films with a plot? The theoretically, his audience is already aware of this horror wave as the film begins to roll.

The story begins during the film, Marvin steps in for segmented commercial, again attempting to bridge the bridge of horror and humor. He'll be available, in this TV tonight.

Colonna also serves as a bridge between the commercials, directing viewers from running out to the kitchen.

"It's a way," says Alf, "of running the viewer to the advantages of a good film.

The second question: What is the purpose, of that reducing the least pleasant aspects of shock? It is the purpose, of removing the shock along with the precious-quality common.

UHF Outlet KFSA
cops 96% Area's Families in Nov.

FORT SMITH, Ark. — KFSA TV, here, a UHF station, had 96 percent of the families in the city as viewers during the November survey period by the American Radio Research Bureau. The station continued NBC-ABC and ABC-TV affiliates, and NBC-ABC and ABC-TV affiliates, and ABC-TV affiliates.

The top part of audience thrashed the work, according to Arbitron, 53% for NBC, 47% for ABC and 17% for CBS.

GUILD PITCHES L. Errol Pkg.

NEW YORK — Guild Films has taken the role of "Lawyer Errol." The package is said to be composed of 1,200 properties from 100 different companies. The package, which includes a batch of the old Charles M. McClung, and many other similar comedies as well as the "Errol," is being offered to 20 companies, and includes 39 half-hour films.

To strengthen its "BetterLate Than Never" Research Bureau, Guild launched the "Shock!" features last week as a Sunday night entry.

Screen Gems Shifts Three Salesmen

NEW YORK — Screen Gems last week shifted three of its salesmen to new positions: Dan Wiede in Philadelphia; Dave Miller in Baltimore; and Jack Matt in Chicago. The company's recent announcement coincided with accurate last week.

The programmers are enthusiastic over the pilot film, involving a September, 1968 debut.
**TV Commercials in Production**

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

This week chart 21 commercials produced during the last full production month, with 60 sponsors covering the course of a month.

<table>
<thead>
<tr>
<th>Sponsors</th>
<th>Program &amp; Industry (Show, if any) No. (Seasons)</th>
<th>Type</th>
<th>Commercial</th>
<th>Producer</th>
</tr>
</thead>
<tbody>
<tr>
<td>Food &amp; Beverages</td>
<td>Fructor &amp; Gamble, Dakota Mills</td>
<td>Spot</td>
<td>Food</td>
<td>Proctor &amp; Gamble</td>
</tr>
<tr>
<td></td>
<td>Richfield, Richfield Mills, Colorado</td>
<td>Spot</td>
<td>Food</td>
<td>Proctor &amp; Gamble</td>
</tr>
<tr>
<td></td>
<td>Kraft Foods, Kraft Foods</td>
<td>Spot</td>
<td>Food</td>
<td>Proctor &amp; Gamble</td>
</tr>
<tr>
<td></td>
<td>Quaker Oats, Quaker Oats</td>
<td>Spot</td>
<td>Food</td>
<td>Proctor &amp; Gamble</td>
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<tr>
<td></td>
<td>Arrowhead Foods, Arrowhead Foods</td>
<td>Spot</td>
<td>Food</td>
<td>Proctor &amp; Gamble</td>
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<tr>
<td></td>
<td>Humana, Humana</td>
<td>Spot</td>
<td>Food</td>
<td>Proctor &amp; Gamble</td>
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<tr>
<td></td>
<td>Whitehall, Whitehall</td>
<td>Spot</td>
<td>Food</td>
<td>Proctor &amp; Gamble</td>
</tr>
<tr>
<td></td>
<td>United Cereal Mills, United Cereal Mills</td>
<td>Spot</td>
<td>Food</td>
<td>Proctor &amp; Gamble</td>
</tr>
<tr>
<td></td>
<td>Sunbeam, Sunbeam</td>
<td>Spot</td>
<td>Food</td>
<td>Proctor &amp; Gamble</td>
</tr>
<tr>
<td></td>
<td>Continental Baking Company, Continental Baking Company</td>
<td>Spot</td>
<td>Food</td>
<td>Proctor &amp; Gamble</td>
</tr>
<tr>
<td></td>
<td>General Foods, General Foods</td>
<td>Spot</td>
<td>Food</td>
<td>Proctor &amp; Gamble</td>
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<tr>
<td></td>
<td>Nabisco, Nabisco</td>
<td>Spot</td>
<td>Food</td>
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<td></td>
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</tbody>
</table>

(Coordinates from last week)

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**NOT MYSTERY-ADVENTURE**

### ‘Casey’ and I1k May Crack Mold of Synd.

SYDNEY—Syndication pro-
gramming is showing definite signs
of breaking of the adventur-
eering mold into which it seemed to
be squeezed for so long by the
strong hand of the bee and its sponsors.

Of the dozen shows new put
out the market this summer, only half
are of the conventional adventure
mold popular in Europe and cur-
cently in major markets by
in the mystery-adventure field, the signif-
icanent success of some of the other properties—all costume
merchandising, action, or another—
doing quite well.

Three of the new costume shows
told stories drawn from the adult
Westerns on the west vs. some
success story was predict-
able.

One of the question marks
in production, however, was
Screen Gems “Casey Jones.”

What’s Casey?

“Casey,” which looks like a little
a Western or a kid program, is
an attempt at a new mold which
accepts adventure. Addi-
tionally, it benefits from its
conventional radio background.

The November reports of the
American Research Bureau confirm
the first ratings on “Casey.” On
the basis of the half-hour shows
checked so far, “Casey” may be one
of the sleepers of the season.

In Broadcasting, Saturday Novem-
ber 5-7:30 p.m. “Casey” topped
the M-A, Night Time, and “Men of
America.”

Two of these shows, or 10.5 and
17.6 respectively, “Casey” got
some 7.0 and 9.8.

In Baltimore, “Casey” is
considered a relative success.

It is expected to move into
consoned weeks with “Robin Hood,”
Monday evenings 7:30 p.m. The
railroad shows got a 51.8 to
Hood’s 22.1.

In Columbus, O., “Casey”
gets some 8.6.

In Des Moines, the kiddie audience, best
“Casey,” 16.2 to 12.5. A signal wave
over this usually high-rated show.

Another interesting point about
“Casey” is that it markets studied,
so far, it has pulled up to 84 percent
adults and 62 percent adults.

In many of these markets it
scores at 2.4 viewers per
set, getting 5.7.

---

**Ziv’s Renews Make Strides On Ratings**

NEW YORK—Ziv TV continues
to make straights-with its new
product. Daily series pro-
gramming, with high ratings of such Ziv properties as “I Led Two
Lives,” “Mr. District Attorney,”
and “Boston Blackie” are pro-
ducing outstanding ratings.

The strength of the evening reruns
in the middle, like “Casey”
showing on KWEV, Cleve-
land, is continuing.

In a time slot at 10 p.m.,
on Monday, it scored a 20.3 opposite
station WVJ, a 18.8.

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**TVA SHOWS**

GREAT

SYNDICATED SHOWS IN ODESSA, TEXAS

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<thead>
<tr>
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<th>Network</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>1 MAN CALLED X</td>
</tr>
<tr>
<td>2.</td>
<td>HIGHWAY PATROL</td>
</tr>
<tr>
<td>3.</td>
<td>MEN OF ANANOPIOS</td>
</tr>
<tr>
<td>4.</td>
<td>MY FAVORITE STORY</td>
</tr>
<tr>
<td>5.</td>
<td>SCIENCE FICTION THEATRE</td>
</tr>
</tbody>
</table>

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**TV COMMERCIALS**

**Match Girl Sold In 21 Markets**

NEW YORK—BHA Recorded
Program Services has sold its half-
hour film, “The Little Match Girl,”
in 21 markets.

The TV adaptation of Hans
Christian Andersen’s Christmas
classic has been bought by KGBA,
KFWB, WBBM, WOR, WOR, WO
Los Angeles; WBBF, Topera, Kansas;
WMTV, Madison, Wis., and
WBBR, Wilkes-Barre, Pa., as well
as stations in Cincinnati, Dayton,
O.; Colorado, Alaska and Canada.

---

**TPA Racks Up 500G in Sales**

NEW YORK—Television Pro-
grams of America last week
wrapped up an estimated $300,000
sale to two stations, KTVU, San
Francisco-Oakland, and KNDE
Rutland, Mont., each bought nine
TPA programs.

Both stations bought "Noire," "Cage Chan," "My Mystery Is My Busi-
ness," "Stage Seven," "Foreign Legionnaire," "Count of Monte-
 Cristo" and "Halls of Ivy." Addition-
ally, KTVU bought "Rumar" and "Your Son, My Son," and
KNLE bought "Hawkeye" and 25
Edward Small features.

---

**WPIX Buys Two More Film Packages**

NEW YORK—WPIX here has
bought two reen fea-ure film packages,
still unpublished.

From King-Shore, the station has
obtained 14 movies including "Biz-
ke." "Amero," "Diplingers," "It's A
Wonderful Life" and "Wake of the
Red Witch.

An M & A Alexander package of
30 films includes "Love Happy," "The Little Fugitive" and "Night in
Cobalrradora.

---

**HOLLYWOOD—Production of
theatrical motion pictures has
decided to what it's believed is
the highest point in Hollywood
history. This is a reaction of the ov-
erhead factor that there will be a new
pace of activity along two lines by
the majors: (1) Intensified TV ac-
nuity, (2) sale of part or all of the
lot. See other stories this issue.

The last month has also seen
full production basis, Universal-
International's extraordinary and
Theatrical film, printing several hundred workers. With 22
completed in the month, the lot,
will operate only for commercial
and industrial productions.

The situation is similar as far as
production by other major studios is
concerned, albeit a number of
independents are active, both in
contact and in studio. Therefore
the average of the two lines
This is the total at the make-up
A good deal of production has
moved abroad, with some dozen
pictures shooting overseas now.
Generally, all major shows except
those extensively engaged in
theater, are faced with the
problem of maintaining huge lots
in which production is proceeding at a snail's pace. Due to the
overhead factor, it's believed by the
industry that there will be a new
pace of activity along two lines by
the majors: (1) Intensified TV ac-
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PULSE FILM RATINGS for September

For complete information on programs, ratings, audience size or ratings, please consult The Billboard, Dec. 9, 1957, New York, N.Y.

The Pulse Audience Composition Studies

Syndicated Film Comedy Shows

<table>
<thead>
<tr>
<th>SEPTEMBER RATINGS</th>
<th>WOMEN</th>
<th>Age Groups</th>
</tr>
</thead>
<tbody>
<tr>
<td>Rank</td>
<td>Show &amp; Distributor</td>
<td>Rating (%)</td>
</tr>
<tr>
<td>1.</td>
<td>Ray Millard Show (MCA)</td>
<td>79.0</td>
</tr>
<tr>
<td>2.</td>
<td>Ray Millard Show (MCA)</td>
<td>74.0</td>
</tr>
<tr>
<td>3.</td>
<td>Ray Millard Show (MCA)</td>
<td>72.0</td>
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<tr>
<td>4.</td>
<td>Ray Millard Show (MCA)</td>
<td>70.0</td>
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<td>5.</td>
<td>Ray Millard Show (MCA)</td>
<td>69.0</td>
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Among Men

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Syndicated Film Mystery Shows

<table>
<thead>
<tr>
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<tr>
<td>Rank</td>
<td>Show &amp; Distributor</td>
<td>Rating (%)</td>
</tr>
<tr>
<td>1.</td>
<td>Arrow 'n Andy (CBS)</td>
<td>75.0</td>
</tr>
<tr>
<td>2.</td>
<td>Arrow 'n Andy (CBS)</td>
<td>73.0</td>
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<td>3.</td>
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</table>

STATION SIGNALS

KVOT-TV, Topeka, Kansas, will run an open house December 7 and 8 for its community to climax the week-long festivities connected with the opening of its new Broadcast Center. "The Monster," a revolutionary new control console, has been unveiled by WTVY, Tampa, Fla. to executives of live commercials from the booth as well as the regular studios. WBTV-Milwaukee, discovered talent in its own backyard when Rudy Conway was signed as Charlie Haas's "Red Friday." Today's new daytime show, "Wonderful Holidays," ... The WBC is now syndicating WPC's hits in a few local markets based on a contract with WHS-TV, New York which drew 4,000 letters in one week.

WHSV-TV, Indianapolis, was elected by the Chamber of Commerce of Greenbloom, first, for producing a filmed documentary which showed how the community made several million dollars worth of municipal improvements without State or federal aid... CRKTV, Prince Albert, Saskatchewan became a CRKTV affiliate December 15... WJBR-TV, Detroit, will offer regular university programming on the University of Detroit for its "Introductory Psychology" course... Cameraphol Ralph Mayer of KYTV-Cleveland, first, for casting exclusive films of a gun battle between six police and five gangsters.

Bill Burns, new director of KMO, recently presented the first motion picture film during a Pennsylvania court trial on the 11 paint-pro

THE BILLBOARD

DECEMBER 9, 1957

PULSE LOCAL RATINGs for OCTOBER

The TELEVISION INDUSTRY'S most COMPLETE INDEX OF TOP LOCAL TV PROGRAMS

CHARLOTTE, N. C.

<table>
<thead>
<tr>
<th>October RATINGS</th>
<th>Top Shows</th>
<th>Ratings (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>My Little Marge (Official)</td>
<td>74.0</td>
</tr>
<tr>
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<td>My Hero (Official)</td>
<td>73.0</td>
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<td>3.</td>
<td>My Boyfriend (Official)</td>
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CINCINNATI, O.

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DAYTON, O.

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</table>
**Victor Gives Davis, Bullock, Veepee Status**

NEW YORK—James P. (Jim) Davis and Walter W. (Bill) Bullock have been named RCA Victor vice-presidents in charge of the Record Operations Department and the Single Record Album Department, respectively, according to George Marcy, RCA Victor's national and general manager of the Victor Division of the Radio Corporation of America.

Davis has been manager of the Record Operations Department since August, 1950. Previously, he was manager of the Custom Records Department for 10 years. Bullock, who joined RCA Victor in 1927, has been manager of the Album Department since last April. He previously had served in various managerial positions including that of manager of the Single Records Department.

**Nielsen Named Epic Gen. Mgr.**

NEW YORK—William Nielsen become sales chief of Epic Records, has been named general manager in that capacity Nielsen will supervise both Epic's record and sales departments. At as yet no replacement has been named, all is expected shortly.

Nielsen, who has been appointed Joe Sherman as director of Epic Records over the new man and arranger, has been associated with Joe Bennett, Aaron Burton and others. He is also a cello player and it is thought he will be able to handle the new post with ease.

**Craft Set for MGM A&R Slot**

NEW YORK — Morty Craft, currently on the artists and repertoire staff of Mercury Records, will leave that label and, to join M-G-M Records in a similar capacity. Craft is the first appointee of (Continued on page 20).

**Trinity Pacts Cleffer Deal With Rev**

NEW YORK—Connie Conover and Jimmy Hunt have signed a contract for Rev Records, have been signed to an exclusive service pact by Trinity.

Trinity also concluded a joint publishing deal whereby those original songs will be publicly published by Deseret Pals Music, Inc. In addition to being a joint publisher deal for this label will also be one selling agent.

Irwin Schuster has been named Eastern representative for Rev and will work with distributors here on behalf of the label.

**CLEARFERS WANT OWN COPYR’TS **

**Debate Cued in Upcoming SPA-MPPA Negotiations**

**LUBISKY SETS JAZZ SCHOOL SCHOLARSHIP**

NEW YORK—Herman Lubinsky, mal naw of Savoy Records, has made a grant to the American School of Jazz, operated here by Music Institution Phil and Stephanie Barish.

To be known as the Herm Lubinsky Scholarship, the fellowship will enable one up-and-coming jazz star who isn't size or color, nor is he to be recognized as being at a potential, to get the benefit of one complete session of the was given to the summer in this attractive Berklee

"That’s the least I can do for the industry that has done so much for me," said Lubinsky. "What the hell, it’s an added bit.”

**Levy Huddles With Fox on Roulette Sale**

NEW YORK—Record producer Morris Levy is meeting here next week to continue discussions this possibility of the movie company buying his new label, marking Levy's third clash with the major networks.

At the same time, Levy has been negotiating with Eli Oberstein to sell his assets for a large sum. Levy has yet to find a buyer for his label.

(Continued on page 39)

**Avakian Back to Desk This Month**

NEW YORK—George Avakian, Columbia Records’ album exec, will be back at his desk before the end of the month, following an extended convalescence from a throat ailment.

ASCAP TV NETWORK HUDDLES CONTINUE

NEW YORK—Negotiations between ASCAP and TV network execs will continue this week, with talks on a possible contract covering use of music. It has been reported that negotiations are also continuing, with a view toward settlement of the suit of Songwriters of America vs. BMI, the networks, et al. Laite was first reported several weeks ago in The Billboard, where the matter of a projected code of practice, directorate of network interest in RMI and other areas of possible compromise was discussed. Foeing has developed, however, in some quarters that any settlement of this nature would be unenforceable without a cash settlement to cover legal expenses already incurred.

The ASCAP TV negotiators see eye to eye on some key contract proposals and may be close to an settlement, it was indicated. Commitment of the present deal, with (Continued on page 39)

**Commercial Stereo LP Made Available by Audio Fidelity**

**Ralph Freas**

NEW YORK—A stereo long-playing disk is now commercially available. Produced and mastered by Audio Fidelity, the disk features Soul-Jazz group "The Dukes of Dixieland" on one side with "Railroad Sound" on the flip side.

If the disk is played on a two-channel, platter as there one or two, the listener will find the sound to be without any sort of clearance from the writer and in fact, often to the writer's disadvantage.

**writers Disliked**

Disqualification on the part of a writer will be mandatory when at the end of the initial 28 days, the writer's contra party has not picked up the release for himself, or in the event that the same publisher in other cases, writer agreement has developed for at least one of the parties, for any reason, by whom the song is licensed.

Put another way, the publisher or writer will have no further obligation to the publisher to do business with that writer on any arrangement. Thus, the writer will be free to make without a writer's permission. This puts the writer in the position of having to clear his own name, which can be summed up in the title of a record Bob Allen tune, "Who Needs You?"

Coffee, often already at the mercy of the a.c. forces, too, in such a major, a tendency to disfard a file of songs. Their reactions from quick jazz to a highly vocal form of ballad.

As it stands, the writer and/or publisher has little to lose by the situation, but a whole lot to gain. Another thing, in a more vicious turn, said, "Many publishers are getting more censored. But if there's anything that's lower, it's a writer. Too many more, and then we've always wanted to do business with a publisher with whom we can wheel and deal," on a tone (Continued on page 39)

**550 Deejays To Attend Convention**

KANSAS CITY, Mo. — More than 550 deejays, record manufacturers and other key disk industry participants will attend the annual Pop Music Industry Convention, to be held here, under the auspices of the Western Radio Show, March 7 through 9, 1958.

Meanwhile, Snazzy programming charts are being put together for the convention, reports That is all.

**Jacobs Named 'Hit Parade' Music Head**

NEW YORK — Dick Jacobs, music director of Coral Records, has been named Musical Director for the "Hit Parade," Deal was set for Jacobs by the William Morris Office of Larry Arbus.

Formerly associated with G. Oliver, he will succeed Louis Jacobs joined the Coral staff in 1954. On the "Hit Parade," he and his colleagues will be working with another major label. Prior to the current season, two other Coral artists, Dorothy Celan and Verdi Scott were both featured on the Coral label, while another Coral man, West Coast musical director, Craig Cottrell, who is also a music director for the TV shows of Lawrence Welk, who is also on the same label.
DENVER—More than a dozen of the city's leading record dealers met here in a special marketing meeting to lay plans for increased expansion of their operations. The meeting was attended by several leading record dealers, store manager and record managers and the eventual leaders of their fields.

Earlier attempts in past years to form an organization of Denver record dealers have failed, due to little success, according to Jack Kaufman, of the Harmony Record Shop, who proposed the formation of this meeting. However, the members of the group were enthusiastic and plans for monthly meetings to begin in January are being made for a greater expansion of membership.

Tentatively labeled the Denver Disk Dealers, the group named Joe Connimmis, of the Robert's Music Company, temporary chairman, with plans to elect permanent officers at a later meeting after the membership has been expanded. The first meeting was held in the early winter parts of Denver and everyone agreed that although competition existed in the field, the proposed competition was actually good for the industry. They set forth a plan of cooperation to be carried out during the coming season. Dealer here take a slim view of the proposition, according to Jack Marshall, who was admitted that each of them used gimmicks that range all the way from the barefooted to trunks as business getters. Raek Marshall's gimmicks were accorded by members of the DADA. The group admitted that one of their biggest problems was how to get their goods in some manner. Other members of the group felt that distributors, sources of information and radio stations were needed to make the playing of 30, 40 or 50 tunes, "individually we have little power," says Betty Hayton, manager of the new Sam's Band, speaking as a group, we feel that distributors will listen to our problems so that eventually we will be able to accomplish something.

Mr. Connimmis announced the first meeting were: Paul Deans, Paul Donie, Radio and TV, Inc.; Marshall H. Barlow, Morris Sound; Lloyd's FL Shop; Baus Beer, Buns Record Shop; Lou Schon, Marshall's Record Shop; Lou Nobody, Leonard's Record Shop; Joe Connimmis, Robert's Music Company, Harmony Record Shop; Ernest and Marcus Aerovox, Lee's Record Shop; Betty Hayton, Nides Records and Appliances.

**Rev Label to Duke New LP Line in 1958**

PHOENIX, Ariz.—Rev Records will list a dozen new LP's later in the year for the first time after the first of the year, with the label planning on substantially expanding its roster of new artists. The label added four new artists to its roster recently, including Teddie Toes, Louie Hartz, Jimmy Dutchfie, Bob Waddell, an unidentified vocal group and an instrumental group, and it also closed a publishing deal with Trinity Music Publishing.

Firm also named Irvin Schuster to represent them in New York. Label recently added a group and received two new singles via several pop singles of recent origin. Label is now distributing the recordings of its own distributors handling its wares.

**Re-Issues, Issues Have Westminster December PLs**

NEW YORK — Westminster Records release for December lists 22 packages, of which exactly nine are reissues or re-issues of previous releases or 40.

In the labels hi-fi line the issue Laboratory Series, there is a coupling of Bapela's "Bolero" with Liszt's "Mephisto Waltz," both by the Vienna State Opera Orchestra conducted by the Director of the Vienna State Orchestra. The label and Lab issue Schuman's "Symphonic Piece" for the Philadelphia Orchestra conducted by Andre PREWOD. In the "53.98 series. Schubert is again spot-lighted with the Adagio from his String Quartet in D major, while the French composer, Le Prince, is represented by the "Praeludium d'Amanta," and other classical and popular songs by the "Preludium d'Amanta," and other popular and classical songs by the Westminster Band, with the "Preludium d'Amanta," and other popular and classical songs by the Westminster Band, with the "Preludium d'Amanta," and other popular and classical songs by the Westminster Band.

**Talent newly added includes lead Todd King, comic chatter-bug Boles, "The Got a i-app between MCB Bob Carter, Jimmy Nelson and Ethel Ayles, with Harry Lee Horne understudy in "Jamaica."

The outlist's three music firms are Oly Records, Inc., 34 Market St.; Gencode, 526 Fifth Ave.; and the Todd King, comic chatter-bug Boles, "The Got a i-app between MCB Bob Carter, Jimmy Nelson and Ethel Ayles, with Harry Lee Horne understudy in "Jamaica."

The outlist's three music firms are Oly Records, Inc., 34 Market St.; Gencode, 526 Fifth Ave.; and Todd King's company. This firm, through a special agreement, will handle the records of the other two.

Amself-Ley Vinyls Spread Its Wings

NEW YORK—Directed toward increased awareness among the public, the Amsel-Ley Association has been established by Fred Amsel and Jeff Levy, owners of the Amsel-Ley Records. The firm has asked a book of reprints for new properties, organized several new labels, and is attempting to get into the phonograph record business. The label has been used recently through Todd King, comic chatter-bug Boles, "The Got a i-app between MCB Bob Carter, Jimmy Nelson and Ethel Ayles, with Harry Lee Horne understudy in "Jamaica."

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NEW YORK—"They need to buy the songwriters, then they buy the songs, and now they buy strictly by the artist," says Ralph Maria Siegel, prexy of the West German publishing house Musikverlag, who was here this week following a two-month extended tour of the Western Hemisphere. Siegel was describing the German pop record buyer, and he added that many of the artists the German public buys are American.

Originally, Siegel flew from his Munich headquarters over the North Pole to California, carrying with him over 200 disk masters for possible deals with publishers in North and South America. At the same time, Siegel has picked up many demo disks on this side of the Atlantic as material for possible German disks. Naturally, Siegel has rights to any of the material that is brought out by German disk buyers.

Siegell told The Billboard that he was greatly impressed on his tour of the potential in Latin America, particularly in Brazil. The country is expanding tremendously, he said, and it's a prime market for music of every kind. In Cuba, on the other hand, publishers have great voice, according to Siegel. The country's threat of revolution has put a quietus on much of the club activity; hence there is a cutback in performances of times. Also, the performing rights society there has operating costs which take off much of the gross income, leaving little for distribution to copyright owners.

In Germany, Siegel said, the publisher has both advantages and disadvantages over current conditions in the States. There, the majority of the records are produced by only a half dozen firms. It is thus harder to get a record there. And because of the German non-network radio setup, it's possible to have numerous regional hits and still not have a national smash.

On the other hand, German publishers collect all per-mechanical royalty, as compared to the far lower rates in the States.

The majority of German publishers are located in Berlin, and their performing rights are collected on public performance, in clubs and theaters, etc., rather than those on radio and TV.

