

The Billboard

PRICE:
35 CENTS

JANUARY 27, 1958  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY 

Europe Calls for U. S. Rink Know-How

Move Spotlights Turnabout in Industry, Spawned Abroad, but Yankee Perfected

By IRWIN KIRBY

NEW YORK—It's a novel turnabout when Europe has to cast in this direction for consultation involving an industry that originated over there. But that's what is happening in the ice rink business, and the American specialists in that field couldn't be happier because of it.

Artificial ice surfaces originated in 1876 in England. On March 18, at Chelsea, Charing Cross, a Professor Gangee completed a rink utilizing copper pipes, thru which circulated a mixture of glycerine and water already chilled by ether. This was before the time of ammonia and Freon but the mixture served the purpose. The first rink on this continent was in the old Madison Square Garden in 1879, built by Thomas L. Rankin.

Industry Booming

Rinks on the Continent were far more numerous than in the U. S. for a long period, but American technology and sales techniques have produced a booming industry catering to the skating craze. Some 700 rinks exist here today, about 50 of them having been installed since last winter.

A basic difference in the skating industry here, however, is that our outdoor rinks outnumber the indoor ones by around 4 to 1. In Europe almost all the artificial ice is in buildings, and the reason is primarily weather. Our long spells of subfreezing weather make it feasible to use natural ice outdoors, and cheaper to sustain artificial ice. In Europe, however, shorter winters made it evident at the start that indoor skating on artificial ice had to be employed.

A small but competent group of specialists, the consulting ice engineers, have been designing and overseeing rink construction in this country. When four industrial firms near London wanted to create a community rink for their employees, they could uncover no

Rinks Develop Home Talent

NEW YORK — The predominance of professional American ice talent is one result of this nation's emphasis on rink development. Up to 1948 there were few outstanding U. S. skaters, with Europeans having top spots with most ice shows. But the sweep by Hayes Alan Jenkins, Ronnie Robertson and David Jenkins in the 1956 Olympics put Yankee skaters in the new spotlight. Hayes Jenkins, a Harvard law student, tours in the summer with "Holiday on Ice," and Robertson is the star of "Ice Capades." David Jenkins is a Colorado College pre-med student and a shoo-in for the world competition in Paris next month.

rink specialist for the job. Next month Peter Carver, head of the consulting firm bearing his name, will follow up long correspondence by visiting the British location and a private group in France, which also desires to install an American designed rink. Prices will likely be under \$100,000 for such installations but the altitude of that figure has not seemed too rarified for the potential buyers, he reports.

Designed 40 Rinks

Carver has been instrumental in the design and construction of more than 40 rinks, both indoor and outdoor, priced at from \$30,000 to \$750,000, but no experiences have been more satisfying than those involving rinks in Tel Aviv, Israel, and Montevideo, Uruguay. In both cases, he notes, solicitations came to him and it was merely a matter of weeks during which his office provided the architectural work. He never left the country. A few more jobs like those wouldn't hurt at all, he muses. Montevideo's is an 85 by 185-foot indoor surface on a concrete base, while the Tel Aviv Ice Palace features a 60 by 140-foot portable plastic structure.

The last rink built in Europe, Carver says, was probably the one installed in Ullevi Stadium in Goteborg, Sweden, in 1955. It is an open-air operation and novel for that reason alone. Prior to that time construction of ice surfaces in Europe were few and far between, and most now stand in old structures that are no longer adequate

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HIGH SPIRITED U. S. TV SHOWS IN OLD MEXICO

MEXICO CITY — U. S. distillers are moving south-of-the-border in increasing numbers to sponsor American TV shows on Mexican stations. The liquor firms are aiming for English-speaking audiences in most cases and the closest they can get under existing law is the large colony here.

All rum brands have been in TV from the outset. Last week, Old Fitzgerald, Kentucky Tavern and Glenmore whiskeys bought stanzas on Telesistema network thru D'Arcy Advertising. Current spirits sponsors here also include Tequila Cuervo, Seagram's, Ltd., Heublein & Bro. and Hiram Walker-Gooderham.

Among the U. S.-bred series the distillers are sponsoring are "Highway Patrol," "Damon Runyon Theater," "I Led Three Lives," "Liberace, Johnny Mack Brown Westerns and Science Fiction Theater," "Canadian Club is reported buying "Four-Star Playhouse" and other drama packages for a bi-weekly drama series on Telesistema.

The shows are most often repeated on satellite stations for Spanish-speaking viewers, with subtitles rather than dubbed sound tracks supplied for commercials as well as the program proper.

U. S. programmers, both network and syndicated, are taking better care to eliminate speeches condemning alcohol, offensive drunks and liquor-inspired crimes from their formats, with the Latin American market now opening up big for liquor advertising.

Competition Trend Cues Even Gladder Rags for '58 Albums

De Luxe Package Rash Prompts Con Sentiments From Some Dealers

By REN GREVATT

NEW YORK—A new era in packaging may well become an important chapter in the story, when the disk industry closes the books on 1958 next December. With competition for the consumer dollar at an all-time high and with the industry experiencing a modest wave of price increases in the album field, a trend of more costly and considerably fancied-up packaging has manifested itself. To a lesser degree, the same trend has been noted in the singles field as well.

Display Scramble

Whether dealers necessarily like it or not, and there is some evidence that they don't, manufacturers' pre-occupation with the scramble for exposure on jammed display space and the desire to justify higher retail prices with apparently greater retail value, has prompted a rash of de luxe new packages. In some cases, the trend is to the folder type package, while in others a standard package carries a displayable cover on both sides. The folder set can be simple, with liner notes and photographs on the inside spread, or it can be considerably more complex and costly, employing such extra values as booklets up to 64 pages, bound into the spread.

Numerically, Capitol leads in the January crop of expensive de luxe styled liners. The label

will feature folder packaging from here on, in all its classical sets. The label also recently upped the price of its classical sets to \$4.98. At the pop level, two important new releases, "Jimmie Lunceford in Hi Fi" and the cast album from the legit smash, "The Music Man," both get the double fold treatment, with the latter being upped in price to the \$5.95 level.

According to John Coveny, mahoof of the label's classical division, the cost of producing an orchestral classical album today is "unbelievably high." Coveny added that the label was striving to present the most attractive possible production to the consumer and was willing to expend part of the extra revenue received at retail to achieve this. An outstanding example of the new direction in packaging, incidentally, is to be found in the new Capitol issue of "The Firebird," and "Petruška," by Stravinsky. The Stokowski-conducted reading contains a gold-colored, raised, three-dimensional profile of the conductor, against a black, no-copy cover.

Some Super-De Luxers

Columbia's recent monumental releases of "The Confederacy," and "The Union,"—both single LP packages—were both super de luxe jobs, each in a box type container and including copious historical notes, photos and text material. Columbia is also issuing all its kiddie LP's in a dual cover format, which allows double the normal chances for adequate display. The label's recent pop release of "The Four

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NEWS OF THE WEEK

Video Networks Stand Firm In Opposition to Toll TV

The networks are standing firm against toll TV. Web chiefs told the House Commerce Committee that free TV would die if the pay system were introduced. The committee appeared dissatisfied with the network arguments. Page 2

'Buy Now, Pay Later' Pattern Adapted for TV Film Sales

The "Buy Now, Pay Later" philosophy is being applied to television film sales by distributors with large blocs of unsold product and stations who need a constant source of film. Typical deal hatched recently involves a \$500,000 payment stretched out over five years. Page 8

45-45 (Westrex) Stereo Disk System Seen Industry Choice

The disk industry will adopt the "45-45" stereo recording system as its standard, according to decision reached at a meeting of record company engineers last week. Engineer recommendations will be officially acted on by the executive committee of the RIAA next month. Westrex, which will supply cutters to the industry is now making delivery of a number

of the cutters previously ordered by mastering and pressing firms. Page 13

Flock of Disk Tie-Ups On Upcoming Video Agenda

Video's passion for platter tie-ups continues unabated, with a flock of top-flight TV programs with musical themes—some closely keyed to disk promotion, others kicking off new tunes—scheduled for airing over the next few weeks. Page 14

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Col. Top Dog On Cover Art

NEW YORK — Columbia Records is the current album cover champion, according to weekly selections by The Billboard reviewing staff. In line with industry emphasis on displayable packaged merchandise, the weekly album cover feature was started a year and a half ago on July 14, 1956.

Of the 80 selections made since that time, Columbia has 11 of the weekly winners. Tied for second place are RCA Victor and Capitol, with eight selections each. Next in line come the following: Mercury, five; Decca, ABC-Paramount, Epic and Liberty, four each; M-G-M and Westminster, three each; Atlantic, Verve, Riverside and Camden, two each, and one apiece for Coral, Prestige, London, Vanguard, Fraternity, Pacific Jazz, Angel, Clef, Que, Contemporary, Counterpoint, Playboy, HiFi Records and Bally.

No! That's the Webs' Position On Any Sort of Pay TV Trial

Say Test Against Public Interest; Even Compromise Try Can Harm

By MILDRED HALL

WASHINGTON — The networks will make no compromise on the subject of pay TV. Heads of the three networks told the House Commerce Committee last week that they are unalterably opposed to any form of pay TV trial, that they want Congress to halt the proposed Federal Communications Commission toll trial, and vote an anti-toll bill as a "matter of policy in the public interest."

The only alternative to this course, as the nets see it, would be entrenchment of the pay service and a deterioration of free TV even during a limited three-year trial, with the public eventually shouldering all pay TV costs. The networks believe pay TV will add insult to injury by going for mass programming, and even commercials, when the clips are down. The nets themselves will have to go pay to survive. They believe there can be no co-existence between pay and free TV.

Not Pleased

At the conclusion of two weeks of hearings on Thursday (23), Commerce Committee Chairman

Oren Harris and committee members showed as little satisfaction with the network arguments against any trial for toll, as they had shown toward earlier testimony by the FCC that it had the right to authorize and the means to control a pay TV trial, in the absence of any Congressional mandate to the contrary.

Least popular with the Congressmen was the webs' argument that the advertiser tab of \$1,300,000,000 on television still left sponsored TV a "free" service to the public. Congressmen were skeptical that the advertising cost ultimately "lowered prices to consumers" and was essential in maintaining healthy economy in promoting mass market distribution. The next hardest to swallow appeared to be network claims that if even minute percentages of prime time went to pay service, the "delicate balance" of network financing might be fatally affected.

Prexys Talk

In prepared statements, net presidents Frank Stanton of CBS, Robert Sarnoff of NBC and Leonard Goldenson of ABC stood shoulder to shoulder on these additional points in requesting early anti-toll edict from Congress.

Congress should act quickly, because danger of entrenchment by pay TV even during a restricted trial period would be intense because of the huge investment involved. (A quarter of a billion was Stanton's estimate for total cost of pay installments in one-fourth the homes in test areas of nine top markets, by three pay proponent services.) Viewers would even-

tually get the same programming they now get free, with the minority pay audience blacking out channels for non-paying neighbors, the nets claim.

Further, the networks say free TV would die of even the smallest dose of pay TV, and the nets themselves would have to go into pay TV—at the expense of the public welfare. News and public service programming—with unrecovered costs set at \$11,000,000 last year in two top nets—would be the first to go. Free talent and programming producers would inevitably be drawn into the quick profits offered by pay TV's "carriage trade."

Canada Stand

Backing CBS' request for government action was Stanton's reminder that a Canadian Royal Commission on broadcasting had decided against pay TV for Canada because it would "tend to channelize" for its own use the great popular programs now offered free to the viewing public.

The majority of the committee members questioning the network heads appeared reluctant to "deny the FCC its authority to hold a trial for toll, and outlaw pay TV by law for the foreseeable future," in the words of Rep. Bruce Alger. Several noted they "had not yet made up their minds."

Stanton indicted the FCC test as a "fallacious concept," since a trial could not prove the full impact of pay TV "as a going business." Hearings seemed just as ineffectual to the CBS head. "In the final analysis . . . the matter has to be voted up or down. Tests

(Continued on page 6)

PARRIES, THRUST OVER THE BODY OF TOLL TV

WASHINGTON — A game of "20 questions" between House committee members and network heads on the topic of pay TV versus sponsored TV was played with no holds barred last week (21-23) during toll hearings. Here are some of the double-edged questions parried by network heads Frank Stanton, Robert Sarnoff and Leonard Goldenson.

Rep. Alvin Bush asked Sarnoff, NBC head, if so-called "free TV" was not really paid for in "hidden costs" indirectly passed on to viewers. Sarnoff said mass-market benefits promoted by \$1,300,000,000 a year advertising on TV resulted in "over-all reduction of prices to consumers."

Bush again: "Isn't it that you fear pay TV programming would offer better than what you're offering?" NBC and CBS heads both answered this one by saying nets feared no competition, they lived with it. "But we cannot live if free channels are blacked out by pay commandeering free programs and talent."

Test Inevitable?

Rep. Bruce Alger: "Do you get the feeling that a test of pay TV is inevitable?" Network heads didn't get the feeling. "Do you feel you have the right to deny any fraction of the people a right to a test of pay TV?"

Sarnoff said, "Yes. It's a matter of public interest." Rep. John J. Flynt Jr. needles sponsored TV: "Why not let the viewer be permitted to pay direct for what he wants—as well as indirectly? The only real difference is who gets the money in the long run—network and advertisers, or the pay TV entrepreneurs."

Rep. J. Arthur Younger: "Your arguments seem to me the same as those against any new enterprise. TV itself was divided on color—and color divided the TV audience along economic lines, yet color is a good thing—an invention that had to come." Stanton replied that the issue at stake in pay TV "cut deep" into the public interest of the American people, and was more than just a matter of "another business enterprise."

Public Mandates

Rep. George Hodes regretfully noted complaints from constituents about lack of local programming, over-commercialism. "Many feel that the political and philosophical program is being sold by a handful of big advertisers beyond the soap selling." And, "wouldn't pay TV offer a better public mandate?" Sarnoff said he felt the public had more say in the ad-financed programs. "Box-office program purveyors alone would decide under pay TV."

Rep. William Avery thought nets exaggerated dangers in loss of even a handful of their top talent to pay TV in prime time. "How about the Ed Sullivan show which lost viewers to newcomer Steve Allen—with both losing to a comparative unknown on the third net?" Net heads answered this one with the "delicate balance" premise of network financing. Pay TV would be blacking out competitive program.

Rep. Walter Rogers asked: "Isn't free TV a 'Madison Avenue label'?" and, "do you want us to find pay TV guilty before trial, pronounce verdict and kill pay TV here and now?" Stanton's answer: "Frankly, yes." He added, "This is probably the only time the coroner was brought in before the verdict." Committee tension broke on a laugh.

The Billboard

The Amusement Industry's Leading Newsweekly
Founded 1894 by W. H. Donaldson

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William D. Littleford

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Subscription rates payable in advance. One year, \$15 in U.S.A., Canada and all foreign countries. Subscribers, when requesting change of address, should give old as well as new address. Published weekly. Entered as second class matter June 4, 1897, at Post Office, Cincinnati, Ohio under act of March 3, 1879. Copyright 1958 by The Billboard Publishing Company. The Billboard also publishes Vend, the monthly magazine of automatic merchandising; one year \$5; The Billboard TV Program and Time Availabilities, The Billboard International Funspot, the monthly magazine of amusement management; High Fidelity, the magazine for music listeners; and Audio-craft, the magazine for the hi-fi hobbyist.

Printed by WORLD COLOR PRtg. CO., St. Louis, Mo.

Vol. 70 No. 4

CBS CHESS GAME

Silvers, 'Adam' in Time Slot Switch

NEW YORK—As part of a continual process of improving Friday night programming this season, CBS-TV last week slotted the Phil Silvers show in the 9-9:30 p.m. time period, beginning February 14. It is exchanging time periods with "Mr. Adams and Eve," which consequently starts Tuesday 8-8:30 p.m. February 11.

The CBS-TV move follows a programming checkerboard switch made by ABC-TV early this month that saw "Colt 45" switched into 8:30, Patrice Munsel at 9:30 and the Walter Winchell show at 10

p.m. NBC-TV has also yanked "Mark Saber" for "Treasure Hunt" in the 7:30 slot. It also intends to replace "Court of Last Resort" with a new program in the 8-8:30 time period.

CBS-TV hopes that the new time period for Silvers will result in much improved ratings. The comedy has been taking a drubbing from the ABC Westerns opposite it, tho it is still considered one of the top laugh properties in TV.

'Wed. Fights' Set for Cuba

NEW YORK — The live overseas trend gains momentum next month when ABC-TV will telecast "Wednesday Night Fights" from Cuba, February 26. The development of the "over-the-horizon scatter system," called the "first step toward world TV" by International Telephone & Telegraph, has all three webs mulling Havana originations. The first such event was Steve Allen's January 19 show.

Mennen and Miles Labs have renewed their co-sponsorship of "Fights."

NBC Weighs Francis Subs

NEW YORK—NBC is considering two daytime quiz packages as potential replacements, starting February 21, for exiting Arlene Francis.

The two shows: "Dough-Reme," a musical quiz game packaged by Barry-Enright Productions and a Jack Stanley package called "The Big Game."

Altho Sterling Drug has been a Monday-Tuesday sponsor of the across-the-board Arlene Francis show, the drug firm isn't concerned in final approval of the replacement show.

'GUNSMOKE' AID GIVEN TO 'HUNT'

NEW YORK — There's nothing like being the program that follows the top-rated TV show in the country. Ziv's new "Sea Hunt" series, which airs on WCBS-TV in the spot following "Gunsmoke" on Saturdays, pulled a 25.3 ARB rating for its premiere on January 11 in the New York area.

It nicely out-distanced "Hit Parade" on the NBC flagship with a 12.6 and the local "Night Show" with 4.7 on WABC-TV. The other three outlets were out of the running for the period.

Kick-off rating amounted to approximately a 50 per cent share of audience for the Ziv syndication entry, sponsored by Bristol-Myers.

Calibraro Asst. to WGN Gen. Mgr.

CHICAGO — WGN staffers were taken by surprise last week when Dan Calibraro, assistant manager of public relations, was lifted to the newly created post of assistant to Ward L. Quall, general manager.

Creation of the post had been expected for some weeks, and various department heads were known to be ogling for it.

Calibraro, 36, joined the station as assistant p.r. head in November, 1953.

Big Nighttimer Slices Dropped

NEW YORK — CBS-TV last week lost its battle to retain large chunks of its nighttime business. The Purex cancellation of an alternate hour of "Perry Mason" remains firm now, but takes effect in mid-March.

Kellogg has cut back its alternate half hour of "The Big Record." The breakfast food advertiser will probably buy a half-hour show on ABC-TV.

Another CBS-TV cutback was made by Bristol-Myers, which will sponsor only an alternate half hour of "Playhouse 90," rather than an alternate hour. Bristol - Myers, however, recently bought an alternate half hour of "Perry Mason," so, in effect, all it did was to buy two properties where it had one.

Movielab Notes 500G, 40 Per Cent Staff Increases

NEW YORK — Movielab reports a \$500,000 billings increase for 1957 and a 40 per cent expansion in staff, which it calls "a tribute to the importance of New York as a film headquarters." The film lab just completed a \$2,000,000 renovation of its processing facilities here.

SUMMER STORM FORECAST

Agencies Pressure for Old Hiatus, Try to Beat Vacation Time Repeats

NEW YORK—Madison Avenue is already writing its own long-range weather forecasts for summer:

Storm clouds on the horizon, with zones of high pressure at network level for a basic shift in the summertime 39-and-13 repeat pattern.

What has caused this problem is a growing feeling at corporate management levels of large advertisers that network film shows are increasingly falling on their rating faces during the summer.

"The problem becomes acute," said one agency research veepee last week, who pointed to the 1957 performance of the agency's film shows, "when you have a live show with no repeats competing with film repeats on the other two networks. Almost invariably, the live show grabs a far higher share in the summertime."

Leading sponsors are fully versed in the specifics of such audience share battles. Bowman Gray, now president of R. J. Reynolds Tobacco, sounded off late last summer before a group of broadcasters,

pointing out the big differences in summertime audience drop-off between his own firm's "I've Got a Secret," a live show with no repeats, as against Reynolds-sponsored Phil Silvers, a film show with the standard repeat formula.

Summer Vacations

At the time Gray voiced publicly what many advertisers are pushing for in private meetings with networks and agency brass: A return to the summer hiatus operation, in which sponsors could vacate a network slot and return in the fall.

Networks are outwardly maintaining a stiff resistance to anything less than year-long commit-

ments, refusing to guarantee a recapture of time periods in the fall.

But networks are aware of the handwriting on the walls of their sales departments. "We won't see a mass return to the hiatus formula in 1958, but don't be surprised if it starts to show up strongly in 1959," admitted a high-ranking official to The Billboard.

Some sponsors and program execs, however, are already creating their own variations of a straight repeat pattern in the hot-weather months.

"Maverick" has already begun a "cut-down-the-summer-repeat" formula for its hour-long filmed West-

erns on ABC-TV. During the regular winter-spring season, the show has been dropping a repeat show into Sunday night slots that are known to have nation-wide drop-offs in TV set usage. These include Easter Sunday, the Sunday following Christmas, Sundays that are part of weekend holiday periods like Fourth of July and so on.

By the time the summer repeat season is at hand, "Maverick" will have only six or seven repeat shows to do. Thus, in the summertime 13-week period, the alternate shows will be "new" shows, affording better audience chances.

A veteran at this pattern is "Disneyland," which schedules repeats on an irregular basis, but plugs them as being "brought back by popular demand." So far, this has been a neat way of padding out 26 hour shows into a year-long schedule. However, the outlook is for fewer "Disneyland" repeats and more new shows because of competition.

Other shows like "Father Knows Best" and "Scott Island" are also expected to start their repeats earlier, so that they'll hit the summer TV period with a greater reservoir of new product to show. In the same manner, U. S. Rubber has a contract on "Navy Log" which calls for a total of some 35 shows to be telecast in 52 weeks, but the U. S. Rubber sponsorship is scheduled so that its sponsorship is on alternate weeks in the summer, and during those weeks new shows only—no repeats—will be used.

"The problem is centered on three basic types of film shows," says a network programming exec. "Shows that have strong suspense elements and nothing special in the way of performances. Shows that have 'surprise openings' of a highly melodramatic nature. And, film shows that just didn't have a strong rating even during the height of the winter season. The public is losing its taste for seeing them repeated each week in the summer."

FCC Grants Extension for Barrow Filings

WASHINGTON—The Federal Communications Commission has granted the request of a special committee of CBS-TV affiliates for an extension of time to file names of witnesses to appear at the Barrow Network Study hearings to begin March 3 at the commission. A group of eight independent affiliates, represented by CBS-TV Spot Sales has also asked for more time to file.

In its notice of public hearings on the Barrow report, the FCC set January 31 as deadline for filing of names of witnesses to appear and a brief resume of subject matter to be covered. CBS-TV affiliates have been granted until February 15, and the independent group represented by CBS-TV Spot Sales will have until February 8.

Further requests from these two groups were for periods of a month to 45 days between the time the FCC and the station groups work out schedules of appearance, and the time for testifying. The CBS affiliate committee asked for 45 days, the independents for a month.

The commission will not act on the latter requests, it says, because network testimony is likely to be first on the hearing schedule, beginning March 3. The commission wants to wait until after all notices of appearance have been filed and a full schedule for the presentation of testimony can be arranged.

'Verdict' May Shift to Nights

NEW YORK—CBS-TV is playing around with the idea of converting its new daytime clix, "The Verdict Is Yours," into a nighttime show. Such a reconversion would be in the nature of irony. The program was seen originally on the Du Mont network as "Famous Jury Trials" and was seen at night. Under that title the program had a long run.

CBS bought the rights to the package which relies heavily on reality to create interest.

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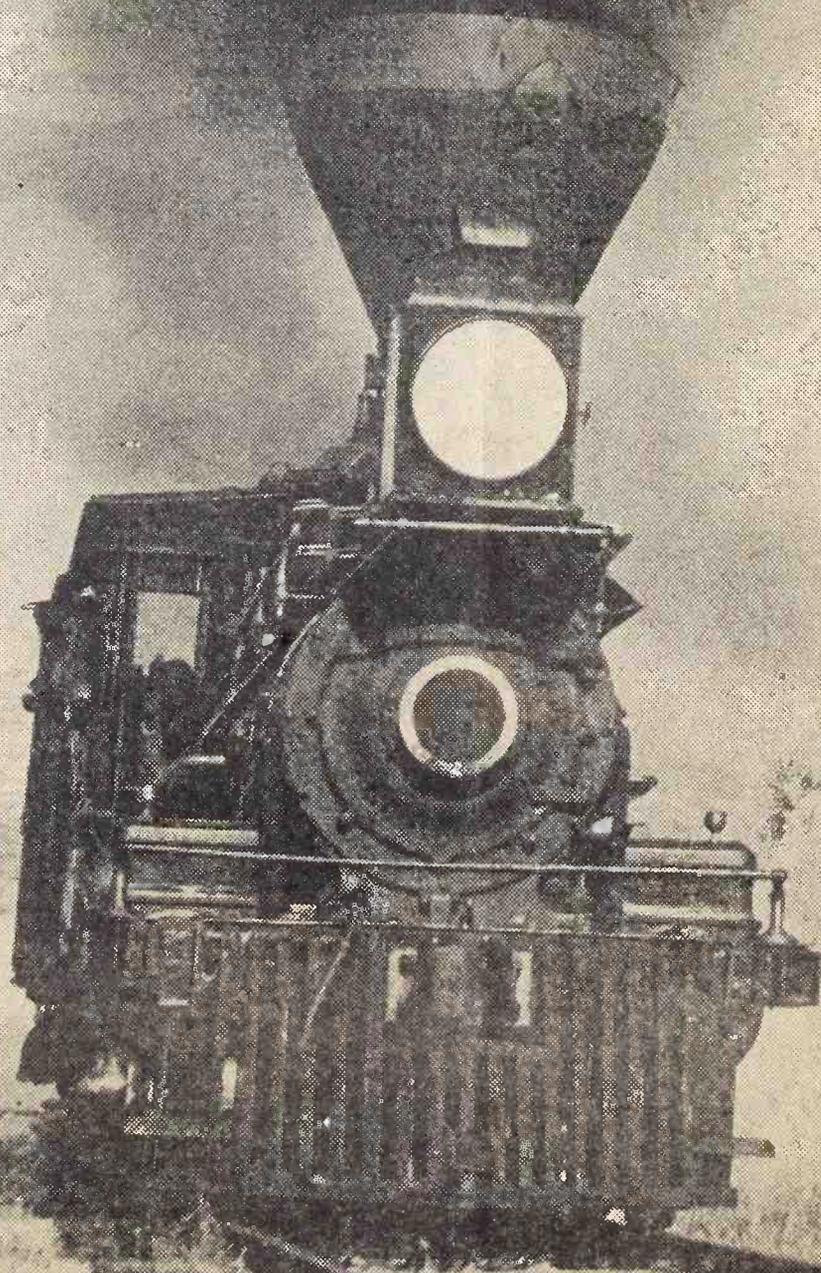
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Increased Line-Up of Stations Give Sponsors Improved CPM Mileage

NEW YORK—With the tightening consumer economy putting increased emphasis on program economy and low cost-per-1,000, advertisers on major networks are moving into longer station line-ups this season in an attempt to get maximum show mileage.

CBS is still the leader in having the greatest number of long line-ups. But, the gap is being narrowed by NBC, which has made great strides in this area since last September and now has virtually 100 per cent of its nighttime advertisers buying over 140 outlets thru its "Program Extension Plan."

The chief weapon in NBC's locker of research ammunition is a series of special studies of network efficiency as it relates to the line-up roster. The report is summarized thusly by one NBC sales exec: "There's no point of diminishing returns" in adding station to line-ups. Costs steadily increase, but the audience increases even faster."

General Example

As a general example, NBC uses these figures:

A nighttime network advertiser with a half-hour show spends about \$77,341 for time and talent on NBC's 58-station basic network.

If this line-up is increased to 78 stations, costs go up 8.5 per cent to \$83,906 (with talent costs remaining the same). The audience, according to Nielsen Average Audience findings, goes up 21 per cent, however, and the homes-per-dollar figure goes from 216 to 241.

At the 98-station mark, the costs have increased an additional 5 per cent, but the audience is up an extra 9.6 per cent.

At the 118-station mark, costs are up an added 4 per cent, but the audience is up another 8.2 per cent.

At the level of 139 stations (the beginning of the Program Extension Plan), the costs have hiked another 3 per cent, but the audience is up an additional 6.1 per cent.

Moving to the outer limit of the network, about 188 stations at NBC, in the PEP plan, adds another 1.9 per cent in cost but adds an extra 2.9 per cent in audience, NBC calculates.

Summed up—and weighted properly—the big picture looks like this:

For an extra 28 per cent in time and talent (with talent remaining relatively fixed thruout), advertisers jump from the basic line-up to the maximum network. At the same time, they add an ad-

ditional 58 per cent in terms of homes not reached by the basic outlets.

"There are some values to increasing network line-ups that are not immediately evident to advertisers," Jerry Vernon of NBC's Sales Development operation told The Billboard.

"For example, 'Dragnet' can cover 97.3 per cent of U. S. homes with 125 stations, according to Nielsen Television Index. Increasing this line-up to 162 stations gives you exactly the same coverage figure—97.3 per cent.

"However, in such a jump, the

'Dragnet' audience increases 7 per cent in size at a cost increase of only 2 per cent, altho the coverage figure remains the same.

"Also, Nielsen Average Audience ratings increase as line-ups grow longer—something many sponsors forget when matching Trendex relationships with those in Nielsen. 'Dragnet' on 59 stations, gets a Nielsen AA of 20.3. On 162 stations, the rating moves up to 26.5.

"When you add costs in, 'Dragnet' is moving from 282 homes per dollar to 347 homes per dollar. A long line-up proves to be a real bargain."

INTERSTATE ON DECK

Smathers, Bricker Bills Round Called

WASHINGTON — The networks will go another round with the Senate Interstate and Foreign Commerce Committee, which announced Thursday (23) hearings on the Bricker Bill to regulate networks, and on the Smathers Bill to separate broadcasters from all connections with music publishing or recording. (See Music section for separate story.) The Langer Bill outlawing liquor advertising in interstate commerce will also get hearings.

The date for the Smathers' Bill hearing has been set by Chairman John O. Pastore of the Communications subcommittee for March 11, but no date has been set for the Bricker Bill hearings, which Chairman Magnuson reportedly hopes "could be within 30 days." No hearings will be held on toll TV, the chairman said, because hearings have already been held by his group, and action on the matter has now been taken by the Federal Communications Commission.

No mention was made in last Thursday's (23) announcement of committee action on the question of program ratings. Committee member A. S. Mike Monroney reportedly intends to ask consideration of ratings. Magnuson has also had rating complaints, and served some hard questions on rating services about their alleged influence on program choice, during the last session (The Billboard, A, p. 13, 1957).

Bricker, ranking Republican committee member, has been waiting since 1956 for action on his report on "network monopoly," which accused nets of making exorbitant profits, and asked Federal Communications Commission regulation of networks per se. Bricker also wanted station ownership cut back to where no one owner could cover more than 25 per cent of the nation's population.

Net programming, now threatened with competition from a three-year trial of pay TV, as well as operating wired pay TV, was called "Gateway to TV Revenues" in the Bricker document. "Actual access to substantial amounts of net programming is nearly 100 per cent essential to profitable operation of an individual station," said Bricker's report (The Billboard, May 5, 1956). In recent Hill testi-

mony, CBS reported its net-owned programming came to only 33 per cent of Class A time, while indie producers accounted for 57.7 per cent in April, 1956.

Bricker's report was termed unfair by nets because the profit figures were based on "invested capitol in physical facilities in a business where it is well known that such invested capital represents only a fraction of the total actual investment."

Webs Say 'No' to Any Sort of Pay TV Trial

• Continued from page 2

provide no escape from decision. That must be done here, by you gentlemen who represent the people."

Flat 'No'

The Congressional questioners quartered every possible inch of the field of compromise, but met a flat "no" from the nets to every suggestion.

Various Congressmen asked the networks about limiting the trial to UHF only, limit it as to hours and limit it as to rates and prohibit use of any free programming, past or present, on pay service. Some hopefully thought pay TV might just not appeal to the American public, and wouldn't that solve the nets' problem?

The webs said "No" to even a modicum of pay competition, on the basis that not true "choice" was involved in the trial, because a free channel "had to be blacked out" while pay had its try. Also, in fringe areas, the nets pointed out that a one-channel community served in a big metropolitan station would suffer total blackout during the pay programming experiment on that station.

Poll Idea

The closest thing to compromise in trying the pay service in the public eye was the poll idea. The nets felt extensive and impartial polls and thoro education of the public on all aspects of pay TV might garner a true picture of whether the service would be acceptable. CBS is already spreading its booklet "Free TV and the American People."

Opinion was divided on the committee as to whether the issue of FCC authority should be decided in the courts. Only one Congressman, Rep. Younger, was strongly for a court test. The webs were doubtful as to whether they would

Participation 'TNT' Sales Roll Merrily

NEW YORK—NBC is continuing to strike sales paydirt among small advertisers with its "Today" and "Tonight" participation stanzas. Since the start of the month, web salesmen have signed 11 advertisers for a total of some 200 spots on the two shows, with slightly more than half going to "Tonight."

Many of the advertisers are relatively new on the national video scene, including Bird & Son (roofing), Rock of Ages (tombstones), Orow Products (car washes), Amity Leather Products (wallets), Shakespeare Company (fishing rods), A. O. Smith (water heaters) and Hawaii Visitors Bureau. Others include such veteran hands as General Foods for Postum, Van Raalte Hosiery and Lewis-Howe for Tums.

Sustainers to Fill ABC Gaps

NEW YORK — ABC-TV has scheduled two sustainers to fill evening gaps, "Open Hearing" Sundays 7-7:30 p.m. and "Modern Science Theater" Thursdays 10-10:30 p.m. "Hearing" was a Sunday afternoon fixture originating in Washington until early December, when it was bumped to make room for "Bowling Stars."

"Science" is a documentary film series out of Modern Talking Picture Service, compiled from several sources to meet current public interest in U. S. scientific progress.

NBC Claims Rating Victory

NEW YORK—In the 14 Nielsen-measured cities wherein the major networks have direct television competition, NBC now claims a general victory over CBS and ABC on four nights of the week (Monday, Wednesday, Thursday and Saturday).

In a special memo, NBC now points to a "lead over CBS in average audience ratings by 10 per cent and ABC by 37 per cent" for the first Nielsen Multi-Network Area Report in December, the latest at hand.

A year previously, in December, 1956, NBC's average audience level in the 14 competitive cities — a research area roughly comparable to that of Trendex — was trailing behind CBS by 22 per cent, altho NBC had about the same lead, 38 per cent, over ABC, the NBC analysis reports.

"This is the second time that NBC has led CBS in these ratings since September, 1954," the network states.

Moore Explains Daytime Exit

NEW YORK — Garry Moore has mimeographed a letter detailing the reasons for his upcoming departure from daytime TV, to answer thousands of viewers' inquiries. "The tail is wagging the dog," he writes, referring to the 30 commercials per week which take up "more time than the entertainment portion" in his own working schedule.

"When you become a fixture, you're likely to get fat, dumb and happy," adds Moore. "I find myself creating very little. The reason for my folding seem to be three. The desire to try something new. Over-commercialization of daytime TV. And I'm pooped." The emcee is mulling CBS-TV plans and offers from outside production companies.

ming was in poor repute, with protests rising over commercialism, over rating and sponsor "dictatorship" of programming?

Representative Flynt said Congress could step in and end the pay TV trial if it appeared they were using only free TV programming. NBC President Sarnoff said the damage might be fatal by then. Congress could take back a mandate, but could not legislate away the deteriorating effect on free television.

Agency Veers Again To Hard Sell Blurbs

NEW YORK—The Lennen & Newell agency is more and more steering clients toward the hard sell. "Nothing succeeds like the combination of sock audio with repetitive copy and attractive but simple visual effect," says a veepee of the ad firm.

"If everyone who admires the Bert and Harry spots went and bought Piel's, the company would outsell all other beers combined," the exec states. "While many still seek gimmicks and plots, we feel the best bet is a return to the frankly commercial commercial. Tho I laugh at a clever spot, I'm not moved by humor to buy the product. Then how can I suggest that approach to a client?"

Food commercials in particular have been leaning on extraneous charm, musical comedy, embroid-

ery of the "soft lights and gracious living" theme and the female wardrobe, thinks the adman. L&N, which handles dried fruits and canned foods for varying clients, seems headed for a sharp cut-down on frills and an upswing to direct storyboards which sum up as "It's delicious. Buy it. It's nutritious. Buy it. Buy it. Buy it."

"Puppets, shadows, animation and still lifes must go," says an L&N cigarette exec. "The viewer has to see the product being used by a real live adult, whether it's beer, cigarettes or toiletries. We think it's time to cut out the nonsense about artistic stimuli and gentle persuasion. Each product is competing with a dozen aggressive rivals for possession of the viewer's mind."

KING's Problem: Too Many Dialers

SEATTLE—The giveaway portion of a KING-TV daytime strip here has been cancelled for a unique reason: Too many viewers. Telephone service broke down repeatedly when the emcees of "KING's Kamera" offered a free record to prompt callers. At the phone company's "request," the show has switched to a policy of mail response only.

a top quality film show for Every Product, Every Market, Every Budget

Offices in principal cities throughout the United States

MCA-TV

75G Hue Tape Order

CHICAGO — WGN-TV last week placed a \$75,000 order for Ampex video-tape equipment, including a unit to tape color shows. It will be the only color unit in a non-network facility anywhere in the world.

BARTER ON WAY DOWN—HEADLEY

First-Class Product Dictates Success, Economics Disfavor Plan, Says Exec

NEW YORK—Because a successful barter operation demands first-class and/or first-run product, barter is on the downgrade and will soon vanish from TV, according to Frank Headley, president of Station Representatives Association. "Even in its heyday it never consisted of more than a handful of well-publicized deals. Good time and good programming will always be sold for cash, dictated by that immutable economic principle, the law of supply and demand," said Headley, speaking before the Radio & Television Executives Society here last week.

"Most ad agencies have backed off from barter deals when they were unable to obtain sufficient information on proposed stations and times, and the balance received their disenchantment when barterers were unable to come up with promised station lists or schedules. Some of these aborted deals include the proposed 116-market Exquisite Form and National Telefilm Associates deal, which broke down when NTA failed to deliver enough stations, the Hazel Bishop \$7,000,000 closing with Matty Fox for 200 markets which was reported but never got off the ground, a report of a McCann-Erickson barter test for Rival Dog

Food, which didn't materialize because not one barter company could come up with a time offering to McCann's specifications."

MPTV Deal

"Even the apparently successful nation-wide Motion Pictures for Television deal," Headley continued, "may have a sequel. C&C Super bought much of the time but not all. Why are quantities of this time still unsold?" The exec likened barter to time brokerage, a "confused system in radio during the late 1920's and early 1930's" which was "so clumsy it died out completely for a generation."

E. H. Ezzes, veepee of C&C Television, debated barter with Headley, calling each unsold minute of station time a wasted asset, which hurt further a station which couldn't afford to buy good programming in the first place. "Stations can move the bartered spots at will, while programs acquired soon produce full local and regional sales," Ezzes countered. "Stations which took a partial license for six spots a day on our RKO feature film deal have by now all upped to the full 10 per day for three years. And none are in prime time hours; so the station

WMBR Dominates Its Florida Market

JACKSONVILLE, Fla., — Population increase in this area is pushing WMBR-TV here to dominance in its coverage area dubbed Florida, made up of 67 counties in North Florida and Southern Georgia. November figures from American Research Bureau give WMBR the top 28 programs and 44 of the top 50.

In number of homes, the CBS-TV outlet swept the top 50, and in total quarter-hours WMBR scored a 344 to 126 for its opposition. (Note: Individual telecasts of stripped shows are counted as separate entries in these figures.) WFGA-TV, the second VHF station in the area, opened in October.

isn't losing potential nighttime revenue."

"In terms of rating points, audience composition and even audience impressions per dollar," said Headley, "barter can turn out to be very expensive. But a time buyer in a cash transaction never makes a purchase unless it is a good value. Barter film, with such notable exceptions as the RKO library, is film which is no longer able to be sold. Such rerun product will tend to downgrade a station's programming and in the long run do it more harm than good."

SPEARHEADS TREND

ABC Leads Prime Time Participation

NEW YORK — ABC-TV is spearheading a trend toward prime time participation shows which the web expects to continue next season, no matter how well the selling season goes for lining up full sponsorships and co-sponsorships.

ABC this winter has six participation series, "Sugarfoot," "West Point Story," "Country Music Jubilee," "Scotland Yard," "Lone Ranger" and John Daly's newscasts, as opposed to three a year ago. Carter Products has just bought weekly spots in "Jubilee," continuing the movement of big advertisers into this small-buy area, which now includes Bristol-Myers, Lunden's, Colgate-Palmolive, Phillips (Van Heusen), Williamson-Dickie, Joe Lowe Corporation and Cracker Jack.

In addition, the web has running business from a dozen firms for oddly-spaced participations during winter and spring, a service formerly confined to pre-Christmas advertising. ABC brass believes in this era of rising program costs that sponsors will continue to seek smaller and more diverse buys.

The network also discovered the revenue possibilities of participation sales in shows which have alternate week sponsors and can't

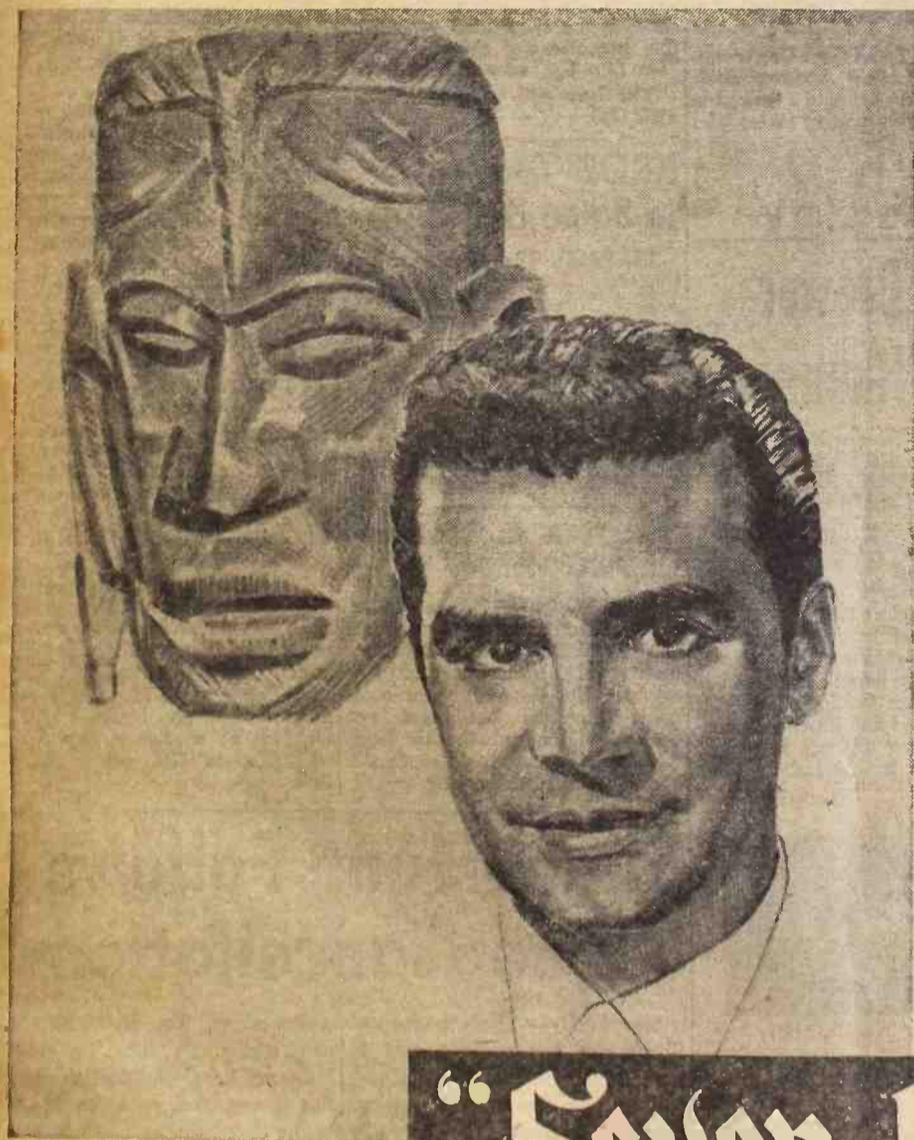
find matching alternate week buyers. "Sugarfoot" has been pulled from the red into the black this way, with several million dollars in the ABC coffers as a result.

Fears of loss of prestige are groundless, execs feel now, since the public doesn't really care how many advertisers share a show. Perry Como, "Playhouse 90" and other entries from the other webs established a high-class precedent anyhow, ABC insists.

Ayer Shoots For Complete Du Pont Acc't

NEW YORK—N. W. Ayer is shooting for the multi-million dollar Du Pont account. The agency already has a small piece of the account, but it has given up on the American Viscose Corporation to go after the entire Du Pont advertising budget.

Du Pont's major TV effort this season is a series of spectaculars on CBS-TV which have been received well. Batten, Barton, Durstine & Osborn is its main agency.



I Search for Adventure

(NATIONAL SYNDICATION)

BOLD JOURNEY

(A. B. C. TV NETWORK—MONDAY NIGHTS)

Kingdom of the Sea

(NATIONAL SYNDICATION)

"Seven League Boots"
(PREMIERE IN LOS ANGELES - FEBRUARY 7th.)

All created by

JACK DOUGLAS
8961 SUNSET BOULEVARD
HOLLYWOOD, CALIF.

LONG-TIME BUYS POSSIBLE

'Buy Now, Pay Later' Idea Adapted to Pic Pkg. Sales

By CHARLES SINCLAIR

NEW YORK—A new type of long-range telefilm sales deal, well outside barter transactions is gaining ground between film distributors well-stocked with large blocs of film and stations who are short of both films and cash.

It's basically an adaptation of the classic "Buy Now, Pay Later" credit operation, and so far is on the upbeat for 1958.

Here's a specific example of how it works in practice:

Recently, WAVY-TV, a new

VHF station in Norfolk, was approached by a major film distributor, Associated Artists Productions. The station wanted to buy a large package of top features and another large package of cartoons. The distributor's quoted price was just over \$500,000.

"Let's forget it," the station's film buyer said. "I have only \$15,000 left in the budget."

WAVY Deal

Normally, this would have ended it. But, a deal was reportedly hammered out, which went like this:

WAVY-TV put up the \$15,000 and got the cartoons and features. AAP got a long-range percentage participation, in which the station now pays the distributor 50 per cent of gross receipts from the sale of time periods in showcases built from the films.

At the same time, the station has agreed to air the films only in fairly high quality time periods, with the details and restrictions carefully spelled out.

AAP will collect half of the gross up to the point of the \$500,000 purchase price of the films plus the print costs. Then, the percentage drops back to 25 per cent of the gross from time sales in the films.

The deal will run for five years.

As the two parties involved in this particular deal see it, there are advantages all around. The station gets the film, but does not get hooked into long-range set payments without an income being produced by the film. The distributor moves on a large package deal in a major market, and has a good chance of collecting his full price fairly quickly. Meanwhile, both parties can get on about their business in other departments.

Smaller Packages

In a sense, the conditions which are bringing about deals like this are identical to those that are dictating a shift in thinking on the

(Continued on page 59)

SG Sells 2d Hr. Pic to NBC

NEW YORK — Screen Gems sold its second hour film. NBC-TV bought an hour adventure series, so far untitled, which is to concern itself with police work in Florida. It will have two central characters and use one major guest star. It is being made with the cooperation of the Florida Sheriff's Bureau, and the pilot will be shot in the Everglades.

SG also sold a pilot film of a "Stagecoach" series to CBS-TV. The hour show is as yet uncast, but will also lend itself to the use of name guests. A half-hour pilot film of the comic strip, "Dennis the Menace," has also been sold to CBS. The free-wheeling version of the comic strip will be scripted by Coleman Jacoby and Arnie Rosen.

'Woodpecker' Heads Nielsen

NEW YORK—With more viewing homes than 60 per cent of the prime time shows, "Woody Woodpecker" topped all daytime ratings in the second December Nielsen report with a 24.1 and a 50.4 share of audience. Total homes rose to 9,641,000 over the previous Nielsen figure of 7,000,000. The cartoon show is part of the Kellogg "Fun at Five" strip on ABC-TV.

ABC captured the top eight places on Nielsen's daytime list, with "Mickey Mouse Club" running second, third and fifth for varying segments and the other members of "Fun at Five" taking fourth, sixth, seventh and eighth places.

PARA NEARS FAT TV DISTRIB DEAL

\$30,000,000 Over Five Years Now Talked, But Balaban Seeks Better Offer

NEW YORK—Within a month, Paramount Pictures' Barney Balaban will wrap up a TV distribution deal for the firm's huge, uncommitted backlog of pre-1948 features, having made his choice between three groups who represent the leading candidates for the feature bloc, it's reported here.

The deal will purportedly involve \$30,000,000 and be at least five years in length, altho Balaban has been seeking \$35,000,000 and a shorter contract. Here are the three organizations now on the inner circle:

Associated Artists Productions—AAP's Eliot Hyman, backed by his new link with United Artists, is generally viewed as the hottest contender, since AAP's bank credit has moved into the A-1 column. Problem with a Paramount-Hyman deal, however, is that he has been reportedly seeking literary rights to the old Paramount films, for possible remake or development as TV series, and Paramount doesn't want to toss them into a TV feature contract without extra money.

NTA Offer

National Telefilm Associates — Balaban is said to have been hud-

dling with NTA's Oliver Unger concerning a feature package deal. NTA is willing to write a favorable deal with Paramount, taking the films in smaller package groups and paying a handsome price on each package, but NTA is having

(Continued on page 59)

Texas Brewer Buys 'Hammer'

NEW YORK — "Mickey Spillane's Mike Hammer," the new MCA-TV vidfilm series, has been sold to Lone Star Beer for six major cities in Texas. Another significant purchase of the mystery show was made by John Labatt, Ltd., another brewery, for two upper New York State cities.

Three other breweries have already made regional buys of the program, now bought in 114 markets. They are Carling's Red Cap Ale, Budweiser and Busch Bavarian Beer. Starring Darrin McGavin, the program is directed by Dick Irving.

OVERCOME PIX CUT IN TWAIN

NEW YORK—A problem faced, sooner or later, by TV stations using feature films is — "What do we do with those extra-length 'blockbuster' movies?"

WOR-TV here will unwrap a simple answer today (27) on its week-long "Million Dollar Movie" showing of Selznick's "Since You Went Away," a wartime giant film with an all-star cast.

The film will be shown in two sections, each about the length of a regular feature, over a two-week period. In the second week, a special six-minute film synopsis will be used by WOR-TV prior to Part 2.

'Frisco Beat' Sold to Stroh

NEW YORK — CBS-TV Film sales last week was close to wrapping up a major regional with Stroh Beer. The sponsor is eyeing "San Francisco Beat" for 15 large markets in Michigan, Ohio and Indiana.

Stroh Beer last sponsored "Capt. David Grief," the Guild Films series, as a syndicated property. The advertiser has distribution in the Midwest only. "San Francisco Beat" is the syndicated version of the long-running network show, "The Line-Up," now on CBS-TV.

The buy will be worth about \$150,000.

KROD Tops All In Same Mkt. Size

EL PASO, Tex.—The American Research Bureau has notified KROD-TV here that it is the highest-rated station in any U. S. market of three and four stations, according to manager Val Lawrence.

KROD received 62.5 audience share from sign-on to sign-off, according to ARB figures for December, with 407 quarter-hours out of 469.

'Firestone' to Continue On ABC Monday in Fall

NEW YORK — "Voice of Firestone" will continue next season in a Monday night slot on ABC-TV, according to A. J. McGinnis, ad manager for the tire-and-rubber company. Firestone has been kept busy denying reports that the long-run music stanza would reach the end of the road this spring.

Ziv's 'Target' Departs From Title Policy

NEW YORK—Ziv's new anthology series, "Target," represents a new departure in syndicated series titles; the name of the show was invented by Ziv's sales promotion department.

Originally, Ziv brass were considering stock names like "Adolphe Menjou Presents" or various "Playhouse" handles. But sales promotion staffers, who wanted a show which could be pushed with some kind of visual, generic symbol lobbied for "Target" — and won the round. Now, a whole series of window streamers, tune-in ads and so forth are being readied.

Now moving in syndication sales, the series is performing another useful function. Ziv was able to launch it quickly by using it as a carry-all for Ziv pilot films which were never launched as series, such as the "I Love a Mystery" pilot, featuring Howard Duff and Maria Riva, which is one of the first "Target" episodes.

Closed Circuit For Plymouth

NEW YORK — The Chrysler Corporation having decided that regular national meetings are most effective via closed circuit, Plymouth held its second dealers-salesman tele-session within two months last week in 41 cities. Bob Hope, Lawrence Welk and Bill Lundigan starred.

TNT Tele-Sessions, Inc., which transmitted the show, reports it to be the 58th repeat by a firm in the growing trend toward steady usage. General Electric was the first to go all-closed circuit in its company meetings, according to TNT.

Gold Medal Adds Space

NEW YORK — A three-year plan to expand the Gold Medal Studios in the Bronx, at a cost of some \$750,000 for construction and new facilities, is slated to be carried out this year.

The film studio, one of the largest rental operations in the East, has blueprinted renovation of two neighboring buildings and construction of new stages and offices. In addition, Gold Medal will take over some of the facilities of the DuMont TV studios in New York, according to GM prexy Martin Poll.

Show Hunt Follows Three Cancellations

New York — Three sponsors of film series last week turned in their expected cancellations and started their search for new properties. American Telephone & Telegraph canceled its "Telephone Time" in the Tuesday 9:30-10 p.m. slot on ABC-TV.

Mogen David Wine has moved out of "Dick and the Duchess," its Saturday 8:30-9 entrant on CBS-TV, and indications are that Helene Curtis will go along with its decision. Another sponsorship team, Lever Bros. and Shulton, are also said to be on the prowl for a new property to replace the Eve

Arden show, Tuesday 8:30-9 in early spring.

Lever Bros.' infatuation with this time period, however, is said to be fast waning, and it may return it to the network. Among the shows being considered for the Tuesday time slot on CBS is "Rendezvous," the Howard Erskine class anthology, and "Wingo," a new Jan Murray package, owned by Toni, and which may be interested in a co-sponsorship deal. AT&T may go with a class musical show to replace "Telephone Time" on ABC.

ZIV SETS THE PACE WITH ...

3 OUT OF TOP 5

SYNDICATED SHOWS IN

DAYTON

#1 MEN OF ANNAPOLIS 33.3

#3 HIGHWAY PATROL 33.0

#5 SCIENCE FICTION THEATRE 25.0

Time after time in city after city ZIV SHOWS RATE GREAT

Pulse, Sept. '57

ZIV TELEVISION PROGRAMS INC.

FILM EXECS DEVELOP 'INSTANT MOVIES' RASH

NEW YORK—Reaction to The Billboard's new indoor sport, "Instant Movies" (The Billboard, January 20, Page 26) was quick in developing last week, with film execs providing yet another round of one-line feature capsules to top previous efforts:

- Movie biography, called "Song of Something-or-Other," with composer saying to Ilona Massey: "Liebchen—what's that you're humming? (Theu:) That's it! The opening I need for my Fifth Symphony!"
- Nice young boss' son, to secretary Arline Judge, in an early talkie: "Why, Miss Brown! Without your glasses . . . you're beautiful!"
- Shirley Temple, in tearful close-up outside of hospital room, looking up at camera: "Please . . . (Sniff) . . . Mr. God . . . (Sniff) . . . Don't let Gramps die . . . (Honk) . . . He's just GOTTA live!"
- Jon Hall, to Maria Montez, or vice versa, as the volcano starts to growl in the last Technicolor'd reel: "To the boat! Run! We have angered God Kualahakaila!"
- Big newspaper saga, with city editor glancing at copy handed him by Lee Tracy and shouting into phone: "Gimmie the desk! Stop the presses! Harrigan's got a story here that's gonna blow this town wide open."
- Narrator, ponderously, at conclusion of wartime "Wild Blue Yonder" epic: " . . . And so the men of the Lulu Belle once again head their bomber into the sunrise . . . a fighting team that will keep America free . . . Jack Kowalski, pilot . . . Shamus O'Reilly, navigator . . . Lennie Ginsberg, gunner . . . Olaf Svensen, radio operator . . . Rocco d'Angelo, co-pilot . . . John Smith, bombardier!"
- Minor character to George Zucca in any old Universal horror picture: "Professor—Look! The mummy! It's breathing! Good Lord . . . It's ALIVE!!"

Moulder FCC Study May Be General One

WASHINGTON—The Moulder Subcommittee on Legislative Oversight, which will look into Federal Communications Commission matters, along with those of other quasi-judicial agencies, is still swinging like a pendulum between plans for a general survey-type hearing, versus a hunt for alleged industry pressure and blandishment of FCC commissioners in particular.

The latest move was a reported statement by Rep. Morgan Moulder at a press conference that he would definitely look into any charges of "improper activities" by the FCC. This was a follow-up Thursday (23) to a previous announcement that hearings questions would be directed toward a general survey of agencies. Questions outlined for the commissions covered agency statutes and their administration, agency status with relation to other branches of government and the question of quasi-legislative and quasi-judicial functions of the FCC, Security & Exchange Commission, etc.

Political War?

The reversal of the probe procedure from particular to the general was believed to be the result of political tug of war. Executive meetings of the group brought reports of scufflings over the subpoena powers of Representative Moulder, and the decisions of special investigator Bernard Schwartz. Reportedly at the behest of the chairman of the full committee, Oren Harris, the special probe of the FCC was called off in favor of the general query.

KRLD Buys SG 'Crown'

DALLAS — Screen Gems last week sold its "Triple Crown" package of feature films to KRLD, here. It was the station's first buy of features in several years in a market where the competition has been doing extremely well with full length films.

Frank Parton was named Southwest area manager by SG. The distribution and production firm also hired Richard Campbell to assist Parton, who will headquarter in Dallas.

Nationally syndicated columnist Drew Pearson has since stirred up a hornet's nest with reports of political "deals" back of the committee's juggling of intentions.

SG Takes Avg. 'Jones' Rating

NEW YORK — Screen Gems has come up with an interesting rating for its syndicated "Casey Jones" series. SG selected 10 representative markets and came up with a weighted average American Research Bureau rating of 23.7 for the vidfilm show.

Fifty-seven per cent of the viewers were men and women, according to audience composition figures. The number of homes reached in the 10-market area was 4,559,617. Among the markets were Atlanta, Baltimore, Detroit, Fort Wayne, Ind.; Portland, Ore., and Norfolk.

'Victory at Sea' Set as Book

NEW YORK — Doubleday & Company will publish "Victory at Sea" as a book next month, authored by Henry Salomon, producer of the 26-stanza vidfilm series. This procedure switch comes after the property has been for several years a best-selling record album and a feature film.

The TV show, distributed by NBC Television Films, is enjoying a 6.1 American Research Bureau rating in its seventh run here, still running in 75 other markets as well after four years in syndication.

Mooney, 66, Vet Newsman, Dies

NEW YORK — Veteran newspaperman and publicist Richard Mooney died here last week. He was 66 years old. Mooney was in charge of publicity for such stars as Edward G. Robinson, Phil Harris, Paul Whiteman and Morton Downey.

Mary Martin was a discovery of his, and he induced Whiteman to sign Bing Crosby to a contract.

Pro, Con Toll TV Witnesses Speak Minds in Final Day of Hearings

WASHINGTON — While network heads rested from their three-day testimony on toll TV before the House Commerce Committee last week (21-23), a stream of pro and anti-toll witnesses gave testimony at the final day of the two-week hearings.

Prominent on the pro-toll side were Tom O'Neil, for RKO Tele-radio, and Milton Shapp, for Jerrold's wired system. Opponents included spokesmen for the joint committee on toll TV (movie theater exhibitors), AFL-CIO communications workers, and the National Federation of Women's Clubs.

A novel idea for an electronic university, "International Television University," to be conducted for the benefit of "millions" of prospective students, at small monthly fees, was suggested by Solomon Sagall, Teleglobe president. The Teleglobe system would

also offer entertainment via its "free" unsound video, and its telephone-wired sound, for which viewers must pay.

"Key benefits of toll TV," as outlined by Telradio, owner of two independent TV stations in New York and Los Angeles, and one CBS affiliate in Boston, among other holdings, were: Additional program sources and new feature film programming for budding talent and program ideas, a "new lease on life" for traditional cultural programming, meaning symphony, ballet, etc., now in financial straits in this country.

O'Neil wrote off network protest of even a trial for toll as the "familiar refrain" of the entrenched entrepreneur decrying new competition. He reminded the committee that news media resented radio, and radio and movies both feared television. O'Neil claimed pay TV was compatible with free and would only supplement present programming. "Talent building" was more likely than "talent siphoning," he claimed, pointing to top entertainment figures who had moved from various media from films to radio to TV and records.

The Hollywood AFL Film Council of 30 unions, 24,000 members, reversed an earlier anti-toll resolve and okayed the Federal Communications Commission trial idea. They hope pay TV will improve the "outmoded distribution methods" of declining movie revenues.

Milton Shapp said the whole air-link toll fracas could be resolved by one single fact: The scrambling systems are unworkable, he believes. He wants the FCC to con-

duct a technical study, which he believes would "lay the scrambled service to rest" once and for all. Wired service, on the other hand, "hits no one," he said. It would expand programming in those "unsponsorable" areas that advertising could not support. "Viewer financing" means wider viewer choice, said Shapp.

Anti-toll spokesmen from ranks of veteran's organizations, labor and woman's clubs said that pay TV service would black out free and work hardship on lower income groups. They asked the House committee to hold back the FCC trial and legislate to outlaw the pay TV service as against the public interest.

Can. Interests Seek Relief on Equip't Duty

TORONTO — Motion picture producers will seek relief from the import taxes on professional equipment because none of it is produced in Canada. This was one of the decisions reached by the Association of Motion Picture Producers and Laboratories of Canada at its quarterly meeting here last week.

Import duties range from 9 to 22½ per cent. The producers feel that since none of the equipment they use in the making of films is produced in this country, no industry is harmed by importation of equipment.

They will also seek a change in the tax laws to allow them a greater write-off than 20 per cent a year, since models change so quickly, they become obsolete before the producers have completed write-offs.

The association which re-elected Arthur Chetwynd, president, also elected Spence Caldwell, first vice-president; Gerald Kedey, second vice-president, and continued Don McClymont as secretary-treasurer. Members of the board of directors are Rev. Anson Morehouse, Lew Parry, Gordon Fraser and Henri Michaud.

'Aesops' TV Series Readied by White

NEW YORK—Packager Larry White is turning "Aesop's Fables" into a vidfilm series. The job will be done by turning the animals into human beings to emphasize the human value and problems involved in each story.

Scripting will be by Wolf Mankowitz whose "Bespoke Overcoat" won him an Academy Award.

TWO-LANGUAGE PREVIEW HELD

MONTREAL — Canada's A&F Film Corporation, distributor of the "O. Henry Playhouse" teleseries north of the border, has come up with a new wrinkle in pitching TV films to agencies and other film buyers: Bi-lingual screenings.

Using a regular English print and a French-dubbed version, A&F execs arranged simultaneous screenings here for buyers interested in reaching either the English-speaking or French-Canadian market. Agencies represented included Cockfield Brown & Company, Schneider Cardon, Stevenson & Scott, F. H. Hayhurst and the H. F. Stanfield agency. By shuttling between viewing rooms, buyers could watch either version.

Eells Reports Coast Activity

NEW YORK—Bruce G Eells, operating chief of United Artists' expanded new telefilm activities, returned here late last week to report to UA brass on vidfilm deals set during a recent trip to the West Coast. Eells reportedly has more than a dozen independent feature producers lined up now for the projected "United Artists Playhouse" anthology being readied for production start and ultimate network pitches.

At the same time, UA is putting the final touches on its latest feature film package, a premium-priced group of some 52 titles reportedly including "Summertime," "Barefoot Contessa," "Marty," "Alexander the Great" and others.

Agriculture Series Bows

CHICAGO — "Cross - Country," the first national agricultural teleseries, bows this week in 45 markets, with Secretary of Agriculture Ezra Benson the lead-off guest for the weekly half-hour. Originating here, the series will rely heavily on newsfilm from special correspondents in seven States.

The format includes Washington reports, film from land grant colleges and marketing forecasts. The Charles Pfizer Company has bought spots in 40 of the markets. Fred Niles Productions, the show's producer, predicts a line-up of 150 stations within a year.

'Annie' Leads 68% of Marts

NEW YORK—"Annie Oakley" leads its time period in 68 per cent of the markets surveyed, according to both American Research Bureau and Pulse. The four-year-old Western is topping competition in Boston, Chicago, Cleveland, Los Angeles, Philadelphia, Pittsburgh, Dallas, Detroit, St. Louis, Miami, Atlanta and a dozen other major markets.

In 20 per cent of the markets surveyed, "Annie" came in second. Its chief sponsors are Continental Baking (76 markets) and Corn Products for Bosco (64 markets).

C. Bagley Joins SG

NEW YORK — Carroll Bagley has joined Screen Gems as national sales executive. Bagley spent a long tour of duty with MCA and MCA-TV.