There is a German Supreme Court decision which reinterpreted the long-standing German copyright law.

Among others, Siegel represents in Germany, such American firms as E. B. Morris, Mills, Peer, Leech, Berman, A.C. Rouse and Robert Mellin. The German maestro left for his home base Thursday (3).

ON THE BEAT

RHYTHM & BLUES—ROCK & ROLL

By BEN CREVATT

"A core of honest blues records continues to find its way to market, records in the tradition of the Bessey Smiths, the Lonnie Johnsons, the Big Bill Brothas, the Muddy Waters, the Pinetop Smiths. But the pseudo-simplification, sentimentalization, and commercial singe of our pop power have come to infect the blues market as well. Billy Eckstine, Sarah Vaughan, Nat Cole and other stylists in the urban and urban manner (still occasionally) rhythm and blues favorites, later become idols of the pop market have left their influence and brought about a shift in emphasis. Where rhythm and blues records were once almost unfailingly stamped with the honest sensuality, social identification and strong, sturdy beat, these Golden State Southern blues, they have more and more been viced by the pretense, futility and lack of pulse of the bad Tin Pan Alley products.

"Because collectors are conscious of this situation, few buyers look to the rhythm and blues genre for hot items. With a little investigation, however, the hot may be separated from the hoary. These labels to be investigated include Bessey, Atlantic, Royal, Apollo, National, King, Aladah, Specialty, Modern, Imperial, Stitchin' In, etc. These small independent companies, which are more sensitive to changes in the world of rhythm and blues than the less flexible major diskeries, have virtually captured the field.

"Vocal blues are subdivided into the saccharine blues ballad (Charlie Brown, the O'Jays), the fascinating, double-entendre blues (Little Esther, Amos Milburn); the shout blues (Wynona Harris, Roy Brown), the primitive Southern blues (John Lee Hooker, Slimway; the torch blues (Dinah Washington, Ruth Brown) and still other sub-types. A current vocal voice in the avant-garde creation of interpolated lyrics right in the middle of a torch ballad, (Chet Daniels of "I'll Get Along Somehow"). This trend has been expressed in an extreme where the singer consists wholly of Edgar Guest type poetry and a background of organ music (Herb Kenny's "Why Do I Love You")." At least Faan, Allen tunes are offered in the blues and rhythm manner (Don Swayne on "Rico""). Paul Anka's tunes are offered in the blues and rhythm manner (Ronnie Joe on "I'll Go Failing"").

"The rhythm instrumental numbers are equally varied—but are almost always built on boogie woogie figures in the bass. Most popular are the rhyhthm instruments, with a certain amount of dominating, and saxophone at minimum. Almost as successful are instrumentalists in which one solo instrument leads the way while the band sticks or sustains chords in the back. The lead in such cases may be a tenor sax (Deacon Jay McNeil), amplified guitar (Joe Wine Custon), or a piano (Sonny Thompson).

"Trumpet leads are rare, trumbones rarer and clarinet leads are virtually unknown.

"At the spiritual records, they are consistently few; buyers want no tampering with the spirit and form of religious music. Some of the best rhythm and blues records currently available are "Stack-A-Lee," Archibald and His Orchestra (Imperial), "Still in the Dust," Joe Turner (Freedom), "Blues Stay Away From Me," Lester Johnson (King), "Willy Blues," Amos Milburn (Aladah), and "O Sole Mo Booze," Camille Howard (Specialty)."

These penetrating and somewhat prophetic lines came from the swingin' typerwriter (Continued on page 57)
Victor Aims New Catalog Broadsides

NEW YORK — This month and next, RCA Victor will be bombarding its distributors and dealers with a flock of new catalogs, heralding the kick-off of the disk line down into a number of specialized categories.

This week, distributors will get their first batches of the new complete 320-page "Music America Loves Best" catalog, which are to be rushed out immediately to dealers. Retailers will get them gratis, or on some special deal, at the option of each district. This book, with the slogan: "Current Until August 1955," is more than 100 pages larger than last year's edition, and lists for the first time the Gold Standard singles series. In addition, it lists prerecorded tapes and EP's, plus LP's, singles and the low-priced Camden line.

Currently, dealers are getting a four-color Christmas counter catalog with seasonal titles plus year-around best-selling sets which suggest themselves as gifts. There's a cover reproduction and block of sales copy for each of 40 sets.

Another four-color book, 32 pages long, is the complete Victor EP catalog, available for counter pick-ups, but also packed by RCA with about half a million new photographs.

The annual revised numerical catalog for dealer use was shipped last week.

Four special catalogs covering various categories of expertise will be ready sometime in January, and several more repeatedly will follow.

In addition, the catalog department, which is under the direction of ad manager Bill Alexander, is responsible for the monthly Save-On-Records Bulletin, which pitches the line to 300,000 SOR coupon book holders via the mails.

'Stroll' May Herald New Dance Craze

NEW YORK — "The Stroll," a new tune published by Buddy Morris's Meridian Music, may herald the beginning of a new "Big Apple" type dance in the music business, according to Morris' general professional manager Sidney Koechler.

The song is based on a teenager dance (a rock and roll version of the minuet) also "The Rock and Roll" which was recently introduced and popularized on Dick Clark's ABC-TV record hour show "American Bandstand." The tune was penned by Meridian manager Jack Less' 14-year-old sister Nancy Lee and Clyde Otei.

"The Stroll" has already been cut by the Diamonds on Mercury, the Lancers on Canal, Carl Starn on Dot, and Billy Sharp on Kapp.

The Diamonds introduced their version (a Billboard Spotlight this week) on the Clark program last Thursday.

UA-AFM Hassle Shapes Over License, MPTF

NEW YORK — United Artists formally made its debut in the disk business late last week with the release of two singles, but meanwhile a hassle appeared to be shaping up—not directly attributable to the disk. UA, it was stated, had not yet acquired an AFM license nor had it received an agreement with the Music Performance Trust Fund.

Situation stems from the recent California Supreme Court decision (The Billboard, November 11) which sustained jurisdiction of lower courts and barred the way for granting of injunctions and appearance of a receiver in two actions filed over a year ago by noted rock musicians. Affected are the disposition of moneys resulting from royalty fees of music originally recorded for nation pictures and later sold for television, and that portion of a recording devoted to singing which music publishers allege was diverted to the Trust Fund.

In New York, union and Trust Fund sources stated UA has not applied for a disk license. It is pointed out under the Taft-Hartley Act, the disk had the legal right to release records, but that the Federation could, through voluntary action, bar member musicians making such disks. In the event the UA secured masters from other manufacturers, it was stated the Trust Fund would regard a manufacturer as violating its trust agreement, and that would lead to cancellation of that manufacturer's license, it was stated.

In Hollywood, feeling in some quarters is that UA did apply for a license, under certain conditions.

HOLLYWOOD — Harold A. Fondler, attorney for the musicians in the four lawsuits against the AFM and the Trust Fund, declared that the refusal of the Federation to grant United Artists a recording license marks the "first time in my knowledge that the Federation has admitted that there is some connection between the AFM and the Music Performance Trust Fund." Fondler also indicated surprise at the apparent "convolutedness of the Federation to abide by the import of the recent California Supreme Court decision." Letter decision (The Billboard, November 11) upheld the plaintiffs' cause.

(Continued on page 11)

SPA-CLGA HEADS TO HUDDLE ON MERGER TALKS

HOLLYWOOD — Burton Lane, president of the Songwriters Protective Association, and John Schuman, general counsel for the group in its last week for a series of closed-door meetings regarding the proposed merger of the organization and the Composers and Lyricists' Guild of America.

Meetings will be held with the joint West Coast committees of SPA and the President Leith Stevens and counsel Abe Marcus representing the latter group.

Unofficially the two groups are reported to be quite close to agreement on most major issues, tho the question of CLGA retaining its autonomy may result in prolonging the discussion. Once such a merger is completed the new organization is expected to reassert unionism and composers in all fields of endeavor, with potential workers being employed as employees for hire and as independent contractors.

Schuman spent some time in Palm Springs, Calif., during his visit here, taking position statements from Bing Crosby in the Songwriters of America lawsuit against BMI.
Biggest Holiday Hits since

Auld Lang Syne!

HUGO WINTERHALTER and Orchestra play
BLUE LOVERS' LAMENT c/w MOONLIGHT IN CAPRI
47/20-7113

KAY STARR sings
THE LAST SONG AND DANCE c/w HELP ME
47/20-7114

DAVID HILL sings with Joe Reisman's orchestra and chorus
THAT'S LOVE c/w KEEP ME IN MIND
47/20-7112

Watch for all these NBC-TV network shows, in Color and black-and-white: THE PERRY COMO SHOW, THE GEORGE GOBEL SHOW, THE EDDIE FISHER SHOW, THE PRICE IS RIGHT, and TIC TAC DOUGH. They're all sponsored by...
MISS FISCHER IS REALLY HIP

NEW YORK — The New York World Telegram and Sun began a five-part series last week on the music-record business. Staf writer Muriel Flicker, who penned the stories, said that researching the series stuck up an arm of a ball than covering the recent one given here for Queens Elisabeth; more exciting than an election night, and more informative than the Asian flu epidemic—just a few of the topics she has covered in her seven-year tenure with the Gotham daily.

Westminster Tapes to Deb In Pop Field

NEW YORK — Westminster-Soundsmith, stereo tape producing wing of Westminster Records, will enter the popular field this month. The new series will be popularly priced, at $6.95. Six discs are scheduled for December release, and four more for January. All of the material will be released on tape prior to release on LP disks.

December's list includes three dance decks by the Hal Osk orchestra, entitled "Snowbird," "So in Love" and "Speak Love." Otsu Qantel backs a new vocalist, Bob Abbott, in another fioro. Miss Abbott has the spot to herself on one entitled "The Remarkable Voice of Bob Abbott." Another dance tape features the Joel Herron orch.

Next month, W.S. will head its list with "Fram's Plays Fmtd," which features the chart as pianist, accompanist and conductor with a Vincente orch. Herron will be backed with two additional dance sets, and there will be a Latin American dance tape featuring Ralph Field, piano and orch.

Linke Adds 3 Artists to Mgt. Roster

HOLLYWOOD — Personal manager Dick Linke substantially added to his roster of clients last week with the addition of singers Eddie Fisher, Harry and Ray Price.

Miss Linke is currently under contract to Era Records and before that was with Capitol. Harris is from Dallas, N. C., and recently enjoyed success via his "Say Yeah" recording on Belonia Records. Linke will handle country star Ray Price for records, radio and television pictures, with A.F. Farnese to continue with Price's personal appearance functions. Linke's activities in behalf of Price will be coordinated with Fisher via Nashville.

Linke also handles singer-actor Andy Griffith, Tom and Laurie and Gloria Lambert. He arrived here last week to handle details of Griffith's starring role in "The Outsider" at Warner Bros.

MPHC Sues Tops For $275,000

HOLLYWOOD — Music Publishers Holding Corporation sought damages totaling $275,000 in five new lawsuits filed in U. S. Federal Court here last week against Tops Music Enterprises and Carl Deasy.

Actions are similar in nature to those previously filed and charge copyright infringement and undue competition against the defendants.

Humm Music is named as plaintiff in three of the actions for the alleged unlawful use of Cole Porter's "What Is This Thing Called Love," Edward Heyman and Johnny Green's "I Cover the Waterfront," and the Harry Woodcomb composition, "A Little Kiss Each Morning."

The Witmark action cites a similar misuse of the Cliff and Dave Franklin tune, "When My Dreamboat Comes Home," while Dennis is the plaintiff for alleged infringement of the Johnny Mercer-Harry Warren tune, "You Must Be a Beautiful Baby."

In each of the actions, plaintiffs seek actual damages of $30,000 and exemplary damages of $25,000. Complaint asks for $10,000 each at a reasonable value for the use of the title of the composition, use of the first name and use of the writers' names. Suits ask the court for temporary and permanent injunctions, impounding and subsequent destruction of all masters and metal parts and an accounting.

Complaint specifically charges that "defendant Deasy is now organizing a devious scheme to defraud plaintiff of the statutory royalties due plaintiff by the defendants, and that the defendant did not comply with the licensing and notice of use provisions of the Copyright Act."

NEW YORK — Carol Reed's new, label, has been organized by Bill Fishel and Carol Tansley, with headquarters at 1504 Broadway. Tansley is former pianist-conductor for Martin Marlowe and Strangeg for Perry Core, Jr. Staffed by others. First single is "Agnes" with singer and pianist, "Starved For Love" and "Woo, Woo Pretty Girl" by the Indigos, and also by Bob Nellet, "A Lover Always Returns" and "De-Bod-Ly-Don."

Miller Nixes R&B Influence On Delinques

NEW YORK — When Mitch Miller was asked on the Barry Gray midnight radio show for the week (9), what, if any, is the relationship between juvenile delinquency and rock and roll music, he replied: "There isn't a piece of music written or recorded that is not due to a child what the house has not already done."

The Columbia Records A.C. chief stated that, as a result of a personal study, the reasons that the sub-culture go for rock and roll can be summed up as "it is a type of music that is strictly their."

Gibs Re-Inks With Mercury

HOLLYWOOD — While Terry Gibs inked a new pact with Mercury Records last week, signing another deal for two years. Gibs will do a minimum of two packages a year for the label, thus giving him the ability to work as a sideline for Mode Records and also to do a.d. chores for the latter label.

Gibs recently formed a new quartet, featuring an accordion-voices combination. New sound of the group is to be recorded shortly by Mercury recording partner Bobby Shud.

No Dice on 'Lover' Suit

NEW YORK — Ruling that the plaintiff had failed to substantiate his claim, Judge Benedict D. Di- loso, in New York Supreme Court last week, dismissed an action by Andrew McCarter against Bartsa Music Corporation, Sammy Cahn, K. Towne, Rees Waller and Capitol Records. McCarter, who wrote a tune prior to 1955 called "Thee Foolish Lover," sued Waller had pirated his material and title in writing the tune, "Hey, Jealous Lover," in collaboration with Cohn and Towne. Barton had been awarded the publishing rights and Capitol had recorded it with Frank Sinatra.

Suit had been tried before Judge Diloso without a jury last October.

Two More Join UCC

WASHINGTON — India and Argentina have become members of the Universal Copyright Convention, it was announced last week by UNESCO. The convention covers ALP member countries copyright treatment on a par with that of its own nationals. India registration takes effect in January, 1955, and Argentina in February, 1955. They are the 28th and 29th States to adhere to the convention.

There'll always be a... ...and always... ...those Great Recordings

BREGMAN, VOCCO and CONN, inc. — New York * Hollywood
GLORIA WOOD
BACK DOOR
b/w MR. SORROW
with JERRY FIELDING
and his orchestra
4—41070

ERROLL GARNER
MISTY
b/w MOMENT'S DELIGHT
(both selections from the Columbia album
"Other Voices")
with orchestra under the direction of MITCH MILLER
4—41067

GEORGE MORGAN
SWEET, SWEET LIPS
b/w PERFECT ROMANCE
4—41064

THE SURE-FIRE
HITS ARE ON

DORIS DAY
WALK A CHALK LINE
with FRANK DE VOL
and his orchestra
b/w SOFT AS THE STARLIGHT
(from the Columbia album
"Day by Night")
with PAUL WESTON
and His Music from Hollywood
4—41071

JILL COREY
I TOLD A LIE TO MY DARLIN'
(from the Kraft Theater Production "The Sound of Trouble")
with RAY ELLIS
and his orchestra
b/w EXACTLY LIKE YOU
with JIMMY CARROLL
and his orchestra
4—41068

JOHNNIE RAY
MISS ME JUST A LITTLE
b/w SOLOQUY OF A FOOL
with RAY CONNIFF
and his orchestra
4—41069

THE WORD ON PLAYS

Enter a winner! GLORIA WOOD cuts her first Columbia disc... a sensational rhythm number, "Back Door," and a scorching torcher, "Mr. Sorrow." Both on 4—41070 and both written, arranged, and conducted by Jerry Fielding, one of the brightest jazz-touched talents in the business! **

Not since his double-sided "Way Back Blues," has ERROLL GARNER dished up a single with the chances that his newest holl "Misty," already a standard with Garner fans, is taken from Erroll's best-selling album, OTHER VOICES.

ERROLL has been on the television scene lately, too, with guest appearances on the Garry Moore Show and The Big Record. These are the things that build those extra sales, and ERROLL's sales are way up there to begin with... play it cool; this is a "hot" one!

EXTRA EXPOSURE!

When best-selling artists appear on television, additional sales possibilities increase greatly. TONY BENNETT is at it again on the Ed Sullivan Show December 15th, and the FOUR LADS will be adding to their already tremendous popularity by appearing on the Pat Boone Show December 12th!

COLUMBIA RECORDS
A DIVISION OF CBS
© "Columbia" T. Marcus Reg.
CBS T. M.
Newport's Complete Coverage
• Continued from page 14

New York's. Peterson Trio with Vinny of the 1957 Down Beat
The much Critic Poll for New Star on both
newness and piano and will attract many
the musicians new憧憬者 who have been
displayed here. Accompanists Mat Mathews and versatile Elliott
on mtelephone and vibes are
more well.

New Talents
Included among them of the new jazz talents are "Puddles" and
Leon Sash at Newport. The these artists may be relatively un-
known at this point, this package should do much to increase
their following, and it could move well if exposed. One of the best LP's
to date to exemplify the modern sound of traditional jazz is
this framework of new smallness and
harmonies is "The Joe-Cyril
Donald Byrd Jazz Laboratory & The Cecil Taylor Quartet
Continued..."

Other Jazz
trois "The
"Trio

Eddie

Allen,

Brown

&

Rudy

Lewis

&

Jacquet

and

Eldridge,

Allen

This year, there are
others that could be
considered among the
new stars of jazz. The
east is the new home
for many talented artists,
including Bobby
Williams, who recently
joined the Newport scene.

MUSIC RATIO

The Billboard
December 9, 1957

Question Clearing House Need
• Continued from page 13

NPPA, the latter group repre-
ented by Wattengen. Opinion
ran the gamut from the
traditionalists, coming partly
from Wattengen.

Craft to MGM
• Continued from page 13

of Arnold Marin, who moves to
Domino's Decca. This is the
"Cinester" inside the..."MGM"
line label with the "tune," "Alone,"
"Red," and another. "Love that
subsequently the sister group was
signed, MGM is now in the
March of which part, Craft
could also join the label. Since
then, every record label is
interested in the new top
artists. It also is understood
that RCA, Capitol, and Decca will
be hard at work the first date for M-G-M Thursday (5).

The incumbent vice...chief, M-G-M is Harry Meyerson,
who has been responsible in his
recent few years, with the
reign of "Oscar" and his
"Alone." Art Lande.

The deal, which is understood to involve a
settlement of royalties owed to pub-
lishers, is temporarily stayed,
pending settlement of certain

Levy Huddles
• Continued from page 13

The latter catalog as a basic low-
priced line for Roulette's Rama
label. However, the deal, which is
understood to involve a settle-
ment of royalties owed to pub-
lishers, is temporarily stayed,
pending settlement of certain

Commercial Stereo
• Continued from page 13

initial demand will not be
overwhelming due to the lack of stereo
products. Most of the devices
are being produced, how-
ever, and they are being
under wraps by their manu-
facturers for the time being.

The Audio Facility move
has important ramifications
due to the controversy develop-
ment of rival stereo disk systems. Last Oc-
tober, it was announced that
the company that had been a pro-
tected system of their parent firm, British Decca.
At that time, Lee has said that they had no particular
interest in the move, but that it was a good thing
for the industry to have a look at their
system before deciding on any.

The move was intended to prevent the
repetition of the upheaval that
accompanied the introduction of
the new systems. During October also, Westrex
showed their stereo system.
The firm said that four disk
machines designed to convert
from black and white
sound, carrying a cost of about
$8,800 each. The four units, according to
the spokesman, were RCA Victor,
Columbia, Capitol and Decca.

When answering ad. . . .

SAY YOU SAW IT IN THE BILLBOARD!
NEW PRODUCTS

ALLIED SHOWS NEW KNIGHT AMPLIFIER . . .

Allied Radio Corporation of Chicago, has just introduced their low-cost "Knight KN-313 15-watt "Bantam" amplifier. The unit is budget priced at $46.50.

The "Bantam" is compact in design, measuring 3½ high, 15½ wide and 10½ deep. It is housed in a metal cabinet with a brown "Electro" finish. The control panel is in contrasting white with brown trim. Included among the features of the amplifier are remote-able and scratch filters, seven inputs, three position speaker selecter, and remote volume control.

The inputs, in addition to low level or high level magnetic cartridges, are for ceramic cartridge, TV tone, crystal phonos, tape head, tape recorder and microphone. The front record compensation positions are EN, FFBE and RIA.

Frequency response claimed by the manufacturers for the unit is at least 15 watts output-down 20 to 20,000 cps, plus or minus five db.

A set of four special knobs and hardware, priced at $0.95, permits custom installation in a wall cabinet, etc.

NEW ANTISTATIC LUBRICANT BOWS . . .

"Negastat," an anti-static lubricant for phonograph records, is being produced by Jack's Creations, Chicago. The fluid cleans and polishes records free of static. By stopping dust attraction to the grooves, the fluid lengthens the life of both needle and disk. It can be used safely, is non-toxic and non-flammable. Negastat is supplied in six-ounce bottles and is a $1.30 selling.

UNITED AUDIO HAS SPEAKER CATALOG . . .

United Audio Products has just published a catalog describing its complete line of Wiga loud-speaker systems. The catalog describes 38 models including single and dual cone tweeters, eight-inch mid-range speakers, a 12-inch extended range speaker, a 1½-inch coaxial system and 1½-inch and 1-inch woofers.

In addition to product descriptions and specifications, the catalog also describes speaker expansion made possible by the use of the 1½-inch Wiga model ERD-12 and separate dual-cone tweeter array, model CX-2. The latter can be easily attached to the basic extended range unit at a future time to provide a two-way system. This system is also available as a completely assembled unit, model CX-212 B.

The new Wiga catalog may be obtained by writing United Audio at their New York City headquarters.

SHORT STEREOs FROM LIVINGSTON . . .

Livingston Audio Products Corporation, Caldwell, N. J., is introducing a new series of stereo recorders called "Livingstonettes." These are collections of musical material united to shorten playing time and emphasize the impact at the consumer level, the firm has created "new and beneficial packaging" for the series.

The shorter playing series will be released on a regular basis and will be available either for blank or stepped staggered head play.

The first five in the series already available are: "Dancing Along in a "Peed Cent Style," "Enchanting Strauss" "Lemony Hermie C的生命" and "Music for a Middle Mood."

Each tape is a full 5-inch reel and is priced at $0.95.

Radios Gain Half Million

Shipments of radio sets from manufacturers show no signs of waning in recent months. The most recent report from the Electronic Industries Association shows shipments for the first nine months of the year over-half million at a time, according to Robbins.

Modest owner Robbins said at the outset that he didn't know all the answers. It's obvious, however, that he knows enough of the answers to get his new operation launched in an exciting and profitable way.

BLACK AND WHITE SHOP

Display Dictates New Store Decor

• Good location doesn't mean much without good display room.

• Audio Music applies display furniture in New York location.

By RALPH TREAS

"We don't know all the answers," said M. I. Robbins, owner-manager of the newly opened Autor Music Shop on New York's Lexington Ave., "but one thing we're sure of. Display sells records and we're displaying more than 10,000 items.

His hand gestured toward the wall racks and the island displays. All of the fixtures were custom-made and handbrushed.

Have to Have Room

"And another thing," Robbins continued, "location is important—you've got to have your store in a good traffic spot or you're licked from the start. But it's not the only important factor nowadays. The store has to have width and depth. You have to have the room for display. You can have a good location, but if you don't have the room for display, you're licked.

Display Dictates Decor

As Robbins explained it, this display factor dictated much of the store's design. The walls, from floor to ceiling, are lined with wood. At present, the peg board is only partially used. But Robbins figures the time when he'll have the walls of the shop completely filled with album covers. When that time comes it'll be ready.

No Color Conflict

The display factor also dictated the decor, which is black and white theme.

"I didn't want the walls to have any color, no even a neutral color, to clash with the color of the album covers," Robbins said. As a result, the walls are painted dark white, the wooden fixtures and check-out counter are black. The floor covering is also black and white check.

Good Location, Too

This store has just about everything necessary for success, Robbins. There are large apartment houses and residential hotels from which to draw clientele. Several private clubs are nearby to which many professional people, musicians and artists belong.

Within a two-block radius also there are two large high schools, Cathedral High and Arts and Trades High School both have enrollments in the thousands. During the first week after opening the shop, Robbins offered discounts on LP's to draw the people in. He does not plan to discount LP's as a general policy, however. Once in the store, disk fans run ahead of a like period in 1956.

In September, EIA reported 1,090,271 radios shipped to dealers (including 2,257 units to the Territories). This compares with 835,824 in September, 1956.

Cumulative radio shipments during the first nine months of this year total 5,844,289. This figure compares with 5,539,829 in 1955.

This overall view of the shop—looking toward the front—shows how effective mass display can be. Customers have no trouble at all in finding the albums they want because they are displayed by category.
MUSIC-RADIO

THE BILLBOARD

DECEMBER 9, 1959

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Ask for Ricky's Best Selling Extended Play Albums

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NELSON

And... A RED HOT SMASH SINGLE!

STOOD UP

- and -

WAITIN' IN SCHOOL

# 5483

1,000,000 Records Ordered and Shipped In Ten Days!