Famous Films Sells Library

NEW YORK — The Famous Films division of National Telefilm Associates is now marketing its library plan. The library contains about 1,000 hours of film presentations. Included in it are the "52 Package" of 20th Century-Fox Films. In it are such features as "How Green Was My Valley," "The Ox-Bow Incident," "The House on 92d Street" and "The Foxes of Harrow."

Among the half-hour shows are "China Smith" (new and old adventures), "Combat Sergeant," "International Playhouse" and several others. There are several quarter-hour shows, as well as a large number of cartoons, also grouped in the package.

The sales push has already started by NTA on the well-publicized "George Jessel's Show Business" series.

WB Sets 3d Hour Series, 'Enemy'

NEW YORK — Warner Bros. will begin production in mid-February of its new hour-long weekly TV series, "Public Enemy." It is the third hour series being produced by Warners for next season, others being "77 Sunset Strip" and "The 49ers."

The pilot film of "Public Enemy" is being written by Howard Browne.

Ziv Hopes for Spring On 'Bat Masterson'

HOLLYWOOD—Ziv is losing no time in getting its projected "Bat Masterson" teleseries before the cameras, and hopes to have it ready for pitching in late spring. Gene Barry has been inked to play the title role in the series, to be based on Richard O'Connor's biography of the famed Indian fighter, marshal and buffalo hunter.

PULSE FILM RATINGS for November

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

• Top 20 Film Shows

Rank Order	Show and Distributor	Avg. Rating
1	Esso Golden Playhouse (Official)	21.7
2	Highway Patrol (Ziv)	18.2
3	Honeymooners (CBS)	17.7
4	State Trooper (MCA)	17.5
5	Silent Service (NBC)	16.5
6	Crusader (MCA)	16.0
7	Death Valley Days (U. S. Borax)	15.6
8	Men of Annapolis (Ziv)	15.2
9	Sheriff of Cochise (NTA)	13.8
10	Whirlybirds (CBS)	13.5
11	Cisco Kid (Ziv)	13.3
12	Popeye (Assoc. Artists)	13.0
13	Code Three (ABC)	12.2
14	Annie Oakley (CBS)	12.1
15	Decoy (Official)	11.8
16	Boots & Saddles (NBC)	11.7
17	Harbor Command (Ziv)	11.6
17	Martin Kane (Ziv)	11.6
19	Looney Tunes (Guild)	10.8
19	Sky King (Nabisco)	10.8

• Top Film Shows Among Men

Rank Order	Show and Distributor	Men per 100 Homes
1	Martin Kane (Ziv)	93
1	If You Had a Million (MCA)	92
2	Waterfront (MCA)	92
4	Crusader (MCA)	90
5	Dr. Christian (Ziv)	89
5	Federal Men (MCA)	89
5	Honeymooners (CBS)	89
8	Esso Golden Playhouse (Official)	88
8	Kingdom of the Sea (Guild)	88
10	Confidential File (Guild)	87
10	Famous Playhouse (MCA)	87
10	I Led Three Lives (Ziv)	87
10	My Favorite Story (Ziv)	87
10	Science Fiction Theater (Ziv)	87
10	Soldiers of Fortune (MCA)	87
16	Championship Bowling (Walt Schwimmer)	86
16	Code Three (ABC)	86
16	Damon Runyon (Screen Gems)	86
16	Frontier Doctor (Hollywood TV)	86
16	Harbor Command (Ziv)	86
16	Highway Patrol (Ziv)	86
16	Lone Wolf (MCA)	86
16	Man Behind the Badge (MCA)	86
16	Man Called X (Ziv)	86
16	O. Henry Playhouse (Gross-Krasne)	86
16	San Francisco Beat (CBS)	86
16	Star Performance (Official)	86
16	Susie (TPA)	86

• Top Film Shows Among Women

Rank Order	Show & Distributor	Women Per 100 Homes
1	Liberace (Guild)	98
2	Man Behind the Badge (MCA)	96
2	Soldiers of Fortune (MCA)	96
4	Crusader (MCA)	95
4	Esso Golden Playhouse (Official)	95
4	Kingdom of the Sea (Guild)	95
4	Martin Kane (Ziv)	95
9	Dr. Christian (Ziv)	94
9	Federal Men (MCA)	94
9	Frontier Doctor (Hollywood TV)	94
9	Parade of Stars (MCA)	94
9	Star Performance (Official)	94
14	Confidential File (Guild)	93
14	Gray Ghost (CBS)	93
14	Honeymooners (CBS)	93
14	Science Fiction Theater (Ziv)	93
14	Susie (TPA)	93
19	I Led Three Lives (Ziv)	92
19	Racket Squad (ABC)	92

• Top Film Shows Among Kids

Rank Order	Show and Distributor	Kids Per 100 Homes
1	Popeye (Assoc. Artists)	103
2	Looney Tunes (Guild)	99
3	Kit Carson (MCA)	98
4	Little Rascals (Interstate)	93
5	Gene Autry, 1 Hour (NBC)	89
5	Hopalong Cassidy, 1 Hour (NBC)	89
5	Jungle Jim (Screen Gems)	89
5	Terry and the Pirates (Official)	89
10	Ramar of the Jungle (TPA)	89
11	Brave Eagle (CBS)	86
11	Cisco Kid (Ziv)	83
11	Flash Gordon (Guild)	83
14	Rocky Jones, Space Ranger (Official)	81
14	Three Musketeers (ABC)	81
17	Foreign Legionnaire (TPA)	79
17	Hopalong Cassidy, 1/2 Hour (NBC)	79
17	Ramar of the Jungle (TPA)	79
17	Steve Donovan, Western Marshal (NBC)	79

STATION SIGNALS

Charlie Getz Jr., formerly publicity-promotion man for the New York (San Francisco) Giants, has joined KYW-TV, Cleveland, as publicity director. Getz succeeds Steve Halpern, who becomes assistant advertising and promotion manager. Marvin Camp will temporarily supervise press and public relations for WOR-TV, New

York, in addition to his regular duties as assistant director of news and special events. A realignment of duties in the sales and programming staff of WFAA, Dallas, has moved Dick Drummy Jr. to the national sales manager slot and Bob King to local and regional sales manager. Joseph Leeming formerly with Bell Aircraft, has joined WBUF,

PULSE LOCAL RATINGS FOR NOVEMBER

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

ALBUQUERQUE 3 TV STATIONS—52,700 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—218,800 (106th in U. S.)
Buying Income—\$372,795,000 (103d)
Retail Sales—\$290,276,000 (90th)
Food Sales—\$58,863,000 (100th)
Drug Sales—\$10,212,000 (82d)
Automotive—\$60,122,000 (75th)
Above figures include following counties: Bernalillo, N. M.

TOP NETWORK SHOWS

1	Gunslinger, KGGM, S.	35.2
2	Burns and Allen, KGGM, M.	29.2
3	Perry Como, KOB, S.	29.1
4	Dinah Shore, KOB, Su.	28.9
5	Have Gun, Will Travel, KGGM, S.	28.7
6	Playhouse 90, KGGM, Th.	28.1
7	Maverick, KOAT, Su.	27.8
8	Disneyland, KOAT, W.	27.4
8	Loretta Young, KOB, Su.	27.4
10	Suspicion, KOB, M.	26.6

TOP MULTI-WEEKLY SHOWS

1	K Circle B Time, KOB, M-F.	15.1
2	Big M-G-M Movie, KOAT, M-F.	13.2
3	News-Sight, Misc. (10 p.m.), KOB, M-F.	11.7
4	Kit Carson, KOAT, M-F.	11.3
5	Matinee Theater, KOB, M-F.	10.7
6	Queen for a Day, KOB, M-F.	10.6
7	Channel 13 Movie, KGGM, M., T., F.	10.3
7	Newsroom (6:00 p.m.), KGGM, M-F.	10.3
9	Comedy Time, KOB, M-F.	9.6
10	Cartoon Carnival, KOB, M-F.	9.1

TOP FEATURE FILMS

Once-Weekly		
1	Movie, KGGM, Su-11:00-Sign Off	8.2
2	Saturday Movie, KOB, S-10:30-Sign Off	6.5
3	Friday Night Movie, KOB, F-10:30-Sign Off	6.2
4	Sunday Movie, KOB, Su-10:15-Sign Off	2.9
Multi-Weekly		
1	K Circle B Time, KOB, M-F-4:00-5:30	15.1
2	Big M-G-M Movie, KOAT, M-Su-Various Times	13.0
3	Channel 13 Movie, KGGM, M., T., F., S-Various Times	11.3
4	Lucky 13 Ranch, KGGM, M-F-3:30-5:15	7.7
5	Movie Time, KOB, M-Th-10:30-Sign Off	5.0

TOP SYNDICATED FILMS

1	Man Called X (Ziv), KGGM, F-9:00	22.7
2	Twenty-Six Men (ABC), KOB, W-8:30	22.2
3	Stage 7 (TPA), KGGM, W-9:30	21.5
4	State Trooper (MCA), KGGM, T-8:30	21.3
5	Boots and Saddles (NBC), KOB, F-9:00	21.2
5	Men of Annapolis (Ziv), KOAT, W-8:00	21.2
7	Victory at Sea (NBC), KGGM, Su-7:30	20.5
8	Whirlybirds (CBS), KGGM, Su-9:00	20.3
9	Sheriff of Cochise (NTA), KOB, F-9:30	20.2
10	Science Fiction Theater (Ziv), KOB, T-9:30	19.7
11	Stories of the Century (Hollywood), KGGM, T-9:30	19.5
12	Gray Ghost (CBS), KGGM, Su-9:30	19.2
12	Badge 714 (NBC), KOB, T-8:30	19.2
14	Decoy (Official), KOB, T-9:30	18.9
15	Dateline Europe (Official), KOAT, W-8:30	18.7
16	Mr. District Attorney (Ziv), KOAT, M-8:00	17.9
16	Meet Corliss Archer (Ziv), KOAT, F-6:00	17.9
18	Cisco Kid (Ziv), KOAT, T-6:00	16.9
19	Frontier Dr. (Hollywood TV), KOAT, M-7:30	16.4
20	Silent Service (NBC), KOB, W-9:00	16.2
21	O. Henry Playhouse (Gross-Krasne), KOB, Th-7:00	15.7

BUFFALO 3 TV STATIONS—352,400 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,264,300 (14th in U. S.)
Buying Income—\$2,128,367,000 (16th)
Retail Sales—\$1,501,178,000 (14th)
Food Sales—\$369,942,000 (13th)
Drug Sales—\$45,626,000 (18th)
Automotive—\$249,254,000 (17th)
Above figures include following counties: Erie, Niagara.

TOP NETWORK SHOWS

1	Lucy-Desi Show, WBen, T.	43.3
2	Danny Thomas, WBen, M.	42.2
3	Gunslinger, WBen, S.	41.5
4	Playhouse 90, WBen, Th.	39.8
5	Godfrey's Talent Scouts, WBen, M.	38.2
6	Wyatt Earp, WGR, T.	36.9
7	Lawrence Welk, WGR, S.	36.0
8	Burns & Allen, WBen, M.	35.9
9	Alfred Hitchcock, WBen, Su.	34.9
10	What's My Line?, WBen, Su.	34.5

TOP MULTI-WEEKLY SHOWS

1	Your Esso Reporter (11 p.m.), WBen, M., T., Th.	26.5
2	11 o'Clock News, WBen, W, F.	24.2
3	Mickey Mouse Club, WGR, M-F.	22.4
4	Sports Review (11:15 p.m.), WBen, M-F.	19.8
5	News-Path, Weather (11 p.m.), WGR, M-F.	18.9
6	Search for Tomorrow, WBen, M-F.	17.2
7	American Bandstand, WGR, M-F.	17.0
8	Guiding Light, WBen, M-F.	16.8
9	Cisco Kid, WBen, M., W-F.	16.6
10	Captain Kangaroo, WBen, M-F.	16.5

TOP FEATURE FILMS

Once-Weekly		
1	Starlight Theater, WGR, Su-9:00-10:00	19.7
2	Dow 1st Run Theater, WBen, W-11:30-Sign Off	17.3
3	50 Film Festival, WBen, Th-11:30-Sign Off	16.4
4	Friday Film Feature, WBen, F-11:30-Sign Off	16.2
5	Prize Winner Playhouse, WBen, M-11:30-Sign Off	13.4
Multi-Weekly		
1	11:30 Theater, WBen, T-Su-11:30-Sign Off	11.8
2	Mid-Day Matinee, WGR, M-F-12:00-1:45	6.4
3	Million \$ Movie, WRUF, M-Su-Various Times	5.3
4	Early Bird Playhouse, WGR, M-F-8:00-9:00 a.m.	3.3

TOP SYNDICATED FILMS

1	Sheriff of Cochise (NTA), WGR, F-7:00	29.2
2	Silent Service (NBC), WBen, S-10:30	28.9
3	Highway Patrol (Ziv), WGR, T-10:30	28.0
4	Men of Annapolis (Ziv), WBen, M-9:30	25.7
5	Decoy (Official), WBen, T-10:30	25.2
5	Whirlybirds (CBS), WBen, M-7:00	25.2
7	Annie Oakley (CBS), WBen, T-7:00	21.9
7	Waterfront (MCA), WGR, Th-7:00	21.9
9	Gray Ghost (CBS), WGR, W-7:00	19.5
10	Harbor Command (Ziv), WBen, S-10:30	18.5
11	Championship Bowling (Walt Schwimmer), WBen, Su-12:30	17.8
12	Twenty-Six Men (ABC), WBen, W-7:00	17.2
13	Cisco Kid (Ziv), WBen, M., W-F-6:15	16.6
14	Sky King (Nabisco), WGR, T-6:00	16.2
14	Honeymooners (CBS), WGR, Su-10:30	16.2
16	Studio 57 (MCA), WBen, Th-7:00	15.5
17	Popeye (Assoc. Artists), WBen, S-8:30 a.m.	15.2
17	Code Three (ABC), WGR, F-10:30	15.2
17	The Whistler (CBS), WGR, M-10:30	15.2
20	Hopalong Cassidy (NBC), WGR, Th-6:00	14.8
21	Jungle Jim (Screen Gems), WGR, S-11:00 a.m.	14.5

CHICAGO 4 TV STATIONS—1,791,700 TV HOMES reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—6,183,000 (2d in U. S.)
Buying Income—\$14,250,993,000 (2d)
Retail Sales—\$8,524,669,000 (2d)
Food Sales—\$1,837,873,000 (3d)
Drug Sales—\$283,258,000 (3d)
Automotive—\$1,281,747,000 (3d)
Above figures include following counties: Cook, Du Page, Kane, Lake, Will, Ill.; Lake, Ind.

TOP NETWORK SHOWS

1	Perry Como, WNBQ, S.	39.2
2	What's My Line? WBBM, Su.	35.9
3	Gunslinger, WBBM, S.	35.5
4	\$64,000 Question, WBBM, T.	34.5
5	Lucy-Desi Show, WBBM, T.	34.3
6	Danny Thomas, WBBM, M.	34.2
6	I've Got a Secret, WBBM, W.	34.2
8	Alfred Hitchcock, WBBM, Su.	31.0
9	This Is Your Life, WNBQ, W.	29.7
10	Person to Person, WBBM, F.	29.5

TOP MULTI-WEEKLY SHOWS

1	Susan's Show, WBBM, M-F.	20.6
2	News Roundup (10:00 p.m.), WBBM, M-F.	20.0
3	Mickey Mouse Club, WBBM, M-F.	18.6
4	In Town Tonight, WBBM, M-F.	15.7
5	Early Show, WBBM, M-F.	14.5
6	Edge of Night, WBBM, M-F.	13.3
7	Bugs Bunny Friends, WGN, M-F.	13.0
8	Art Linkletter, WBBM, M-F.	12.9
8	Brighter Day, WBBM, M-F.	12.9
8	News-Bentley (6:00 p.m.), WBBM, M-F.	12.9

TOP FEATURE FILMS

Once-Weekly		
1	Best of M-G-M, WBBM, S-10:00-Sign Off	23.7
2	Courtesy Theater, WGN, Su-10:00-Sign Off	15.7
3	Monday Feature Playhouse, WGN, M-10:00-11:30	13.9
4	Shirley Temple, WBBM, Su-2:00-3:30	13.6
4	Thursday Premiere Theater, WGN, Th-10:00-Sign Off	13.6
Multi-Weekly		
1	Early Show, WBBM, M-F-4:30-5:45	14.5
2	Movie 5, WNBQ, M-F, Su-Various Times	9.8
3	Feature Film, WGN, T, F, Su-Various Times	9.3
4	Movietime U. S. A., WBBM, M., T., Th., F., Su-Various Times	8.7
5	Late Show, WBBM, M-Th-11:00-Sign Off	8.1

TOP SYNDICATED FILMS

1	Silent Service (NBC), WNBQ, T-9:30	22.9
2	State Trooper (MCA), WNBQ, W-9:30	21.9
3	Men of Annapolis (Ziv), WGN, M-9:30	17.2
4	Sheriff of Cochise (NTA), WNBQ, W-10:00	14.2
5	Public Defender (Interstate), WGN, M-9:00	13.5
6	City Detective (MCA), WGN, F-9:30	13.2
7	Annie Oakley (CBS), WGN, F-6:00	12.7
8	Brave Eagle (CBS), WGN, T-6:00	12.5
9	Kit Carson (MCA), WBBM, Su-11:30 a.m.	12.0
10	Captain David Grief (Guild), WNBQ, S-6:00	11.9
11	Flash Gordon (Guild), WNBQ, Su-12:00	11.6
12	Honeymooners (CBS), WGN, Th-9:30	11.5
12	Code Three (ABC), WBBM, F-9:30	11.5
12	I Spy (Guild), WBBM, S-5:30	11.5
13	Last of the Mohicans (TPA), WBBM, Su-4:00	11.5
13	Dr. Hudson's Secret Journal (MCA), WNBQ, S-10:00	11.5
17	New Orleans Police Department (NTA), WGN, S-4:30	11.2
17	Death Valley Days (U. S. Borax), WNBQ, M-10:00	11.2
19	Cisco Kid (CBS), WGN, M-6:00	11.0
20	Don Ameche (TPA), WGN, T-9:30	10.5

Buffalo, as manager of press and publicity, succeeding Howard Van Der Meulen, who has moved to NBC press in New York. Carl Loose has been upped to promotion and merchandise manager for WBOY-TV, Clarksburg, W. Va.

The controlling interest in KAVE-TV and radio, Carlsbad, N. M., has been purchased by Edward P. Talbot from Mr. and Mrs. John H. Battison. The transfer, of course, is subject to approval by

the Federal Communications Commission. Talbot is well known because of his activities as part owner of KAVE since 1944. KSIX-TV, Corpus Christi, Tex., has changed its call letter to KZTV, effective immediately.

Jack Barry has been moved up from production manager to operations manager of WPST-TV, Miami. WPIX, New York, has enlarged its news schedule with a new 15-minute program seen daily

at 11 p.m. Bill Nimmo, well-known TV announcer, has been signed as newscaster. James Davis, film director at WPSD-TV, Paducah, Ky., passed away on January 18 in Memphis.

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

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

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

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

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

CINCINNATI
3 TV STATIONS—309,800 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—1,036,700 (17th in U. S.)
Buying Income—\$1,989,047,000 (17th)
Retail Sales—\$1,331,119,000 (19th)
Food Sales—\$318,645,000 (17th)
Drug Sales—\$44,444,000 (19th)
Automotive—\$229,841,000 (20th)
Above figures include following counties: Campbell, Kenton, Ky.; Hamilton, O.

TOP NETWORK SHOWS

- 1. Wyatt Earp, WCPO, T.36.5
2. Perry Como, WLW-T, S.36.4
3. Gunsmoke, WKRC, S.35.9
4. Dinah Shore, WLW-T, Su.34.5
5. Cheyenne, WCPO, T.32.5
6. Loretta Young, WLW-T, Su.31.7
7. Lucy-Desi Show, WKRC, T.31.7
8. Alfred Hitchcock, WKRC, Su.30.3
9. Steve Allen, WLW-T, Su.30.2
10. Danny Thomas, WKRC, M.30.0

TOP MULTI-WEEKLY SHOWS

- 1. 50-50 Club, WLW-T, M-F.22.6
2. Mickey Mouse Club, WCPO, M-F.20.7
3. News-Grant, Weather (11 p.m.) WLW-T, M-F.18.6
4. News, Weather (11 p.m.), WKRC, M-F.16.9
5. Al Lewis Show, WCPO, M-F.15.6
6. Tic Tac Dough, WLW-T, M-F.14.0
7. Santa Claus, WCPO, M-F.13.6
8. Home Theater, WKRC, M-F.12.8
9. Al-Wanda Lewis, WCPO, M-F.12.3
10. Our Gang Comedy, WCPO, M-F.12.0

TOP FEATURE FILMS

- Once-Weekly
1. Shirley Temple, WCPO, S-6:00-7:3023.9
2. Premiere Performance, WKRC, Su.-11:15-Sign Off13.5
3. Best of M-G-M, WLW-T, Su.-Twice on Sunday13.2
4. Movietime U.S.A., WLW-T S.-1:45-3:159.1
5. Western Corral, WCPO, Su.-12:00-1:008.7
Multi-Weekly
1. Home Theater, WKRC, M-F.-11:15-Sign Off12.8
2. MGM Theater, WLW-T, M.-S.-11:15-Sign Off11.6
3. Headin' West, WLW-T, M.-F.-5:30-6:309.4
4. Million \$ Movie, WCPO, S., Su.-10:30-Sign Off8.1
5. Ladies Home Theater, WKRC, M.-F.-5:00-6:308.0

TOP SYNDICATED FILMS

- 1. Code Three (ABC), WKRC, T.-10:3024.2
1. Sheriff of Cochise (NTA) WKRC, Th.-7:3024.2
1. Highway Patrol (Ziv), WKRC, S.-10:3024.2
4. Kingdom of the Sea (Guild), WLW-T, W.-7:0021.2
4r. Dr. Christian (Ziv), WKRC, M.-7:0021.2
4. S. Donovan, Western Marshal (NBC), WKRC, M.-6:3021.2
7. Harbor Command (Ziv), WLW-T, Su.-10:3018.5
8. Silent Service (NBC), WKRC, F.-7:3018.3
9. Cisco Kid (Ziv), WCPO, Su.-6:0018.2
9. Twenty-Six Men (ABC), WLW-T, Th.-7:0018.2
9. Studio 57 (MCA), WLW-T, W.-10:3018.2
12. †Death Valley Days (U. S. Borax), WKRC, F.-7:0017.9
13. State Trooper (MCA), WKRC, W.-9:0017.5
14. Mama (CBS), WLW-T, M.-7:0017.2
15. Men of Annapolis (Ziv), WCPO, Su.-6:0016.2
16. Annie Oakley (CBS), WCPO, F.-6:0015.9
17. Last of the Mohicans (TPA), WCPO, W.-10:0015.3
18. O. Henry Playhouse (Gross-Krasne), WCPO, W.-10:3015.0
19. Sky King (Nabisco), WCPO, Th.-6:0014.9
20. Frontier Dr. (Hollywood TV), WCPO, F.-10:3014.2

COLUMBUS, O.
3 TV STATIONS—173,600 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—621,900 (32d in U. S.)
Buying Income—\$1,347,551,000 (29th)
Retail Sales—\$865,049,000 (30th)
Food Sales—\$188,811,000 (29th)
Drug Sales—\$30,988,000 (30th)
Automotive—\$147,888,000 (28th)
Above figures include following counties: Franklin

TOP NETWORK SHOWS

- 1. Gunsmoke, WBNS, S.44.4
2. Lucy-Desi Show, WBNS, T.40.7
3. Perry Como, WLW-C, S.37.3
4. Ed Sullivan, WBNS, Su.37.0
5. Danny Thomas, WBNS, M.36.7
6. Football, WBNS, 17:3034.2
7. WTVN, 16.9, Su.34.2
8. Playhouse 90, WBNS, Th.32.5
9. Twenty One, WLW-C, M.30.3
9. Lassie, WBNS, Su.30.2
10. Big Record, WBNS, W.29.9
10. G.E. Theater, WBNS, Su.29.9
10. What's My Line, WBNS, Su.29.9
10. Wyatt Earp, WTVN, T.29.9

TOP MULTI-WEEKLY SHOWS

- 1. Ponye Theater, WBNS, T.-F.20.6
2. CBS News, WBNS, M.-F.19.4
3. Mickey Mouse Club, WTVN, M.-F.19.3
4. Looking Long (7:00 p.m.), M.-F.19.0
5. Santa Show, WTVN, M.-F.18.7
6. News-Pepper, Weather (11 p.m.), WBNS, M.-F.18.5
7. Casper Capers, WTVN, M.-F.17.8
8. Captain Kangaroo, WBNS, M.-F.13.9
9. 50-50 Club, WLW-C, M.-F.13.4
10. Cartoon Korner, WTVN, M.-F.12.6

TOP FEATURE FILMS

- Once-Weekly
1. Shirley Temple, WTVN, S.-6:30-8:0028.6
2. Something Different, WTVN, S.-10:30-Sign Off14.1
3. Sun Showboat, WTVN, Su.-12:30-1:3011.7
4. Theater for Youth, WLW-C, Su.-9:00-10:30 a.m.11.0
5. Lex Meyers Theater, WTVN, Su.-9:00-10:309.7
Multi-Weekly
1. Early Show, WBNS, M.-F.-5:00-6:0012.3
2. Armchair Theater, WBNS, M.-F., Su.-Various Times10.5
3. Midday Movie, WTVN, M.-F.-1:00-2:308.9
4. Home Theater, WTVN, M.-F.-11:00-Sign Off7.6
5. Early Home Theater, WTVN, M.-F.-2:30-4:007.2

TOP SYNDICATED FILMS

- 1. Last of the Mohicans (TPA), WBNS, S.-10:3031.7
2. Highway Patrol (Ziv), WBNS, T.-10:3029.5
3. San Francisco Beat (CBS), WBNS, Su.-9:3025.3
4. Cisco Kid (Ziv), WTVN, Su.-5:3022.9
5. Captain David Grief (Guild), WBNS, Th.-7:3022.5
6. Honeymooners (CBS), WBNS, S.-7:0022.2
7. Men of Annapolis (Ziv), WBNS, T.-7:3021.9
8. †Sky King (Nabisco), WBNS, F.-6:3021.5
8. Sheriff of Cochise (NTA), WTVN, F.-10:3021.5
10. Popeye (Assoc. Artists), WBNS, T.-6:0020.6
11. O. Henry Playhouse (Gross-Krasne), WTVN, F.-7:0019.9
12. Silent Service (NBC), WTVN, M.-7:0019.5
13. Whirlybirds (CBS), WTVN, Th.-7:0018.5
13. Annie Oakley (CBS), WBNS, M.-6:0018.5
15. Mama (CBS), WBNS, W.-6:3018.3
16. Charlie Chan (TPA), WTVN, W.-7:0017.9
16. Soldiers of Fortune (MCA), WTVN, Th.-6:3017.9
16. Harbor Command (Ziv), WTVN, F.-9:3017.9
19. Frontier (NBC), WTVN, T.-6:3017.7
20. Star Performance (Official), WBNS, Th.-6:3016.9

DAYTON, O.
2 TV STATIONS—149,900 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—537,600 (44th in U. S.)
Buying Income—\$1,137,800,000 (34th)
Retail Sales—\$741,111,000 (37th)
Food Sales—\$169,147,000 (36th)
Drug Sales—\$25,525,000 (35th)
Automotive—\$139,922,000 (32d)
Above figures include following counties: Greene, Montgomery

TOP NETWORK SHOWS

- 1. Climax! WHIO, Th.49.4
2. Gunsmoke, WHIO, S.46.3
3. Perry Como, WLW-D, S.45.3
4. Playhouse 90, WHIO, Th.43.4
5. Lucy-Desi Show, WHIO, T.43.3
6. Zane Grey, WHIO, F.42.8
7. Basketball, WHIO, W.40.9
8. What's My Line? WHIO, Su.39.8
9. Have Gun, Will Travel, WHIO, S.39.3
10. Loretta Young, WLW-D, Su.39.0

TOP MULTI-WEEKLY SHOWS

- 1. Front Page News (11:00 p.m.), WHIO, M.-F.31.4
2. Sobio Reporter, Sports (6:30 p.m.), WHIO, M.-F.30.0
3. Sports Report (6:45 p.m.), WHIO, T., W.29.5
4. Mickey Mouse Club, WLW-D, M.-F.23.7
5. Art Linkletter, WHIO, M.-F.18.4
6. As the World Turns, WHIO, M.-F.17.7
6. Beat the Clock, WHIO, M.-F.17.7
8. Dayton Final (11:00 p.m.), WLW-D, M.-F.17.5
8. 50-50 Club, WLW-D, M.-F.17.5
10. My Little Margie, WHIO, M.-F.16.3

TOP FEATURE FILMS

- Once-Weekly
1. First Run Theater, WLW-D, S.-11:15-Sign Off24.0
2. Premiere Performance, WLW-D, F.-11:15-Sign Off18.2
3. Movie, WLW-D, S.-2:30-4:3014.7
Multi-Weekly
1. Your Evening Theater, WHIO, M.-S.-Various Times16.3
2. Movie, WLW-D, W., S., Su.-Various Times16.1
3. Wild West Show, WHIO, M.-F.-5:00-6:0014.8
4. Movie Matinee, WHIO, M.-F.-3:30-5:0013.8
5. M-G-M Theater, WLW-D, M., T., Th.-11:15-Sign Off11.8

TOP SYNDICATED FILMS

- 1. State Trooper (MCA), T.-7:0035.3
2. Highway Patrol (Ziv), WHIO, T.-8:3033.3
2. Men of Annapolis (Ziv), WHIO, F.-10:3033.3
4. Dr. Hudson's Secret Journal (MCA), WHIO, F.-7:0032.8
5. Whirlybirds (CBS), WHIO, W.-7:3032.3
5. Silent Service (NBC), WHIO, S.-7:0032.3
7. Charlie Chan (TPA), WHIO, Th.-7:0031.8
7. Badge 714 (NBC), WHIO, S.-10:3031.8
9. Sheriff of Cochise (NTA), WHIO, T.-7:3029.8
10. †Death Valley Days (U. S. Borax), WLW-D, M.-7:0029.3
11. Little Rascals (Interstate), WHIO, M.-6:0027.8
12. Little Rascals (Interstate), WHIO, S.-1:0027.3
13. Stories of the Century (Hollywood), WHIO, Th.-6:0026.3
14. Twenty-Six Men (ABC), WLW-D, T.-7:0024.8
15. Captain David Grief (Guild), WLW-D, Th.-7:0024.3
16. Frontier Dr. (Hollywood TV), WLW-D, W.-7:0023.8
17. Harbor Command (Ziv), WLW-D, T.-10:3023.3
18. Little Rascals (Interstate), WHIO, S.-12:0022.8
19. City Detective (MCA), WHIO, F.-6:0021.8
19. Guy Lombardo (MCA), WHIO, W.-6:0021.8
21. Annie Oakley (CBS), WLW-D, T.-7:0019.3
22. My Little Margie (Official), WHIO, M.-F.-1:0016.3

DETROIT
4 TV STATIONS—986,700 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—3,625,900 (5th in U. S.)
Buying Income—\$7,596,374,000 (5th)
Retail Sales—\$4,758,632,000 (5th)
Food Sales—\$1,093,140,000 (5th)
Drug Sales—\$203,163,000 (4th)
Automotive—\$1,007,817,000 (4th)
Above figures include following counties: Macomb, Oakland, Wayne

TOP NETWORK SHOWS

- 1. Gunsmoke, WJBK, S.41.2
2. Perry Como, WWJ, S.40.7
3. Wyatt Earp, WXYZ, T.35.9
4. Playhouse 90, WJBK, Th.32.1
5. Cheyenne, WXYZ, T.31.4
6. Lucy-Desi Show, WJBK, T.30.7
7. Climax! WJBK, Th.30.3
8. Lawrence Welk, WXYZ, S.29.8
9. Jim Bowie, WXYZ, F.29.5
10. G.E. Theater, WJBK, Su.28.9

TOP MULTI-WEEKLY SHOWS

- 1. Popeye, CKLW, M.-F.28.4
2. Mickey Mouse Club, WXYZ, M.-F.26.1
3. News-J. Legoff (11 p.m.), WJBK, M.-F.18.6
4. Santa Claus, WXYZ, M.-F.18.3
5. American Bandstand, WXYZ, M.-F.14.6
6. Captain Kangaroo, WJBK, M.-F.14.5
7. 11 o'Clock News, WWJ, M.-F.13.9
8. Verdict Is Yours, WJBK, M.-F.13.3
9. Noontime Comics, WJBK, M.-F.12.9
10. Weather, Sports Final (11 p.m.), WJBK, M.-F.12.7
10. Do You Trust Your Wife? WXYZ, M.-F.12.7

TOP FEATURE FILMS

- Once-Weekly
1. Sagebrush Shorty, WJBK, Su.-11:00-12:0021.5
2. Shirley Temple, CKLW, Su.-2:30-4:0019.0
3. Ed McKenzie Sat. Party, WXYZ, S.-12:00-2:0018.5
4. Mr. Crime, WXYZ, S.-2:30-4:0011.9
5. Hollywood Showcase, WJBK, Su.-2:30-3:3011.3
Multi-Weekly
1. Nightwatch Theater, WJBK, M.-Su.-11:30-Sign Off11.0
2. Big Show, WXYZ, M.-F.-8:30-9:30 a.m.8.4
3. Premiere Performance, CKLW, Th., S.-Various Times6.1
4. Filmland's Finest, WWJ, S., Su.-11:30-Sign Off5.8
5. Million \$ Movie, CKLW, M.-F., Su.-Various Times5.5

TOP SYNDICATED FILMS

- 1. Highway Patrol (Ziv), WJBK, T.-10:3028.2
2. Popeye (Assoc. Artists), CKLW, M.-Su.-6:0028.1
3. Annie Oakley (CBS), WXYZ, T.-6:3024.2
4. Honeymooners (CBS), WJBK, S.-10:3023.4
5. Brave Eagle (CBS), CKLW, Th.-6:3022.2
6. Topper (Tele Star), WXYZ, W.-6:3021.9
7. The Three Musketeers (ABC), WXYZ, M.-6:3019.9
8. †Sky King (Nabisco), WXYZ, Su.-6:3019.7
9. Men of Annapolis (Ziv), WJBK, T.-7:0017.9
10. Dr. Christian (Ziv), WJBK, F.-7:0017.7
11. Silent Service (NBC), WJBK, Th.-7:0017.2
12. †Death Valley Days (U. S. Borax), WWJ, M.-7:0016.7
13. Studio 57 (MCA), WWJ, W.-10:3016.3
14. Soldiers of Fortune (MCA), WWJ, S.-7:0016.2
15. Last of the Mohicans (TPA), CKLW, Th.-7:0015.9
16. Whirlybirds (CBS), WWJ, F.-6:3015.5
17. Harbor Command (Ziv), WJBK, F.-10:3015.2
17. Kingdom of the Sea (Guild), WJBK, S.-7:0015.2
17. Captain David Grief (Guild), WXYZ, M.-10:3015.2
20. Amos 'n' Andy (CBS), WWJ, W.-7:0014.7

NEW YORK
N.E. NEW JERSEY
7 TV STATIONS—4,175,300 TV HOMES
reported by The Pulse in the area surveyed

Market Statistics:
as reported by Sales Management's "Survey of Buying Power." These figures are not inclusive of entire TV coverage area, but embrace Metropolitan County area making up the center of population.
Population—14,406,000 (1st in U. S.)
Buying Income—\$30,765,032,000 (1st)
Retail Sales—\$17,498,328,000 (1st)
Food Sales—\$4,533,318,000 (1st)
Drug Sales—\$458,132,000 (1st)
Automotive—\$2,081,442,000 (1st)
Above figures include following counties: Bronx, Kings, Nassau, New York, Queens, Richmond, Rockland, Suffolk, Westchester, N. Y.; Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Somerset, Union, N. J.

TOP NETWORK SHOWS

- 1. Perry Como, WRCA, S.43.6
2. Playhouse 90, WCBS, Th.42.0
3. Lucy-Desi Show, WCBS, T.40.5
4. Gunsmoke, WCBS, S.35.8
5. Climax! WCBS, Th.33.3
6. Person to Person, WCBS, F.32.7
7. Dinah Shore, WRCA, Su.32.1
8. Ed Sullivan, WCBS, Su.32.0
9. \$64,000 Question, WCBS, T.31.7
10. Lassie, WCBS, Su.30.4

TOP MULTI-WEEKLY SHOWS

- 1. News, Weather, Sports (11 p.m.), WCBS, M.-F.21.8
2. News, Weather (11 p.m.), WRCA, M.-F.14.5
3. 7 o'Clock Report, WCBS, M.-F.12.8
4. CBS News, WCBS, M.-F.12.4
5. Mickey Mouse Club, WABC, M.-F.11.7
6. Looney Tunes, WABD, M.-F.11.6
7. Late Show, WCBS, M.-F.10.7
8. Early Show, WCBS, M.-F.10.2
8. Popeye, WPIX, M.-F.10.2
10. Price Is Right, WRCA, M.-F.9.2

TOP FEATURE FILMS

- Once-Weekly
1. Shirley Temple, WPIX, Su.-4:00-5:3017.6
2. Premiere Performance, WPIX, F.-10:00-Sign Off6.9
3. Children's Theater, WRCA, S.-9:00-10:00 a.m.6.7
4. Adventure Playhouse, WPIX, S.-4:00-5:002.8
5. Sunday Movie Premiere, WABC, Su.-3:00-4:302.7
Multi-Weekly
1. Late Show, WCBS, M.-Su.-11:15-Sign Off12.6
2. Early Show, WCBS, M.-F.-5:30-7:0010.2
3. Movie 4, WRCA, M.-Su.-Various Times5.5
4. Million \$ Movie, WOR, M.-Su.-Various Times4.9
5. Night Show, WABC, M.-S.-Various Times3.1

TOP SYNDICATED FILMS

- 1. Honeymooners (CBS), WRCA, T.-7:0018.1
2. Highway Patrol (Ziv), WRCA, M.-7:0016.3
3. Code Three (ABC), WRCA, W.-10:3015.6
4. If You Had a Million (CBS), WCBS, S.-7:0013.8
5. Silent Service (NBC), WRCA, F.-7:0012.4
6. †Death Valley Days (U. S. Borax), WRCA, W.-7:0011.3
7. Looney Tunes (Guild & Assoc. Artists), WABD, M.-S.-6:3010.9
8. Popeye (Assoc. Artists), WPIX, M.-F., Su.-6:0010.0
9. Range Rider (CBS), WPIX, Su.-5:308.8
10. Annie Oakley (CBS), WABC, S.-6:308.2
11. Popeye (Assoc. Artists), WPIX, S.-5:007.2
12. Susie (TPA), WCBS, M.-F.-5:007.0
13. My Little Margie (Official), WCBS, M.-F.-9:30 a.m.6.7
14. Twenty-Six Men (ABC), WABC, T.-10:306.4
14. Mama (CBS), WPIX, F.-7:306.4
14. Boots and Saddles (NBC), WRCA, Th.-7:006.4
17. Sheriff of Cochise (NTA), WABD, Th.-7:006.3
18. Life With Father (CBS), WPIX, F.-8:006.1
19. Topper (Tele Star), WCBS, M.-F.-9:00 a.m.6.0
19. Harbor Command (Ziv), WABC, F.-10:306.0

SHORT SCANNINGS

J. H. S. Ellis, president of Kuder Agency, has resigned. He is succeeded by C. M. Rohrabough. Leonard H. Goldenson, American Broadcasting - Paramount Theaters, president, was elected a member of the board of Western Union. Herb Rosenthal and

Berle Adams, both vice-presidents of MCA Artists, Ltd., have been elected to the board of directors of MCA-TV, Ltd. William J. Hooper, most recently with ABC Film Syndication, has joined the Chicago office of CBS-TV Film Sales. Official Films

has hired two new sales staffers, Jack Alicoate and Ed Owens. Alicoate was formerly with Ziv-TV and Guild Films and Owens was an Associated Artists Productions exec. Jerome B. Golden has been named secretary and general counsel of American Broadcasting-Paramount Theaters. George Depue, account supervisor at Grey Advertising, has been upped to vice-president. Larry Markes is the head writer on the

"Tonight" show during Jonathan Winter's two-week replacement for Jack Paar. Andrew Halmay, formerly with Benton & Bowles, has joined Wilbur Streech Productions as vice-president in charge of sales and client relations. Edward Stanley, manager of NBC's public service programs, has been named director of public affairs for NBC. The research and promotion staffs were expanded at H-R Television, Inc., and

H-R Representatives, Inc., with Robert V. Meany, formerly of Batten, Barton, Durstine & Osborn, named presentations director and Martin Goldberg promoted to audience and market analysis director. Polly Bergen became the fourth woman entertainer in the 54-year history of the Friars Club to be given a party in her honor. Miss Bergen was the first to be feted in the Friars' new clubhouse on Sunday (26) in New York.

The Billboard Scoreboard

NETWORK REVIEW

Du Pont 'Bridge' Wins Hands on All Scores

By BOB BERNSTEIN

Bridge of San Luis Rey (Net)
Stars: Judith Anderson, Viveca Lindfors, Eva Le Gallienne and Hume Cronyn. Director, Robert Mulligan. Producer, David Susskind.
(CBS-TV, 9:30-11 p.m., EST, January 27.)

Du Pont came up with another winner in its "Show of the Month" series, an exciting production by David Susskind and Talent Associates of the Thornton Wilder novel. Ludi Claire's adaptation was a crystal-clear condensation, Robert Mulligan's direction achieved force and illumination and Sal Anthony's costumes contributed heavily to the drama, as well as being visually fascinating.

It was hard to make preferences among the cast, since its uniform excellence blended into the total effect of all the production departments. The stars were in top form, while Sandra Whiteside and Clifford David lifted their young careers a dozen rungs up the ladder in supporting roles. Everyone had a private scene with everyone else, a tricky succession of duologs dependent on ensemble playing of high skill and selflessness. That it came off without a false moment is a tribute to the enormous talents

Steve Allen Show (Net)

Host, Steve Allen. Guests: Mamie Van Doren, Lou Costello, Edgar Bergen, Audie and Margo, others. Regular show members: Louis Nye, Tom Poston and Don Knotts. Musical director, Skitch Henderson. Executive producer, Jules Green. Producer, William Harbach. Announcer, Gene Rayburn. Technical facilities on location by Station CMQ-TV. Sponsor: Johnson's Wax, Viceroy Cigarettes, Andrew Jergens, others.
(NBC-TV, 8-9 p.m., EST, January 19.)

Steve Allen's much-heralded live junket to Havana turned out to be more of a technical triumph for NBC's "over-the-horizon scatter microwave system" than a triumph of showmanship.

Not since Mike Todd's disastrous birthday party on CBS has a commercial enterprise, in this case the new Havana Riveria Hotel, received so many fat plugs on a major network show.

The show itself was generally of a level best described as "fair." It has a sprinkling of names—Edgar Bergen, with the inevitable Charlie and Mortimer; Lou Costello, who did his time-honored routine about the hayseed who breaks up the dice game, and Mamie Van Doren, a curvy copy of Mrs. Arthur Miller, who sang pleasantly, did a mild strip-tease and jumped into the hotel's tiled pool. But the names weren't enough to pull the show up to the kind of semi-spectacular that seemed to be almost obligatory for the unusual locale.

Also, for a made-in-Havana show, the telecast did absolutely nothing to capture the peculiar frowsy charm that the Cuban capital always has for American tourists. There were shots of the interior of the hotel—the Copa Room, the gambling casino, the cabana club, the swimming pool. But the Havana Riveria is as basically "Cuban" as a new Miami Beach—or Beverly Hills Hotel, and about as ostentatious.

Late dialers who missed the introduction may have had trouble in sensing that the show was anything out of the ordinary.

As emcee, Steve Allen turned in his usual smooth job of knitting together the show's ingredients, and in doing the switches to New York for the cut-in film commercials.

Charles Sinclair.

of the actors and the director's sense of style.

The bridge itself was disappointing in its lack of feeling of height, but the climactic fall of the doomed five was handled with a fine flair for horror. The rest of the settings were excellent. Du Pont's chatty, institutional commercials were attention-getters but twice as long as they should have been to sustain interest.

Love That Jill (Net)

Stars: Anne Jeffreys, Robert Sterling. Cast: James Lydon, Barbara Nichols, Fortunio Bonanova, others. Executive producer, Hal Roach Jr. Producer-writer-creator, Alex Gottlieb. Director, William Seiter. Director of photography, James W. Lane. Sponsor: Max Factor thru Anderson, McConnell Agency.
(ABC-TV, 8-8:30 p.m., EST, January 20.)

Alex Gottlieb's new situation-comedy series, "Love That Jill," shapes up as familiar material, but the premiere episode gives evidence that it may develop a sizable and loyal audience.

The basic formula is right out of the then-bright comedies of the late 1930's that used to star Cary Grant and Rosalind Russell as rival newspaper reporters or theatrical agents. Pretty Anne Jeffreys runs a successful model agency. So does her handsome Bob Sterling. They spend most of their time trying to outwit the other in landing accounts, stealing models back and forth and carrying on a romance between squabbles.

However, it's slickly produced with lots of lavish settings and costumes, including a penthouse set and wardrobe for Miss Jeffreys that would give most cost-conscious telefilmers that cold shivers. And, producer Gottlieb moves the show thru its "Front Page" type situations with the practiced ease of a man who knows frothy comedy.

The emphasis on glamor and pretty models gives sponsor Max Factor some fine pegs on which to hang film-d sell for the firm's cosmetics.

Charles Sinclair.

Young People's Concerts (Net)

Host-conductor, Leonard Bernstein. Director, Charles Dubin. Producer, Roger Englander. Sustaining.
(CBS-TV, 12-1 p.m., EST, January 18.)

The first of four lecture concerts for young people proved promising but not expert. The non-televised Carnegie Hall series has for years appealed to children as young as six, but the telecast turned out to be aimed at those 10 or 11 and over. Hence, many disappointed mothers must have been forced by confused offspring to tune out.

Leonard Bernstein spoke his own text with the variety and nuance of a fine actor, but his analysis of "what does music mean?" wasn't always clear. The gymnastic triple-threat host was fun to watch both chatting and conducting. Next time, they'd be wise to cut off his lavalier microphone, however, to remove the guttural humming he indulges in while conducting.

The difficult task of pictorializing a concert was nicely accomplished by Director Charles Dubin, with the camera work making for action and clarity without distracting. Close-ups of audience members were too frequent, tho. Bob Barry's lighting was a triumph in the face of the hall's inadequate, unimaginative permanent set-up.

Bob Bernstein.

Can. Community Antenna Outfits Cater to Films

TORONTO — Four community antenna systems in Canada are using film for their operations. One, at Kirkland Lake, Ont., has live programming. The other units are at Shawinigan Falls, Que., Kimberley, B. C., and Prince Albert, Sask. Seven other operations are planning to adopt films in their programs.

Community antenna systems are set up in over 100 Canadian communities. In such communities as Montreal and Trail, B. C., surrounded by hills or mountains TV reception would almost be nil except thru the community antenna systems. The topography would prevent the signal reaching most TV sets except thru a large-size TV antenna.

Subscribers on the TV antenna system pay as much as \$6 for installation of the cable to the set, then a continuing payment of \$1.50 a month to \$4.50 a month. The system offers a choice of from one to six channels, and any in operation "must prove a fair share of Canadian stations," said a Department of Transport spokesman.

"Those cities and towns with a TV antenna system will be in the forefront of those communities which will have pay TV or some form of toll TV," said F. T. Medcalf, president of the Community Antenna System of Canada.

Competing Systems

Some communities have as many as two or three competing TV antenna systems. In Montreal, one of the systems, Rediffusion, Ltd., is partially-owned by Skiatron, Inc., the Matty Fox operation.

The Kirkland Lake TV antenna system, operated by Fred Lang, has over 1,000 sets on the circuit. It has a staff strictly for live shows, as well as a camera chain to transmit the film shows. It began its live shows last November, discontinuing them because of difficulty with its equipment. Advertisements will be accepted next month.

The Kirkland Lake operation offers three choices of channels. One channel picks up a signal from Timmins, another from Rouyn and the third channel carries the system's own broadcasts.

Official Adds 'Confession'

NEW YORK — Official Films has added a sixth show to its projected roster of 1958 telefilm properties. The series is "Confession," the widely publicized interview show aired locally in Dallas and produced by Jack Wyatt, one-time agency exec, with Jules Weil.

Some seven half-hours in the series have already been aired in Dallas, and kines of these live shows will form the first part of Official's package efforts at network level.

"Confession" is actually a fairly simple show. Prison inmates and others who have volunteered to tell all about their experiences on the wrong side of the law are interviewed by Wyatt before a panel consisting of a judge, a psychiatrist and a clergyman. The unvarnished stories have pulled high local ratings.

NETWORK REVIEW

'High Adventure' Pays Off on Time Investment

By LEON MORSE

High Adventure (Net)
Star and narrator, Lowell Thomas. Executive producer, Gilbert A. Ralston. Director, Victor Stoloff. Writers, Prosper Buranelli and Fred Sparks. Sponsored by the General Motors Corporation thru Campbell-Ewald.
(CBS-TV, 8-9 p.m., EST, January 22.)

"High Adventure" centered its action in Africa to provide an extremely unique hour of network TV. "Adventure," part travelogue and part anthropology, was a mixture of good and bad, but its high spots made the show well worth the investment in time.

Of prime interest was the account of the voodoo ceremonies in Madagascar conducted by the Hove tribe. These people, believing that death is just a trick, dig up their relatives and literally have a ball with them. Wrapped in shrouds, the dead relatives are paraded around, fed, eulogized, serenaded and finally returned to their graves.

Another interesting part of the trip to Africa was the meeting with two elderly tribesmen in search of an urn for their witchdoctor that would enable them to banish the tsetse fly. They were driven down the river where they found the urn and immediately went into a dance.

Opening Weak

The first part of the program was an account of a visit to Timbuktu, an area which at one time was the subject of much interest, but since has faded to relative insignificance in this age of missiles. This segment made a weak opener. And the restaging of a battle between the Taureg raiders and the Goumier's, the Bedouin camel troopers, looked as phony as it was.

Lowell Thomas' commentary

The Big Story (Synd.)

Cast for "Until Proven Guilty": Lin McCarthy, Victor Thorley, Dana Elcor, Katherine Meskill, William Griffiths, James Dickery, Jock MacGregor. Narrator: Burgess Meredith. Sponsors Various.
(WABD, New York, Du Mont, 9:30-10 p.m., EST, January 17.)

One of the perennials in the TV business, "The Big Story," now syndicated, continues to grind out new reports of various news scribes' "big stories." This week's yarn, tho one could scarcely call it a "big" one, came out of Cleveland—the super sleuthing of one Bus Bergen.

Granted that the writers were limited by the confines of the facts, nevertheless it seemed highly unnecessary for the script to so thinly disguise what was supposed to be the big kicker at the end. When a man is accused of poisoning his wife with fumes from rat poison, and when the script boldly states in courtroom scenes that nothing could live in those fumes, and when a viewer knows practically from the start that the front door was left open and that a little pooch was there and still very much alive, the "experts" in the case seem very stupid indeed. One wonders also why the reporter took so long in coming to. The point is that the viewer was way ahead of the "plot" at all times.

Against this merely passable script were some fine, plausible performances. Lin McCarthy as reporter Bus Bergen and William Griffiths as the defense attorney were particularly good. They played it for real and with assurance. Burgess Meredith's narration serves well.

Charlotte Summers.

establishes him as a major threat to James Fitzpatrick's "Travel-talk." He has been the subject of criticism for his Cinerama commentary, and the bad taste of some of his production ideas. At moments, he comes very close to the same sort of thing on this program. He would be well-advised to find himself a producer he respects and let him take over. Otherwise, a good idea may go astray.

The Delco commercials were excellent.

End of the Rainbow (Net)

Host, Art Baker. Executive producer, Ralph Edwards. Producer, Edwin Bailey. Director, Tom Belcher. Associate producer, Virginia Danson. Midwest unit associate producer, Ted Davis. Sponsor, Pharmaceuticals, Inc., for Geritol thru Parkson Agency.
(NBC-TV, 10-10:30 p.m., EST, January 11.)

"End of the Rainbow," the new Ralph Edwards effort, is crass, contrived nonsense.

It assumes that Geritol-sipping "Tired Blood" oldsters, for whom it is obviously tailored, are moronic pushovers for Tired Bunkum, exploitation of human misery, and prize lists as long as Sears, Roebuck catalogs. In a morbid sort of way, "End of the Rainbow" is a comedy.

With silver-haired Art Baker—who once worked, appropriately, as an official of Forest Lawn Cemetery—presiding over the shambles as an out-of-season Santa Claus, "Rainbow" transported premiere viewers to Cohokia, Ill., a St. Louis suburb. On tap was a drawn-out version of the bit in which a faithful old employee is given a gold watch on his retirement. In this case, the recipients were a nice, simple pair of grandparents, who spent the half-hour in what looked like trauma.

Worthy Pair

The show quickly proved to be nothing more than "This Is Your Life"—with the balance of biographical and gift-giving elements merely reversed. Art Baker romped smoothly thru the "reasons" why the couple had been chosen—they were good, hard-working folk who were bringing up a brood of grandchildren after a family tragedy. Then the show got down to the serious business of pay-off's for a huge pile of merchandise.

While the old couple clung together, weeping, Art Baker hustled them—to the off-key oompahs of the Cohokia High School Band—into "your new W. G. Best Home." Inside, as they stood averted before what looked like an interior furnishings trade exhibit, Baker grimly trotted around pointing out "the Philco Electric Range with Hide-away Rotisserie" and "the kitchen cabinets by Youngstown" and "your new set of Winfield China" and "your genuine Fine Arts Sterling" and other items in what Baker correctly referred to as "our inventory."

The rest of the show was at the same level. It was charity at its most unctious, and most degrading.

Charles Sinclair.

CBS-TV Runs 'Zorro'

TORONTO—"Zorro" half-hour syndicated film series produced by Walt Disney Studios, is being televised by the Canadian Broadcasting Corporation TV connected network. The show, sponsored by Seven-Up, was placed by Vickers & Benson. Thirty-nine episodes are being shown.

Loot Snared by Small Label Masters Gasses Vet Diskers

Astronomical Bids for Hot Stems Cues New Recording Philosophy

By BOB ROLONTZ

NEW YORK—The amount of loot now being flung about for masters and sides creating excitement on small (and often brand new) labels, is causing gasps of astonishment among veteran record men. The fact that a goodly number of the bought sides have turned into solid smash hits has intensified the purchase of masters, tried or untried, and has brought about a new philosophy concerning recording company functions.

The prime example of Cadillac prices for hot sides is the \$14,000 paid for the master of "Short Shorts" and "Planet Rock" by ABC-Paramount. One of the most active firms in the business of buying masters, ABC-Paramount, has come up with a number of hot sides originally cut by indie producers for their own labels. "At the Hop" by Danny and the Juniors was originally issued on Singular Records before ABC-Paramount grabbed it, and it is still on top of the charts—and the diskery also purchased the first George Hamilton IV record of "A Rose and a Baby Ruth" from Colonial. But the price of the Hamilton record or even the "At the Hop" platter were small compared to "Short Shorts."

The producer of "Short Shorts," Leo Rogers and Lee Silvers, first

issued it on the Power label. It was one of the first sides released on Power. It cracked open quickly both in New York and Los Angeles and when the duo found themselves swamped with orders they decided to sell. As high as the ABC-Paramount offer was, they received even higher offers from other diskeries.

"Get a Job" was originally released by Kae Williams, Philadelphia disk jockey and occasional record producer, on his own label. When it started to take off he sold it for \$2,500 to Ember Records. Cameo laid-out \$1,500 for the

master of "Silhouettes," originally recorded by writer-producers Bob Crewe and Frank Slay and released on their own XYZ label.

High Prices

High prices for masters are not only being paid for items that have gotten started in the market, but masters hot out of an itinerant recording session, untested and untried, but with some sort of a sound, often bringing \$1,000 and \$1,500 from record firms of any substantial size. Even the majors have swung with loot for masters.

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SPA Collection Plan Stirs Pubs

Feeling Ripe That Proposal Infringes On Publishers' Traditional Rights

NEW YORK — A proposal to its members by the Songwriters' Protective Association — whereby SPA would collect writers' royalties (other than ASCAP distributions from publishers and audit all statements on sheet music, records, foreign, etc.)—stirred up considerable excitement last week on the part of many publishers.

Miriam Stern, executive director of the SPA, reported that the organization has already heard from 20 per cent of its membership, with 97 per cent of the replies in favor of the SPA plan, which was proposed in a letter to members last week.

In the letter, SPA prexy Burton Lane said collection of royalties by SPA could be done "if the members want it and are willing to pay a moderate cost for the service. It would provide a means of making certain that statements and payments were received and checked, and would undoubtedly prevent the loss of income to the writer," he said, adding that the service would be a continuous one and would provide safeguards to

preserve the confidential nature of all such information."

Publishers greeted SPA's proposal with mixed emotions—many regarding it as "an infringement of a publisher's traditional right."

One key publisher termed it "a terrible thing. Publishers would have no control of their business." Another stated: "Any legitimate, honest publisher prefers to have

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Col. Prepping New R&R Pic

NEW YORK — Columbia Pictures is readying a new rock and roll feature film tagged "Let's Rock," for production here. The picture stars Julius LaRosa and 10 top disk artists, including Paul Anka, Danny and the Juniors, Della Reese, Roy Hamilton, the Royal-Teens, and the Tyrones.

The movie will introduce 18 new tunes, and plans call for each of the above artists to record his respective songs in the picture for his own label. Releases, of course.

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London Fetes Mantovani

NEW YORK — British maestro, Mantovani, here to commence a 63-day concert tour of the United States and Canada, was feted at the Waldorf-Astoria Hotel Thursday (23) by London Records. Feature of the reception was the presentation to the conductor of a giant gold record for his sales performance here.

Harry Kruse, vice-president of London, declared that since his visit here about a year ago, eight of Mantovani's LP's have passed the 250,000 mark in sales. Accordingly on the large plaque along with the one gold disk were replicas of the labels of the eight disks involved. The actual presentation was made by Franklin D. Roosevelt Jr., general counsel and director of London Records. Roosevelt substituted for E. R. (Ted) Lewis, president of British Decca, who at the last minute had to cancel out, due to a business trip to Sweden, with Jovie.

Pick Foreign All-Star Ork For Newport

NEW YORK—Jazz impresarios Marshall Brown and George Wein head for Europe in February to recruit an orchestra of European jazz stars for the Newport Jazz Festival. They will cover 20 countries in their search for outstanding jazz talent among the younger generation of musicians. A panel of jazz critics, consisting of Joachim Behrendt from Germany, Charles Delauney of France, Pat Brand of England and Arigio Polillo of Italy will help them in their selections.

After the men have been selected, Brown will head back to Europe in June, pick up the European All-Star Orchestra and rehearse them on board ship back to the United States. Arrangements for the band are now being written by Bill Russo, John LaPorta and Jimmy Guiffre.

Bullock Sees New '58 Sales Peaks

Victor's Major Focus on Singles, EP Promotion in Teen-Age Market Drive

HOLLYWOOD — The disk industry in 1958 will achieve new production and sales peaks, according to W. W. Bullock, vice-president of RCA Victor Records. The Victor exec estimated 1958 would show an overall business increase of 12½ per cent.

Bullock based his predictions on industry advances in high fidelity sound, modern merchandising techniques, teen-age population increases and the promotion of stereotape by major companies. At a press conference, he stated that the competitive teen-age market and the continued popularity of hi-fi sound systems contributed materially to the industry's \$400,000,000 business in 1957.

Victor, Bullock said, will place major emphasis on sale of singles and EP disks. "While about 60 per cent of total sales in 1957 were accounted for by long-play albums, we are looking for a marked increase this year in the single and EP categories," he said. "It's the average teen-ager who buys single pop records and thus contributes to the bulk of pop record sales. . . . we believe this will be the major consumer preference of 1958," the exec added.

Victor's plants in Hollywood, Indianapolis and Rockaway, N. J., are geared for increased production with personnel increased by 500 in four months.

One of the industry's biggest advances was in stereotape catalogs. Bullock said Victor engineers

ROULETTE CUES LABOR OF LOVE

NEW YORK — Roulette's artist and repertoire chiefs, Luigi Creatore and Hugo Perretti, staged a sentimental recording session here last Thursday (23) when they cut "76 Trombones" from the new legit musical smash "The Music Man."

The boys made a spur-of-the-moment decision to record the march after they attended a performance of the show last week and heard the star, Robert Preston, sing the verse to "76 Trombones," wherein he refers to such turn-of-the-century greats in band master history as Sousa and "the great Creatore." Latter, the late Giuseppe Creatore, was Luigi's father.

Acetates of the new Roulette disk (featuring Hugo and Luigi with their brass band and chorus) were in the hands of local deejays last Friday (24) and needless to say, Perretti and Creatore will go all-out on personal promotion of the platters with jocks across the country.

Coast Trek for Epic A&R Exec

NEW YORK—Joseph Sherman, Epic Records a.&r. chief, leaves for Hollywood February 3 to arrange and supervise the Jack Lemmon recording session. While in Hollywood, Sherman will conclude negotiations with film producers and stars with a view to bringing film names to the catalog.

CPM Names Durgom Prexy

NEW YORK—George (Bullets) Durgom has been named president of the newly-organized Conference of Personal Managers, East, Inc., a group of talent managers cover all phases of show business. Other officers are Kal Ross, vice-president; Jerry Levy, secretary, and Mace Neufeld, treasurer, the outfit is the eastern counterpart of a West Coast group set up in Hollywood last year, and it is intended that both will work together. Eastern CPM membership in 1957 handled talent whose gross earnings were in excess of \$110,000,000.

A code of practices states the purpose of the group is "to develop and maintain for the business of personal management a high standing with the public, with the entertainment industry and with artists in general; to foster good relations with the booking agencies that book talent under CPM management; to promote the exchange of information with particular reference to matters that will assist in the guidance of artists . . . to recommend fair practices . . . and to encourage a spirit of cooperation and fellowship among members and the entertainment industry generally."

The organization's director includes Dick Gabbe, Manny Greenfield and John Greenhut. Rich Green is attorney.

Carlton Sells World Rights On First Disk

NEW YORK—Carlton Records has sold world-wide distribution rights on its first record releases—"The Price of Players" by Tommy Frederick and the Hi-Notes—to the English Decca Company in London.

Carlton's deal with English Decca guarantees immediate release date in 11 other principal world markets. However, the label's prexy Joe Carlton noted that the one-master deal doesn't necessarily mean that he will tie up his entire line for all world markets with Decca.

45-45 Stereo Disk Seen Industry Pick

System Formerly Tabbed Westrex, Gets Nod at Meet of RIAA Engineers Group

NEW YORK—The record industry will adopt the so-called 45-45 system of stereo disk recording. The decision was made, it was learned on the highest authority, at a meeting of record company engineers sponsored by the Record Industry Association of America, Thursday (23).

It was also learned that although the 45 degree angle technique of impressing two separate sound tracks in the single groove has come to be known here as the Westrex System, the method would be henceforth referred to as the "45-45" system.

As a result of the meeting, which

was attended by top engineering personnel of a number of record companies, an official recommendation will be made which will be acted on at a February 7 meeting of the RIAA Executive Committee. This is viewed, however, as a mere formality in light of the engineer recommendations.

"You can be sure there will be no chaos in the industry. There will definitely be standardization as a result of this meeting," was the way one observer put it.

Earlier in the week on Tuesday, it was learned, still another meeting took place. This involved what

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GROOVINGS RATE HIGH

Video Earmarks Winter Sked for Unabated Platter Tie-Up Pattern

By JUNE BUNDY

NEW YORK—Video's passion for platter tie-ups continues unabated, with a flock of topflight TV programs with musical themes—some closely keyed to disk promotions, others kicking off new tunes—scheduled for airing over the next few weeks.

The line-up includes a special hour-long NBC-TV telecast, "Swing Into Spring," starring Benny Goodman; Agnes De Mille's "Gold Rush" ballet, introducing three new songs by "My Fair Lady" composers Lerner and Loewe on CBS-TV's

"Seven Lively Arts"; the debut of a new tune and dance tagged "The Bayamo" on the Lucille Ball-Desi Arnaz show February 3; Cole Porter's musical "Aladdin," on CBS-TV; Tab Hunter's "Hans Brinker or the Silver Skates" on CBS-TV; and the "Omnibus" presentation of the operetta "La Perichole" on NBC-TV.

Meanwhile Columbia is readying an original-cast album on "Aladdin," and Dot is lining up an LP waxing for the Hunter show, (February 9, 6:30-8 p.m.) on which the movie star will introduce four new songs by Hugh Martin—"Hello Springtime," "A Job for Me," "Ice" and "Clap, Clap, Clap." Also appearing in the Dot album will be Peggy King, Basil Rathbone, and Jarmila Novotna.

The cast for "Aladdin," which

will be aired February 21, 7:30-9 p.m., includes Sal Mineo, Dennis King, Cyril Ritchard, and Anna Maria Alberghetti. All four stars put in an extra month of rehearsals in order to cut the original-cast album four weeks before the telecast.

The LP was completed last week and will be released early next month. In addition to the above four artists, the original cast album features baritone George Hall and the Ray Charles Choir, with ork under the direction of Robert Emmett Dolan.