IMPERIAL RECORDS
London Records • In Canada
Slim Whitman

with

"UNCHAIN MY HEART"

(from the Vanguard Production • A Warner Bros. Release)

b/w

"Hush-A-Bye"

#8312

IMPERIAL RECORDS
London Records © In Canada

www.americanradiohistory.com
A MILLION SELLER!
OVER 600,000
ON INITIAL ORDERS!

...In the Hit Groove!

Fats
Domino

"I WANT YOU TO KNOW"

THE BIG BEAT

From the Universal International Picture "BIG BEAT"

IMPERIAL RECORDS

#5477
BEST SELLING POP LP'S
FOR SURVEY WEEK ENDING NOVEMBER 30

<table>
<thead>
<tr>
<th>Title</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks</th>
<th>Chart</th>
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<tbody>
<tr>
<td>AROUND THE WORLD IN 80 DAYS</td>
<td>Ennio Morricone</td>
<td>RCA Victor</td>
<td>25</td>
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The following new packages, reviewed during the past week, have been selected for outstanding sales potential, artistic merit, new talent, sound recording or display value, or as indicated. Terms "Spotlight" is the opinion of The Billboard staff; merit prime consideration from dealers.

**Classical Album**

**HOROVITZ PLAYS CHOPIN (1-12)-RCA Victor**

Superbe playing by one of the keyboard masters of our time. Horowitz's phenomenal control, beauty of line and high pitchmanship would be difficult to match. This album alone will be worth double.

**REY DE LA TORRE PLAYS CLASSICAL GUITAR (1-12)-Ep 3445**

An uncommonly rewarding recital that should help establish the classical guitar as the equal of any musical medium. Rey de la Torre's interpretations show musicistry to technique, tone, subtle coloring and phrasing. Various repertory ranges from 17th century works, thru folk song arrangements, to modern Capistrano Crowe. Live recording preserves intimitiy of instrument.

**Jazz Album**

**THE PLAYBOY JAZZ ALL STARS (1-12)-Playboy PB 1957**

Winners of the Playboy magazine jazz poll are all represented in this spectacular anthology, which is being made available to retailers via Columbia Records distributors. It differs from previous poll-winner disks in that no special digging date was held; tracks have been made available to Playboy by various dates. Although a set, are we under contract. That's it's a big cooperative venture, quite unprecedented in the industry. For example, tracks from albums range from Columbia, Verve, Modern, Contemporary, Storyville and Pacific jazz labels. Poll winners include Kenny, Armstrong, J J. Johnson, Darnell, Glass, MulhOLLand, Goodman, Brocket, Krall, R. Brown, Magee, Hampton, Sinatra, Ellis, Fitzgerald—and dozens of other greats are included in their various units. Bunchin, booklet by Leonard Feallier has his usual selection of biographies of winners, listing many labels. Some tracks are newly issued, most are well-recorded. Crow cover, extremely heavy promotion and generous quality make this an outstanding gift offering at $9 tag.

**EP Albums**

**THE CHIRPING CRICKETS (1-EP)—Brassfield**

Rockably group has clicked on several singles, including "That'll Be the Day," which is one of the four tunes included in this rock teen-ants package. Also present is their new single, "Oh Boy." Same numbers are part of an LP with same title, and the bigger set may do business around the holidays. This EP, however, should be remembered.


Jimmy and Johnny Cunningham, 16-year-old

(Continued on page 28)

**Album Cover of the Week—**

**The Playboi Jazz All-Stars**—Playboy PB 1957. Excellent cover by Emmett Wademon has the names of the jazz poll winners in bright colors against a black background. Intriguing factor is that there is no space between the names, but the first letter of each name is in a different color. Sticking design is a neat street trick.

For Reviews and Ratings of New Albums See Page 28

**Most Played by Jockeys**

FOR SURVEY WEEK ENDING NOVEMBER 30

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<th>Title</th>
<th>Artist</th>
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<th>Weeks</th>
<th>Chart</th>
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<tr>
<td>PAL JOEY</td>
<td>Sound Track</td>
<td>Capitol W 612</td>
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<td>JUST ONE OF THOSE THINGS</td>
<td>Frank Sinatra</td>
<td>Capitol W 608</td>
<td>24</td>
<td>10</td>
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<tr>
<td>WHERE ARE YOU?</td>
<td>Frank Sinatra</td>
<td>Capitol W 635</td>
<td>23</td>
<td>15</td>
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<tr>
<td>WE GET LETTERS</td>
<td>RCA Victor LPM 1463</td>
<td>22</td>
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<tr>
<td>YOUNG IDEAS</td>
<td>Ray Anthony Orch.</td>
<td>Capitol T 669</td>
<td>21</td>
<td>25</td>
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<td>SWINGIN' AFFAIR</td>
<td>Frank Sinatra</td>
<td>Capitol W 803</td>
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<td>LOVE IS THE THING</td>
<td>Nat King Cole</td>
<td>Capitol W 824</td>
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<td>THE PAJAMA GAME</td>
<td>Johnny Mathis</td>
<td>Columbia CL 1028</td>
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<td>DUKES OF DIXIELAND, Vol. 3</td>
<td>Audio Fidelity</td>
<td>AFLP 1851</td>
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<td>SPIRITUALS</td>
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<td>WONDERFUL, WONDERFUL</td>
<td>Johnny Mathis</td>
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<td>THE EDLY DUENICH STORY</td>
<td>Sound Track</td>
<td>Decca DL 6299</td>
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<td>HYMNS</td>
<td>120</td>
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<td>THERELLL ALWAYS BE A CHRISTMAS</td>
<td>RCA Victor EPA 1351</td>
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<tr>
<td>AND A VERY MERRY, MERRY CHRISTMAS</td>
<td>RCA Victor EPA 1352</td>
<td>60</td>
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**MONEY-SAVING SUBSCRIPTION ORDER**

Enter my subscription to The Billboard for a full year ($2 issues) at the rate of $15 (considerably saving over single copy rate of $35). Foreign rate $15.00.

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Dear Polly,

Bells are Ringing
Just in Time for your great new album, "The Party's Over"

Love

[Signature]

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1270 Sixth Avenue
Buddy Robbins, Prof. Mgr.
**DISTINCTIVE JAZZ IN HIGH FIDELITY**

**REVIEWS AND RATINGS OF NEW POPULAR ALBUMS**

GEORGE FISHER & HIS ORK

PLAYS EDWARD PORTER

[VIA 78 - 120]

Vandor 15 6124
e. fisher has built a good reput-
eation for the "Dixieland" style and this
can do just as well as any of the
others. the arrangement of the Port-
eor's top tunes with an orchestra backing
the Fishe on piano are more or less the same as in
recent Fishe "Popular Menu" pack-
ages. a good long-box type seller for the
show fans.

**SHADING SHORTS FOR THE TREED BUSINESSMAN**

Hank D'ARCY ORK (1-12)

Golden Crest 20 013

The winner's circuit man has 'told' a group
of some tunes into a duo classic
tune's. Other themes are also
arresting ones, easily familiar. Con-
cept of the package is good and
the orchestration in this case lends
it the flavor. band is well reproduced
and tracks average close to two min-
utes each which means it's more for
the money than many competitors.
Can be sold with a push from dealers
for dancers and bargain jazz fans.
All items are from the Mdl. catalogs.

**LET'S HAVE A PARTY**

[1-12]

Dixie DL 855

This one's complete reflect the mood
of the time. Package is made up of a
broad range of material by many
artists, ranging from "Hickory Dick" and
"It's Not Because I'm Glad" to
"The Clock," "Furnace in the Town,"
etc. Again includes Ray Allen, Bill
Naylor, Gene Esber立项, Ernie Colton,
Vernon Duford, John Morgan, etc.
There are exciting vocal solos and choruses
to capture the party mood. a good
try.

**INVITATION TO DANCE WITH BOSTICH**

Earl Rother and Ork [1-12]

A new Bostitch's seventh album for
Kraft includes some of his past singles
efforts and most requested tunes. It's
his strongest material with the big
band as usual spotlighting the Bostitch
vocals, "Sweet Dreams," "Habana"
Blues," etc., are samples. A fine
dance disc, especially for the younger
times. Pops, too, might well sell some
general audience. Both pop and
disc potential.

**AUTUMN**

Concert Ork.QE 3021

Elvis Presley's WCL 3001

A program of songs emotional, all
dramatically orchestrated. Piano
involves, solo and the potential use
of orchestra brings the listening
audience to a much closer mood. The
orchestra is right behind the leader.
All music has much promise in
salable.

**KING OF ORGAN WITH A BEAT**

[1-12]

Don Johnson

**THE LOCKET SNOWBALL**

By Faron Young

**THE BILLBOARD'S MUSIC POPULARITY CHARTS...PACKAGED RECORDS**

**DECEMBER 9, 1957**

**THE WEAVERS ON TOUR (1-12)--Vanguard VLS 0013**

The selections are divided into four sections: "Songs That Never Fade," "Tall Tales," "History and Geography," and "Of Peace and Good Will." The LP is patterned after the program presented by the group on its recent national tour. Each section has a standup number. Their last effort is still moving strongly, and this should be a repeat. Excellent fare for the folk buyer.

**CHILDREN'S ALBUM**

THE LITTLE LAME LAMB (2-EF)--Told by Mary Martin. Disneyland STEF 1002

A wonderful new Christmas story bound to have a strong appeal to little people. And the narration by Mary Martin is tops for this market. Musical background by Camarata does much to weave the storybook spell. Inside the 2-EP jacket is a 12-page book which tells the

same story with color pictures. The story is getting a front cover and a 12-page expansion in the Christmas issue of "Family Circle," which should focus much attention on the product. A fine and usable production.

**SPECIAL MERIT RELIGIOUS ALBUM**

**THE DYNAMIC MISS DOUGLAS**

**MRS. KINGS**

**THE LOCKET SNOWBALL**

**THE BILLBOARD'S MUSIC POPULARITY CHARTS...PACKAGED RECORDS**

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**Reviews and Ratings of New Popular Albums**

*Continued from page 29*

quite numerous, giving the effect of a whole vocal group. Vocals, for instance, are by the Philadelphian group, Dance Wright, Richard Dorsey, Linn Bowl, Dick Bowers and Thirl Bannister. Songs include "It's a Lonely Christmas," "Christmas Lullaby," "Silent Night," and "Oh, Holy Night." We would give it the highest recommendation, if only we could get our hands on a copy. Collectors will find it worth checking out, however, should it appear in print. A must for the Christmas album fan.

**Children's**

**FAVORITE STORIES FOR CHILDREN**

VOL. 1. PAGES 41-64
Paul Wing & Ray Middleton (5-127)
RCA Camden Cal. 591
Another is in the series of valuable Comando reissues (see Liddon, this column) called "More Adventures of Tubb the Tub." The story of "Pussy Cat," "The Adventures of Tubb," "The Cowboy's Ride," "The 500 Flats of Bethlehem" are reprinted from old schoolroom readers. Narrations are Paul Wing and Ray Middleton. Each story has plenty of music and sound effects to make each book nearly 15 minutes long. A terrific item at $1.98, especially for the Christmas trade.

**Christmas**

**JOYFUL SONGS OF CHRISTMAS**

Carnegie Cal. 341
Green Bay Quartet (6-17)
Another offering in the field is the Carnegie Cal. 341, a delightful Christmas program that can be played hands of popular choral, organ, church, and home radio programs. This is the first one of its kind, besides, to have been issued in this form. In the past, the Broadway shows have been the most popular, but this year the radio networks have gone over to the Carnegie Cal. 341, and the results are most encouraging. The Carnegie Cal. 341 is a real hit, and the Christmas trade will find it a big seller. A must for the Christmas trade.

**LOW-PRI CED**

**THE ART OF EDO ZENZA**

RCA Camden Cal. 435
This disc is the same as the one we reviewed last week, but it is now available in a smaller box. The music is the same, but the price is lower. A must for the Christmas trade.

**Specialized Personal Representation**

**FOR RECORDING ARTISTS**

**RECORDING COMPANIES**

**COHEN TALENT ENTERPRISES**

419 South St.
Sew, Antonio, Texas

She's Heading for the Charts

**"JO-ANN"**

by the PLAYMATES

R 4527

**ROULETTE RECORDS**

639 Tenth Ave., New York 36, N. Y.

**RCA VICTOR'S 45 ECONOMY PACKAGE OF "YOU MEET THE NICEST PEOPLE AT CHRISTMAS"**

Dinah's new best-seller features 3 pop tunes about Christmas plus a special introduction and finale.

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!

**Folk**

**DOCUMENTARY TALKING RECORDS**

Peter Fusari & Dick Weinberg (6-127)
**CONTENTS:**

The selections cover a wide range of territory—talking with music at its best.
SANTA'S LITTLE HELPER

That's what we'd like to think our latest LP release is. It's only 15 days to Christmas and we know that everybody is frantic, wondering what to give to whom. Our December LPs plug a gum of two for every customer: the teen-age, Mom & Pop, the jazz fan, the hard-to-please sophisticate.

The 8000 series retails at $3.98 list, the 1200 series at $4.98 and the 2-12" sets go for $5.96.

LA JERN

12 songs, ranging from Ballads to Blues (some previously unpublished, is a startling record by LA JERN, the Horn & Horn "Comparisons."

HI-FI SOUNDS FOR YOUNG PARISIANS

Gianpio Beaussis has become France's most popular composer in his last piece. This is the first analysis of his most recent songs in instrumental interpretations by the Royal Orchestra, recorded in France in dedication of the artist.

MAC-RAC AND HIS FRENCH ROCK AND ROLL

Introducing France's 1st & 1st young Mac-Rac, a familiar name on the French scene.

THE ART OF MABEL MERCE

A comprehensive survey of the fabulous career of "Harriett's Midnight Musica's," by her songs in incomparable interpreta-

SANDSTROM FRANCAIS JAZZ, VOLS. 1 & 2

June 1957 & February 1958

-9-

12" LP; stereo.

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UA-AFM Hassle Shapes Up

**Continued from page 10**

At long last, the long-simmering dispute over the American Federation of Musicians' trust fund neared its conclusion, as the Labor Department's review of the fund's finances is expected to come down any day. The Department's ruling, which is expected to be favorable to UA, will be sent to the Superior Court, which is expected to make a decision on the matter. The decision of the Superior Court will be binding on the parties involved.

In seeking indemnification, UA is asking for a court order to be issued in favor of the Trust Fund, in order to hold the Trust Fund liable for any losses incurred by UA. The Trust Fund has stated that it is not liable for any losses incurred by UA, and is expected to file a motion to dismiss the indemnification request.

Miller Nixes

**Continued from page 13**

Most of the kids answered his queries in negative fashion (i.e., "my teacher and parents don't like it" or "nobody likes it but us-it's ours").

Miller told Barry Croy and his listeners on the two-station network, which does not use WMCA and WIP in Philadelphia, that most radio stations today sound alike in the type of records they program. The jockey, he says, are playing to a sub-serious audience which does not include the 16 and 17-year-old age groups and cannot see how this group can buy major electrical appliances, or any of the other household products which usually sponsor the shows. He strongly suggested that radio stations strive for a characteristic of their own or an "identity." "There are only a few stations that immediately identify themselves to you as you tune in by the type of music programmed." But, Miller said, radio stations are encouraged to set up the type of recorders that will reach bigger and better audiences for their sponsors.

With stations' gross billings up all over the country, Miller believes, there isn't any reason to feel that they cannot still increase if the intelligence of their listeners is not underestimated.

Own Copyrights

**Continued from page 13**

record like we do for them? And as for deals go, why's bidding what? The writers know all about the deals we make to get them records. In fact most of them will go to an ad man and make the deal for themselves. The whole idea is just a terrible thing. We would be handing over our life's blood.

Despite the fact that some writers privately admit that they would have a hard time winning agreement on such a proposal, the feeling seems to be, "nothin' ventured, nothing gained." As in so many existing agreements, the idea would call for a publisher to become a selling agent on a term lease arrangement.

Initial meetings between SPA and the Music Publishers Protective Association leading to the development of a new SPA contract are expected to start right after the first of the year.

Surely, if not a cure, but perhaps a temporary patch, there is something worth trying for those involved. In any case, the nature of the situation is clear;

Brahms: CELLO CONCERTO in D Major, Op. 104

SCHEINER: CELLO CONCERTO

SCHUMANN: Cello Concerto, Op. 95

World-Famous Soloist

WORLD-FAMOUS

Dedicated to the highest standards of performance and quality, this recording is a tribute to the artistry of:

**Elvis Presley**

The great performing sensation of all time, whose music has thrilled millions worldwide, now brings his incomparable charisma and magnetic stage presence to the recording studio.

**RCA VICTOR'S 45 ECONOMY PACKAGE OF**

**ELVIS' CHRISTMAS ALBUM**

EPA-4108

The big name ties in with the big season as Presley sings Santa Claus Is Back in Town, Blue Christmas, I'll Be Home for Christmas and Santa, Bring My Baby Back (To Me). 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!
The Billboard's Music Popularity Charts...POP SONGS

DECEMBER 9, 1957

THE NATION'S TOP TUNES

For survey week ending November 30

1. You Send Me
   
   **Week** 1 7
   **Last Week** 1
   **Week Count** 1

2. April Love
   
   **Week** 4 7
   **Last Week** 3
   **Week Count** 3

3. Raunchy
   
   **Week** 5 3
   **Last Week** 3
   **Week Count** 3

4. Jailhouse Rock
   
   **Week** 2 9
   **Last Week** 1
   **Week Count** 1

5. Silhouettes
   
   **Week** 3 8
   **Last Week** 3
   **Week Count** 3

6. Melodie D'Amour
   
   **Week** 10 10
   **Last Week** 10
   **Week Count** 10

7. Peggy Sue
   
   **Week** 17 3
   **Last Week** 17
   **Week Count** 17

8. Little Bitty Pretty One
   
   **Week** 12 7
   **Last Week** 12
   **Week Count** 12

9. My Special Angel
   
   **Week** 11 8
   **Last Week** 11
   **Week Count** 11

10. Around the World
    
    **Week** 16 26
    **Last Week** 16
    **Week Count** 16

11. I'm Available
    
    **Week** 21 5
    **Last Week** 21
    **Week Count** 21

12. Just Born
    
    **Week** 18 7
    **Last Week** 18
    **Week Count** 18

13. At the Hop
    
    **Week** 23 6
    **Last Week** 23
    **Week Count** 23

14. Ivory Rose
    
    **Week** 24 2
    **Last Week** 24
    **Week Count** 24

15. The Joker
    
    **Week** 25 5
    **Last Week** 25
    **Week Count** 25

Second Ten

16. Great Balls of Fire
    
    **Week** 10 10
    **Last Week** 10
    **Week Count** 10

17. Be-Bop Baby
    
    **Week** 13 10
    **Last Week** 13
    **Week Count** 13

18. Tammy
    
    **Week** 15 21
    **Last Week** 15
    **Week Count** 15

19. Rock and Roll Music
    
    **Week** 22 4
    **Last Week** 22
    **Week Count** 22

20. Liechtensteiner Polka
    
    **Week** 19 3
    **Last Week** 19
    **Week Count** 19

Third Ten

21. Twelfth of Never
    
    **Week** 26 29
    **Last Week** 26
    **Week Count** 26

22. Honeycomb
    
    **Week** 26 26
    **Last Week** 26
    **Week Count** 26

23. Put a Light in the Window
    
    **Week** 28 28
    **Last Week** 28
    **Week Count** 28

24. Why Don't They Understand
    
    **Week** 29 29
    **Last Week** 29
    **Week Count** 29

25. Till
    
    **Week** 30 23
    **Last Week** 30
    **Week Count** 30

**WARNING:** The title "HONOR ROLL UP HITS!" is a registered trade-mark and the listings of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such material should be submitted in writing to the publishers of The Billboard at Box Billboard, 1546 Broadway, New York 36, N. Y.
IT'S A DANCE
IT'S A SONG
IT'S A HIT!

THE STROLL

BY THE

DIAMONDS

MERCURY 71242
**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 under the direct and continuing supervision and control of the School of Retailing of New York University.

**THIS WEEK'S BEST BUYS**

Special telephone reports indicate these recent releases have broken out in one or more key areas and have excellent potential for placing on The Billboard's best seller chart.

**ILL COME RUNNING BACK TO YOU!** (Venice, BMI) - Sam Cooke

**Specialty 610** - All of the top markets are hot for this one. It looks like the biggest Christmas record of the season. Strong sales are reported in both pop and dance markets. It is a previously released side and has been very successful. This is an excellent potential for placing on The Billboard's best seller chart.

**PUT A LIGHT IN THE WINDOW** (Plantary, ASCAP) - The Four Lads/Columbia 41038

This side is beginning to move well in all of the major markets. It appears on the daily record lists. It is a previously released side and has been very successful. This is an excellent potential for placing on The Billboard's best seller chart.

**MY SPECIAL ANGEL** (BMI) - Bobby Helms

This side is beginning to move well in all of the major markets. It appears on the daily record lists. It is a previously released side and has been very successful. This is an excellent potential for placing on The Billboard's best seller chart.

**LIECHTENSTEINER POLKA** (ASCAP) - Will Glider

This side is beginning to move well in all of the major markets. It appears on the daily record lists. It is a previously released side and has been very successful. This is an excellent potential for placing on The Billboard's best seller chart.

**RECENT POP RELEASES COMING UP STRONG**

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.

**No Love (But Your Love)**

(BMI) Columbia 41000

**Put a Light in the Window**

(ASCAP) Columbia 41038
## Dot's Parade of Best Sellers

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist</th>
</tr>
</thead>
<tbody>
<tr>
<td>15660</td>
<td>APRIL LOVE—WHEN THE SWALLOWS COME BACK TO CAPISTRANO</td>
<td>PAT BOONE</td>
</tr>
<tr>
<td>15661</td>
<td>SAIL ALONG SILVERY MOON—RAUNCHY</td>
<td>BILLY VAUGHN</td>
</tr>
<tr>
<td>15662</td>
<td>THE JOKER—CHICKEN, CHICKEN—THE HILTOPPERS</td>
<td></td>
</tr>
<tr>
<td>15663</td>
<td>AT THE HOP—I DO</td>
<td>NICK TODD</td>
</tr>
<tr>
<td>15664</td>
<td>HENRIETTA—JOHNNY DEE</td>
<td></td>
</tr>
<tr>
<td>15665</td>
<td>RING CHIMES—THE STORY—J. V. LEAGUERS</td>
<td></td>
</tr>
<tr>
<td>15666</td>
<td>WINTER WARM—GO WAY FROM MY WINDOW—GALE STORM</td>
<td></td>
</tr>
<tr>
<td>15667</td>
<td>THE BRIGHT LIGHT—ROC-A-CHICKA—JIM LOWE</td>
<td></td>
</tr>
<tr>
<td>15668</td>
<td>I'M ALONE BECAUSE I LOVE YOU—DON'T LET IT GET AROUND—TAB HUNTER</td>
<td></td>
</tr>
<tr>
<td>15669</td>
<td>CRY, CRY DARLING—YOU'RE THE IDOL OF MY DREAMS—JIMMY NEWMAN</td>
<td></td>
</tr>
<tr>
<td>15670</td>
<td>ONE HEART—EVERY TIME I ASK MY HEART—LEROY VAN DYKE</td>
<td></td>
</tr>
<tr>
<td>15671</td>
<td>PLAYTHING—NICK TODD</td>
<td></td>
</tr>
<tr>
<td>15672</td>
<td>MISTER FIRE EYES—BONNIE GUITAR</td>
<td></td>
</tr>
<tr>
<td>15586</td>
<td>REBEL—CAROL JARVIS</td>
<td></td>
</tr>
</tbody>
</table>

### Dot Best Selling LP's

- 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-3075 WORD JAZZ—JAZZ HORIZONS—KEN NORRINE
- DLP-3077 PAT BOONE SINGS IRVING BERLIN—PAT BOONE
- DLP-3068 HYMNS WE LOVE—PAT BOONE
- DLP-3017 SENTIMENTAL ME—GALE STORM
- DLP-3012 PAT BOONE
- DLP-3054D Music From the Sound Track of CECIL B. DE MILE'S "THE TEN COMMANDMENTS"
- DLP-3063 THE THIRTIES IN RAGTIME—JOHNNY MADDOX
- DLP-3086 MUSIC FOR THE GOLDEN HOURS—BILLY VAUGHN
- DLP-3073 THE HILTOPPERS
- DLP-3080 PEABODY PARADE—Eddie Peabody
- DLP-3083 CHRISTMAS CHIMES—DR. CHARLES KENDALL

### Dot Best Selling EP's

- DEP-1062—MERRY CHRISTMAS—PAT BOONE
- DEP-1056—A CLOSER WALK WITH THEE—PAT BOONE
- DEP-1057—FOUR BY PAT—PAT BOONE

---

**Dot Records, Inc. • Sunset and Vine • Hollywood, Calif. • Phone MO 2-3143**

*The Nation's Best Selling Records*
Carol Jarvis

First... “REBEL”
And Now...

Golden Boy
and

ACORN #15679

Dot Records, Inc. - Sunset and Vine - Hollywood, Calif. - Phone HO 2-3741
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The Great Voice of...

Bonnie Guitar

"MAKING BELIEVE"

and

"I SAW YOUR FACE IN THE MOON"

#15678
... Headed for the Top!

Margaret Whiting

"I Can't Help It"

and

"That's Why I Was Born"

#15680

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone NO 2:3741

THE NATION'S BEST SELLING RECORDS
2 Solid Hits!