RCA Victor is re-releasing the Metropolitan Opera version of "La Perichole," which was released in July, 1957 (with Cyril Ritchard and Patrice Munsel) this month—tied in the package with the "Om-

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Canadian TV Fans Go for Country Beat

TORONTO—Greatest attractions on the TV network of the Canadian Broadcasting Corporation are shows featuring country music. The shows, "Holiday Ranch" and "Country Hoedown," heard weekly, pull more mail, catch the highest ratings and create more demand for tickets than any other TV shows on the network. Both are sponsored.

Both low budgeters, shows capitalize on an element lacking in other CBC offerings—simplicity.

While the CBC-TV generally fails to cater to "that element of rural and metropolitan audiences with a taste for country music," says "Country Hoedown" producer Len Casey, "we give it to them."

Altho "Country Hoedown" depends entirely on country music for its material, "Holiday Ranch" uses 50 per cent country music and the other 50 per cent runs from semi-classical to mambo.

"Holiday Ranch" has the longest

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Zamoski Joins Merc. Distribs

CHICAGO—Mercury Records appointed Joseph M. Zamoski, of Baltimore, as its new distributor for the Baltimore-Washington territory. Zamoski's firm was Columbia's distributor for 25 years until Columbia opened its own branch about a year ago.

The appointment ends a nine-year association between Mercury and Schwartz Bros., a large wholesaler of indie labels. The Mercury label will be the only one carried by Zamoski.

Herb Silverman will manage the line. He formerly was manager of the Columbia department of the Zamoski firm.

Kapp Signs Kate Smith

NEW YORK—Kate Smith—most recently with Capitol—has signed a recording deal with Kapp Records. The deal calls for the veteran canny to cut both singles and LP's for the label.

Miss Smith's first Kapp release will be an LP, tagged "The Fabulous Kate." She will record a group of current pops and standards with three different groups—swing, string ensemble, and full ork—all conducted by Frank Hunter.

The LP will be cut sometime in mid-February, and is scheduled for a late March release. Meanwhile, the singer is sojourning in Miami, where she will originate her daily Mutual deejay show for two weeks.

GILDING THE LILY

Fancier Clothes For '58 Albums

• Continued from page 1

Lads on Broadway," and an upcoming Jill Corey release employ the same dual-cover concept, the theory being that it's worth sacrificing liner notes in some cases if you stand a better chance of display.

According to Neal Fujita, Columbia's art director, "The fancy, special packaging is not a must. It depends entirely on the package, and each set is judged separately for packaging requirements. We always try to stress quality and a good, salable idea," says Fujita, "with the emphasis on simplicity, taste, and directness."

At Decca, it was stated that a special packaging job 1) can give basic importance to a new set in the eyes of distributors and salesmen, and 2) in the case of certain merchandise carrying an increased list price, the higher tag justifies higher priced packaging. An example of this was the release last month of "Music of Court and Countryside," by the New York Pro Musica Antiqua, a one-LP program of mediaeval music. The price on this was \$4.98, a dollar more than the label's standard Gold Label series. From time to time there will be other releases of this sort, it was reported. The whole idea is simply a logical extension of the four-color cover," said a spokesman.

At Victor, the recent Elvis Presley Christmas LP got the folder package treatment, with a special \$4.98 tag. The label has no other new entries of this type, but a spokesman declared emphatically, that officials there are not at all

Indie Exec Off To Coast Meets

NEW YORK—Bill Hill, sales manager for Jose Morand's Fiesta and Pilyuk labels, left for the Coast last week to break the company's new promotion plans.

The exec, who will be cut for two weeks, will acquaint distrib's first-hand with the new set-up involving extra quantity discounts, sale-men's bonuses and prizes, and stepped-up advertising allowances.

At the same time, he will kick off a new series of international albums on Fiesta. Hill also intends to conduct interviews and put on a West Coast representative,

satisfied with current album packaging practice. "We're not standing still at all," he said, "every month we go over a flock of new ideas for packaging, and they are not all limited to the folder, booklet idea either."

Other labels too have their entries in the special package sweepstakes, including Kapp, with its current "Gay Nineties" set, and Liberty with three recent sets by Jerry Colona and his Dixieland band, Johnny Duffy at the organ and Julie London.

Singles Field

In the singles field as well, there is considerable effort being ex-

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Hill Will Hear Anti-ASCAP Member Beefs

WASHINGTON—Hearings on complaints of small music composers and publishers against distribution practices of the American Society of Composers, Authors and Publishers (ASCAP) will be heard by Chairman James Roosevelt (D., Calif.) of Subcommittee No. 5 of the House Small Business Committee. No date has been set for the hearings, but Rep. Roosevelt hopes

to schedule them for early February, he has announced (27).

All information received at the hearings of the subcommittee will be made available to Rep. Emanuel Celler (D., N. Y.), chairman of the House Judiciary Committee so that he may consider "monopoly aspects of the problem," Roosevelt said. The information will also be available to the Department of Justice

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Roulette Bids for 'Hot Summer' Pic Sound Track Rights

NEW YORK—Roulette Records is negotiating to purchase the sound track album rights to the forthcoming 20th Century-Fox movie "The Long Hot Summer." The label's star Jimmy Rodgers warbles the title tune in the picture.

Rodgers, whose current Roulette single spotlights the film title theme, was in Manhattan this week to cut new sides for his next Roulette LP and appear on Ed Sullivan's CBS-TV show.

During his visit to Hollywood this month, Rodgers received several bids from motion picture studios, including M-G-M and 20th Century-Fox. Latter, of course, has already pacted Elvis Presley, Pat Boone and Tommy Sands.

CRITICS' SPOTL'T ON '57 CLASSICAL

NEW YORK—Records in Review, a 340-page book containing more than 900 reviews of classical and semi-classical recordings of 1957, has been published by the Wveth Press, an affiliate of High Fidelity Magazine.

Edited by Joan Griffiths, the book contains the reviews of LP's and tapes released between July 1956 and June 1957, by 32 well-known critics. Works are listed alphabetically by composer and under composers, where necessary, by classification. There is also an index of performers. Price of the book is \$4.95.

Coral-Welk Heart Fund Valentine

NEW YORK—Coral Records is linking up with the American Heart Association and maestro Lawrence Welk in a heavy joint promotion—primarily via jockeys—of American Heart Month—which lasts for the whole of February.

The label and Welk will be active in the "Heart" campaign via Welk's newest Coral album, "With a Song in My Heart." All the tunes, contain the word "heart," and special heart-type packaging has been prepared to tie in with not only the Heart Fund Campaign, but with Valentine's Day Merchandising as well.

A national deejay committee has been set up consisting of more than 700 jocks who've pledged to help in the publicity drive. Each will receive a copy of the Welk album along with suggested script material. Major focus of the promotion will involve an offer from Coral and Welk of a free copy of the album to every child in the country, 18 years old or less, who has undergone heart surgery since last February. Listeners will be asked by participating jocks, thruout Feb-

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DJ MENACE

Chimp Spins A Mean Platter

NEW YORK—Record promotion men better look to their laurels, as the saying goes. Something's afoot—and the sharper ears and gals of the profession have already heard rumors about it.

Briefly, it's KO-KO-MO, the talented chimpanzee on the Dave Carroway show. KO-KO-MO is being trained to plug records. Since RCA Victor issued "Good Morning, Mr. KO-KO-MO" on the Bluebird label, the chimp's hambone quotient has risen.

With the connivance of his trainer Nick Corrado—and at the urging of Victor publicists Jerry Thorp and Anne Fulchano—the chimp is learning to crank an old-

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Urania Label Signs London Philharmonic

NEW YORK—Urania Records has signed the London Philharmonic Orchestra to a long term contract. Sieg Bart, president of the classical diskery, parted the London unit while on his recent trip to Europe. The firm expects to release six LP's with the London Philharmonic during the year.

In addition to signing the orchestra, Bart also recorded 12 classical LP's in Europe. These, according to Bart will form the basis of the label's new classical releases for the first half of 1958. The first release with the London Philharmonic both on LP and stereo tape, will be in April, under the baton of Sir Eugene Goossens, conducting Mendelssohn's Fourth and Fifth Symphonies.

Mendelsohn Exits De Luxe For Arrow

NEW YORK—Fred Mendelsohn, a.&r. exec recently with De Luxe Records, King subsidiary, has left that affiliation to become general manager of Arrow Records. Mendelsohn has acquired a financial interest in the firm.

Mendelsohn will continue to do a.&r. in addition to other functions. In several weeks he takes a cross-country trek to consolidate the firm's distrib setup.

On De Luxe Mendelsohn had hits with artists Annie Laurie and Donnie Elbert.

He is rushing three Arrow disks by blues singer Freddy Scott, the Kelly Owens combo and the Chimes, vocal group.

Four Vet Pubbery Experts Shift to New Pastures

NEW YORK—Four veteran music publishing men shifted firms this month. Benny Ross joined Southern-Peer, Doc Berger moved to Arthur Music (Edward Kassner and Artie Mogull's new company) and Charlie Ross was appointed professional manager of Johnny Marks' St. Nicholas Music. Ralph Staz was named editor-in-chief of G. Roccardi & Company.

Ross worked for Southern some years ago and more recently served as general professional manager of the Dorsey firms. In his new post he will serve as manager of international repertoire for Southern—handling all the firm's Latin American and European material.

Berger, who was with Leeds Music for many years, will serve as recording promotion manager for Arthur. Ross, formerly professional manager for Jefferson Barton and Paramount Music, will concentrate on securing rock and roll and rhythm and blues material for Marks, as well as promoting the firm's pop and country catalogs.

Satz formerly served as director of standard publication for both Leeds and Chappell and more recently acted as editorial consultant for a group of music publishers. He has also acted as treasurer of the Music Publishers Association and as an executive board member of the Music Industry Council.



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THE TWO R'S FOR SPRING SEMESTER SALES!

Rock and Roll on...



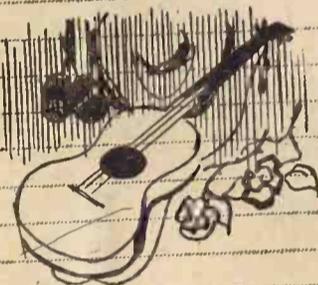
THE BLOSSOMS
with Eddie Beal's Music
LITTLE LOUIE
HAVE FAITH IN ME
RECORD NO. 3878



SAMMY HAGAN
and the **VISCOUNTS**
TAIL LIGHT
SNUGGLE BUNNY
RECORD NO. 3885



JIM DALE
with Ron Goodwin's Music
BE MY GIRL
YOU SHOULDN'T DO THAT
RECORD NO. 3886



THE RIO ROCKERS
MEXICALI BABY
MEXICAN ROCK 'N' ROLL
RECORD NO. 3884



JERRY REED
TOO YOUNG TO BE BLUE
BESSIE BABY
RECORD NO. 3882

Plus three new LUSH INSTRUMENTALS!

NELSON RIDDLE
and His Orchestra
I'M GETTIN'
SENTIMENTAL OVER YOU
THE GIRL MOST LIKELY
From the RKO Picture
"The Girl Most Likely"
RECORD NO. 3877

LES BAXTER
And His Orchestra
LOVE THEME FROM
A FAREWELL TO ARMS
From the David O. Selznick
Cinemascope Production, "A Farewell To Arms"
DANCE FROM
BONJOUR TRISTESSE
From the Otto Preminger Production
"Bonjour Tristesse"
RECORD NO. 3887

SEMPRINI
and His Orchestra
DESTINY THEME
INVITATION WALTZ
RECORD NO. 3880

MUSIC AS WRITTEN

New York

The Rhodes Ballroom on the Pawtuxet, near Providence, R. I., has lined up George Hamilton IV for February 8 and the Diamonds for February 15, with such names as Jerry Vale, the Glenn Miller ork, and the Lester Lanin ork to follow.

The Rover Boys, Vik artists, opened for six weeks on Thursday (23) at the Versailles in Miami. . . . Judy Scott now at the Lotus Club in Washington. . . . The Four Voices play the Copa Club in Pittsburgh for a week beginning Janu-

Dixie Label Puts Focus on Rock 'n' Roll

MADISON, Tenn.—Don Pierce and Pappy Daily, of Starday Records, with headquarters here, have formed Dixie Records as a new label to be handled thru the Starday organization.

Dixie will specialize in rock 'n' roll, with its first release, new in the works, introducing Benny Jay, of Plant City, Fla., singing two of his own compositions, "Steady With Betty" and "Spin the Bottle."

Another Dixie artist is Doug Bragg, of Fort Worth, whose initial release, "Red Rover" b.v. "Lovin' on My Mind," is due out February 1. Pierce and Daily report that sales of the new label will be made to Mercury distributors thruout the South. Starday will continue to specialize on country and western tunes.

ary 27. . . . Teddi King will appear on the Jack Parr show over NBC-TV twice this week. . . . Nesuhi Ertegun, Atlantic jazz producer-director, finally found a buyer for that Jaguar. He won't tell who, yet.

Erroll Garner, back in the United States after his European trek, appeared on the Percy Faith radio show on CBS Sunday (26). He appears this week at a concert at Boston Symphony Hall (31) and at the University of Massachusetts on February 2nd. . . . Riverside Records' artist Bob Gibson, continues on the Arthur Godfrey TV show next week and then heads for Chicago for his 53d appearance on the National Barn Dance on February 1. . . . Morgana King, who opened at the Bon Soir in New York for a week on December 3 has been extended again until February 23. She then starts an engagement at Mr Kelley's in Chicago.

Impresario Max Gordon started a series of Sunday night poetry and jazz sessions at the Village Vanguard in New York last night (26). Under the guidance of Charles Mingus Jazz Workshop, poetry was read by actor Melvin Stewart, backed by the Mingus combo. . . . European pubber Ray Ventura in New York this week looking after his film music interests, in such diverse flickers as "Bonjour Tristesse," "Gervaise" and "And God Created Woman," along with Sascha Distel, well-known European guitarist and a Ventura associate in his European publishing firms and Rayven Music here. . . . Jerry Lieber and Mike Stoller, record producers for Atlantic and RCA Victor, back in New York this week after a week on the Coast cutting Elvis Presley sides.

Henderson Features New Fem Group . . .

The Shirelles, a new vocal group composed of four youngsters from Passaic, N. J. were featured on Jocko Henderson's new TV seg over WATV, Newark, N. J. this week. The gals sang the tunes on their new Tiara Record, "I Met Him on a Sunday" and "I Want You to Be My Boy First."

Stan Cooper Orgs Own Publishing Firms . . .

Stan Cooper started his own music publishing firms this week. Cooper, formerly general manager of the Fred Fisher music publishing firms, will also manage singer-writer Paul Evans, RCA Victor artist. Previous to his work with Fisher Music, Cooper was with both Barton Music and the Redd Evans publishing firms

Bootleg Suit

• Continued from page 16

In its suit ABC-Paramount stated that it had bought the master of the Royal Teens' recording of "Short Shorts" from Power Records, owned by Leo Rogers and Lee Silvers, on January 2 (see separate story). In the affidavit, Sam Clark, president of ABC-Paramount stated that he was informed by Bill Buchanan on January 8 that he had learned from the Progressive Label Company that the defendants had ordered labels made with the tune "Short Shorts" and the name the Royal Teens on it. He further investigated and ascertained that the defendants had asked a pressing plant to press records for them.

A call by Clark to Goodman's office, according to the affidavit, was answered by an S. Arky who "admitted he knew from conversations that they were prepared to bootleg" the disks. Clark further

'Anything Doesn't Go,' Chants FBI

NEW YORK — The fake song book racket cropped up this week after a considerable hiatus, with news of the arrest of Irving Epstein, a piano and accordion player of this city, who was charged with infringement of the copyrighted song, "Anything Goes," from the musical show of the same name.

Epstein was arrested at his pad at 311 West 70th Street here and specifically he is charged with copyright infringement in connection with the sale and distribution of an illicit song book, known to professional musicians variously as the "Fake Song Book," the "Black Book of Song," the "Music Bible," and "Over 1,000 Songs." Music and lyrics for "Anything Goes," were included in the book.

The illegal song book, which has reportedly had wide distribution in this area, is said to consist of a volume of words and music of over 1,000 separate well-known foxtrots, show tunes, waltzes, classical and semi classical songs, etc. FBI Special Agent Edward J. Powers, who made the arrest, said that Epstein is charged with violation of Title 17, U. S. Code, Section 104 of the Federal Copyright Law. Conviction could mean a penalty of not more than \$1,000. Arraigned Thursday (23) before U. S. Commissioner Earle N. Bishop, Epstein was released in \$500 bail for Grand Jury action.

Disks Snare Extra Coin For Combos

DENVER — Small combos and regional semi-name bands are picking up some extra cash and more side-spread recognition for their activities in the recording field, and the distribution of the disks bolster nitery attendance.

Jazz combos in the area have cut more than two dozen sides this fall and winter and the records are distributed thru local retail outlets as well as the various clubs where the groups are appearing.

One of the most successful in such an undertaking is the Ernie, Mac and Bill trio, now in it's third year at the plush Matchless Restaurant, which has cut it's third waxing under the "Matchless" label. The clientele is predominantly upper income or conventionaires and the recordings of several old standards along with a few current hits go over big. In addition to being on sale at most of the larger local retail outlets, the disks are prominently displayed in an attractive counter display at the cashier's stand at the Matchless Restaurant so patrons may pick up one or two of the records as they leave.

The Taylor Four, headed by Al Fike has used the same type of sales gimmick for their recordings at Taylor's West Side supery but has also added candy, liquor and gifts packaged with the "Taylor Four" label.

discovered that the defendants had already advised distributors that they were in a position to supply large quantities of the "Short Shorts" record.

ABC-Paramount in its suit charges wrongful interference on the part of the defendants, unfair competition and asks for damages and an accounting. They obtained a show cause order which seeks an injunction against the defendant to stop them from pressing and selling records of "Short Shorts" to distributors.

Most Recorded B'dway Musical

NEW YORK—Frank Music has lined up eight albums to date on Meredith Willson's new smash hit musical "The Music Man," and more than 13 singles — a record number of packages for a Broadway show score.

Line-up includes Capitol's original-cast package, and three other Capitol LP's — an instrumental package by Meredith Willson; a dance version, featuring the orchestras of Glenn Gray, Freddy Martin, Guy Lombardo, and Pee Wee Hunt, and a fourth by Fred Waring Ork and Chorus. The original-cast album is also available on stereo tape, marking the first time a stereo tape version has been cut simultaneously with the recording of an original-cast Broadway LP.

Other "Music Man" LP's are a jazz treatment by Jimmy Giuffre on Atlantic, a Dixieland version by Jimmy McPartland on Epic; Stan Freeman treatment on Columbia and a symphonic orchestral impression on Camden.

Among the latest waxings of "Music Man" tunes on singles are Arthur Godfrey's "76 Trombones" and "Marian the Librarian," Stan Freberg's "Ya Got Trouble" and "Gary, Indiana," and three other versions of "76 Trombones" — by Dave Terry, Jonah Jones, and Hug and Luigi (see story elsewhere in this issue).

Meanwhile, Herb Eisman (vice-president - general manager of Frank Music and its affiliated firms — Frank Productions, etc.) reports practically every studio in Hollywood has put in a bid for film rights to the show.

Merc Putting Celeb Series In Production

CHICAGO—Mercury is coupling some of its all-time hits back to back in a new "Celebrity Series," bearing a distinctive red and black label, and the company announced a merchandising campaign to launch it.

The series had originally been announced about a year ago, but it was shelved until now.

Some of the couplings are Patti Page's "Tennessee Waltz" and "With My Eyes Wide Open"; the Harmonicats' "Peg o' My Heart" and "Charmaine"; Jan August's "Miserlou" and "Malaguena"; Eddy Howard's "To Each His Own" and "Sin"; Ralph Marterie's "Caravan" and "Pretend"; Richard Hayman's "Ruby" and "Dansero," and Buddy Morrow's "Night Train" and "Mint Julep."

A dealer ordering 100 Celebrity Series records will be given an 18 by 14-inch display rack, standing 14 inches high. The rack will include space for current hits under the banner "Popular Favorites." Indexed divider cards also will be furnished.

Band TV Show Student Host

HOLLYWOOD—The new Stan Kenton teleshow, beamed from the band leader's Rendezvous Ballroom in Balboa, will host the student bodies of Southern California colleges and universities.

Show premiered via KTTV here last week, with students and faculty members of Orange Coast College in attendance. NBC's "Monitor" is also airing Kenton's "Concerts on the Pacific" on Sunday afternoons, latter devoted mainly to experiments in modern music and special presentations of Kenton arrangements.

Canada's CFRS 1st to Adopt Automation

TORONTO—First radio station in Canada to adopt the Seeburg background music unit to provide automation is CFRS, Simcoe, Ont.

Idea behind the purchase of the unit, said Ted Fielder, general manager of the station, is to allow the announcer-operator more freedom in making his announcements. "In a small town," said Fielder, "the announcer must concentrate more on what he says than on what he does, such as looking after the controls."

The station, being small, requires as much automation as possible says Fielder.

There is considerable time saved, Fielder added, in that the operator doesn't have to cue each record. The records are stacked in the library unit, and each time the operator wants a record, he flips a key in front of him.

The unit is capable of producing 10 hours of steady music.

Fielder said the unit has accomplished the purpose for which it was purchased.

Another aspect of the library unit, is that it eliminates wov in playing a record, said Fielder.

Altho the station hasn't adopted the system, it is possible to insert a relay control-pre-tape the programs, and let the whole program go on automatically.

"The system allows us to give better radio programming to our listeners. Our announcer-operators spend a lot more time on what they say than on what they do," said Fielder. "This is important in a local radio operation."

Addison to Bow 43 Harm. LP's

TORONTO—Addison's will release 43 LP's of the Harmony label, the low price Columbia releases. Addison's are Canadian distributors for Columbia.

The records will retail for \$2.98, a dollar more than in the U. S.

Emphasis in the sales of this label will be placed on chain stores and racks as well as the regular outlets.

The campaign for the sale of the records will be backed by a national advertising campaign in newspapers in conjunction with the release.

The distributors report considerable back orders of the records even before their release.

FROM SWEDEN

The Captivating

SWEDISH POLKA

• Ron Goodwin on CAPITOL
• Gene Wisniewski on DANA

MILLS MUSIC, INC.

Love Theme From

A FAREWELL TO ARMS

A David O. Selznick CinemaScope Production

LEO FEIST, INC.

WAKE UP JOCK WITH IDEAS!

Young man with thoughts who can format a morning program that is bright, lively. Must think in terms of sounds. Wants to join hot organization in lovely, picturesque community. Station reaches area of 1 million people. If you want to live well, enjoy radio, send 1/2-hour tape indicating music. Also background and photo. We're hot! Number 11 Are you? Reply:

PROGRAM DIRECTOR

Box 135, The Billboard

1564 Broadway, New York City 36

"NOW"

Gordon MacRae—Capitol 3864

"EVER SINCE I MET LUCY"

Nick Todd—DOT 15688

Mark Stone—KAPP 205

BOURNE—ABC MUSIC

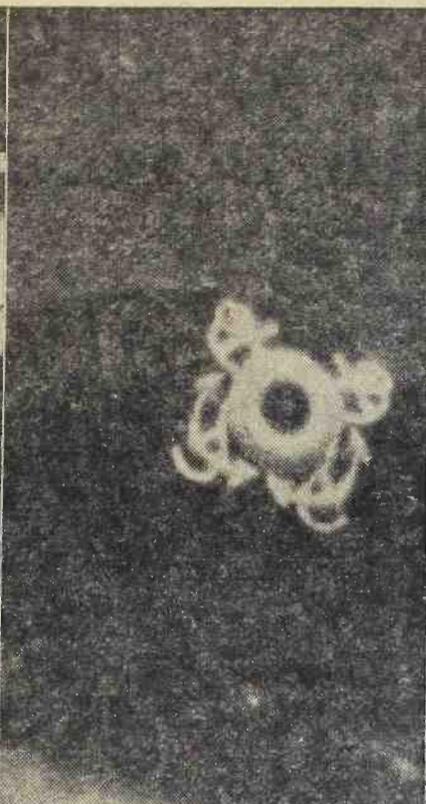
136 West 52 St. New York 19

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

'KATSUMI LOVE THEME'

Morton Gould RCA Victor
Percy Faith Columbia
Leroy Holmes MGM
Frank Chalkfield London

M. WITMARK & SONS



1
CUGAT

2
CUGAT

3
CUGAT

THE SURE-FIRE HITS ARE ON

COLUMBIA RECORDS

1 LEARNING is Xavier Cugat's new single which he will introduce on the Patti Page Show on January 29. Vocal by Bob Carroll. Flip is DENGOZA which comes from his new album "Cugat Cavalcade." 4-41109

2 BREAD, LOVE AND CHA CHA CHA is Cugat's current best-selling album. Includes: Frenesi • Suavecito • Very, Very Satisfied • Whatever Lola Wants • Penthouse Mambo • La paloma • Maria la O • Coco seco • The Banana Boat Song • Mi musica es para ti • April in Portugal. CL 1016

3 CUGAT CAVALCADE, Cugie's newest album will be released the first week in March. It includes such greats as: Brazil • Besame mucho • What a Diff'rence a Day Made • My Shawl • La cumparsita • Tico-Tico • Orchids in the Moonlight • Yours • Miami Beach Rhumba • Jalousie • Guitara Romana • Dengoza. CL 1094

A DIVISION OF CBS
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"CBS" T. M.

THE BILLBOARD'S WEEKLY

Record & Equipment Merchandising News & Sales Tips

News and Notes

90 DAY TV GUARANTEE: The new RCA Victor "Flight-Line" portable television sets are being offered with a 90-day parts and labor warranty. The plan covers all new sales of RCA portables with 14, 17 and 21-inch picture tubes. Use of dealer's own facilities, outside service organization or RCA service is optional under the plan. The firm stresses that the plan is offered only because of the low average rate of service required on the new RCA portables.

Sylvania has a new Detroit distributor for their radio and

television division. They have appointed the Peninsular Distributing Company of 3146 East Jefferson Ave. The distributing company is headed by J. H. Ryall, vicepres and general manager J. V. Darby is vicepres in charge of sales.

NEW FACTORY REP: Barney Edwards, former sales manager of Recoton Corporation, is entering the manufacturer's rep field. He has formed Edwards Associates and will cover the Metropolitan New York and Northern New Jersey areas. Well known to the trade, Edwards will be calling on parts distributors and hi-fi accounts with a limited number of quality hi-fi lines.

Toy Distributors, Inc., Massachusetts rack-jobber has appointed a new singles buyer, David Mercier. Lawrence Gordon will continue as buyer of albums and kiddie records. The firm now services about 600 locations.

TEXAS DISTRIBUTOR: The Shield Company, Inc. (1010 Macon Street, Fort Worth, Tex.) will distribute Sylvania TV sets, radio and hi-fi instruments in the Fort Worth-Dallas area. President of the distribution firm is Mrs. W. W. Slaughter and Robert T. Oldham is general sales manager. The company has been in business for 32 years and it handles about 600 dealers in the area.

Sears, Roebuck and Company has bought 50 per cent of the stock of the Warwick Manufacturing Company. The company manufactures electronic equipment, including the Sears Silvertone line of television sets, radio, hi-fi equipment and tape recorders. The company will continue as a major supplier to Sears and will expand its business into other distribution areas.

ELECTRONICS UPTREND: Frank Folsom, Board Chairman of RCA, predicts that the electronics industry will double its present \$12 billion volume within seven years. Industrial uses will be responsible for the rapid rise, says Folsom. Growth, he says, would also be centered in two other main areas—color television and national defense.

What will proposed government defense spending mean to the retail trade? Best information is that any effect will depend upon how fast the government plans get underway. It's estimated that this sales and business hypo will not come before mid-year.

Does Better Job

Bill Currie (Bill's Record Shop, Jackson, Tenn.) writes: "Rack-jobbing will eventually run the small dealer like myself out of business if something isn't done to curb this. Don't the manufacturers and distributors realize this? And don't they realize that the record dealer is the backbone of the industry?"

"A dealer like myself can always do a better job of promoting and selling records than any grocer or druggist."

"Altho I have only been in business a little over two years, I believe I know more of what the public wants than any businessman who simply has records in his store for just another sideline."

"Maybe if enough of us holler loud and long enough somebody will wake up."

Looks for Sidelines

Sandy (Sandy's Song Shop, Greencastle, Ind.) writes: "I have a record shop. I sell only records. But when I go to the food markets, the drugstores—then I find records with everything but

(Continued on page 24)

TWO CHANNEL SALES AID

Freedman Unit Simplifies Stereo Demo and Display

- The Charlevoix, Michigan, firm keeps up with the latest trend by adding a "Stereo Center" to its line
- Simplicity of operation, re-recorded tape display are features of the new fixture

By RALPH FREAS

"What am I going to do about stereophonic tape?" "How am I going to stock it?" "How will I display it?" "How can I demonstrate it effectively?"

These are some of the questions dealers have been asking themselves for a long time. The number of dealers who faced these problems multiplied last fall when the number of monthly recorded tape releases was swollen by the entrance of important major diskeries into the field. Gordon Freedman's new "Stereo Center" fixture offers a ready solution to their problem.

Serves Two Purposes

The Freedman-Arcraft fixtures need no introduction to record dealers. The firm has specialized in creating displays and merchandising racks for the record retail trade. The Freedman firm watches new developments and tries to anticipate dealer needs.

The Freedman "Stereo Center" was designed to serve two purposes; to demonstrate stereo sound and to provide point-of-sale self-service of tapes. The firm set out to make a unit that would be attractive, compact and able to function as a complete unit. It should also be equally attractive to the tape neophyte and the hi-fi enthusiast as well.

The Ladies Considered

In designing the unit, the firm was conscious of the fact that women customers in particular need to be educated toward tape. For that reason, the tape player (or deck) was located right in the center where the woman customer could see the ease with which the tape is threaded. By reason of its being in the center, the tape player is accessible to customer and clerk alike. The single knob volume control is also right where

the clerk or customer can regulate it.

Actually the volume control is arranged so as to be able to be regulated by the clerk with the left hand. This leaves the right hand free to point out the features of the player being demonstrated or to handle the recorded tape boxes on display. The single knob control has another purpose. It underscores the simplicity with which a stereo tape unit can be controlled. For that reason, it is in plain view of the customer.

Captive Customer

In thinking thru the problem of creating the most useful kind of demonstration unit, Freedman reasoned this way. If the customer can be induced to stand between the speakers for a demonstration, the chances are slim that he will move away while the demonstration is going on. What will this "captive customer" do? He will browse thru the recorded tapes that are conveniently located within reach.

Notice that a browser section for recorded tapes is designed into the center section. If the shelves to the side of the center section are used to demonstrate tape machines, then the entire center section can be used for browsing. Removable lids are provided so that either the front center section or the entire center section may be used for browsing.

With lids removed the center section is broken up into four individual browsers. The entire section holds about 40 boxes.

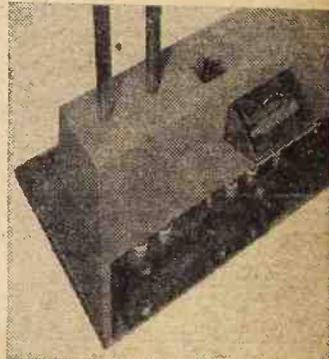
Unit Is Flexible

The Stereo Center was devised with the thought in mind that it should be a flexible unit that could be accommodated in various types of stores. A dealer can start out with a basic unit that is 52

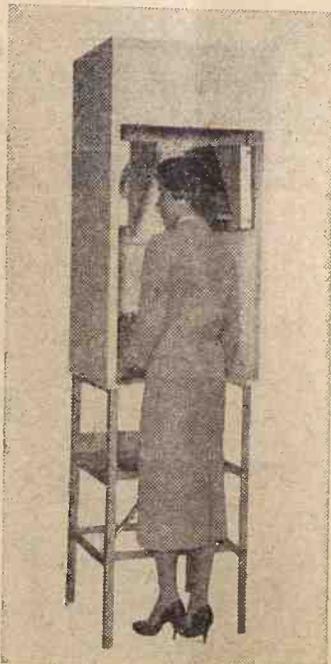
inches wide, for instance, and expand it by using either the racks which are provided to be set on the floor at each end of the base unit, or by using the standard Freedman - Arcraft (Continued on page 24)



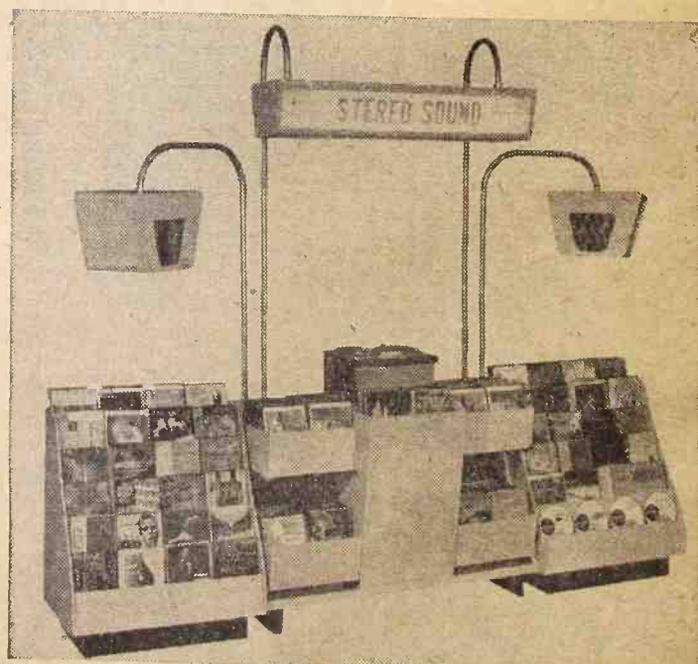
Women customers will be impressed with ease of threading tape player and operation of unit. For that reason, player is located front and center of the unit. Women are believed to be less keen about tape than the opposite sex.



After the unit is set, only one control is used—a volume control. Other adjustments may be made to amplifier, but the single volume control is the only one in evidence on top of display. It may be operated by either the clerk or the customer.



A store with limited space could set up the stereo demonstrator like that above. Two speakers are mounted at ear level. Player is one shelf in front of customer. Volume is held to a minimum.



Flexibility is an important element of the Stereo Center. Speakers are on metal supports that swivel. They can be swung around to provide intimate demonstration for a single customer or swung back fully to provide equally good demo for a group. The 51-inch central unit can be expanded with the addition of browsers on either side. Customer can browse thru tapes while listening to demo.

COMING FEBRUARY 17

ANOTHER TAPE SPOTLIGHT ISSUE

with vital information for dealers, distributors and manufacturers on this new medium for sound.



the Voice of Music



V-M / Model
1260
4-Speed Phono

THE PORTABLE THAT'S 4 WAYS B-I-G!

- **BIG** STYLE
- **BIG** SOUND
- **BIG** VALUE
- **BIG** IN SALES VOLUME

Here's the automatic portable that everybody wants! V-M 'Super-Fidelis' plays all four speeds—all record sizes. Siesta-Matic means the utmost in convenience . . . automatically shuts off everything after last record plays and protects the high-fidelity changer. Beautiful in reddish-buff and white leatherette.

JUST ONE OF THE PACKED-WITH-PROFIT PRODUCTS OF V-M!

SELL ONE — SELL ALL — SELL UP AND PROFIT WITH V-M!

CALL YOUR V-M DISTRIBUTOR TODAY!

Just
\$54.95*

*Slightly higher in the West.

the **Voice**  of **Music**®

V-M CORPORATION

BENTON HARBOR, MICHIGAN

World Famous For The Finest in Tape Recorders, Phonographs and Record Changers

Book Gives Hints To Hi-Fi Buyer

A science hobbyist magazine offered its readers hints on buying packaged high fidelity units in a recent issue. Dealers might expect that some of the magazine's readers will follow the magazine's advice.

The book, Popular Science Monthly, makes the easy-to-accept claim that quality is proportionate to price where packaged hi-fi sets are concerned. They also claim that packaged hi-fi

represents a series of compromises. For example, they state, a really top-grade speaker system requires too large a cabinet to fit into a hi-fi set.

Here are some of the buying hints the publication offered its readers:

"Make sure that the cabinet is solidly constructed. Speaker performance is improved by every additional eighth-inch of panel thickness.

Try to find out who made the component parts. Many sets have components with familiar brand names.

Turn on the set, let it warm up and turn the volume on full before putting a record on. If there is a loud hum, the set is defective and not high fidelity.

Don't put the record on yet. Move the pickup arm back and forth thru the full arc. The hum should remain low for every position of the arm.

After putting the record on, listen for rumble in the grooves before the music starts. There should be no rumble.

Play a record with slow piano
(Continued on page 24)

Capitol Offers Classics Display

If you're a typical dealer, you're not selling as many classical disks as you would like. Capitol, among the other major firms, realizes this and offers aid via a new "FDS Floor Merchandiser."

Waist-high on the display is a table area with a complete catalog. The catalog lists albums both by artist name and by type of music. The catalog will sell only Capitol classics since the pages are locked to the binder. A lock

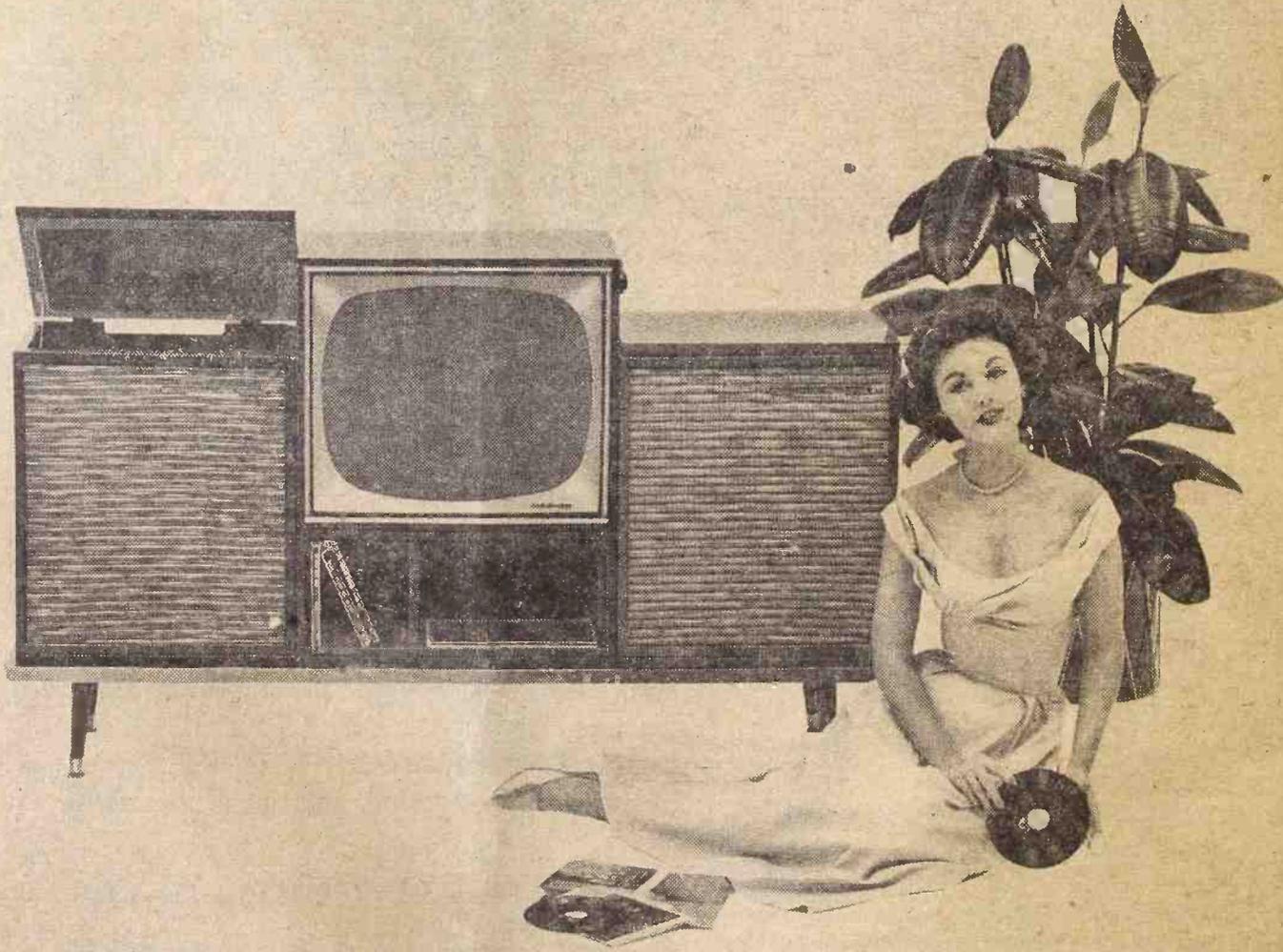
and key are provided with each unit. The "New FDS Releases" browser card for each month will be punched for easy insertion into the binder.

The unit is easy to assemble. Only four screws are needed to set it up. Two small pockets on each side of the catalog hold classical supplements.

The header board features the FDS symbol which Capitol is promoting.
(Continued on page 24)

RCA Victor announces a dramatic new concept in high fidelity merchandising

THE "ADD-ON" HOME



Matching High Fidelity and TV can be arranged countless ways. Record Player (HFP) \$169.95 — Auxiliary Speaker (HFA) \$69.95 — Record Cabinet (HFR) \$26.95 — TV (21T820) \$209.95* — Choice of Stands (STD2, STD3) \$17.95 and \$24.95.

5 new, highly styled modular units that can be sold all at once or one piece at a time. They're planned, priced and promoted to help you increase retail traffic, create customer interest, boost sales and profits!

HOW'RE YOU GOING TO KEEP THEM OUT OF YOUR STORE — once this news gets out!

Here is matched high fidelity and TV at prices that offer unheard of values. And the pieces can be bought in countless combinations and arranged the way your customers want!

The whole Home Entertainment Center includes: 4-speed High Fidelity "Victrola," auxiliary high fidelity speaker, roomy record storage cabinet, plus a choice of gold complementary benches. And an RCA Victor TV with 262 sq. in. viewable area can even be added to complete a versatile home entertainment center.

FRONTIER DAYS

Corralin' Sales Wild West Style

By BOB LATIMER

DENVER — Want to triple the sale of Western records in a single week? Then, stage a "Frontier Days" all your own, advises Paul Marsolek, owner of Marsolek's big record dealership in East Denver here.

Each fall for the past five years, Marsolek's has put on a

"Frontier Days" stunt which is a real eye-opener. During the week, his eight employees, men and women alike, report for duty in Western costumes, including leather skirts, chaps, blue jeans, cowboy boots, vests, and 10-gallon hats. Across the store front goes a series of split logs, spaced between the windows to give a "rustic saloon" appearance.

During the entire week, loud speakers over the store entrance play nothing but Western music, alternating favorite ballads with newcomers on the Country-Western Hit Parade.

In the window is a "corral" which features a roundup of Western music, showing a dozen record selections penned in with rustic fence, constructed of pine boughs. Last year, Mrs. Marsolek baked a 2x1x1 foot cake, which was likewise given a corral treatment with a miniature rail fence around the top, in which plastic horses, cows, and cowboys were cavorting.

Timing the promotion to coin-

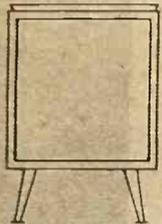
cide with the famous Frontier Days rodeo roundup in nearby Cheyenne, Wyo., the Denver record dealer uses daily display-type newspaper ads to announce his own Frontier Days, offers a variety of specials on records, players, pre-recorded tape, and other items to insure traffic. Merely the twang of Western music thru the day on heavily traveled East Colfax Avenue is enough to create attention.

Benefits Are Large

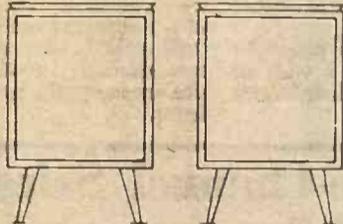
Net results, following the end of the week, invariably show total volume up by 300 per cent or more, with the majority of the extra sales in Western singles and albums. From time to time, Mar-

solek's has planned to present a hillbilly favorite singer, broadcasting live from the store, but this hasn't worked out as yet, inasmuch as there is heavy competition during Frontier Days for such services.

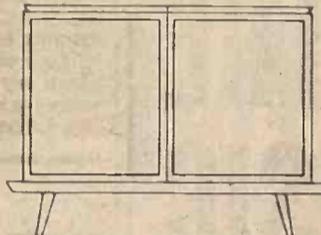
Oddly enough, the Colorado record dealer has made some of his most profitable big-ticket sales of players, combinations, television sets, tape recorders and the like during this week, even tho no merchandising emphasis has been placed upon them. "Traffic is the only answer," Marsolek summed up.



High Fidelity "Victrola" alone. \$169.95.

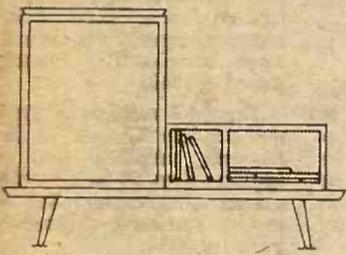


High Fidelity "Victrola" with Auxiliary Speaker. \$239.90.

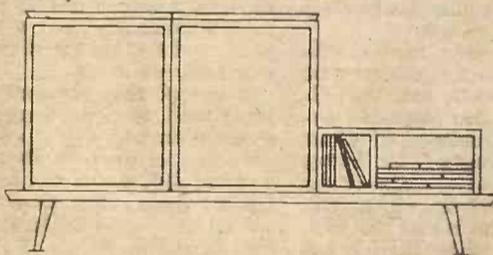


High Fidelity "Victrola" with Auxiliary Speaker on 2-unit stand. \$257.85.

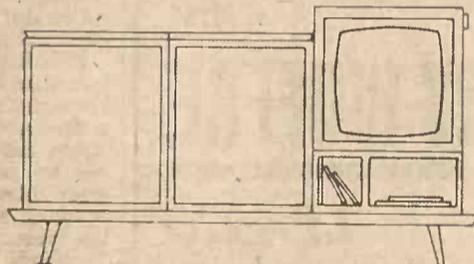
ENTERTAINMENT CENTER



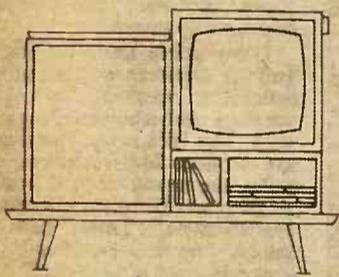
High Fidelity "Victrola" with Record Cabinet on 2-unit stand. \$214.85.



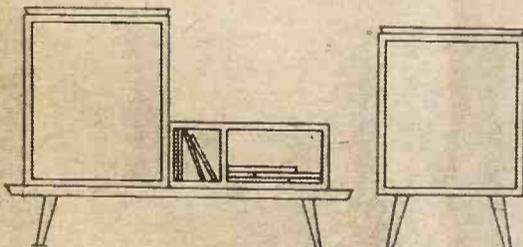
High Fidelity "Victrola" with Auxiliary Speaker, Record Cabinet on 3-unit stand. \$291.80.



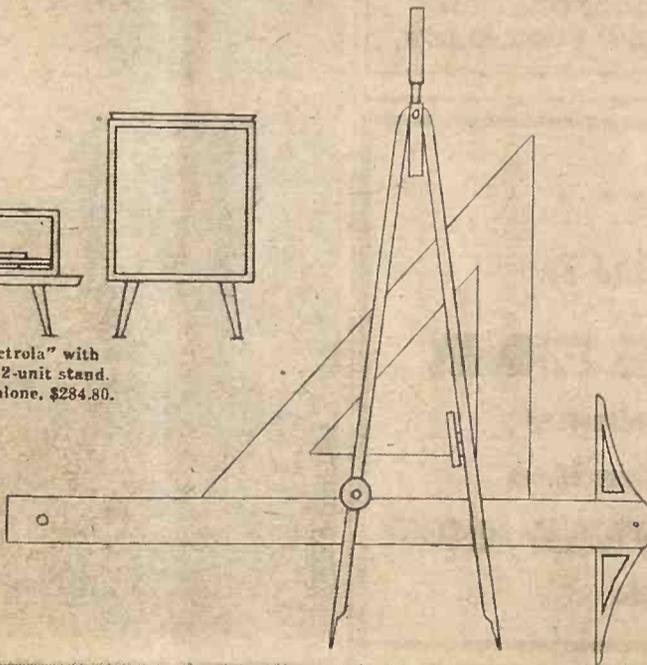
High Fidelity "Victrola" with Auxiliary Speaker, Record Cabinet, TV on 3-unit stand. \$501.75.



High Fidelity "Victrola" with Record Cabinet, TV on 2-unit stand. \$424.80.



High Fidelity "Victrola" with Record Cabinet on 2-unit stand. Auxiliary Speaker alone. \$284.80.



Model HFP "Victrola" features 4-speed "Floating Action" changer, 3-speaker Panoramic Sound System, Stereo Switch.
Model HFA Auxiliary Speaker unit features three separate speakers for high, medium, and low range frequencies.

The combination shown above is nationally advertised at only \$501.75. Countless other combinations can be sold, starting from \$169.95. All pieces (except stands) are available in ebony; or mahogany-, oak-, and walnut-grained finish.
Combination sales offer plenty of opportunities for extra profit. And remember, this exciting promotion will permit you to advertise high fidelity . . . display high fidelity . . . and sell up to big-ticket high fidelity merchandise.

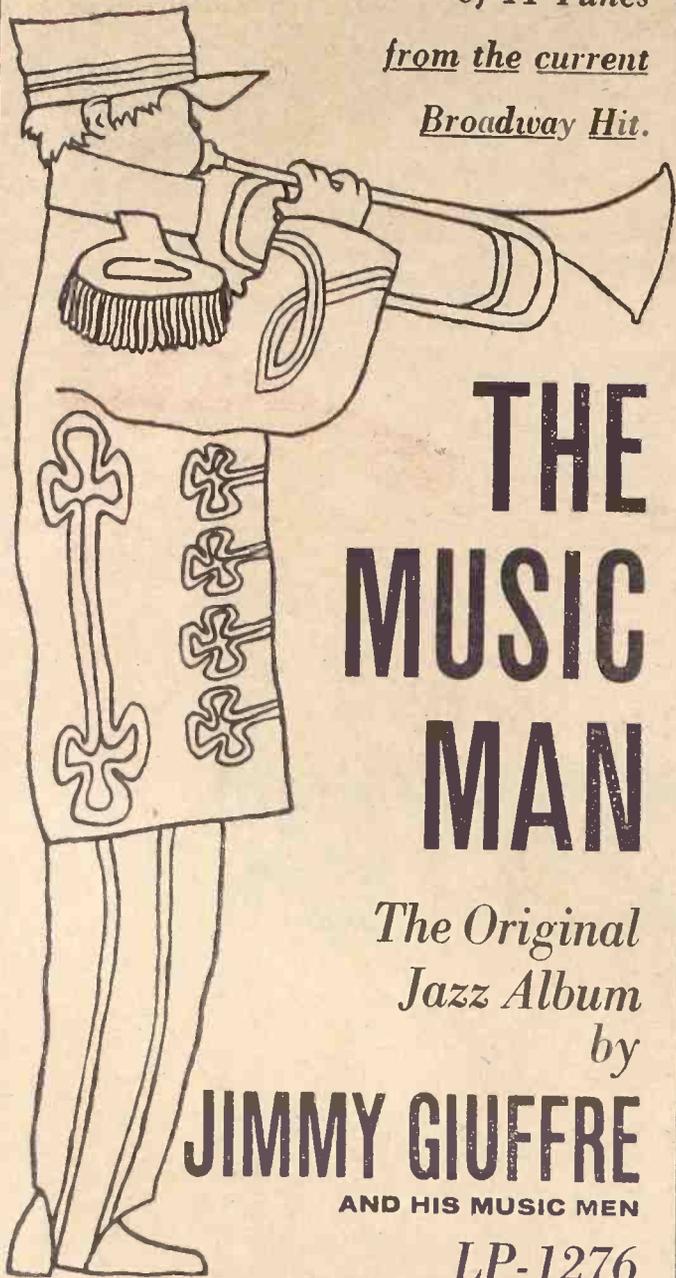
Plan to have your RCA Victor "Add-on" Home Entertainment

Center merchandise on display when national advertising breaks in the February issue of Better Homes & Gardens, and on the Perry Como Show (NBC coast to coast) Feb. 8th. Your RCA Victor distributor is ready to help you. Call or wire him today!



Mfr's nat'l adv'd list prices shown, subject to change. Suggest RCA Victor "New Orthophonic" High Fidelity recordings. *RCA trademark for record players. *Mahogany or oak—VHF (VHF optional extra), prices slightly higher far West and South.

*Jazz Interpretations
of 11 Tunes
from the current
Broadway Hit.*



THE MUSIC MAN

*The Original
Jazz Album
by*

JIMMY GIUFFRE

AND HIS MUSIC MEN

LP-1276

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

Somebody goofed . . .

Congratulations to

ATLANTIC RECORDING COMPANY

on their 10th Anniversary

Best Wishes for Many More

MONARCH RECORD MANUFACTURING COMPANY

Nate & Nate

"SYNCOATED SADIE"
IRVING FIELDS
TRIO and Orchestra
MARK-112

Representation: INDEPENDENT ARTISTS CORP.

1619 Broadway

New York 19, N. Y.

Our Readers Write Us—

• Continued from page 20

what they should be classed with.

"We push our records. We talk up our hits—and, bang!—who sells them on our hard work.

"I guess doctors are the only ones who haven't tried to horn in on everything.

"If we are to have a record shop, let's have one—not a one-stop joint.

"I wonder what side-lines we could put in."

Don Marshall (Marshall's Record Center, Bayonne, N. J.) writes: "The holidays are gone and there's time for expressing thanks—if belatedly—to those nice people who have helped make this past Christmas the most outstanding for us.

"Tops on our list of people to whom my wife and I wish to express gratitude for their help is The Billboard.

"We both want to thank you for the swell Christmas story ("Christmas Card Stunt Pays Off"—The Billboard, Dec. 9) and the follow-up and for your nice comments as well as the picture of our Christmas card both times. The glow of pleasure we receive every time we read them will stay with us for a long time."

The Don Marshall story was one of the best-received stories of the year. Many dealers profited from the account of how he promoted disk sales among teenagers in his area.

If you're a dealer and you have had a similar success with another type of promotion, tell The Billboard about it. We'll have one of our reporters call on you and we'll publish your story in this merchandising section. Other dealers can profit by your experience.

Two-Channel Sales Aid

• Continued from page 20

browsers which were designed for 45 r.p.m. albums but are just as effective with tape boxes.

Freedman makes the suggestion to manufacturers of recorded tape—and the point is well made—that they should print the album identification on the edge of the tape boxes so that when the box is in the browser the printed matter faces up. It makes browsing and selection a lot easier for the customer. The boxes of 45 r.p.m. albums were printed in the wrong manner several years ago. But the manufacturers soon came to realize that the other method had important advantages.

It will be noted from the illustrations here that the speakers boxes on the metal arms are full-swiveling. To the beginning customer, the advantages of stereo can be emphasized by letting them listen to just one of the speakers. This is done by turning the balance control to one side. They will then be hearing just

one of the sound tracks with one of the speakers operative. The clerk can then say, "Now, here is stereo," and turn on the other speaker.

With the proper set-up for stereo tape demonstration and self-service, record dealers should have no problem in developing the mass market for stereophonic systems. There should be no difficulty in convincing the ladies that loading a tape player is simpler than changing the ribbon of a typewriter. It could also be pointed out that, over a period of time, a tape player takes no more maintenance than a typewriter and that the life of tape is practically unlimited.

The fact that the unit also lends itself to demonstration of stereo disks with the simple replacement of the tape player by a stereo disk player will not be lost on dealers who have been anticipating the introduction of the stereo disk.

Admiral Adds To Hi-Fi Line

A new line of high fidelity instruments, featuring Italian Provincial styling, has been added to the Admiral line. Called the "Italiana" line, three traditional styles are featured.

Top of the line is the "Titian," a console in selected walnut with soft brown finish. The Titian has a 30-watt amplifier, AM-FM tuner and a four-speed record changer. Four speakers—15-inch in a bass reflex cabinet, 8-inch mid-range, 5½-inch and 3½-



inch units—comprise this part of the system. A stereo speaker control switch makes a simple matter of adding stereo sound to the set. Or, if the customer prefers, he can pipe music to another room. A special tape recorder input-output jack makes it possible to tape directly off the air or to feed the tape recorder thru the hi-fi system. The unit is priced at \$525.

Next in the line is the "Tuscany." This unit has a 20-watt amplifier and four speakers with bass reflex cabinet. Two jeweled needles are included in the record changer along with a 45 r.p.m. spindle. The Tuscany is priced at \$350.

The third member of the new group is the "Chante." It has a 20-watt amplifier and four speakers (one 12-inch woofer in a bass reflex cabinet and three smaller speakers). This unit is priced at \$350.

Hints to Buyers

• Continued from page 22

music. If the tones waver up and down, or "wow," the turntable has a cheap motor.

Other points made by the report: A salesman may stress the number of speakers; Two good speakers are better than four poor ones. The 16³/₄ r.p.m. speed cannot produce hi-fi reception. Finally, the report warned against relying on "frequency response specifications." "These," says the report, "are too complex to be stated in a set of numbers."

Capitol Offers

• Continued from page 22

moting as the "greatest symbol in sound."

The unit is six feet high, three and a half feet wide and two feet deep. It occupies only seven square feet of floor space. The bottom bins hold 250 PAO albums and 500 P albums. The top bins hold 60 new PAO albums.

The unit, constructed entirely of wood, is illuminated by two 60-watt fluorescent lamps.

For further information, contact your Capitol distributor.

MUSIC YOU WANT
VIEW YOU WANT

RCA VICTOR RECORDS
ON LONG PLAY OR 45 ECONOMY PACKAGE

POLAROID LAND CAMERAS

This giant poster, four by four feet, is being offered dealers for use as a centerpiece display. Sales reps, equipped with cameras, will photograph what they believe to be the best use of this display material in a dealer's store and will present the camera to the dealer. The camera retails for \$79.50. The 20 albums displayed also represent profits—when you stop to think of it.



Coming February 17

A SPOTLIGHT TAPE ISSUE ON

TAPE EQUIPMENT

• Who makes it • What it costs • What will it do



WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

*It's easier to spread
the word today!*

*You don't have to depend on
Paul Revere's method to tell your
customers and prospective
customers what's new
in phonograph albums . . .*



AUDITION



*does the job for you with its
reviews of top albums, its listings
of new releases, its informative
articles and its eye-appealing,
sales-stimulating full color*

Let AUDITION spread the word for you. Let it tell about the new albums you've got in your store. Let it stimulate those extra impulse sales for you.

AUDITION is surprisingly low in cost, yet does a tremendously effective job in increasing sales and profits.

For instance, you can buy 100 copies for only \$7.50, a mere 7½c each. With a 15c price, your profit begins when you sell AUDITION. And your profit continues as AUDITION itself sells the reader right in his home as he reads its colorful and informative pages.

Over 1,100 alert record dealers are now using over 50,000 copies of AUDITION each month.

Start using this effective sales-stimulator now for your store.



AUDITION
 2160 Patterson St.
 Cincinnati 22, Ohio 852
 SIGNED _____
 STORE NAME _____
 ADDRESS _____
 CITY _____ ZONE _____ STATE _____

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

NUMBER OF COPIES	MY COST	MY PROFIT (at 15c cover price)
<input type="checkbox"/> 40	\$3.60	\$2.40
<input type="checkbox"/> 80	\$6.40	\$5.60
<input type="checkbox"/> 100	\$7.50	\$7.50
Over 100	---Copies . . . @7.5c each . . . 7.5c on ea. copy (enter quantity)	

THE BILLBOARD'S WEEKLY

Packaged Records Buying Guide



BEST SELLING POP LP'S

FOR SURVEY WEEK ENDING JANUARY 18

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	1	12	Ricky Ricky Nelson, Imperial IMP 9048	Imperial IMP 9048
2.	2	95	My Fair Lady Original Cast, Columbia OL 5090	Columbia OL 5090
3.	8	12	Pal Joey Sound Track, Capitol W 912	Capitol W 912
4.	3	44	Around the World in 80 Days Sound Track, Decca DL 9046	Decca DL 9046
5.	4	15	Pat's Great Hits Pat Boone, Dot DLP 3071	Dot DLP 3071
6.	14	6	Warm Johnny Mathis, Columbia CL 1078	Columbia CL 1078
7.	5	81	The King and I Sound Track, Capitol W 740	Capitol W 740
8.	7	57	Hymns Tennessee Ernie Ford, Capitol T 756	Capitol T 756
9.	10	124	Oklahoma! Sound Track, Capitol SAO 595	Capitol SAO 595
10.	17	38	Songs of the Fabulous Fifties Roger Williams, Kapp KXL 5000	Kapp KXL 5000
11.	6	36	Film Encores Mantovani, London LL 1700	London LL 1700
12.	11	15	Belafonte Sings of the Caribbean Harry Belafonte, RCA Victor LPM 1505	RCA Victor LPM 1505
13.	15	72	The Eddy Duchin Story Sound Track, Decca DL 8289	Decca DL 8289
14.	9	15	Dukes of Dixieland, Vol. 3 Audio Fidelity AFLP 1815	Audio Fidelity AFLP 1815
15.	12	6	April Love Sound Track, Dot DLP 9000	Dot DLP 9000
16.	19	7	The Roaring Twenties Charleston City All-Stars, Grand Award GA 33-340	Grand Award GA 33-340
17.	—	1	Pardon My Bloopers, Vol. 6 Jubilee JLP 1008	Jubilee JLP 1008
18.	16	29	A Swingin' Affair Frank Sinatra, Capitol W 803	Capitol W 803
19.	—	2	Lawrence Welk Plays Dixieland Coral CRL 57146	Coral CRL 57146
20.	13	28	Loving You Elvis Presley, RCA Victor LPM 1515	RCA Victor LPM 1515
21.	20	4	Annie Get You Gun TV Cast, Capitol W 913	Capitol W 913
22.	22	33	Love Is the Thing Nat King Cole, Capitol W 824	Capitol W 824
23.	—	14	The Pajama Game Sound Track, Columbia OL 5210	Columbia OL 5210
24.	18	7	'S Marvelous Ray Conniff, Columbia CL 1074	Columbia CL 1074
25.	—	207	South Pacific Original Cast, Columbia OL 4180	Columbia OL 4180

Review Spotlight on . . .

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

Popular Album

SARAH VAUGHAN AT MISTER KELLY'S (1-12")—Mercury MG 20326

These tunes, not previously recorded by the thrush, were cut on stage at Mister Kelly's in Chicago, and it's one of her finest efforts to date with strong potential in both pop and jazz fields. Standouts are "Thou Swell," "Willow Weep for Me" and "How High the Moon." Strong salable merchandise.

Special Merit Jazz Albums

BLUE TRAIN (1-12")—John Coltrane, Tenor Sax; Lee Morgan, Trumpets; Curtis Fuller, Trombone; Kenny Drew, Piano; Paul Chambers, Bass; (Philly) Joe Jones, Drums. Blue Note 1577

A provocative item in the hard, modern idiom, most notable for tenorist Coltrane's arresting solo continuity. Obviously moved by vibrant, creative rhythm playing—Paul Chambers, (Philly) Joe Jones, Kenny Drew—trumpeter Lee Morgan and trombonist C. Fuller also turn in top performances. Try "Blue Train" or "Lazy Bird" for demonstration.

SOPHISTICATED SWING (1-12")—Julian (Cannonball) Adderley. Mercury MG 36110

Essentially boppish in approach, this blues-infused set by the Adderley unit displays great rapport, likeness of conception in all its members. In addition, well-married unisons, strikingly facile solos by altoist "Cannonball," heated excursions by trumpeter Nat Adderley, and unified rhythmic surge lend distinction. "Straight-Ahead" vitality is sure to impress the "mainstream"-modern buyer. Try "Spectacular" as demo track.

Jazz Album

JIMMY GIUFFRE AND HIS MUSIC MEN PLAY THE MUSIC MAN (1-12")—Atlantic 1276

This could easily be one of the big jazz albums of the year and rack up excellent pop sales as well. It is a superbly handled jazz version of the tunes from the smash hit musical "The Music Man," featuring outstanding work by Jimmy Giuffre on clarinet and sax, backed tastefully by top jazz men. Giuffre's winning performance will win him more accolades, and

his arrangements imbue the music with warmer and new meaning.

Sound

DELIRIUM IN HI-FI (1-12")—Elsa Popping and Her Pixieland Band. Columbia WL 106

"Elsa Popping"—a whimsical collaboration of arranger Andre Popp and sound expert Pierre Fatosme—does to familiar music what trick photography does to familiar sights. The result is a first-rate musical prank, providing such hilarious and startling trickery as trombones that skip like piccolos or singers who vocalize during a breath intake. It's all done with tapes—tapes that are mixed, speeded, slowed, or run backwards by the inventive Frenchmen, as they offer tunes like "Beer Barrel Polka" as no one ever quite heard them before. Good on all counts.

SUPPE OVERTURES (1-12")—Halle Orch. (Bari-rolli). Mercury MG 50160

Unusually brilliant recording of equally fine (Continued on page 28)

— Album Cover of the Week —



GAIETE PARISIENNE, Capitol PAO 8405. Charming photo excellently captures the spirit of all contents. The attractive cover will be a boost to sales.

Most Played by Jockeys

FOR SURVEY WEEK ENDING JANUARY 18

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

1. WARM
Johnny MathisColumbia CL 1078
2. 'S MARVELOUS
Ray ConniffColumbia CL 1074
3. JUST ONE OF THOSE THINGS
Nat King ColeCapitol W 903
4. LESTER LANIN AT THE TIFFANY BALL
Lester LaninEpic LN 3010
5. YOUNG IDEAS
Ray Anthony OrkCapitol T 866
6. PAL JOEY
Sound TrackCapitol W 912
7. NEW GLENN MILLER ORCHESTRA
Ray McKinleyVictor LPM 1522
8. AROUND THE WORLD IN 80 DAYS
Sound TrackDecca DL 9046
9. RICKY
Ricky NelsonImperial IMP 9048
10. WHERE ARE YOU?
Frank SinatraCapitol W 855
10. A SWINGIN' AFFAIR
Frank SinatraCapitol W 803
10. LOVE IS THE THING
Nat King ColeCapitol W 824



Best Selling Pop EP's

FOR SURVEY WEEK ENDING JANUARY 18

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1. JAILHOUSE ROCK
Elvis PresleyRCA Victor EPA 4114
2. RICKY
Ricky NelsonImperial EP 153
3. LOVING YOU
Elvis PresleyRCA Victor EPA 1-1515
4. HYMNS
Tennessee Ernie FordCapitol EAP 1-756
5. JUST A CLOSER WALK WITH THEE
Pat BooneDot DLP 1057
6. SPIRITUALS
Tennessee Ernie FordCapitol EAP 1-818
7. JUST FOR YOU
Elvis PresleyRCA Victor EPA 4041
8. THE EVERLY BROTHERS
Cadence EP 105
9. ELVIS
Elvis PresleyRCA Victor EPA 992
10. JIMMIE RODGERS
Roulette EPR 303

MONEY-SAVING SUBSCRIPTION ORDER

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

Payment enclosed

Bill me

704

Name _____

Occupation or Title _____

Company _____

Address _____

City _____ Zone _____ State _____

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

...except February
which has

21

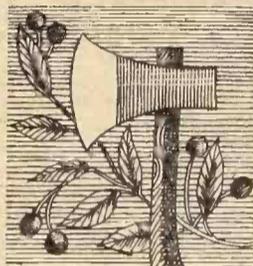
GREAT NEW POP ALBUMS FROM RCA VICTOR!



LPM-1578, EPA-4193



LPM-1564, EPA 1-1554



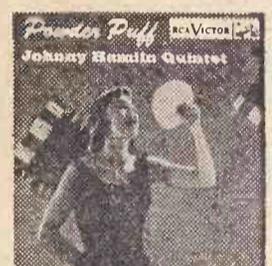
LPM-1618



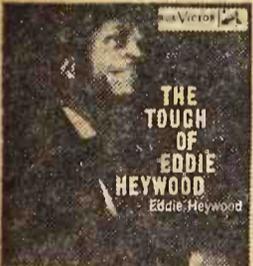
LPM-1556, EPA 1-1555



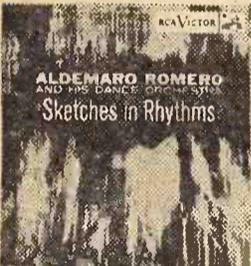
LPM-1570, EPA-5018



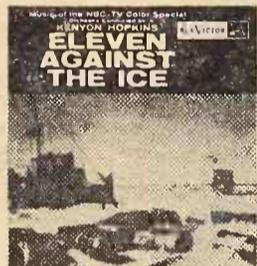
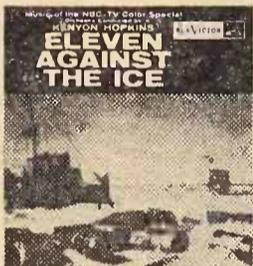
LPM-1566



LPM-1466



LPM-1537



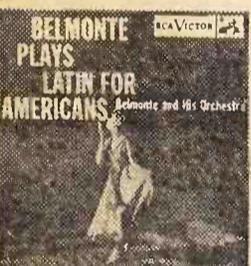
LPM-1673, EPA-4221



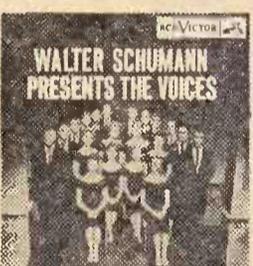
LPM-1569, EPA-4147



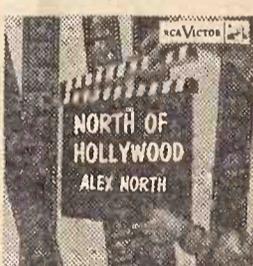
LOC-1040



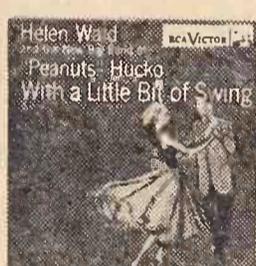
LPM-1571



LPM-1558



LPM-1445



LPM-1464, EPA-4149



LPM-1552



LOC-0000



LOC-1047

LPM-1580

LPM-1551, EPA 1-1551

LPM-2211, EPA-4222

Short on days — long on profits, that's the forecast for February, with this terrific pop album assortment from RCA Victor! Just stock 'em, show 'em, and watch the sparks fly. There's sales fuel here to keep your cash-register boiling clear on through the winter, and your RCA Victor Distributor will be happy to help you get up steam!

Watch for these NBC TV network shows in color and black-and-white... THE PERLY COMO SHOW, THE GEORGE Gobel SHOW, THE EDDIE FISHER SHOW, THE PRICE IS RIGHT, TIC TAC DOUGH... all sponsored by...



RCA VICTOR



Review Spotlight on Albums . . .

Continued from page 26

performances. Barbirolli's forces are led in some remarkably fine-grained playing which Mercury's staff has captured with rare fidelity. Contrasts between brass and strings, between delicate moments and full orchestral grandeur are strikingly set forth. Contents include "Poet and Peasant," "Beautiful Galatea," "Pique Dame," "Jolly Robbers" and others.

JAMAICAN DRUMS (1-12)—Royal Steel Band of Kingston, Jamaica. Columbia WL 121
This is one of the offerings in the label's de luxe "Adventure in Sound" series. Price tag is \$4.98. It's an exciting and varied set with excellent sound. This has potential in folk category, and hi-fi bugs should also find it to their liking. Selections include "The Breeze and I," "Marche Militaire," and "The Peanut Vendor." Excellent cover.

Band Album

MARCH TIME (1-12)—Eastman Symphonic Wind Ensemble (Fennell). Mercury MG 50170
An outstanding production. The label's Olympian Living Presence recording technique brilliantly captures the series of popular marches, handsomely performed by the Eastman group under Frederick Fennell. Included

are six by Edwin Franko Goldman and "Guadalcanal March," from the "Victory at Sea" score by Richard Rodgers. One in a series by this band, the set should find favor with all its special fans and hi-fi fanciers as well. Top merchandise in its field.

Folk Album

BIG BILL'S BLUES (1-12) — Big Bill Broonzy. Columbia WL 111
The great folk blues artist does a dozen classic and primitive blues. Package has a cover that's sure to catch the eye. Lovers of blues will find this wax hard to resist. Performances are typical of Broonzy—with songs introduced with brief comments on their origin, etc. This album is one of Columbia's new "Adventures in Sound" series.

Spiritual Album

WINGS OVER JORDAN CHOIR (1-12)—King 560
An authentic, moving performance of traditional spirituals by the veteran choir. Selections include "Were You There?" "I Will Trust in the Lord," and the title theme. A solid sales entry in the field. Well worth stocking.

Reviews and Ratings of New Popular Albums

MUSIC FROM THE FILMS 79
Michel Legrand Ork (1-12")
Columbia WL 107

Legrand has a strong mood music package in this collection of movie themes. Instrumentals are lushly listenable, and selections include many haunting film themes rarely heard on wax—including themes from "Lovers and Lollypops," "French Can-Can," and "Lost Continent." Excellent material for dreamy jock segs.

CANDLE GLOW: BILL DOGGETT 75
(1-12")
King 563

A collection of fine, slow, danceable instrumentals by Doggett on organ supported in great style by alto and tenor work by Clifford Scott. Tunes include "You'll Never Know," "Poor Butterfly," etc. Cover not impressive but as a slow mood or terp set, this can sell Jocks may find this very suitable for late-hour segs.

TODAY IS BARGAIN DAY 78
(1-12")
Mercury MG 36087

Set is composed of sides from previously released albums or singles by artists who are or were at one time Mercury properties. The impressive list of talent with some of their best efforts included adds up to a powerful buy incentive. Some of the artists are Sarah Vaughn, Gerry Mulligan, Patti Page, Erroll Garner and Terry Gibbs. Wide appeal in both pop and jazz markets.

BILLY'S BEST: BILLY ECKSTINE 75
(1-12")
Mercury MG 20333

Eckstine is in fine voice on this album—displaying a technique and quality which will appeal to connoisseurs of choice pop fare. He's backed by tasteful arrangements. Most of sides are standards, as "Boulevard of Broken Dreams," "Babalu," "Zing Went the Strings of My Heart." Fine for knowledgeable deejays, who will discern Billy's musicianly craftsmanship.

EVERYTHING'S SHAKIN' 77
Sli Austin Ork (1-12")
Mercury MG 20320

A package of fine rock and roll instrumentals. All the tracks carry that tremendous rhythm and virtuoso horn display reminiscent of Austin's "Slow Walk." Tunes include a lot of Austin originals. Cover is an eye-catcher, with teen appeal, and is similar to the last Austin package released. Excellent for dancing.

THE FEATHERY FEELING 75
David Carroll Ork (1-12")
Mercury MG 20286

A relaxed, dreamily paced package of soothing standards, suitable for romantic deejay segs. Gentle mood is carried out by soft-spoken choral work (no lyrics, just sounds) and sentimental strings and organ solo stints. Outstanding cover gives LP good display value.

HARPSICHORD IN HI-FI 77
Dick Hyman (1-12")
M-G-M E 3606

A charming package. Hyman's keyboard technique is of a very high order, and his good taste is unerring. Result is an album which cannot fail to hold listeners if it is exposed. Choice of tunes is excellent, including "When You're Smiling," "Three-Penny Tango," "Junglerio," etc. A fine album to demonstrate in stores, and excellent for unusual deejay programming.

THE INTOXICATING PEARL BAILEY 74
(1-12")
Mercury MG 20277

Smart sophisticated presentations by Miss Bailey can appeal to the "intimate boite" crowd. Most of the numbers are special material, but Miss Bailey's fans should find this tasty fare. Fine cover photo of the artist adds to over-all appeal of set.

PARDON MY ENGLISH 76
Blue Stars of France (1-12")
Mercury MG 20329

On an earlier package, the Blue Stars scored with their tight modern harmonies, with lyrics entirely in French. Here they take a crack at English lyrics on tunes like "I'll Remember April," "A Smooth One," and others of that ilk. Arrangements and performances come over well and the group retains its French orientation with a strong Gallic dialect in the English readings. Good colorful cover shot of the group can get attention. Jazz fanciers may go for this too, and jocks may well give it a play.

C'MON DANCE WITH BOSTIC 74
Earl Bostic Ork (1-12")
King 558

Here's a danceable collection of swingy instrumentals, featuring Bostic's great alto sax solo work, with ace-organist Bill Doggett joining him on four selections. Tunes run the rhythm range from the sultry sweet pace of "For All We Know" to the frantic "Mambolino" and "The Bo-Do Rock." Provocative wax for jocks and jukes with a sock teen-ball cover.

NEAL HEFTI ORK 76
With the Ray Charles Choir (1-12")
Epic LN 3440

A swingin' set of arrangements of some of the greatest jazz tunes of all time, presented in a pop-jazz manner with vocals by the Ray Charles Choir. The set can cop buys in both pop and jazz markets. Selections include "One o'Clock Jump," "Summit Ridge Drive" and "Mood Indigo." Adults, who remember the big band days, may take to this.

ROCK & ROLL . . . ALL FLAVORS 73
Freddie Bell & the Bellboys (1-12")
Mercury MG 20289

The rock and roll group has a bigger following in England than they do here, and this package of bouncy, uninhibited r.&r. vocals should fare

well sales-wise abroad. The boys do an okay job on such standard rockers as "Hound Dog" plus several Bell originals. Moderate spin appeal for deejays with teen-age audiences.

COWBOY 73
Sound Track (1-12")
Decca DL 8684

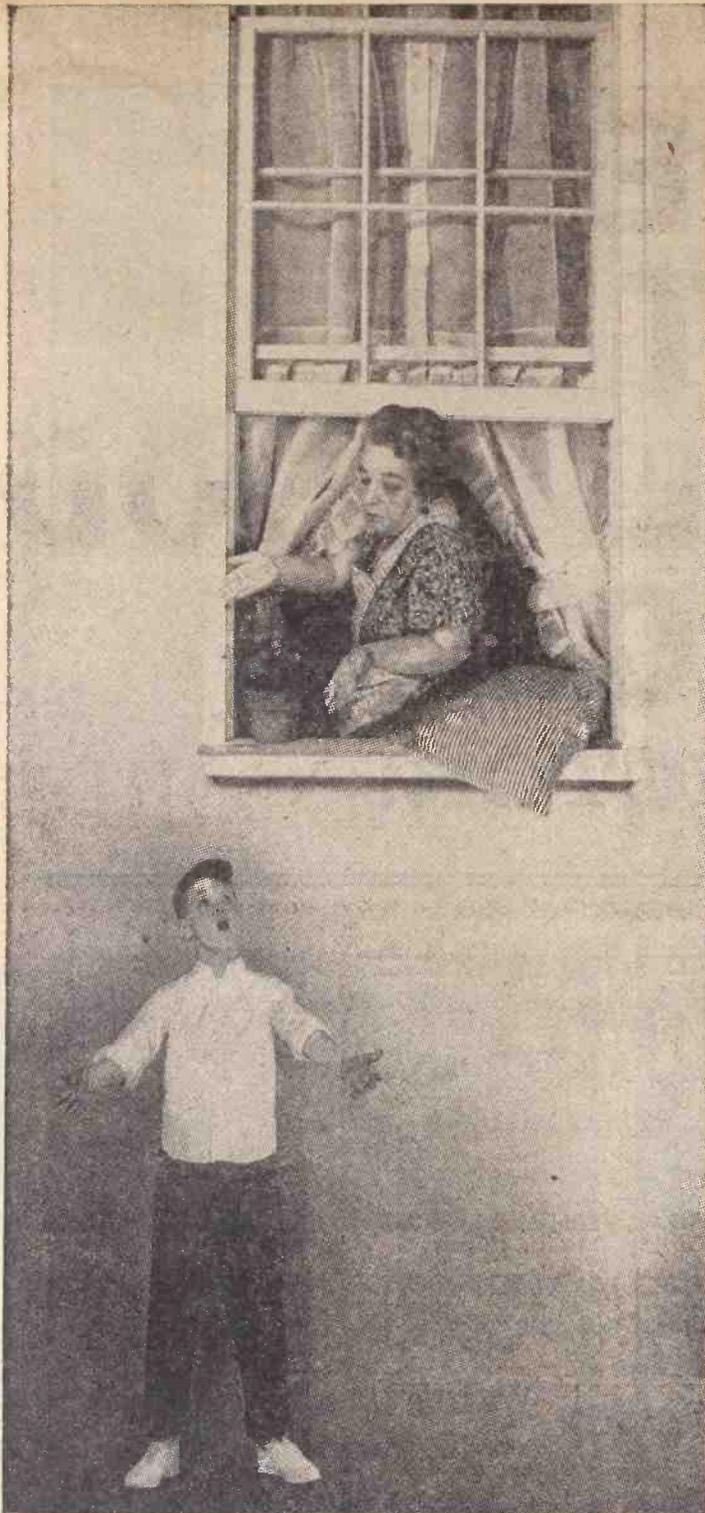
The colorful sound track for the new Glenn Ford-Jack Lemmon movie, "Cowboy," reflects the film's adventurous South West background. The score features several easy-going western-styled themes, but highlight band is a vivid trumpet solo by Rafael Mendez on "El Gitano," which jocks may spin. For western music fans and film score collectors.

WITH ALL MY LOVE 73
Manny Albam Ork (1-12")
Mercury MG 20225

Manny Albam, more recently associated with the strictly jazz field, devotes himself to romantic standards voiced in typical mood settings. Emphasis is on strings and woodwinds. Attractive background material includes such tunes as "The Touch of Your Hand," "Someone to Watch Over Me," etc. Can sell with a push.

KEYBOARD WALTZES 73
Featuring Jan August at the Piano (1-12")
Mercury MG 20273

Planist August displays the stylish simplicity of his keyboard artistry on this LP, which spotlights lilting waltz arrangements. The 12 attractive themes, range from the familiar standards "Missouri Waltz" and "Alice Blue Gown" to the pensive "Lovers



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ANDY WILLIAMS SINGS RODGERS & HAMMERSTEIN, CLP 3005, \$3.98. Some Enchanted Evening, People Will Say We're In Love, If I Loved You, Younger Than Springtime, Getting To Know You, I Whistle A Happy Tune, This Nearly Was Mine, We Kiss In A Shadow, Bali H'ai, Surrey With The Fringe On Top, I Have Dreamed, Hello Young Lovers.

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and Lollypops Theme." Quality mood music wax for jocks.

VIENNESE WALTZES FOR DANCING71
Rusi Morgan Ork (1-12")
Decca DL 8582
Schmaltzy, sentimental waltz standards wrapped up in romantic instrumentals by Morgan. Selections, featuring a light, ballroom temp tempo, include "Blue Danube," "Vienna Life," "Skater's Waltz," etc. There are plenty of Viennese waltz packages on the market, but this one stacks up well with other pop versions.

DARLING, PLEASE FORGIVE ME71
George Siravo Ork (1-12")
Mercury MG 20327
The European maestro presents an attractive mood set. The settings are lush and romantic with the emphasis on strings. Jocks may like this for mood segs. Selections include "Just One More Chance," "I Apologize" and "You Always Hurt the One You Love."

STATION BREAKS71
Conducted by Jack Zimmerman (1-12")
Golden Crest CR 3034
A smart bit of packaging. Set contains 30 individual arrangements, from sweet to swinging, designed primarily for jockey use in filling out programming holes. The units of music make interesting listening, with arrangements by Don Redman, Alec Wilder, Dick Hyman and Eddie Saffranksi, among others. Not a big potential package, but it's tastily done and just offbeat enough to create interest if dealer gives a good push.

PORTRAIT OF LEDA: LEDA ANNEST70
Composed & Conducted by Phil Moore (1-12")
Columbia WL 114
Pretentious effort by Phil Moore is actually another "Concerto for Girl and Orchestra." Wordless vocalizing by thrush is somewhat comparable to Yma Sumac's performances in sound and range, with some resemblance to a sexy Theremin or a musical saw with a sob. This item can have some appeal as a novelty, especially in conjunction with purple prose of album's liner notes. From the "Adventure in Sound" series.

MERCERY!70
Sabu & His Percussion Ensemble (1-12")
Columbia WL 101
Stunning hi-fi workout uses original compositions leaning toward the exotic. Aside from basic percussion, arrangements use occasional woodwinds, incorporate jungle sounds. In addition to some exciting rhythms, disk makes good use of contrasting sounds of wood, metal, reverberating skins, breathy flute. For both the hi-fi fan and the jazz addict.

BABY FACE NELSON70
Sound Track (1-12")
Jubilee LP 2021
Most of the themes are blues and

Jazz based. Motifs range from taught, exciting strains to romantic. Mickey Rooney co-clefed some of the themes, but Van Alexander contributed the heavier load. Prime appeal is to the movie-goer.

MUSIC FOR SWINGERS69
Gus Bivona Ork (1-12")
Mercury MG 20304
Bivona and a crew of top musicians serve up solid, swinging instrumental arrangements of a group of tunes penned by TV star Steve Allen. None of the songs ever hit in the pop strongly as good temp material in the tasteful tradition of the early thirties and forties.

THERE IS JOY—THE MUSIC OF CHARLES TRENET69
Guy Luypaerts Ork (1-12")
M-G-M E 3595
Bikini-cald blonde on cover gives package display-value. Luypaerts provides listenable mood music in a continental vein, via lush, richly stringed instrumental arrangements of nostalgic Parisian themes by Charles Trenet. Several of the tunes are well known here in the U. S. under their English titles. Spinable mood wax.

TILL THE END OF TIME69
Florian ZaBach, Violin (1-12")
Mercury MG 20305
ZaBach gets a rich, warm tone from his fiddle and tho the violin is not normally cast in a solo spotlight in the pop field, this selection of standard mood items, could do moderately well. It's a little different yet it's attractive enough—which provides dealers with a peg for selling. Tunes include "Till the End of Time," "My Blue Heaven," etc. Nice peaceful looking cover.

WISH YOU WERE HERE68
Marion Evans Ork (1-12")
Mercury MG 20324
A musical tour around the world, consisting of unfamiliar instrumentals—many penned by Evans. Tunes are expressive and richly arranged but material is on heavy side for jocks. Imaginative cover lends itself to attractive window display (tie-ups with travel posters).

SLEEPY LAGOON68
Si Zentner, Trombone & Russ Garcia Ork (1-12")
Liberty LRP 3055
Zentner's trombone does a good job here of emulating the Tommy Dorsey sound on a number of tunes associated with the late T. D., including his theme song, "I'm Getting Sentimental Over You," "Once in a While," "This Love of Mine," and others. Backing is light and features strings rather than more typical Dorsey brass and reed sound. Nice performances but package will have to compete with many mood sets as well as a number of other "Tribute to Dorsey" type packages, now on the scene.

DOLLS DOLLS DOLLS67
Jerry Murad's "Electronic" Harmonicals (1-12")
Mercury MG 20313
The set is built around songs having doll or "toy" included or implied in the title. The treatments are listenable thruout. Tempos are nicely varied. Selections include "Paper Doll," "Oh, You Beautiful Doll" and "Parade of the Wooden Soldiers." Limited appeal.

BERLIN AFTER DARK67
Peter Todd Ork (1-12")
M-G-M E 3574
One of M-G-M's "After Dark" series, this is a mood music package. Tunes derive from the German equivalent of Tin Pan Alley and are done with a Continental touch by Peter Todd. Good cheeseecake on cover. Modest potential.

SONGS FOR BASHFUL LOVERS66
Composed & Sung by Carl Eugster (1-12")
M-G-M E 3598
The artist is new to disks. The selections are listenable with adequate melodies and good lyrics. Despite the capable renditions, competition from stronger things by better-known artists may hamper chances.

WHEN LOVERS MEET65
Cary Alan Ork (1-12")
M-G-M E 3600
Lovely settings of standards clefted by J. Fred Coots provides a listenable mood set. A good programming source for jocks seeking new treatments of the themes. Selections include "For All We Know," "You Go to My Head" and the title tune.

Band
OOMPAH TIME IN BAVARIA77
(1-12")
London TWB 91185
A sprightly, happy album of authentic Bavarian folk music, which should find ready sales acceptance in its specialized field. Selections range from gay tuneful polkas to hearty march-type rhythms. LP features four different bands—three typical Bavarian Town Bands, and Will Glahe, who has a pop following here since his "Lichtensteiner Polka" single clicked.

(Continued on page 30)

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• Reviews and Ratings of New Popular Albums

• Continued from page 29

International

NEAPOLITAN GOLD 81
Gianni Monese Ork. (1-12")
Columbia WL 117
This "orchestral fantasy" assembles 20 selections that epitomize Naples—popular songs like "Luna Rossa," standards like "Core Ingrato" and "A Vucchella," and the indispensable "Funiculi, Funicula" and "La Danza." Big orchestra, spiked with mandolins, plays good arrangements that capture atmosphere. Fine sound. Set lists at \$4.98 and is from the "Adventures in Sound" series.

A MOMENT OF LOVE 80
Trio Los Panchos (1-12")
Columbia WL 112
Very realistic, close-up recording of one of the best groups specializing in Mexican songs. The present assortment of love songs is presented in the same smooth style that has won favor for their earlier releases, enhanced here by good sound. This set lists at \$4.98, and is one of Columbia's new "Adventures in Sound" (WL) series.

GRAND BAL MUSEITE 77
Joss Baselli & His Ensemble (1-12")
Columbia WL 109
Characteristic, bouncy, easygoing session typical of Parisian "bal musette" style. Unusually faithful recording gives remarkable presence to accordion and rhythm ensemble which plays Continental selections not too well known here, except for "Armen's Theme."

THE SOUNDS OF SPAIN 76
(1-12")
Columbia WL 110
Unusually varied material offers a veritable tour of Spain, with examples of Flamenco guitar, students' Chorus, Galician chorus, vocal solos and the unusual sounds of tambourines and a hurdy-gurdy from Madrid. Altho other disks have sampled some of this fare, recording here is exceptionally live.

MUCHO GUSTO! 76
(1-12")
Columbia WL 113
Several Mexican "mariachi" groups give lively performances of traditional music including "Jarabe Tapatio," "Las Bicicletas" and "Las Chiapanecas." Sound is good and package should have nostalgic appeal for any who have been south of the border.

MANDOLINO 75
The San Domenico Barbers of Taormina (1-12")
Columbia WL 116
This is a real Sicilian holiday with the mandolin orchestra offering tarantellas, operatic transcriptions, popular numbers and songs by Tosti. Group performs well, and sound will appeal to armchair travelers.

DARK EYES 74
Boris Sarbek Ork (1-12")
Columbia WL 118
This is one of the packages of the initial release of "Adventures in Sound," new series. Like many of the others it has an eye-catching cover, lending itself to display and merchandising. Music comprises songs of the Russian steppes. Repertoire is well known, including "Bublitshki," "Volga Boatman," "Two Guitars," etc. Performances have lush arrangements, fine sound.

EL RODEO 74
Los Chilenos, Arturo Gatica & Hilda Sour (1-12")
Columbia WL 104
This group of "Chilean Rodeo Songs" actually included songs which originate in other South American countries as well: Peru, Ecuador, Brazil. They are expertly presented and prove to have a considerable range of expression. Singing by Hilda Sour is particularly rewarding. A few of the numbers are familiar; most are refreshingly new to disks.

CARIBBEE 74
Juan Serrano & His Caribbean Combo (1-12")
Columbia WL 103
Exuberant singing of calypso-like West Indian material. Selections, all sung in Spanish, deal with love and life in relaxed but lively terms. Some of the songs, like "China" and "Cuando Piensas," are traditional. Good recorded sound.

CABALLERO: JUAN MANUEL 73
(1-12")
Columbia WL 102
Collection of well-known Mexican songs that manages to include just about every old favorite, such as "Guadalajara," "La Paloma," "Estrellita," and "Granada." Singer manages well but lacks top impact, especially in portions sung in English. Excellent sound. From the label's \$4.98 "Adventures in Sound" series.

THE SOUNDS OF INDIA 73
Ravi Shankar, Sitar; Chatur Lal, Tabla (1-12")
Columbia WL 119
This recital features the sitar, a plucked string instrument, with drum and string drone accompaniment. The performers are expert at their art, which relies largely on improvisation. The idiom will appeal to the adventuresome, some of whom may have sampled Chatur Lal's efforts on an earlier Angel disk. Set is part of Columbia's "Adventures in Sound" series listing at \$4.98.

Rhythm & Blues

JOE TURNER 75
(1-12")
Savoy MG 140012
A dozen sides of great interest by the great blues shouter. Performances trace back to the National label of years ago, and include "Hollywood Bed" ("Cherry Red"), "Miss Brown Blues," "Milk and Butter Blues," etc. Instrumentation is in the Kansas City tradition. Buyers who liked Turner's Kansas City album on Atlantic will go for this, for the declamatory style, and material and some of the arrangements are similar. Displayable cover.

Country & Western

THE IMMORTAL HANK WILLIAMS 78
(1-12")
M-G-M E 3605
Seems the barrel has not got a bottom. Here's another dozen of the late great Hank's sides. Some of these are not too well known and will therefore be of considerable interest to collectors and jockeys. Sound is quite good, backgrounds simple—and the voice carries the same tragic and appealing quality.

25 ALL-TIME COUNTRY & WESTERN 76
Dickson Hall & the Wayfarers (1-12")
Epic LN 3427
A package of great country bits—25 in all. Performances by Dickson Hall and the Wayfarers, comprising Dolly Long, Laurie Sisters, Freddy King, Jimmy Arnold and band are quite polished, altho the authentic country quality is retained. Tracks include "Jolie Blonde," "It Is No Secret," "You Always Hurt the One You Love." A lot for the money here. The latter point merits pushing by the dealer.

Specialty

CARILLON IN HI-FI 77
Arthur Lynds Bigelow, Bell Master (1-12")
Columbia WL 115
This is one of the new Columbia "Adventures in Sound" series and an adventure it is. The sound of these 47 bells in the tower of the Presbyterian Church in Jackson, Tenn., is fascinating from the hi-fi standpoint. Unlike several other earlier bell sets, this does not focus on religious music but on such secular items as "Londonderry Air," "I Dream of Jeannie," etc. Good test for hi-fi rigs.

CATCH THE BRASS RING! 78
The Sounds & Music of a Coney Island Carrousel (1-12")
Mirrosonic SP 6001
Close your eyes, and you swear a Coney Island Merry-Go-Round was spinning in your living room. This wide-range platter catches not only the nostalgic, forthright strains of a carrousel organ, but the chatter of moped riders, the clanging bell of the starter, and the deep rumble of the revolving carrousel itself—a rumble likely to give hi-fi fans some anxious moments until they realize it's not in their turntables. A fine "location" job for sound hounds, altho not for the casual buyer.

Spoken Word

LOVE LETTERS 64
Read by John Fostini (1-12")
Jubilee JLP 2020
Actor Fostini reads a group of love missives dispatched by such soulful cats as Franz Liszt, Napoleon, Beethoven and Poe to their respective wives or mistresses. Fostini gives the readings a desperately emotional touch, which is likely to enjoy but a small market.

Polka

DICK CONTINO-POLKA TIME 78
(1-12")
Mercury MG 20299
With the current success of "Leichtenstein Polka," the polka field is

general can enjoy a broadened market. Such an album as this, with good bright sound from the Contino accordion and backup band on favorites like "Just Because," "Pennsylvania Polka," "Hot Pretzels," etc. can do very well at the counter. Solid package for its field.

Low - Priced

JAZZ AMERICANA 76
(1-12")

Tampa TP 11
A sampler exposing a large number of prominent West Coast modern players. With such names as Shorty Rogers, Art Pepper and Fred Katz finds this \$1.98 item quite attractive. Performances range from fair to excellent. Try Art Pepper track, "Melancholy Madeline" for demonstration purposes.

REFLECTIONS IN JAZZ 78
Bob Enevoldsen Quintet (1-12")

Tampa TP 14
Substantial, if not always depthful, mainstream-modern blowing by West Coast based jazz practitioners. Majority of titles have good rhythmic feel, and Marty Paich's piano and Larry Bunker's vibre solos are quite fulfilling. Leader Enevoldsen, who plays both tenor and valve trombone here, is more at home on latter instrument. Try "Blues and Rhythm" as demo track. A good buy at \$1.98.

Folk

RICHARD DYER-BENNETT 82
(1-12")

Dyer-Bonnet 4
The artist's large following will like this fourth edition of folk themes. As with previous sets, this includes a description of the origins and adaptations of the original melodies in the readable liner notes by the artist. Selections include an interesting variety of German, Spanish, English and American folk tunes. The artist accompanies himself on guitar. A booklet of lyrics is also included.

BURL IVES: SONGS OF IRELAND 82
(1-12")

Decca DL 8444
The style of the famous bearded

balladeer is ideally suited to the lyrical, romantic folk songs of Eria. In this well-recorded album, he ranges from the sprightly fishermen's ditty "Paddy and the Whale" to the dark tragedy of "Mrs. McGrath" and her war-maimed son. Success of these songs with Ives' American concert audiences has already been proved; the recorded version should go over equally well with the folk singer's many fans. Striking "green" of Irish countryside is nicely captured in the color cover.

THE REAL McCOY 67
Sam Hinton, Vocal with Guitar (1-12")

Decca DL 8579
A fine collection of little-known Irish folk tunes, sung with graceful ease by tenor Hinton, who studiously avoids such well-worn Emerald cliches as "Rose of Tralee" and others, instead, does such "story songs" as "The Smashing of the Van" (an early, unsuccessful uprising against England) and "Paddy on the Railroad" (the American railroads were first built with Irish labor). This finite approach, however, may narrow the album's appeal to dedicated folk fans.

NOSTALGIC GREEK SONGS & DANCES 66
(1-12")

Aristophone LGR 502
Spirited presentations of Greek dances, make up one side of the disk. The flip is a collection of ballads and folk songs rendered in Greek. For social functions, this is made to order. Limited appeal, but dealers who have requests for authentic Greek-language sets have a good source here.

GREEK DANCES 65
Anthony Sakellariou, Clarinet (1-12")

Aristophone LGR 501
This one is strictly for the limited Greek market or for students of the folk dance who want a bit of everything in their collection. There are 12 Greek dances, featuring some clarinet solo work and a few vocals. Recording job is poor by current standards. Liner notes give historical background on Greek dance forms. Titles are not translated. Regional stocking only and limited quantities recommended.

THE BEST OF HOLLYWOOD IS ON RCA VICTOR RECORDS

• Reviews and Ratings of New Jazz Albums

OUT ON A LIMB 80
Pete Rugolo Ork. (1-12")

Mercury MG 36115
An album spotting a large band interpreting variegated Rugolo compositions and arrangements that extend from one end of music appreciation scale to the other. There are ballads, concert pieces and swingers. The basic tenor of set, however, is jazz. General level of orchestral performance is good; soloists, often provocative. Variety of music, rhythms and orchestral colors, could tap a wide audience, make for substantial album sale.

THE COOKER 77
Lee Morgan Quintet (1-12")

Blue Note 1578
Virtu outpouring from young Morgan who is evolving into one of the most commanding trumpet voices on the modern scene. In this showcase, he is facile indeed. Compatriot in front-line, baritoneist Pepper Adams, frequently plays with forceful flow, but is not as consistently listenable as on past recordings. Pianist B. Timmons sparkling in solos. Rhythmic surge and general good soloing should convince modern buyer.

ROLF ERICSON AND HIS AMERICAN ALL-STARS 75
(1-12")

Mercury MG 36106
Trumpeter Ericson, Swedish modern, displays competence, often inventiveness in this Swedish recording, but tends to be overshadowed by his American compatriots. Baritoneist C. Payne generates excitement in well organized solo stints, but set is highlighted by lean, decidedly melodic playing and compositions by pianist Duke Jordan. A loose, oft-times charging, modern session worth merchandising. Try "Flight to Jordan" as demo track.

BONE & BARI 74
Curtis Fuller, Trombone; Tate Houston, Baritone Sax; Sonny Clark, Piano; Paul Chambers, Bass; Art Taylor, Drums. (1-12")

Blue Note 1572
A modern, blowing session that leans more to the melodic values than many of its kind. Trombonist Fuller, comparatively new to big-time, grows more secure with each recorded outing, is flexible and reminiscent of J. J. Johnson of an earlier period. Baritoneist T. Houston shows raw talent that time should polish; rhythm is excellent with pianist S. Clark and bassist P. Chambers contributing interesting solo moments. Sell as promising new talent.

LOREZ SINGS PREZ 73
(1-12")

King 563
Lorez Alexandria, a promising jazz thrush, pays tribute to jazz giant Lester (Prez) Young by interpreting a brace of tunes synonymous with his name. In doing so, Miss Alexandria essays good control of her vocal resources, a modern sound, surprising security for a relative newcomer to wax. Loose and easy modern support, essentially ad-lib in character, is an asset. Dealers should lend a hand, for girl is budding talent, could grow sales-wise with exposure. Try "No Eyes Blues" and "Polka Dots and Moonbeams" as demo track.

BIG BEAT ON THE ORGAN 71
Jon Thomas, Organist. (1-12")

Mercury MG 20303
Thomas plays a dozen performances with driving rhythm and excellent arrangements. Considerable of this type of wax is on the market, but Thomas is quite a virtuoso and will demonstrate well. Sides include both blues and ballads, as "St. Louis Blues," "September Song," etc.



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• Reviews and Ratings of New Classical Albums

BEETHOVEN: ERICA (1-12")—Minneapolis Symphony Ork (Dorati). Mercury MG 50141 78

Dorati leads a carefully considered performance that attains some moments of eloquence, but fails to match over-all conception of several versions already on the market. Recording is not so bright as in some other recent Mercury issues, but followers of the ork will be interested in this release.

PROKOFIEV: "LOVE FOR THREE ORANGES" SUITE; SCYTHIAN SUITE (1-12")—London Symphony Ork (Dorati). Mercury MG 50157 78

Prokofiev's massive sonorities and striking orchestral effects are realized dramatically here. The enormous orchestral resources of the "Scythian Suite" and the witty scoring of "Love for Three Oranges"

(Continued on page 32)



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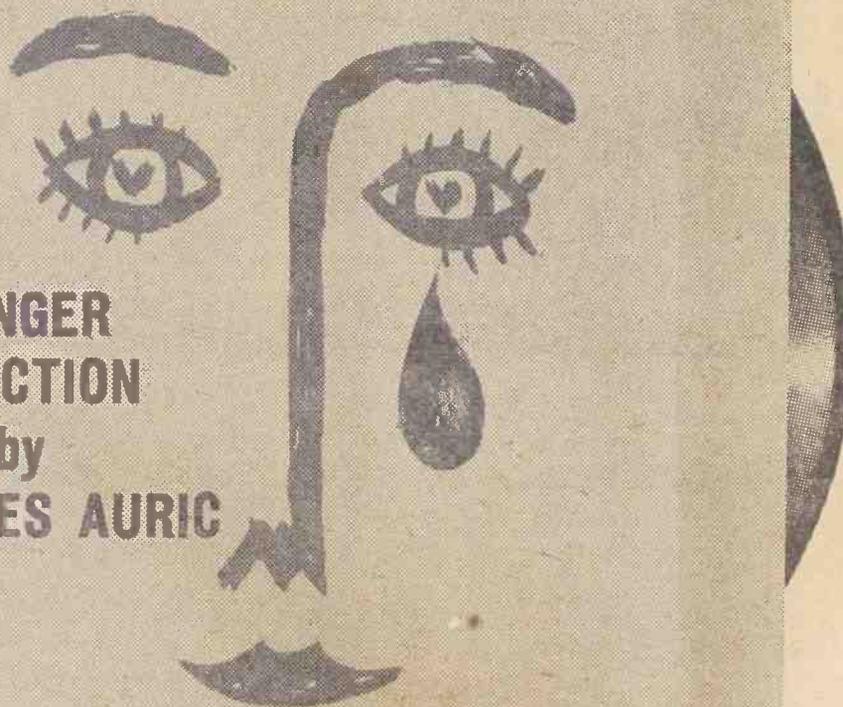


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Reviews and Ratings of New Classical Albums

Continued from page 31

are made to order for hi-fi addicts. Dorati conducts with spirit.

BRAHMS: VARIATIONS ON A THEME BY HAYDN; HUNGARIAN DANCES (1-12)—London Symphony Orch (Dorati). Mercury MG 50154. 77
Good recorded sound marks these performances. The “Hungarian Dances” are given a sprightly, free rendition that makes the playing of the “Variations” seem a little dull by comparison, even allowing for the wide difference of concept. Strong competition for the “Variations.”

RAVEL: MA MERE L'OYE; CHABRIER: BOURREE FANTASQUE; ROUSSEL: SUITE IN F; BARRAUD; OFFRANDE A UNE OMBRE (1-12)—Detroit Symphony Orch (Paray). Mercury MG 50145. 76

Sensible programming brings together modern French works for which Paray has definite flair. Disk debut for Barraud piece, a polished, elegiac composition. Style of performance is entirely appropriate and recording is good, but orchestral playing does not equal some other versions.

IVES: THREE PLACES IN NEW ENGLAND; SYMPHONY NO. 3 (1-12)—Eastman-Rochester Symphony Orch

(Hanson). Mercury MG 50149. 74
Interesting program of works by the noted American innovator and individualist. Craggy, dissonant style is welded to authentic American material emanating from village bands and church lofts. “Three Places” makes fine hi-fi showpiece. “Symphony” is in more meditative vein.

FROM THE LAND OF THE GOLDEN FLEECE (1-12)—The Greek Folk Dances & Songs Society. Columbia WL 123. 71

Vital folk music comprising dances, lullabies, love songs and laments from various regions of Greece. Native performers rely on local instruments and chorus for interesting rhythmic effects and orientating melodies. Specialized audience will be rewarded by good sound, in addition.

SCHUBERT: FANTASY IN C MAJOR; SONATA IN A MAJOR (1-12)—Rafael Drulian, Violin; John Simms, Piano. Mercury MG 50120. 68

These are restrained, tasteful performances that neither offend nor inspire. Drulian's playing is suave, and collaboration between artists is close, but competition is more imposing with respect to both name value and actual content.

Hill to Hear Anti-ASCAP Beefs

Continued from page 14

to permit the agency “to take appropriate corrective action.”

Complaints to Roosevelt have alleged that a “small Clique composed primarily of representatives of the large publishing house, has gained control of ASCAP, and is using that control for their own benefit, to the detriment of hundreds of other ASCAP members,” Roosevelt announced. The same group is alleged to be “moving to self-perpetuate itself in power.”

ASCAP ‘Valuable’

The subcommittee chairman says it is generally recognized that ASCAP is a “valuable and necessary organization, vital to the successful operation of publishers and composers of music in this country. Reports reaching the congressmen, however, assert that the small-business members of the industry cannot remain in business “if the ruling clique continues to apply policies described as being highly prejudicial to the small-business members.”

Roosevelt says the purpose of the hearings will be to obtain “accurate and factual information respecting the problems of the small-business members of this industry.” The information will permit the subcommittee to determine “whether these smaller publishers and composers are being compelled to operate under conditions likely to cause their ultimate extinction.”

“There are indications that unless existing or new legislation can be used to stop these alleged practices, hundreds of small-business members of this industry will be destroyed,” Roosevelt notes.

Backgrounding the problem are Conset Decrees of 1941 and 1950 which Justice obtained against ASCAP, which were “intended to correct certain conditions found to

exist in the industry at that time.”

Since then, smaller composers and publishers have told Roosevelt that new and different problems have arisen, of “such character as to require attention” by the Small Business Subcommittee.

Roosevelt will invite the Hon. Victor R. Hansen, Assistant District Attorney General of the Antitrust Division, along with ASGAP officials and other interested parties to appear at the hearings.

Canadian C&W

Continued from page 14

history, five years on the air, while “Country Hoedown” is just a year and a half old.

“Country Hoedown” performers who are reaching audiences via recordings are Tommy Hunter and King Ganam, who both record for RCA Victor, and the Hames Sisters, who are featured on the Glory label.

Cliff Mackay and the whole “Ho iday Ranch” gang are heard on their own “Holiday Ranch” label. Both singer Anne Gable and guitarist Al Harris have made recordings under their own names.

“Country Hoedown” pulls 1,600 letters a week for the cast, with the lion's share going to singer Hunter, and another 400 directed to producer Casey. Half of Casey's fans want pictures and the rest need direct answering, “occupying my attention for one day and one night each week.” “Holiday Ranch” receives 300 letters a week with 150 for leader Cliff Mackay. Surveys estimate each of the shows have audiences of nearly 2,500,000.

“Holiday Ranch” suffers from the opposition of “Main Street Jamboree,” another western music show, out of CHCH-TV, Hamilton. This station carried the program last year, but is not now on the CBC network for this show.

Producer Bob Jarvis says “Holiday Ranch” offers no gimmicks, using straight line formula, depending on pacing and staying away from anything with effect.

Producer Casey is short of country music material. He says he prefers using music already published, used by the record companies and thus avoiding any difficulties with copyright.

“As long as our music has a simple melodic line and strong beat, our viewers will find it attractive and exciting,” says Casey.

Casey used guest stars from Nashville, Tenn., to help his show along.

Coral-Welk

Continued from page 14

ruary, to submit the name, address, age and hospital of any such child they know. Co-chairmen of the jock committee are Art Ford of WNEW here and Dick Whittinghill of KMPC and KTTV, Los Angeles.

Welk will also exploit the Heart campaign further via an airing on one of his February TV shows of the album contents. He will also donate his own share of the disk's royalties to the fund.

Coral has set special merchandising aids for dealers on the album, including hangers, streamers, an attractive easel display and sample album covers.

632,000
SHIPPED IN
10 DAYS

Jimmy Rodgers

**"OH-OH,
 I'M FALLING
 IN LOVE
 AGAIN"**

**"THE
 LONG
 HOT
 SUMMER"**

a sound bet

buy

R-4045

R*ULETTE



Best Sellers in Stores

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

FOR
SURVEY WEEK
ENDING
JANUARY 18, 1958

This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart	This Week	Last Week	Weeks on Chart
1. AT THE HOP (BMI)— Danny and the Juniors.....	1	8	19. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV.....	26	9	36. MAYBE (BMI)—Chantels.....	48	2
Sometimes (BMI)—ABC-Paramount 9871			Even Tho' (BMI)—ABC-Paramount 9862			Come My Little Baby (BMI)—End 1005		
2. STOOD UP (BMI)—Ricky Nelson.....	2	5	20. CHANCES ARE (ASCAP)— Johnny Mathis.....	17	19	37. JO-ANN (BMI)—Playmates.....	44	2
WAITIN' IN SCHOOL (BMI)— Imperial 5483			THE TWELFTH OF NEVER (ASCAP)—Col 40993			You Can't Stop Me From Dreaming (BMI)— Roulette 4037		
3. GREAT BALLS OF FIRE (BMI)— Jerry Lee Lewis.....	3	9	21. RAUNCHY (BMI)—Ernie Freeman.....	23	11	38. DEDE DINAH (ASCAP)— Frankie Avalon.....	—	1
YOU WIN AGAIN (BMI)—Sun 281			Puddin' (BMI)—Imperial 5474			Ooh La La (ASCAP)—Chancellor 1011		
4. PEGGY SUE (BMI)—Buddy Holly.....	5	12	22. LIECHTENSTEINER POLKA (ASCAP)—Will Glahe.....	29	11	39. I'LL COME RUNNING BACK TO YOU (BMI)—Sam Cooke.....	36	6
Fveryday (BMI)—Coral 61885			Schweitzer Polka (BMI)—London 1755			FOREVER (BMI)—Specialty 619		
5. APRIL LOVE (ASCAP)—Pat Boone....	4	13	23. BE-BOP BABY (BMI)—Ricky Nelson... 24	17		40. THE STORY OF MY LIFE (ASCAP)— Marty Robbins.....	37	9
WHEN THE SWALLOWS COME BACK TO CAPISTRANO (ASCAP)— Dot 15660			HAVE I TOLD YOU LATELY THAT I LOVE YOU (BMI)—Imperial 5463			Once-a-Week Date (BMI)—Col 41013		
6. GET A JOB (BMI)—Silhouettes.....	34	2	24. DON'T LET GO (BMI)—Roy Hamilton.. 43	2		41. I'M AVAILABLE (BMI)— Margie Rayburn.....	38	12
I Am Lonely (BMI)—Ember 1029			The Right to Love (BMI)—Epic 9257			If You Were (ASCAP)—Liberty 55102		
7. SAIL ALONG SILVERY MOON (ASCAP)—Billy Vaughn.....	16	6	25. DON'T (BMI)—Elvis Presley.....	—	1	42. MAGIC MOMENTS (ASCAP)— Perry Como.....	—	1
RAUNCHY (BMI)—Dot 15661			I BEG OF YOU (BMI)—Victor 7150			CATCH A FALLING STAR (ASCAP)— Victor 7128		
8. THE STROLL (BMI)—Diamonds.....	12	4	26. ALL THE WAY (ASCAP)— Frank Sinatra.....	25	12	43. HONEYCOMB (ASCAP)— Jimmie Rodgers.....	39	24
Land of Beauty (BMI)—Mercury 71242			CHICAGO (ASCAP)—Cap 3793			Their Hearts Were Full of Spring (ASCAP)— Roulette 4015		
9. SUGARTIME (BMI)—McGuire Sisters.. 15	4		27. WAKE UP LITTLE SUSIE (BMI)— Everly Brothers.....	22	18	44. WILD IS THE WIND (ASCAP)— Johnny Mathis.....	35	7
Banana Split (BMI)—Coral 61924			Maybe Tomorrow (BMI)—Cadence 1337			NO LOVE (BUT YOUR LOVE) (BMI)— Col 41060		
10. LA DEE DAH (BMI)—Billy and Lillie.. 13	3		28. OH, JULIE (BMI)—Crescendos.....	33	3	45. YOU ARE MY DESTINY (BMI)— Paul Anka.....	—	1
The Monster (BMI)—Swan 4002			My Little Girl (BMI)—Nasco 6005			When I Stop Loving You (BMI)— ABC-Paramount 9880		
11. RAUNCHY (BMI)—Bill Justis.....	7	11	29. ROCK AND ROLL MUSIC (BMI)— Chuck Berry.....	18	12	46. PUT A LIGHT IN YOUR WINDOW (ASCAP)—Four Lads.....	40	7
The Midnite Man (BMI)—Phillips International 3519			Blue Feeling (BMI)—Chess 1671			The Things We Did Last Summer (ASCAP)— Col 41058		
12. BUZZ, BUZZ, BUZZ (BMI)— Hollywood Flames.....	14	9	30. MY SPECIAL ANGEL (BMI)— Bobby Helms.....	21	15	47. MARCH FROM THE RIVER KWAI, AND "COLONEL BOGEY" (ASCAP)—Mitch Miller.....	46	2
Crazy (BMI)—Ebb 119			Standing at the End of My World (BMI)— Dec 30423			Hey, Little Baby (BMI)—Col 41066		
13. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers.....	8	10	31. (I LOVE YOU) FOR SENTIMENTAL REASONS (BMI)—Sam Cooke.....	30	5	48. A VERY SPECIAL LOVE (ASCAP)— Johnny Nash.....	45	2
Better Loved You'll Never Be (ASCAP)— Roulette 4031			DESIRE ME (BMI)—Keen 4002			Won't You Let Me Share My Love (BMI)— ABC-Paramount 9874		
14. OH, BOY! (BMI)—Crickets.....	11	9	32. I WANT YOU TO KNOW (BMI)— Fats Domino.....	31	6	49. MELODIE D'AMOUR (BMI) Ames Brothers.....	41	10
Not Fade Away (BMI)—Brunswick 55035			THE BIG BEAT (BMI)—Imperial 5477			So Little Time (BMI)—Vic 7046		
15. JAILHOUSE ROCK (BMI)— Elvis Presley.....	6	16	33. TEARDROPS (BMI)— Lee Andrews and the Hearts.....	32	9	50. LITTLE BITTY PRETTY ONE (BMI)— Thurston Harris.....	42	14
TREAT ME NICE (BMI)—Vic 7035			Girl Around the Corner (BMI)—Chess 1675			I Hope You Won't Hold It Against Me (ASCAP)— Aladdin 3398		
16. YOU SEND ME (BMI)—Sam Cooke.... 9	14		34. JUST BORN (BMI)—Perry Como..... 27	14				
SUMMERTIME (ASCAP)—Keen 34013			IVY ROSE (ASCAP)—Vic 7050					
17. SILHOUETTES (BMI)—The Rays.... 10	15		35. FASCINATION (ASCAP)— Jane Morgan.....	28	21			
DADDY COOL (BMI)—Cameo 117			Fascination (Instrumental) (ASCAP)—Kapp 191					
18. BONY MORONIE (BMI)— Larry Williams.....	20	12						
YOU BUG ME, BABY (BMI)— Specialty 615								

THIS WEEK'S BEST BUYS

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

THIS LITTLE GIRL OF MINE (Progressive, BMI)

SHOULD WE TELL HIM (Acuff-Rose, BMI)—Everly Brothers—
Cadence 1342—Looks like another two-sided hit for the duo.
Both sides are strong in all marts. A previous Billboard Spotlight
pick.

SHORT SHORTS (Admiration, BMI)—The Royal Teens—ABC-Para-
mount 9882—This is a big one. All markets report that sales are
heavy. Flip is "Planet Rock" (Brunswick, BMI). A previous Bill-
board Spotlight pick.

TWENTY-SIX MILES (Beechwood, BMI)—The Four Preps—Capitol
3826—Heaviest action for the side is on the West Coast, but it's
also beginning to register strongly elsewhere. Flip is "It's You"
Frank, ASCAP).



RECENT POP RELEASES COMING UP STRONG

FOR SURVEY WEEK ENDING JANUARY 18

The information given in this chart is based on actual sales to cus-
tomers 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.

Short Shorts **The Royal Teens**
(BMI) ABC-Paramount 9882

Twenty-Six Miles **Four Preps**
(BMI) Capitol 3845

HOT!

Tommy Frederick and the Hi-Notes
 "Prince of Players." A hot new release

ON. 45 RPM #450-1 : ON 78 RPM #780-1

by the new Carlton Record Corporation whose president, Joe Carlton, produced 18 gold* records as top A & R man for major record labels.

* PERRY COMO: ROUND AND ROUND; POPPA LOVES MAMBO; HOT DIGGETY; WANTED ♥ EDDIE FISHER: O MY PAPA; I NEED YOU NOW
 AMES BROTHERS: THE NAUGHTY LADY OF SHADY LANE ♦ PATTI PAGE: TENNESSEE WALTZ; I WENT TO YOUR WEDDING;
 DOGGIE IN THE WINDOW; MR. AND MISSISSIPPI; WOULD I LOVE YOU ★ HUGO WINTERHALTER: CANADIAN SUNSET ← GEORGIA GIBBS: KISS
 OF FIRE; SEVEN LONELY DAYS □ RICHARD HAYMAN: RUBY • HARRY BELAFONTE: BANANA BOAT ♣ KAY STARR: ROCK AND ROLL WALTZ

© CARLTON RECORD CORPORATION

157 W. 57 ST., N. Y. 19, N. Y. TEL: CI 5-1240

In 1957 The Billboard's Tape Quarterlies brought

- market reports and surveys
- tape manufacturer directories

and many more vital features prepared and written to inform, instruct and illustrate this new, fast-moving medium of recording and reproduction.

NOW FOR 1958...

another vital tape issue

THE FIRST
TAPE
QUARTERLY
Dated
Feb. 17

containing:

EQUIPMENT DIRECTORY

A rundown on what equipment is on the market (profusely illustrated)

Who makes it? What does it cost?

What will it do (special features)?

HOW TO SELL EQUIPMENT

In theory

In actual practices used by dealers

TRENDS IN TAPE

What's New?

What's Upcoming?

If you sell tape and equipment as a dealer, distributor or manufacturer, you will not want to miss this issue.

If you are a manufacturer of tape, recorded tapes or tape equipment, the editorial atmosphere of this issue will provide the ideal companionship for your advertising message.

PREPARE YOUR STRONG SELLING ADVERTISEMENT NOW

Your nearest Billboard salesman is ready to help you.

Advertising deadline: February 11 • Issue Date: February 17

The Billboard

The Communications Center of the Music Industry

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2160 Patterson St.
Dunbar 1-6450

CHICAGO 1, ILL.
188 W. Randolph St.
Central 6-9818

NEW YORK 36, N. Y.
1564 Broadway
Plaza 7-2800

ST. LOUIS 1, MO.
812 Olive St.
Chestnut 1-0443

HOLLYWOOD 28, CALIF.
1520 North Gower
Hollywood 9-5831

Most Played by Jockeys

FOR SURVEY WEEK ENDING JANUARY 11

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throuot the country. Results are based on The Billboard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. AT THE HOP (BMI)—Danny and the Juniors.....	2	6
Sometimes (BMI)—ABC-Paramount 9871		
2. APRIL LOVE (ASCAP)—Pat Boone.....	1	14
When the Swallows Come Back to Capistrano (ASCAP)—Dot 15660		
3. SUGARTIME (BMI)—McGuire Sisters.....	10	4
Banana Split (BMI)—Coral 61974		
4. PEGGY SUE (BMI)—Buddy Holly.....	4	11
Everyday (BMI)—Coral 61885		
5. KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers.....	3	11
Better Loved You'll Never Be (ASCAP)—Roulette 4031		
6. ALL THE WAY (ASCAP)—Frank Sinatra.....	6	14
Chicago (ASCAP)—Cap 3793		
7. RAUNCHY (BMI)—Ernie Freeman.....	5	9
Puddin' (BMI)—Imperial 5474		
8. THE STROLL (BMI)—Diamonds.....	13	3
Land of Beauty (BMI)—Mercury 71242		
9. WITCHCRAFT (ASCAP)—Frank Sinatra.....	19	2
Tell Her You Love Her (BMI)—Cap 3859		
10. MAGIC MOMENTS (ASCAP)—Perry Como.....	14	2
Catch a Falling Star (ASCAP)—Vic 7128		
11. WHY DON'T THEY UNDERSTAND? (BMI)—George Hamilton IV.....	11	4
Even Tho' (BMI)—ABC-Paramount 9862		
12. RAUNCHY (BMI)—Bill Justis.....	8	10
The Midnite Man (BMI)—Phillips International 3519		
13. GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis..	9	8
You Win Again (BMI)—Sun 281		
14. YOU SEND ME (BMI)—Sam Cooke.....	7	13
Summertime (ASCAP)—Keen 34013		
15. STOOD UP (BMI)—Ricky Nelson.....	—	1
Waltin' in School (BMI)—Imperial 5483		
16. DON'T LET GO (BMI)—Roy Hamilton.....	—	1
The Right to Love (BMI)—Epic 9257		
17. GET A JOB (BMI)—Silhouettes.....	—	1
I Am Lonely (BMI)—Ember 1029		
18. RAUNCHY (BMI)—Billy Vaughn.....	16	7
Sail Along Silvery Moon (ASCAP)—Dot 15661		
19. CATCH A FALLING STAR (ASCAP)—Perry Como..	17	3
Magic Moments (ASCAP)—Vic 7128		
20. PUT A LIGHT IN THE WINDOW (ASCAP)—Four Lads.....	12	8
The Things We Did Last Summer (ASCAP)—Col 41058		
21. SAIL ALONG SILVER MOON (ASCAP)—Billy Vaughn.....	—	1
Raunchy (BMI)—Dot 15661		
22. OH, BOY! (BMI)—Crickets.....	23	6
Not Fade Away (BMI) Brunswick 55035		
23. MARCH FROM THE RIVER KWAI, AND "COLONEL BOGEY"—Mitch Miller.....	—	1
Hey Little Baby (BMI)—Col 41066		
24. LA DEE DAH (BMI)—Billy and Lillie.....	—	1
The Monster (BMI)—Swan 4002		
25. THE STORY OF MY LIFE (ASCAP)—Marty Robbins.....	—	6
Once-a-Week Date (BMI)—Col 41013		

From

Dot

which gave you the hit recordings of last year's greatest motion picture themes, FRIENDLY PERSUASION and APRIL LOVE, comes the big new theme from this year's big new picture.



Gale Storm
singing...