The
I. V. Leaguers

RING
CHIMES

and
"The Story"

#15677

Johnny Dee

H
E
N
R
I
E
T
T
A

"Don't Cry No More"

#15644

Dot RECORDS, Inc. - Sunset and Vine - Hollywood, Calif. - Phone HO 2-3841
THE NATION'S BEST SELLING RECORDS

www.americanradiohistory.com
Most Played by Jockeys

FOR SURVEY WEEK ENDING NOVEMBER 30
(MDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.)

<table>
<thead>
<tr>
<th>Week</th>
<th>Track Name</th>
<th>Artist</th>
<th>Label</th>
<th>Weeks on Chart</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>YOU SEND ME</td>
<td>Sam Cooke</td>
<td>BMI</td>
<td>2</td>
</tr>
<tr>
<td>2.</td>
<td>Speed 'Sycamore' Record</td>
<td>RCA</td>
<td>RCA</td>
<td>4</td>
</tr>
<tr>
<td>3.</td>
<td>April Love</td>
<td>Pat Boone</td>
<td>ASCAP</td>
<td>5</td>
</tr>
<tr>
<td>4.</td>
<td>All the Way</td>
<td>Frank Sinatra</td>
<td>ASCAP</td>
<td>5</td>
</tr>
<tr>
<td>5.</td>
<td>RAUNCHY</td>
<td>Bill Justin</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>6.</td>
<td>Kisses Sweeter than Wine</td>
<td>Jimmy Rodgers</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>7.</td>
<td>CHANCES ARE</td>
<td>Johnny Mathis</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>8.</td>
<td>Wake Up Little Susie</td>
<td>Everly Brothers</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>9.</td>
<td>Silhouettes</td>
<td>The Rays</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>10.</td>
<td>MELODIE D'AMOUR</td>
<td>Ames Brothers</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>11.</td>
<td>You Send Me</td>
<td>Teresa Brewer</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>12.</td>
<td>The Twelfth of Never</td>
<td>Johnny Mathis</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>13.</td>
<td>RAUNCHY</td>
<td>Ennie Freeman</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>14.</td>
<td>Peggy Sue</td>
<td>Buddy Holly</td>
<td>BMI</td>
<td>1</td>
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<tr>
<td>15.</td>
<td>Put a Light in the Window</td>
<td>Four Lads</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>16.</td>
<td>I'm Available</td>
<td>Margie Raybourn</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>17.</td>
<td>Just Born</td>
<td>Perry Como</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>18.</td>
<td>My Special Angel</td>
<td>Bobby Helms</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>19.</td>
<td>Little Pretty One</td>
<td>Thurston Harris</td>
<td>BMI</td>
<td>1</td>
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<tr>
<td>20.</td>
<td>GREAT BALLS OF FIRE</td>
<td>Jerry Lee Lewis</td>
<td>BMI</td>
<td>1</td>
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<tr>
<td>21.</td>
<td>FASCINATION</td>
<td>Jane Morgan</td>
<td>ASCAP</td>
<td>1</td>
</tr>
<tr>
<td>22.</td>
<td>TILL</td>
<td>Roger Williams</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>23.</td>
<td>Silhouettes</td>
<td>Dianne</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>24.</td>
<td>Ivy Rose</td>
<td>Perry Como</td>
<td>BMI</td>
<td>1</td>
</tr>
<tr>
<td>25.</td>
<td>Bop Baby</td>
<td>Bicky Nelson</td>
<td>BMI</td>
<td>1</td>
</tr>
</tbody>
</table>

Are all the headaches of getting your records pressed and distributed wearing you down? Try RCA Custom's TLC. Independents of the record industry are rushing to RCA Custom for it.

Why? Because RCA Custom's TLC means higher quality every step of the way: newer and better equipment...RCA's expert recording techniques...three-plant "Speed Record Service" shipping...the capacity to give you all the records you need, when you need 'em.

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BUSTING BIG ON....

America's Hottest Vocal Group
THE CRICKETS
with a sensational new album

ON LONG PLAY

Oh Boy, Not Fade Away, You've Got Love, Maybe Baby, It's Too Late, Tell Me How, That'll Be the Day, I'm Lookin' for Someone to Love

SIZZLING SINGLE

OH BOY
b/w NOT FADE AWAY

Oh Boy, Not Fade Away, You've Got Love, Maybe Baby, It's Too Late, Tell Me How, That'll Be the Day, I'm Lookin' for Someone to Love, An Empty Cup, Send Me Some Lovin', Last Night, Rock Me My Baby

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PATTY BABY
Terry Nolan

9-55036
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THE FOUR ESQUIRES

THEY’RE BACK! WITH A BIG RECORD SHOW

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A BRAND NEW LABEL
A BRAND NEW RELEASE

SANTA CLAUS IS COMING "THE DAY HE WAS BORN"

MARGIE REYNOLDS
WITH THE BLUE SATellites

CABARET RECORDS
45 Tenth St. Harrison, N. Y.

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know exactly what THE BILLBOARD means to them.

THE BILLBOARD is a member of the Audit Bureau of Circulations.
Demand for this unusual instrumental forced us to release this side as a single.

From the Moe Koffman Long Playing Album "Cool and Hot Sax"

Written and played by MOE KOFFMAN

Jubilee 5311

Jubilee #1037
UNITED ARTISTS
A GREAT NAME IN THE ENTERTAINMENT

NOW ENTERS THE BACKED BY WORLD-PROMOTIONAL FACILITIES

A great romantic voice!

JOE VALINO
singing

LEGEND OF THE LOST
Theme from the United Artists picture, "Legend of the Lost"

c/w
DECLARATION OF LOVE

UA 1016
Arranged and conducted by George Siravo
Produced by Jack Lewis

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Pan-American
3731 Woodward

EL PASO, TEXAS
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1902 Leeland Avenue

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Hollywood's newest discovery!

WES BRYAN
singing
LONESOME LOVE

c/w
TINY SPACEMAN

UA 102X
Arranged and conducted by George Siravo
Produced by Jack Lewis

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Tell Music
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MINNEAPOLIS, MINN.
Lieberman Music Co.
257 Plymouth North

NASHVILLE, TENN.
Music City Dist. Co.
127 Lafayette St.

NEW ORLEANS, LA.
A-1 Record Dist., Inc.
628 Baronne St.

NEW YORK, N. Y.
Ideal Dist.
549 West 52nd St.

NEWARK, N. J.
All State Dist.
457 Chancellor Ave.

OKLAHOMA CITY, OKLA.
Oklahoma Records & Supply Co.
512 N. Hudson

PHILADELPHIA, PA.
Marnel Dist.
1622 Fairmount

PITTSBURGH, PA.
Record Dist.
2226 Fifth Ave.

SAN FRANCISCO, CALIF.
Stone Distribution Co.
1274 Folsom St.

SEATTLE, WASH.
Huffine Distributing Co.
3132 Western Avenue

ST. LOUIS, MO.
Commercial Dist.
2330 Olive St.

WASHINGTON, D. C.
Schwartz Bros.
901 Girard NE

HONOLULU, HAWAII
Polynesian Dist., Inc.

SAN JUAN, P. R.
Juan Martinez Vela
358 San Francisco St.

TORONTO, ONTARIO,
CANADA
Quality Records Ltd.
380 Birchmount Rd.

TS FULL RECORD PROGRAM FOR 1958!
**FOR JUKE BOX PROGRAMMING GUIDE**

### POPULAR

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
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<tr>
<td>SIMONE'S <em>I SAY</em></td>
<td>DADDY COOL</td>
<td>Capitol 199</td>
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<tr>
<td>JUINOO <em>DON'T GO</em></td>
<td>THE RAYS</td>
<td>Blue 404</td>
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<tr>
<td><em>DON'T YOU KNOW SHE'S MINE</em></td>
<td>THE BOP</td>
<td>RCA Victor 4928</td>
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<td><em>I'M IN RECKONING</em></td>
<td>BILLIE JOE GREEN</td>
<td>Decca 2021</td>
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<td><em>I'M NOT A Crying</em></td>
<td>BILLIE JOE GREEN</td>
<td>Mercury 117</td>
</tr>
<tr>
<td><em>IF I WERE A HIGHWAY</em></td>
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### COUNTRY & WESTERN

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### OPERATORS BEST BUYS

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**FOR SURVEY WEEK ENDING NOVEMBER 30, 1957**
A HIT FOR EVERYONE . . .
EVERYWHERE . . .
ROY HAMILTON

"DON'T LET GO"
"THE RIGHT TO LOVE"
Epic 5-9257

<table>
<thead>
<tr>
<th>Epic 5-9257</th>
<th>The Four Coins</th>
<th>Epic 5-9253</th>
<th>&quot;A BROKEN PROMISE&quot;</th>
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<tr>
<td>Great Novelty Hit</td>
<td>&quot;I'M GONNA WRAP UP ALL MY HEARTACHES&quot;</td>
<td>Every Night at 9 O'Clock</td>
<td>Little Joe &amp; The Thrillers</td>
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<tr>
<td>Christmas Kiddie Smash</td>
<td>&quot;SHAKE ME, I RATTLE&quot;</td>
<td>Clare Nelson</td>
<td>Epic 5-9250</td>
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<tr>
<td>Swinging</td>
<td>&quot;I&quot;</td>
<td>Lillian Briggs</td>
<td>Epic 5-9249</td>
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<tr>
<td>Rock 'n' Roller</td>
<td>&quot;YOU KEEP ME SAILING&quot;</td>
<td>The Marquees</td>
<td>Epic 5-9239</td>
</tr>
<tr>
<td>Another Sleeper Hit</td>
<td>&quot;I DON'T WANT TO LOVE YOU&quot;</td>
<td>Tommy Prisco</td>
<td>Epic 5-9239</td>
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<tr>
<td>Rock 'n' Roll Novelty</td>
<td>&quot;WYATT ERP&quot;</td>
<td>The Marquees</td>
<td>Epic 5-9239</td>
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<tr>
<td>Eileen At Her Best</td>
<td>&quot;HEARTS ARE A FUNNY THING&quot;</td>
<td>Eileen Barton</td>
<td>Epic 5-9239</td>
</tr>
</tbody>
</table>

"A swinging tune that is sure to attract sales from teenagers and adults alike."
"Roy sings with warmth and depth in the same style that has won him a great following."
THE BILLBOARD'S WEEKLY
Tips on Coming Tops
THE RECORD INDUSTRY'S MOST COMPLETE GUIDE TO FUTURE BEST SELLING POP SINGLES

• Review Spotlight on...

POP RECORDS

RICKY NELSON...Imperial 5483.


WANTIN' IN SCHOOL


(Reeco, BMI)

STOOD UP


(Commodore, BMI)

There is a girl, probably younger than you, who hasn't smiled yet. "Wants it" is a rockabilly effort that should go well with the kids. Flip, 'Stood Up,' is also in the rockabilly idiom. Good support on both.

CLINT MILLER...ARC-PARAMOUNT 9878.


SETHRA LOU


(Robin Hood, BMI)

Miller, a new find, registers solidly on the cover of the recordables, which was cut on Surf by Johnny Faire. The artist has a Presley sound and a great presentation of the tune appears a strong contender for FAA's coin also. Flip, "Doggone R. Baby, I'm in Love," is another rockabilly item that is also well handled (Bill & Range, BMI).

THE MCGUIRE SISTERS...Coral 61984.


SUGARTIME


(Nac-Yax-Jak, BMI)

This is the strongest by the chicks recently. Their fine cover of the semi-folk-roller, first recorded by Charlie Phillips, could put them back on top. Flip, "Banana Split," is a nice rendition of a cute Steve Allen-Neil Heltie tune (Rosemound, BMI).

THURSTON HARRIES...Aladdin 2399.


DO WHAT YOU DID


(Aladdin, BMI)

I'M ASKING FORGIVENESS...


(Aladdin, BMI)

"Do you remember," similar to the artist's cutesy smash, "Little Bitty Betty One," Strong selling by Harris, can make it repeat. The tune, "Goodbye Little Girl," is also a recorded item that has a classier touch.

THE DIAMONDS...Mercury 7142.


THE STROLL


(William, BMI)

This is the best in several tries by the "Little Darlin'" crew. Their expected future hit makes it a good bet to score in all markets. Flip, a pretty ballad, "Land of Beauty," is also nicely treated (Pure, BMI).

THE CHORDETTES...Columbia 1341.


PHOTOGRAPHS


(Franciscan, ASCAP)

BABY OF MINE...


(Winnemucca, BMI)

Good sound by the girl, who made it with their last effort, "Just Between You and Me." The tune uses an "Alone" gimmick in telling the roller with a sweet beat. Fine sound track, very solidly made, rendered with listenable harmonies against good backing.

THE DEL VIKINGS...Mercury 71421.


SNOWBOUND


(Nashmore, BMI)

YOUR BOOK OF LIFE


(Nashmore, BMI)

Two nicely contrasted sides with potential in both pop and R&B markets. Top side is a cute, catchy-type melody with interesting ork support. Flip, "Your Book," is a smooth treatment of a ballad with rhythm support that could be a good change of pace.

ROY HAMILTON...Epic 9257.


DONT LET GO


(Mercury, BMI)

THE RIGHT TO LOVE


(Shelton, BMI)

Hamiltons build a solid rocker groove in his belting of "Don't Let Go." Good chorus and ork support help put this in the fast lane. Flip, "The Right," is a pretty ballad that is sincerely read. This is Benny Davis work.

BILLY WILLIAMS...Coral 6192.


BABY, BABY


(Boosey, BMI)

DON'T LET GO


(Boosey, BMI)

This could be another "Sit Right Down" for the artist. Strong vocal on the cute, bounce type sound with sparkling guitar and ork backing is a solid set. The tuned-out instrument could hit the mark with the kids. Flip, "They Spacerness," is a rock-calmer that can also go well (Dunbar, BMI).

POP DISK JOCKEY PROGRAMMING

MARGARET WHITING...Dot 15689.


I CAN'T HELP IT (IF I'M STILL IN LOVE WITH YOU)


(Dot, BMI)

THAT'S WHY I WAS BORN...


(Jantra-Phantasy, ASCAP)

WHAT A DIFFERENT WORLD...with music by Wynn Stewart. sung as "I Can't Help It," the Hunt Williams country ballad, is a quality job that should flip listeners. Male group and Billy Virginia ork provide simple but effective backing. Flip, "That's Why," is an evenly handled treatment of a ballad that has also been cut by Janice Harper and Billy Scott.

HUGO WINTERHALTER ORKE...RCA Victor 7115.


BLUE LOVERS' LAMENT


(Mass, BMI)

MOONLIGHT IN CAPRI


(Popgie, BMI)

Moonlighted by one of the top ork groups, it is introdanced on accordion and then builds up into a pretty string setting. Classy arrangement should click with audiences. "Moonlight," the flip, is a choice treatment of a nice romantic side with mandolin prominence. Worth while as a refreshing change of pace.

The publishers of Chuck Willis' recording of "Betty and Dapper" b/w. "My Crying Eyes" were incorrectly listed in last week's pop spotlight section. Both songs are published by Rush, BMI.

• Reviews of New Pop Records

THE GEORGETTES

Early Like a Fool...


EBR 115.

A rock and roller with the click coiners coveting it. Against a strong tune. Top is a reasonable seller. Good was.

Q FORD'S HOUSE OF FORTUNE.


Woo, Toob, 82.

Rhythm wise with a beat that move right along. Cafe has a good sound for both. Flip, 'Buckaroo Blues,' has been on the market with all ork.

THE PLAYMATES

JENNY JAY


(Reeco, BMI)

Their tune originated in the Twin Tower Variety EP. This record is an ork item and shows a lip tingling match with similarly noted tunes. The backing, original, has the handle of being available only in the EP format.

YOU CAN'T STUMP ME FROM DRAWING YOUR.


(Easy, BMI)

Hammer, rock and roll strong treatment of the title. Good ork backing aids the tune. "Let's Do it" is also a fine job on a spoken item. (Berrias, ASCAP)

JOHNNIE RAY

Mama, Me Just a Little...


(Columbia, BMI)

A flock of millionaires has been created in this country blues, which has also come on the chart. "Mama, Me Just a Little," has the high-powered Ray sound.

DORIS DAY

With a Chair Like...


(Columbia 13519)

An exceptionally smooth arrangement for Doris Day's version of this tuneful blues. Day is eclipse of the whole effort. "Gotta Get It Back" is a fine ork treatment of a hot item, also.

SOPHIE STARR & THE SUGARLETTES

Good...S...S...S...


(Mercury 7139)

A strong side, with a solid, swinging ork, would be choice for the out ork. "S...S...S...S...S...S...S...", shows the firm finger of the lady. "Watch and Learn," by Brenda Lee.

THE NEPTUNES

FORTUNE TELLER


(Columbia 13577)

GIRO'S --Penny of confusion style item is a fine Grammy candidate. Regular flip side. Chicks vie with the Neptunes for honors in the use of sound. Good arrangement that could click. (Hemen-Hyde, BMI)

As Long As...


(Silver House-Brydes, BMI)

A deep ork-drenched storm front thru the Neptunes, only impaired by group at chicks who couldn't keep up the rapid-wind-up sound. Sust has potential for the coast. (Silver House-Brydes, BMI)

THE LANCERS

Bom. Ass...zi


(Coral 4188)

A strong ork variation of the famous Swedish import. Good featured treatment of a good Maple street ballad. This is a fine item.

THE FREIGHTING BROS.

LONDON....S


(Bronco, BMI)

Another one which varies from the common ground. It's a fresh style with musical arrangement behind the rock. (Bronco, BMI)

DAVID HILL

KEEP THE RECKONING GOIN....


(RCA VICTOR 9112)

A rockabilly sort of good quality, supplied with the promising manner. Good material in the flip, "Here's a Rock," the sort coupling, this disk has real potential.

That's Love...


(RCA VICTOR 9112)

Clief-singer does make one of his biggest threats in date with this entry. It is a fine record with a pacing of easy.

THE MARQUEES

Little Miss Ghost Girl...


(George 796)

Strong group swings on this impressive rockabilly. If it has a fine beat, sound and a message that can get thru, Side has definite potential, Not so same "Short Skirt" at the end in the records on the market. (Cranford, BMI)

West Range...


(George 796)

This has almost the same tone next the title. As is a fine item, but a lack of pace.

PETE MOORE

WHERE THE RAINMAKER...


(Ep 1966)

Moore builds solidly on this one time tune with a repetitive pattern. High degree of dubbing gives the tune channel outside the usual floor stuff. The notes are just right to maintain the tune.

Watch It... (Edie & ReedCom, BMI)

A slow and somewhat monotone rock, and an ork treatment as this is the lady's present hit. Slim chance of success.

VALERIE CARR

TWELFTH YEAR JUBILEE...


(RCA VICTOR 9108)

A strong cover of the song that has a powerful ballting style which fits well on the dance floor. Song is荷花 on Cosmos is well out, but has a strong chance for the mass.

O liver the Rainbow... (RCA VICTOR 9108)

A very enjoyable and attractive piece of music. The flip is a doozy.

LES BAXTER

THE VAMPIRE'S DREAM...


(Universe 77)

A deep gothic style with a side and ork treatment. The flip is a hush hush item. (Grande, BMI)

CARL MOWET

You Are My Sunshine...


(RCA VICTOR 77)

Hit 1935--Vocal is sandwiched in the Detroit scene, the flip is a week out, could become interested in all fields. Good and chart items for sure. (Pearl, BMI)

Toledo...


(Pearl, BMI)

This is a really top side, slow and structure.

SYDNEY HIZER...

(Grande, BMI)
DEALERS, JOCKEYS—SIT RIGHT DOWN
AND LISTEN TO BILLY’S NEW SMASH

BILLY WILLIAMS

BABY, BABY

DON'T LET GO

Orchestra directed by Dick Jacobs

9-61932
**The Billboard's Music Popularity Charts . . . POP RECORDS**

**DECEMBER 9, 1957**

**ATTENTION, MANUFACTURERS.**

We are open and swinging. Staffed with the most experienced personnel in the Northern Ohio area, we are prepared to give your line the utmost in sales and promotion. We are now exclusive distributors for Sun Records in this area. Manufacturers. Inquiries invited.

**STERLING MUSIC DISTRIBUTORS, INC.**
2928 PROSPECT AVE, CLEVELAND 15, OHIO
PHONE CH 1-5179

**Two in the Money**

**Mad Mad World**

By Alfred Joseph.

This week, the King of the Label's #1 hit, "Two in the Money," is the #1 record in the Billboard charts. The song was written by Al Jolson and was originally recorded by Louis Prima. The version featured in the charts is by Tino Rossi, who had a big hit with the song in 1956.

**Lonely Lover**

By Lonnie Donegan.

This week, Lonnie Donegan's "Lonely Lover" is at #2 on the Billboard charts. The song was written by Donegan and was originally recorded by the Chords. The version featured in the charts is by Donegan himself.

**Only You**

By The Cramps.

This week, The Cramps' "Only You" is at #3 on the Billboard charts. The song was written by Paul McCartney and John Lennon and was originally recorded by the Beatles. The version featured in the charts is by The Cramps.

**Two in the Money**

By Tino Rossi.

This week, Tino Rossi's "Two in the Money" is at #4 on the Billboard charts. The song was written by Al Jolson and was originally recorded by Louis Prima. The version featured in the charts is by Tino Rossi, who had a big hit with the song in 1956.

**Lonely Lover**

By Lonnie Donegan.

This week, Lonnie Donegan's "Lonely Lover" is at #5 on the Billboard charts. The song was written by Donegan and was originally recorded by the Chords. The version featured in the charts is by Donegan himself.

**Only You**

By The Cramps.

This week, The Cramps' "Only You" is at #6 on the Billboard charts. The song was written by Paul McCartney and John Lennon and was originally recorded by the Beatles. The version featured in the charts is by The Cramps.
**Laurea K. Bryant's Sensational Rendition of "Bobby"**

**Camel #124**

**In the Midwest Press with Kaybank Recording Co.**

(3) a. "Bobby". The complete service from Kaybank with a happy, flowing harmony, and the touch of orchestral Mays. Orchestral "Bobby" is a perfect performance, a tune in excellent taste for the week. (Stella BMI)

(b) "Bobby". The orchestra in "Bobby" is a perfect performance, a tune in excellent taste for the week. (Stella BMI)

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Recall that the Billboard's weekly survey of radio stations is considered to be the most accurate and comprehensive of its kind. It is compiled from listener surveys conducted by Nielsen Media Research, a leading market research firm. The survey is conducted on a national basis and covers over 7,000 radio stations across the United States.

The survey provides a snapshot of the music popularity trends, with the charts being updated weekly to reflect the most current listening habits of radio listeners. It is widely regarded as the gold standard for measuring music popularity and is closely followed by industry professionals, artists, and music fans alike.

The charts are divided into various categories to cater to different music genres and formats, ensuring that artists across all genres have a fair and accurate representation. The Nielsen Music 360 platform, which powers the Billboard charts, provides a comprehensive view of the music industry, helping artists, labels, and marketers make data-driven decisions to enhance their music strategies and maximize their impact on the market.

In summary, the Billboard Music Charts are a testament to the power of music as an art form and a business, reflecting the collective taste and preferences of millions of listeners across the globe.
The Billboard's Music Popularity Charts...RHYTHM & BLUES RECORDS

December 9, 1957

**Reviews of New R&B Records**

**THE FIVE STAR**

Dedicated to the five stars of the black music scene, this chart offers a snapshot of the top R&B hits, highlighting the latest releases and key performances.

- **LEWIS LYNX**
  - *I Found Out Why*...End 107—Here’s the answer to Frankie Lymon’s hit song, “Why Do Patti Fell In Love?”
- **Lead**
  - *Shoutin’ & Callin’*...A soulful number that will definitely appeal to the fans of R&B music.

**THE BOUCLES**

The way you carry on...EBS. The fanatical fervor that drives the fans of pop music is clearly evident in this chart.

- **BOBBY GRAY**
  - *Silly Joe*...Striped in a blue, grey suit it is the only named style, which includes a decorated triple figure (Crescent, BMI).

**THE VANGUARD**

You’ll need a change of pace with this one. The Vanguard offers a mix of new R&B tunes that are sure to please.

- **R&B Best Sellers in Stores**
  - For survey week ending November 13, listings are ranked according to their sales in national retail stores. The week's best selling R&B records are highlighted, with sales data from top sales for one week.

1. **YOU SEND ME**—Sam Cooke
2. **JAILHOUSE ROCK**—Elvis Presley
3. **SILHOUETTES**—The Rays
4. **RAUNCHY**—Bill Justis
5. **RAUNCHY**—Emmylou Freeman

**Climbing Fast!**

"**YOU NEVER MISS THE WATER**"

Billy the Kid EMERSON

Vee Jay Records Corp.

3120 S. Michigan Ave.
Chicago 16, Illinois

All phoners E.K. 4-6114

**THE COLORFURIEZER** Mr. Brother You...Live it up! Go for Vee-Jay—ARC-Penrod.

**R&B Territorial Best Sellers**

For survey week ending November 13, listings are ranked according to their sales in specific territories. The week’s best selling R&B records in the major markets are highlighted, with sales data for one week.

1. **YOU SEND ME**—Sam Cooke
2. **JAILHOUSE ROCK**—Elvis Presley
3. **SILHOUETTES**—The Rays
4. **RAUNCHY**—Bill Justis
5. **RAUNCHY**—Emmylou Freeman

**Most Played R&B by Jockeys**

Survey results, in order of popularity, based on air play over the country according to The Billboard’s weekly survey of top R&B plays in each market.

**Teenerama Label to Bow**

NEW YORK—Teenerama Records, a new pop disk company, has swung into action here behind Brooks, Land, Rand, Leo Rogers and Leo Goldmin.

OuiDit has signed exclusive artists under Mickey Calin and Floyd Stuart, both young gun. You’re cinema at whose first disk is this week, is featured in the Broadway music show, "West Side Story." OuiDit has also obtained some master rights by way of record and publishing enterprises, featuring the jazz organist Jimmy Smith (now on Blue Note), and the vocal and boy band (now on Columbia).

Label is distributed in New York by Sam and Hy Weiss’ Superior Distributing Company.

3 GREAT HOLIDAY HITS FOR STORES ON JUNE BOX "WHITE CHRISTMAS" THE RAVENS

FREPPICKING RAVEK B/W "SILENT NIGHT" 56407

B/W "BIG MABELLE" 56441

**B/W "WHITE CHRISTMAS" 56441

**THE ROCK-SATIONAL CASUALS**

“SO TOUCH”

“I LOVE MY DARLING”

Rock Fest 220

Bake Sale Records, Inc.

Give to Damon Runyon Cancer Fund

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**FOLK TALENT & TUNES**

- **Continued from page 55**

all his present activity, but will cut down a bit on roadwork.

Rooselle Small has taken leave of the Decco Records Music Show for a brief period to handle booking duties, distributors and�viewers in the Midwest and South. Although the office in cockrochia radio, "Ain't I A Dog..." Orella Myers, however, has no such label. She is heading the "Traveling Eight" for the Cotton Scenes' show. She will also host a show at the Colonial Theatern, Fort Antoine, New Orleans. The Silver Mountain Boys are traveling again, and the hit bill each week. Negotiations are under way to sign Miss Myers to an American label. Jack Turner, of Montgomery, Ala. hopped into Nashville last week to receive his own tune, "Shake My Hand—Meet Me, Blues," as his initial release for M-G-M.

Rex Allen was in Chicago last week to attend the national convention of the Sher- man Hotel. Frank Waterfield and the Broadmoore Brothers gave a fine performance at the tune and I Night Club, Monticello, Ill. They are trying to bring out a show on WayShape Records entitled "The Brothers of the Blue Planet." You're the One (I See in My Dreams," both of which they are recording. Jack Nelson, banjoist, does the vocals, and several others may obtain a copy of the disk by writing to Wade Bishop at 529 S. 18th Ave., Davenport, Iowa. The group, consisting of three guitarists, drums, tenor saxophone and alto saxophone, is sponsored by ABC-TV's Roy Anthony show. Louisville, Ky., is the group's home base, Sheveport, December 16, 1950, when guests were Carl Storey, Gene Sullivan and Jimmy Edward.

Rod Phillips, whose initial Coral waxing, "Suggetine" and "One Fueled Rose," has just been released, is working under the personal management of Odis (Pig) Edwards Sr., owner of Station KCLY, Clovis, N. M., where Charlie got his start as a disc jockey. Edwards is well known in the country music field as one of the founders of "The Louisiana Hayride."... Billy and Bobby S: P. r.a. will shortly replace their initial RCA Victor re- lease, "Goodtime. She's Gone," and "Tom Billy Baby," were in Chicago Friday (6) for an appearance on Howard Mill- ler's annual charity show, and then hopped into Philadelphia for the "American Bandstand" show Monday (9).

Wells Prince placed for the annual liveband event at the Coli- sium, Montgomery, Ala., Saturday, and he also appeared in "Fort Force," which will make a short-subject film for that firm before returning to Nash- ville. Miiller also has a string of talent not yet released. He will be seen at Perkins' Flame Theatre Cafe, Mis- souri. The Lovin' Brothers were also advertised as appearing in Bill Monroe and his band.

Marjorie Wilkin, writer of Red Foley's hit record, "This Could Very Well Be It," and Wanda Jackson's recent "As for Capri," has signed a contract with the Ford Motor Company for a series of films for television. She will appear in full-time artists contact for Earl Barton Music, Inc., BMI. Barton is affiliated with several of the country stars on Red Foley and Company December 23. Foley was last seen on network television as a record producer. He is the son of Albert Barton, known as Al_percy C. H. Barton. Monday (9) sponsored a country show tagged "Country Music Spe- cial the Playhouse," formerly the Palace Theatern. The two-hour show featured such d.w.c.s as Charlie Walter and His Hotel Riders, Joe Taylor and Red Birds, the Silver Star Boys, the Barrier Brothers, the Raggeous Auroras, the Redwood Quartet, Charlie Ward, the Mills Brothers and Charlie (Sunset) Montgomery.8

"Afraid of the Press" by Bobbie Webb, who has just started a new series of country music shows in the Red Light District, has been "in the press" for months. "Info that he's badly in need of records. He's on the air Monday thru Friday, 11-11 a.m., featuring the latest c.w. as well as the blue- grass type of recordings. Bobbie is the manager of the Rhythm Ruche Gang on WCGB, Red Lion, and WBCG, Red Lion, Pa., and will appear on WRBC, Lancaster, Pa., and will soon appear on Red Menier's TV show on WTVF- TV, Nashville, Tenn., on Satur- day.

With the jockey: Lord Butterworth, of Station KFXF, Colorado Springs, Colo., scribbles that he has received wire such "pickin' and singin' artists as R.C.V., the Louisiana Hayride."

SCENERY

Due Drops, Flat Sets, Street Drawing Backdrops, Costuming Equipment.

SANTA CLAUS HEADS

SANTA CLAUS HEADS

SANTA CLAUS HEADS
Fairs Shop, Do Little Buying Of Attractions at Chicago

By HERB DOTTEN

CHICAGO — More fair men than ever left the International Association of Fairs and Expositions overseas last week with a full list of firm commitments for grandstand and coliseum attractions and other features for carnivals and other events. With interest on coming up with the big F & E's, these men were hard at work shopping vigorously. The offerings were numerous and varied and many left uncertain as to which to pick.

Others left without committing their attraction program because various factors prevented finalizing contracts at the convention. Some departees who were shopping clubs would hold talks. Others left considering new conventions and special events, such as buying attraction packages for mobile fairs, and many were interested in offering split-entry attraction bills.

There were others who left unsure whether confirmation of their dates would be forthcoming from the organizations of the fairs.

And there were more fairs than ever before who asked looking for rods.

Rodeos Grow Big as Fair Moneymakers

CONTINUED FROM PAGE 1

the contest, names the champ and regulates the sport on a national basis. Originally formed 20 years ago as a constituent organization, it was one of the first to become involved in helping the rodeo industry and in much of the work of getting the rodeo industry off the ground and the problems of rodeo producers and sponsors.

The organization has held its annual convention since 1939, including what to do about network television, which has been approached with offers of weekly network television programs, but not as much. The Conclave is held early in the year, so that most of the riders can attend. But this year, the program was changed to late in the year, so that more riders can attend.

In 1967, the organization held its 1967 Convention in St. Louis. The show had a record-breaking attendance, with a total of 1,500 participants. The event has continued to grow each year since then. In 2021, the organization held its 80th Annual Convention in St. Louis. The convention featured a variety of events, including a rodeo show, a convention center, and a trade show.

GODFREY GETS SLA AWARD

CHICAGO — Arthur Godfrey, radio and television personality, was named the "Man of the Year" award by the Showmen's League of America at its annual convention here.

The plaque was presented to Godfrey by A. W. Johnson, president of the Showmen's League, during the awards ceremony.

Godfrey is a versatile entertainer who has appeared on radio, television, and in films. He is known for his humorous and slapstick routines, which have made him a favorite with audiences for many years. He has been involved in the entertainment industry since the 1920s and has received numerous awards and accolades throughout his career.

INTERESTING HIGH BUYING FLAGS AT NAAPB SHOW

Chicago Pulls Industry's Biggest Exhibit, Floor Punches Trail

By IRENE KIRBY

CHICAGO — Another output of millions of dollars' worth of riding devices and other outdoor amusement equipment—top persons known exactly how much—will be put on display for the first time as a result of the National Association of Amusement Parks and Pools' annual convention at the Showmen's Hall of Fame at the 1958 Chicago World's Fair. The show will be open to the public.

The American Sportsman's Manufacturers Association, which is the largest manufacturer of riding devices and other outdoor amusement equipment, is sponsoring the event. The association is the largest manufacturer of riding devices and other outdoor amusement equipment, and is the world's largest manufacturer of amusement equipment.

One of the largest amounts of space that was occupied by the National Association of Amusement Parks and Pools' annual convention at the Showmen's Hall of Fame at the 1958 Chicago World's Fair was occupied by the national amusement device company, which reportedly spent more than $10,000 constructing and transporting its display. The price was exclusive of the rides shown, which included the famous roller coaster, the "Cannonball," and the "Spiral," both of which were constructed by the association. The association also exhibited a number of other major rides, including the "Spiral," the "Tornado," and the "Cannonball." The association also exhibited a number of other major rides, including the "Spiral," the "Tornado," and the "Cannonball." The association also exhibited a number of other major rides, including the "Spiral," the "Tornado," and the "Cannonball." The association also exhibited a number of other major rides, including the "Spiral," the "Tornado," and the "Cannonball." The association also exhibited a number of other major rides, including the "Spiral," the "Tornado," and the "Cannonball."

The event also showed its six-year-old roller coaster at the Showmen's Hall of Fame at the 1958 Chicago World's Fair, which was designed and constructed by the association. The roller coaster was constructed with a steel framework and a steel spiral design, which allowed riders to experience a thrilling ride through a series of twists, turns, and drops.

In the major ride grouping, all manufacturers received numerous inquiries, but only one manufacturer received a confirmed order. This manufacturer was Eric Wedemeyer, who applied scale models of the European Mediterranean Monopoly and Alpine Express, the former being a Roller Coasters version and the latter a two-level, spiral-end auto ride.

Mouse Unit Popular

Both Ben Schlitz and Mike Monahan of the Plantingfield Pool Outdoor unit, with Schlitz running a "sell and service" policy, have been selling "sold and service" every day. Schlitz will get Mouse units and 14 other names on the list, representing more than $1,000,000 in sales. Schlitz and Monahan are expected to meet at the fair in Louis-

Vern Onorto Killed in Dallas Fall

DALLAS — Vern Leichle, 47, high performer known professionally as Vern Orton, plunged 30 feet into a tanker car in the practice of a new pole figures act at the Fort Worth Fairgrounds here Wednesday, the cause of the accident was thought to be caused by a ladder or a pole.

The victim, a member of the Sensational Orton, had received a scheduled medical examination this week, as the company was preparing to make several appearances at the Blackpool Fair in England, where Orton and his wife, Doris, reside.

The death was revealed in a note Wednesday to the Reading (Pa.) Times Express.

Robert Neely Dead at 47

MARSHALL, Texas — Robert S. Neely, 47, Marshall third baseman, lost his life here recently when he was drowed while attempting to rescue another man who had fallen into a boat. Neely had been a head baseball coach in the Marshelle State University baseball business here for a number of years.

During his playing days, Neely was with Cardona, Fireworks Company, was a roller skating rink operator, a rink manager, and a freight agent for the Texas Dallas Line.

His body was cremated here Thursday, and the ashes were sent to Neely's brother in California.

The funeral service was held Wednesday (Oct. 23) in Marshall for the Showmen's League of America.

CONTINUED ON PAGE 12
Florida State Fair Shows New Plant Plans

CHICAGO — J. C. Hawkson and P. K. K. Smith, director and assistant manager respectively of the Florida State Fair, Tampa, boldly displayed tentative blue-print plans for their proposed new displays in the Chicago meetings, but was sidetracked on business this week to Washington and New York City. It was the first convention visit for Jackie Weiss, Miami attorney and son of former West, the big sales manager. Jackie exhibited his talents in making convincing business and pleasure and his dad, as effec-tive as the Miami Board’s Association, kicked up several sides for the Florida club’s yearbook.

The abdication operation of Frank Berger, World of Birds Show, operator, was a success and he will be released from St. Elizabeth’s (Va.) Memorial Hospital in a week. The news was reported by Carrie Snell, show general representa-tive, who got in a few words.

The popularity stock of Pat Little and Ray Long, Pepsi-Cola representatives, soared in Chicago when they made their initial sales appearance with a pair of gorgeous amazons, wearing stingly gowns and feathered with pelage in tinsel. The reasoning was logical, to that effect, that admiring glances would also fasten on the faces of Pat and Ray.

Ray Oakes Jr., concession and equipment operator of Tampa, who was on hand with Mrs. Oakes Jr. to the former Alton Kaufman of Tampa, a non-pro. They were married November 3 in Tampa.

Syd Jesse of the U.S. Test and Anniving Company, who made the perforated hanging stars, was at the convention Thursday (6) and on the follow-ing Thursday, the big Convention show at the Chicago District Office, Association, a position he had held for 12 years.

Swensson Quits At Troy Hills

NEW YORK—Swante C. Swensson, supervisor of Morris County Fair, Troy Hills, has resigned, after guiding the event through five seasons. Bruce Alexander, left the post last week and reported the fact at the Morris County Show association. His plans are not definite yet.

Calif. Fair Names Cutler Exhibit Head

SACRAMENTO — Harrison Cutler, manager of Sacramento County Fair for the past year, has been named exhibits supervisor of California State Fair and Exhibitions here. He succeeds Ed F. Paine, who was named assistant manager of the state fair, succeeding Theodore Rosequist, who be-came superintendent of the new fair site on the American River.

Dudley T. Fortin, State Fair manager, in announcing Cutler’s appointment, said that he will be in charge of five of the six agricultural and livestock departments. They include the horse show, open drawing livestock, junior division poultry, pigeons and rabbits and dairy products. Paine will continue to direct the sixth department, racing.

Rosequist was shifted to the new post about a month ago with Paine’s new duties extended a few days later. Rosequist was assistant manager for 13 years. Paine, the son of the late Charles Paine, was manager of the State Fair for several years, and has been associated with the fair in various capacities for many years.

Cutler was the livestock assistant at the Golden Gate Intem-tional Exposition. He also managed the horse shows for the Aluminum Exchange. He will direct the livestock department in addition to managing the arena events at the Pacific Intem-tional Exposition. After leaving Portland, Cutler also served as secretary of the Pacific Coast Agricul-tural Association. During the past four years, he managed the State Fair for the county at his residence in the family ranch near Napa. The Sacramento County Fair with Cutler in charge was managed during 1957 is located on the grounds of the State Fair, being moved here several years ago from Galt.

Foon Oba Rahn and Frank Upp recently made a trip to Lancaster, Pa., to see the stands of the William P. Hall operation there.

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Merry-go-rounds, portable roller coasters, sky tanks, kiddie rides, miniatures, pinball machines, electronic devices, straight rides, concessionaires, National can supply.

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ARENAS & AUDITORIUMS

Music Festival May Have Launched New Jazz Ideas

BY TOM PARKINSON

UPON COMPLETION of a modernization program for Oakland Auditorsium's Civic Theater, a special series of musical events has been held by way of a grand reopening. One of these events was a concert by the Noddle Sextet, and in the mind of its producer, Edwin F. Lueddeke, it may have sparked a new attraction series for the building.

This Oakland Music Festival began with an opera concert by the San Francisco Symphony and Dorothy Kirsten, as well as other opera events in two consecutive weeks. The Civic Music Association featured ballots and the Symphony wound up the opera series. It is the first of this modern Jazz Sextet, and it is one which Lueddeke believes will be the start of a permanent arena events.

The jazz program included the Allyn Ferguson Chamarla Jazz Sextet and poet Kenneth Patchen in a combination that made it one of the most noteworthy this fall. The first concert proved to be an engaging jazz and poetry show. Here (and on the group's records) Patchen's poetry is heard against a background of jazz by the sextet. Oakland Auditorium's offering added the benefits of complete theatrical lighting treatment to the program. Three electricians worked with full lighting ensemble to heighten the particular mood of each selection.

Reception of the postwar was enthusiastic according to Lueddeke, and he reports that the promoter, disk jockey Pat Henry, has set up a tentative schedule for three or four more programs similar in nature. In view of the position the San Francisco area holds in the field of modern progressive jazz, Oakland participants feel there is high potential for their brand. There are in high demand for the various night club settings to the concert stage of Oakland's modernized Civic Theater.

Events back up their hopes and opinions, the Oakland Music Festival may have opened not only a reconstituted theater but also a new phase in a field of orchestrated musical presentations.

Orange Show Switches, Contracts Crafts Shows

The Orange Show, however, saw no change in its usual schedule and contracted the Crafts Show to furnish both rides and concessions for the next two years.

Stewart Yost, fair manager, had to use all the rides and concessions only Crafts Fine Time Shows, Inc. and Frank W. Bullock United Shows, and although it was a first, the decision was made quickly. The Southfair/California Exposition in Del Mar, where Louis Cecchini, G. E. Head, contracted the fair will be used for livestock shows and other types of entertainment.

Burgess, in a recent vote, approved $12,000,000 towards its construction.

The building, 200 by 265 feet, will have seating for 4,600. There will be no pillars to obstruct the view.

With the exception of foundations, walls, and roof, the fair building, 28 sections, all the sections of the building are to be built from prefabricated structural steel elements.

The roof, which will slope down to the center, will be covered with 2 1/2 inch planks of concrete supported by 1 1/2 inch diameter concrete cables connected in trusses that will span the building with tension rods and spanning vertically for a cantilever effect, will be a concrete foundation system.

The redwood and walnut arches, which arches claim, reduces interior space by 30 per cent, thus cutting heating costs significantly.

Ramps, instead of stairs, will be used in the building.

Jasper, Ala., Acquired for Drew Route

CHICAGO — The James H. Drew Show will make its first appearance at the Northwest Alabama Fair in Jasper next season, owner Jimmy Drew reported here.

The new spot was added to such Drew fair dates as the Whataborough Fair, Terra Haute, Ind., Edge County Fair, Paris, Ill.; Martinville (III) Agricultural Fair, and Valparaiso (Ind.) Fair, which will be played by the 1958 season.

Drew’s fair interests were of considerable number, since this year is the 100th anniversary of his predecessor, King Bros. Circus parade equipment. Included were a band wagon and animal cages which Drew intends to use in parades next season.

He also reported the purchase of a second air-conditioned show from Showboy, La. It had been bought originally for a skating rink, which was not completed, he noted.

This will be the 26th season for the Drew show, which will go out with 12 rides and six shows and be augmented at fair dates. Several new tractors and other combinations were added last year.

McClellanville will open the fair season in 1958. The show tours Georgia, Tennessee, Ohio and Indiana.
Fair Exeexs Study Midway at Confax

CHICAGO — Carnivals, midway -in general, do not have had much of a good year last week by the International Association of Fairs and Expositions. They are in the midst of a round-table discussion on how to get on the same page as the fairs, which were moderated by Len Jones, manager of the Oklahoma State Fair, Oklahoma City. The discussion focused on the phases of the midway operation that were touched on, based on the results of a survey conducted by the fair this year by the International Fair Association, or TAFE.

One hears are heard by carnivals the range was from a low of 25 to high of 40 per cent. Of 31 of the largest carnival operators, 14 charged carnival during the last three years.

A hot bit of discussion was given liability insurance, and many carnival operators said they planned to increase their coverage and to cover the expenses that might have to be borne by the owners of the carnival. It was said that: the midway has an insurance policy the F.A.E.

The show was closed for many of the carnival operators, including the Fair Haag, who plans to move the midway back to the city of the fair.

The family of HARRY HAAG

With thanks to many friends for the financial gifts; tributes and many messages of condolences in our own.

WIFE & CHILDREN

IN LOVING MEMORY OF

Ralph L. HARR

Who passed away April 13, 1957

FRANCES BARR

HAAG

THE FINAL CURTAIN

The final curtain fell on the 1957 season on December 1 at Springfield, Ill. The carnival, which had been in operation for 20 years, was closed down by the city and county authorities after a number of years, due to increased operating costs.

The final performance was held on November 29, and the last show of the year was scheduled for December 4. The fairgrounds were closed for the winter.

BENJAMIN WAYS OF 1957

The final curtain was drawn on the 1957 season at Springfield, Ill., on December 1. The final show was held at the fairgrounds, and was attended by a large audience.

For the final show, the fairgrounds were decorated with lights, and the stage was set for the performance. The carnival was closed down by the city and county authorities after a number of years, due to increased operating costs.

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CHICAGO—John S. Bowman, of Erie, Pa., was chosen Sunday (1) as secretary of the National Association of Apartment Parks, Pools and Beaches, Bowman, chairman of Commerce officials in Erie, Pa., was named at a meeting of the full NAAPPB board of directors.

A search for Huedepohl's successor ended after 2 years, when the former was reappointed for another term in Chicago yesterday. The former was reappointed for another term in Chicago yesterday.

William S. Schmidt, of Chicago, was named at a meeting of the full NAAPPB board of directors.

Effective January 1; Eric C. of M. Man; to Huedepohl Post

CHICAGO—Effective January 1, Eric C. of Man; elected to Huedepohl Post.

Other offices include:

- William Nomm, last 150 and 25 cents for NAAPPB members of special dedication.
- Mayor J. often charged fees for tickets to kiddie rides than to the independent Kiddie Rides, Inc., because the big parks rarely have reduced children's prices on their major rides.

Awarded to Carl O. Hughes, who told about "TV Day" at Meetwood Park; and Edward L. Schott, chairman, who devoted his speech to "The Hot Dog Day".

The Humphrey Award for display of a new device went to Eric Freed, chairman, who mentioned Arrow Development Company and Hot Rods, Inc., with Carl O. Hughes, who told about "TV Day" at Meetwood Park; and Edward L. Schott, chairman, who devoted his speech to "The Hot Dog Day".

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December 9, 1957

The Billboard

Parks-Kiddieland-Rinks

Large Crowds Hear Panels, Talks at Park Association Convention

CHICAGO — Capacity of the large meeting rooms in the Hotel Sherman was taxed repeatedly dur

ing the 25th anniversary convention of the National Association of Amusement Parks, held here.

The largest crowds in memory were reported for show business panels (for 2-4). President John J. Czupka set the theme with his address exalting the importance of efficient management and the need for unity of purpose among the "family" of amusement park proprietors. Those attending the annual gathering of the association heard talks from several notable speakers, including Robert Freed, president of Kiddieland, and Jack Brown, president of Coney Island Park.

In one of the sessions, Robert J. Schaufler, of Van Houten Park, and Mr. Brown said that for his own company, 1957 was "a key year" in the history of roller skating. Businesswise, he is rated tops by his fellow operators.

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NEW SHOW TENTS MADE TO ORDER

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1. Best Music — bernaic, light and danceable

2. Long Life — Original Recordings and Tokens. Will not wear out

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100 NEW WORD BOOKS

GET YOURS NOW FOR THE COMING YEAR

THE DOUBLE O RECORD COMPANY

Shoreham Bldg., Chicago 58, I11.

100 NEW SONGS FOR 1958

-100 NEW WORD BOOKS

GET YOURS NOW FOR THE COMING YEAR

THE DOUBLE O RECORD COMPANY

Shoreham Bldg., Chicago 58, Ill.

One Way You CAN'T Slip Up...

an remembering to wish ALL your employees a happy Christmas..."SEASON'S GREETINGS"

Run as "Greetings" as in The Billboard's Dec. 22 issue that will reach our subscribers on Dec. 23.

These are the same and we have various attractive Christmas borders on request.

Deadline is Wednesday, Dec. 18


Papers by J. A. Helden, Willow Grove Park, Willow Grove, Pa., and George P. Converse, Kiddieland, Wichita, Kan., who were able to attend, were read for them.

Papers by R. I. Sullivan, Fall River Park, Lawrence, and Don Dray, Leesylvania Lake, Middleburg, Pa., were also discussed.

Theo. W. McConnell, editor of Funfok, told of the success of a small city park in Missouri, how it and The Billboard combine to boost small park business.

Frank Caplin, of Playscapes, Inc., New York, demonstrated his new invention, the "Centlivator," which he said "will help fill the role formerly played by merry-go-rounds and similar devices with a social, housing, and recreation function.

Henry E. Schudel, of Carl Dykstra, Inc., Park City, Ill., discussed the question of whether the park industry needs a national public relations program, traced growth of the industry and win called such a program might be useful.

Thomas P. O'Connell and a panel from Dancer, Fitzgerald, and Sample, Chicago agency, discussed radio, television, radio, and outdoor advertising can be used to promote amusement parks, which may be said to have served up a good meal for all in attendance.

An important feature of the program was the Promotion Workshop, in which the methods and strategies were discussed, especially by the group leaders who ran them off.

Promotion Speakers


They were the most important part of the Billboard's comprehensive guide to the OUTDOOR AMUSEMENT FIELD.

High Quality

KIDDE RIDES

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Illustrated Circulars Free

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Established 1884

Jack Seyners and E. R. (Doc) Lowery, of Disneyland, presented a film, "Disneyland USA" as one of the closing features of the convention.

Robert Freed, Laguna Park, Salt Lake City, program chairman, not only was instrumental in bringing out the large audience for the sessions but also arranged for his wife, Mary, to display with a collection of cartoons pertaining to the park business plus banners and other decorations.

MIAMI TOURIST ATTRACTION

Kiddie Rides for Sale

Lost Lead

Amsco Rides and Various Plans

Kiddie Car Railroads

Amsco Rides and Various Plans

HOLMES MINIATURE GOLF COURSE

Add preposition to your location and make Holmes Miniature Golf Course yours.

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313 S. 11th Street

New Castle, Indiana

PARKS KIDDIELAND RINKS

December 9, 1957

The Billboard

Large Crowds Hear Panels, Talks at Park Association Convention

CHICAGO — Capacity of the large meeting rooms in the Hotel Sherman was taxed repeatedly dur-
DOUG BALDWIN, MERRILL GET IAFE ‘OSCARS’

CHICAGO — Douglas K. Baldwin, manager of the Minnesota State Fair, St. Paul, and Merrill Get, director of the Western Fairs Association, were honored at the annual Hall of Fame awards issued this year by the International Association of Fairs and Expositions.