THE LOVE THEME FROM-

*"A Farewell
TO ARMS"*

A David O. Selznick Cinemascope Production
Released thru 20th Century Fox

#15691

b/w
I GET
THAT FEELING

His 9th Million Seller Since

PAT



1 Ain't That A Shame
15377

2 I'll Be Home—
15443

3 I Almost Lost My Mind—
15472

4 Friendly Persuasion—
15490

And

'IT'S TOO SOON TO KNOW'

Watch The PAT BOONE
"CHEVY SHOWCASE"
Every Thur. Nite ABC-TV

THE UNIVERSITY OF CHICAGO

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PHYSICS 351

LECTURE 1

MECHANICS

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PHYSICS 351

His 9th Million Seller Since

PAT



① Ain't That A Shame
15377

② I'll Be Home—
15443

③ I Almost Lost My Mind—
15472

④ Friendly Persuasion—
15490

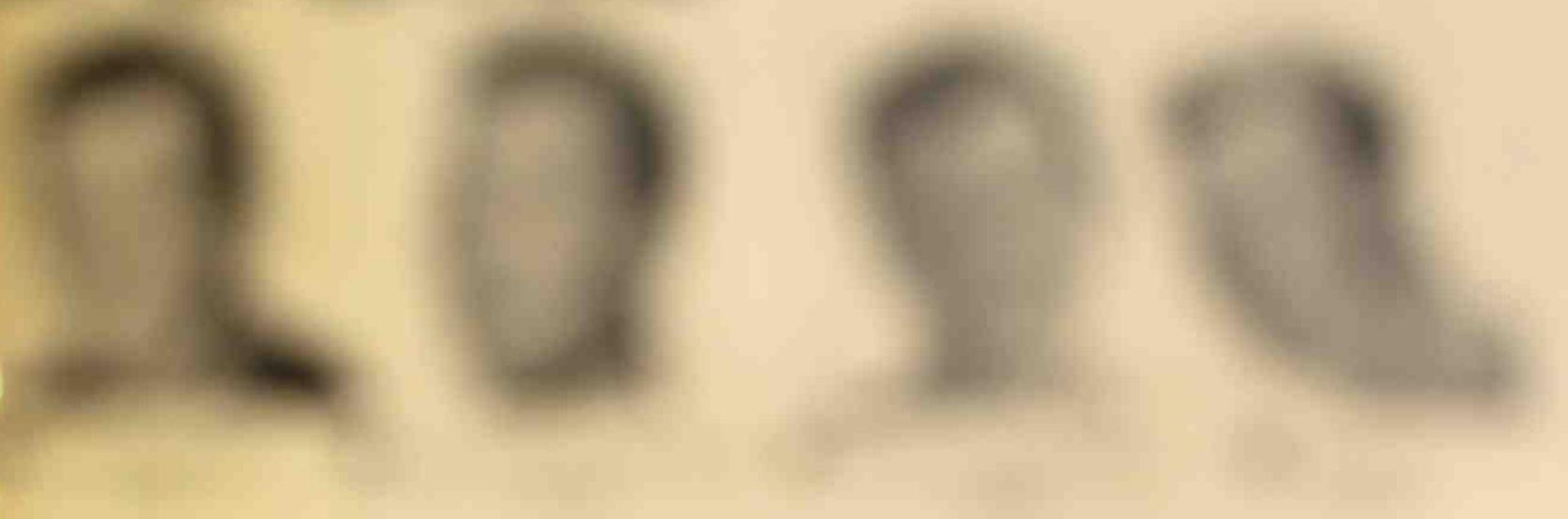
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PAT



① Ain't That A Shame
15377

② I'll Be Home—
15443

③ I Almost Lost My Mind—
15472

④ Friendly Persuasion—
15490

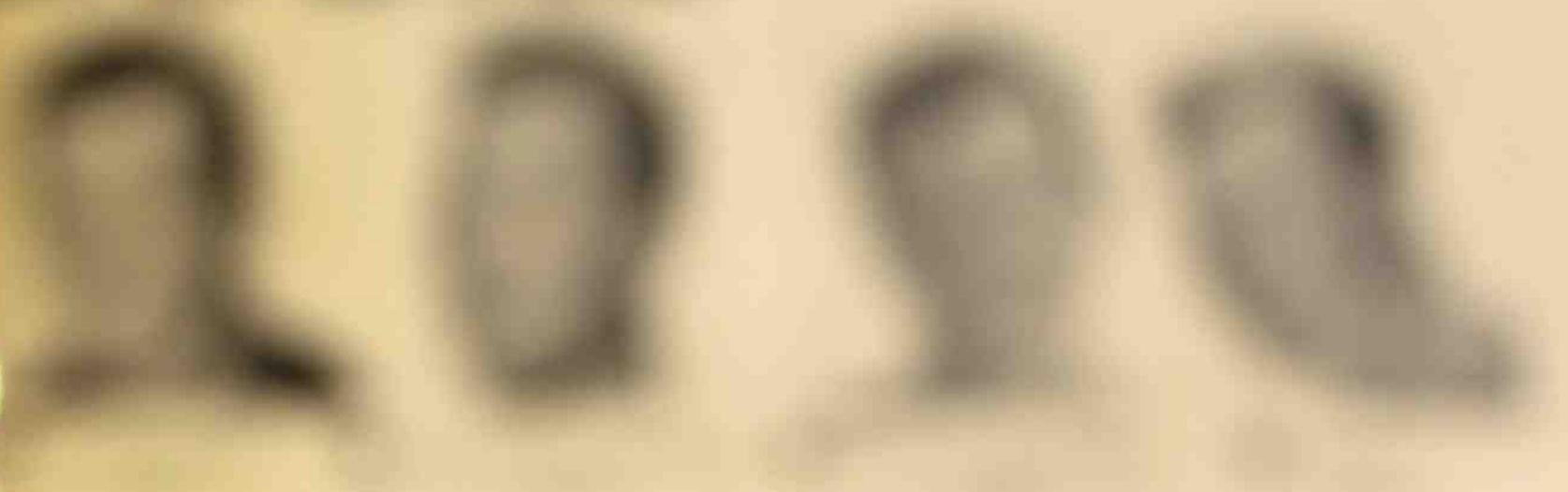
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① Ain't That A Shame
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15443



③ I Almost Lost My Mind—
15472



④ Friendly Persuasion—
15490

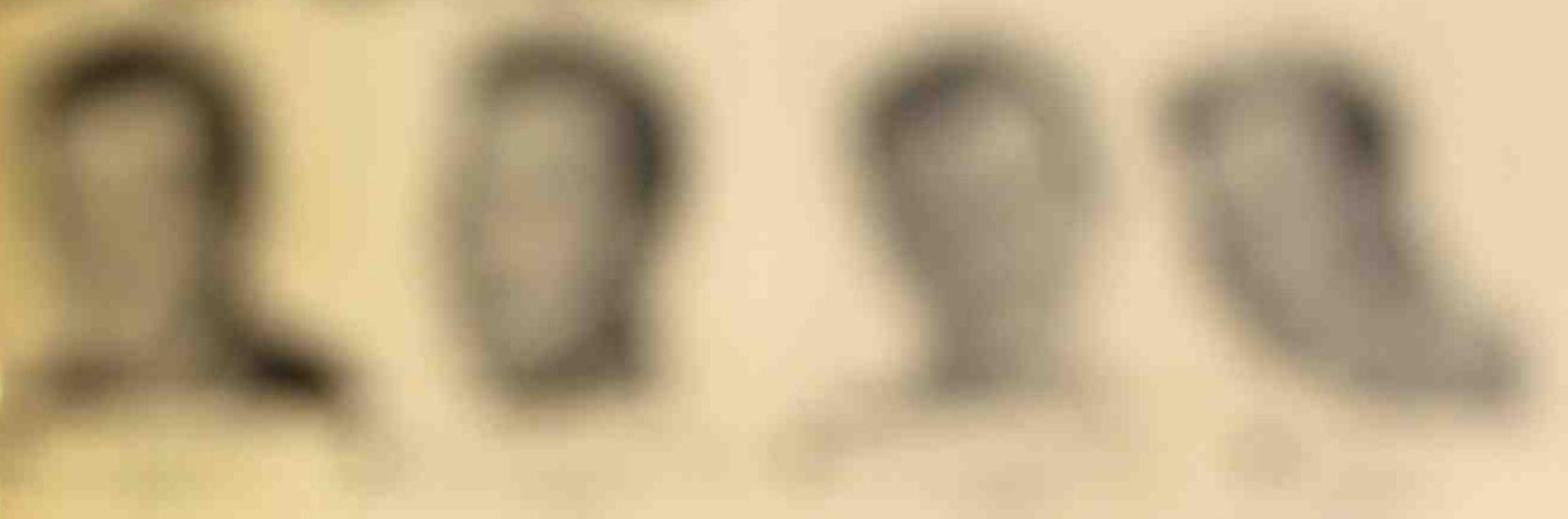
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THE [illegible] OF [illegible]

THE [illegible] OF [illegible]

[illegible]



His 9th Million Seller Since

PAT



① Ain't That A Shame
15377

② I'll Be Home—
15443

③ I Almost Lost My Mind—
15472

④ Friendly Persuasion—
15490

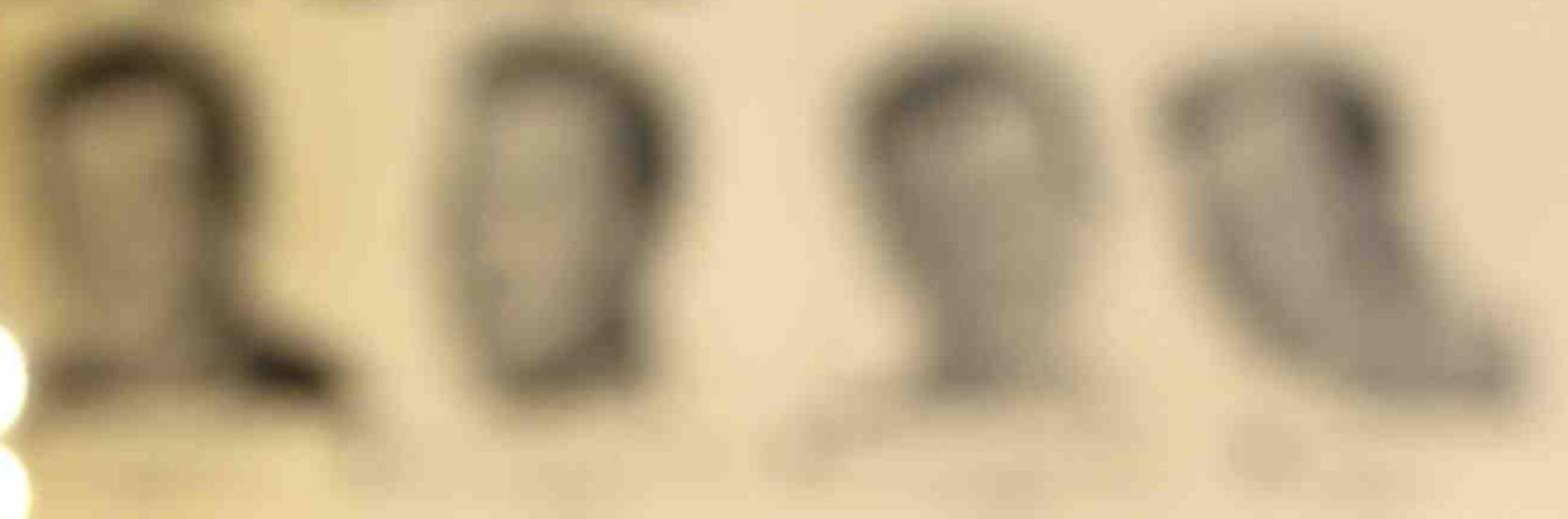
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Watch The PAT BOONE
"CHEVY SHOWCASE"
Every Thur. Nite ABC-TV

THE GREAT EASTERN

INSURANCE COMPANY



INDIVIDUALS

AND COMPANIES

AGENTS



His 9th Million Seller Since

PAT



① Ain't That A Shame
15377



② I'll Be Home—
15443



③ I Almost Lost My Mind—
15472



④ Friendly Persuasion—
15490

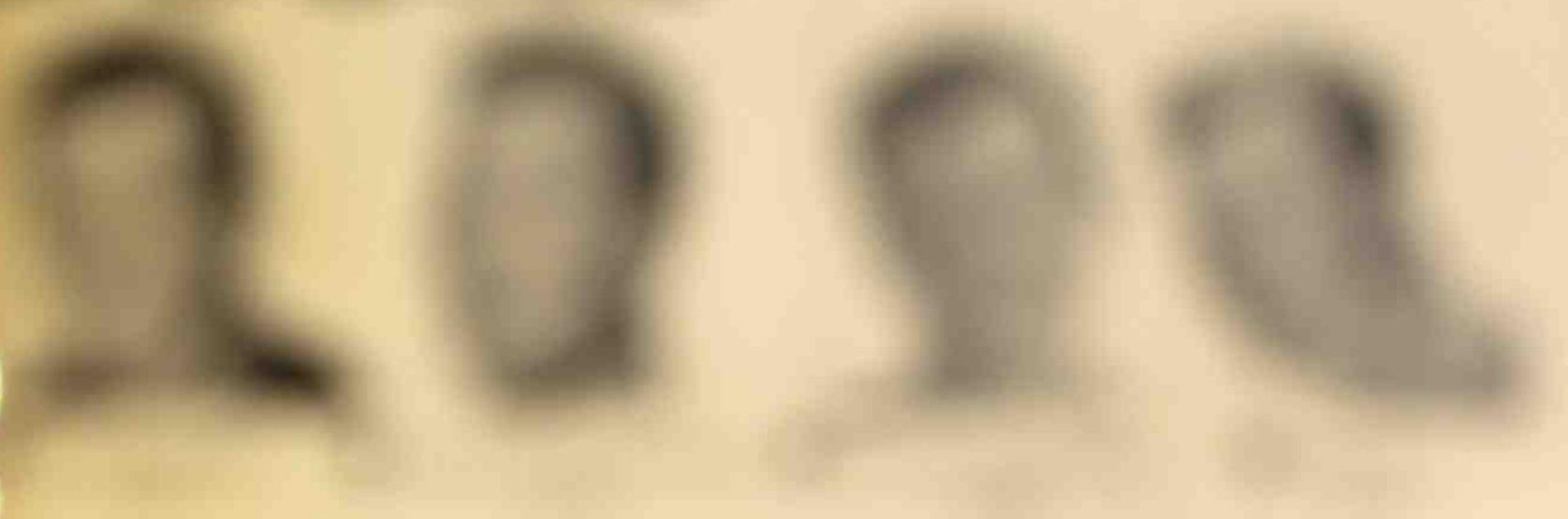
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His 9th Million Seller Since

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① Ain't That A Shame
15377

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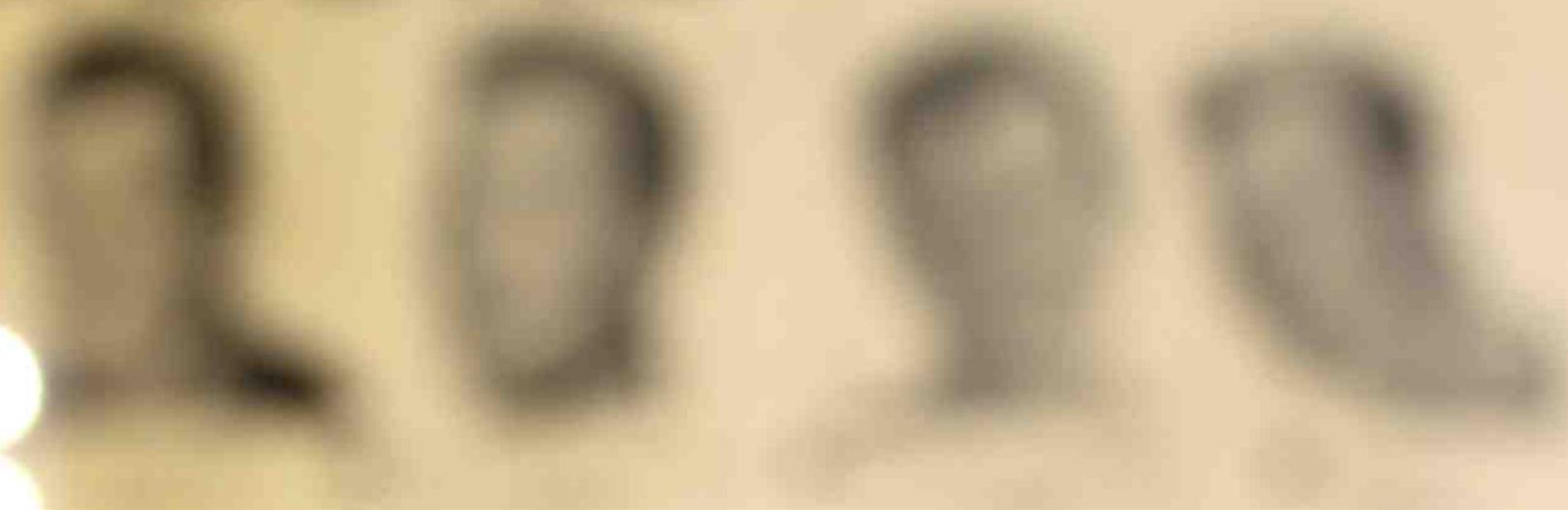
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THE ORIGINAL MASTER
AS RECORDED BY THE COMPOSER

The Cash Box
Disk of the Week

"BIG GUITAR" (2:28) [Times BMI—DeRosa, Gevenose]
"IRISH ROCK" (2:31) [Times BMI—DeRosa, Gevenose]
FRANK DeROSA & DE.MEN (Dot 15696)

THE BIG GUITAR

Frank DeRosa and His D Men
DOT 15696

b/w
IRISH ROCK

Just Out!



Jim Lowe

KEWPIE DOLL
THE LADY FROM
JOHANNESBURG

DOT 15693

Debut on Dot!



Kay Cee Jones

JOHNNY, JOHNNY,
JOHNNY
KINDA LIKE LOVE

DOT 15694

NEW!

Henry Wilson

MY STEADY GIRL | MIGHTY LOW

DOT 15692

Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING JANUARY 18, 1958

POPULAR

SILHOUETTES
★ THE RAYS ★
DADDY COOL
Cameo 117

MY SPECIAL ANGEL
★ BOBBY HELMS ★
STANDING AT THE END OF MY WORLD
Decca 30423

WAKE UP LITTLE SUSIE
★ EVERLY BROTHERS ★
MAYBE TOMORROW
Cadence 1337

ROCK AND ROLL MUSIC
★ CHUCK BERRY ★
BLUE FEELING
Chess 1671

ALL THE WAY
★ FRANK SINATRA ★
CHICAGO
Capitol 3893

AT THE HOP
★ DANNY AND THE JUNIORS ★
SOMETIMES
ABC-Paramount 9871

NEW HIT
★ GET A JOB
★ THE SILHOUETTES ★
I AM LONELY
Ember 1029

APRIL LOVE
★ PAT BOONE ★
WHEN THE SWALLOWS COME BACK TO CAPISTRANO
Dot 15660

SAIL ALONG SILVERY MOON
★ BILLY VAUGHN ★
BAUNCHY
Dot 15561

JAILHOUSE ROCK
★ ELVIS PRESLEY ★
TREAT ME NICE
RCA Victor 7035

BAUNCHY
★ BILL JUSTIS ★
THE MIDNITE MAN
Phillips International 3519

THE STROLL
★ THE DIAMONDS ★
LAND OF BEAUTY
Mercury 71242

NEW HIT
★ DON'T
★ ELVIS PRESLEY ★
I BEG OF YOU
RCA Victor 7150

LA DE DAH
★ BILLY & LILLIE ★
THE MONSTER
Swan 4002

WHY DON'T THEY UNDERSTAND
★ GEORGE HAMILTON ★
EVER THO'
ABC-Paramount 9862

YOU SEND ME
★ SAM COOKE ★
SUMMERTIME
Keen 34013

KISSES SWEETER THAN WINE
★ JIMMIE RODGERS ★
BETTER LOVED YOU'LL NEVER BE
Roulette 4031

BUZ, BUZZ, BUZZ
★ HOLLYWOOD FLAMES ★
CRAZY
Ebb 119

BE BOP BABY
★ RICKY NELSON ★
Have I Told You Lately That I Love You
Imperial 5463

CHANCES ARE
★ JOHNNY MATHEIS ★
THE TWELFTH OF NEVER
Columbia 4993

PEGGY SUE
★ BUDDY HOLLY ★
EVERIDAY
Coral 61885

STOOD UP
★ RICKY NELSON ★
WAITIN' IN SCHOOL
Imperial 5483

OH, BOY!
★ THE CRICKETS ★
NOT FADE AWAY
Brunswick 55035

NEW HIT
★ OH, JULIE!
★ THE GREGGENDOS ★
MY LITTLE GIRL
Nasco 6005

BAUNCHY
★ ERNIE FREEMAN ★
PUDDIN'
Imperial 5474

LIECHTENSTEINER POLKA
★ WILL GLAHE ★
SCHWEITZER POLKA
London 1755

DON'T LET GO
★ ROY HAMILTON ★
THE RIGHT TO LOVE
Epic 9227

BONY MORONIE
★ LARRY WILLIAMS ★
YOU BUG ME, BABY
Specialty 615

SUGARTIME
★ THE MCGUIRE SISTERS ★
BANANA SPLIT
Coral 61924

GREAT BALLS OF FIRE
★ JERRY LEE LEWIS ★
YOU WIN AGAIN
Sun 281

COUNTRY & WESTERN

GEISHA GIRL
★ HANK LOCKLIN ★
LIVIN' ALONE
RCA Victor 6984

I FOUND MY GIRL IN THE U. S. A.
★ JIMMIE SKINNER ★
CARROLL COUNTY BLUES
Mercury 71192

NEW HIT
★ BALLAD OF A TEENAGE QUEEN
★ JOHNNY CASH ★
BIG RIVER
Sun 283

MY SHOES KEEP WALKING
★ RAY PRICE ★
BACK TO YOU
DON'T DO ME THIS WAY
Columbia 40951

THE STORY OF MY LIFE
★ MARTY ROBBINS ★
ONCE-A-WEEK DATE
Columbia 41013

RHYTHM & BLUES
Records eliminated if duplicated in Pop List

TEARDROPS
★ LEE ANDREWS & THE HEARTS ★
GIRL AROUND THE CORNER
Chess 1675

NEW HIT
★ MAYBE
★ CHANTELIS ★
COME MY LITTLE BABY
End 1005

I'LL COME RUNNING BACK TO YOU
★ SAM COOKE ★
FOREVER
Specialty 619

YOU CAN MAKE IT, IF YOU TRY
★ GENE ALLISON ★
HEY, HEY I LOVE YOU
Vee Jay 713

BEST BUY
★ THE EVERLY BROTHERS . . .
This Little Girl of Mine
Should We Tell Him
Cadence 1342

BEST BUY
★ THE ROYAL TEENS . . .
Short Shorts
Planet Rock
ABC-Paramount 9862

BEST BUY
★ THE POLE PRENS . . .
Twenty-Six Miles
It's You
Capitol 3825

BEST BUY
★ CARL SMITH . . .
Your Name Is So Beautiful
You're So Easy to Love
Columbia 41092

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

OPINION
★ PAT BOONE . . .
It's Too Soon to Know
A Wonderful Time Up There
Dot 15690

OPINION
★ FRANK DE ROSA . . .
Big Guitar
Trash Rock
Dot 15696

OPINION
★ FRANKIE LYMON . . .
Tumb Tumb
Footsteps
Roulette 4044

OPINION
★ RAY PRICE . . .
Curtaine in the Window
It's All Your Fault
Columbia 41105

OPINION
★ JIMMY REED . . .
You're Something Else
A String to Your Heart
Vee Jay 270

OPINION
★ HUBEY SMITH . . .
High Blood Pressure
Don't You Just Know It
Ace 545

OPINION
★ STORY SISTERS . . .
Bad Motorcycle
Sweet Daddy
Cameo 128

OPINION
★ OWEN BRADLEY . . .
Big Guitar
Sentimental Dream
Decca 30564

OPINION
★ BOBBY HELMS . . .
Just a Little Love
Love My Lady
Decca 30557

OPINION
★ JIMMY MCCRAKELIN . . .
The Walk
I'm to Blame
Checker 885

OPINION
★ MARGIE RAYBURN . . .
Snookey
Oooh, What a Night
Liberty 55120

OPINION
★ JIMMIE RODGERS . . .
Oh, Oh, I'm Falling in Love Again
The Long Hot Summer
Roulette 4045

OPINION
★ HANK SNOW . . .
I Wish I Was the Moon
Whispering Rain
RCA Victor 7154

OPINION
★ SAW THE MAN TAYLOR . . .
Big Guitar
Cherokee
M-G-M 12613

DOT HAS IT!

THE ORIGINAL MASTER
AS RECORDED BY THE COMPOSER

**The Cash Box
Disk of the Week**

"BIG GUITAR" (2:28) [Times BMI—DeRosa, Gevenose]
"IRISH ROCK" (2:31) [Times BMI—DeRosa, Gevenose]
FRANK DeROSA & DE: MEN (Dot 15696)

THE BIG GUITAR

Frank DeRosa and His D Men
DOT 15696

b/w
IRISH ROCK

Just Out!



Jim Lowe

**KEWPIE DOLL
THE LADY FROM
JOHANNESBURG**

DOT 15693

Debut on Dot!



Kay Cee Jones

**JOHNNY, JOHNNY,
JOHNNY
KINDA LIKE LOVE**

DOT 15694

NEW!

Henry Wilson

MY STEADY GIRL | MIGHTY LOW

DOT 15692

Billboard Weekly Juke Box Programming Guide

FOR SURVEY WEEK ENDING JANUARY 18, 1958

POPULAR

SILHOUETTES
★ THE RAYS ★
DADDY COOL
Cameo 117

MY SPECIAL ANGEL
★ BOBBY HELMS ★
STANDING AT THE END OF MY WORLD
Decca 30423

WAKE UP LITTLE SUSIE
★ EVERLY BROTHERS ★
MAYBE TOMORROW
Cadence 1387

ROCK AND ROLL MUSIC
★ CHUCK BERRY ★
BLUE FEELING
Chess 1671

ALL THE WAY
★ FRANK SINATRA ★
CHICAGO
Capitol 3893

AT THE HOP
★ DANNY AND THE JUNIORS ★
SOMETIMES
ABC-Paramount 9871

NEW HIT
★ GET A JOB
★ THE SILHOUETTES ★
I AM LONELY
Ember 1029

APRIL LOVE
★ PAT BOONE ★
WHEN THE SWALLOWS COME BACK TO CAPISTRANO
Dol 15660

SAT ALONG SILVERY MOON
★ BILLY VAUGHN ★
RAUNCHY
Dol 15361

JAILHOUSE ROCK
★ ELVIS PRESLEY ★
TREAT ME NICE
RCA Victor 7035

RAUNCHY
★ BILL JUSTIS ★
THE MIDNITE MAN
Phillips International 3519

THE STROLL
★ THE DIAMONDS ★
LAND OF BEAUTY
Mercury 71242

NEW HIT
★ DON'T
★ ELVIS PRESLEY ★
I BEG OF YOU
RCA Victor 7150

LA DE DAH
★ BILLY & LILLIE ★
THE MONSTER
Swan 4002

WHY DON'T THEY UNDERSTAND
★ GEORGE HAMILTON ★
EVER THO'
ABC-Paramount 9862

YOU SEND ME
★ SAM COOKE ★
SUMMERTIME
Keen 34013

KISSES SWEETER THAN WINE
★ JIMMIE RODGERS ★
BETTER LOVED YOU'LL NEVER BE
Roulette 4031

BUZ, BUZZ, BUZZ
★ HOLLYWOOD FLAMES ★
CRAZY
Ebb 119

BE BOP BABY
★ RICKY NELSON ★
Have I Told You Lately That I Love You
Imperial 5463

CHANGES ARE
★ JOHNNY MATHEIS ★
THE TWELFTH OF MEYER
Columbia 4993

PEGGY SUE
★ BUDDY HOLLY ★
EVERYDAY
Coral 61885

STOOD UP
★ RICKY NELSON ★
WAITIN' IN SCHOOL
Imperial 5483

OH, BOY!
★ THE CRICKETS ★
NOT FADE AWAY
Brunswick 55035

NEW HIT
★ OH, JULIE!
★ THE CRESCENDOS ★
MY LITTLE GIRL
Narco 6005

RAUNCHY
★ ERNIE FREEMAN ★
PUDDIN'
Imperial 5474

LECHTENSTERNER POLKA
★ WILL GLAHE ★
SCHWEITZER POLKA
London 1735

DON'T LET GO
★ ROY HAMILTON ★
THE RIGHT TO LOVE
Epic 9227

BONY MORONIE
★ LARRY WILLIAMS ★
YOU BUG ME, BABY
Specialty 615

SUGARTIME
★ THE MCGUIRE SISTERS ★
BANANA SPLIT
Coral 61924

GREAT BALLS OF FIRE
★ JERRY LEE LEWIS ★
YOU WIN AGAIN
Sun 281

COUNTRY & WESTERN

Records eliminated if duplicated in Pop List.

GEISHA GIRL
★ HANK LOCKLIN ★
LIVIN' ALONE
RCA Victor 6984

I FOUND MY GIRL IN THE U. S. A.
★ JIMMIE SKINNER ★
CARROLL COUNTY BLUES
Mercury 71192

NEW HIT
★ BALLAD OF A TEENAGE QUEEN
★ JOHNNY CASH ★
BIG RIVER
Sun 283

MY SHOES KEEP WALKING
★ RAY PRICE ★
BACK TO YOU
DON'T DO ME THIS WAY
Columbia 40951

THE STORY OF MY LIFE
★ MARTY ROBBINS ★
ONCE-A-WEEK DATE
Columbia 41013

TEARDROPS
★ LEE ANDREWS & THE HEARTS ★
GIRL AROUND THE CORNER
Chess 1675

NEW HIT
★ MAYBE
★ CHANTELS ★
COME MY LITTLE BABY
End 1005

I'LL COME RUNNING BACK TO YOU
★ SAM COOKE ★
FOREVER
Specialty 619

YOU CAN MAKE IT, IF YOU TRY
★ GENE ALLISON ★
HEY, HEY I LOVE YOU
Vee Jay 713

LITTLE BITTY PRETTY ONE
★ THURSTON HARRIS ★
I HOPE YOU DON'T HOLD IT AGAINST ME
Atoddm 3398

OPERATORS BEST BUYS

Records are the same as those listed in POP, R&B or C&W review sections.

BEST BUY
★ THE EVERLY BROTHERS ★
This Little Girl of Mine
Should We Tell Him
Cadence 1342

BEST BUY
★ THE FOUR PREPS ★
Twenty Six Miles
It's Yoko
Capitol 3825

BEST BUY
★ THE ROYAL TEENS ★
Short Shorts
Planet Rock
ABC-Paramount 9882

BEST BUY
★ CARL SMITH ★
Your Name Is So Beautiful
You're So Easy to Love
Columbia 41092

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

OPINION
★ PAT BOONE ★
It's Too Soon to Know
A Wonderful Time Up There
Dol 15690

OPINION
★ OWEN BRADLEY ★
Big Guitar
Sentimental Dream
Decca 30564

OPINION
★ FRANK DE ROSA ★
Big Guitar
Jamb Rock
Dol 15696

OPINION
★ BOBBY HELMS ★
Just a Little Love
Love My Lady
Decca 30557

OPINION
★ FRANKIE LYMON ★
Tumb Tumb
Footsteps
Roulette 4044

OPINION
★ JIMMY McCRACKLIN ★
The Walk
Im to Blame
Checker 885

OPINION
★ RAY PRICE ★
Ornate in the Window
It's All Your Fault
Columbia 41105

OPINION
★ MARGIE RAYBURN ★
Oooh, What a Night
Snoochy
Liberty 55120

OPINION
★ JIMMY REED ★
You're Something Else
A String to Your Heart
Vee Jay 270

OPINION
★ JIMMIE RODGERS ★
Oh, Oh, I'm Falling in Love Again
The Long Hot Summer
Roulette 4045

OPINION
★ HUBY SMITH ★
High Blood Pressure
Don't You Just Know It
Ace 545

OPINION
★ HANK SNOW ★
I Wish I Was the Moon
Whispering Rain
RCA Victor 7154

OPINION
★ STONEY SISTERS ★
Bad Motorcycle
Sweet Daddy
Cameo 128

OPINION
★ SAW (THE MAN) TAYLOR ★
Big Guitar
Cherokee
M-G-M 12613

His 9th Million Seller Since

PAT



① Ain't That A Shame
15377



② I'll Be Home—
15443



③ I Almost Lost My Mind—
15472



④ Friendly Persuasion—
15490

And

**'IT'S TOO SOON
TO KNOW'**

Watch The PAT BOONE
"CHEVY SHOWCASE"
Every Thur. Nite ABC-TV

Coming To Dot In 1955!

BOONE



5 Don't Forbid Me—
15521

6 Love Letters In The Sand—
15570

7 Remember You're Mine—
15602

8 April Love—
15660

Now...

'A WONDERFUL TIME UP THERE'

15690

Dot RECORDS, Inc. • Sunset and Vine • Hollywood, Calif. • Phone HO 2-3141
THE NATION'S BEST SELLING RECORDS

DOT HAS IT!

THE ORIGINAL MASTER
AS RECORDED BY THE COMPOSER

The Cash Box
Disk of the Week

"BIG GUITAR" (2:28) [Times BMI—DeRosa, Gevenose]
"IRISH ROCK" (2:31) [Times BMI—DeRosa, Gevenose]
FRANK DeROSA & DE-MEN (Dot 15696)

THE BIG GUITAR

Frank DeRosa and His D Men

DOT 15696

b/w
IRISH ROCK

Just Out!



Jim Lowe

KEWPIE DOLL
THE LADY FROM
JOHANNESBURG

DOT 15693

Debut on Dot!



Kay Cee Jones

JOHNNY, JOHNNY,
JOHNNY
KINDA LIKE LOVE

DOT 15694

NEW!

Henry Wilson

MY STEADY GIRL | MIGHTY LOW

DOT 15692

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Decca 30423

WAKE UP LITTLE SUSIE
★ EVERLY BROTHERS ★
MAYBE TOMORROW
Cadence 1337

ROCK AND ROLL MUSIC
★ CHUCK BERRY ★
BLUE FEELING
Chas 1671

ALL THE WAY
★ FRANK SINATRA ★
CHICAGO
Capitol 3893

AT THE HOP
★ DANNY AND THE JUNIORS ★
SOMETIMES
ABC-Paramount 9871

NEW HIT
★ GET A JOB
★ I AM LONELY
Ember 1029

APRIL LOVE
★ PAT BOONE ★
WHEN THE SWALLOWS COME BACK TO CAPSTRANO
Dot 15660

SAIL ALONG SILVER MOON
★ BILLY VAUGHN ★
RAUNCHY
Dot 15661

JAILHOUSE ROCK
★ ELVIS PRESLEY ★
TREAT ME NICE
RCA Victor 7035

RAUNCHY
★ BILL JUSTIS ★
THE MIDWINTER MAN
Phillips International 3519

THE STROLL
★ THE DIAMONDS ★
LAND OF BEAUTY
Mercury 71242

NEW HIT
★ DON'T
★ ELVIS PRESLEY ★
I BEG OF YOU
RCA Victor 7150

LA DE DAH
★ BILLY & LILLIE ★
THE MONSTER
Swan 4002

WHY DON'T THEY UNDERSTAND
★ GEORGE HAMILTON ★
EVEN THO'
ABC-Paramount 9862

YOU SEND ME
★ SAM COOKE ★
SUMMERTIME
Keen 34013

KISSES SWEETER THAN WINE
★ JIMMIE RODGERS ★
BETTER LOVED YOU'LL NEVER BE
Roulette 4031

BUZ, BUZZ, BUZZ
★ HOLLYWOOD FLAMES ★
CRAZY
Ebb 119

BE BOP BABY
★ RICKY NELSON ★
Have I Told You Lately That I Love You
Imperial 5463

CHANCES ARE
★ JOHNNY MATHEIS ★
THE TWELFTH OF NEVER
Columbia 4993

PEGGY SUE
★ BUDDY HOLLY ★
EVERYDAY
Coral 61885

STOOD UP
★ RICKY NELSON ★
WAITIN' IN SCHOOL
Imperial 5483

OH, BOY!
★ THE CRICKETS ★
NOT FADE AWAY
Brunswick 55035

NEW HIT
★ OH, JULIE!
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MY LITTLE GIRL
Norco 6005

RAUNCHY
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PUDDIN'
Imperial 5474

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★ WILL GLAHE ★
SCHWEITZER POLKA
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★ ROY HAMILTON ★
THE RIGHT TO LOVE
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YOU BUG ME, BABY
Specialty 615

SUGARTIME
★ THE MCGUIRE SISTERS ★
BANANA SPLIT
Coral 61924

GREAT BALLS OF FIRE
★ JERRY LEE LEWIS ★
YOU WIN AGAIN
Sun 281

COUNTRY & WESTERN

GEISHA GIRL
★ HANK LOCKLIN ★
LIVIN' ALONE
RCA Victor 6984

I FOUND MY GIRL IN THE U. S. A.
★ JIMMIE SKINNER ★
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Mercury 71192

NEW HIT
★ BALLAD OF A TEENAGE QUEEN
★ JOHNNY CASH ★
BIG RIVER
Sun 283

MY SHOES KEEP WALKING
★ RAY PRICE ★
BACK TO YOU
DON'T DO ME THIS WAY
Columbia 40951

THE STORY OF MY LIFE
★ MARTY ROBBINS ★
ONCE-A-WEEK DATE
Columbia 41013

TEARDROPS
★ LEE ANDREWS & THE HEARTS ★
GIRL AROUND THE CORNER
Chas 1675

NEW HIT
★ MAYBE
★ CHANTELS ★
COME MY LITTLE BABY
End 1005

I'LL COME RUNNING BACK TO YOU
★ SAM COOKE ★
FOREVER
Specialty 619

YOU CAN MAKE IT, IF YOU TRY
★ GENE ALLISON ★
HEY, HEY I LOVE YOU
Vee Jay 713

LITTLE BITTY PRETTY ONE
★ THURSTON HARRIS ★
I HOPE YOU DON'T HOLD IT AGAINST ME
Aledo 3398

OPERATORS BEST BUYS

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BEST BUY
★ THE EVERLY BROTHERS
This Little Girl of Mine
Should We Tell Him
Cadence 1342

BEST BUY
★ THE POIR PIRENS
Twenty Six Miles
It's Yoke
Capitol 3825

BEST BUY
★ THE ROYAL TEENS
Short Shorts
Planet Rock
ABC-Paramount 9862

BEST BUY
★ CARL SMITH
Your Name Is So Beautiful
You're So Easy to Love
Columbia 41092

OPERATORS BEST NEW RELEASES

In the opinion of Billboard staff reviewers these records are the ones released last week that are most likely to be future juke box hits.

OPINION
★ PAT BOONE
It's Too Soon to Know
A Wonderful Time Up There
Dot 15690

OPINION
★ OWEN BRADLEY
Big Guitar
Sentimental Dream
Decca 30964

OPINION
★ FRANK DEROSA
Big Guitar
Trib Rock
Dot 15696

OPINION
★ ROBBY HELMS
Just a Little Loneliness
Love My Lady
Decca 30557

OPINION
★ FRANKIE LYMON
Thumb Thumb
Footsteps
Roulette 4044

OPINION
★ JIMMY MCCRACKLIN
The Walk
Tam to Blaine
Checker 895

OPINION
★ RAY PRICE
Narrative in the Window
It's All Your Fault
Columbia 41105

OPINION
★ MARGIE RAYBURN
Oooh, What a Night
Smoochy
Liberty 55120

OPINION
★ JIMMY REED
You're Something Else
A Stride to Your Heart
Vee Jay 270

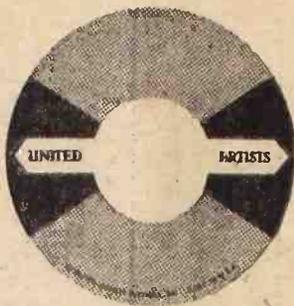
OPINION
★ JIMMIE RODGERS
Oh, Oh, I'm Falling in Love Again
The Long Hot Summer
Roulette 4045

OPINION
★ BUEY SMITH
High Blood Pressure
Don't You Just Know It
Ace 545

OPINION
★ HANK SNOW
I Wish I Was the Moon
Whispering Rain
RCA Victor 7154

OPINION
★ STOREY SISTERS
Bad Motorcycle
Sweet Daddy
Cameo 126

OPINION
★ SAW THE MAN TAYLOR
Big Guitar
Cherokee
M-G-M 12613



UNITED ARTISTS HAS A SMASH!

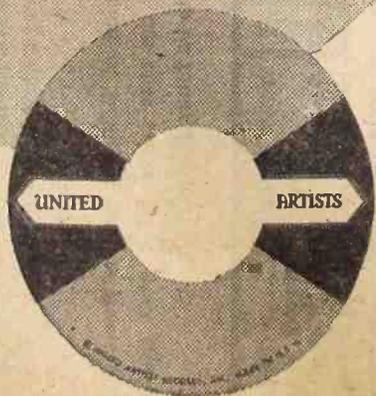
"The Swivel"

c/w
"THE RIPPLE"

UA 105X

BY

ALTAYLOR and The POODLES



Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 18

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

TOP RECORDS LISTED ALPHABETICALLY BY TERRITORIES

BOSTON

At the Hop
Danny and the Juniors, ABC-Para.
Get a Job, Silhouettes, Emb.
Great Balls of Fire, Jerry Lee Lewis, Sun
La Dee Dah, Billy and Lillie, Swan
Oh, Boy! Crickets, Brk.
The Stroll, Diamonds, Mer.
Waitin' in School/Stood Up
Ricky Nelson, Imp.
You Send Me, Sam Cooke, Keen

CHICAGO

At the Hop
Danny and the Juniors, ABC-Para.
Buzz, Buzz, Buzz, Hollywood Flames, Ebb
La Dee Dah, Billy and Lillie, Swan
Lichtensteiner Polka, Will Glahe, Lon.
Oh, Boy! Crickets, Brk.
Peggy Sue, Buddy Holly, Cor.
Sail Along Silvery Moon/Raunchy
Billy Vaughan, Dot
Stood Up/Waitin' in School
Ricky Nelson, Imp.

DETROIT

At the Hop
Danny and the Juniors, ABC-Para.
Don't Let Go, Roy Hamilton, Epic
Get a Job, Silhouettes, Emb.
Great Balls of Fire, Jerry Lee Lewis, Sun
Maybe, Chantels, End
Oh, Julie, Crescendos, Nsc.
Sail Along Silvery Moon/Raunchy
Billy Vaughan, Dot
Waitin' in School/Stood Up
Ricky Nelson, Imp.

EAST TEXAS

At the Hop
Danny and the Juniors, ABC-Para.
Get a Job, Silhouettes, Emb.
Great Balls of Fire, Jerry Lee Lewis, Sun
I Beg of You/Don't, Elvis Presley, Vic.
Oh, Julie, Crescendos, Nsc.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
Stood Up/Waitin' in School
Ricky Nelson, Imp.

FLORIDA

Fascination, Jane Morgan, Kapp
Great Balls of Fire, Jerry Lee Lewis, Sun
Kisses Sweeter Than Wine
Jimmie Rodgers, Rit.
Love Me Forever, Four Esquires, Prs.
Raunchy, Bill Justis, Phil. Intl.
Silhouettes, Rays, Cam.
Stood Up, Ricky Nelson, Imp.
Teardrops
Lee Andrews and the Hearts, Chs.

LOS ANGELES

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
The Big Beat/I Want You to Know
Fats Domino, Imp.
Oh, Boy! Crickets, Brk.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
Silhouettes, Rays, Cam.
Waitin' in School/Stood Up
Ricky Nelson, Imp.

NEW YORK AND NEWARK

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Buzz, Buzz, Buzz, Hollywood Flames, Ebb
Great Balls of Fire, Jerry Lee Lewis, Sun.
La Dee Dah, Billy and Lillie, Swan
Silhouettes, Rays, Cam.
The Stroll, Diamonds, Mer.
You Send Me, Sam Cooke, Keen

NORTHERN NEW YORK STATE

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Dede Dinah, Frankie Avalon, Cir.
Great Balls of Fire, Jerry Lee Lewis, Sun

Jailhouse Rock, Elvis Presley, Vic.
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
You Send Me, Sam Cooke, Keen

NORTHERN OHIO

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Be-Bop Baby, Ricky Nelson, Imp.
Great Balls of Fire, Jerry Lee Lewis, Sun
Jailhouse Rock, Elvis Presley, Vic.
Oh, Boy! Crickets, Brk.
Stood Up, Ricky Nelson, Imp.
The Story of My Life, Marty Robbins, Col.

NORTHWEST

At the Hop
Danny and the Juniors, ABC-Para.
Chances Are/Twelfth of Never
Johnny Mathis, Col.
Great Balls of Fire, Jerry Lee Lewis, Sun
Henrietta, Jimmy Dee, Dot
Raunchy, Ernie Freeman, Imp.
Stood Up, Ricky Nelson, Imp.
Swanee River Rock (Talkin' 'Bout
That River), Ray Charles, Atl.
Twenty-Six Miles, Four Preps, Cap.

PHILADELPHIA

All the Way/Chicago, Frank Sinatra, Cap.
April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Fascination, Jane Morgan, Kapp
Honeycomb, Jimmie Rodgers, Rit.
Jailhouse Rock, Elvis Presley, Vic.
My Special Angel, Bobby Helms, Dec.
You Send Me, Sam Cooke, Keen

SAN FRANCISCO AND OAKLAND

At the Hop
Danny and the Juniors, ABC-Para.
Bony Moronie/You Bug Me, Baby
Larry Williams, Spe.
Chances Are/Twelfth of Never
Johnny Mathis, Col.
Kisses Sweeter Than Wine
Jimmie Rodgers, Rit.
Raunchy, Ernie Freeman, Imp.
Stood Up, Ricky Nelson, Imp.
Teardrops
Lee Andrews and the Hearts, Chs.
You Send Me, Sam Cooke, Keen

SOUTHERN OHIO

At the Hop
Danny and the Juniors, ABC-Para.
Be-Bop Baby, Ricky Nelson, Imp.
Great Balls of Fire, Jerry Lee Lewis, Sun
Peggy Sue, Buddy Holly, Cor.
Raunchy, Ernie Freeman, Imp.
She's Neat, Dale Wright, Fty.
Stood Up, Ricky Nelson, Imp.
Why Don't They Understand?
George Hamilton IV, ABC-Para.

ST. LOUIS AND KANSAS CITY

At the Hop
Danny and the Juniors, ABC-Para.
April Love, Pat Boone, Dot
Great Balls of Fire, Jerry Lee Lewis, Sun
Kisses Sweeter Than Wine
Jimmie Rodgers, Rit.
Peggy Sue, Buddy Holly, Cor.
Stood Up/Waitin' in School
Ricky Nelson, Imp.
The Stroll, Diamonds, Mer.
Teardrops
Lee Andrews and the Hearts, Chs.

WASHINGTON AND BALTIMORE

April Love, Pat Boone, Dot
At the Hop
Danny and the Juniors, ABC-Para.
Buzz, Buzz, Buzz, Hollywood Flames, Ebb
Peggy Sue, Buddy Holly, Cor.
Raunchy, Bill Justis, Phil. Intl.
Rock and Roll Music, Chuck Berry, Chs.
Sail Along Silvery Moon/Raunchy
Billy Vaughan, Dot
Stood Up/Waitin' in School
Ricky Nelson, Imp.

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MERCURY 71251

Four university boys from Tennessee

THE CARDIGANS

A scorching instrumental

NARVEL FELTS

It's a smash

"ROCKET RIDE"

AND

"DREAM WORLD"

MERCURY 71249

"MINGLIN'"

AND

"I WONDER WHERE OUR LOVE HAS GONE"

MERCURY 71262

Rock and sockin

BUDDY JOHNSON

New voice find from Pittsburgh

BEVERLY BLAIR

"WITH LOVE WE LIVE"

AND

"TONY"

MERCURY 71255

"STROLLIN' SAX"

AND

A knocked out version

"STARDUST"

MERCURY 71254

Dinah Washington's baby

EDDIE CHAMBLEE

Cleveland's new sensation

DORISSETTA CLARK

"YOU LOVE ME"

AND

"IT WOULD MEAN SO MUCH"

MERCURY 71253

"CAN'T STOP ME"

AND

"COME BACK TO ME"

MERCURY 71259

Detroit sensation

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SHEPHERD'S BLUES

Moe Koffman

JUBILEE #5311

MADE FOR
EACH OTHER
Don Rondo

JUBILEE #5313

jubilee
1650 Broadway, New York City



Top 100 Sides

FOR SURVEY WEEK ENDING JANUARY 19

This is a tabulation of dealer individual record sales listed according to the specific side requested by customers. No attempt is made to add sides together to reflect actual record sales. This is, therefore, a tabulation of sides or songs, and not records. This is the reason for any possible variation that occurs between the top 50 sides as reflected in this chart, and the top 50 record sellers as reflected in the "Best Sellers in Stores" chart.

Pos.	Song, Artist, Label	Last Week
1.	AT THE HOP, Danny and the Juniors, ABC-Paramount	1
2.	GREAT BALLS OF FIRE, Jerry Lee Lewis, Sun	3
3.	PEGGY SUE, Buddy Holly, Coral	4
4.	APRIL LOVE, Pat Boone, Dot	3
5.	STOOD UP, Ricky Nelson, Imperial	8
6.	GET A JOB, Silhouettes, Ember	22
7.	THE STROLL, Diamonds, Mercury	12
8.	SUGARTIME, McGuire Sisters, Coral	19
9.	LA DEE DAH, Billy and Lillie, Swan	13
10.	RAUNCHY, Bill Justis, Phillips International	7
11.	BUZZ, BUZZ, BUZZ, Hollywood Flames, Ebb	14
12.	KISSES SWEETER THAN WINE, Jimmie Rodgers, Roulette	8
13.	OH, BOY! Crickets, Brunswick	10
14.	JAILHOUSE ROCK, Elvis Presley, Victor	6
15.	YOU SEND ME, Sam Cooke, Keen	9
16.	SAIL ALONG SILVERY MOON, Billy Vaughn, Dot	20
17.	SILHOUETTES, Rays, Cameo	21
18.	WHY DON'T THEY UNDERSTAND? George Hamilton IV, ABC-Paramount	23
19.	RONY MORONIE, Larry Williams, Specialty	25
20.	RAUNCHY, Ernie Freeman, Imperial	21
21.	WAITIN' IN SCHOOL, Ricky Nelson, Imperial	24
22.	LIECHTENSTEINER POLKA, Wjll Glahe, London	29
23.	BE-BOP BABY, Ricky Nelson, Imperial	22
24.	DON'T LET GO, Roy Hamilton, Epic	43
25.	CHANCES ARE, Johnny Mathis, Columbia	20
26.	WAKE UP LITTLE SUSIE, Everly Brothers, Cadence	19
27.	OH JULIE, Crescendos, Nasco	31
28.	ROCK AND ROLL MUSIC, Chuck Berry, Chess	16
29.	MY SPECIAL ANGEL, Bobby Helms, Decca	18
30.	ALL THE WAY, Frank Sinatra, Capitol	24
31.	TEARDROPS, Leo Andrews and the Hearts, Chess	20
32.	FASCINATION, Jane Morgan, Kapp	27
33.	MAYBE, Chantels, End	53
34.	JO ANN, Playmates, Roulette	45
35.	DEDE DINAH, Frankie Avalon, Chancellor	69
36.	THE STORY OF MY LIFE, Marty Robbins, Columbia	33
37.	I'M AVAILABLE, Margie Rayburn, Liberty	34
38.	HONEYCOMB, Jimmie Rodgers, Roulette	39
39.	I'LL COME RUNNING BACK TO YOU, Sam Cooke, Specialty	37
40.	DON'T, Elvis Presley, Victor	—
41.	YOU ARE MY DESTINY, Paul Anka, ABC-Paramount	62
42.	RAUNCHY, Billy Vaughn, Dot	41
43.	PUT A LIGHT IN THE WINDOW, Four Lads, Columbia	36
44.	(I LOVE YOU) FOR SENTIMENTAL REASONS, Sam Cooke, Keen	44
45.	JUST BORN, Perry Como, Victor	30
46.	MARCH FROM "THE RIVER KWAL" AND "COLONEL BOGEY," Mitch Miller, Columbia	47
47.	A VERY SPECIAL LOVE, Johnny Nash, ABC-Paramount	46
48.	I WANT YOU TO KNOW, Fats Domino, Imperial	82
49.	MELODIE D'AMOUR, Ames Brothers, Victor	39
50.	LITTLE BITTY PRETTY ONE, Thurston Harris, Aladdin	40
51.	THE BIG BEAT, Fats Domino, Imperial	42
52.	PRETEND YOU DON'T SEE HER, Jerry Vale, Columbia	59
53.	DESIRE ME, Sam Cooke, Keen	48
54.	HEY! LITTLE GIRL, Techniques, Roulette	70
55.	WILD IS THE WIND, Johnny Mathis, Columbia	51
56.	I BEG OF YOU, Elvis Presley, Victor	—
57.	MAGIC MOMENTS, Perry Como, Victor	78
58.	THE JOKER, Billy Myles, Ember	53
59.	HEY! SCHOOLGIRL, Tom and Jerry, Big	56
60.	CATCH A FALLING STAR, Perry Como, Victor	99
61.	WALKIN' WITH MR. LEE, Lee Allen, Ember	59
62.	THE JOKER, Hilltoppers, Dot	59
63.	COULD THIS BE MAGIC? Dubs, Gone	59
64.	DO WHAT YOU DID, Thurston Harris, Aladdin	67
65.	TWENTY-SIX MILES, Four Preps, Capitol	88
66.	HENRIETTA, Jimmie Dee, Dot	62
67.	SHORT SHORTS, Royal Teens, ABC-Paramount	—
68.	DANCE TO THE HOP, Gene Vincent, Capitol	67
69.	TAMMY, Debbie Reynolds, Coral	58
70.	TILL, Roger Williams, Kapp	68
71.	YOU CAN MAKE IT IF YOU TRY, Gene Allison, Vee Jay	96
72.	IVY ROSE, Perry Como, Victor	50
73.	HARD TIMES (THE SLOP), Noble (Thin Man) Watts, Baton	70
74.	NO LOVE (BUT YOUR LOVE), Johnny Mathis, Columbia	55
75.	ROCK-A-CHICKA, Warner Mack, Decca	78
76.	GEISHA GIRL, Hank Locklin, Victor	95
77.	YOU'RE THE GREATEST, Billy Scott, Cameo	73
78.	JINGLE BELL ROCK, Bobby Helms, Decca	17
79.	THIS IS THE NIGHT, Valiants, Keen	73
80.	LOVE BUG CRAWL, Jimmy Edwards, Mercury	96
81.	THE TWELFTH OF NEVER, Johnny Mathis, Columbia	76
82.	SWINGING SHEPHERD BLUES, Johnny Page Quintet, Federal	—
83.	YOU SEND ME, Teresa Brewer, Coral	78
84.	KEEP A' KNOCKIN', Little Richard, Specialty	48
85.	SHE'S NEAT, Dale Wright, Fraternity	65
86.	PENNY LOAFERS AND BOBBY SOCKS, Joe Bennett and the Sparkletones, ABC-Paramount	62
87.	SOFT, Bill Doggett, King	81
88.	BERTHA LOU, Clint Miller, ABC-Paramount	—
89.	YELLOW DOG BLUES, Joe Darenbourg and the Dixie Flyers, Lark	—
90.	FARTHER UP THE ROAD, Bobby (Blue) Bland, Duke	85
91.	ANGEL SMILE, Nat King Cole, Capitol	—
92.	SWANEE RIVER ROCK (TALKIN' 'BOUT THAT RIVER), Ray Charles, Atlantic	83
93.	YELLOW DOG BLUES, Johnny Maddox, Dot	—
94.	MR. LEE, Bobbettes, Atlantic	89
95.	A VERY SPECIAL LOVE, Debbie Reynolds, Coral	—
96.	I'LL REMEMBER TODAY, Patti Page, Mercury	83
97.	LITTLE PIGEON, Sal Minco, Epic	—
98.	DIANA, Paul Anka, ABC-Paramount	92
99.	HOLA LOVE, Buddy Knox, Roulette	92
100.	THAT'S ALL RIGHT, Little J. Parker, Duke	—

This chart is now a compilation of dealer unit sales by record sides for the same survey period that is reflected in the Best Sellers in Stores chart. This chart, therefore, is now reflecting each week the Top 100 sides not records as sold in stores throught the nation.



TITO PUENTE
PLAYS
BE MINE TONIGHT

LA OLA MARINA

47/20-7094



BLUE
CHIPS

JUNE VALLI

SINGS

**BRING BACK
MY LOVE**

FROM

RCA
VICTOR!

**SHAKE HANDS WITH
A FOOL**

47/20-7148



DAVID TERRY

PLAYS

**SWINGIN' SHEPHERD
BLUES**

**MARCH FROM
THE RIVER KWAI
AND COLONEL BOGEY**

(from the Columbia film "The Bridge on the River Kwai")

47/20-7153

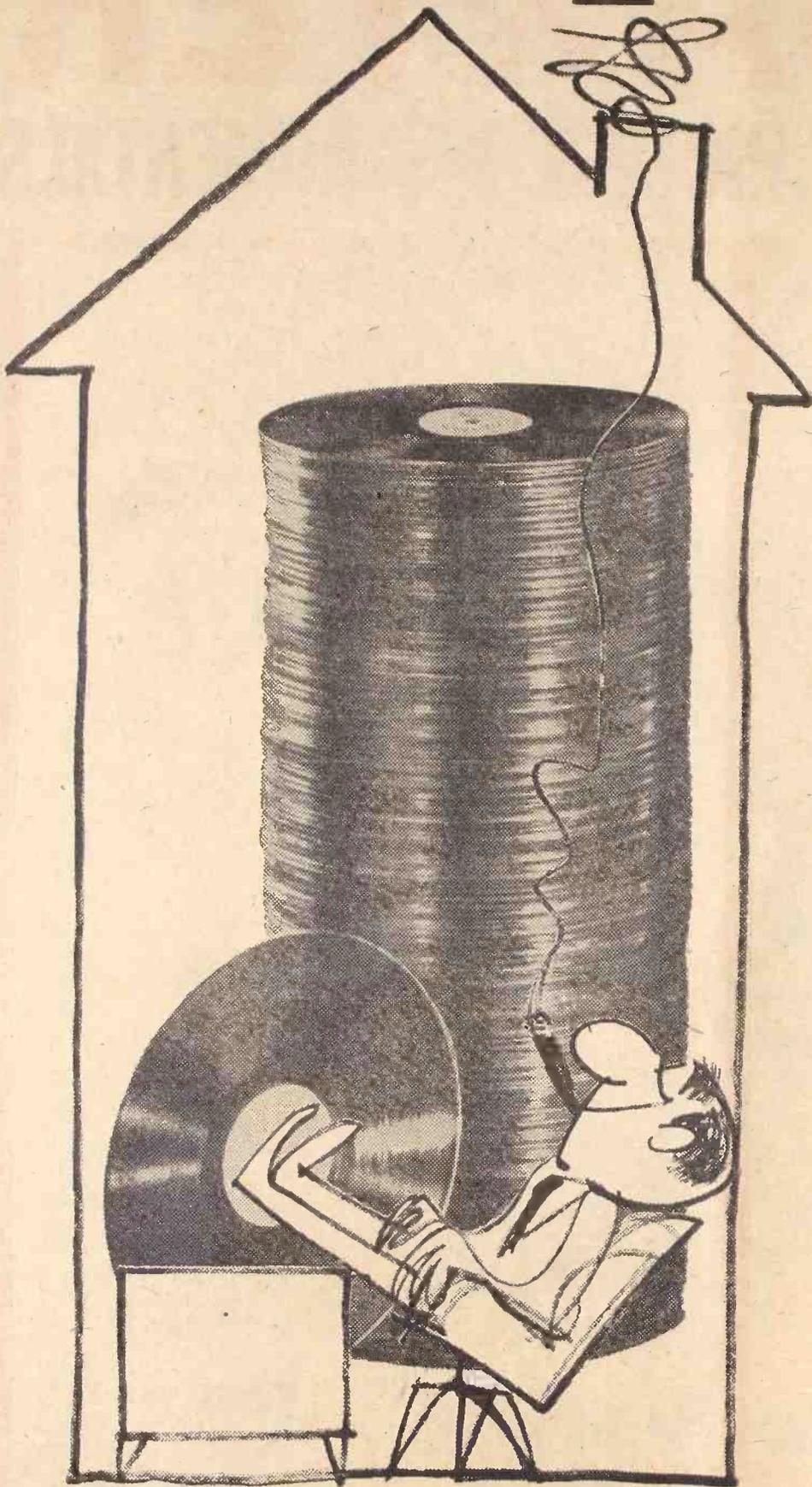
Watch for these NBC-TV network shows in color and black-and-white...THE PERRY COMO SHOW, THE GEORGE GOBEL SHOW, THE EDDIE FISHER SHOW, THE PRICE IS RIGHT, TIC TAC DOUGH...all sponsored by...



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• Best Selling Sheet Music in U. S.

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

This Week	Last Week	Weeks on Chart
1. APRIL LOVE (Feist)	1	12
2. ALL THE WAY (Barton)	2	11
3. KISSES SWEETER THAN WINE (Folkways)	5	8
4. SUGARTIME (Nor-Va-Jak)	6	4
4. FASCINATION (Southern)	3	24
6. AROUND THE WORLD (Young)	4	32
7. LIECHTENSTEINER POLKA (Burlington)	7	8
8. WHY DON'T THEY UNDERSTAND? (Hollis)	9	5
9. RAUNCHY (Hi-Lo)	14	5
10. SAIL ALONG SILVERY MOON (Santly-Joy)	11	3
11. AT THE HOP (Singular)	—	1
12. PRETEND YOU DON'T SEE HER (Rosemeadow)	13	6
12. PEGGY SUE (Nor-Va-Jak)	7	4
14. A VERY SPECIAL LOVE (April)	—	1
15. SILHOUETTES (Regent)	10	12

• Best Selling Pop Records in Britain

(For week ending January 18)

Printed thru the courtesy of the "New Musical Express," Britain's Foremost Musical Publication.

This Week	Last Week
1. JAILHOUSE ROCK—Elvis Presley (RCA)	2
2. MA, HE'S MAKING EYES AT ME—Johnny Otis Show/Marie Adams (Capitol) ..	3
2. ALL THE WAY—Frank Sinatra (Capitol)	1
4. GREAT BALLS OF FIRE—Jerry Lee Lewis (London)	1
5. OH BOY!—Crickets (Coral)	4
6. MY SPECIAL ANGEL—Malcolm Vaughan (HMV)	6
7. PEGGY SUE—Buddy Holly (Coral)	7
8. THE STORY OF MY LIFE—Michael Holliday (Columbia)	17
9. KISSES SWEETER THAN WINE—Jimmie Rodgers (Columbia)	6
10. REET PETITE—Jackie Wilson (Coral)	11
11. APRIL LOVE—Pat Boone (London)	12
12. KISSES SWEETER THAN WINE—Frankie Vaughan (Philips)	8
13. I LOVE YOU BABY—Paul Anka (Columbia)	10
14. BONY MORONIE—Larry Williams (London)	—
15. WAKE UP LITTLE SUSIE—Everly Brothers (London)	9
16. AT THE HOP—Danny and the Juniors (HMV)	—
17. LOVE ME FOREVER—Marion Ryan (Pye-Nixa)	—
18. THE STORY OF MY LIFE—Gary Miller (Pye-Nixa)	18
19. THE STORY OF MY LIFE—Dave King (Decca)	—
20. JACK O' DIAMONDS—Lonnie Donegan (Pye-Nixa)	14

• Tunes With Greatest Radio-TV Audience

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John G. Peatman's copyrighted Audience Coverage Index.

Radio	Television
A Very Special Love (R)—Korwin—ASCAP	All the Way (R) (F)—Maraville—ASCAP
All the Way (R) (F)—Maraville—ASCAP	And That Reminds Me (My Heart Reminds Me) (R)—Symphony House—ASCAP
April Love (R) (F)—Feist—ASCAP	April Love (R) (F)—Feist—ASCAP
Belonging to Someone (R)—Lear—ASCAP	Are You Sincere (R)—Cedarwood—BMI
Ca C'Est L'Amour (R) (F)—Buxton Hill—ASCAP	At the Hop (R)—Singular—BMI
Catch a Falling Star (R)—Marvin—BMI	Betty & Dupree (R)—Northern—ASCAP
Come to Me (R)—Korwin—ASCAP	Ca C'Est L'Amour (R) (F)—Buxton Hill—ASCAP
Gift of Love (R)—Robbins—ASCAP	Catch a Falling Star (R)—Marvin—BMI
Katsumi Love Theme (R) (F)—Witmark—ASCAP	Click-Clack (R)—Grant & Doo—BMI
Kisses Sweeter Than Wine (R)—Folkways—BMI	Dede Dinah (R)—Debmars—ASCAP
Las Vegas (R) (F)—Peer—BMI	Get a Job (R)—Ulysses-Bagby, Wildcat—BMI
Last Song and Dance (R)—Bregman, Vocco & Conn—ASCAP	I Don't Hurt Anymore (R)—Hill & Range—BMI
Liechtensteiner Polka (R)—Burlington—ASCAP	I'm Available (R)—Golden West—BMI
Love Me Forever (R)—Greta—BMI	In Love (R)—Planetary—ASCAP
Magic Moments (R)—Famous—ASCAP	La Dee Dah (R)—Conley—BMI
March From the River Kwai—Colonel Bogey (R) (F)—Columbia Pictures—Boosey & Hawkes—ASCAP	Little Gypsy (R)—Winnerton—ASCAP
Melodie D'Amour (R)—Rayven—BMI	Little Pigeon (R)—Nash—BMI
Pretend You Don't See Her (R)—Rosemeadow—ASCAP	Magic Mirror (R)—Central—BMI
Put a Light in the Window (R)—Planetary—ASCAP	Melodie D'Amour (R)—Rayven—BMI
Sayonara (R) (F)—Berlin—ASCAP	Seventy-Six Trombones (R)—Frank—ASCAP
Seventy-Six Trombones (R)—Frank—ASCAP	Short Shorts (R)—Admiration—BMI
Sugartime (R)—Nor-Va-Jak—BMI	Stood Up (R)—Commodore—BMI
Swedish Polka (R)—Mills—ASCAP	The Stroll (R)—Meridian—BMI
Swinging Shepherd Blues (R)—Benell—BMI	Till There Was You (R)—Frank—ASCAP
Tell Her You Love Her (R)—Mr. Music—BMI	Walkin' in School (R)—Reeve—BMI
Thirteen Men (R)—Danby—BMI	Walkin' With Mr. Lee (R)—Angel—BMI
Till There Was You (R)—Frank—ASCAP	What's the Use of Crying (R)—Mellin—BMI
Walk a Chalk Line (R)—Meridian—BMI	Why Don't They Understand? (R)—Hollis—BMI
Why Don't They Understand? (R)—Hollis—BMI	Winter Warm (R)—Famous—ASCAP
Witchcraft (R)—Morris—ASCAP	You Are My Destiny (R)—Pamco—BMI
	You're the Greatest (R)—Lowe—ASCAP

Loot Snared by Small Labels

• Continued from page 13

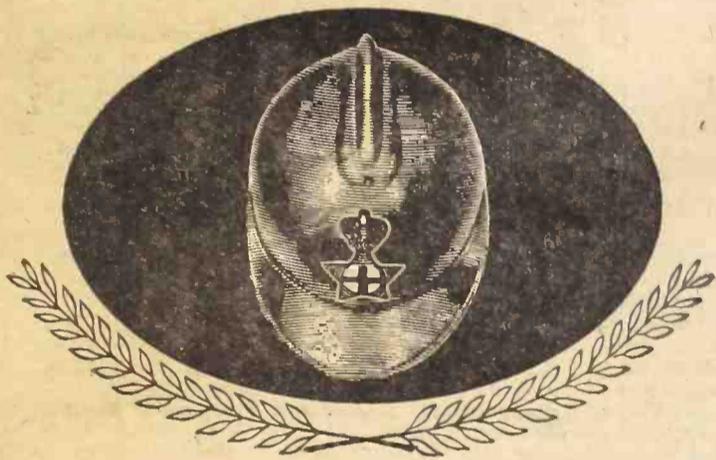
tho the indies still lead the way with the bankroll. Carlton Records, according to prexy Joe Carlton paid \$6,400 for the firm's first master, just released.

As astronomical as some of the prices may seem, they are not out of line from a profit standpoint if the record purchased really is moving. Since the cash laid out is usually charged against royalty, a sale of a minimum of 25,000 records will bring back a profit on a \$1,000 advance. And a sale of 75,000 records will return a profit on a \$5,000 advance. On untried masters, of course, the risk is much greater, but that appears to matter little in today's competitive market.

As record firms have moved far away from the concern with home made products exclusively, they have taken on some of the characteristics of movie firms, who are more interested in the release and sale of product rather than its manufacture. It is doubtful if this will ever happen to record firms, but it appears certain that they are now concentrating more and more on selling hits no matter where or by whom produced, and that any indie producer can obtain a sympathetic hearing as well as a substantial cash advance today for what appears to be or sounds like a hot master.

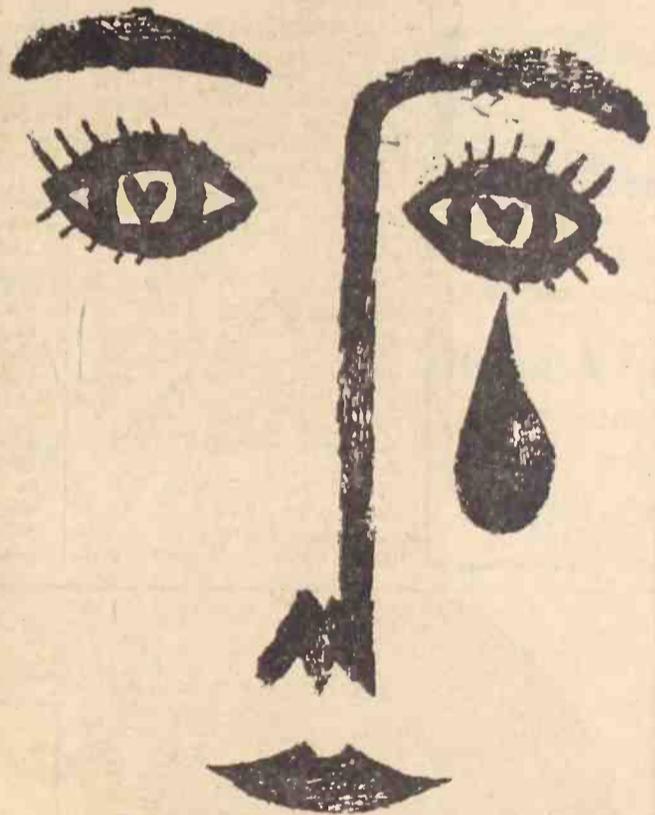
LES BAXTER

2 SMASH HIT MOTION PICTURE INSTRUMENTALS



Love Theme From **A FAREWELL TO ARMS**

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MIKE PEDICIN QUINTET

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CAMEO
RECORDS

VOX JOX

By JUNE BUNDY

WNEW'S LP PUSH: Al Trilling, music manager of WNEW, New York, one of the country's leading indies, reports that between 40 and 50 per cent of the station's total disk programming is now devoted to LP selections. This represents an increase of almost 100 per cent over the number of LP selections played by WNEW last year at this time. Some WNEW shows, notes Trilling, devote as much as two-thirds of their programming time to albums.

Trilling, who files all albums by artist, programs LP selections by "mood" rather than individual selection. He doesn't think it makes too

much difference which band of an LP is played since most LP's spotlight a general theme or mood as characterized by each selection in a package. WNEW jocks spinning LP's extensively on their respective shows today include Art (Make Believe Ballroom) Ford, Gene Klavin and Dee Finch, Lonny Starr, and, of course, Jack Lazar's "Milkman's Matinee."

CHANGE OF THEME: KQV, new top 40 outlet in Pittsburgh, has a new jockey set-up with Sam Holman, formerly of KOIL, Omaha, in the prime 3 to 6:30 spot, replacing vet Al Nobel who moves to weekends. Chuck Dougherty, erstwhile WQAM, Miami, morning personality, has the 6 to 9 a.m. time. Both Holman and Dougherty were top-rated jocks in their respective cities. Henry DeBecco, on WAMP (nee WJAS), Pittsburgh, for years has been hired for the 11 to 1 p.m. hours, while Dave Scott, with the station for years as a staffer, takes over from 9 to 12:30 a.m. Six hours of ABN shows are aired daily. However, on Saturday, the station goes top 40 from sign-on to sign-off.

The only other top 40 station in Pittsburgh is the daytime, WEEP. . . Jay Michael, WCAE, Pittsburgh, had a foot operation Monday (13) and is now doing his show from the Presbyterian Hospital. He is expected back to work by the second week in February. . . Ned Sheridan, program manager of WAVY, Portsmouth, Va., has been appointed general man-

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

JANUARY 31, 1948

1. Ballerina
2. How Soon
3. Serenade of the Bells
4. Golden Earrings
5. I'll Dance at Your Wedding
6. Too Fat Polka
7. I'm Looking Over a Four Leaf Clover
8. Now Is the Hour
9. Near You
10. Beg Your Pardon

JANUARY 31, 1953

1. Don't Let the Stars Get in Your Eyes
2. Why Don't You Believe Me?
3. Till I Waltz Again With You
4. Oh Happy Day
5. Keep It a Secret
6. Glow Worm
7. Tell Me You're Mine
8. Have You Heard
9. Because You're Mine
10. Hold Me, Thrill Me, Kiss Me

Fancier Clothes for '58 Albums

Continued from page 14

ended via color sleeves, to get disks to stand out in competition. Kapp Records did this with its recent Jane Morgan hit, "Fascination." A check of a local Manhattan dealer's singles shelves, meanwhile, showed a number of current hit singles packaged in printed sleeves, usually with a photo of the artist. Included in the tally were disks by Elvis Presley, Jerry Lee Lewis, Ricky Nelson, Fats Domino, Bill Haley, Johnny Mathis, Little Richard and Mantovani.

Altho he had no beef at the trend in the singles field, Abner Levin, mahoff of the Sam Goody organization, here, deplored the current growing emphasis on folder and other fancy type album packaging. "The original idea behind the LP record," says Levin, "was to get more music on one record, thus saving space for dealers and customers. We have all we can do to stock the best of all the new merchandise that's being released. Now they come along with packages that take up twice as much room on our shelves. And the same thing applies to record buyers. Many of them have big collections. Their storage space is already cramped. So what good is the fancy package to them. It just takes up more precious room. Then, too, front fold section of folder covers which have the disk

in the back section, become very easily frayed and worn."

Levin also singled out out-sized packages for a special blast. "They don't fit our shelves nor in many cases do they fit the collector's own shelf space. So we have to store them lying flat, which is bad for the disk." Levin pointed out the current Angle packaging style, with a loose-leaf type book fold envelope, inside an outer package, as a prime example of this fault. "The packages are almost an inch higher than other sets, and this is a real problem for the dealer," he declared. Levin was highly in favor of the double cover idea and singles printed sleeves, however, "or anything that increases display potential without taking up more space or being hard to handle."

Chimp Spins

Continued from page 14

type Victor phonograph, put the record on the turntable and turn the switch to play the disk.

That's not all. Whenever a record artist comes to the Garraway show, KO-KO-MO is planning to present him with his own kiddie disk as a "fellow recorded artist."

The chimp is pretty close to being human in his habits: he dresses himself, gets shaved, has correct eating manners and lives in an apartment with Corrado. When Corrado is away, a baby-sitter sees that KO-KO-MO won't be lonesome.

It's reported that some progress is being made in teaching the chimp to talk. In the near future, he will do a series of personals at supermarkets—where a big proportion of the label's kiddie sales are made.

KO-KO-MO has not yet asked to be cut in on tunes.

ager of the station, replacing Howard Stanley, who has resigned from that post. Sheridan's old post of WAVY program manager has been filled by ex-staff announcer Lee Allan. . . Ernie Forrester, formerly with KALV, Alva, Okla., has joined KGNO, Dodge City, Kan.

UNITED ARTISTS UA103X

RAY MARTIN

ORCHESTRA AND CHORUS

SONG FROM THE QUIET AMERICAN

(Theme from the United Artists picture

"The Quiet American")

"Rah-hen-gay"
(Stay with me)

FIGURED 1000
JOSEPH L. MANKIEWICZ

Produced by

THE QUIET AMERICAN

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Reviews of THIS WEEK'S LP'S

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all albums reviewed this week.

In order to speed reviews of LP's, The Billboard requests that ALL albums be sent to The Billboard Record Review Department, P. O. Box 292, Times Square Station, New York 36, N. Y. However, singles should be sent to The Billboard Record Review Department, 1564 Broadway, New York 36.

Pop

WE PLAY-YOU SING



Don Costa. United Artists UAS 6104
ing do-it-yourself sing-along pack-
strong appeal to young
currently No. 31 on
hit songs—"Paper
etc.—while his
the lead vocal
melody, via a sp
are duplicated.



WILD IS LOVE!
Nat King Cole
luxe hunk of
book containing
loads of photos
originals by Do
the page by pag
with fine Nelso
special introduc
can really go an

Specialty

ANYONE CAN PLAY THE



Alan Schackner
this instruction
Hohner harmonica included and visible thru a transparent
window in the box. The disk offers step-by-step advice
for learning to play the harmonica. Narration is clear with
plenty of examples. Explanatory booklet also is included.
No previous musical knowledge is necessary for this course.
Good item for dealers near schools and colleges.

W. C. FIELDS & MAE WEST



Proscenium 22 — Here's a rare collector's item, which
should have particularly wide appeal, in view of the
recent popularity of the W. C. Fields movies on TV.
The comedian was in rare form on two rather lengthy
monologs on his favorite subject—spirits and the effect of
same. The flip side spotlights amusingly sexy ("Frankie
and Johnny," etc.) vocal stints by Mae West—often paired
with Fields in pictures. Strong nostalgic package.

Classical

SIBELIUS: CONCERTO IN D



David Oistrakh, violin; Philadelphia Orchestra (Ormandy).
Columbia MS 6157 (Stereo & Monaural)—The combina-
tion of David Oistrakh, the Philadelphia Orchestra and the
Sibelius "D Minor Concerto," is a winning one. This is
Oistrakh's first American waxing of the Sibelius classic,
and the violinist performs it with the tone, technique and
musical feeling for which he is famed. The Philadelphia
Orchestra accompanies him in splendid fashion. The per-
former name value and performance plus the attractive
cover, make this a standout disk.

DONIZETTI: LUCIA DI LAMMERMOOR



Maria Callas; Philharmonia (Tulloi-Serafin). Angel S
35831 (Stereo & Monaural)—Here's a brand-new recording
of the same "Lucia" excerpts which appeared in a con-
siderable older Angel edition under the number 35382.
This one's in stereo—an advantage in itself, and it is also
recorded with a new cast. With the artist's continuing
popularity, this is bound to become a strong counter item
and should reach the point of being standard merchandise
for the repertoire.

Jazz

MEET ME IN CHICAGO



Jimmy McPartland-Art Hodes. Mercury SR 60143 (Stereo
& Monaural)—Dixieland fans will find this collection a
gas. Some of the top practitioners of the art are divided
into two groups, headed respectively by trumpeter Jimmy
McPartland and pianist Art Hodes. Stereo permits the
two groups to play off against each other as well as in
unison, with splendid solos by Bud Freeman's sax, Vic
Dickenson's trombone, George Wettling's drums, Pee Wee
Russell's clarinet and George Brunis' trombone, among
others. These fine veterans are in great form, and the disk
really jumps.

(Continued on page 48)

ALBUM COVERS OF THE WEEK



DRUM FEAST—Manny Albam and His
Orchestra, United Artists UAS 6079.
Attractive and appetizing cover in bright
colors. Clever cover photographed by
Melvin Sokolsky.



W. C. FIELDS AND MAE WEST—
Proscenium 22. Eye-catching cover in
black and white with a dash of red.
Good display item for specialty counters.
Cover design: Sy Rudman.

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The VIBRATIONS

up the charts!

"DEAREST DARLING"—ETTA JAMES

Argo 5368

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Say You Saw It in The Billboard

The pick of the new releases:

SPOTLIGHT WINNERS OF THE WEEK

Strongest sales potential of all records reviewed this week.

Continued from page 47

Spoken Word

LOVE AND KISSES



Alexander King, Margie King. United Artists UAS 6116—Alexander King, of best-selling book and Jack Paar fame, should also score sales-wise with his first album. Performing for an audience, he sounds off in his usual jaundiced way, on a variety of subjects, including a visit to a nudist colony. His pretty young wife offers a couple of folksy vocals in fair fashion, but King is the star.

Religious

A MIGHTY FORTRESS



Mormon Tabernacle Choir. Columbia MS 6162 (Stereo Monaural)—The Mormon Tabernacle Choir should please its many fans with this fine new album. As is to be expected, the choir again displays excellent vocal work on a familiar group of anthems and hymns. In addition to "A Mighty Fortress," the LP also includes "Onward Christian Soldiers," "The Lord Is My Shepherd," "How Firm a Foundation" and "Rock of Ages," among the 22 selections. A strong set for the fall season.

SPECIAL MERIT SPOTLIGHTS

The following albums have been picked for outstanding merit in their various categories because, in the opinion of The Billboard Music Staff, they deserve exposure.

Classical

BEETHOVEN: PIANO CONCERTO NO. 3 IN C MINOR

Clara Haskill, piano; Orchestre des Concerts Lamoureux (Markevitch). Epic BC 1097 (Stereo & Monaural)—Clara Haskill, now in her 60's, still is one of the great pianists of our time. On this album she interprets the Beethoven Third Piano Concerto with fire and yet sadness that is rare and moving to hear. The Orchestre des Concerts Lamoureux, under Igor Markevitch, accompanies her most satisfactorily, and the recording itself is first-rate. A fine interpretation of the Beethoven concerto.

PAISIELLO: BARBER OF SEVILLE (2-12)"

Soloists; Orchestra conducted by Renata Fasano. Mercury SR 2-9010 (Stereo & Monaural)—This attractive new album features the operatic version of "The Barber of Seville," as set to music by Giovanni Paisiello, composed about 50 years prior to the Rossini version. Paisiello, one of the most respected composers of the 18th Century, is now undergoing a revival and this is the first LP recording of his most famous opera buffa. The cast is excellent, with Graziella Sciutti, Nicola Monti, Rolando Panerai and Renato Capecchi, outstanding.

SONG FROM

(Theme from the United Artists picture "The Quiet American")

★ ★ ★ ★ ★ POTENTIAL

"Rah-hen" (Stay with SICAL) ★ ★ ★ ★ ★

BEETHOVEN: SYMPHONY

York Philharmonic (Bernstein). Columbia MS 6112—A bright and winning performance. The mood is light-hearted and recording is excellent. A strong album for the large group of Bernstein fans, continues to grow larger every month through tours and TV appearances. Attractiveness will aid sales.

★ ★ ★ ★ ★

MOODSVILLE—VOL. 4

(Lockjaw) Davis & Shirley Scott. Epic MVL 4—Certainly a very tasteful performance, with Davis contributing.

(Continued on page 59)

(Fingers) Carr and his band doubtless find this combination of the two hard to resist. Carr's ragtime piano, working with the jazz-styled ork, produces catchy renditions of favorite old tunes like "Shanty in Old Shantytown," "Hey, Mr. Banjo," "There's A-Plenty" and "Somebody Stole My Gal." Good fun in these attractive arrangements.

★★★★ SOFT 'N' WARM Roy Hamilton. Epic BN 578 (Stereo & Monaural)—A wonderful new album by Roy Hamilton that shows off the singer in one of his best vocal moods. The songs are mainly ballads, including "Nancy," "All the Way," "Angel Eyes," and "Homesick, That's All," and Hamilton sings them with warmth and feeling. The backings are by Marion Evans and his ork, and they are first-rate, too. An album that could be a big seller.

Spook Stuff

hit HALLOWE'EN LP ALBUM



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sales—prove that comics are hot-
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test of all! Stoke up, dear hearts!

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hottest
comic
on
records!



THE NATION'S TOP TUNES HONOR ROLL OF HITS

TRADE MARK REG.

FOR WEEK ENDING SEPTEMBER 25

The Honor Roll of Hits comprises the nation's top tunes according to record sales and disk jockey performances as determined by The Billboard's weekly nationwide surveys.

This Week	Last Week	Tune	Composer-Publisher	Weeks on Chart
1	1	TWIST	By Hank Ballard—Published by Arno-Jay & Coe Music (BMI)	7
2	2	IT'S NOW OR NEVER	By Gold-Schroder—Published by Gladys (ASCAP)	9
3	4	WALK, DON'T RUN	By Smith—Published by Forshay (BMI)	8
4	3	MY HEART HAS A MIND OF ITS OWN	By Greenfield-Keller—Published by Aldon (BMI)	4
5	8	MR. CUSTER	By Fred Darian, Al DeLory, Joe Van Winkle—Published by Patern Music (ASCAP)	3
6	7	THEME FROM THE APARTMENT	By Charles Williams—Published by Mills (ASCAP)	6
7	6	VOLARE (NEL BLU DI PINTO DI BLU)	By Modugno-Parish—Published by Robbins (ASCAP)	6
8	9	CHAIN GANG	By Sam Cooke—Published by Kage (BMI)	3
9	10	A MILLION TO ONE	By Phil Medley—Published by Starflower (BMI)	3
10	13	YOGI	By Jacobson-Stallman-Kottelman—Published by Saxon (BMI)	4
11	12	IN MY LITTLE CORNER OF THE WORLD	By Pockriss-Hilliard—Published by Shapiro-Bernstein (ASCAP)	7
12	15	KIDDIO	By Brook Benton-Clyde Otis—Published by Eden-Brookville (BMI)	5
13	5	ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI	By Vance Pockriss—Published by Pincus (ASCAP)	11
14	17	DREAMIN'	By DeVorzon-Ellis—Published by Sherman-DeVorzon (BMI)	6
15	18	MISSION BELL	By Michael—Published by Bamboo (BMI)	10
16	25	SO SAD	By Don Everly—Published by Acuff-Rose (BMI)	2
17	20	HOT ROD LINCOLN	By Charles Ryan-Stevenson—Published by Four Star Sales (BMI)	4
18	11	I'M SORRY	By Self—Published by Champion (BMI)	15
19	24	DEVIL OR ANGEL	By Blanche Carter—Published by Progressive (BMI)	2
20	14	FINGER POPPIN' TIME	By Hank Ballard—Published by Wisto (BMI)	10
21	27	PINEAPPLE PRINCESS	By Bob and Dick Sherman—Published by Music World (BMI)	2
22	21	OVER THE RAINBOW	By Arlen-Harburg—Published by Leo Feist (ASCAP)	7
23	22	YOU MEAN EVERYTHING TO ME	By Neil Sedaka-Howard Greenfield—Published by Aldon (BMI)	3
24	23	THE SAME ONE	By Brook Benton and Clyde Otis—Published by Play (BMI)	3
25	—	SAVE THE LAST DANCE FOR ME	By Pomus-Shuman—Published by Rumbalero-Progressive (BMI)	1
26	29	(YOU WERE MADE FOR) ALL MY LOVE	By Wilson-Myles—Published by Pearl (BMI)	8
27	28	HELLO, YOUNG LOVERS	By Rodgers and Hammerstein—Published by Williamson (ASCAP)	3
28	—	THREE NIGHTS A WEEK	By A. Domino—Published by Travis (BMI)	1
29	19	ONLY THE LONELY	By Orbison-Nelson—Published by Acuff-Rose (BMI)	13
30	—	NEVER ON SUNDAY	By Hodjidakis—Published by Esteem-Sidmore (BMI)	3

RECORDING AVAILABLE

(Best Selling Record Listed in Bold Face)

- TWIST**—Hank Ballard and the Midnighters, King 5171; Chubby Checker, Parkway 811.
- IT'S NOW OR NEVER**—Elvis Presley, Vic 7777.
- WALK, DON'T RUN** — Ventures, Dolton 25.
- MY HEART HAS A MIND OF ITS OWN**—Connie Francis, M-G-M 12923.
- MR. CUSTER**—Larry Verne, Era 3024.
- THEME FROM THE APARTMENT**—Ferrante and Teicher, United Artists 231; Jack Lemmon, Epic 9399.
- VOLARE (NEL BLU DI PINTO DI BLU)** — Pier Angeli, Roulette 4104; Pat Boone, Coral 62021; Daida, Verve 10146; Barney Kessel Trio, CTP 365; Rosa Linda, Challenge 59016; Mort Lindsey Ork, Dot 16102; Charles Magnante, Grand Award 1019; Domenico Modugno, Dec 30677; Bobby Rydell, Cameo 179.
- CHAIN GANG** — Sam Cooke, Vic 7783.
- A MILLION TO ONE** — Jimmy Charles, Promo 1002.
- YOGI**—Ivy Three, Shell 720; Paul Ackerman Ork, Scarlet 4003; Sylvia Saynt, Wynne 127.
- IN MY LITTLE CORNER OF THE WORLD**—Aulita Bryant, Carlton 530.
- KIDDIO**—Brook Benton, Mer 71652.
- ITSY BITSY TEENIE WEENIE YELLOW POLKA DOT BIKINI**—Buddy Hackett, Laurel 1014; Brian Hyland, Kapp 342; Kittens, Alpine 64.
- DREAMIN'**—Johnny Burnette, Liberty 55258.
- MISSION BELL** — Donnie Brooks, Era 3018.
- SO SAD**—Everly Brothers, Warner Bros. 5163.
- HOT ROD LINCOLN** — Johnny Bond, Republic 2005; Charlie Ryan, Four Star 1733.
- I'M SORRY**—Bo Diddley, Checker 913; Brenda Lee, Dec 31093; George Jackson, Atlantic 1024; Platters, Mer 71032.
- DEVIL OR ANGEL**—Bobby Vee, Liberty 55270.
- FINGER POPPIN' TIME** — Hank Ballard and the Midnighters, King 5341; Stanley Brothers, King 5384.
- PINEAPPLE PRINCESS** — Annette, Vista 362.
- OVER THE RAINBOW** — Valerio Carr, Roulette 4038; Perry Como, Vic 0107; Demensions, Mohawk 116; Echos, Specialty 601; Judy Garland, Dec 25493; Dilzy Gillespie / A. Cromer, Verve 89193; George Shearing Quintet, M-G-M 12309; Big Dave Washington, Vic 7628.
- YOU MEAN EVERYTHING TO ME**—Neil Sedaka, Vic 7781.
- THE SAME ONE**—Brook Benton, Mer 71652.
- SAVE THE LAST DANCE FOR ME**—Drifters, Atlantic 2071.
- (YOU WERE MADE FOR) ALL MY LOVE**—Jackie Wilson, Brunswick 55167.
- HELLO, YOUNG LOVERS**—Paul Anka, ABC-Paramount 10132; Australian Jazz Quintet, Bethlehem 11023; Lovelace Watkins, M-G-M 12875.
- THREE NIGHTS A WEEK**—Fats Domino, Imperial 5687.
- ONLY THE LONELY**—Roy Orbison, Monument 421; Johnny Western, Col 41500.
- NEVER ON SUNDAY**—Don Costa, United Artists 234; Marty Gold and Ray Martin, Vic 7769; Pete King Ork & Chorus, Kapp 3444; Raymond Lefevre Ork, Jamie 1161; Makadopoulos, Palette 5060; Nico Papadopoulos Ork, Atlantic 2070; Georgio Petroulos, Guyden 2037.

NIGHT CLUB REVIEW

Names Draw at Basin St. East

Sometimes there can be too much of a good thing. This is what happened at Basin Street East in New York Monday (29) when Dave Brubeck, June Christy and Cannonball Adderly opened at the big jazz club for a two-week stand. The drawing power of the Brubeck, Christy, Adderly names is mighty potent, as attested by the lines at the club, but it might have been a brighter show with less time on stage from each act or only two acts on the bill.

The fault here does not lie with the performers, in the main. The Brubeck Quartet, with Paul Desmond, Joe Morello and Eugene Wright came over in sock fashion with tight, swinging sets. Brubeck handled his piano work with his usual enthusiasm and drive, turning out impressive solo work, and he allowed plenty of time for solos by Desmond, Morello and Wright. "St. Louis Blues" and "Gone With the Wind" were two of the combo's best tunes.

June Christy, who has not been seen in the East in close to five years, came thru in warm fashion in her set after a slow start. At the beginning she seemed a bit nervous and the group that accompanied her wasn't sure of some of the arrangements, but once she got to her own tunes, like "Midnight Sun," "Let There Be Love," "How High the Moon," and the marvelous "Something Cool," she sounded like the swinging of yore.

Cannonball Adderly's combo, with brother Nat on cornet, Barry Harris on piano, Louis Hayes on drums, and Sam Jones on bass, did not come across with the impact it should have had, for a variety of reasons. The solos were long — often too long, and the tunes went on and on. Worst of all was the fact that the rhythm mikes were turned up so loud it was hard to hear much of Cannonball and Nat Adderly. This was a shame, since Cannonball is swinging these days and Brother Nat cooks, too. If the combo would tighten up on solos, turn down the volume on the drums, bass and piano for night clubs, Cannonball would have the same effect on an audience in the club as he does on his record fans. His introductory comments are much warmer than that of the average jazzman.

Bob Rolontz.

★ ★ ★

BALLET REVIEW

Dame Margot Again a Delight

There are approximately 25 LP's in the catalog featuring all or part of Tchaikovsky's lovely music from the "Sleeping Beauty" ballet. If sales of these disks boom in the near future, the cause can be traced directly to the appearance in New York and on national tour of Britain's Royal Ballet, formerly called Sadler's Wells, and to the phenomenal Dame Margot Fonteyn. The company opened a four-week run this week at New York's Metropolitan Opera House prior to a 16-week cross-country tour.

The full-length "Sleeping Beauty" was the vehicle which first made Dame Margot an idol of New York's ballet fandom 10 years ago; officially, she is now appearing as "guest artist." Whatever the appellation, her dancing remains a delight, both technically and in her characterization of the youthful fairy-tale princess. Michael Somes as the prince likewise showed a feeling for the role as well as superb dancing technique. Ray Powell, as the evil witch, offered a striking and thoroly conceived interpretation of the role. Other dancing efforts, notably by Annette Page and Brian Shaw, were very effective.

Where the company may be subject to criticism is in the work of the corps de ballet, which seemed uneven, not always in unison, and occasionally beset with choreography that was out of character with the production. And incidental characters, such as those playing the king and queen, as parents of the story's star could use sufficient direction as would make them appear at least remotely interested when on the frequent occasions daughter dances before them.

But these criticisms are forgotten when the lovely Dame Margot takes over. If enough people could be exposed to her dynamic personality and remarkable dancing, she could single-handedly help put the music from the Tchaikovsky ballet on the best seller lists.

Sam Chase.

★ ★ ★

LEGIT REVIEW

'Vintage '60' Uncorks Flat

The new legit musical season got off to a weak start with a revue imported from Hollywood which lasted a mere two performances. "Vintage '60," which is reported to have captivated audiences in California, ran into somewhat sterner competition for attention here and quickly gave up the fight.

Inasmuch as the show is a dead issue, let it merely be recorded that it rated little attention musically, for the songs were not likely chart-climbers. That having been said, it should also be noted that many cast members were bright and capable, numbering such as Barbara Heller, Fay De Witt, Dick Patterson, Bonnie Scott and Michele Lee. Some of the material was whimsical, offbeat and satiric, but unfortunately, most often it missed fire. Enthusiasm, youth and even talent, it once more has been demonstrated, are just not enough if the material is weak.

Sam Chase.

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pull some spins on curbside booth. (Ludlow, BMI)

spinal ticks on this polka rhythm job. Band has a good sound and band joins in on choruses. Mod-ern appeal for right market. (Kama, BMI)

The following records, also reviewed by The Billboard staff, were rated 45 or less:

JOHNNIE BOMBA ONE 70
Misty, Merry Me
DANA 226—Trumpet leads the way on this merry polka instrumental. Bomba band has a fun enough sound. (Kama, BMI)

LIL WALLY 70
Merry Polka
JAY JAY 174—Cheerful setting of the polka can vibrate with polka fans. (Kama, BMI)

Jazz
JIMMY SMITH 81
Funky Cam, Part 1 & 2
BLUE NOTE 1477—Funky organ instrument by Smith on his blues has a sound that can go well in the market. In addition to Smith's organ playing, there are solos by Donald Byrd and Lou Donaldson. (Grove, BMI)

LOU DONALDSON 80
Rock Theme
BLUE NOTE 1488—Hard top fans will go for this. Excellent work by the tenor sax on the medium beat swinger should appeal. (Grove, BMI)

ART SLABBY 80
Yes Ya
BLUE NOTE 1478—Francis Jun sound is by Slabby on a tune based on an Afro-Cuban theme. Slabby's fans will go for this. (Grove, BMI)

CURTIS FULLER 70
Overlyps
BLUE NOTE 1490—Fuller, who was elected new star on trombone in the 1957 "Down Beat" Jazz Critics Poll, is in fine form here. This is choice for jazz market. Tune was created by Oscar Pettiford. (Grove, BMI)

45-45 Stereo Industry Pick

Continued from page 13

were referred to as "the tone arm people" associated with the Electronics Industry Association. At this session, preliminary acceptance of the "45-45" system was arrived at. "The only thing they have not yet determined by the actual size of the stereo needle head," said an observer.

For months there has been speculation in the trade on which of the two most prominent experimental stereo systems would eventually be adopted. Other than the "45-45" method, London Records had the only other well-known system. Under the London arrangement, a lateral-vertical technique was employed.

Meanwhile, a spokesman for Westrex said that "about 10 new cutters" had been received here from the West Coast, "just this week." "Delivery on all standing orders from this area will be made early next week," the spokesman said.

On another front, Audio Fidelity, which issued the first commercially pressed stereo disk less than two months ago, has set the release of four additional stereo packages for February. The release includes "Marching Along with the Duke of Dixieland," "Rolling," "Railroad Sounds," and "Johnny Puleo and His Harmonica Gang." According to Ed Froy, maboff of the label, the albums will carry a

special gold label with deluxe packaging and will retail at \$6.95, \$1 more than Audio-Fidelity monaural packages. It was understood that Audio Fidelity's mastering and pressing facilities, B and C Recording Company, would have the cutter in time to meet the announced release date.

No other disks have yet made their appearance, but it was reported that RCA Victor made a sample pressing available at the Tuesday RIAA meeting. Rumors have pointed to other stereo sets, already packaged for release at their convenience by other labels, including some majors.

No Obsolescence Fear

It was widely agreed this week by additional engineering talent in the field, both here and in London, that the statement on compatibility issued last week by RCA Victor was substantially correct. Neither the London nor the Westrex system offers true two-way compatibility, it was pointed out. This indicated that one of the earlier expressed fears—that of dealers that monaural merchandise would become rapidly obsolete—was likely groundless. "As long as compatibility is lacking, there'll be a market for both types of disks until everyone replaces his monaural player with a stereo set," was the feeling.

SPA Collection Plan Stirrs Pubs

Continued from page 13

his relationship with a writer as intimate as possible. He pays them in full for everything so no middle party is needed. It is SPA's function to decide which publishers aren't giving writers a square count and then make every effort to investigate and find out why. However, that doesn't justify SPA collecting from all publishers.

On the other hand, publisher Howie Richmond favors the plan. The exec said: "Collection by any qualified, authorized agency—such as SPA—would do a publisher a real service in collecting any royalties which would accrue to a writer." However, he noted that a publisher should first be reimbursed for any advances given a writer, before royalties are paid to the writer.

In line with Richmond's statement, some confusion exists as to whether SPA proposes to collect only at the publisher level, or if they contemplate going to individual royalty sources. Miss Stern said no definite course of action had been decided upon, pending the outcome of the poll. If the

majority of the membership is interested in such a plan, she said, the project will be developed further and a detailed plan submitted to the membership.

Publishers agent Harry Fox opined it was highly doubtful if publishers would go for the plan. "Lack of information," said Fox, "makes them (SPA) try these things. SPA is not set up to administer such an operation."

Groovings High

Continued from page 14

mines" presentation (which will adhere closely to the Met Opera version) of the operetta next Sunday (26). Victor, in co-operation with "Omnibus" sponsor Union Carbide, has distributed special window streamers (plugging the album and the TV program) to 8,500 classical record shops across the country.

"Swing Into Spring" (April 9, 9-10 p.m.) will be built around Benny Goodman's band and will feature a number of top performer music names, many of whom received their first break from Goodman. The show will re-create the music, moods and dances of the swing era—1935-1945, thereby cueing the re-release of many of the "Benny Goodman Story" packages, which resulted when Goodman's life story was filmed a couple of years ago.

The De Mille ballet, "Gold Rush" (with dances adapted in part from the Broadway musical "Pain Your Wagon") will introduce three new Lerner-Loewe songs—"There's a Coach Coming In," "Maria," and "A Can Full of Beans"—on February 9, 5-6 p.m. Additional music will be by Trude Rittman and lyrics by Oscar Brand.

Arthur Hamilton, who penned "Cry Me a River," wrote the new tune "Bayamo," which will be kicked off on the Lucille Ball show February 3, 8-9 p.m., via vocal and instrumental showcasing by Betty Grable, Harry James and the Amazork.

Col Prepping

Continued from page 13

will be timed for the film's national release during Easter vacation week.

Most of the tunes will be rock, altho LaRosa will warble a couple of ballads, since the movie's plot revolves around a "pop crooner who steadfastly resists efforts to have him sing rock and roll songs." In addition to new material, Danny and the Juniors will do their current No. 1 best-seller, "At the Hop," in the picture.

Columbia is mapping an extensive deejay campaign (to plug the movie and the flock of new record releases by the above artists on the show's score) in conjunction with the disk stars' various labels—RCA Victor, Jubilee, ABC-Paramount, Epic, etc. Altho Columbia can't land an original-cast album (in view of the multi-label problem) the studio expects the quantity of singles will more than compensate exposure-wise.

Children's

THE PRINCE CHIEFS
Jim Bowie-Adventure's Man
RCA VICTOR WHY 75—The Prince Chiefs use the theme of the popular "Jim Bowie" TV series. Should be a natural for kiddie sales to the army of fans in the six and over set. The Old Children Trail... 78

BOB HANNON
Television's Jungle Dangle
Rain or Shine Songs
RCA VICTOR WHY 75—A cute collection of little kiddie songs with Hannon developing fine child appeal in the delivery. He intersperses songs with TV character "Jungle Dangle," which makes for a nice production. From kiddie merchandise at the 49-cent tag, with colorful sleeve to match. For six to 10 group.

DOROTHY OLSEN
Rock-a-Bye Baby
RCA VICTOR WHY 75—Soft and creamy voiced Miss Olsen delivers an attractive version of the traditional lullaby. Cozy sleeve showing mother and yawning baby is strong attention getter for the good merchandise. A big 49-cent value. For the two to five's.

Polka

STAN ANTONIK
Hey Slabby
MARK 109—Antonik sings the com-

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Federal 12312

JOHNNIE PATE Orchestra
WALKIN' WITH MR. LEE
Federal 12314

BILL DOGGETT
LEAPS AND BOUNDS
Parts 1 and 2
King 5101

OTIS WILLIAMS and
MIS CHARMS
OH JULIE
DeLuxe 6150

EARL BOSTIC
SOUTHERN FRIED
NO NAME JIVE
King 5106

JOSEPHINE
King 5092

THE "S" ROYALES
DEDICATED TO THE
ONE I LOVE
King 5098

RUSTY AND BONNIE
LA DEE DAH
King 5110

TINY BRADSHAW
SHORT SHORTS
King 5114

NEW RELEASES!!

BILL DOGGETT
FLYING HOME
Hippy Dippy
King 5096

LITTLE WILLIE JOHN
TALK TO ME, TALK TO ME
Spasms
King 5108

TINY TOPSY
WATERPROOF EYES
You Shocked Me
Federal 12315

KING RECORDS

The Original!
"OH JULIE"
by THE CRESCENDOS
New 5005
RASHBORO RECORD CO., INC.
Nash-110, Tenn.
CHappel 2-2215

Western trade, please order from Monarch, L. A. Shipments also made from Plastic Prod., Memphis, and Southern Plastic, Nashville, Tenn.

Over 67,000 ACTIVE BUYERS read The Billboard checked out last week

BALLAD... COUNTRY STYLE

• This Week's C&W Best Buys

YOUR NAME IS SO BEAUTIFUL (Denny, ASCAP)—Carl Smith—Columbia 41092—The artist appears a good bet to repeat the success of his previous click, "Why, Why." All of the top c.&w. marts report strong sales. Flip is "You're So Easy to Love" (Cedarwood, BMI). A previous Billboard Spotlight pick.

• Review Spotlight on . . .

C&W RECORDS

BOBBY HELMS

Just a Little Lonesome (Copar, BMI)
Love My Lady (Lee-Bob, BMI) Decca 30557
See review in Pop Spotlight section.

JIMMIE RODGERS

Oh-Oh, I'm Falling in Love Again (Planetary, ASCAP)
The Long, Hot Summer (Feist, ASCAP) Roulette 4055
See review in Pop Spotlight section.

RAY PRICE

Curtain in the Window (Pamper, BMI)
It's All Your Fault (Cedarwood, BMI)—Columbia 41105—Price, who seldom misses, has a powerful pitch with these two fine sides. Both are weepers, and the artist presents them with feeling. Excellent, country backing gives each a listenable framework.

HANK SNOW

I Wish I Was the Moon (American, BMI)
Whispering Rain (Silver Star, BMI)—RCA Victor 7154—"I Wish" is a lively ranchero backed by good country string and chorus sounds. Flip, "Rain," is a country ballad with interesting support that includes vibes. Both can make it.

• C&W Territorial Best Sellers

FOR SURVEY WEEK ENDING JANUARY 18

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. Great Balls of Fire
Jerry Lee Lewis, Sun
2. My Special Angel, Bobby Helms, Dec.
3. Kisses Sweeter Than Wine
Jimmie Rodgers, Rlt.
4. The Story of My Life
Marty Robbins, Col.
5. Uh Huh, Sonny James, Cap.
6. Jailhouse Rock, Elvis Presley, Vic.

Dallas-Fort Worth

1. Geisha Girl, Hank Locklin, Vic.
2. My Special Angel, Bobby Helms, Dec.
3. Great Balls of Fire
Jerry Lee Lewis, Sun
4. Is It Wrong? Warner Mack, Dec.
5. Jailhouse Rock, Elvis Presley, Vic.
6. Fraulein, Bobby Helms, Dec.
7. The Story of My Life
Marty Robbins, Col.
8. I Found My Girl in the U. S. A.
Jimmy Skinner, Mer.
9. Big River, Johnny Cash, Sun
10. Raunchy, Bill Justis, Phil. Intl.

Houston

1. Wake Up Little Susie
Everly Brothers, Cdc.
2. I Found My Girl in the U. S. A.
Jimmy Skinner, Mer.
3. Great Balls of Fire
Jerry Lee Lewis, Sun
4. The Story of My Life
Marty Robbins, Col.
5. This Little Girl of Mine
Everly Brothers, Cdc.
6. Is It Wrong? Warner Mack, Dot
7. My Special Angel, Bobby Helms, Dec.

Memphis

1. The Story of My Life
Marty Robbins, Col.

Nashville

2. Ballad of a Teen-Age Queen
Johnny Cash, Sun
3. My Special Angel, Bobby Helms, Dec.
4. The Story of My Life
Marty Robbins, Col.
5. Rock-a-Chicka, Warner Mack, Dec.

New Orleans

1. Ballad of a Teen-Age Queen
Johnny Cash, Sun
2. The Story of My Life
Marty Robbins, Col.
3. Great Balls of Fire
Jerry Lee Lewis, Sun
4. Geisha Girl, Hank Locklin, Vic.
5. I Heard the Bluebirds Sing
Jim Edward, Maxine and Bonnie Brown, Vic.
6. I Found My Girl in the U. S. A.
Jimmy Skinner, Mer.
7. Wake Up Little Susie
Everly Brothers, Cdc.

New Orleans

1. The Story of My Life
Marty Robbins, Col.
2. Great Balls of Fire
Jerry Lee Lewis, Sun
3. Jailhouse Rock, Elvis Presley, Vic.
4. My Special Angel, Bobby Helms, Dec.
5. Wake Up Little Susie
Everly Brothers, Cdc.
6. Geisha Girl, Hank Locklin, Vic.
7. Anna Marie, Jim Reeves, Vic.

St. Louis

1. The Story of My Life
Marty Robbins, Col.
2. Great Balls of Fire
Jerry Lee Lewis, Sun
3. Waitin' in School, Ricky Nelson, Imp.
4. Raunchy, Bill Justis, Phil. Intl.
5. Uh-Huh, Sonny James, Cap.
6. My Special Angel, Bobby Helms, Dec.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

"Grand Ole Opry" artists are being kept busy in Canada. Each Friday night the CBC-TV net presents "Country Hoedown," featuring local talent and special guests. During recent weeks Johnny Cash, Lonzo and Oscar, Porter Wagoner, and Wilma Lee and Stoney Cooper have had guest shots on the show, and Jim Reeves and Marty Robbins are skedded to appear soon. . . . The Jordanaires have left for Hollywood to begin work on Paramount's next Elvis Presley flicker.

Jimmie Skinner, who is riding high with his Mercury dinking of "I Found My Girl in the U. S. A.," will appear on Red Foley's February 1 "Country Music Jubilee" TV stanza. About the same time Merc will release a new Skinner disk, "What Makes a Man Wander?" b/w "We've Got Things in Common," the lat-

ter a duet with Connie Hall. . . . Daniel James, currently working the Gulf Coast area, recently signed with the All-star diskery and has "Rock Moon Rock" b/w "A Perfect Love" slated for March release.

Verve Records, which recently signed the Pickard Family, has issued the group's first album, "The Pickard Family Sings Hits of Yesteryear." . . . The Hank Snow Music Center, Nashville, had its official opening last Friday (24). Snow increased air time to one hour for the event, which featured appearances by folks from "Grand Ole Opry" and the various disk firms. . . . Special guests on last Saturday's (25) "Louisiana Hayride," KWKH, Shreveport, were Johnny Cash and the Tennessee Two (Luther Perkins and Marshall Grant), along with regulars Johnny Horton, James O'Gwynn, Carl Bel-ew, Tony Douglas, Mallie Ann

• C&W Best Sellers in Stores

FOR SURVEY WEEK ENDING JANUARY 18

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side Last on Week Chart

This Week	Week	Chart
1.	THE STORY OF MY LIFE (ASCAP)—Marty Robbins	1 10
	Once-a-Week Date (BMI)—Col 41013	
2.	MY SPECIAL ANGEL (BMI)—Bobby Helms	3 16
	Standing at the End of My World (BMI)—Dec 30423	
3.	GREAT BALLS OF FIRE (BMI)—Jerry Lee Lewis	2 9
	YOU WIN AGAIN (BMI)—Sun 281	
4.	GEISHA GIRL (BMI)—Hank Locklin	7 23
	Livin' Alone (BMI)—Vic 6984	
5.	JAILHOUSE ROCK (BMI)—Elvis Presley	4 16
	Treat Me Nice (BMI)—Vic 7035	
6.	WAKE UP LITTLE SUSIE (BMI)—Everly Brothers	5 18
	Maybe Tomorrow (BMI)—Cadence 1337	
7.	KISSES SWEETER THAN WINE (BMI)—Jimmie Rodgers	6 8
	Better Loved You'll Never Be (ASCAP)—Roulette 4031	
8.	BALLAD OF A TEENAGE QUEEN (BMI)—Johnny Cash	— 1
	Big River (BMI)—Sun 283	
9.	RAUNCHY (BMI)—Bill Justis	8 10
	The Midnite Man (BMI)—Phillips International 3519	
10.	FRAULEIN (BMI)—Bobby Helms	10 44
	Heartsick Feeling (BMI)—Dec 30194	
11.	MY SHOES KEEP WALKING BACK TO YOU—Ray Price	15 25
	Don't Do This to Me (BMI)—Col 40951	
12.	I FOUND MY GIRL IN THE U. S. A. (BMI)—Jimmie Skinner	9 10
	Carroll County Blues (BMI)—Mercury 71192	
13.	WAITIN' IN SCHOOL (BMI)—Ricky Nelson	12 2
	STOOD UP (BMI)—Imperial 5483	
14.	HOME OF THE BLUES (BMI)—Johnny Cash	13 20
	GIVE MY LOVE TO ROSE (BMI)—Sun 279	
15.	IS IT WRONG? (BMI)—Warner Mack	14 24
	Baby Squeeze Me (BMI)—Dec 30301	

• Most Played C&W by Jockeys

FOR SURVEY WEEK ENDING JANUARY 18

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country according to The Billboard's Last on weekly survey of top disk jockey shows in all key markets.

This Week	Week	Chart
1.	THE STORY OF MY LIFE—Marty Robbins	1 9
	Col 41013—ASCAP	
2.	MY SPECIAL ANGEL—Bobby Helms	2 16
	Dec 30423—BMI	
3.	BALLAD OF A TEEN-AGE QUEEN—Johnny Cash	5 2
	Sun 283—BMI	
4.	GREAT BALLS OF FIRE—Jerry Lee Lewis	10 6
	Sun 281—BMI	
5.	I FOUND MY GIRL IN THE U.S.A.—Jimmie Skinner	7 10
	Mercury 71192—BMI	
6.	HOME OF THE BLUES—Johnny Cash	6 18
	Sun 279—BMI	
7.	ANNA MARIE—Jim Reeves	3 8
	Vic 7070—BMI	
8.	WAKE UP LITTLE SUSIE—Everly Brothers	4 17
	Cadence 1337—BMI	
9.	JAILHOUSE ROCK—Elvis Presley	14 15
	Vic 7035—BMI	
10.	UH HUH—Sonny James	— 3
	Cap 3840—ASCAP	
11.	IS IT WRONG?—Warner Mack	— 14
	Dec 30301—BMI	
12.	WHY, WHY?—Carl Smith	15 18
	Col 40984—BMI	
13.	LOVE BUG CRAWL—Jimmy Edwards	— 2
	Mercury 71029—BMI	
14.	YOU WIN AGAIN—Jerry Lee Lewis	— 1
	Sun 281—BMI	
15.	GEISHA GIRL—Hank Locklin	11 21
	Vic 6984—BMI	

and Slim, Johnny Mathis, the Four B's, Martha Lynn, Linda Brannon and Jerry Kennedy.

Newest featured performer on "Midwestern Hayride," WLW-T, Cincinnati, is Loretta Thompson, 16-year-old hailing from Middletown, O. She has recorded "Let's Change the Alphabet" for United Records and is set to appear on several of Bob Braun's disk shows over WLW-T, Cincinnati. The Braun programs are also fed to WLW-D, Dayton, O.; WLW-T, Columbus, O.; and WLW-I, Indianapolis. Jimmie Williams, M-G-M wax artist and deejay at WNOP, Newport, Ky., will make a February 8 appearance on "Hayride."

Johnny Six, who recently cut "Mademoiselle" for Decca, is currently featured on the "WVVA Jamboree," Saturday night show aired from the Virginia Theater, Wheeling, W. Va. Plans are being mapped for Six to make a tour of deejays in Buffalo and Toronto on (Continued on page 93)

NOW ON HICKORY!
Roy Acuff
"ONCE MORE"
Hickory 1073
If It's Country Music
It's Bound To Be Good!

SENSATIONAL
"GREAT BALLS OF FIRE"
JERRY LEE LEWIS

Sun 281

JEAN SHEPARD

YOU'RE JUST THE KIND OF GUY

I USED TO LOVE YOU



RECORD NO. 3881

Reviews of New R&B Records

EARL BOSTIC ORK
No Name Live
KING 5106—Driving instrumental featuring Earl Bostic's fine alto. (Plymouth, ASCAP)

Is Rickie Aquary who chants and plays piano on this medium rocker. Good southern type sound could make an impression. (Planemar, BMI)

RICKIE AT THE KEYS
Come on Liza
SAVOY 1529—Good new r.&b. talent

TAB SMITH ORK
Just One More Time
UNITED 217—A fine juke box side. Tab Smith blows a solid alto in front of the big band on a slow rocker.

Mambolino
A tuneful, modified mambo which also could go for jocks and jukes. Flip is more on the teen terp kick, however. (Brandom, ASCAP)

TINY TOPSY
You Shocked Me
FEDERAL 12315 — Up-tempo blues with an effective, insistent, beat. Chanter does a solid job and is showcased by a good arrangement. (Armo, BMI)

Waterproof Eyes
Blues with a gospel beat is chanted by a gravel-voiced singer. Lyric has some novelty appeal. (Hennessy, BMI)

NEW RELEASES

Vee Jay 264

"CRAZEE BABEE"

b/w

"I LOST YOU"

The Spaniels

Vee Jay 268

"BIG TWO FOUR"

Noble "Thin Man" Watts

Falcon 1008

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b/w

"DON'T YOU COME IN HERE"

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FOLK TALENT AND TUNES

With the Jockeys

"We have noticed a remarkable new interest in recent weeks," type-writes Bill Mack, c.&w. deejay at KWFT, Wichita Falls, Tex. "Listeners in this great Southwest area are calling for more of such greats as Johnny and Jack, Kitty Wells, Flatt and Scruggs, Roy Acuff, Jimmy Dickens and Bill Monroe.

Hank Craig now has a daily program, 5-8 p.m., over KCUL, Fort Worth, which is in addition to his all-country-music airings via XEG, Cleburne, Tex. Hank is also handling some of the talent on "Covtown Hoedown," Fort Worth, and currently has Lawton Williams set on a number of shows in the area.

VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Sherm Feller, WEZE, Boston, reports that Johnny Nash has recorded his (Feller's) new song, "My Pledge to You" on the ABC-Paramount label. . . . Thruston Moore, Verona Lake Ranch, Verona, Ky., is offering free copies of his "Rock 'n' Roll Scrapbook" to deejays across the country.

KWK BANS THE ROCK:

Local St. Louis station KWK (erroneously identified with a New York dateline last week in The Billboard), reports more than 83 per cent of its listeners were in favor of the station's recent ban of rock and roll music from all of its programs. Originally, KWK planned to break every r.&r. disk in its library on the air, following a farewell spin for each platter.

WDOK'S ALBUM MERRY-GO-ROUND:

Effective February 3, WDOK, Cleveland, will revamp its programming policies and henceforth will concentrate on LP selections. The change, according to program director Norman Wain, is "merely an extension of our 'Better Music for Northern Ohio' policy." WDOK plans to play LP selections in 15-minute segs "as uninterrupted as possible."

Pay-Later Idea

Continued from page 8

part of distributors in the size of packages. Once, films were pitched in huge telefilm libraries and huge feature blocs. Today the sales trend in such firms as United Artists, Screen Gems, AAP and others is titles of a hand-picked variety—and to one or two vidfilm series at a time.

"There's a violent reaction on the part of stations today away from purchases of large packages on most five-year or even three-year payment deals, apart from barter or participation plans," says a veteran New York sales exec who has worked in both the telefilm and feature sales fields.

"Stations want practically nothing but Class A pictures, whether features or half-hours, these days," adds another film sales staffer. "They are willing to meet the distributor's price for a select buy, but many have a problem in getting up the money and play a waiting game instead."

Para's Fat Deal

Continued from page 8

trouble raising the kind of money necessary to swing the deal. Such a deal could be very important to NTA; the rumor persists that NTA's supply of features from 20th Century-Fox may be cut off.

Video Artists—Altho the contract which was to launch Video Artists, Inc., with a distribution deal for the post-1948 Republic Pictures backlog blew up when the picture company's TV off-shoot backed out of the deal, VAI's Sig Shore is reportedly putting together a financial syndicate to move on a Paramount deal. One of Shore's strong points is that he can concentrate on station sales of the Paramount pictures, since he is not currently involved heavily in selling other film properties.

In any event, station film buyers can look forward to sales pitches on the package no later than summer.

Reviews of New C&W Records

Reviews of New C&W Records

TEX WILLIAMS
Danny Boy of San Angelo
DECCA 30553 — Williams gives the shuffling-beat rockabilly a poppish go with a listenable assist from the Anita Kerr singers. Possible pop and c.&w. coin. (Arthur, BMI)

False Face
In spite of the country-string intro, the side has a pop flavor. The artist is backed by the Kerr singers on this country-type ballad. It can do biz. (Loring, BMI)

MELVIN ENDSLEY
There's Bound to Be
RCA VICTOR 7147 — Side has a haunting quality. Tune is country-flavored, with a simple and effective figure in the arrangement. Merits good exposure. (Acuff-Rose, BMI)

The following records, also reviewed by The Billboard music staff, were rated 65 or less:

- BASH HOFNER: I Get So Lonesome/Rockin' and A-Bopin'—Sarg 138
DON RAY: My Angel/Those Rock 'n' Roll Blues—Rodeo 129
MORRIS TAYLOR: Out Late Blues/Hey, Gramps!—Key 5719

Number of Releases This Week

Table with columns: Label, Pop, R&B, C&W. Lists various record labels and their release counts for Pop, R&B, and C&W genres.

THE NEW PENGUIN HIT!!!

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#432

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Flash #127-B with PAUL CLIFTON

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b/w

PRETTY BABY

Duke 168

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Top Midwest Fairs To Buy as Circuit

Defer Action Until February On Barnes Grandstand Proposal

CHICAGO — Seven top Midwestern and Southern fairs will continue to book their night grandstand shows on a circuit basis. Representatives of the Minnesota State Fair, the Topeka Free Fair, the Kansas State Fair, the Oklahoma State Fair, the Alabama State Fair, the Louisiana State Fair, and the Ionia (Mich.) Free Fair agreed at a meeting here

Thursday (23) to continue to book their night show on that basis.

The fair reps met with Sam J. Levy Sr., president of the Barnes-Carruthers Theatrical Enterprises, Chicago, to hear Levy's plans for the night grandstand show proposed for this year. Action by the fair men on a Barnes-Carruthers proposal was deferred until February 28, the second day of a two-day meeting of the Midwest Fair Circuit, in the President Hotel, Kansas City.

Fair men present at the meeting with Levy here were Doug Baldwin, Minnesota State Fair; Maurice Fager, Topeka Free Fair; Virgil Miller, Kansas State Fair; R. N. McIntosh, Alabama State Fair; C. G. (Pete) Baker, Oklahoma State Fair; Joe Monsour, Louisiana State Fair, and Alan Williams, Ionia (Mich.) Free Fair.

Vote to Push Pari-Mutuels In No. Dakota

State Association To Initiate Bill; Mellon New Prexy

FARGO, N. D. — The North Dakota Association of Fairs at its annual convention here Thursday and Friday (23-24) at the Graver Hotel voted to initiate legislation which would legalize pari-mutuel betting in North Dakota and give fairs aid from monies received by the State from its share of the betting.

The convention, held in unusually good weather conditions, drew one of the heaviest attendances in the history of the association.

R. D. Mellon, Jamestown, was elected president and Charles Fleming, Hamilton, was picked as vice-president. Bert Scott, Fargo, was re-elected secretary.

Polack Circus Opens To Flint Turnaway

First Stand May Equal 1957 Gross Despite Snow, Slump; Clowns Late

FLINT, Mich. — The 1958 season of Polack Bros. Circus got off to a strong start here during the week ending Saturday (25).

Opening performance Sunday (19) afternoon had a turnout estimated at 2,500, and crowd that night was near-capacity. Business the following days held up well despite two days of snow and a local economic picture that was not altogether rosy. Indications were that the final accounting would show an outcome comparing favorably with that of last year.

Polack's new edition went so smoothly at the initial performance that, contrary to the usual practice, no changes were made in the sequence of acts. Only disappointment was the delayed arrival of the Bizzarro Brothers, musical clowns,

whose departure from Italy was held up by an immigration snafu. The trio was to join in Hammond, where the show opens Wednesday (29).

Mike Meany Elected Pres. Of Ala. Assn.

MONTGOMERY, Ala. — Mike Meany, Tuscaloosa, was elected president of the Association of Alabama Fairs at the group's annual convention here Monday and Tuesday (20-21).

Others elected were U. P. Kennedy, Dothan, vice-president; Joe Nolan, Chattanooga Tent Company, showman's associate director; and Buddy Holiday, Attala; William Lynn, Montgomery, and J. B. Johnson, Cullman, directors; Christie Summers, Jasper, secretary-treasurer; George B. Flint, Barnes-Carruthers Theatrical Enterprises, chaplain.

Convention speakers included E. L. Tucker, editor of the Thomasville Times; Joe E. Pruett, secretary of the Georgia Association of Fairs, and A. W. Todd, Alabama Commissioner of Agriculture.

Show people in attendance included Jack Lindahl, Lee Slade, Boyle Woolfolk Agency; Eddie Zaccchini, Jack Norman, Olympia Theatrical Enterprises; Wilson Storey, Storey Theatrical Enterprises; George B. Flint, Barnes-Carruthers Theatrical Enterprises; Bernie Shapiro, Southern Poster Printing; Bill Bullwinkle, Southern Poster Printing.

Also E. B. Henderson, Regalia Manufacturing Co.; Oscar Bloom, Gen City Shows; Al Kunz, Heth Shows; Mr. and Mrs. John Portemont, Jimmy Bush, Johnny's United Shows; Mr. and Mrs. N. L. Crason, Tommy Thompson, Bill Dolor, Lee Amusement Co.; Mr. and Mrs. H. B. Rosen, Mighty Interstate Shows; Ed Nollan, Chattanooga Tent Co.; John Daly, Illinois Fireworks Co.

GAC-H Signs Dixie Series

NEW YORK — A solid string of Southern fair dates has been set by Eastern officials of GAC-Hamid, grandstand talent suppliers. Nearly 20 dates have been signed at four Southern State meetings, with Pennsylvania, New York and New England sessions lying ahead.

George A. Hamid Sr., and Henry Hamid have made the Dixie meetings, and Babe Raab has been in New England. Ernie Young and Frank Taylor have been booking the Midwest.

Fairs set include the following: Georgia, Atlanta, Augusta and Columbus; South Carolina, Columbia, Orangeburg and Anderson; North Carolina, Raleigh, Hickory, Goldsboro, Fayetteville and Salisbury, and Virginia, Harrisonburg, South Boston, Chase City, Warsaw and Luray. Raleigh and Columbia, both State fairs, are again going for a heavy revue, with name attractions to be announced. Several Southern spots are pending.

Kentucky Assn. Elects H. Berge, John Vinson Jr.

LOUISVILLE — Harold Berge, Carrollton, was elected president of the Kentucky Association of Fairs and Horse Shows at the annual convention here Thursday and Friday (23-24) in the Hotel Kentucky. John R. Vinson Jr., Cadiz, was elected vice-president.

Attendance was extremely good, with credit going to the interest built up by the fair queen contest, sponsored by the association and directed by its secretary, L. (Doc) Cassidy.

Beatty Signs Hawaii Date

HOLLYWOOD — Clyde Beatty was signed here last week as the feature attraction of the circus to be sponsored by the Hawaiian Government Employees' Association in Honolulu February 28 thru March 15. Earl Fitch is here booking acts for the event.

The circus is being staged for the third year by Hawaiian Circus, Ltd., headed by Finch and Ralph Yempuku. This will be Beatty's second appearance in the Islands for the HCEA.

Rides and concessions will be supplied by E. K. Fernandez, veteran Hawaiian showman.

Baraboo Sets Fund Meeting

BARABOO, Wis. — A mass meeting of Baraboo citizens will be held in April to raise funds for launching the opening the Circus World Museum here.

One of the former Ringling quarters buildings is owned by the museum now and it contains the collection of a dozen old wagons and other material. Still needed for the opening is a second building, which is fireproof, and which will contain the museum's large collection of printed matter and documents.

Plans now are to open the museum in 1959, according to Clark Wilkinson, secretary of the museum corporation. The corporation has been formed to launch the museum. Once it is in operation, it is to become a part of the Wisconsin State Historical Society.

Maine Elects Heald, Gets News of Stipend

PORTLAND, Me. — Robert Heald, Union, was elected president of the Maine Association of Agricultural Fairs at last week's meeting in the Eastland Hotel. Among highlights were the showing of the Department of Commerce film, "Uncle Sam Goes to the Fairs," and the report that Maine fairs will receive reimbursement of 71 per cent of their paid-out premiums from the State stipend.

There was a school held Tuesday (22) for harness race officials by Don Miller, U. S. Trotting Association official, and films of the Hambletonian and Little Brown Jug stake races.

Fair livestock officials recommended that a standard rate of entry fees be adopted. Prof. L. V. Tirrell, New Hampshire University livestock department, led a general discussion on fair problems. On Thursday, fairmen heard from Richard Smith, Sylvania engineer; E. L. Newdick, State agriculture commissioner, and State publicist Charles C. G. Evans.

Other officers are Gordon Drew, August, and Clyde Wheeler, Farmington, vice-presidents; Roy E. Symons, Skowhegan, executive secretary, and Earle Hayes, Windsor, treasurer. The banquet drew a reported 275 persons who saw a show presented by the Al Martin, GAC-Hamid, Adams & Soper and Jacy Collier agencies. Acts included Elvin Shaw, Evie and Everto, Eddie Morgan, Buster West, Lucille Page and Buster West Jr., Dorothy Rankin's Marionettes and Sam and Andy.

Ernie Young Pacts Three N. D. Fairs

FARGO, N. D. — Ernie Young of GAC-Hamid Inc., has contracted to supply the night grandstand attractions at three North Dakota fairs. They are the fairs at Fargo, Grand Forks and Minot. All were signed during the convention of the North Dakota Association of Fairs here Thursday and Friday (23-24).

Amusement and supply people who registered included Roland Champagne, Continental Shows; Reid Lefevre, King Reid Shows; Gerald Snellens, World of Mirth Shows; Cliff Mullins, Mullins Royal Pine Shows; Martin Earle, Eastern Amusement Company; Ed Burr, Playtime Shows; Babe Raab, GAC-Hamid; Ward Beam; Frank Soper, Adams & Soper; Fred Howell, Jacy Collier agency; Al Martin, Al Martin Agency; James Lee, Barnes-Carruthers; Buddy Wagner, Joie Chitwood thrill shows; Ed Perry, Globe Tickets, and Ben Allen, Posters, Inc.

Sagendorph Elected Mass. Assn. Prexy

BOSTON — Nearly 300 persons attended the Massachusetts Agricultural Fairs Association convention Monday and Tuesday (20-21) in the Hotel Bradford here. This number represented the 24-fair members as well as representatives of about 50 other fairs from all over New England.

Richard S. Sagendorph, of Spencer Agricultural Society, was elected president replacing Edward M. Dwyer, Marshfield. Paul Corson, Topsfield, was re-elected secretary-treasurer. Others elected were: Harry Storin, Barrington, first vice-president; Daniel Reidy, Weymouth, second vice-president; August C. Means, Topsfield, third vice-president. Ex-President Dwyer was named chairman of the Executive Committee which includes John P. Tutko, John L. Banner, Howard Buckley, Edward H. Campbell, Edward J. Carroll, Willard A. Pease, Jack Reynolds, Charles J. Thayer and A. W. Lombard, ex-officio.

Charles H. McNamara, Massachusetts commissioner of agriculture, urged convention delegates to take a new look at the county fair to try to bring it up to modern ideas while preserving the basic agricultural interest.

Leo F. Doherty, State director of fairs, gave his annual message and said 1957 had been the best year

for fairs in their long history.

The association voted to oppose the granting of racing dates to horse tracks from Aug. 10 until the second Saturday after Labor Day—the period while fairs are operating.

The association also went on record opposing a bill which would cause fairs to pay the communities in which they operate 3 per cent of the daily gross from their pari-mutuel operation.

A bill indorsed by the Farm Bureau was favored which called for fairs to have operated for five years before they would be entitled to either racing dates or State financial aid.

Ringling Estate Suit Postponed

SARASOTA, Fla. — A suit against Dan Gordon Judge, trustee in the Edith Ringling Estate, has been postponed by the federal court here. The suit was filed by Hester Ringling Sanford, Stuart Lancaster and Charles Lancaster some time ago.

The postponement came at the request of both sides when the court called the case earlier than expected and with little notice. The case is separate from one filed against John Ringling North and others, including Judge.

Hetzer's Specs Is Signed by Nashville Fair

NASHVILLE — The Tennessee State Fair here has contracted Hetzer's "International Spectacular of 1958" as its night grandstand attraction. Prior to its appearance here the unit will play the Western Canadian A Fair Circuit.

County Judge Beverly Briley, chairman of the Tennessee Fair Board, said existing grandstands will be expanded by 4,000 seats to provide more than 9,000 seats.

The Fair Board has yet to contract entertainment for its 4,500 seat coliseum.

CCE Nets 145G, Expands to 8th Day

500,000 Gate Lauded; Directors Return Hamilton, House Promotion

OTTAWA—A full eight days of operation has been decided for the Central Canada Exhibition here, which topped the half-million attendance mark for the first time last year on the strength of an added Friday evening of operation. This year's dates are Friday thru Saturday, August 22-30, with the opening time Friday to be 9 a.m. There is no Sunday operation.

Dates, financial reports, elections and fair plans were the subjects of last week's annual meeting, at which Wilbert Hamilton, president, was re-elected to a second term. New directors chosen were Mrs. S. W. Rathwell, of Navan, first woman elected to the board, and councillor Thomas Keenan, of Gloucester Township.

Fair Gross 441G

The 1957 edition of the fair grossed \$441,393 and an outlay of \$296,354 left an operating profit of \$145,038. Clarke was acclaimed for his accomplishment, coming in his first full year as manager, a post to which he was named following the death of H. H. McElroy.

Lansdowne Park, in which the fair is situated, has considerable year-round operation. Rental of the stadium, halls and other revenue brought in \$143,492 and left a \$16,459 profit following expenses. The association paid out \$89,680 on improvements during the year, including \$54,363 on the strikingly modern McElroy Building, making the \$404,000 structure completely paid for.

The CCE revenue included \$160,157 from gate admissions, around \$70,000 apiece from grandstand and midway, home giveaway around \$30,000, concessions and space rentals around \$56,000, bingo privileges \$33,000, and entry fees \$8,952.

Next season's exhibition will again feature the Display Home promoted by the Ottawa Shrine and Richelieu clubs. Study is under

way about continuing the daily automobile giveaway, which cost the fair \$19,000.

Cite Earlier Dates

Last year's attendance was 507,172 or 82,000 more than the previous year. Hamilton cited two factors, the added half Friday and the new fair dates. Exhibition was set back a full week last year. This, it was said, gave farmers more time to finish harvesting and prepare agricultural and livestock entries. Prizes in comparative departments amounted to \$55,000.

Last year's CCE produced record revenue for the World of Mirth Shows midway, which was granted a five-year contract for the date.

The directors acclaimed Hamilton and Clarke, and Vice-Presidents Don Reid and Clarke Mansfield. Named to the influential advisory and finance committee were Hamilton, Reid, Mansfield, Past President D. M. Stewart, Howard Henry, Jules Morin, W. E. Burton, Dr. W. A. Taylor, Thomas F. Arque, George Pingle and Dr. C. H. Goulden, director of the Experimental Farm.

U. S. Tops Ice Rink Industry

Continued from page 1

for the growing popularity of ice skating.

What the mushrooming ice skating craze has produced in the U. S. is an abundance of capable youngsters vying for a limited number of professional positions with ice shows. In that business, dominated by Europeans and Canadians for decades, more and more American skaters have come into the limelight after having attained international stature in amateur competitions. Starting with Donna Atwood and Evelyn Chandler, the list has steadily grown to encompass such as Dick Button, Ronnie Robertson, Skippy Baxter, Hayes Alan Jenkins, and many, many more. Prior to 1950 the names in iceland were of European origin, such as Sonja Henie, Freddie Trenkler, the Bruises, Frick and Frack, Eric Waite, and more.

Europe may recapture this skating prominence but it will be at a decided disadvantage without the tremendous number of skating installations operating over here. Until such time as its rink construction business gets stirring, American engineers, like Pete Carver, will be building reputations and bank rolls by applying Yankee know-how to an industry which was born abroad, but perfected here.

Boston Hall Sold; Continue On 6-Mo. Basis

BOSTON — Sale of the Mechanics Building, home of expositions for more than 75 years, was formally recorded. It was sold to the Prudential Insurance Company of America for \$800,000. The recording is a step clearing the way for the Prudential's \$100 million civic center which is to include a 6,000-seat auditorium suitable for conventions and other events.

This latest move still gives the previous owners the privilege of running the hall on a three-year basis, but with an added clause which enables Prudential to cancel within a six-month period.

George Laing, superintendent of the building, said he could handle exhibitions on a six-month basis ahead so that no cancellations would be necessary if Prudential decided on a quick occupancy. It has been rumored that the Prudential firm may build a similar, but more modern structure to house exhibitions.

This formal sale rounds out the 32-acre tract. Bonds are being floated for \$12 million by the City of Boston to build the auditorium. The center will include hotels, apartment houses, a shopping center and the auditorium.