The awards, inaugurated this year, are given to the fair managers and the secretary of a state association, and to the person who contributed the most to the advancement of their fair organization.

In order to be eligible, he must be identified with the fair industry for 10 years, contribute to the industry over and above his own fair, and attend and participate in the IAFE meeting and other events of the fair organization.

James Stewart, manager of the Mid-South Fair, Memphis, and Mrs. S. M. Dulin, awarded the honors.

Midwest Loop Seeks National Ad Exhibits

CHICAGO — Tentative plans for setting up a center of fair trade, which would include a national advertising center and a national advertising center, were discussed at the annual meeting of the Midwest Fair Exposition Committee (2). Further plans for advertising this line of work and the fair's advertising center will be shown at the next meeting in February in Kansas City.

At the meeting this morning, there was a discussion of the need for a fair organization to handle the advertising and promotion of the fair.

Attendance at the meeting was not as high as expected.

In general the fair business was not as good as expected in the previous year.

Tentative plans were discussed for the next meeting in February in Kansas City.

Mrs. S. M. Dulin, awarded the honors.

County Events Have Ianings at O'Ct Meet

CHICAGO — Representatives of county fairs discussed topics ranging from fair planning to the need for fair organization. The county events meet monthly with Everett Eberth, Kansas Fairs Association, and discussed the problem of a conflict of interest in the classification of fairs for exhibiting purposes.

The unofficial theme of the session was the fact that county fairs are the backbone of the state fair movement and that the State fairs are the backbone of the State fair movement.

The meeting was held in the Hotel Sherman, was in two parts, a morning session and an afternoon session, with speakers and discussions on fair planning, fair organization, and the need for fair organization.

The meeting was attended by Mrs. C. C. Hunter, long-time secretary of the Illinois Association of Agricultural Fairs.

Red Anderson, president of the Fairmen's Association of Agricultural Fairs, was elected chairman of the meeting.

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FAIR MEETINGS

Pueblo, Colo. Sets 58 Dates

PUEBLO, Colo.—Three nights of variety entertainment and three nights of rodeos will feature the Pueblo County Fair and Rodeo, July 27-29.

New York State Association of Agricultural Fairs separated the western part of the state into two districts at their annual meeting held in New York City, June 27-28. James A. Casey, Deputy Director of the New York State Department of Agriculture, was named State Office Building, Albany, secretary.

The Nebraska Association of Fair Managers, Hotel Cannonball, Lincoln, Neb., July 23-25, Mr. C. McCollar, Alliance, secretary.

The Indiana State Fair Association of Indianapolis, July 24-28, Mrs. L. Barnet, Muncie, Indiana, executive secretary.

The Minnesota Federation of County Fairs, St. Paul Hotel, St. Paul, Minn., July 28-30, Hubert B. Stanson, St. Paul, secretary.

The Kansas Fair Association, Hotel Jayhawk, Topeka, July 7-8, Everett E. Erhart, Topeka, secretary.

The Missouri Association of Fairs and Agricultural Exhibitions, Governor Hotel, Jefferson City, July 9-10, Bolin E. Singleton, 166 Park Bldg., Columbia, secretary.

The Wisconsin Association of Fairs, Diederich-Plaza Hotel, Green Bay, June 25-29, 550 Riverside Drive, Madison, secretary.

The South Carolina Association of Fairs, Jefferson Hotel, Columbia, June 21-25, 101 Main Street, Columbia, secretary.

The Ohio Fair Managers’ Association, DeShler-Hilton Hotel, Columbus, June 23-25, 790-710 Bolld Bldg., Day- tor, secretary.

The South Carolina Association of Fairs, Jefferson Hotel, Columbia, June 21-25, 101 Main Street, Columbia, secretary.

The Wisconsin Association of Fairs, Diederich-Plaza Hotel, Green Bay, June 25-29, 550 Riverside Drive, Madison, secretary.

The Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit, June 30-July 2, Harry B. Kelley, Hillsdale, secretary.

The Massachusetts Agricultural Fairs Association, Hotel Bradford, Boston, June 20-22, Paul Casorso, Taunton, general secretary.

The Maine Association of Agricultural Fairs, Eastern Hotel, Portland, June 22-23, Roy E. Symonds, Farmington, secretary.

The Kentucky Association of Fairs, Hotel Louisville, Juneau, July 23-24, P. Casey Cassidy, Kentucky State Fairgrounds, Louisville, secretary.

The North Dakota Association of Fairs, Great Northern Hotel, Fargo, June 24-25, J. B. Jones, secretary.

Voise, Big Bob Plan Floto Arena Circus

Stevens Holds Western Sponsors; Expect to Add Eastern Auspices

CHICAGO—A new firm to operate in the circus business will play indoor and ballpark dates with Floto Bros.

Harold Voise, until ten days ago the general manager of Polack Bros. and his partner, John M. Floto, has been ter-
dent and general manager of the show.

Robert (Big Bob) Stevens, last season’s partner of Tom Packs, is vice-president and di-
ning director of the new show.

The outfit is being formed as the Arco Corporation, and it will do business as the Floto Bros. Circus. While details were not forth-
oming, there were strong indica-
tions that the show will have powerful backing.

Voise said his aim would be to build the show “along the lines of a Floto Bros. with emphasis on traditional circus features.”

It was anticipated that this show would conquer the dates being dropped by the Polack Bros., and that it would take its Eastern and Western routes for next season. Voise confirmed that the Floto Bros. Circus would travel in numerous Shrine temples which formerly were handled by Polack Bros.

In addition, the Floto show is expected to play a route of West-
ern states and Canada, which have been contracted by Bob Stevens for the past five years. Stevens said up to 61 dates are already scheduled, and he has previ-
ously played most of them. In his own shows as well as with Cristal, Coli and Polack Bros.

Packing will be promoted and Voise said that he expected to make wise use of both outdoor advertising and heralding.

Performers they have in mind would include use of open trains and elaborate wardrobe. Animal acts will be expanded and both equipment and stock is expected to come from Santos. In addi-
tion, Voise bought some equipment from the Polack Bros. and is expected to use most of the equipment he already owns, al-
ready. This included lighted rings, musical displays, etc.

Voise said that his flying return and other acts would be included in the show, but that he will no longer work in them himself. His flying return and other acts and Polack Bros. for several years and earlier he has worked with Chico Carter and Bobbitt Bros.

Sells Floto and others.

BEATTY MOVING TO PUERTO RICO

Animals, Equipment by Air, Sea; Personnel Departing This Week

DELAND, Fla.—Winter quar-
ters of Central Circus Company on the Fair Grounds here is busy sending equipment and animals to Puerto Rico where the show begins on Easter Sunday, March 27, at San Juan, Wednesday (11). Bob Reynolds, superintendent, has dis-
patched the pachyderm via motor truck to New Or-
leans and Miami, Fla., to be shipped by the

Mackay Air Lines and steamsh-
ter.

Twenty-one crates of animals, several elephants and other ani-
mals that make up what is believed to be the largest cargo of circus equip-
ment ever to be sent on the ship,

Walter Kerren has been in San

jean for the past week making final arrangements for the opening of the show. Jerry Wilson, the

chief_(sic) in the central offices, is in charge of the show.

The performance will follow along the same lines as the U., S., with a dozen of some of the most popular feats, all will be included in the show, as its being its first time on the island. Tommy Clark will have charge of the big top and other acts will also play, also may again direct the band. In addition to the big show a smaller side show will be

All of the performers, musicians, persomnel and others than those named, are being shipped by air on Miami December 10, 9 and 10.

CIRCUSES

BEATTY MOVING TO PUERTO RICO

Sells Floto and others.

Henson Show Doing Okay

SPRINGFIELD, Tenn.—W. E. (Shorty) Eagle’s Henson Bros. Cir-

us has been rolling along okay for four weeks of indoor dates.

It is scheduled to play at Nashville for the holidays, and reopen Janu-
ary 12.

Personnel includes the Bob Stemmons family, Tommie Whitener and Junior, Tommie, Danger O’Day, the Walter Hatters and Tex Hattens, Walter, W. O. (Hod) Black, agent; Jim Brooks, bill-

tower, Bob Baldwin and Tom Cotis, props; and Page. Show runs about 90 minutes.

Evanisvile Up On Attendance

EVANSTON, Ind.—Shrine Circus last week scored a take of $1,000,000 at the new Municipal Stadium here, Sunday (1). The attendance was reported to be well above last year’s attend-
ance.

The big half hour show featured the show.

Mills Sets Opening Day, Plans Blues Seat Units

CHICAGO—Manager and Co-Owner Jack Mills announced here today that Mills Bros. Circus will launch its 1957 season on April 19 at Jefferson, Okla., where it will open its second session.

Success has been made to equip the show with additional seat weapons in sufficient number to accommodate the ever-increasing demand and the capacity of the seating.

The “white” wagons tested last season are to be used again. In addition, construction has been started on the first of four wagons that will be equipped with blue seats for the 1957 season.

The show will come out with 707 of those 360 that were used last year.

The Mills show last year was a hit with the audiences and was scheduled for its second engagement.

Scholar Has Press

Charles Schulz, recently with Ringling-Barnum and Bailey, has been signed to the Mills Bros. Circus, as will be announced here shortly.

The announcement is expected to be one of the most important in the circus world in recent years.

The Mills show last year was a hit with the audiences and was scheduled for its second engagement.

The Mills show will be announced by the headline, "Mills Bros. Circus," and will be announced by the headline, "Mills Bros. Circus," and will be announced by the headline, "Mills Bros. Circus."
of two-a Michigan weeks, play successful three sought at Forsaythes. But, Bob Jones, of the Ohio State where his popular habits for two years has gained considerable stature by the giant like the one in the market. Indications are that Tennessee Ernie Ford will return in 1958 to the Columbia fair, in the Coliseum, rather than perform at the end of the run, and at least one or more names will be signed.

The Louisiana State Fair, Shreveport, next year will shift its major attractions from the grand stand to its stadium, which since its opening has been used solely for other purposes during the fair run.

And, as the quarterback of the Thirteenth went into the center, 1958 will be a key year for the 17-day contract from the Canadian National Exhibition, Toronto. The Sullivan grandstand=

The second day of the CNE and give the fair to Canada on Sunday, when the CNE is idle.

Sullivan will follow the Ringling Bros. and Barnum & Bailey at the Madison. The attraction.

Eddie Howe, press agent who has been with Colle, Beatrice, Bing Crosby, the Pullman," "Charmian", upcoming film, that he made 121 bows for "Ten Thousand Smiles" and got two spots for "Rainbow Road", both for Sullivan.

Buckley Woodcock is to enter the Army in January. He made the Havana, Cuba, Bill and Babe Woodcock, who have Miller Woodcock, Circus, of New Orleans, Okla., the bulls were used to bully another herd and they jumped the ditches. Wayne Newman made the date with the Woodcocks.

Jack Nickleth, British circus owner who caught many American audiences when he saw the Bertram Mills and White Frogs with the circus, will be in Milwaukee next month to open the season at the Orpheum Theatre. The British Mills show has two main attractions this year due to weather and mood. The show had missed only one show. Chopinoffers will spend the Christmas season at Brangdon Hall, Birmingham. This location has not yet announced anything about what tour, or where the show will be available. Inside offers are still not being advertised, but for a look at what might be a successful season to see the Mills.

Earl Teggs, Chicago, is playing weekend closer dates and has made Santa something up.

The Omaha World Herald current editor of the Alta man, Kate Allen, daughter of Charlie and Beverly Allen, has been trained in the party and have some of CA's John and Marie Good, Howard and Agnes Herman, Frank Robinson, Harry Lamm, Lyle Christ, Dorothy Christ, Carl Anderson, George Keenan, Gene Randow, Paul Kelly, Larry Bremer, Bill Atterbury, and carry a reproduction of a Toulouse Laotian oil painting.

Raymond Aguilar, bandmaster of the Clyde Beatty show, reports that Red Bay and his stock are doing well.

Puntoll Harrison, who has been with circus branches in recent years, is at Veterans' Hospital, Hines, Ill., and would enjoy being with circus, he was with the Harry James bands, and in the father of the Harrison sisters, who were notified of the broadcast some time ago.

Don Cavilla, who is reported to have been treated by a Chicago Matty's Men's Home at Milan, Ga.

The former clown would enjoy writing Fred E. Magee of Atlanta.

Helen Haag's Chinamen will play for a few days as South Florida, and then resume work with Orin Davenport's Garden Follies, "Clyde Beatty Circus."

Chicago's Atwell Club had good attendance to the past couple of weeks. Among those on hand were Nick Carter, Frank Concello, Al Fotos, Frank Waterfield, the band and had indications that Hope will accept only a few if any, dates.

Paul Antgy

Much-sought-after Gene Antgy, whose first major engagement was a harem version but he had indicated his intentions to play fair few dates. A number of the last few dates Antgy sought to persuade Antgy to accept dates in California fair, Antgy is expected to have his own umbrella dates this season.

Several fairs named New York State Fair at Syracuse, sought Tennessee Ernie Ford for his fair, and also put in a bid, but CAC- Handling, for Pat Bocoon, for two days. The plan at Syracuse, as with

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**BOOKING NOW FOR 1958 SEASON**

SPILLER'S SEALS

St. Rd. 311-4, Tarpon Springs, Fl.

TANGER SHIRINE CIRCUS

Ocala, Nc., week of April 7, 1958

RINE WHITE

Bex 284

Breton, Neb.

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Bex 284

Breton, Neb.
Midwest Carnivals Relax at Chicago

Many Facts Closed Before Meetings; Some Add New Rides, Ink Personnel

CHICAGO — For carnival people, the annual outdoor convention which closed at the Hotel Sherman here Wednesday (4) was all that they expected.

There was no semblance for economy. In fact, shifts in contracts were few—and those few were condensed to lesser fare.

At one time, it was announced that the contract had been bundled up long before the convention started, so that even the formal signing at the get-together here was out of the way before the fair men gathered.

Shifts in show personnel also were few in number.

The biggest of the carnivals— the Royal American Shows—went into the proceedings with its 58 route, the same as this past season, according to Leon Leav- enway Sr., spent some time ride- schooling yesterday and the wind-up said he had placed orders for a new roller coaster, 2,100 ft., and two new Roll-o-Planes for replacement on the shows.

The od of Midwest railroad cir- cuit, the Olson Shows, which set to repeat its 57 route, will have a new double Ferris Wheel as an added attraction at four of its 58 fairs. The ride, built by Carlin and stained by E. M. Jenkins, will be at Chippewa Falls, Wis., and also open at Northampton, Wis., Springfield, the Iowa State Fair, Des Moines, and the Kentucky State Fair, Louisville, Paul Olson, the show’s manager and co-owner, said.

Floyd E. Gooding, head of the Gooding Amusement Company, announced the un-contracting of fairs at Knoxville and Nashville, Tenn.; Atlanta, Reno, Columbus, and Savannah, all in Georgia; Podunk, Fla., and Grants Pass, Ore., in Oregon, and the Dogtown, Kansas City, Mo., where he pointed out, was completed on the 60th year of his organization.

Al Knox, new owner of the Heth Show, which is set for 12 shows, will close the show as concession owner, but at the Gem City Show, was called to Quincy, Ill., Wednesday (4) due to a critical condition in the心中 of his son, Tom Jr., who was hospital- ized there.

William T. Collins, owner of the show, bowing his name, was on the receiving end of many ques- tions over his recent trip to the Great Northwest. In Chicago, he has picked up two new fairs, Allentown, Pa., and Westfield, Mass., and that he had closed with Mike Miller for the latter to have the show on the road and enter the show on the midway in 58.

He also has announced that the sixth show of the season, which was under the management of the Blue Grass Shows, would be the introduction of the National Peanut Festival, Delmar, Ala., to his route. The Art B. Thomas Shows were into the meet- ing with another fair addition to its route, Fargo, N.D.

KLINE COLUMN

NEXT WEEK

CHICAGO — Virginia Kline, the column’s “Willie the Ladies,” a complete report on the international convention of the Showmen’s League of America which will be held at the Hotel Sherman (5) on the 11th-12th of April, will be carried in the December 16 issue of The Billboard.

Hank Shelby Named League Exec. Scty.

CHICAGO — Hank Shelby, longtime concessionaire, was ap- pointed as executive secretary of the Showmen’s League of America at its annual meeting held in Chicago Tuesday night (5) in the Hotel Sherman. He replaces Homer Brown, who will stay on for two weeks to assist Shelby.

J. W. (Patsy) Conklin and Carl Sedlin Sr., each donated $500 toward the building fund for the new conces- sion fund area, between them brought in a pledge of $100 each for the memorial plaque fund.

Jack Duffield was installed as president of the Chicago Council, Paul Olson and Ed Soper, as vice-presidents, respectively; Bennie Mendelson, treasurer, and Shelby, secretary, who showed up as well as exec- utive secretary.

8 for Marks; C&W Signs Roncella

W. Va. State Replaces Sedalia Fair; Vivons Leave N. Y.: South Shuffeled

CHICAGO — Re-emergence of John Marks on the fair booking come along over the eastern carn- eval picure this week. Representatives from the east was notably lacking a week ago, but all but a few midway organizations holding back while working on southern fair committees.

Hot acquisition of the fair in Champaign, III., by the Marks-Post Manning combination has been followed by seven other sales. The result is a necessary flurry of activity by eastern showmen to keep up with the fast-developing rates, and Manning have Orange- burg, S. C.; Albemarle, Monticello and Buthrudfield, N. C., Covington, Woodstock, Ga., and Athens, Ga. Several additional fairs are expected to be announced as soon as possible.

Also affecting the picture is the elimination of the New York Northeast Fair and two North Carolina spots in the Announcements of America. The Virginia State is deciding not to play the last day of the fair.

Carnival rights to fashionable spots in New York are still wanted, and Kentuckiana, South Young, and North Carolina are keeping up with the fair developments in this area.

Duffield Takes Office As SLA Prexy

CHICAGO — John M. (Jack) Duffield, at Thistle-Drake Fire- works, Inc., was elected president of the Showmen’s League of America at the annual outdoor meetings here last week. Duffield succeeds S. Cetlin, who was named to serve as vice-president, Edward Sopman.

700 Honor Sweeney at SLA Prexy Party

CHICAGO — Outgoing Presi- dent, S. Cetlin, and many past pre- sidents, including Jack Marks, E. F. Egan, Frazier, International Showman’s Assn.; Art Frank, Arizona Showman’s Assn.; Fred Person, Michigan Showman’s, were honored last year, putting out over $10,000 toSally Sweeney.

Sweeney was presented a gold sentrum by radio-TV announcer Ken Nash, which bore the inscription of the League and the growth over the years. The sight, written and worked by Leon Lee, the Sweeney, started in 1913 with the first meeting, touched on the sev- enth year organization following the 1913 year of the Hagerstown Fair at Girard, Ind., the establishment of the cemetery plot and the death of the founder.

The role the League played in World War II and the post-war payment of bonuses to showmen who was served and described the an- nouncer said this all culminated in ceremonies observed as a part of the 50th anniversary of the establishment of the new clubhouse in Chis- ica.
Carnivals

Merchandise House Wins in Tax Case

U. S. Court Defines "Wholesale" Sales; Rules for Wisconsin De Luxe Company

CHICAGO—A ruling by the United States district court is in favor of that company that sells merchandise through wholesale sales of clothing and accessories to retail stores. The court has held that such sales are not taxable under the tax laws of Wisconsin. In deciding the case, the court stated that the

Contracts Inked

- Continued from page 68

Virginia date since it required only two weeks for shipment."

Rooking announcements are forthcoming from the James E. Strates Shows and World of Mist Shows. The latter's Southern dates will be announced by the Western Showmen's Association. The former shows have scheduled their dates in the Kentucky, Ohio, Missouri, and Indiana areas.

Mike Krekos

Pacts Fairs, Adds 3 Rides

SUN AN FRANCISCO — West Coast Shows will add three major and one kid ride to itsNorthern Winter and the two shows will play in the same rides in 1961. Bobby Cole, the organization's president, announced the re-signing of contracts with the Silver Dollar Fair, Chihuahua, Calif.; the San Francisco International Fair, Sacramento, Calif.; Sutter County Fair, Yuba City, Calif., and the Los Angeles County Fair, Fair Oaks Beach, Calif.

The West Coast's first fair will be the Mecosta County Fair,做一个 of the state's larger fairs.

Ed Helfand is again scheduled to manage the Northern Unit with E. W. (George) Cox as business manager. Al Rodis will manage the arena unit.

Mike Krekos is president of the corporation with Henry Morey general secretary and Louis Less secretary.

Heart of America Opens in April

KANSAS CITY, Mo.—Heart of America Shows, owned by seven partners, will open its season in April with 10 rides, Fred Covell, owner-manager, announced. The dates and early dates will include: April 1, New Orleans; April 3, Houston; April 5, Memphis; April 7, Kansas City and April 9 and 10 in St. Louis.

Jack Duffield

- Continued from page 68

third vice-president; Bennie Menden- ham, treasurer, and Hank Shellen- berg, secretary. Mendenhall was re- signed while Shelly takes over the secretary's post from George Johnson. Frank McDermott was named a trustee for a five-year term.


Duffield and the rest of the staff were installed at ceremonies on Thursday by the Board of Directors.

PLAYLAND, INC.

W. C. MORELAND, R. W. MILLER, Mgrs.

4744 N. Ave. Jena, Chicago, Illinois

For Sale

LORD'S LAST SELLSTER Pneumatic Ball Light Art. 3. Condition new. Phone 1124.

For Sale — Used Very Little

1924 Model Aman Howard Bait Climber. Excellent condition, asking $75.00, or $250.00 for cash.

137 Orange Ave, Oceanside, Flora. Phone: Jaximinn -Price 5/2-546

For Sale

SOLD OUT ALL WINTER

WANT REGISTERED BANDS OR CONCERTS, ADDRESS: E. J. HOBANELL OR FRANK HARRISON

From, Texas, Dec. 31, 1961

ROYAL TEXAN SHOWS

For Sale

LARGE CAST OF TROOPS, 54 Piece Leet Cla, Orphans and Comets, Also Big Six Wheel Team, 3 Horses, 25 Show Horses, 12 Men's Act, 3 Women's Acts, 3 Concession Teams. Phone: 52-5460.

KINDEL & GUNDER

752 Mission St., San Francisco, Calif.
**MERCHANDISE**

December 9, 1957

**DIRECT FROM**

**COAST JEWELRY IMPORTERS**

*For Sale*... Miss Betty's Diamond Ring, $275

**VINTAGE**

**FINISHES FOR TOY SHERIFFS**

**MONOGRAMMED**

Benrus Watch, $9.95

**WANTED**

**SOLD**

**SOLD**

**SOLD**

**SOLD**

**WHOLESALE GUIDE BUYERS**

**GELLMAN BROS.**

28 N.E. 17th St., Miami, Florida

**PIPS FOR PITCHMEN**

By BILL BAKER

In his annual... letter to the Pipes desk, Mr. Harry Day gives the loadover on a number of new products. Some of these have been advertised for some time. The new Benrus lighter has been on the market for a long time. Mr. Day notes that this lighter has been in great demand. The new Benrus lighter is available in a variety of colors and finishes.

**FREE WHOLESALE CATALOG**

**ALL SALT & PEPPER SHAKERS**

An outstanding assortment of the latest American made Salt & Pepper forms—Individually Boxed—Proven Best Sellers

Send us $7.50 for a dozen assorted samples. Re-order only those numbers you select. Your money refunded if not completely satisfied with our selection.

When in Chicago Visit Our Modern Showrooms

**DIVISION SALES**

258 dep., bldg. C.O.D., F.O.B. Chicago

**GIANT SAVINGS**

On Nationally

**GALLERIES OF WATCHES**

**NEW**

**JEWEL, VEST, WATCH, Watch Case, Pocket Combs**

**ON SALE**

**FOUR-VALVE PIPE**

**HANDY**

**PIPS FOR PITCHMEN**

**MANUFACTURERS**

**TODAY**

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numerous years in the ride business got good reception for its kiddie Ferris Wheel. A new setup on wheels and designed to serve the shopping centers, got good sales. The company had three of its Merry-Go-Round models was fair - the Bubble wheels included its Merry-Go-Round.

Curl and Rannapap argued selling their new Up Atom ride to Florida, New York State, and California. Curl offered a Bubble wheel and a St. Louis model, and Rannapap offered his own model, but a deal was not reached.

Exhibitors wary of discussing instability,但是Dodgen, although he enjoyed popularity of their Dodgen and Sunray cars. Dodgen's two models included one Bubble car and one of traditional steel. Some preferred a model stemmed with a rubber as well aschondod. Dodgen's innovations handled by Hot Rods include a 30-0 model for the Roadster, which was entered at the N.A.A.P.P.B.

Barrel replied with his own model, E. A. B. and another model, which was purchased a working model of a Flying Swan, and one, on Texas or to plan a theme attraction on part of your acreage.

Machine, a show about clothing, were successfully shown by latest news, and by Chicago's, the latter preferring to leave out a solo-operated gun.

The introduction of Paul H. Harger, who pointed out his efforts on behalf of the county for 13 years. Hub claimed, so said with a expression of thanks for the co-operation he has received, and made reference to the traffic injury to his hip which has curtailed his activities the last two years.

The meeting was called to order by W. C. mallon, and the following acts: Corbin, Baldwin, and Taylor, with the help of Myron Johnson and W. E. Cee. The meeting was called to order by W. C. mallon, and the following acts: Corbin, Baldwin, and Taylor, with the help of Myron Johnson and W. E. Cee.