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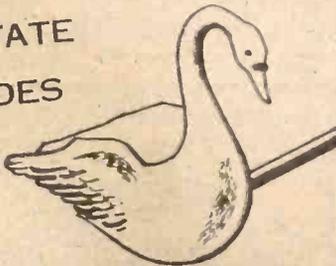
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ARENAS & AUDITORIUMS

Long Beach Showing Financial Progress

By TOM PARKINSON

AT THE LONG BEACH Municipal Auditorium, Win Hansson, managing director of the California city's auditorium and stadium facilities, is announcing some fiscal milestones for his operation.

The Auditorium operated without cost to the taxpayers for the first six months of the current fiscal year, he stated. This had not happened since the World War II years. The financial reports show an operation profit of \$415, compared to a loss of \$16,000 in the comparable period a year earlier.

The December income of \$16,800 was the highest of any single month's total in the building's entire 26-year history.

During the six months, the cash income was \$77,867—another all-time high, this one exceeding last year's comparable six months' total by about \$13,000.

A recapitulation shows that the Long Beach Auditorium \$29,900 loss for the first half of the next year; \$16,000 loss the initial part of 1956-57, and now the \$415 profit. In these years, expenses were climbing fast, but income was climbing faster.

BULKING LARGE in the Long Beach tally sheet is the important part of the total for the first six months of the current year.

This is illustrated, too, by the report on the full year of 1956-57. At that time, the parking revenue was \$64,475, far above any previous year. The total earlier had varied from \$4,000 to \$14,000 a year.

IMPORTANT IN THE Long Beach picture is the entry for waived rentals. This amounts to a credit to the building for events which it houses but for which it can't charge actual rental. These events are usually conventions but also included are such things as the Miss Universe competition. It is a theoretical bookkeeping entry, not money.

The building is operated on the policy of granting free rent in order to bring conventions to the city. Theory is that merchants, and therefore the whole city, profit enough from the conventions to more than cover the loss that results to the auditorium.

For the buildings which operate on this plan—a full 50 per cent of the nation's municipal auditoriums—such a bookkeeping operation shows the building in a fuller light. When a building pays out real cash for expenses to handle such free events, it is undoubtedly proper to make mention also of the theoretical income involved.

IN ANY CASE, Win Hansson appears to be winning. Any way it's figured, the financial picture at Long Beach is improving.

Indianapolis Coliseum Plans Indoor Racing

INDIANAPOLIS—Indoor auto racing at the Indianapolis Coliseum will become a reality this year. Mel Ross, general manager of the arena, and William Lipkey, operator and promoter of Speedways, have plans for the midget vehicles to start whirling in October.

Ross stated they planned it last year, but they weren't able to get drivers or dates.

Ross added that he was prepared to conduct races during the hockey season.

Readying the Coliseum for the speedsters would mean a loss of only 2,000 of its 8,000 seats, Ross said.

As a successful promoter of indoor racing at the Memorial Coliseum in Fort Wayne, Lipkey will have much to contribute to the Indianapolis effort, Ross declared.

Lipkey explained that the concrete track at the Fort Wayne Coliseum is a tenth of a mile long and unbanked at the curves. Spectators are protected by a nine-foot concrete retaining wall. Layout of the Fort Wayne track will be used as the pattern for Indianapolis, Lipkey stated. He said that the Fort Wayne edifice, when used for racing, seats 7,200.

Big 'Holiday' Billing Snows German Rival

COPENHAGEN — American sales tactics were looked on as a major cause of the folding of Baier's Ice Revue here and the usual success of "Holiday on Ice" in advance of its February 12 opening show.

Baier was booked into the Forum from December 28 to January 19, and "Holiday" is signed for the 4,000-seat KB Hall. During the tail end of November, "Holiday's" billing blanketed Copenhagen and ticket offices opened in major agencies in and around town. Baier's billed lightly and sold tickets only at the Forum and one other spot.

"Holiday" followed with distribution of an eight-page herald, mailing out 500,000 copies. Opening night was sold out as early as December 4.

Baier's, a German show, opened to light attendance and weak notices, harping on a balky freezing unit which delayed the premiere. A final show was advertised at half-price for Sunday (5). Show finally closed the following Sunday (12), a week ahead of the original schedule. "Holiday" was rolling strongly. It sold 70,000 tickets prior to Christmas, when it played here last winter.

Louisiana Date Big for Steiner, Signs Another

LAFAYETTE, La.—Three sell-outs at the 5,000-seat Blackham Coliseum, plus an estimated turn-away of 10,000, were scored by the Tommy Steiner Championship Rodeo in a four-day stand sponsored by the Mid-Winter Fair.

Featured name was Gail (Annie Oakley) Davis.

Ticket office didn't even open on the final day, Sunday (19) because the advance sale had taken all tickets.

Steiner announced that he has signed to produce an RCA Championship Rodeo at McNeese Coliseum, Lake Charles, La., February 20-23. Annie Oakley again will be featured.

'Ice Capades' Draws Biggest Boston Gross

BOSTON — An advertising budget up 60 per cent and concentration on block sales gave Ice Capades' 17-day stand at the Boston Garden its biggest gross in the history of the Boston engagement.

Heavy promotions in TV, radio and newspapers helped. Strong emphasis was placed on attracting organizations such as the Boy Scouts and Girl Scouts and religious groups. Matinees especially were heavily attended and at the final Saturday matinee even the seats in back of the band were filled.

Treasurer Edward Powers believes that a great deal of the business came from ads in organization magazines. He said a campaign which hit a record for the recent Gene Autry Rodeo Show had been followed closely. Favorable weather brought patrons from all over New England.

Capades at Spokane

SPOKANE—Ice Capades drew 38,636 paid admissions in 12 performances in the Spokane Coliseum according to George H. Kellogg, recorder of the Shrine Temple which sponsored the show for the 10th year. His recent report covered the Christmas-to-New Year's engagement.

A year ago Capades attracted 50,561 paid admissions in 11 performances, which was a 12 per cent increase over the previous year.

Kellogg said he felt it did very well in view of business conditions in the Spokane area. The region is going through a slump in the aluminum, lumbering, construction and mining businesses and there is considerable unemployment.

COST 61 CENTS FOR CONCORD TO PARK A CAR

RALEIGH, N. C.—During a report on admission and parking fee surveys for North Carolina fairs, J. Sib Dorton Jr., secretary of the State association, referred humorously to Clyde Propst, of Concord, who, he said, had figures showing it cost 61 cents to park a car at the Concord fair. "Well," Propst retorted, "that's right, but you have to consider it was a rainy year and the figure includes pulling 'em out of the mud, too."

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**Ga. Turnout
Big; Schedules
May Workshop**

ATLANTA — Doug Strobbehm, of Savannah, was elected to a third straight term as president of the Georgia Association of Agricultural Fairs at the annual meeting Monday (13) in the Dinkler-Plaza Hotel. Fairs sent 69 persons and suppliers sent 31, making the meeting the best attended in 15 years.

Also elected were Mrs. E. N. Nicholson, Hiwassee, vice-president, and Joe F. Pruett, whose efforts have kept the association from going into obscurity, secretary. Directors for the 10 districts are W. L. Benton, Savannah; L. E. Ireland, Tifton; Felix Jenkins, Columbus; R. F. Armstrong, Jackson; E. Lee Carteron, Atlanta; R. M. Penland, Macon; Oscar W. McGowan, Waycross; Clyde Doss, Winder; I. V. Hulme, Elberton, and Paul Hinson, Rome.

The next annual workshop will be held May 19-20 at Rock Eagle State Park near Eatonton, with the board and officers to work up the program.

Registrants Listed

Fairs represented were Albany, Athens, Augusta, Barnesville, Brunswick, Carrollton, Columbus, Dalton, Decatur, Hartwell, Hiwassee, Jackson, Lavonia, Macon, Manchester, Marietta, Rome, Sandersville, Savannah, Swainsboro, Thomaston, Tifton, Waycross and Winder.

Suppliers present were Barnes-Carruthers agency, GAC-Hamid, Tony Vitale Fireworks, Wilson J. Storey Entertainment Enterprises, Jack Kochman Thrill Shows, Fair Publishing House, Manaffey Tent & Awning Co., Southern Poster Advertising Co., Regalia Manufacturing Co., Pepsi-Cola, Cetlin & Wilson Shows, James H. Drew Shows, Gooding Amusements, L. J. Heth Shows, Hoard & Mullis Amusements, Johnny's United Shows, Lee Amusement Company, and James E. Strates Shows.

**Kochman Sets
9-Week Jaunt
Thru Europe**

RICHMOND, Va.—Jack Kochman's auto thrill show will be the only grandstand attraction offered at next season's Southeastern Fair, General Manager Bob Conto reported last week. The show will be in for 16 appearances.

Conto has been representing the unit at Southeastern fair meetings, at which a long string of dates was rolled up. Chase City and Warsaw are among the Virginia fairs signed, and Orangeburg and Columbia are among the South Carolina dates.

An office in the Palais des Sport, Paris, will be opened in March by Conto for the coming European tour which will last until July 4 when the show will return for American fairs, beginning with Harrington, Del. A nine-week tour, including Scandinavia, will be made, with the Kochman show billed as Jack Kochman's All-American Auto Rodeo. Last year it toured Europe as the Hollywood Auto Rodeo.

Waxworks Wins

LONDON — The world-famous wax museum here, Madame Tussaud's, has declared a 30 per cent dividend for stockholders this year. The waxworks profits this year were about 43,000 pounds, compared to 39,000 last year, after taxes of up to 53,000 pounds.

MEETING GETS SURVEY

**Half-Dollar Gate
Dominates in N. C.**

RALEIGH, N. C.—One of the high spots of the many-faceted State fair association session here was Secretary-Treasurer Sib Dorton Jr.'s report of his survey on fees. Agriculture Commissioner Stag Ballantine's address also gave heart to the fairmen in their long effort to obtain State financial aid. The Friday (17) night banquet climaxed the two-day session.

Dorton noted that most fairs in the State—28 of those answering—have a 50-cent admission charge. Four fairs have free gates. A 75-cent fee is imposed by 11 events, and others in the State charge anywhere from 35 cents to \$1, but the half-dollar price is most common, he said.

On other phases, the survey revealed that seven fairs raised their parking prices, and only three lowered them. More than two dozen annuals have free parking. Seventeen charge a quarter and eight charge 50 cents.

Attendance was also a part of the report. Dorton recalled that the September-October fair season in the Carolinas drew heavy and unseasonable rainfall in 1957, cutting the turnouts of 32 fairs to lesser totals than were reported for 1956. Twenty-five fairs drew more people than the previous year.

Ballantine, who is supported in his political efforts by many fair operators, said his department observed several good exhibitions of fruits, canned goods and preserves, last season. Grounds were generally cleaner than in 1956, and other improvements were noted in sanitation and safety in handling of electricity.

On the debit side, however, he added, livestock and poultry exhibits in North Carolina are weak and could stand considerable improvements. He cited a widespread need for permanent sites and drinking fountains, and criticized several events which permit tearing down of exhibits prior to closing day. Earlier set-ups of departments are also needed, he claimed.

The annual banquet again attracted a full house of around 400 persons to the Sir Walter Hotel ballroom for a chicken dinner and no-speeches program provided by the GAC-Hamid and Cooke & Rose talent agencies. The Larry Elliott band performed, as did Lou Myers, comedy magician; Elaine Powell, vocalist; Ray and Yo, acrobatic jugglers; Cal Claude, hand balance; Andre and Renee, novelty dance, and Bruce Stevens, comedy musician.

FREE BUS RIDE

**Fair-Hotel Shuttle
For Pa.'s Delegates**

ALLENTOWN, Pa.—A novel use of fairgrounds and hotel facilities will be employed for delegates to the 46th annual convention of the Pennsylvania State Association of County Fairs, President Edward A. Clark, of the Clearfield Fair, reports. The three-day program, January 29-31, will be split between the Americus Hotel and the Allentown Fair's new building but the fair is providing free bus transportation out to the grounds.

Delegates will get their first glimpse of the new fairgrounds' agricultural building Wednesday night (29) when they assemble there for a dinner, served smorgasbord style, thru the courtesy of the Allentown Fair Association.

They will be greeted by Frank Hausman, president of the Allentown association and will have the choice of attending the annual meeting of the Central Fair Circuit or a panel discussion on "Advertising, Publicity and Promotion at Fairs." Both meetings will follow the dinner.

On Thursday morning the convention scene will shift to the hotel and delegates will hear addresses of welcome from Edward A. Clark, president of the State association, and Mayor Donal V. Hoch, Allentown. Also scheduled are panel discussions on "Grandstand Shows at Fairs" and "Gate Control at Fairs."

Thursday afternoon panel discussions will resume in the hotel. Subjects will be "Grounds, Concessions and Industry at Fairs" and "New Promotions to Help Build Gate and Grandstand Attendance at Fairs." Election of new officers and selection of the 1959 convention city are other highlights of the afternoon session.

The annual banquet will follow in the hotel but the show which immediately follows the banquet will be presented in the agricultural building on the fairgrounds.

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Carnival Routes

American Midway: (Citrus Fiesta) Mission, Tex., 27-Feb. 2.
Blue Grass: (Fair) Palmetto, Fla. Glades Am. Co.: (Fair) Clewiston, Fla.
Scott, Turner, Rides: (Boardwalk) Daytona Beach, Fla., 27-Feb. 25.

Circus Routes

Davenport, Orrin: Saginaw, Mich., 26-Feb. 1; Detroit 3-16.
Henson Bros.: Athens, Ala., 28; Mouton 29; Cullman 31; Albertville Feb. 1; Guntersville 3; Oneonta 4; Centre 5; Decatur 6.
Polack Bros.: Hammond, Ind., 29-Feb. 2; Fort Wayne 7-9.
Ringling Bros. and Barnum & Bailey: Nashville, Tenn., 28-30; Montgomery, Ala., Feb. 1-2; Tampa, Fla., 5-7; Miami 13-16.

Ice Shows

Ice Capades, 17th Edition: Calgary, Alta., 27-Feb. 1; Winnipeg, Man., 3-8; Lincoln, Neb. 10-18.
Ice Capades, 18th Edition: New Haven, Conn., 27-29; Washington, D. C., 30-Feb. 12; Hershey, Pa., 13-25.
Shipstads & Johnson's Ice Follies: Syracuse, N. Y., 28-Feb. 2; Toronto, Ont., 3-7; Montreal, Que., 9-16.

Miscellaneous

Burke's Wild Cargo: (Fair) Palmetto, Fla., 27-Feb. 1; (Fair) Tampa 4-15; (Fair) Plant City 17-22; (Fair) Largo 25-March 1.
Greene, Dr. Morton, Hypnotist: Grand Prairie, Tex., 27; Garland 28; Jasper 29; Paris 30; Windwood 31.
Matchstick City: Miami, Fla., 27-Feb. 1.
Meier's Josef, Black Hills Passion Play: Lake Wales, Fla., Feb. 1-April 6.
Philip Morris Country Music Show: Austin, Tex., 27; Sweetwater 28; Big Spring 29; Odessa 30; San Angelo 31; Corpus Christi Feb. 1; San Antonio 2.

Legitimate Shows

Cat on a Hot Tin Roof (Victor Jory): Boston 27-Feb. 1.
Cloud Seven: Philadelphia 27-Feb. 1.
Damn Yankees: Milwaukee 27-Feb. 1.
Day the Money Stopped: Philadelphia 27-Feb. 1.
Diary of Anne Frank (Joseph Schildkraut): Cleveland 27-Feb. 1.
Entertainers (Sir Laurence Olivier): Boston 27-Feb. 1.
Happiest Millionaire (Walter Pidgeon): Chicago 27-Feb. 1.
Interlock (Celeste Holm): Washington 27-Feb. 1.
Long Day's Journey Into Night (Fay Bainter): Chicago 27-Feb. 1.
Middle of the Night (Edward G. Robinson): Chicago 27-Feb. 1.

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Dixie Frolics Dates Marked For Daytona

DAYTONA BEACH, Fla. — General Chairman A. Worley Brown has announced dates of June 30-July 6 for the 13th annual Dixie Frolics sponsored by the Daytona Beach Jaycees.

Tentative plans call for expansion of the holiday festival by the addition of events. Projected is a major sporting event or a stage-show featuring top names in the entertainment field. A fiesta parade and a mammoth public coronation ball to climax the selection of Miss Dixie also are under study.

Other events from previous years will be held over, including motorboat racing, dog racing, fireworks displays, concerts and contests of various kinds. The field of Miss Dixie contestants will be limited to about 20 entrants chosen from among winners of major regional beauty contests in the South.

Gene Holter, Swenson Ink '59 Fair Dates

DETROIT — Aut Swenson, owner-manager of Swenson Thrillcade and Gene Holter, ostrich racing impresario, made news at the Michigan fair meeting here last week by signing contracts for 1959 at two Michigan fairs.

Swenson closed to play a night show at the Lenawee County Fair, Adrian, next year, and Holter signed to provide one show at the Isabella County Youth & Farm Fair, Mount Pleasant in 1959.

Holter also closed to play this year's Adrian, Mich., Fair and will share billing at auto races at Michigan speedways in Flint, Grand Rapids, Saginaw, Auburn and Detroit.

Swenson, who also attended the recent Ohio meeting, signed to play a double-header night show at Upper Sandusky, O., and one night show at the Montpelier Fair.

Detroit Trade Fair Appoints Chairman

DETROIT—Hebert W. (Burr) Hart was named chairman of the proposed International Trade Fair tentatively scheduled to be held here in 1962 by Mayor Louis C. Miriani.

The project is planned to occupy the new \$50 million Convention Hall and Exhibits Building now under construction, and to last for six months.

- Most Happy Fella: (Shubert) Cincinnati 27-Feb. 1.
- Much Ado About Nothing (Katharine Hepburn, Alfred Drake): St. Louis 27-Feb. 1.
- My Fair Lady (Brian Aherne): Chicago 27-Feb. 1.
- No Time for Sergeants: Boston 27-Feb. 1.
- Porto Fino: Philadelphia 27-Feb. 1.
- Separate Tables (Eric Portman, Geraldine Page): Chicago 27-Feb. 1.
- This Is Goggle (Kim Hunter): Washington 27-Feb. 1.
- Tunnel of Love (Russell Nype): San Francisco 27-Feb. 1.
- Waltz of the Toreadors (Melvyn Douglas, Betty Fields): Philadelphia 27-Feb. 1.
- Winesburg, Ohio (Dorothy McGuire): Baltimore 27-Feb. 1.

THE FINAL CURTAIN

BYERS—Thomas C., 92, for 30 years manager of the Wallace Poster advertising firm of Watertown, N. Y., and prior to that a hotel and theatrical company manager, recently in Bradenton, Fla. He retired in 1942. Surviving is his widow. Services and burial in Watertown.

MERRICK—A. N., 82, former circus bandsman, at Middletown, O., Tuesday (January 21). He was a resident of Zanesville but was in Middletown because of recent fire damage to his home, which was on Merrick Street, named for the family. He was with the Forepaugh show and Hagenbeck Wallace about 1900-1909. A

brother, William Merrick, who was a circus bandleader, is among the survivors. Others include his widow, Ida; a son in Middletown, another in Denver; a daughter in El Cerrito, Calif., and a sister in Middletown. Burial at Zanesville.

RITTER—Edward, 81, for many years an official of the Miami County Fair, Troy, O., January 8 at Troy. Until his retirement several years ago, he had been a member of the fair board for 35 years and the fair's secretary for 17 years. His widow and a sister survive. Burial January 11 was in Riverside Cemetery, Troy, O.

TARVER—Jim, 72, circus giant who tramped for 26 years, at his home in Turrell, Ark., Tuesday (January 21). A farmer for the past 25 years, he travelled with Ringling and other circuses for the quarter-century prior to that. He was billed as Big Jim Tarver, The Texas Giant, 8 feet 6 inches tall and weighing 435 pounds. He weighed 400 pounds at the time of his death. Surviving are his widow, Clara; two sisters, Mrs. Addie Parker, Fort Worth, and Mrs. Molly Matthews, Houston; two brothers, Howard, West Memphis, and John, Turrell; as well as a half-brother, half-sister and step-son.

FAIR MEETINGS

Illinois Association of Agricultural Fairs, St. Nicholas Hotel, Springfield, January 26-28. C. C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 26-28. Clifford D. Coover, Shelby, Mont., secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 27-28. James A. Carey, Department of Agriculture and Markets, State Office Building, Albany, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 27-28. H. C. McClellan, Arlington, secretary.

Western Canada Fairs Association, Bessborough Hotel, Saskatoon, Sask., January 27-28. George K. Ross, Prince Albert, Sask., secretary-treasurer.

South Dakota Fair & Exposition Association, Pierre, January 29. Kenneth E. Johnson, Colome, secretary-treasurer.

Pennsylvania State Association of County Fairs, Americus Hotel, Allentown, January 29-31. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Oklahoma Association of Fairs, Youngblood Hotel, Enid, February 2-4. Roy Davis, Enid, president.

Mississippi Association of Fairs & Livestock Shows, Robert E. Lee Hotel, Jackson, February 5. N. S. Hand, Jackson, secretary.

Texas Association of Fairs & Expositions, Baker Hotel, Dallas, February 6-8. Bob Murdoch, 102 East Locust Street, Tyler, secretary.

Louisiana Fair and Festival Association, Bentley Hotel, Alexandria, February 9-10. Adolph Netter, Donaldsonville, secretary.

Arkansas Fair Managers' Association, LaFayette Hotel, Little Rock, February 10-11. Clyde E. Byrd, Box 907, Little Rock, secretary.

Association of Connecticut Fairs, Berlin High School, Berlin, Conn., April 12. J. C. Bartlett, North Haven, Conn., secretary.

Do-It Show Set In Los Angeles

LOS ANGELES — Formerly held in July, the sixth annual Los Angeles Do-It-Yourself Show will be held at the Pan Pacific Auditorium, March 20-30, Producer Ted Bentley said here.

At least four new major attractions will be featured in the show's special events area, Bentley stated. Last year's features included Japanese Teahouse, the Better Living Home and Adobe House.

Last year, nearly 200,000 attended the show, where 300 manufacturers, distributors and retailers displayed products.

MARRIAGES

MOORE—AYRES— Benjamin C. Moore, manager of the Spokane Coliseum and Memorial Stadium, and Miss Charlotte Ayres, former dancer with New York musicals produced by Ziegfeld, Schubert and Roxy. They were married January 7.

BIRTHS

SHOEMAKER— a son, William F. Jr., December 29 in New Oxford, Pa., to Mr. and Mrs. William F. Shoemaker. Parents are former show owners now operating independent back-end units.

McKENNA— A son, James Patrick, January 9 in Manitowoc, Wis., to Mr. and Mrs. Herman McKenna, co-owners of McKenna's Rides and Amusements.

Winter Fairs

- Arizona
Mesa-Marloopa Co. Fair, March 27-30.
- California
Indio—Riverside County Fair & National Date Festival, Feb. 14-23.
Imperial — California Mid-Winter Fair, March 1-9.
- Florida
Bradenton—Manatee Co. Fair, Jan. 27-Feb. 1. Harper Kendrick.
Clewiston—Sugarland Expo., Jan. 26-Feb. 1. D. G. Pearcy.
De Land—Volusia Co. Fair, March 3-9. Lee Maxwell.
Eustis—Lake Co. Fair & Flower Show, March 10-15. Karl Lehmann.
Fannin Springs—Suwannee River Cattle Show, Feb. 19-21. L. C. Cobb, Trenton.
Fort Lauderdale—Broward Co. Fair, March 20-30. Jack Finch, Gen. Mgr.
Fort Myers—Southwest Fla. Fair, Feb. 9-8. Robert Hippelheuser.
Kissimmee — Kissimmee Valley Livestock Show, Feb. 19-23. O. L. Partin.
LeBelle—Hendry Co. Fair, Jan. 28-Feb. 1. Frank Polhill.
Largo—Pinellas Co. Fair & Horse Show, Feb. 24-March 1. J. H. Logan.
Madison—North Fla. Livestock Show & Sale, Feb. 24-25. O. R. Hamrick Jr.
Ocala—Southeastern Fat Stock Show & Sale, March 3-7. Louis Gilbreath.
Orlando—Central Fla. Fair, Feb. 24-March 1. O. T. Bickford.
Plant City—Fla. Strawberry Festival, Feb. 17-22. Fred W. Nutter.
Sarasota—Sarasota Co. Agri. Fair, March 10-15. K. A. Clark.
Sebring—Highlands Co. Fair, Feb. 24-March 1. B. J. Harris Jr.
Tampa—Fla. State Fair, Feb. 4-16. J. O. Huskisson.
West Palm Beach—Palm Beach Co. Fair, Jan. 24-Feb. 1. Lamar Allen.
Winter Haven—Fla. Citrus Expo., Feb. 15-22. Robert J. Eastman.

ROLLER RUMBLINGS

The Operator Vs. Patron Personal Injury Suits . . .

CINCINNATI — Reports of mounting numbers of personal injury suits brought against roller rink operators has prompted The Billboard to reprint legal articles that appeared in the Rinks and Skaters column a number of years ago. Others will be printed whenever space permits. It is suggested that operators clip these cases and file them for future reference.

Few realize the importance of introducing testimony of employees, and even the proprietor himself, in suits filed by injured patrons.

For instance, in Carrara vs. Noonan, 31 Atl. (2d) 424, it was shown that a patron of a roller rink sued to recover damages because her right leg was broken in a fall when skating. She alleged that the proprietor was negligent in permitting the floor of the rink to be rough and littered with foreign substances and debris.

During the trial the rink manager testified he did not see the girl fall, but saw her carried away from the place where she fell, and he then examined the floor and found nothing on it and no roughness or unevenness in it. The proprietor testified he talked with the girl right after she fell and took her to a doctor; that she did not say to him at that time the floor was rough, but made to him the statement that her skate came in contact with her girl friend's skate and she fell. In her testimony she denied making such a statement. Nevertheless, the higher court refused to allow the girl any damages.

Eject Disorderly Patrons

According to a recent higher court it is the duty of the operator of a roller rink, or other amusement device, to eject promptly a patron who is visibly intoxicated and disorderly and, therefore, dangerous to other patrons.

Failure of the operator or proprietor to eject from the premises a disorderly and dangerous patron may result in heavy damage allowance to an injured patron.

For illustration, in Martin vs. Philadelphia Gardens, Inc., 35 Atl. (2d) 317, the testimony proved that while a minor, age 13, was skating in a rink, another patron came into violent collision with him, causing him to be thrown to the floor and to be injured seriously. The boy sued the proprietor and alleged the proprietor permitted the patron, who was disorderly and visibly intoxicated, to use and skate upon the rink, and that this dangerous patron collided with him.

Altho the lower court refused to hold the proprietor liable, the higher court reversed the verdict, and said:

"Nothing could be clearer than

the fact that the patron was drunk and was a menace to all patrons in the place. . . . It was the defendant's (proprietor's) duty to eject promptly from his place of public entertainment a man in the drunken and dangerous condition of this patron, and he is answerable in damages for his failure to do so."

Also, see Easler, Down Amusement Company, 133 Atl. 905, where a boy who purchased a circus ticket was struck by a circus employee. The higher court held the circus owner liable because inadequate police protection was provided patrons.

Woman Wins Suit

Also, see William vs. Essex Amusement Company, 48 Atl. (2d) 828, where an aged woman was knocked down by some youngsters who rushed in to procure seats. The severely injured woman sued the proprietor for damages and proved the proprietor knew that boisterous boys had been in the habit of climbing over seats in crowds and that the proprietor did not provide police or other supervision. In view of this testimony, the jury held the proprietor liable to damages.

As above indicated, some higher courts have held that a patron who sustains injuries from boisterous patrons may not recover damages, if the proprietor proves he provided police protection to stop boisterous conduct of patrons or did not anticipate unruly conduct of patrons. But the patron may recover damages if he proves the proprietor failed to use ordinary care to anticipate boisterous conduct of patrons.

Again see Terrell vs. Key, 159 Pac. (2d) 704, where a person was seriously injured when he was pushed by another during a brawl participated in by patrons following a crap game. He sued to recover damages. Altho the lower court refused to hold the proprietor liable, the higher court reversed the verdict, saying all proprietors must exercise the care and diligence for the safety of their patrons.

See Sims vs. Strand Theater, 29 Atl. (2d) 208, where the testimony showed a person purchased a general admission ticket and stood waiting for an opportunity to obtain a seat. The crowd in the lobby surged forward and in the rush she was thrown to the floor and was trampled on. In holding the proprietor liable, the higher court said:

"Crowds made up of individuals vying with each other to obtain seats in a place of public amusement are likely to become unruly if not controlled. Defendant (proprietor) must have known that failure to exercise control involved an unreasonable risk of injury."

Court Announces Rule

And, again, in Anderson vs. Carolina, 12 Wash. (2d) 637, the higher court announced the rule that where a proprietor knows that large crowds are accustomed to congregate at certain hours, and to crowd and jostle to gain admittance, the proprietor is put on notice of the danger.

On the other hand, in all these decision the courts clearly held that no proprietor may be held liable for injuries to a patron if the testimony shows the proprietor's employees or agents used "ordinary care" to protect the patrons. Thus, altho proprietors of amusements are put on notice by knowledge of dangers to patrons, the proprietor is not liable if the testimony proves he used the same degree of care to protect his patrons as would have been used by other amusement operators under the identical circumstances.

NAAPPB Names Committees; Kiddieland Plans Forming

CHICAGO — NAAPPB President William B. Schmidt has announced appointments to committees for the coming year. Fifteen committees have been named. Chairman for two more have been appointed and their committees are to be announced soon.

Significant is the appointment of Arthur E. Fritz to head a Kiddieland Program and Activities Committee. Vice-President Jack Singhiser, who also is chairman of the convention program committee, announced that the 40th NAAPPB convention will include a day of special program features for kiddieland operators. Fritz's committee will make the plans. Kiddieland members also will attend the general convention sessions as before, it is planned.

Special and standing committees are:

Finance—A. B. McSwigan, chairman; Don Dazey, vice-chairman; Harry Batt, A. B. Gurtler, Edward L. Schott and William B. Schmidt.
Banquet and Reception—William Muar, chairman; Carl Henninger, vice-chairman; Harry Batt Jr., George Hamid, Mrs. Arthur Fritz, Mrs. John A. Batt, Mrs. John Ray,

Mrs. Arthur K. Hale, Mrs. Fred McFalls, Mr. and Mrs. Robert A. Guenther.

Program Music

Program—John R. Singhiser, chairman; Robert R. Freed, vice-chairman; Jack Ray, Robert Guenther, William J. Tarr, Marvin Staton, C. K. MacDonald and Arthur Fritz.

Music Royalty—J. M. Gurtler, chairman; Henry G. Bowen, vice-chairman; Robert E. Freed, Joseph Malec, Edward L. Schott, John L. Coleman and Edward J. Carroll.

Legislative—Harry J. Batt, chairman; A. B. McSwigan, vice-chairman; Henry G. Bowen, George A. Hamid, Edward J. Carroll, Edward L. Schott, George K. Whitney Jr., Irving Rosenthal and J. W. (Patty) Conklin.

Location and Exhibits—Lawrence Canfield, chairman; H. J. Terrill, vice-chairman; C. K. McDonald, Larry Stone, A. B. Gurtler Jr. and John S. Bowman.

Service Awards—William J. Tarr, chairman; Julian Norton, vice-chairman; John A. Batt, Benjamin Sterling, R. M. Spangler, Fred McFalls Jr. and Dr. Louis Firestone.

Nominating—Robert A. Guenther, chairman; J. M. Gurtler, vice-chairman; Robert Plarr, C. K. MacDonald, James Dickson and Arthur Fritz.

Membership—Harry J. Batt Jr., chairman; Carl Henninger, vice-chairman; M. A. Rindin, Henry G. Bowen, Arthur K. Hale, James E. Johnson, John Ray and William J. Tarr.

Membership Solicitation—Harry Batt Jr., chairman; Richard Geist, vice-chairman; M. A. Rindin, John L. Campbell, Jack Morningstar, R. M. Spangler and Larry Stone.

Resolutions—John L. Campbell, chairman; Fred L. Markey, vice-

chairman; R. M. Spangler and H. J. Terrill.

Insurance—Julian Norton, chairman (Continued on page 75)

RIDES WANTED

2 late Kiddie Rides and 1 Major to locate in 20-acre Kiddieland Park at Salinas, Kansas, located on 81 By Pass. 200-car parking area; 10-acre picnic area all grassed with fine shade trees. All Rides placed on percentage.

Ray Laughlin
Salina, Kansas

FOR SALE

56 Horses from one of the three original RACING DERBIES ever built and one of the biggest money making rides in the world. These oversized, hand carved wood horses are stored and in very good condition together with other parts that can be used to rebuild this ride. Pictures on request to responsible parties. Write:

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For Junior Hot Rod Rides (Kiddie) and Major Hot Rods.

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FOR SALE

Allan Herschell Moon Rocket, no junk. All metal in cars and dome very good condition. Upholstered on marine plywood with rubberized hair stretch back plastic, large neon sign, complete set of new fibre wheels and bearings, motor overhauled this season, has electric starter and fuel pump, catwalks in good condition, cheap for cash. Can be seen in operation. **GRIFFEN AMUSEMENT PARK**, Jacksonville Beach, Florida. Phone: 9-5729—Cherry 94741.

Participating Sports Group Sets Conclave

FEASTERVILLE, Pa. — Fifth annual convention of the Participating Sports Association is scheduled for March 23-24 at Somerton Springs here. President Vernon D. Platt announces that exhibits, discussions, a banquet and a dance are planned.

Meanwhile the Pennsylvania and New Jersey section of the association will meet Monday (27) at Smylie's Restaurant in Philadelphia.

Platt reported that moves to organize pool and rink operators into Western and Central Pennsylvania chapters were under way. The expanded organization would be aimed at fighting a Pennsylvania act which enables townships or school boards to levy taxes of up to 10 per cent against rinks or pools.

The PSAA opposes arrangements which provide for taxes against privately owned installations while competing, but government-owned rinks and pools go tax free.

The association is backing a bill in the U. S. Congress which is designated to eliminate this type of inequity in federal admissions tax. Platt reported that the bill, HR12298, has passed the House and now is in the hands of the Senate Finance Committee.

CONCESSIONS AVAILABLE

Largest Family Attraction in East has openings for Outstanding Attractions. Anything unusual, not conflicting with what we have now. Send full particulars and references. Contact:

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General Mgr.
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Chap's Amusement Park, Decatur, Ill. 10 rides, etc., on account of health. Will sell all or part or lease to responsible parties.

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FOR SALE...AMUSEMENT PARK

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20x40 Ft.	60x120 Ft.
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20x40 Ft.	60x210 Ft.
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100 Central Ave. Alton, Ill.



Mills Contracts 16 European Acts

Brothers Return With Line-Up; Expect Agent to Contract More

CLEVELAND — Brothers Jake and Jack Mills have returned from a flying 12-day tour of European talent centers with a bundle of contracts and promises of more from foreign acts.

They report that 60 performers are to be brought over this year, more than in any other year of the 12 seasons in which Mills Bros. Circus has been importing acts. Robert Koralek, English agent, is scheduled to sign up the acts for which contracts are still pending.

They caught the Harringay and Bertram Mills circuses in London, the Strasburg Circus and Carey Theater in Amsterdam, and the Hansa Theater, several night clubs and a rehearsal hall in Hamburg. The brothers estimated that more circus acts are working in Hamburg than in all U. S. circuses combined. In all U. S. circuses combined.

In the rehearsal hall they watched a continuous procession of acts working from 8 a. m. to 5 p. m. They caught several small cir-

cuses in the Paris area and visited the Moulin Rouge, where they signed three novelty turns.

Acts Listed

Among the acts currently contracted are Walt Reith and Rita, comedy trapeze and acrobatic tumbling; Illona Troupe (4), aerial bars and Roman rings; Les Alberts (2), rapid tumbling, rolo-bola and other turns; Robert Troupe (6), tumbling, pyramids and ballet numbers; Shirley Warren, vocalist for production numbers; Lydia and Linda, double traps, hanging perch and others; Phylis Edmond, production numbers; Eddie Kimball, clown, who was with the show a few seasons ago; Kathryn and Kathy, double Roman rings and iron jaw; Miss Arizona, roping, juggling and whip cracking on the ground and on a rolo-bola, plus concert work.

More new acts include Les Pedrolas, wire, trapeze and iron jaw; Harry Stern, comedy tumbling and unsupported ladders; Dondo, trapeze head balances; Kerwich, chair and ladder pyramid and single trap act; Jean Mye, table rock and one-arm high balancing; Les Contis (6), trampoline and aerial single and group numbers.

Jack Mills said he expects this (Continued on page 75)

Ringling Vote Due Tuesday On Train Sale

Directors to Meet, 5 Votes Needed; Shreveport Okay

NEW YORK — Directors of Ringling Bros. and Barnum & Bailey Circus will meet here Tuesday (28) in what promises to be an action-packed session.

The directors are expected to vote again on a proposal to authorize sale of the show's train, wagons, and other equipment for an under-canvas circus. It is understood that votes of five out of seven directors are required to okay this proposal. On another occasion the so-called Forty-Niners, acting in unison, defeated the plan.

Possibility of an important change in the show's staff has been rumored, but show sources were not available for comment Friday (24) and there was no indication that this would come up at the board meeting.

Meanwhile, the show has completed its stand in Shreveport's Youth Center coliseum to adequate business. The advance sale was strong, but gate sales were nil during the three days.

Friday (17) was light. Saturday (18) has a strong afternoon and an estimated 5,500 at night. Sunday (19) had a fair twilight house of about 3,000. Coliseum seats about 9,000.

Beatty Buys New Tops; Unit Going to Detroit

DE LAND, Fla.—Clyde Beatty Circus has ordered a full array of new canvas from the O. Henry Tent & Awning Co., Chicago. It also is building three new cages and three additional seat wagons.

Headed by Clyde Beatty, two baggage cars loaded with animals used in his big animal act, along with nine elephants, camels, horses, ponies and other circus paraphernalia, will leave this week for a two weeks engagement at the Detroit Shrine Circus. Beatty arrived this week by air from his home in Hollywood, Calif., and is working his act daily in the rehearsal arena. Several new lions and tigers have been added to the act this winter. These animals were part of a shipment received from Carl Hagenbeck interests late last fall.

Winter quarter activities have been moving at a fast pace since the first of the year. Tommy Clark is acting as superintendent during the absence of Bob Reynolds. Thomas (Kilowat) Fitzpatrick has completed the overhaul of two Diesel plants. Bob Watley is in charge of the canvas loft during the vacation of George Werner. Clayton Walls, gun boy in Beatty's act has arrived from the West Coast. Joe Brace, boss carpenter, has returned from a trip to Hot Springs, Ark. Louis Schmideke, boss mechanic, has arrived from his home in Rolla, Mo., and opened up his department. Willie Williams, head steward in the cook house, is back in winter quarters after a vacation in Mexico City.

Bernie Mendelson, of O. Henry, was awarded the contract for a 140-foot round top with 50-foot middle pieces to be ready for the show's opening at Palisades Park early in April.

Frank McClosky and Walter Kernan have returned to winter quarters from a trip in the East. Jerry Collins and Randolph Calhoun, of Sarasota, visited quarters.

Another Miller, Calvin, Joins Kelly-Miller

HUGO, Okla. — Kelly-Miller Circus has hired Col. Calvin (Curly) Miller as equestrian director for the coming season. Miller also will work his dressage act. He has been with Hagen Bros. in recent seasons and with a Hugo radio stations in the winter.

Adding another Miller to the show staff means that besides co-owners D. R. and Kelly Miller and General Manager Obert Miller, who are related, there will be General Agent Art Miller and Equestrian Director Calvin Miller, who are not related.

D. R. Miller is up and around after a lengthy illness. Art Miller and assistant general manager Glen J. Jarmes are working on press material for the new year. Legal adjuster Frank Ellis will be at Houston and Fort Worth fat stock shows working press.

Superintendent Pete Smith has a crew of 31 men in quarters. Head cook Clarence Hano is feeding 43 people at the quarters cookhouse.

UNDER THE MARQUEE

Clyde Carlton, former Ringling car manager, and Bill Wood, formerly with Ringling, are managing the United Billposting Company, Detroit, while Jack Bell is in Arizona. . . . Adams Bros.' Circus has prepared a 12-page promotional booklet.

Woodcock's Elephants have signed with Rudy Bros.' Circus for the 1958 season, Bill Woodcock writes from Hugo, Okla., where he is working another elephant into the act. His son, Buckles Woodcock, is entering the Army.

George W. Paige, concessions manager with Polack Bros.' Circus, has been elected to the California Democratic State Committee as a permanent member.

Justus Edwards, Polack press agent, will handle the show's publicity until April and then take a four-month leave to tour Europe. Overseas, he expects to visit a large number of shows in Spain, Denmark, England, Scotland, France and Germany. He plans to rejoin Polack in the late summer.

Visiting in Florida recently was bandleader Mickey Sullivan, accompanied by his mother, and by

trombonist Ray Cassel. They visited Merle Evans, Phil Doto, Skinny Goe, Happy Belisle, Walter Kernan, Henry Kyes, John Sullivan and Win Danielson. He caught the Cristiani opening at Punta Gorda. Sullivan's band will play the Hartford Shrine Circus starting April 21.

Three of the Hall brothers, Scott, Phil and Bobbie, have been working theater and book pitch dates for Dave Friedman out of Tampa. . . . L. D. (Doc) Hall is with a dog track for the winter.

Richard (Iodine) Iannone, formerly with Ringling, again is handling advance ticket sale for Florida State Fair. . . . Jack Noakes has rented his farm and plans to return to clowning. . . . Al Avalon (Continued on page 73)

Hunts Sign 9 Conleys

BURLINGTON, N. Y. — Big act on the Hunt Bros. Circus next season will be the Riding Conleys (9), Harry Hunt announced.

Also reported is the return of George Foster to handle banners. Bob Dickman and Johnny Fulghum will be on the brigade and canvas will be handled by Eddie Mellon.

Capt. Roy Bush has five small elephants on some Orrin Davenport dates and four weeks with Don Francisco. They will be in New York on May 20 to work a March of Dimes show.

Charles Hunt and wife are in Florida and Harry Hunt and family will join them around February 1, on the return to quarters of Marvin Case, who has been vacationing.

3—PHONEMEN—3
CIRCUS UPC's and BANNERS
First Annual Good Fellows Circus
Proceeds will be used to supplement funds of annual newspaper sale by city's dignitaries for benefit of unfortunate children. Conduct must be above reproach to qualify for this one. Can use one more capable man here.
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PHONEMEN WANTED
To work under top sponsors all season. Clyde Beatty Circus, Banners and U.P.C. Paid daily; must be sober and reliable; no wines or collects. Montell, Sims and Harry Walters, answer.
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Sober, capable Man for organizing local lodges throughout Tennessee and setting up offices for phone deals and running them if necessary, for the Tenn. Police Officers' Assn., Inc., and the Tenn. Firefighters, Inc. Year-round work for the right party with above-average compensation potential. Address: TERRELL'S AGENCY, P. O. Box 1044, Nashville, Tenn., or phone CAnal 8-3623.

2—PHONEMEN—2
For repeat deal that grossed \$19,000 here last year. UPC's, book and banners, for top country music show. 25% straight through. 2 other deals equally as good already set.
MICKEY MARTIN
Gastonia, North Carolina
Phone (9 to 6) UNiversity 5-2525 or 5-3596

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42311, Springfield, Ill., Reynolds. 30511, Dubuque, Iowa, Floyd. 82314, Sioux City, O'Bryan, Ill. Ja., Wis., Minn. towns booked. Chicago men, call Floyd. Jack Polk, call Reynolds. Henry Brunk, Steve Lewis, others, call
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PHONEMEN
Strong deal, top sponsor. This is a repeat for the past 3 years. Deal just starting. Plenty taps, book and tickets, 25%, pay daily.
EDWARDS
Call Amhurst 67286-67521
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Attention, Promoters
WILLARD—MAGICIAN
Available. Two hours' Illusion Show. Thirty years' experience, two years promotion work. Address: WILLARD, Magician, R. D. 3, Allentown, Pa. Phone: Ex 32573.

PHONEMAN
Start immediately. Top sponsor. Tix and banners. Paul Shaffer, call.
L. ALLEN
Prince Edward Hotel
Windsor, Ont., Canada

10—PHONEMEN—10
To sell advertisement on V.F.W. Annual Ball-Benefit for the veterans in Veteran Hospital—also on Duval County Courthouse Guide. Both deals start Feb. 3. No collect calls. Contact
M. GOLDMAN
606 Main St. Jacksonville, Florida
Phone: Blain 4-7792

CIRCUS ACTS WANTED
Aerial, Wire, Novelty and Small Animal Acts for Hawaiian Govt. Employee Assn.
CIRCUS
Honolulu, T. H.
February 28-March 15
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No Collect Phone Calls or Wires.

WANTED NOW CONTRACTING AGENT
Must be of highest caliber. Capable of dealing with business executives. Ability to close contracts for circus telephone promotion. THIS IS THE HIGHEST PAYING COMMISSION PROPOSITION OF ANY PROMOTIONAL SHOW. If you can meet the above qualifications, have automobile and typewriter and can START WORK NOW. Write, wire, phone.
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ED MARSH, WRITE IMMEDIATELY. OFFICE NOW OPEN. WRITE
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Used and in good condition, Circus Wagon and two Cages to house 2 Mountain Lions. Write
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9 a.m. to 5 p.m., 4-1190 or 4-1198, Elkhart, Ind.

Mich. Association Urged To Form Publicity Group

DETROIT — Delegates to the 73rd annual convention of the Michigan Association of Fairs at the Hotel Fort Shelby were urged by retiring president Moxie Mulrooney of Saginaw, to visit as many fairs as possible. She said, "I have never visited a fair, however small, without bringing back something I could use at home."

Establishment of a well-organized State-wide publicity committee to function the year around in an institutional manner was another recommendation by Mrs. Mulrooney.

The business session which closed the convention passed resolutions (1) to continue the annual Fair School; (2) to seek increased legislative appropriations to permit State payment of the 50 per cent of premium money which is permissible by law, if actually appropriated; (3) that funds be made available on a matching basis only and that new requests be approved only after serious study.

Sherman Read Elected

In the final action, Sherman Read of Richland was elected president. Elected as vice-presidents in order were: James Snow, Allegan; Blair Woodman, Corunna; John Watts, Jackson; Sidney Phillips, Charlotte; and Allan Williams, Ionia. Harry B. Kelley of Hillsdale was re-elected for approximately a thirtieth time as secretary - treasurer.

The convention established a salary for the secretary for the first time, setting it at \$300, retroactive for 1957. The secretary's duties have been shared by Mr. and Mrs. Harry B. Kelley, of Hillsdale, for about 30 years.

Sen. John Minnema, president of the Northwestern Michigan Fair Association and immediate past president of the Michigan Association of Fairs, said the present session of the Legislature will have bills introduced to aid fairs. The horsemen, combined with the race track owners, are going to help

York Renames Sam Lewis For 29th Term

YORK, Pa.—A 29th consecutive term as president of the York Inter-State Fair was voted last week for Samuel S. Lewis, who has managed the major Eastern event since 1915. Life members of the York County Agricultural Society decided elections and other matters at their annual meeting. Dates this year will be September 8-12.

It was decided to discontinue three running races formerly scheduled for the Saturday afternoon program. Grandstand show times will be 1:30 and 7:30 p.m.

Harry D. Immel, concession manager, reported that \$36,231 worth of concession and exhibition space has been contracted, a rise of \$6,330 over the sum at the same time last year.

Re-elected as members of the board were Walter F. Grove, John M. Rudisill, Arthur Thompson and D. Phillip Young. Horace Faber was re-elected vice-president; Catherine O. Morgart, secretary, and Ralph Jacobs, treasurer. Charles H. Emig and Paul H. Rehmyer were named to fill vacancies caused by the deaths of Edward S. Brooks and Arthur E. Deardorff.

write the proposed legislation. He disclosed that the bills will include a new type of support for fairs, designated for horse racing facilities as well as 4-H buildings.

Speakers, Panel

Additional speakers included C. S. McIntyre, director of the State Department of Agriculture; Edward R. Zemmer, of the Agriculture Department; Amos Dinshaw and Frank Molinare, of the Dickinson County Fair; William C. Pinke of the detective agency and E. D. McGugan, of the Western Fairs Association, London, Ont.

A panel led by Blair Woodman, Corunna, discussed pole and other type buildings. Talks were given by Sidney Phillips, Charlotte; H. D. Parish, Midland; Keith Sowerby, Sandusky; Clarence Harnden, Saginaw; Glenn Eades, Fenton; Raymond E. Vasold, assistant Saginaw County agricultural agent; and Sam B. Borton, Butler Manufacturing Company.

The annual banquet in the Coral Room concluded activities with a near sellout. Edward R. Zemmer, director of fairs, Michigan Department of Agriculture, was toastmaster, with Leonard Hicks, director of public relations, Albert Pick Hotels, who was formerly a professional magician under the name of The Great Leonard, as principal speaker. Other banquet speakers were E. D. McGugan, president, Canadian Association of Expositions; John Merrifield, WWJ farm editor; Harry B. Kelley, secretary, Michigan Association of Fairs; George McIntyre, president, Michigan Director of Agriculture.

Sam J. Levy, Barnes-Carruthers Theatrical Enterprises, was master of ceremonies for a variety program following.

George Carney Renamed at Brockton, Mass.

BROCKTON, Mass. — George L. Carney Jr. and his slate of officers survived the second proxy battle in as many years to retain the presidency of the Brockton Agricultural Society at the recent meeting. The election was unanimous with only minor changes in the officers.

Carney was elected last year after an internal dispute involving a stock hassle. This year Albert P. Doyle, a former fair official, led the opposition to Carney, but the final tabulation of proxies gave the control to Carney.

Other officers and directors elected were: Vice-president, Carlton K. Holmes, who replaced Fred F. Field; treasurer, Joseph F. Carney, brother of the president; assistant treasurer, Chester F. Copp; secretary, Elton S. Mooney.

Directors are William F. Morey, Max E. Wind, Edward H. Stevens, A. W. Fuller, Reginald T. Cole, Wayne S. Clark; George Clarence Holmes, son of Carlton Holmes; Daniel J. Costigan, Cedric D. Reynolds, John P. Condon and Joel A. Kozol.

The financial report showed the net income for the year was \$17,015.46, exclusive of the recent payment of a \$40,000 mortgage. The total fair operations income was \$285,975.94. The total amount paid out for improvements on land, buildings and equipment was \$21,733.27.

Dallas Sets Strong Grid Schedule

DALLAS — The 1958 State Fair of Texas, October 4-19, will have its strongest line-up of football games in many years.

Scheduled to be played in the 75,488-seat Cotton Bowl stadium on the three Saturdays of the 16-day fair are: Notre Dame vs. Southern Methodist, Saturday afternoon, October 4; Texas vs. Oklahoma, Saturday afternoon, October 11, and Rice Institute vs. Southern Methodist, Saturday night, October 18.

In addition, there will be several high school games as usual during the fair.

The Notre Dame-Southern Methodist game was originally scheduled to be played in South Bend, but it was decided to move the game to Dallas following the 1957 season.

Other college games scheduled in the Cotton Bowl for 1958 include Texas A&M-Texas Tech, Southern Methodist-Georgia Tech, Southern Methodist-Texas A&M, Southern Methodist-Baylor and Southern Methodist-Texas Christian.

The Cotton Bowl, located on the fairgrounds at Dallas, is owned and operated by the State Fair of Texas.

Jacksonville Names Watson New President

JACKSONVILLE, Fla.—James N. Watson, Duval County agricultural agent, was named president of the Greater Jacksonville Fair at its annual meeting last week. He succeeds Ted Chapeau, who had held the post for the fair's first three years of operation.

Chapeau will continue on the board of directors as executive vice-president. Vice-presidents re-elected were Harvey Garland, Nathan L. Mallison and Horace Denning. George G. Robinson is new treasurer and Frank Winchell was elected secretary.

S. E. Lorimier and J. L. Whittle stepped down from their offices as secretary and treasurer, respectively, to join the board of directors. Also named to the board were Blanche Murray, E. J. Stanley and Lamar Sarra.

At the meeting, at which Cetlin & Wilson Shows were awarded the midway contract for the fourth time, a budget of \$60,000 was approved for the 1958 fair and dates were set at November 13-22.

Lloydminster, Sask., Re-Elects President

LLOYDMINSTER, Sask. — R. C. (Bob) Golightly was re-elected president of the Lloydminster Exhibition Association, Ltd., at the annual meeting. The three-day summer fair in 1957 was reported to be successful. Altho the net surplus on the year's operations was less than the previous year, this was offset by the deductions of 1956 bills, it was reported.

JACKSON, Miss.—The secretary of state has issued a certificate of incorporation to the Delta Valley Fair Association, Cleveland, Miss. It is a non-stock corporation.

Va. Names Renalds, Presses Aid Plea

RICHMOND, Va.—Efforts to carry its fight for State aid to the General Assembly shared the spotlight with elections and booking activities as the Virginia Association of Fairs met last week in the Hotel John Marshall. M. W. Renalds, Woodstock, was named president to succeed Garland Moss, Chase City.

The convention was an overwhelming success, tribute to the work of Moss, Secretary-Treasurer W. E. Finch, Danville, and other officers and committeemen. About 150 members registered. There are more than 30 fairs of county and regional status in the association.

Finch was re-elected and other new officers include five vice-presidents: J. C. Brickert, Farmville; J. A. Mitchell, Richmond; A. C. Walker, Roanoke; C. W. Wampler Jr., Harrisonburg, and Barksdale Lawson, South Boston.

The association plans to carry its fight for State funds for local and regional fairs to a joint appropriations committee of the General Assembly. Finch told the meeting on Monday (20) that \$75,000—excluding the \$25,000 the State already puts toward premiums at the State Fair—will be sought. The proposal is an outgrowth of a decision at the 1957 annual meeting to seek State aid for "all bona fide county, regional and State fairs in Virginia."

Finch said members of the association's legislative committee discussed the matter with Commissioner of Agriculture Parke C. Brinkley. A maximum of \$3,500 in State aid for any single fair probably will be asked, Finch said.

The proposal would base State aid on a percentage of premiums paid by the fair—50 per cent of the first \$1,000 paid by a fair, 60 per cent of the second \$1,000, and so on to 90 per cent of the fifth \$1,000, with a maximum of \$75,000.

Finch said a committee of the fair group might appear before a scheduled Joint Appropriations Committee session of the General Assembly. In a report as chairman of the association's State aid program committee, he said his committee appeared before the State Advisory Budget Committee last

fall, and will seek a hearing before the Senate Finance Committee also.

Cite State Fair Gift

Finch said his committee had been advised it would be "practically impossible" to get thru a bill sitting up State participation in local fair operations, and that the only chance would be as an outright appropriation. The aid given the State Fair of Virginia is given as an annual budgetary appropriation.

He said the chances were not good for obtaining the State aid this year; but that the association would keep fighting for it.

Dr. Robert F. Williams, executive secretary of the Virginia Education Association and former assistant manager of Smyth County Fair, urged larger-scale exhibits by schools, which would include not only handicraft work but also literary exhibits such as compositions, charts and other materials. Dr. Williams added that school children's hobbies, such as stamp, coin or butterfly collections, could become an interesting part of a local fair.

Earlier in the program, Parks C. Brinkley, State commissioner of agriculture, had pledged the full co-operation of his department with fairs of Virginia. Dr. John R. Hutcheson, former chancellor of Virginia Polytechnic Institute and now president of the Virginia Polytechnic Institute Educational Foundation, Inc., discussed changing agricultural conditions and the need for better agricultural research and educational services of Virginia.

C. T. Sydenstricker, manager of the West Virginia State Fair, led a round-table discussion on subjects of a general nature, submitted by members. The affair concluded Monday night with the banquet, featuring talent provided by GAC-Hamid and Cooke & Rose.

THE TEXAS SHOWMAN'S CLUB
 WELCOMES FAIR OFFICIALS AND VISITING SHOWMEN TO THEIR HOSPITALITY ROOM, #1620, BAKER HOTEL, DALLAS, TEXAS, WHILE ATTENDING THE FAIR MANAGERS' CONVENTION, FEB. 6-7-8.
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Strates Herd Gets 3 More Elephants

Polack Bulls Augment Ex-King Group; 10 Steel Wagons Developing in Fla.

NEW YORK—The three elephants carried for years by Polack Bros.' Eastern Circus have been sold to the James E. Strates Shows, owner Strates reported last week. Strates has gone heavily into the menagerie field in recent seasons and this winter began work on a permanent zoo attraction at his Orlando, Fla., winter quarters.

When the King Bros.' Circus equipment was sold off following that show's demise two years ago, Strates acquired considerable menagerie stock plus the services of animal handler Bert Pettus. He carried three elephants in 1957 and will take a herd of six on rails this year.

Strates said the deal was closed in a telephone call from Mrs. Bess Polack in Flint, Mich., Monday (20). He informed Pettus to pick the animals up at the Calahan, Fla., fairgrounds, where they have been kept.

40 In Quarters

There are 40 men in the Strates quarters, continuing steel work on wagons. There are 10 wagons under construction to replace wooden ones which are being scrapped.

SLA Auxiliary Prez Appoints '58 Committees

CHICAGO—Dorothy Kennedy, president of the Ladies' Auxiliary of the Showmen's League of America, last week released the official list of committees for 1958.

Named (with chairman listed first) were: Finance—Mrs. L. M. Brumleve, Lillian Glick, Mae Smith, Carmelita Horan and Mae Taylor. Relief—Mae Taylor, Frieda Rosen and Alda McCue. Reception—Delgarian Hoffman, Margaret Filograsso, Sharon Horan, Alda McCue, Jeanette Martindale, Claire Cherniak, Hannah Forman and Mary Lou Callbeck.

Ways and means—Ethel Wadoz, Mae Smith, Kitty Doolan, Frances Berger, Mary Frestel, Phoebe Carsky, Lillian Freeman, Monica Barress, Mrs. Fred Potenza, Geraldine Padden, Dolly Young and Sophia Carlos. Membership—Bella Lazar, Mrs. Fred Burrows, Lucille Anthony, Monica Barress, Ruth Bernauer, Dolly Young, Grace Weinert, Ruby Mazurek, Pearl Hall, Roberta Markfield, Minnie Simmonds, Etta Henderson, Edith Streibich, Nan Rankine and Harriet McBeath. Summer activities—Carmelita Horan and Hannah Forman. Greeters—Mrs. L. M. Brumleve, Lee Gluskin and Mary Lou Callbeck. Sentinels—Alda McCue, Jeanette Martindale and Geraldine Padden. Carmelita Horan was named chaplain.

The following turned out for the Thursday (16) anniversary party in the Hotel Sherman: Dorothy Kennedy, Margaret Hock, Evelyn Hock, Viola Parker, Mae Taylor, Phoebe Carsky, Lucille Hirsch, Lillian Glock, Frieda Rosen, Carmelita Horan, Ethel Waldoz, Mildred Millard, Mary Lou Callbeck, Edna Burrows, Jeanette Martindale, Lillian Freeman, Lillian Lawrence, Bella Lazar, Agnes Smith, Nellie Barton, Beulah Reisch, Harriet McBeath, Hannah Forman and Sharon Horan.

The zoo will provide a revenue-producing attraction during the off season. Part of the property has been cleared of woods for the attraction, which was flooded during the recent freakish spell of weather. Animals were brought indoors.

The show train is being repainted in blue. DuPont paint specialists looked the sections over recently and suggested a two-coat job over the existing blue.

Most of South Set; Look to Northeast

NEW YORK—Additional carnival routings have come to light during the progression of Eastern fair meetings. The list of available dates has dwindled to virtually nothing in the South and most intensive efforts are being expended now to sign Pennsylvania and New York fairs.

Allentown and Bloomsburg, two pivotal major fairs in Pennsylvania, are following their usual pattern of holding off on their grandstand and midway contracts until late in the winter.

In the South, the North Carolina meeting closed with a couple of spots shopping for carnivals. Showmen generally ascribed this as the result of high-dollar diplomacy resulting from the lush years following World War II, when grosses and, correspondingly, midway bids, began an upward spiral that lasted several seasons.

As the meeting in Raleigh closed, Virginia Greater Shows acquired the fair in Asheboro to fill a gap in its route and the O. C. Buck Shows extended its Southern tour with the signing of Washington, N. C. Prell's Broadway Shows also picked up two more fairs, Trenton, N. C., and Covington, Va., bringing its total of fairs to 14.

Smith Reports Five
George Clyde Smith Shows was set to close three or four dates at

PCSA Names Committees

LOS ANGELES—Pacific Coast Showmen's Association committees for 1958 were announced by Jimmy Lantz, president, here Monday (20).

Membership—Joe Blash, chairman; Lloyd Hillgoss, co-chairman; Dick Searce, H. G. Farmer, Al Rodin, Joe P. Williams, Bill Davis, Roy Shepherd, Sam Steffin, Harry Shreve, Wally O'Connor, Jack Lee, Joe (Red) Dauer, Toney Martone. House—Harry Seber, chairman; Sam Landesman, Louis Pugliese, Jack Lee, George Surtees, Joe Dauer, Dan Ballard. Welfare—H. D. (Bob) Matthews, chairman; Ed O'Kelley, Newton Stone, Ed Butler, John O'Kelley, Tom Condron, Lee Smith.

Finance—Eddie Harris, chairman; Mike Krekos, Joe Glacy, Bob Downie, Toney Martone, Steve Vaughn, Dick Searce. Public Relations—E. W. Coe, Al Blake, Ed Hellwig, O. N. Crafts, Frank Rob-

(Continued on page 71)

Lawrence-Wade Maps Route

DETROIT — The Lawrence-Wade Empire Shows has signed to play a total of 10 fairs and celebrations in Michigan, according to Roscoe T. Wade, general manager.

Show is scheduled to open early in March after moving out of Dothan, Ala., winter quarters. Route will take it to Wisconsin and Minnesota in addition to Michigan, Wade disclosed.

The new show is the result of a merger of Wade's Joyland Midway Attractions and Lawrence Greater Shows, owned by Sam and Shirley Lawrence Levy.

Reid Gets Rutland, Essex Junction

ESE, 3 Canadian Spots Also Signed; Hot Rod Tracks, Paving in Prospect

MANCHESTER, Vt.—Two major fairs in Vermont and another in Maine have been awarded again to the King Reid Shows it is announced. Reid has signed contracts with Harris Drury for Essex Junction, Vt.; with George Smith and A. B. Porter for Rutland, Vt., and with Roy Symons for Skowhegan, Me.

As has been custom, the Reid midway will wind up its season at the Eastern States Exposition, West Springfield, Mass. There will be 10 fairs likely for the year, three of them already booked in Canada. These are Ormstown and Lachute, and the Woodstock Old Home Week Celebration.

At Essex Junction and Rutland, the plan is for Reid to construct 70 by 160-foot macadamized hot rod tracks as he did at Eastern States. The ride would be a 15-car unit operated by Billy Kehoe. Also

set is extension of the kiddieland and midway at Rutland, ending a three-year project of blacktopping which is part of Reid's arrangement with the fair.

In the discussion stage is blacktopping the midway at Essex Junction. Sale of part of the fairgrounds to a development firm is compelling relocation of the midway to a choice spot near the grandstand. Reid would improve the new site.

Ohio Meeting Draws Many Show Reps

COLUMBUS, O. — Included among attraction, carnival and show supply representatives at the recent meeting of the Ohio fair managers were:

Joe Higgins and John Planalp, GAC-Hamid; Billy Senior and James H. Lee, Barnes-Carruthers Theatrical Enterprises; Circus Sortman, trophies; E. O. Stacy, Music Corporation of America; C. F. Walter, sound systems; Bud Jenne, Cadillac Starting Gates; Dean Richards, Bill Querner and Earl Haupt, WLW Presentations; Tom Powell, Boyle Woolfolk Agency; Mr. and Mrs. Ward Beam, John Lonergan and J. (Cap) Ramsey, Ward Beam Associates, Inc.

Mr. and Mrs. F. E. Gooding, Mr. and Mrs. John Enright, Lee Frantz, Hal Eifort, Bob Cashner and Joe Kemper, Gooding Amusements Co.; Gus Sun Jr., Bob Shaw, Robert Steele and Clyde Baldschun, Gus Sun Agency; Mr. and Mrs. Bob

(Continued on page 71)

Midwest Fems Name Officers, '58 Committees

MINNEAPOLIS—Mickey Collins, president of the Ladies' Auxiliary of the Midwest Showmen's Association, last week announced the official list of officers, directors and committees for the new year.

Serving with Mrs. Collins as officers are Verna Winkley, first vice-president; Betty Carroll, second vice-president; Barbara Hoff, secretary-treasurer; Belle Signor, chaplain, and Evelyn Spence, sergeant at arms.

In addition to the officers, who are also on the board of directors, the board includes Angie Conroy, Helen Ehmann, Gladys Erickson, Hazel Erickson, Geneva Hazen, Peggy Junkin, Blake Lambert, Henrietta Sinderson and Jean Wells.

Committees are as follows: Sunshine, Bell Signor, Barbara Hoff. Ways and means: Betty Carroll, Angie Conroy, Jean Haddad, Helen Ehman, Verna Winkley, Louise O'Neil, Peggy Junkin, Neva Lanke, Henrietta Sinderson, Kay Schiavone and LaVonne Harper. Membership: Gladys Erickson, Lillian Ray, Kathleen O'Neil, Verna Winkley, Jean Wells, Betty Carroll, Geneva Hazen, Peggy Junkin, Blanche Moore and Katherine Little. Entertainment: Blake Lambert,

(Continued on page 71)

Pan-Am Sells Imperial, Calif., Space to C. & L.