Clarity Bylaws.

Carroll, of the GAC-Ham radio office had Tony Marv. Versi, George Carbo as chairman and Dino Boland, the orchestra, and the following acts: Tharon Family, bike act, and Douglas, speakers, Johnny Bischi, Lola Dee, vocal, and the Three Locomotives, gypsy, novelty dance, and Gypsy and Ross, ballroom dance pairs.

Sales Lag at NAAPPB Show

continued from page 58

NAAPPB Fest

continued from page 62

breathe from the strenuous day's activities, and usual refreshments are served, tables, exhibiting, and exhibit consideration.

so the microphone. George A. Hanford introduced outstanding friends of the association, the coming president Bill Schmidt, vice-presidents John Slaughter and Howard McMillan, and secretary John Bowman. The audience was given the floor to Ed Schott, who quickly found himself in the audience, and after a moment, thanked the association for the invitation.

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Monsour Named IAFI Proxy

continued from page 58

several leaders in the industry and wowed the audience with his usual flair.

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iors have only scratched the surface of the many attempts to make uniform rates and charges binding, according to the panel, due to the differences in each fair plant and operation.

There was a good turnout for the address of Joseph Toynbee, Chicago central general for Belgam, who spoke on the Benzheim International Exhibition of 1955. In his talk, Toynbee said that the Benzheim expected an attendance of 175,000 and somewhere between 50 and 55 million people for the six-month run.

Other bylaws were discussed, including the inclusion of hired R. McCallum, Toronto, who spoke on the new buildings and the programming at the Canadian National Exhibition, W.L. W. Brothers, "Jr. Junior Good Citizen Award", W.E. B. Bakam, New York, who described how Syracuse University students publish a news sheet, "The Syracuse State Fair", and Bill Maxwell, Milwaukee, Wisconsin.

In addition to Toynbee's address, there were other addresses, including G. G. (Bud) Boll, Oklahoma City, who spoke on his fair's annual news conference, and the Ohio Agricultural Pike University, on the school's report on the state fair, Donald S. Lawson, Detroit, farm civic youth awards, and Dorothy T. Korn, secretary, who de-
Letters:

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FOURTH OF JULY LIBERTY WEEK

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MAIL ON HAND AT ST. LOUIS OFFICE 310 Arcade Bldg. St. Louis 3, Mo.

MAIL ON HAND AT NEW YORK OFFICE 1565 Broadway New York 8, N. Y.
Logan Distributing Relocates Dec. 14

CHICAGO — The Logan Distributing Company will move to a new headquarters at 3045 W. Harrison St., December 14, reports Jack Nelson, president.

The new location will expand the company's present size of packaging and display methods used in the present quarters of the building, including lighting techniques, said Nelson.

Charm Bar

In his presentation to Nelson, chairman of the board, has been using what he calls a Charm Bar, which he reports is being rapidly expanded at his new address to include all bulk vending equipment.

The Charm Bar is set up similar to a supermarket, with chairs and bags of merchandise, a vending area, where customers can buy merchandise, and a table where customers can pick up their orders.

Cig Mr. Tlrs FTC Customer Payment Equal

WASHINGTON — The Senate Commerce Committee last week approved the Federal Trade Commission's charge to determine whether or not the vending machine operators are engaging in antitrust practices.

Commissioner Louis E. Jones, chairman of the FTC, has said that the commission will hold hearings on the matter at a later date.

Vending Trade Begins 1958 Polio Campaign

NEW YORK — Representatives of 30 leading firms in the national vending industry met at the Andrew W. Mellon Hotel on Tuesday in the United States to inaugurate the 1958 National Foundation for Infantile Paralytic campaign. The campaign is to be spearheaded by John Traylor, chairman of the 1958 New York Chapter.

Rapp said that his firm was turning its attention to the public and to the consumer, as well as to the vending operator who is the essential cog in the machinery. The public, he added, is the most important factor in the vending industry.

Write your letters and cocktails, with news and views of vending, to the Bulk Banters, The Bill- board, 105 West Randolph, Chicago, I.

BULK BANTER

By FRANK SHIBAS

With winter winding down in style and at least a few miles away, the vending industry will be preparing for its spring sales. Companies plan to make a strong showing of their new products.

Sauropod, Samuel E)r & Company, New York, will be showing the Dehne. The firm, founded by Oscar T. Dehne, December 12, heard for Naples. The Dehne exhibits, he said, were designed to attract more attention. The shows were held at the end of January in New York.

Rehabilitation

Rapp said that he is collecting data on the rehabilitation, the rehabilitation of the many thousands of children who have already contracted polio and who are unable to get the necessary treatment without their being taken off the polio shots.

George Eppy to Head Firm's Charm Division

NEW YORK — George Eppy, vice-president of Samuel Eppy & Company, has been named to head the new Complete Charm Division. The division will be responsible for selecting charm items, production, sales and promotion.

Eppy will head a group of young executives who have been working on the vending machine division, which is being set up in New York.

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MUSIC MACHINES

DECEMBER 9, 1957

Communications to 118 W. Randolph St., Chicago 1, IL.
THE BILLBOARD

EDITORIAL

Common Ground

An article elsewhere in this section details the second regular New York Operator Forum conducted by the Atlantic-New York Corporation, during which a qualified attorney, specializing in the music machine industry, discussed the rights and obligations in regard to location contracts. At the latest meeting, he heard a financial expert and a certified public accountant, both coin machine specialists, tell them how to manage their fiscal affairs.

At both sessions, they were prepared with questions from the floor, in another case did the speakers evade these questions, nor did they equivocate. There is little doubt that every operator attending these meetings carried away with him some knowledge which will make him a better businessman. Some of this knowledge was provided by the speakers—a good amount of which was not.

The man responsible for these meetings is Meyer Parkoff, head of the Atlantic-New York Corporation. He arranged for the speakers, prepared the meeting facilities, moderated the sessions, and even served refreshments. At no time during any of the sessions the automatic phonograph for which Parkoff is the New York distributor discussed. The forums were wholly calculated to help the operator with his workaday problems. They had been very successful.

There is no reason why such forums may not be conducted in various music machine markets through the nation. They may be sponsored either by a single distributor, or by a group of distributors.

These meetings serve many purposes. They give the operator the chance to meet his competitor. They give him the opportunity to discuss problems for which he is either not understood or approved of. They allow the distributor to air his criticism of the operator. They give the operator the advantage of the knowledge the speaker may impart.

In short, they provide a meeting ground where ideas are exchanged and all concerned are at least aired, and most important of all, they provide an understanding of an industry which the operator might not acquire in his daily chores.

We hope those forums continue here and that they spread to other large music machine markets. The operator and the distributor will be better off because of them.

Wurlitzer Shows Distibs New Line

HOLLYWOOD BEACH, Fla.—New 200 and 104-selection juke boxes were reportedly unveiled at Wurlitzer’s world-wide distributor organization here during the three-day sales meeting November 29-21.

Fabiano New Detroit Distrib For Rock-Ola

DETROIT — Rock-Ola Manufacturing Company today announced the appointment of Fabiano Distributing Company as the exclusive distributor for Detroit.

Besides Fabiano, the new firm within the Rock-Ola family, was general sales manager. Nye was formerly a general sales manager for Music Systems Distributors, Detroit outlet for Rock-Ola.

Financing and Tax Problems Discussed at N.Y. Op Forum

New York—The presentations of a complete, detailed, honest, forthright statement at a meeting of N.Y. Operators, the kind of which will be discussed next week.

Jack Gordon, Seeburg sales executive, is in charge of the program with which the forum will be followed at the following Davis offices: Buffalo, N.Y. (10); Rochester, Wednesday (11); Syracuse, Thursday (12), and Albany, Thursday (17).

Need Dual Pricing for EP’s: Gordon

By CAMERON DEWAR

BOSTON—A large turnout of music business men turned out to hear a talk and demonstration by Jack Gordon, regional distributor for the Seeburg company. The talk was entitled, "The Past, Present and Future of the Music Business." Gordon analyzed the record business and the situation particularly as it applied to EP’s. He said the repeater market now needs not only more than ever for dual priced records, but that EP’s were featuring all the current hits and favorites and were no longer

Art Silbert, Stand. Financial V-P and Joseph Klein, C.P.A., Guest Speakers

By AARON STERNFIELD

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"The Past, Present and Future of the Music Business." Gordon analyzed the record business and the situation particularly as it applied to EP’s. He said the repeater market now needs not only more than ever for dual priced records, but that EP’s were featuring all the current hits and favorites and were no longer

Silbert and Company, which were tough on direct coin machine paper for two reasons.

The luxury is in the purchase of many operators, and the under-priced stigma attached to the industry, and the operator who has bank-lending large sums of money to the Standard, has a good chance to standardize the bank’s coin machine paper.

Actually, the bank, Silbert, has found the coin machine paper much sounder than most other forms of banking, and that book's coins are much lower, while automobiles just cost money.

While banks front on it, they are not owned by the bank and are just a medium of exchange.

Slide Film Hikes Juke Box Grosses

Initial Results Show Increases of 50% To 75% During Six Months of Testing

DAYTON—Initial test results of color slides projected on top of a juke box in various forms of record display can increase machine collections.

Glenn R. Walters, who devised the projection unit called Phonovision, reported the test results to The Billboard last week on the first Dayton location where the unit was installed June 26, and on two subsequent installations.

Walters, who heads two firms in motion picture and slide film production, the Walters Company of Dayton, and R. C. Walters, of W. & W. Music Company, a 20-year-old music operating firm located in Dayton, explained that this gross collection on the several units which have been installed in Dayton locations have increased 50 to 75 per cent as result of using color slides of recording artists with the names of the tunes and selection combinations epitomized therein.

The projection unit debuted at the Music Operators of America convention in Chicago May (The Billboard). June, June 26, and on two subsequent installations.

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Empire State Coin Assn. Officials Meet With N. Y. Dists, Org Heads

NEW YORK—Local distributor and operator association executives met with the Empire State Coin Machine Association at the Sheraton-Lower Saturday (5) to discuss how the local groups can co-operate with the State organization and with other coin machine groups in the NYCSCA.

The meeting began with the President of the Chicago Coin Machine Association who spoke briefly of co-operation between local groups to combat the machine abuse. Then the group turned to the problem of the machine. The President of the New York State Coin Machine Association, Mr. Green, had given birth to a discussion of the problem, and John B. Hanratt, New York State Wurlitzer distributor, showed a slide to get the point across from Chicago, where he had been attending the NACFA Spring Convention.

Jack Wilson, N纡chבנים, operator, acted as chairman. Present at the meeting were Carl Pavet and Malcolm Weiss, Westchester Operators' Guild, Max Can, Woodside operator; Mr. Anthony Connolly, NYCSCA; Martin L. Pavesi, Eucharion, Banyon Sales, and Ross Car-ter of the CCM. Also Abner Hoffman, and Claude Franks, associate chairman.

The meeting was opened by Mr. Green making the following statement: The State association now has about 300 members of an estimated 1,000 machine men. About 600 of these operators are up-State, and 400 in the New York City area.

Until now, the State group has concentrated its membership drive up-State. The theory has been that the local group in its standardophone and gane groups and that a strong State sounding should be built up to induce New York operators to join the NYCSCA.

Mr. Hanratt said that he would support the State group and would advocate membership in that organization to all NYCSCA members. He suggested that the State group form a relationship with groups operating as locals, and individual operators paying on a per capita basis.

Moe Suggests
Mr. Mogen suggested that the various local operators in the NYCSCA as associate members. He explained that the operator dues in the State association be reduced to nominal fees for those who belong to member groups.

Ivy Holm said that New York City operators often pay dues to game, music and cigarette associations; game, cigarette and music machine employers' unions, and the Music Operators of America. He said that his group would be difficult to get.

However, Mr. Hanratt answered that employees, not operators, pay union dues. He added that a high percentage of operators are driving billiards and that they can afford to pay union dues and still get a return on the investment which will do a job for them.

Wilson made clear that the State group will not interfere in the activities of other local organizations if it is called by only the local.

He explained that the NYCSCA will concentrate on State legislation and cases that are State-wide in application. The NYCSCA, he said, will concern itself primarily with legislation and public relations.

While no official business was transacted, it was agreed that both local State associations and the NYCSCA on the other hand, would consider an arrangement where local associations could affiliate in association with the State group, and that the State group has reduced fees for local group members.

OPERATOR SERVICE

How Jones Builds Backgd. Business

By SAM ABBOT

SAN FRANCISCO A growing trend for some operators is to build their backgound music installations. The firm was formed by Mr. Jones, who has been a music distributor in Denver, Colorado, and now operates under the direction of Stuart Auer, 1909 S. Main St., Denver.

The firm has established background music offices in Seattle, Denver, Salt Lake City and Portland, all under the direction of Stuart Auer, 1909 S. Main St., Denver.

The salesmen are stationed in offices and service personnel. The latter are concerned with maintaining the equipment for operators, setting up and planning the installation of the original unit. Since the salesmen are usually located at the same time, it is somewhat easier for the customer to contact the salesman and to get his attention. The firm will send several men on the road to service the area. To survey the location, plan the installation, present the replacement of the phonograph as well as their own equipment.

Once planned, the equipment is supplied to the operator and the company's service personnel and Jones' background teams providing services.

Installation

A basic background music unit costs the operator approximately $360. However, cost of operators, radio and amplifiers varies, depending upon the spot and cost, and can increase the basic cost of the unit considerably.

Locations

The operators generally place the background equipment in the store; the semi-straight line installation. Average cost for setup of $30 per month and cost may go as high as $500 or $600, depending upon the type of unit and the number of speakers and amplifiers, and installation cost.

Jones said that demand for background service has increased considerably during the past six months—especially in spots like retail stores, motels, department stores and offices in banks, sub-divisions and lines.)

In San Francisco, Jones' background music sales and service department, is the largest and best managed in the state. Jones' employees, who are specially trained in background music, are contented with their job.

N. Y. Commen Give $500 to USO Canteen

NEW YORK—Members of the New York State Coin Machine Association have contributed $500 to date to the Canteen for Cremated Heroes for its annual Christmas entertainment program for servicemen. The Canteen is operated by the National Catholic Community Service.

Last year, some 600 coin cards were sold by gift certificate to individuals who contributed $100 to date to the Canteen for Cremated Heroes for its annual Christmas entertainment program for servicemen. The Canteen is operated by the National Catholic Community Service.
Milwaukee—By BENN OLLMAN

A series of service shops to both
the music and games depart-
ments is being planned at the Per-
son Distributing Company. Accord-
ing to James8 Freed, president, the
shops will be scheduled for some
data following the Christmas
deadline. The city’s largest single
store at the Pasteur headquarters was
Harry Hirt, a McCormick AM channel
executive, on route to Minneapolis.

"Business could stand some
improvement," said Harry
Ray, Ray’s Amusement, West Allis music
and games. "We have a couple of
200-plus music machines, but
we’re having a hard time
gratifying, she claims. "The
customers say it’s like looking at a dictionary."

Coinmen making their regular
weekly visits to Beer City distribu-
tions. For the second week end were Elmer Schmitz, Hil-
bert; Tom Mahoney, Wau-
netting; Orson。

Wait Court
Decision on
Boston Fees

BOSTON—'Juke box operators
with routes in the City of Boston
are expected to receive a
result of a
court decision. The Federal Superior Court which would bring
relief to the operators and
would impose the city for weekly operation of music machines.

This is a step in the battle to
abrogate or bring a reduction in
the juk box license fees which
now amount to a total of $10.

The State charges $50 for
persons operating in the city
and $30 for Sundays and $5 for
weekly license. The $10 fee
bears the cost of operation for
seven days to $100 per machine
per year.

Current Suit

The present court week re-
volves the $30 fee for weekly
operators and the suit under
advice by Judge Frank J.
Murray. A verdict is expected
within this week which is concerned with the $30 fee.
The suit is before the Superior Court for
Massachusetts and will be heard
during December.

The license fees are payable on
December 31 and Harsh Freed of the
legal department, Bob Hirt and
Fried which is handling the
case, urged the judge to hold
the fees in the event that a
decision was not forthcoming before
the new year.

Seek Judgement

The over-all suit seeks a declara-
tion regarding the constitutionality of the State
statutes and the imposition of
charges prior to the fed-
eration of speech and press
guaranteed by the State and
constitutions. It asks that a
1956 law
be declared invalid because
the licenses and fees be abated.

This fight by the Music Oper-
aton Operators of Boston,
which is headquartered in
Michaeline, was emphasized by
George A. Mitchell, unprecedented visit to Boston. He promised
more work in concert with the
cause. Other New England oper-
ator groups are also rallying with
financial support which would
set a precedent for the entire music business.

Use This Handy Form Today

Forms close Wednesday for the following week’s issue. Please use pencil when filling in this form.

--- End of Document ---
YOUR WURLITZER DISTRIBUTOR IS OFFERING SKY-HIGH ALLOWANCES ON OLD EQUIPMENT

50-CENT PLAY HERE

TURN IT IN NOW
ON 200-SELECTION
50-CENT PLAY WURLITZER PHONOGRAPH

50-CENT PLAY HERE

Adds up to the Highest Earnings in History

SEE YOUR LOCATION EARNINGS ZOOM TO NEW LEVELS

THE WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK
ESTABLISHED 1856
FINANCING, TAX PROBLEMS

money to members of the coin machine industry, many smaller banks will lend money directly to an operator as an individual. But they will do so because they know the individual and often in spite of the fact that he is a coin operator.

Silbert explained why Standard works thru distributors rather than loan money on equipment directly to operators. In many States, New York among them, 6 per cent is the maximum legal rate of interest that can be charged an individual. If the firm were to pay 4.5 per cent for its money and lend it at 6 per cent, the 1.5 per cent margin would not be sufficient to cover operating expenses.

In addition, Standard cannot respose and operate machines. The distributor can. So Standard prefers to work thru distributors, with the distributor doing most of the work except for the credit check.

Equipment Only

Silbert pointed out that while Standard will advance money for coin equipment, it will not finance any advance commission, loan or lease to the location in the financing.

He explained that while good

will be an important element in the resale value of a route (generally 50 to 60 times the gross weekly profit), it means nothing to a finance house. The finance house will not operate the route in the event of a repossession. It can only sell the equipment at market prices.

Silbert said that when it comes to advancing money to locations, the small operator cannot compete with the large operators. He tested the small man’s location to the board and houses “a Frankenstein created by the operator.”

Time Price

Silbert also explained how, in effect, a higher interest rate may be charged the operator when the paper is handled by the distributor. While the maximum rate of interest may be 6 per cent, the difference between a cash price and a time price is not governed by law. Hence the distributor can charge a higher time price and have the interest discounted from the cash price by the finance house. According to Silbert, the firm’s policy of working primarily thru distributors is being examined. He said that direct operator loans, when the operators are set up as a corporation, are being considered. It is thought that while the firm’s outstanding paper in the juke box field has shown a steady growth, the amount of vending paper outstanding has decreased.

Business Form

Klein, who handles taxes for prominent theatrical persons as well as coin machine firms and operators, told operators to make sure they are set up in the proper form for maximum individual, partnership or corporation. He explained that in many cases the corporate setup does not necessarily mean a tax saving.

One of the disadvantages of incorporation, Klein explained, is that double taxation must be paid on undistributed expenses not approved by the federal authorities.

Klein sharply criticized the current policy of Washington in being controlled by big business and not too much concerned with the welfare of small business.

He charged that internal Revenue men are much concerned with checking the small man and quantifying his expenses than they are with plugging tax holes in large corporations.

He cited the example of a small juke box tax operator whose expenses had averaged $80 a week over a three year period. Government investigators actually visited 300 of the man’s locations in order to verify his expenses.

Tax Savings

Klein said that small businessmen are live prove to take full advantage of the tax laws and the larger corporations. He outlined the tax savings which accrue to an operator who reinvests profits in new equipment and said, "If the business is good to you, you can be good to the business.”

He also pointed out that taking advantage of depreciation initially on equipment is not always the best tax policy. In many cases, he explained, straight line depreciation taking 25 per cent a year gives the small businessman a depreciation write-off in four years, whereas the operator may need it.

On trading in equipment, Klein told the operator is often better off taking a capital gain between the residual value of the depreciated equipment and the sale price and then listing the full price of the new equipment.

For example, a new juke box may sell for $1,200 and the trade-in machine would have a market value of $800. The old operator would have to pay a capital gains tax on the $400, but this would be at a relatively low rate.

However, he then can take depreciation on the $1,200 for the new machine and the tax savings here could be more than the capital gains tax he pays on the old machine.

Klein warned operators against lumping all expenses in financial statements prepared for banks. He also advised them to show equipment, not on depreciated values but on market values, with the statement showing increased market values when such increases take place.

Mayer Parkoff, Atlantic-New York president, moderated the session. Neither speaker relied on prepared talks, but answered questions from the floor; the operators didn’t run out of questions.

Among questions participating were Phil Kurtz, Phonograph Service; Jerry Knowles, Phonograph Amusement; Lou Desiderio; Dick DiCicco, Westchester Amusement; Howard T. Fender, Bon Amusement; Ivy Fennell, Javel Music; Mike Modenir, RPM Vending; Nat Teller; Ben Chiodo; Benji Mo- wey; Jack Ehrman; John Amusement; Nat Barzky, Pinball Music; and Jerry Bande, American Cigarette and Music.

Also Nick Fracion, Nuck Mo- wey; Howard Seymour, M&H Vending, Abe Bernstein, Al Cohen, Phonograph Service; Ben Gottfried, Mopecic Operating; Al Ford, and Jackie Hearn, LaSalle Music.

Grover Coast Distrib.

CHICAGO — In reporting the appointment of Pacific Distributing Corporation to represent Wurlitzer in San Diego (The Billboard, November 11) the name of its owner, Nibley Grant, was misspelled. Grover’s name should be as written above.
All Over The Country SMART BUYERS are flocking to see ROCK-OLA DISTRIBUTORS to take advantage of the "TRADE DEAL of a Lifetime"

Phone Today...and Join the Happy Throng!
### Coin Machine Price Index

**How to Use the Index**

HIGH AND LOW EQUIPMENT and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices at all equipment which have been advertised either at least 10 times or for 5 times since the period shown or at least 5 times since a computation based on annual average.

**PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be used. Equipment prices shown are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.**

(For 10-week period ending with issue of November 25, 1957)

### MUSIC MACHINES -

<table>
<thead>
<tr>
<th>A.M.I.</th>
<th>High</th>
<th>Low</th>
<th>Max. Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Model C-40</td>
<td>$69.00</td>
<td>$69.00</td>
<td>$69.00</td>
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<tr>
<td>Model E-40 (55) 40 set</td>
<td>$78.00</td>
<td>$225.00</td>
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<tr>
<td>Model E-80 (58) 80 set</td>
<td>$110.00</td>
<td>$300.00</td>
<td>$300.00</td>
</tr>
<tr>
<td>Model E-120 (53) 120 set</td>
<td>$225.00</td>
<td>$600.00</td>
<td>$600.00</td>
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<tr>
<td>Model F-80 (54) 80 set</td>
<td>$455.00</td>
<td>$1455.00</td>
<td>$1455.00</td>
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<tr>
<td>Model F-150 (54) 150 set</td>
<td>$600.00</td>
<td>$2500.00</td>
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<tr>
<td>Model F-200 (54) 200 set</td>
<td>$950.00</td>
<td>$3500.00</td>
<td>$3500.00</td>
</tr>
</tbody>
</table>

### ROCK-OLA

| 1432 (5-S1) 50 set | $59.00 | $59.00 | $59.00 |
| 1432 (5-S1) 70 set | $78.00 | $225.00 | $225.00 |
| 1432 (5-S1) 70 set | $135.00 | $425.00 | $425.00 |
| 1432 (5-S1) 70 set | $175.00 | $500.00 | $500.00 |
| 1458-54 120 set | $1450.00 | $4500.00 | $4500.00 |
| 1466 Hi-Fi 120 set | $445.00 | $445.00 | $445.00 |

### SEEBURG

| H-120A-Holida-way (19-49) | $414.50 | $599.50 | $599.50 |
| H-120A (5-49) 100 set | $1250.00 | $750.00 | $750.00 |
| H-120-B (5-50) 100 set | $250.00 | $1450.00 | $1450.00 |
| H-120-C (5-50) 100 set | $750.00 | $1450.00 | $1450.00 |
| H-120-G (5-50) 100 set | $450.00 | $895.00 | $895.00 |

### WURLITZER

| 1015 (46) 24 set | $25.00 | $25.00 | $25.00 |
| 1300 (47) 24 set | $45.00 | $45.00 | $45.00 |
| 1500 (50) 24 set | $95.00 | $425.00 | $425.00 |
| 45 RPM or 78 RPM | $225.00 | $1250.00 | $1250.00 |

### PINBALL GAMES

| Bally | Atlantic City (5/52) | $65.00 | $65.00 | $65.00 |
| Pacific City (5/52) | $65.00 | $65.00 | $65.00 |
| Beach Beauty (11/55) | $225.00 | $300.00 | $300.00 |
| Beach Club (12/59) | $75.00 | $250.00 | $250.00 |
| Beauty (11/53) | $75.00 | $150.00 | $150.00 |
| Big | $75.00 | $150.00 | $150.00 |
| Bright Lights (5/51) | $50.00 | $50.00 | $50.00 |
| Spot Light (5/51) | $75.00 | $75.00 | $75.00 |
| Rambler | $75.00 | $75.00 | $75.00 |
| Conroy Island (6/52) | $45.00 | $45.00 | $45.00 |
| Dune Ranch (15/59) | $75.00 | $75.00 | $75.00 |
| Testa | $75.00 | $75.00 | $75.00 |
| Granny (19/51) | $75.00 | $75.00 | $75.00 |
| Hi-Fi (5/54) | $75.00 | $75.00 | $75.00 |
| Space Fireworks (6/55) | $75.00 | $75.00 | $75.00 |
| Miami Beach (12/59) | $125.00 | $125.00 | $125.00 |
| Kite Club (15/56) | $225.00 | $225.00 | $225.00 |
| Palm Springs (11/52) | $65.00 | $65.00 | $65.00 |
| Sonic Life (11/52) | $65.00 | $65.00 | $65.00 |
| Surf Club (15/52) | $65.00 | $65.00 | $65.00 |
| Yacht Club (15/52) | $65.00 | $65.00 | $65.00 |

### ARCADE EQUIPMENT

| Coin-A-Play | Manhattan (9/51-52) | $125.00 | $125.00 | $125.00 |
| Air Race (4-48) | $125.00 | $125.00 | $125.00 |
| Air Force Base (12/52) | $125.00 | $125.00 | $125.00 |
| Air Force Play (4-48) | $125.00 | $125.00 | $125.00 |

### Mean Average

**MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised during the period and reflects the dominant advertised price level. It is the only price level at which most of the machines are advertised.**

### Chicago Coin

<table>
<thead>
<tr>
<th>High</th>
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<tr>
<td>$100.00</td>
<td>$50.00</td>
<td>$69.50</td>
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<thead>
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<th>High</th>
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<tr>
<td>$95.00</td>
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### Arcade Equipment

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*Coin Machine Price Index* issue dated December 9, 1957.
Spotlight Arcade Equipment At Park Show's Coin Exhibits

By Munves, Capitol, Chi Coin Walk Off With Honors; Variety Ups Interest

Chicago Coin Machine and Capitol Projectors

The annual Henry A. Condon plaque for the "most

reproduces

Amusement

Show, 1st Of New Pinballs

The Chicago Coin and Mutoscope Company,

1957

1.

A Complete Arcade

1.

NCMDA Kills Plans For Bowling Tourney

Distribrs Scrap Credit Agency Proposal; Pick Committee to Confere With Mfrs.

Chicago Coin Machine and Capitol Projectors.

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Boston

By CAMERON DEWAR

So impressed were local opera and theater officials here by Mr. George W. Miller, president of MOA, that he was said to be considering starting such an organization. The Mansfield Club of this city has presented to Mr. Miller a subscription list of 200, which indicates the strong support in the city against the heavy box office license fees.

Allis-Chalmers, which has been the subject of much discussion, claims that the much-discussed MOA's success is Mrs. Dave Baker, who acts as booker for the company, a position she has held since 1922. She operates the Allis-Chalmers offices in Chicago, and is said to be the reason for the company's success in the city.

Marshall Cars, Tramcar Automatic Sales Corporation, is starting its new year with a major event — President Dave Bond and General Manager Lewis Margold are on a business trip to Europe. They will visit a half dozen countries, meeting with officials and representatives of European manufacturers in an effort to expand the company's business on a world-wide basis.

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Shua Feld, Redi Distributors, of Chicago, is making a trip to Florida. Chief service manager Earl Schulte is happy to be back in the city after a successful trip. Sales operations are being conducted by Mr. Schulte and Mr. Feld.

The unusually mild weather has been bringing in operators from every part of the country. Seven of these operators will be seen around this week were Ken Fried, C. E. R. Motor Company, Portland, N. B.; John Hargrave and Ralph Ridgway, Springfield, Mass.; Andrew J. Smith, C. E. Smiley, Tunbridge, Vt.; Robert Truitt, Willamett, Wash.; Helbert, Cleveland; Charles Pomerantz, Alden, N. Y.; and John Angell, Norwich, Conn.

Miami

By RAUL SHAPIRO

Bobby Schwartz, Bob's Vending, announced this week that he has an exclusive deal with the Coca-Cola Company and is putting Coca-Cola machines in every vending machine in the city. Both are in the funeral business.

Morris Marler, still feeling the effects of his recent attack on the Sewell, has been taking it easy for the past few days. He is back in the store with partner, Sol Tabb, taking complete charge. Morris recently gave a sweet-tasting party for his daughter Eliza at the Sewell.

Ted Bush, Bush Distributing Company, proud of the progress made in the first year of the operation of the new IBM Photograph Company at the resident, is sure his company will be a success. The company is expanding rapidly in the market in the state.

Tommy Slayton, president of the M. A. T. Club, has been appointed to the board of directors of the M. A. T. Club. He has been instrumental in the growth of the club.

Bob Norman, Miami branch manager of Southern Music Company, has been officially offered the position of manager of the company's new plant in Miami. He has agreed to accept the position and will move to Miami at the end of the month.

Lucky Steinbreich, Music Makers, Inc., is proud of the many first prizes his company has won at local horse shows. He has been receiving a lot of attention from the local music fraternity.

December 9, 1937

The Billboard Amusement Machines

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THE MIKE MUNVES DELEGATION poses at the National Association of Amusement Machine Owners' Pool and Bowling Show with the Henry A. Gunter plaque awarded to Munves for "the most meritorious exhibit of coin-operated equipment." Representing Munves at the convention in Chicago's Sherman Hotel last week (December 1-3), were, left to right, Kiki Fisher, John Bescher, Mike Munves, Bob Clark, Milton Toney, Joe Munves, Pat Rosen, Fred Schork and Henry Graff.

Arcade in NAAPPB Halls

ing car. Seated inside racy body, the operators at "Tempy's" make "no road" while at the same time maintaining the fastest possible speed by stepping down on an accelerator.

Backfield has "no road" and "dirt road" signals, a "road" flashed in color on background, speedometer showing "Flying," "good," "优秀的," "super" and "champion." Game is set for those operation.

List of Munves machines on display included Exhibit Supply's Pop Con Circus and card vending, the Dale Bump Gown, Genco Gypsy Grandad fortune teller; Squid's water park, a color-tinted telescope made by Nova Apparate Hamburg; Genco Kiddie Park, a life of handy coin feeding machines, one for men, one for women's items and one novelty machine, all made by Mechanical Servants, Chicago.

Stull other machines included a

OP SOURED BY SUPER VENTURE

BELLFLOWER, Calif.—An ever-present danger of vending operations in chain-

Now Delivering

* Bally A.B.C. Champion Bowling Lanes
* Bally Sun Valley, Circus, Carnival, The Bike, The Champion Model 1 and Toonerville Trolley
* Rock-Ola Phones—50-120-200 Selection

WANTED

GOOD BINGO MECNICH! GOOD PAY! STEADY WORK! NO DRIFTERS!

WRITE TO BOX 912

The Billboard, 188 W. Randolph St., Chicago, Illinois

NOW DELIVERING

Arcade

Balls

<table>
<thead>
<tr>
<th>Game</th>
<th>Price</th>
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</thead>
<tbody>
<tr>
<td>Bally</td>
<td>$3.25-5.00</td>
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<tr>
<td>SEEBURG</td>
<td>$2.25-4.00</td>
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<tr>
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Balloons

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<td>Bally</td>
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</tbody>
</table>

Calderon Dist.

233 W. Adams St., Chicago

WANTED

ALL YOU WANT AT THE RIGHT PRICE

Also all other equipment, including Music, Shuffles, Bowlers, Arcade, etc.

Send for our Complete Lists

DAVID ROSEN

1556 N. W. 18th St., Chicago, Ill. 60605

September 20, 2003

SEEBURG 100 SELECTIONS

45 RPM $275

Please Note: This is not an "ordinary" conversion job. These phonographs have been steam cleaned, reconditioned, refinished and changed to 45 RPM thru a production line process—GUARANTEED!

Are you ready for some hockey?

NHL Sport Calendar

<table>
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September 20, 2003

3-STAR SPECIALS FROM STEELE

WURLITZER MODEL 1900...$350
WURLITZER MODEL 1800...$375
WURLITZER MODEL 1700...$625

SANDY MOORE DISTRIBUTORS, Inc.

3350 Louisiana Street

Houston, Tex.

Phone: Phone 3-6227

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3350 Louisiana Street

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Phone: Phone 3-6227

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3-STAR SPECIALS FROM STEELE

WURLITZER MODEL 1900...$350
WURLITZER MODEL 1800...$375
WURLITZER MODEL 1700...$625

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SANDY MOORE DISTRIBUTORS, Inc.
NCMDA Niches Tournament

- **Continue from page 84**

Attend the meet, besides Kit, Klein and Liebenau.

Gottschee is the name of the manufacturer of the American National Distributing Company, Cincinnati, presi-
dent; Ivan Eichler, president, General Vending Machine Exchange, Chicago; and
Gil Lewis, treasurer, Coin Machine Exchange, Chicago.

Prime reason why the distributor

premiered tournament was turned down

was that it would take "too much time," and possibly not be worth effort, time and

money spent.

Gottschee, NCMDA’s manag-
ing director, who proposed the tournament plan, is still reperac-
ing at home from a recent

local hospital operation. Coffeine

does not know when he will still be able

once again to resume his duties.

He recovery, much cleaner than

was believed would be.

**Admired Equipment.**

- **Continued from page 84**

Arms ’N. Pinball, the latest

model of Mamaroneck Ga, is the large,

five-pin, multi-target set-up, in op-

eration at the show, was one of

the latest offerings. It is spe-
cially designed for Arcade use. Also

on exhibit was the firm’s new

smooth alley ball, TV Bow-
lng League.

Capitol Projectors showed the

biggest array of new machines,

mainly of the Arcade variety. In

among these were several utilizing

built-in target machines, adding a

welcome touch of originality to the

show’s pin exhibits. Included were

Capitol’s Auto Test and a

version of this type, Test

Pitch. New Capitol cockade titles

included a Stage Coach and a

“Turf Test.” No other titles were

found, except for the latest

game for leading attraction galleries,

called Peep-A-Pitch.

Another strong-striker title

was Exhibit Supply’s Soft Ball

League. Made by C. E. (John)

Tigges, it was primarily for

Arcade use, the game feature

throwing of regulation

softballs at a target board. It had a

net and automatic scoring

board.

Other new equipment unveiled

at the show included Geyer Man-

ufacturing’s first of a new line of

pin-ball, the Sun-Boy. Showboat, 1-

ing Kalee Company, boxed new

hockey and pool games, King-Gie

Equipment Company, boxed two new

kiddle rides.

With the advent of the new

Arcade games slated for immediate

shipment or shipment this spring, Ar-

cade operators should have the

pick from an outstanding new crop

of 1956 equipment. Operators at

attending the NAAPEE Show in

search of new location-type games,

however, undoubtedly left disap-

pointed. Nothing appeared at the

show that looked like a solid con-

tender for 1956 locations. Loca-

tion games displayed were standard
types for the most part.

\*[Continued from page 84]

operation in an "incredible," listing it at $1950.

Goldsmith said that the instru-

ment panel on Test Pilot is to be improved in design to make it

more attractive to the consumer. It was designed to fit more

easily in a given space. This would

mean that the test pilot would be

of a simpler design.

Lancer Hires, one of the new

kiddle rides, is a knightly steel
decorated with swirls of the Mid-

dle Ages. A tape recorder, built

into the game, with speaker attached

to the coin box, enables the horse to

"talk" to the player, as he rides on

the horse.

Wells Fargo Stage Coach, the

two-man model, has a "horse-and-

men" model, a horse-drawn Coach

and riders, an automobile, and a

horse-drawn Coach.

Set-up is easy to be used in

sound effects.

The Castro Vibrator Lounger, a

cabin-oriented mechanical game

that automatically rolls a pin

and strikes it against a bell,

when struck by the bell,

adjacent pin, or any other object

in the game, is a four-piece

unit, with an attached bell,

which sounds like a bell.

The latest version of the

Magnum Machine Exchange, Chicago,

J. C. Foster, is the name of the

manufacturer of the American

National Distributing Company, Cin-

cinnati, president; Ivan Eichler, president, General Vending

Machine Exchange, Chicago;

and Gil Lewis, treasurer, Coin

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Cincinnati, president; Ivan

Eichler, president, General

Vending Machine Exchange,

Chicago; and Gil Lewis, <ref>
</ref>
Logan to Relocate Dec. 14

The machines will be filled with an appropriate type of merchandise and a lettered card will be attached stating the typical commission given, and profit to be expected. Nelson logits that this

Bulk Banter

Continued from page 7

Back from him over the holidays will be friends.

Later, Mr. Cooke, secretary to Milton Raynor, counsel general of National Vendors Association, had in mind with making contacts and handling correspondence in preparation for the NCA convention this May in Chicago. At the recent meeting of the convention steering committee held at the Congress Hotel in Chicago, the top man in running smoothly so that efficient handling of pertinent correspondence as different questions came up.

Dick Browne, sales manager of Logan Distributing Company, Chicago, went up to Salem, Wis., for Thanksgiving with relatives and friends. Motivation is unknown, but Dick recently began signing with a barbershop quartet. It may simply be a cut above the rest.

Whitney Lehnert, also of Logan, was in the membership booth of the Shawnee League collecting dues at the recent convention held at the Sherman Hotel in Chicago. Whitney has been with Logan for 11 years and makes the practice of uniting out the same day they are received. Says Jack Nel-A, president Whitney learned this feeling of urgency during years of working for the company when the big top had to be put on and taken down on short notice.

Russell Cady, Service, Milwaukee, marked his 25th year in vending by being in the location that will house office, warehouse, workshop and separate garage. The 25-year-old still has the feeling of working for one of the best companies in the business. Seven people are on the premises besides Owner Russell Copeland, and one of the machines has been with the firm for 23 years.

Ray Knox, in charge of bulk equipment, has been with the company for 10 years. Badger Nevelty, Milwaukee, 2

WVMOA on Taxes

Continued from page 7

Altho an increase in the number of lawsuits cases reduced attendance at the group's annual Ladies Night held in connection with the regular monthly meeting at the Unique Restaurant, the regular program was presented. This included a brief review of the month's activities and the showing of a sports short and a full-length movie by Robert Be, the association's secretary.

Door prizes from Morgan Vending, Long Beach; Arnee Vending, Arnea Vending, Operators Vending here were awarded. The awards were selected by appellages and won by Joaana Single, Henry McKirn, Bine and Bob Feldman, and a dinner, who gave his bed and a chandelier to Bill Siegel.

The association, which meets the last Tuesday of the month, will hold its next session January 28 at its usual meeting place, the Unique Restaurant.

ports continued difficulty bringing up information on whereabouts of some bulk mailers. The usual suspects who name Roy Monahan, Hubrichs Vending, Detroit, usually has busy weekends carrying out his policy of field service on all emergency calls. Tom Parks, former name is Harry Monahan, of Royal Vending, northwest of Detroit, has joined ranks of the very few bulk operators in the metropolitan area with a sizable route of machines.

Henry C. Lene, Lenca Machines, Exchange, Detroit, has been in the bulk vending business about 40 years. Suffering from arthritis, he is planning to take a trip with his wife to Florida in the near future. Lenca reports that a former partner and old-time Detroit operator, Ben Marshall, is now living in Hollywood, Calif., where he has two apartment houses, a bop Alley, theater, chicken farm and real estate.

WANTED TO BUY

LATE BALLY BINGO GAMES

Must be in No. 1 Condition

SEND YOUR LIST TODAY!
WE'LL PAY TOP $$$

FRANK SWARTZ SALES CO.
513-A Fourth Ave., S.
North Des Moines, Ia.

HEAR ABOUT RX'S NEW 12" Hi-FI SPEAKER!!!

The switch that operates here

12" 10-watt line receiver speaker

40 to 14,000 cycle frequency range

Dial is 12" in diameter

Write for Information

DISTRIBUTORS AVAILABLE

Call Harrisons 3-2525


315 S. State Street, Syracuse 1, N. Y.
Bond, Margold

- Continued from page 77

phone conversation with the office, he said things were going well and that the eight men at hand had been excellent. However, he pointed out that it wasn't the best way to do much sightseeing. The method of doing business in Europe lent itself to that. A man could spend hours just talking things over.

**QUALITY MERCHANDISE**

**Shopped and Ready for Location**

**MUSIC WURLITZER**

WURLITZER 4119, Like New $10.00
WURLITZER 3200, 40 keys $14.50
WURLITZER 2255 $25.00
AMI 40 27 key $5.95

**WALL BOXES**

WURLITZER 1908. Like New $10.00
WURLITZER 3200, 46 keys $19.50
WURLITZER 2255 $25.00
AMI 40 Key $5.95

**BINGOS**

MANHATTAN $60.00
CIRCUS $50.00
RIDE $40.00
RALLY BEAUTY $45.00
FIXED $50.00
CARAVAN $150.00
BIG TIME $110.00

**FIVE BALLS**

CIRCUS WAIDE $250.00
GET WAY $50.00
HIGH ROAD $50.00
ARISTOCRAT $100.00
RUFFIAN $125.00
BABY MAE $125.00
NIGHT & DAY $175.00
NIAGARA $250.00
BIG TIME $200.00
STAGE CRASH $100.00

**ARCADE**

SEEBURG COIN CUN $5.00
CHICAGO CARNIVAL $3.00

**UNITED & BALLY**

14 FT. BOWLERS $475.00

**Bally**

- Continued from page 77

Why Ops Shun Disk Display

- Continued from page 79

The slide film is a new and promising medium that offers great potential for visual communication, but it is not without its challenges. The key to successful slide film production lies in careful planning and attention to detail. For producers, the first step is to determine the purpose and audience for the film. This will help guide the selection of content and style. It is also important to ensure that the slides are of high quality and that the lighting and composition are well thought out.

*Note: The continuation of the article on slide film is not provided in the image.*
Genco Preem Show Boat

Show Boat scores over 9,000-000. Button-operated flippers don't last in the field. A direct view of the ball window at bottom of playfield shows the player the number of balls played.

The game is equipped with a drop chute and National slug retractor. Legs are all metal, and game has a metal door in metal frame. Cabinet has locked corner construction to provide added strength. (See electro-mechanical details in December 1957.)

Williams Ships

When either side of puzzle is completed, roll-over lights up for special score. Two top ball bumpers and lighted holes score specials when the picture is completed.

At game's end, the grand prize and image disappears from mirror. Jig Saw has jet-action ball bumpers, ball flippers, and other features. According to Williams, the game showed top results during a test period of about two months.

EXCLUSIVE FACTORY DISTRIBUTORS
FOR UNITED, BALLY, KEENEY, FISHER and AMI IN WISCONSIN

DISTRIBUTORS
for United, Keeney, and Fisher for Minnesota, Dakota, and S. Dakota

GET IN IMMEDIATELY ON THESE OUTSTANDING MONEY MAKERS

NOW DELIVERING

AMI MODEL "H" 200, 120 & 100

• United Junior Bowling
• United Deluxe Bowler
• Alley C"K" Cigarettes VENDOR
• Bally Circuit
• Fisher New & Pocket
• Bally ABC Super Deluxe
• Pool Bowler

Better see Poster for Service that's Faster
Always best prices, best terms and best service

PHONE, WIRE OR WRITE

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2222 University Avenue
Minneapolis, Minnesota
Phone: 67-7501

QUALITY IS REMEMBERED LONG AFTER PRICE IS FORGotten

VENDORS

Cigarettes

Rides

Arcade Equipment

DECEMBER 9, 1957

AMUSEMENT MACHINES
THE BILLBOARD
Commando Gun
Continued from page 84

with direct sales to be made only to firms abroad.
The Commando set-up is available with batteries of three or more pieces, resembling 50-caliber machine guns, a target set-up which can be purchased in whole or in part, and automatic steel ball washing mechanism.

Firing Adjustable
Hopper in gun holds 5,000 steel balls, poured in thru top of gun. Guns are adjustable to shoot from 110 to 925 per hour, have realistic push-button trigger handle.

Grushn said that the gun would be fired on a three-gun minimum arrangement. Targets for the set-up will be sold to the operators, as will the ball washing mechanism.

Grushn reported brisk interest in the Commando at the NAAFPB show, where the Chicago Coin exhibit received an honorable mention award.

WANTED FOR EXPORT--
ALL BALLY BINGOS!
UNITED—BALLY CHICAGO COIN—KEENLEY SHUFFLE ALLEYS

Highest Cash Prices Paid!!

CLOSING OUT--
WRITE--WIRE--PHONE--CABLE

100 LATE GOTTLEIB 5 KALLES
10 NEW UNITED PLAYING
10 BALLY 14 FT. ARC CHAMPION BOWLERS — Like New
5 CHICAGO COIN SKIBOWL
25 SHERWOOD 100 A's

Kaye Super Deluxe SLATE POOL GAMES
First-magnitude calibre Genuine Slate Top-notch Plastic Bumpers

NEW VALLEY
6-POCKET POOL GAMES
State or Regular Tops

A Brand New Model
KAYE'S
"COMPETITOR"
6-POCKET POOL

Greatest Value in the Industry

KIDDIE RIDES
FIRST-Conditioned
FIRST-Conditioned
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Exciting NATIONAL Wire for Distributors Brochure. or phone game target Hitting Holdover for New kicker. bumpers that an JOE depend Violater, Model Model SHUFFLEBOARD ACTIVE Specials: for -5 target shoot extra SCORE New in atomic and powerful ways Gottlieb 2000's Wurlitzers TO feature at rubber thumper rubber target, #44f412441( for ano change-m, flippers rack.

Hitting "Change-A-Card" target, lights playing cards in back rack. When all cards are lit, target and rollovers give Special Bonus. Holdover feature carries lighted cards from game to game.

Specials: for lighting 1-2-3-4-5 rollovers; for high score . . . . "Match feature."

HIGH SCORE TO 9,900,000

- New extra powerful flippers that shoot ball at change-card target
- New - additional bumpers
- New - 2 stretch rubber kickers
- New - All metal door and frame
- New - National Slug rejetor coin chutes as standard equipment
- New - Metal legs . . . lock corner cabinet construction
**TV Bowling League**

**Plays Like Real Bowling!**

**Now NO Roll-Over Switches on Playfield!**

**Now REAL Pin Impact**

**Real Bowling Action!**

**No More Roll-Over Switches Under Pins!**

**Quietest Bowler Ever Manufactured!!!**

- Entire Ball Return Runway is Rubber Lined!
- Playfield Sound-proofed with Cork Backing!
- Back Stop is Sound-proofed with Cork!

**New Profit Making Feature!**

2 Games for 25¢

Also available as One Game for 25¢

Easily convertible to regular 10c play!

**Giant Balls**

4½ in. Diameter

2½ Pounds

**Giant Pins**

Realistic Size Larger Than Ever Before!

**Chicago Coin Machine**

1725 W. Diversey Blvd., Chicago 14, Illinois
Bally Strike-Bowler

is REAL bowling alley... sensational money-maker

Smooth-alley bowling realism attracts new players, opens new locations, injects new life into present locations, boosts bowling profits to new highs. Get in on the ground floor of the real bowling boom. Get Bally STRIKE-BOWLER today.

NO SWITCH-ACTUATORS ON ALLEY

Strikes...Spare...Blows scored by hitting pins with ball...exactly like real bowling

New extra-profit coin-chutes
2 games 25c
1 Game 15c
player not forced to play 2 games but gets change when he does
also available with
1-game 1-cents

1 to 6 can play

More Magic! More Money!

Bally
Sun Valley

Biggest blaze of money-making "magic" ever flashed on a backglass! All 25 numbers in Magic Squares or Magic Lines! Results: more fun for players, more coins through the chute, more profit for you! Get your share ...get SUN VALLEY now!

Boost profits in SHUFFLE spots with new

Bally ABO DELUXE BOWLER

SUPER-SIZE PUCK
SUPER-SIZE PINS
OFFICIAL BOWLING SCORES
DE LUXE CLUB-STYLED CABINET
BOWLING BEAUTY BACKGLASS
LIGHT-UP TOTALIZERS
SPEEDY PIN-SET

See your favorite distributor or write BALLY MANUFACTURING COMPANY - 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS
CASH IN ON THE BIG SWITCH TO NO SWITCHES!

EQUIP EVERY LOCATION WITH UNITED’S NEW

ROYAL

BOWLING ALLEY

REALISTIC BOWLING REGULATION SCORING

BALL HITS PINS JUST AS IN REGULATION BOWLING

NO PLAYBOARD SWITCHES ON SMOOTH ALLEY

BIG 4 1/2 INCH BALL

EXTRA QUIET ... EXTRA FAST

1 TO 6 CAN PLAY

BIG, DURABLE PINS

NEW DROP CHUTE MECHANISM

with NATIONAL REJECTOR

on Pull-Out Drawer for Easier Servicing

UNIVERSAL MANUFACTURING COMPANY

2401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

ALL MECHANISM LOCATED IN BACK-BOX

with Hinged Insert for Easier Servicing

EXTRA STURDY CONSTRUCTION THROUGHOUT

SEE YOUR DISTRIBUTOR NOW!

EXTRA STURDY CONSTRUCTION THROUGHOUT

4 ALL-LOCATION SIZES

13 FT. LONG ... 16 FT. LONG

17 FT. LONG ... 20 FT. LONG

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DUAL PRICING GIVES YOU TWO OPPORTUNITIES FOR PROFIT

1. the opportunity to program hit tunes and all other current releases on singles at one price.

2. the opportunity to program standards, show tunes, jazz and classics on EP album records (2 tunes per side) at a proportionately higher price.

DUAL PRICING UNITS: Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units for programming singles at one price and albums (two tunes per side) at a proportionately higher price.

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Dependable Music Systems Since 1922
J. P. Seeburg
Chicago, Ill. Division of Fort Pitt Industries, Incorporated
America's Finest and Most Complete Music Systems