SUN VALLEY, Calif.—Cecchini & Levaggi, carnival game concessionaires, has purchased outright the midway concession space of the Pan American Amusement Corporation at the California Mid-Winter Fair in Imperial for 10 days starting March 1. Louis Cecchini, co-partner of C.&L., said here last week.

The space will be sold to independent concessionaires, Cecchini said. Pan American, headed by Jimmy Wood, is retaining only limited footage to be used by the regular concessionaires.

C. & L. will also handle the midway concession space at the National Orange Show in San Bernardino, April 10 thru 20. Frank W. Babcock United Shows will play the midway and have approximately 700 feet of space. C.&L. will act as agents for the NOS and will be offering on this basis approximately 1200 feet.

The concession firm as agents will also handle concession space at the Southern California Exposition in Del Mar in late June. This type of space selling was started at this event last year.

125 Attend Show Folks Services

SAN FRANCISCO — Tribute was paid the deceased members of Show Folks of America at the annual Memorial Services held Sunday (12) at Showmen's Rest in Olivet Park.

Approximately 125 attended the services conducted by Rev. Frederick L. Pyman, the club's chaplain. The attendance was considered exceptionally good in the face of the weather in the high 40's and rain during a portion of the services.

The invocation was by Father A. L. Hemenway with a prayer by Rev. Ralph M. Pederson of the Parkside Methodist Church. Sam Abbott, of The Billboard in Hollywood, was the principal speaker for the fourth consecutive year. His subject was "Let's Live."

Carol Aroe sang "Just for Today," "Ninety-First Psalm," and "The Lord's Prayer." Dick Anderson, a guest vocalist, offered "I Believe" and "May the Good Lord Bless and Keep You."

During 1957 the club mourned the deaths of Inez Allton, Sylvia Craner, Otto Fictum, Ray Lampman, Carl Smith, Jack Brooks, Mary Espinosa and Louis Flaudell. Earl Leonard was chairman of the committee which functioned under President Eddie Hellwig.

Dobson Inks Eight Wis. Fairs

WILLERNIE, Minn. — W. C. (Bill) Dobson, manager of Dobson's United Shows, announced that he had signed Wisconsin fairs at Greenwood City, Hayward, Spooner, St. Croix Falls, Ellsworth, Black River Falls, Crandon and Luxemburg.

These will be added to the Bayport, Minn., fair and a number of celebrations including the Wabasha Dairy Days, North Branch, Minn. Show is scheduled to open in mid-May with 10 rides, three shows and upwards of 20 concessions.

Robinson Buys Grand Pacific; Adds Ride to Western Shows

EVERETT, Wash. — Frank Robinson, who recently purchased the 30-year-old Western Shows, has bought Buel Jones' Grand Pacific Shows. Jones is to remain as general manager of the unit. Robinson purchased the interest of the late Mel Cook in Western Shows and contracted to buy the remaining share owned by Frank Kirsch last December. Grand Pacific will be expanded, Robinson said, by the purchase of

a Number 12 Ferris Wheel from Orlando Allen and the addition of two major and three kid rides. With the newly acquired show and equipment, Robinson added that he is now in a position to book fairs and celebrations.

Western Shows will be known as "Unit 1," with its six major and five kid rides to be augmented with a Rock-o-Plane and photo concessions owned by John Snobar and wife. Other concessionaires will include Svary Peterson and wife with popcorn, floss and cork gallery; Holly and Max Miller, watchla, Derby, bear pitch; Cecil and Betty Besaw, balloon store, darts and milk bottles; Charles Austin, novelties; Denver Burtenshaw, cookhouse; Bozo Armitage, string store; Harry Shreve, rat game; Margaret Schmidt, jewelry; Harry Goodman and Jack Shaffer, toy wheel and darts; and Jimmy Carter, Coke bottle rings.

Vivonas Hype Advance Work For Goulds Date

GOULDS, Fla.—Plans are all but complete for the Amusements of America operation at the 10-day South Florida Mardi Gras and Home Show, opening February 7. Harry Wilson has been building a hefty souvenir program and handling booth sales, which reportedly are doing well.

A tie-up with Royal Crown Cola has seen the bottling firm distributing free gate tickets thruout South Florida. Its trucks also sport banners across the backs, plugging the event.

The affair is sponsored by the South Dade Kiwanis Club, which has put out 25,000 gate and bicycle tickets in area schools for Saturday children's days. A feature is to be the Indian ceremonial wedding for which Chief Osceola and 25 Seminoles have been engaged. There will also be a bathing beauty contest, armed forces night, Mardi-Gras night, fireworks, and a military wedding.

Morris Vivona, who has been agenting the show at Eastern fair meetings, has again signed Leipersville, Pa., one of the bright spots in the still-date season for the past seven years.

The Miami unit playing lots in this area has been doing satisfactory business, it is reported.

Don Crown is rebuilding and painting the show's front gate, which will be used at the South Florida Mardi-Gras and Home Show.

Detroit Fem Club Installs Officers

DETROIT—The Ladies' Auxiliary of the Michigan Showmen's Association installed its new officers here Saturday night (18) at the annual banquet in the Crystal Ballroom of the Fort Shelby Hotel.

Carrie Dear was femsee and Ruby Wedger delivered the invocation. Frances Moran served as installing officer and Ann Borker as escort. Virginia Sample played the piano.

Officers were installed as follows: Edna Burd, secretary; Grace Ziegler, treasurer; Lottie Johnson, Tina Weiner and Revel Galo, vice-presidents, and Margie Mansell, president. Directors are Margaret Stapleton, Gertrude Quist, Viola Lippa, Mary Clothier, Ann Stone, Ruby Wedger, Marion Fodal, Pat Crognale, Leona Bennett and Rose Morrison.

Mary V. Beck, president of the Detroit Common Council, paid tribute to the club and presented the auxiliary's top award to Frances Moran. Other awards went to Clara Silber, Revel Galo and Edna Burd and citations to Helen Cook, Revel Galo, Grace Ziegler, Edna Burd, Margaret Stapleton, Carrie Dear and Margie Mansell. President Mansell gave special awards to Grace Ziegler and Ann Borker.

Jack Dickstein, president of the men's club, spoke briefly and presented a certificate of merit to Floyd E. Gooding, (received in his absence by Paul Greeley) and to John F. Reid as showmen of the year. In the absence of Reid, the award was received by Frank Cook.

Representing other clubs and auxiliaries in the candlelighting were: Lottie Johnson, Showmen's League of America; Ann Borker, Heart of America Showmen's Club;

Shirley Levy, National Showmen's Assn.; Esther Underwood, Miami Showmen's Assn.; Revel Galo, Showfolks of America; Edna Burd, Showfolks of America; Leona Bennett, International Showmen's Assn.; Rose Morrison, Regular Assn. (Continued on page 71)

PEACH STATE AMUSEMENT CO.

"Georgia's Own"
Wanted for Fair & Celebrations in 1958.
RIDES: Tilt, Octopus, Kiddie Rides not conflicting. Will book or lease Wheel. SHOWS: Any worth-while Show catering to the family, such as Fun House, Mechanical City, Big Snake, etc. CONCESSIONS: Small Grab Joint, Pitch-Tilt-You-Win, Glass Pitch, Hoop-La, Snow Cone, Popcorn, Shooting Gallery or any legitimate Concession working for stock not conflicting with what we have. We carry only one of a kind. HELP: Man to operate Grind Show, Concession Help, Foreman for Smith and Smith Chair-plane. Ride Help in all departments who drive No Drunks — No Gypsies — No Flats. Opening in South Georgia on Saturday, March 1. All replies: MANAGER, Peach State Amusement Co., Box 127, Lake Park, Georgia.

RIDES FOR SALE

Merry-Go-Round, Parker, 36 ft. two-abreast, new top and side walls, \$3,000.00. OCTOPUS, 8-tub, long arm, new center pole and bearings, \$3,500.00. LOOP-O-PLANE, double, \$1,000.00. TRAIN RIDE, custom built, engine and 5 coaches, approximately one-half-mile track, 12-lb. rail, \$1,800.00. USED BANNERS for Girl, Snake, Animal, Athletic and 10-in-1 Shows, \$10.00 each. NEW khaki 7-ft. Side Walls, \$1.00 per ft. BEAUTIFUL African Male Lion, 9 months old, very tame, collar and chain, \$250.00. WILL BUY or Trade for Portable 20-Car Scooter. WILLIAM O. HAMMONTREE, 1313 E. 30th St., Phone MA 2-4467, Chattanooga, Tenn.

One Ball Bottle Game—3-lb. bottles at \$4.50 each. 6-lb. bottles at \$5.50 each.
Six Cats, \$10.00 and \$12.00 each. Punks for Punk Racks, \$30.00 & \$36.00 per doz. Two sizes, large and small. Big Tom Cats, \$30.00 each with a regulated weight.
Send deposits with orders. Our new catalog will be ready next week.
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One of the best on road; flash, tops, neon, etc.; plenty of it. This show is complete, nothing to buy. 160-ft. front, 30x140 top. All in top shape. Show, \$4,500.00. Also have transportation; '53 Diamond-T heavy-duty 28-ft. van, Fruehauf; rubber like new. Large possum bellies, 16 ft. long, made out of steel, \$2,500.00 with show. Come to Gibsonton, Fla., during the fair and see me.
MICKEY MANSION, 317, Gibsonton, Fla.

Reid's Golden Star Shows

Booking for 1958 Season
Want Hunky Punks of all kinds, Diggers, Glass Pitch and Jewelry. Buckets, Six Cats, Pin Stone, Skillo, Roll Down, Want Girl Show, Ride Help, must be able to drive semi-tractor. Will book one or two major Rides. Want Man and Wife to run Cookhouse on 50 per cent. Also want two Agents for Nall Joint and Pea Pool. Want Agent who knows Va., West Va. and Tenn. All who were with this show last year get in touch. Will open April 18 in strawberry country. Concession manager, W. H. Brodey, Elmer Reid, owner and manager, Afton, Tenn., R. 2. Phone 6088. Greeneville.

GEORGIA AMUSE. CO.

Now booking legitimate Concessions of all kind. Will open in April. Have for Sale—One Herschell-Spillman Merry-Go-Round, 36 ft., with 24 horses. Have one #12 16-passenger Allan Herschell Train. Can be seen here any time.
H. H. SCOTT
Rt. 4, Toccoa, Ga. Phone: Tucker 4-5748

Shows Set For Mobile Mardi Gras

MOBILE—Midway operations for the Mardi Gras here are pretty well set. Gem Cit, Shows will operate rides and concessions at Government and Washington avenues.

Walter B. Fox has signed the Knights of Columbus for another spot with Shan Bros.' Shows to provide the rides and concessions. In addition, Peppers Shows will play at Conti and Conception streets.

OLSON SHOWS

WORLD'S GREATEST MIDWAY

OFFERING SHOWMEN AND CONCESSIONAIRES THE TOP MONEY-MAKING ROUTE OF 1958

Including Milwaukee, Wis., Lake Front Celebration, and the following 11 outstanding major fairs: Anderson Free Fair, Anderson, Ind.; Fort Wayne Free Fair, Fort Wayne, Ind.; Northern Wisconsin District Fair, Chippewa Falls, Wis.; Illinois State Fair, Springfield, Ill.; Iowa State Fair, Des Moines, Iowa; Kentucky State Fair, Louisville, Ky.; Chattanooga-Hamilton County Interstate Fair, Chattanooga, Tenn.; Mississippi-Alabama Fair and Dairy Show, Tupelo, Miss.; Alabama State Fair, Birmingham, Ala.; South Alabama Fair, Montgomery, Ala.; and South Texas State Fair, Beaumont, Texas.

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SHOWS: Shows of Merit and Grind Shows. Can place Western Show, with top-name Cowboy to feature. Want Side Show for Season. (None over the route for two years) Pete Kortez, get in touch!

CONCESSIONS: All kinds for Season. Will book Exclusive Glass Pitch. Let us know what you have!

RIDE FOREMEN: For Office Rides. Top Salaries Paid.

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Du Quoin, Ill., State Fair • Ozark Empire Fair, Springfield, Mo. • West Tennessee Dist. Fair, Jackson • Greater Gulf State Fair, Mobile • South Mississippi Fair, Laurel • West Alabama Fair, Tuscaloosa • Miss. Ala. Fair, Meridian, Miss. • West Georgia Fair, Carrollton • Central Georgia Fair, Cordele • Effingham County Fair, Altamont, Ill. • Purchase Dist. Fair, Mayfield, Ky. • Mt. Vernon, Ill., State Fair • Union County Fair, Sturgis, Ky. • Richland County Fair, Olney, Ill. • Dickson County Fair, Dickson, Tenn. • Connorsville, Ind., July 4 Celebration.

SHOWS—If you have an outstanding Show and your own equipment and transportation, write. All replies answered.

RIDES—Modern Funhouse with something on the inside for the season.

CONCESSIONS—Long and Short Range, Glass Pitches open, Diggers, Derby Racer, Ball Games, Scales and Age, Sno Cones, Bird Pitch, Jewelry Pitch, Penny Arcade, Ice Cream or Custard, Novelties and Hats open, all Hanky Panks.

HELP—Winter Quarters will not open until April 1. Wish to contract with Foremen for Merry-Go-Round, Wheels, Caterpillar, Sky Fighter and Auto Kiddie Ride. Ora Lay, answer. Searchlight and Tower Man, Joe Dawson, reply.

AL KUNZ, Owner and Manager

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NORTH BIRMINGHAM, ALABAMA

I will be at the Tampa Fair or write me c/o General Delivery, Tampa, Fla., if you wish to see me while there.

CONTINENTAL SHOWS

Get connected now with the finest in the Eastern States

PLAYING THE STATES OF NEW YORK, VERMONT, NEW HAMPSHIRE, MAINE AND CONNECTICUT

CONCESSIONS: Good opening for Duck Pond, Pitch-Till-You-Win, Cork Guns, Short Range, Balloon Darts, Glass Pitch, Center Pitches of all kinds or any Hanky Pank. What have you? All Concessionaires with 1957 Agreements, please acknowledge.

SHOWS: TEN IN ONE. We have very good Top, 20x60; 100 ft. Banner Line, some Banners and good Truck for your Show only. Will turn over the entire equipment to reliable Operator for committee money (15 per cent of gross) and pay you a \$50.00 per week bonus at the end of season. Must be able to put up security to secure contract.

GIRL SHOW: Have a \$7,000 Trailer, mounted front, new top, very good set-up; erected in half hour, dismantled in half hour. Nothing like it around these parts. Will consider good Operator and give you the exclusive if you can guarantee two Dancers and put up security for the exclusive.

RIDES: Will book any Flat Ride except Tilt. RIDE MEN: Can use a few Men on Wheel, Merry, Tilt, Kiddie Rides, must drive semis or trucks. No back-breaking loads, plenty room on all trucks which are specially built for each ride. Steve Obrien, Lawrence Andrews, James Lynn, contact.

HAVE FOR SALE: 13 Tilt Platforms with all irons except seat track, very good shape; 1953 33-ft. Vagabond House Trailer, excellent shape. Ideal for Carnies. Tubular steel and aluminum construction, \$2,200.00.

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CAN PLACE FOR SEASON 1958

OPENING EARLY IN APRIL

RIDES

Scrambler, Round-Up, Spitfire, Coaster, Helicopter, Dark Ride.

CONCESSION HELP

Place Bingo Caller and Manager, good proposition. Six Cat Agents. Agents for P.C., Hanky Panks, Pitch Games.

CONCESSIONS

Photos, French Fries, Basketball, High Striker, Ball Games, Cork Gallery, Long and Short Range Galleries, Pitch Games, Hats and Novelties.

SHOWS

Motordrome, Monkey Speedway, Animal, Unborn, Fat, Illusion, Mechanical City, Wildlife, Girl Show. Want Side Show Operator.

RIDE HELP

Ride Help that drive semis. Wives sell Tickets. No drunks. Foremen for all Rides. Also Second Men.

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Winterquarters Open Early March

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Now Booking Concession Space for Fun Zone...for

NATIONAL ORANGE SHOW, April 10-20, Inc. San Bernardino, Cal. \$20 Ft.

SOUTHERN CALIFORNIA EXPOSITION, June 27-July 6, Inc. Del Mar, Cal. \$20 Ft.

We are agents for the above Fairs. Preference will be given Concessionaires who made these Fairs in 1957. It is the policy of the above Fairs to re-book Concessionaires who have done a good job each year.

CALIFORNIA MID-WINTER FAIR, Imperial, Cal., March 1-9 Inc.

Cecchini & Levaggi has purchased the Fun Zone midway concession space from Pan American Amusement Corporation. \$7.50 Ft.

Space at these fairs limited. Reserve Today. First Come, First Served. Concessions must be clean, legitimate. Merchandise Concessions Only. 50% deposit when contract signed, balance when location given at each fair.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER DISASTER STRIKES

Mound City Auxiliary Installs Mrs. Lohmar

ST. LOUIS—Marguerite Lohmar was installed as president of the Missouri Show Women's Club at ceremonies here Thursday (18) in the York Hotel. She succeeds Mrs. Sally Prevost, who was lauded for her administration.

Over 250 members and guests attended the installation with Verna Schantz as toastmistress. Inducted in order were Mary Thompson, chaplain; Leonora Gdynia, social secretary; Virginia Von Behren, secretary; Gertrude Donnelly, treasurer; Catherine Oliver, third vice-president; Barbara McGinley, second vice-president; Elsie Wear, first vice-president, and President Lohmar.

For the first time members of the International Association of Showmen were invited, and eight past-presidents were seated at one table, John Francis, George Regan, Dave Prevost, Edwin Schantz, Sam Brockman, Jack Linch, John Roth and Tama Brockman.

Flowers were received from the men's club, Showmen's League Auxiliary, Acme Premium Supply Corporation, Tampa Auxiliary and Caravans, Inc.

A partial list of those attending included Mrs. Loretta Dodd, Miss Swano Hanasaki, Beatrice Giuliani Mrs. Arthur Giuliani, Arthur Giuliani, Arthur Charles Giuliani, Elizabeth Riebe, Mr. and Mrs. Frank Hanasaki, Constance Hanasaki, Mary Burke, Mrs. Rowena Russom, Mr. and Mrs. William Lohmar, Herb Lohmar, George Stephens, Frances Stephens, Mr. and Mrs. Alex Lohmar, E. Campbell, G. Horn, Margaret Horn, Mr. and Mrs. Robert Mackey, H. Melohn, Jack Kennedy, Anna L. Fowler, Durbin Downey, Leslie Aubuchon, Opal Voss, Oscar Koch, Wanda Koch, LaVerne Walcott, Doris Burke, George Klinghammer, Bessie Klinghammer, Ed Bowman, Vaughan Bowman, Mel Horstmeier, Fred Johnningmeyer, Ferd Patersen, Frank Vernasi, M. Burke, Jack Walworth, Mr. and Mrs. John Creely, Sandra Whiat, Mr. and Mrs. Euby Cobb, Wilma Walton, Bennie Wear, Mr. and Mrs. Thomas L. Flynn, Buff Hottle, Betty Hutcheson, Edith Cardwell, Babe Weinstein, Patty Edwards, Mabel Griffin, Lelah Graber, Helen Grassman, Katherine Dressel, Lucille Donahue, Mrs. Matt Dawson, Mrs. T. J. Dawson, Matt Dawson, Mr. and Mrs. J. Grassmuck.

Mr. and Mrs. E. R. Hagman, Mr. and Mrs. E. Villamaine, John Bevforden, Eugene Franklin, Hubert A. Herde, Donald P. Donnelly, Alberta Linton, Vernon Koch,

Heavy Waughan, John A. Cleyston, Fay Henze, Mr. and Mrs. Martin Steffan, Clara Bronfin, Frank T. Schulte, Eve Cohen, M. P. Cohen, Catherine Schulte, Francis T. Schulte, Robert Seidel, Pat Seidel, Preston Robinson, Hattie Robinson, Doris Schantz, Marion L. Porter, Ruby Porter, Dorothy M. Shallow, Alonzo Shallow, Dee Mueller, Duke Mueller, Edith Meyer, Ann Mignerone, Fred Meyer, Jill Grimm, Brenda McGinley, Ann Kahle, Mr. and Mrs. Ted Burger, John Thompson, Lennie Thompson, Bud and Joan Kohrs, Cliff and Kupie Tieler, Mary Thompson, Ida McCoy, Harriet Maher, Kay Gawle, Rose Brown, Elsie Kennedy, Catherine Oliver, Clara Campbell, Anne Balmer, Lena Mae Linton, L. G. Johnston, Marion Fulton, A. C. Beran, Lee Beran, Gus and Emma Stanley, Tom Cowna, Joe Thomas, Gale Fulton, Marjorie Johnston, Florence Creely, Leonora Gdynia, Virginia Von Behren, Elsie Wear, Barbara McGinley, Gertrude Donnelly, Mary Thompson.

FOR SALE at a tremendous saving: Devil's Bowling Alleys, refinished in our factory. Complete with wooden or rubber balls.

At Half Price, \$175.00.
Wooden Balls . . . \$30.00 per 100
Rubber Balls . . . 2.00 per doz.
We have four of these alleys on hand that are being completely overhauled, and we think they are good for a few more years. Kindly advise the length of alley you want and deduct for your cabinet.
We have some second-hand Set Spindles at \$50.00 each. This is a very good buy. Today's price on these is \$125.00 each.
A \$50.00 deposit must accompany order on any of the second-hand items. Will come crated to you.

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Ohio Assn. Renames Cook As President

COLUMBUS, O.—F. C. Cook was re-elected president of the Greater Ohio Showmen's Association at its recent annual meeting here in the Deshler-Hilton Hotel. Cook will serve a two-year term.

William Search was again named vice-president for one year and Mrs. Nellie DeBell was elected secretary-treasurer to fill the office left vacant by N. H. Cohen, who retired from that position. William Alspach was renamed chaplain.

Named to the board of trustees were Eugene MacDonald, Dominic Albanese and Richard J. Griley.

Mort Secore, of Chicago Coin Machine Exchange, reports they'll have their new Commando gun on exhibit at the Florida State Fair, Tampa. In addition to Secore, the firm will be represented there by Harry Glick and Bill and Al Car-sky.

Ohio Meeting

Continued from page 68

McKinley, McKinley Rodeo; Len Murray, Chardon Sound Systems; Robert Barnard, Overland Stage Coach Lines; Joie Chitwood, Chitwood thrill show.

Mr. and Mrs. Leonard Powelson, Frank D. Bland, Homer Sneider, Jim Woody, Dick Griley, Powelson Amusements; Dan Flenor, Thunderbird Hell Divers; Mr. and Mrs. Carl Bradford Sr., Bradford's Border Collies; Chester T. Rotroff and Ralph Walsh, Rotroff Grandstand Attractions; Chet Roth and Norman Senhauser, Frontier Attractions; Frank Prystas and Kenneth C. Lee, Fair Publishing House; Jim Robinson, Buckeye Horse Pulling Association.

Bob Otto, racing and wrestling; Jim Curry and Stony Roberts, All-American Daredevils; Charles Connolly, race track lightning; Tex Wheeler, all-star show; E. M. Hoskinson; Foster Trophies; Myers Concessions; Mr. and Mrs. Fred Nolan, Mr. and Mrs. Tim Nolan, Mr. and Mrs. Horace McGinley and James Miller, Nolan Amusement Co.

Mrs. Margaret Klein, Peggy and Bob Kaltenbach and Joe Smiley, Klein Attractions; Bill Atterbury and Dairrell Hornbeck, Atterbury-Hornbeck; John Anderson and Mr. and Mrs. Earl Coburn, Enquirer Printing; Rodger Work, Playland Amusements; WLS National Barn Dance; R. B. Powers Co.; Ray Howard; Nate Cohen, Greater Ohio Showmen's Association; Deggeller Rides and Shows; Howard Bros. Shows; A. J. Sunny Amusements; Triangle Poster Co.; Jack Koehman, Auto Daredevils; American Firework Co., Helicopter Trapeze Act, Hunt Amusement Co., United Speedways Stock Cars, Indian Creek Western Fiesta, DeLuxe Rides Co., Fallon's Rides, Championship Auto Races and Motor Olympic Thrill Show, Advance Promotion Service, Henry A. Theodore Co., Nash Sound Systems.

Glades Hikes Arcadia Gross

ARCADIA, Fla.—Perfect weather and added ride strength in the line-up of Glades Amusement Company, which supplied the midway for the fifth consecutive year at De Soto County Fair here, January 13-18, were believed responsible for the annual's 15 per cent increase in gross. Attendance was good thruout the week, with Children's Day being in the "best ever" class.

In the Glades line-up were 18 rides, 7 shows and 55 concessions, the last named under the direction of Mrs. Dolly Young. Among the shows, Hill's Side Show garnered top money. The show has six more Florida annuals to play, closing with the Fort Myers Colored Industrial Fair.

During the local fair Owner-Manager Jerry Saddlemire attended the Virginia fair meeting in Richmond, but Mrs. Agnes Saddlemire, treasurer, was active, entertaining patients from the county mental hospital on the midway.

Gooding Contracts Nine Fairs, Three Celes in Michigan

DETROIT — The Gooding Amusement Company has signed contracts to play nine fairs and three celebrations in Michigan, Floyd E. Gooding announced at the close of the Michigan Association of Fairs convention here. Fairs include: Saginaw County, Saginaw; St. Joseph County, Centerville; Hillsdale County, Hillsdale; Eaton County, Charlotte; Monroe County, Monroe; Shiawassee County, Cerrunna; Kalamazoo County, Kalamazoo; Lenawee County, Adrian; and Jackson County, Jackson. Celebrations include two Fourth of July events—the Adrian Celebration and the American Legion Annual at Hillsdale.

PCSA Names

Continued from page 68

son, Matt Herman, E. S. Fitzgerald, Dick Havins, Jack Shaffer, Steve Vaughn, Ed Hellwig. Legislative—Joe Glacy, chairman; Harry Link, Moe Levine, Frank Warren, Mike Krekos, William Meyer, Ed Hellwig. Ways and Means—Dick Pearce, chairman; Joe Dauer, Matt Herman, H. G. Farmer, Sam Dolman, Arthur Andersen, Sam Steffin, Jack Lee, Clarence Morton, Dick Havins, Ted LeFors, Joe Blash, Joe Steinberg, Ed Hellwig, Steve Vaughn, Joe Williams, Al Cohen. Good Will Ambassadors—Eddie Brown, chairman; Matt Herman, Joe Steinberg, W. R. Siebrand, Harry Seber, Harry Myers, Charles Goss. Tiler—Lee Smith. Chaplain—Harry Seber. Counselors—Kenneth Beatson, William Herwin. Physician—Dr. Ralph E. Smith. Custodian—Ben Beno. Greeter—Bob Chaplin. Sergeant at Arms—Louis Bacigalupi.

Detroit Fems

Continued from page 69

sociated Troupers; Ann Stone, Rocky Mountain Showmen's Club; Tina Weiner, Rainbow Showmen's Club; May Price, Greater Tampa Showmen's Assn.; Bobbie Schultz, Arizona Showmen's Assn.; Betty Greeley, Missouri Showmen's Assn.; Margaret Stapleton, Pacific Coast Showmen's Assn.; Inez Katz, Canadian Showmen's Assn.; Laura Baker, Caravans, Inc.; Marion Fodal, Lone Star Showmen's Assn.; Sara Reid, Hot Springs Showmen's Assn.; Helen Cook, Greater Ohio Showmen's Assn.; Frances Moran, Michigan Showmen's Assn., and Grace Ziegler, showmen all over the world. Bouquets were received from Miami, Tampa and Chicago auxiliaries.

Ben Morrison emceed the floorshow which included the Phyliss Seymour line, Wally Hines Trio, Agnes (Gigi) Gaggini, songs; Virginia Sample, piano, and Margie Mansell, vocals.

Midwest Fems

Continued from page 68

Betty Carroll. Grievance: Verna Winkley, Doretta Muckle and Evelyn Spence. Telephone: Blake Lambert, Blanche Moore and Gladys Erickson. Finance: Verna Winkley and Hazel Erickson. Publicity: Angie Conroy and Louise O'Neil. Photography: Gladys Erickson and Kathleen O'Neil

New members are Kathy O'Neil, Louise O'Neil, Arliss Brown, Teen Moss, Ann Thomas, Bette Harris, Katherine Little and Katherine Schiavone.

SOUTH FLORIDA MARDI GRAS AND HOME SHOW

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FEBRUARY 7 thru 16

10 BIG DAYS

FIRST BIG SHOW IN THIS TERRITORY THIS YEAR

ONE MILLION FREE GATE TICKETS DISTRIBUTED

Special features every day: Indian Ceremonial Wedding, Beauty Contest, Fireworks, 2 Saturday Children's Days with 25,000 tickets distributed in the schools, Armed Forces Day, Military Public Wedding, Mardi Gras Night, Free Acts, other special features.

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Can place non-conflicting Rides and Shows with own equipment, also Sideshow and Motordrome. (No Girl Shows.) CONCESSIONS: Cookhouse, Grab, Hanky Panks of all kinds, Basket Ball, Ball Games. No exclusives.

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Phone MU 5-1163

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Concessions contact
DANNY DELL
Phone Miami Plaza 4-0246

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RIDES: Live Pony, Train, Sky Fighter (Burge, contact). SHOWS: For spring dates and fairs only—10-in-1, Girl, Monkey, Big Ape, Wildlife, Drome, Mechanical City, Illusion, Manager and Talent for big Minstrel Show. CONCESSIONS: Photos, Diggers, Sit-Down Grab, Popcorn, Apples, Snow, Pronto Pups, Novelties, Bingo, Jewelry, Ball Games of all kinds, Fish and Duck Pond, High-Striker, String, Short Range, Basket Ball, Mucky Buck, Custard, Ice Cream Bars—all Hanky Panks open.

ALL CONCESSIONS BOOKED ON A PERCENTAGE BASIS ONLY STRAIGHT THRU FOR SALE—Motordrome complete with new top, walls, cycles, front, etc. (all A-1 condition), \$1,500.00 takes all. FOR SALE—Girl Show complete with van, new top, 10-ft. wall, seats, stage, etc. (no junk), \$1,500.00 takes all.

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MERCHANDISE TOPICS

National Premiums, 2204-BB Flatbush Avenue, Brooklyn 34, is offering a brand new item consisting of four ball-point pens and desk stand which it claims sells on sight. These are desk model shaped pens which end in a long tapering point. Each pen is colored differently and writes to match its color. The unit is both useful and practical, and takes little space. Desk stand is black, while pens use standard refills. Each set is individually boxed and may be had for \$7 per dozen sets. A sample set is \$1 postpaid. Also available is a complete line of other ball point pens and refills.

Midwest Watch Company, 5 South Wabash, Chicago, is featuring six assorted men's watches for \$42.95 as its post-holiday special. Included are Gruen, Waltham, Benrus, Bulova and Elgin models, with samples at \$7.95 each. The watches are reconditioned, guaranteed like new. Firm is also offering its new 1958 catalog for 50 cents, which will be applied to the first order.

Victor Vending Machine, 5701 West Grand Avenue, Chicago, is seeking dime and quarter retail items to vend in its new V-1 capsule. The capsule measures 1 1/4 by 1 3/8 inches and the firm is asking that samples and prices be sent their three distributors. They are Graff Vending Supply Company, 2817 West Davis, Dallas; Logan Distributing Company, 1850 West Division, Chicago 22, and Standard Specialty Company, 1028 44th Avenue, Oakland 1, Calif.

General R. & S. F. Company, 919 West Giard Avenue, Philadelphia, is featuring a chrome plated lighter which has a built-in stand or may be used as a pocket

model. The size is 1 1/2 by 1 1/4 inches and the firm says it is a guaranteed \$2.95 value. These are being offered to the trade at 50 cents each, postage prepaid, or two dozen for \$10.80.

Morse & Bennett, Inc., 59 East 26th Street, Chicago, for many years manufacturer of automotive parts and accessories, announces the first of its diversified items: Car-B-Cue, the portable, adjustable barbecue grill. Manufacturer claims the following features for the Car-B-Cue: Lowest priced adjustable grill on the market; removable wrought iron legs store inside pan; handy metal handles on grill; deep, extra-heavy 19 gauge steel pan; 30 per cent heavier than regular models; compact, fits into heavy corrugated cardboard carrying case with handle; self-displaying, sets up to make a beautiful store display, and the fastest turnover item in the store during the summer months. List price by writing Morse & Bennett.

Cook Bros., 1020 West Randolph Street, Chicago 7, has been announcing to the trade for several weeks its new address on Randolph Street as listed above.

Pan-Coast Bags, Inc., 30 Northeast 17th Street, Miami, is pushing Aly the Gator, a genuine alligator stuffed and preserved. Firm says that Aly is so unusual he is creating attention everywhere and that over a half million have been sold to date. Aly is offered in 100 lots in various sizes and prices: 15-inch, 75 cents each; 21-inch, 90 cents; 26-inch, \$1.25, and 30-inch, \$2. More information on Aly and other alligator novelties can be gotten by dropping a request to Pan-Coast at above address.

PIPES FOR PITCHMEN

By BILL BAKER

THE DREWS . . .

John and Norma, who in the past worked foot remedies, scopes and gadgets, plan to re-enter the business after being off the road for a few years in Chicago. Currently living at 4388 Bandini Avenue, Riverside, Calif., they have more or less lost contact with the trade and are looking for connections. In the past they have worked in outlets of most of the major chains.

"I AGREE . . ."

with the recent statement by Tom Kennedy that it's a tough proposition to make money at fairs because of the high cost of space and the many concessionaires and pitchmen permitted on the grounds," writes Jack Scharding from Long Beach, Calif. "I made one fair last year and quit. I have accepted a position as the assistant manager of a carnival for 1958. This is right down my alley, inasmuch as I had my own show on the road from 1907 to 1912. Pipe in Tom and Jack Dillon, Jack Miles and Slim Land."

S. D. (DUKE) FLORENTS . . .

who has been out of the pitch business since 1932, the year he became a multiple sclerosis victim, is living at 1785 Prospect Avenue, the Bronx 57, New York. He would like to hear from friends and from prospective purchasers of pitchmen's collector items.

MACK HOGE . . .

agent for Farm & Ranch Publishing Company, reports good business thru Alabama. He credits excellent 1957 crop conditions for his fine sales record in the State.

NEWS NOTES . . .

from Madaline E. Ragan, West Hollywood, Fla.: Have my trailer here at the Farmers' Market. Also here are Mr. and Mrs. Al Hawker, Red Burnett and wife and Sam Kaplin. The weather has been the worst in the history of Florida. Had a surprise visit from Mr. and Mrs. Harry Miller, owners of several markets in Pennsylvania. Everyone will be glad to hear that O. C. Cox is coming along fine after his recent heart attack. He and his wife often visit us. The Dinges, Tip and Lil Hallstrom, and Clarence and Sonia Gerande are in Tampa. Recent visitors with us were Chief Half Moon and his wife, Princess Goldenrod, from St. Petersburg. Owing to the bad weather and a bout with the flu I have made only two pitches here. Ray Herbers, my hubby, is doing well with his bookings in connection with fund-raising projects of women's clubs. Lawrence Williams and family are wintering in Orlando. Dottie and Jay Swartz and Paul Miller are at Vi Wander's Farmers' Market, Gould, Fla., along with the Jess Bradleys' reptile exhibit. Spotted working the West Palm Beach market recently were Bertha Dabney, Nellie Kelly, Herman Highlander, Jack and Louise Joyce, Bob and Peggy Powers and auction man Joe Franco. To pitchmen contemplating a trip to Florida, my advice is that you stay put unless you have made arrangements to work in a store. My sister, Mary; Dick Kanthe and Chet Wedge are heading back to California after six weeks in Little Rock. Hank Fredricks and Tom Kennedy, pipe in.

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27" Rabbit \$15.60 dz.

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12" Rabbit \$ 7.50 dz.

Na'l Ducks \$ 4.00 dz.

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(Includes three 37", 27" and 20" Begging Rabbits & one doz. each of 12" Rabbit, Ducks & Chicks.)

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Necklace, Earring Sets, boxed . . . 6.50

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UNDER THE MARQUEE

Continued from page 66

will clown a Boston theater date and the Paterson, N. J., and the White Plains, N. Y., circus dates prior to joining Hunt Bros. for the season.

John Herriot has trained a combination sheep and police dog act at the Gil Gray Circus quarters in Dallas. GecGee Powell has her dogs, GecGee's Alaskans, in Dallas. Milt Herriott and Edward R. Mouson, Sioux City, Ia., visited the Rink Wrights at Stanton, Neb.

Gay Maynard filled in for his father, Tex, at a club date because Tex was hospitalized. The elder Maynard is to be with the Pohck show this season.

Kayletta visited Ringling in Mexico. Jack Gordon of the Siebrand show, has been in Mexico shopping for new species to add to his reptile show. He visited with Art Concello and Joe Hodgini in Mexico City.

Lowell Kriel clowning holiday

shows in Iowa and reports his son, Dick, now with the Army, clowning some spots in Hawaii. Frank Schalk and his band continue with the Covered Wagon restaurant in Minot, N. D. After two seasons in Mexico, the Albert Spillers are vacationing in Florida.

Russell Long, stilt walker, worked about seven weeks in the Pittsburgh area, making Jean Gros parades and other events. George Barnaby, clown, worked the Dallas area after completing the New Orleans Shrine show.

Eva and A. Lee Hinckley were vacationing near Apopka, Fla., and planned to return to Sarasota where Lee would be with a trailer company for the winter. Clown Gordon Waring has been at Huntington Hospital, Pasadena, Calif.

Clara Delbosq recently underwent another spinal operation in Mexico City, where she is a pa-

(Continued on page 75)

Ohio

Cincinnati—Tri-State Garden & Modern Living Expo. (Music Hall), Feb. 8-10. Earle DeLaitre. Cleveland—Cleveland Mid-America Boat Show (Public Hall), Jan. 25-Feb. 2. Irving Gray. Cleveland—American & Canadian Sportsmen's Vacation & Boat Show (Auditorium), March 14-23. A. W. Newman. Cleveland—Cleveland Home & Flower Show, March 1-9. Columbus—Columbus Auto Show (Veterans' Memorial Bldg.), Feb. 15-24. Columbus—Columbus Dispatch-Journal Sports, Vacation, Travel & Boat Show (Fairgrounds), March 22-30, Ben Cowall. Columbus—Garden Show (Fairgrounds Coliseum), Feb. 22-March 2. Ben Cowall. Dayton—Dayton Sports & Boat Show (Coliseum), April 10-13, Ward Collopy, 133 Warren St. Toledo—Toledo Sports, Home, Boat & Auto Show (Civic Aud.), Feb. 1-9. Paul Spor. Toledo—Toledo Home & Travel Show (Civic Aud.), March 8-16. Milt H. Tarloff. Toledo—Northwest Ohio Garden & Flower Show, March 25-30.

Virginia

Richmond—Virginia Motor Boat & Sportsmen's Show (Arena), March 15-23. John E. Raibe.

Washington

Spokane—Spokane Sports Show (Coliseum), March 18-23. Tom O'Loughlin.

Wisconsin

Milwaukee—Milwaukee Auto Show, Feb. 8-16. Milwaukee—Milwaukee Home Show, March 8-16. Milwaukee—Milwaukee Sentinel Sports & Vacation Show and Great Lakes Boat Show (Arena), March 22-30, Charles D. Collins.

Wyoming

Cheyenne—Cheyenne Auto Show (Frontier Pavilion), Feb. 21-23.

CANADA

Ontario

Toronto—Canadian National Sportsmen's Show (Coliseum), March 14-22. Loyal M. Kelly.

Quebec

Montreal—Montreal Sportsmen's Show (Show Mart Bldg.), March 21-30. Ted Glendening.

Pennsylvania

Harrisburg—Central Pa. Builders' Show, March 3-9. Harrisburg—Pennsylvania Recreation & Sportsmen's Show (Farm Show Bldg.), March 24-29. J. W. G. Altland. Philadelphia—Philadelphia Home Show, Feb. 10-15. Philadelphia—Philadelphia Motor Boat & Sportsmen's Show (Convention Hall), Feb. 28-March 8. Clinton W. Smullen. Reading—Greater Reading Home & Building Show, March 22-29.

Tennessee

Nashville—Great Lakes of the South Outdoors Show (Fairgrounds Coliseum), March 11-16. Amon C. Evans.

Texas

Fort Worth—Fort Worth Rodeo, Jan. 24-Feb. 2. Brownsville—Charro Days, Feb. 13-16. M. G. Dennis, 1006 Van Buren St. Dallas—Southwest Boat Show (Aud.), Feb. 25-March 2. Ira W. Curry. El Paso—Southwest Livestock Show & Rodeo (Coliseum), Feb. 3-9. Chamber of Commerce. Fort Worth—Southwestern Expo. & Pat Stock Show, Jan. 24-Feb. 2. Wm. R. Wait. Fort Worth—Fort Worth Boat Show (Will Rogers Annex), Feb. 19-23. Fort Worth Marine Trades Assn. Houston—Houston Automobile Show, Jan. 25-Feb. 2. Houston—Houston Pat Stock Show, Feb. 19-March 2. Herman Engle. Houston—Houston Boat, Sports & Vacation Show (Coliseum), March 15-22. Variety Club of Houston. Laredo—Washington Birthday Celebration, Feb. 18-March 2. J. George Loos, Box 465. Mission—Texas Citrus Fiesta, Jan. 25-Feb. 2. Don M. Brashear, Box 1471. San Antonio—Livestock Expo. & Rodeo,

COMING EVENTS

Arizona

Chandler—Chandler Rodeo, Feb. 16-18. Phoenix—Phoenix Rodeo, March 23. Phoenix—Phoenix Rodeo, March 13-18. Phoenix—Parada Del Sol, Jan. 31-Feb. 7. Scottsdale Jr. Chamber of Commerce. Phoenix—All-Western Stampede, Feb. 8-10. Western Saddle Club. Phoenix—Arizona Sports, Vacation & Boat Show (State Fairgrounds), Feb. 16-23. Phoenix—World Championship Rodeo (Fairgrounds), March 13-18. Jaycees. Tucson—Tucson Rodeo, Feb. 20-23. Yuma—Silver Spur Rodeo, Feb. 8-9.

California

Los Angeles—Do-It-Yourself Show (Pan Pacific Aud.), March 20-30. Ted Bentley. San Francisco—San Francisco Natl. Sports & Boat Show (Cow Palace), Feb. 28-March 9. Stockton—Do-It-Yourself and Hi-Fi Stereo Show (Civic Aud.), March 7-9. George Westcott.

Colorado

Denver—Denver Automobile Show (Coliseum), Feb. 10-15.

Connecticut

Hartford—8th Annual National Automara Expo., Feb. 19-23 (Conn. State Armory). Hartford—Greater Hartford Fair (Armory), March 15-22. New Haven—Connecticut Boat Show (Arena), March 20-23. Milton Cottler.

District of Columbia

Washington—National Capital Flower & Garden Show (Armory), March 6-12.

Florida

Daytona Beach—Volusia Co. Home Show, March 15-19. Fort Pierce—St. Lucie Co. Home Show, Feb. 15-19. Al Stern, Pilot Club, Arcade Bldg. Goulds—S. Fla. Mardi Gras & Home Show, Feb. 7-18. Kiwanis Club. Hollywood—Hollywood Home Show, Jan. 25-30. Al Stern, Box 202. Homestead—Homestead Rodeo, Feb. 1-2. Homestead—South Fla. State Fair, March 6-16. Joseph Behoff, 905 Chamber of Commerce Bldg., Miami. Jacksonville—Jacksonville Boat Show (Gator Bowl), March 6-9. John Graham. Miami—Charity Horse Show, Jan. 20-Feb. 2.

Georgia

Atlanta—Southeast Boat & Vacation Show (Aud.), Feb. 28-March 7. Atlanta Marine Trades Assn.

Illinois

Chicago—Chicago National Boat Show (Intl. Amphitheater), Feb. 7-16. Guy Hughes. Chicago—Chicago Sportsmen's & Vacation Show (Intl. Amphitheater), Feb. 21-March 2. Mel R. Morrison. Chicago—Modern Living Expo. & Flower Show, March 22-30. Peoria—Peoria Area Sports, Boat, Home & Vacation Show (Robertson Field House), March 25-30. Sidney J. Page.

Indiana

Indianapolis—Indianapolis Sports Show (Fairgrounds Coliseum), March 7-16. Melvin T. Ross.

Iowa

Des Moines—Des Moines Home & Flower Show, Feb. 22-March 2. Des Moines—Iowa Sports & Vacation Show (Veterans' Memorial Aud.), March 27-April 1. Des Moines Register & Tribune. Ottumwa—Iowa-Missouri Outdoor America Show (Coliseum), March 21-23. John Underwood.

Waterloo—Northwest Ia. Sports, Vacation & Travel Show (Hippodrome Aud.), March 13-16. Jaycees.

Kansas

Wichita—Kansas Sports, Boat & Travel Show (Forum), Feb. 12-16. R. G. Lang-enwalter.

Kentucky

Louisville—Louisville Automobile Show (Fairgrounds), Feb. 1-9. Louisville—Central America Sports, Vacation, Outdoor & Boat Show (Fairgrounds), March 2-9. W. Arthur Sorrell.

Louisiana

Baton Rouge—E. Baton Rouge Parish Fair, Feb. 22-25. C. L. Flowers. Baton Rouge—Baton Rouge Rodeo, March 1-8. St. Francisville—West Feliciana Parish Fair, Feb. 23-24. W. D. Magee.

Massachusetts

Boston—New England Sportsmen's & Boat Show (Mechanics Bldg.), Feb. 1-9. Albert C. Rau. Boston—New England Home Show (Mechanics Hall), Feb. 14-19. Boston—Eastern Dog Show (Mechanics Hall), Feb. 22-23. Boston—New England Spring Flower Show, March 9-16.

Michigan

Bay City—Better Homes Show, March 14-18. Jack Davis, Box 12. Detroit—Detroit Boat Show (Artillery (Armory), Feb. 22-March 2. Frank Jenkins. Detroit—Detroit Builders Show, March 8-16. Detroit—Michigan Flower & Home Show, March 22-30. Grand Rapids—Greater Mich. Home Show, March 10-16. Grand Rapids—West Mich. Sports & Boat Show (Civic Aud.), March 24-29. J. D. Locks.

Minnesota

Minneapolis—Northwest Builders' Show, March 15-23.

Missouri

Kansas City—Kansas City Boat, Sports & Travel Show (Auditorium), Jan. 31-Feb. 9. F. W. Kahler. Springfield—Springfield Sports Show, March 5-9. Metro Club, Wesley Brazeal. St. Louis—Builders' Home Show (Arena), Feb. 8-16. Mel Doerhoefer. St. Louis—St. Louis Boat, Sports & Vacation Show (Arena), Feb. 21-March 2. Wendell Emrick.

Nebraska

Omaha—Omaha Sports, Vacation & Boat Show (Civic Aud.), March 4-9. F. W. Kahler.

New York

Buffalo—Buffalo Boat, Travel & Sports Show (174th Armory), Feb. 22-March 2. Marine Trades Assn. of Western New York. Hempstead—Marine Recreational Show of Long Island (Exhn. Bldg.), Feb. 8-16. Jamaica—Long Island Boat & Sportsmen's Show (Armory), March 8-16. Albert J. Chese.

New York—New York Outdoor Exposition (Coliseum), Feb. 22-March 2. New York Mirror. New York—National Photographic Show (Coliseum), Feb. 17-23. New York—World Wide Travel Show (Coliseum), March 8-16. New York—International Flower Show (Coliseum), March 9-15. Rochester—Rochester Automobile Show (War Memorial Hall), Feb. 1-8. Syracuse—Syracuse Auto Show, Feb. 16-22.

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AUTOMATIC LIGHTERS DOZEN \$3.75. Dollar ballpens dozen \$1.20. Rainhats gross \$7.20. Samples, catalog 1,001 bargains \$1.00. Millsales, 889 Broadway, New York. ch-17n

BILLFOLDS—PLASTIC ALLIGATOR OR lizard. Sensational price, \$14.40 per gross plus postage, COD. Gross lots only. New England Jewelry, 124 Empire St., Providence, R. I.

COMIC POST CARDS, LARGE, 6"x9" Retail 25¢ each. Send 50¢ for three (refundable). Holt Sales Co., Dept. BB, 330 Guernsey Ave., Columbus 4, Ohio.

EARRINGS—ASSORTED STONED AND tailored, \$6 per gross plus postage C.O.D. Gross lots only. New England Jewelry, Dept. B, 124 Empire St., Providence, R. I. ja27

EARRINGS, \$1 AND \$2 RETAIL. LATEST fashions, assorted styles. Sample dozen, \$4.50; 6 dozen or more, \$3.75 per dozen. Free wholesale catalog. Loop Star Sales, 1543-E Milwaukee Ave., Chicago 22, Ill. ch-pp

NEW CHEMICAL FORMULA—INCREDIBLE all-purpose cleaner-polish, C-EM-SHINE with plastic. No wax. 101 uses. Nothing similar on market. Wipe on, wipe off. No rub. Tested proven repeater by hospitals, schools, banks, homes, trailers, churches, taverns, industrial plants, etc. 100% profit maker. Protected territories. Sample size 50¢ ppd. C-EM-SHINE, Box 267, Ogdenburg, New York.

FAMOUS MFR. CLOSEOUTS

- Assorted Stoned Brooches 1.75 ds.
 - Stoned & Tailored Earrings 1.75 ds.
 - Pierced Earrings on Display 1.25 ds.
 - Charm Bracelets, asst. 1.50 ds.
 - Eng. Lord's Prayer Neck, boxed 3.00 dz.
 - Aurora Borealis Stoned Cross, boxed 4.00 dz.
 - Stoned Heart Miracle Cross, boxed 5.00 dz.
 - Crucifix Cross, boxed 3.00 dz.
 - Children's Jewelry, boxed, asst. 2.95 dz.
 - Asst. Tie Slides, carded 1.00 ds.
 - 2-Pc. Stoned Set 7.20 dz.
 - Tie & Cufflink Set, asst. 3.50 dz.
 - Summer Earrings, asst. 12.00 gr.
 - Pearl Necklace (domestic) 1.45 dz.
 - Neck & Earrings, asst., boxed 1.25 dz.
 - Cufflinks, carded, asst. 1.95 dz.
 - Necklace, asst. 1.50 ds.
 - Boxed Rosaries, asst. colors 2.00 dz.
- Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance C.O.D. **SAMUEL SILVERMAN & CO., INC.** 1820 Westminster St. Providence, R. I.

HOSIERY—LOW PRICES: LADIES' MEN'S, Children's, Ladies' Nylons \$1 dozen up. Slightly imperfect Nylons packed cello bags \$3 dozen. Prompt shipment and satisfaction guaranteed. S. F. Pollard Hosiery Co. (AMS-1741), 1258 Market St., Chattanooga, Tenn. fe17

LEARN AUCTIONEERING
Free Catalog
REISCH AUCTION SCHOOL
Mason City 1, Iowa

RETRACTABLE PENS, \$12.90 GROSS; 100 refills, \$4; Desk Sets, four pens, \$7.90 dozen sets. Hilltop, Box 582-H, Brooklyn 1, New York. ja37

71,000 ADVERTISING NOVELTIES WHOLE- sale Catalogs and 10 samples \$1. (Refunded plus postage if returned.) Adolphia Specialty, 904 S. 58th St., Philadelphia 43, Pa. fe10

STINKBOMBS—POTENT AROMA! \$5.50 hundred, postpaid. Joke and Novelty shops, write: Kits, 1452 Drake Way, San Pablo 10, Calif. ch-17n

TITANIA'S REPLACEMENT!! New German scientific synthetic miracle Gems. White, brilliant, hard 1-10 carat sizes. Round true diamond cut, \$2 per carat.

MexTex, 72188 North El Paso, Texas.

YOUR NAME AND ADDRESS ON STAMP that never needs an ink pad. Dries instantly. Guaranteed. \$3.50. L. H. Allen, Box 87, North Woburn, Mass. fe3

ANIMALS, BIRDS, PETS

FANCY MICE—25 BARE COLORS. TWO \$1, twelve \$4, 25 \$7.50. Prepaid anywhere. Cash with order, no C.O.D. Great Northern, Stetson, Maine.

FOR SALE—FULLY TRAINED ORGAN Grinder Monkey (one of the best). Maaser, 1274 N.W. 79 St., Miami, Fla.

HEALTHY SNAKES, BOAS, INDIGOS, RAT- hennakes, Alligators, Pythons, White Cats, Acornis, Cornudas, deodorized Skunks, Pumas, Ringtail Cats, White Doves, Guinea Pigs, Prairie Dogs. Otto Martin Locke, Phone MA 4-5223, New Braunfels, Tex. fe17

FOR SALE—KIDDELAND SIX RIDES, Drive-In Stand and Picnic Tables. Near Ohio's largest State Park. Kiddy Corner Kiddieland, 1201 E. Third, Port Clinton, Ohio. fe17

FOR SALE—FLYING ACT NET, ALSO Circus Trunks. Reply: 819 West 131st Ave., Tampa 4, Fla.

FOR SALE—KIDDELAND RIDES, MERRY-GO- Round, Pony Cart, Auto Cars, in good condition. John M. Bloyd, Fullerton, Neb.

FOR SALE—TWELVE FOOT PORTABLE Stage Rigging. Ball Stair Case, Teeter Board, Unicycle, Swivels. Will Fussner, 6328 Spry Rd., Evansville, Ind.

FOR SALE—SMITH & SMITH CHAIR- plane, 24 seats, adults, children, like new. Uelch, 126 Hamilton Ave., Stamford, Conn. fe10

FOR SALE—TRAIN, 180 FT. TRACK; RIDES 16 loads on concession trailer, all for \$995. Good condition. Write: P. O. Box 416, Farmersville, Calif.

4,000 FOLDING CHAIRS—THEATRE Chairs, 4,400 Stadium Chairs, Projectors, Tents, Lockers, Bleachers. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

C-16 RENNSLAER TRAIN—THREE CARS and locomotive. Best offer over \$6,500. Excellent condition. Extras. Stored Minneapolis. William Kopp, Box 12, Hopkins, Minnesota.

PORTABLE ROLLER RINK, COMPLETE; Tent, 50x120; Evans Long Range 12-ft. Shooting Gallery. Jerry Hines, 1337 Morse Ave., Sacramento 25, Calif.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, custom built. Photographs, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. fe10

INSTRUCTIONS BOOKS & CARTOONS

BIG MONEY IN MEXICAN FOODS—\$10 capital starts you. Making and selling Tamales, Enchiladas, Tacos. Many other complete instructions. We send you 3 four-page folios of recipes, instructions and plans (drawings) for a Tamale maker and Taco mold. You use a 5-gallon lard can for a Tamale maker. All this for only \$2. Your money back if not delighted. Jock Currie, P. O. Box 2758, San Antonio, Tex.

ROLLER RINK FOR SALE—82'x140'. GOOD business, fully equipped. Dissolving corporation. Roller Bowl, 1102 Temple Terrace, Tampa, Fla.

60" SEARCHLIGHTS AND PARTS, UN- used Sperry and G. E. Lights and Generator; complete line of Parts Operating Manuals. Immediate shipment anywhere. Write for free parts and price list. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif.

WANT PORTABLE RINK, 60X100 OR BIG- ger. Preferably lease, will buy. Box C-264, c/o The Billboard, Cincinnati 22, O. ja27

COSTUMES, UNIFORMS, WARDROBES

CLOWN SUITS, \$15; OSTRICH PLUMES, \$8 dozen. Derbyes, Top Hats, Tallis, Wigs. Free Home Livery Carpenter, 4618 Park Ave., Washawken, N. J.

LEATHER SHIRTS, SUEDE, TAN, FRINGE \$37.50; no fringe \$32.50; Leather Pants \$35; any size. Twylla Daunn Leatherwear, P. O. Box 597, Oklahoma City, Okla.

FOOD AND DRINK CONCESSION SUPPLIES

ABOUT ALL MAKES OF POPPERS, CAR- ramel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. fe24

RETRACTABLE WHEEL CONCESSION Trailer, 7x11, built in 1957. Send for photo and make offer. L. G. Kellogg, Stillwater, N. Y.

FOR SALE SECONDHAND GOODS

ROLLER SKATES—80 PR. CHICAGO RINK Skates, plastic wheels; Sound System, bargain \$595; also Portable Building. 800 So. 71 By Pass, Lees Summit, Mo.

FOR SALE—SECONDHAND—SHOW PROPERTY

ALLAN HERSCHELL MERRY-GO-ROUND, 32 ft. mechanically perfect, needs painting, loaded on 30 ft. semi and 450 GMC tractor, complete \$4,000; also 30 kw. International Diesel Generator on Dodge truck, \$1,500; 500 ft. heavy duty Cable, W. T. Tucker, 2313 Franzen Rd., Albuquerque, New Mexico.

BUILD CONCESSIONS NOW—COMPLETE plans. Shallow Joint (23 games), 4-Way (11 games), Ball Rack (13 games), African Dip, \$5 each; High Striker, \$3; all \$20. Free catalog. Brill, Box 875, Peoria, Ill.

EIGHT OUTSTANDING PONIES, SADDLES, Bridles, 8-Pony Sweep, Pickup & Pony Trailer, Electric Train, Concession Trailer, Sno and Floss, everything \$4,500 cash. Harry Lambert, Dawson Rd., Ph: HE 2-2178, Albany, Ga.

FOR SALE—ALLAN HERSCHELL SKY- fighter; Beat Ride, with Fruehauf Trailer, good condition. Neil DeGroot, R.F.D. #2, Derry, N. H. Tel: 624-W.

FOR SALE—KIDDELAND SIX RIDES, Drive-In Stand and Picnic Tables. Near Ohio's largest State Park. Kiddy Corner Kiddieland, 1201 E. Third, Port Clinton, Ohio. fe17

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- 7 and 10 color specials
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You Can't Beat BRODY for Merchandise

We Carry a Complete Line

- #603—New type asst. "Pastel Shades" Bird Straw Hats. 87.20 Gross. 70r Dozen.
- #530—Plastic Trumpets, variety of colors. \$3.60 Gross. 40r Dozen.
- #71—Asst. Dancers, very colorful—wire and composition. \$3.60 Gross. 40r Dozen.

25% deposit on all C.O.D. orders.
66-PAGE CATALOG AVAILABLE FREE. SEND for Your Copy Today.

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ONE OF 1,000's—BIG VALUE

6-Pen Pocket Secretary Sets. Full size secretary with memo pad and 6 automatic ball pens in different colors. Pocket protector case with flap and billfold compartment. Terrific value. A \$4.95 FLASH TO SELL FAST AT \$1.50.

Deposit or payment F.O.B. New York. Complete pen set, set and 1958 catalog of Novelties, Sundries, Jewelry, Toys, Gifts, Watches, \$1.00.

Dozen Sets \$6.60
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AN EXHIBIT FOR BUYERS OF:

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To explore the Billion Dollar market potential of INDEPENDENT CREDIT and HOUSE TO HOUSE DEALERS Exhibit in Chicago.
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6 West 29 Street, New York 1, N. Y.
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NEW VEST POCKET—1958 MODEL

TRANSISTOR RADIO... Only \$9.97

Nationally Known (FOB in Lots of 4) American Made! Sample Radio, \$12.50 ppd.

- ★ HIGH SELECTIVITY.
- ★ OPERATES 1,000 HOURS ON 3-200 BATTERIES.
- ★ BUILT-IN ANTENNA!
- ★ HIGH-QUALITY EAR PHONE!
- ★ SIZE 3"x2"x1"; 3 DOZ.
- ★ 90-DAY FACTORY GUARANTEE!

Hottest item for big sales in 1958. Sample Radio (batteries included), \$12.50 ppd. Pen Light Batteries available @ \$1.20 per doz.
Send Money Order or Certified Check. Terms: 25% with order, balance C.O.D. (Shipped same day.)
J. G. RALSTON ENTERPRISES, Dept. BB
1335 La Salle Ave., Minneapolis 3, Minn.

WATCH SPECIALISTS FOR 68 YEARS

Men's Copy \$275. Dia. Watch \$6.50, Boxed \$7.25. Natl Ad 10 pc sets \$3.95, 8 pc \$4.60, 25 Jewels very thin Men's \$16; Ladies 25 Jewels white or yellow \$14.95; Men's 21 Jewels \$13.95. Dependable time keepers. Name Brands, Many 70% disc. Catalog.

RESULT SALES

(Dept. B)
580 FIFTH AVE., NEW YORK 36, N. Y.

ALUMINUM WALKING CANES

New Item—Strong—Light—Practical. Full size rubber-tipped Alcoa Aluminum Walking Cane packed in clear polyethylene display mailer case. Perfect for pitchmen, novelty men, sheet writers, taxidmen, farmers, surgical supply, hospitals, etc., etc. Mail anywhere U.S.A. for \$4. \$15 dozen. Sample \$2.00. 25% deposit required. Write—Wire—Call: **NORM'S DISCOUNT HOUSE, 110-112 So. Gay St., Knoxville, Tenn. 4-4897.** Dealers' inquiries invited.

To Order Your Market Place Ad
USE THIS HANDY FORM TODAY

1 Type or print your copy in this space

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personalis
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR CLASSIFIED AD—20¢ a word. Minimum \$4.
 DISPLAY CLASSIFIED AD—\$1 per agate line. One inch \$14; (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in _____ issue.

I enclose remittance of \$.....

Name

Address

City

MAGICAL APPARATUS

BE A MAGICIAN! LARGE PROFESSIONAL catalog of latest tricks, 35¢. Free! Show business book catalog, Ireland, B-109 North Dearborn, Chicago 2.

NEW 152-PAGE ILLUSTRATED CATALOG—Mindreading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Handwriting, Sub-miniature transistorized Radiophone for mentalists. Brochure, prices on request. Catalog 50¢. Nelson Enterprises, 336 South High, Columbus, Ohio. ja27

MISCELLANEOUS

"BUBBLING BOY"—THE FASTEST SELLING novelty we've had in over two years. Spicy item. A really spontaneous seller. \$4.80 per dozen or 2 samples for \$1 postpaid. We guarantee you reorder. Emerson Trading Co., Pompton Plains 22, N. J.

10 ALL DIFFERENT MAIL ORDER MAGAZINES plus our 4 page list of unique, imported, fast-selling items, all for 25¢. Emerson Trading Co., Pompton Plains 22, N. J.

M. P. FILMS & ACCESSORIES

16MM. SOUND FEATURE FILMS—TOP pictures rented at low rentals. Massillon Film Rental, P. O. Box 45, Massillon, Ohio.

PERSONALS

MIAMI REMAILING SERVICE—LETTERS, 25¢; Cards, 10¢. Confidential Mailing Service, 9445 N.W. 32nd Ave., Miami, Fla. ja27

YOUR GLOSSY PHOTO ON 500 POST-cards, \$9.95. Also Photo Business Cards. Samples free. Write today. Kardko, Box 322, Toledo 1, Ohio. ja27

PHOTO SUPPLIES DEVELOPING—PRINTING

ENLARGEMENTS, HEAVYWEIGHT FROM negatives or photos. Free list. Jack Koons, Huntington Mills, Pennsylvania. ja27

PHOTO BOOTHS, CAMERAS, D.P. PAPER, Developers, Frames, everything for direct positive photography. Write for our low prices. PDQ Camera Co., 1546 W. Cortez, Chicago 22, Ill. ch-17n

PRINTING

ALWAYS FASTEST SERVICE—QUALITY 3-color posters! 14x22 Window Cards, \$8 hundred; 17x26 size, \$12.50 hundred. Tribune Press, Dept. 158, Earl Park, Ind. mh24

MIDWAY SPECIAL—200 BUSINESS CARDS, 200 8 1/2x11 Letterheads, 200 6 1/2 Envelopes, \$5 Postpaid. Printing by Ace, Box 262, Lyndhurst, N. J. fe1

QUALITY PRINTING, REASONABLE prices; satisfied customers. Business Printing Forms, Booklets. Send copy for estimate. Mercury Press, Box 69B, Marengo, Iowa. fe10

200 8 1/2x11 LETTERHEADS AND 200 6 1/2 Envelopes, \$3.95, black or blue ink. Mallo Press, 6468-B Clovis Ave., Flushing, Mich. ja27

SALESMEN WANTED

AD MATCHES SELL AMAZING DESIGNS—10, 20, 30, 50 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start with experience; men, women; full, part time; buy nothing; sales kit furnished. Match Corp., Dept. D-175, Chicago 32, Ill. ja27

GOLD MINE OF 600 MONEY MAKERS. Free copy. Specialty Salesman Magazine, Desk 22B, 307 North Michigan, Chicago 1, Illinois. ch-ma26

SALESMAN—CALLING ON HIFI AND record shops. Top accessory line of record cabinets, racks and stands. Write: Warneck Industries, 6516 Wynkoop St., Los Angeles 45, Calif.

TATTOOING SUPPLIES

TATTOOING—I WILL TEACH YOU THIS profitable, fascinating business. Complete course, supplies, secrets. Free information. Zeis, 728-A Leslie, Rockford, Ill. np

WANTED TO BUY

BROADWAYS, \$150 CASH, AND OTHER late Bally or United Bingos. Write: Box C-268, c/o The Billboard, Cincinnati 22, O. fe17

KID RIDES—SMALL MERBY-GO-ROUND, Big Train; Sperry Searlille for sale. F. Chafer, Washington, Ind.

POPCORN CARTONS—WILL BUY DISCOUNTED or over-stocked cartons, all sizes. Send sample. Popcorn Supply Co., Winona, Minnesota.

WANTED—COMPLETE SET OF SPECIMENS, and Inside for Unborn Show; also other Curiosities. Joe Kara, 1544 St. Antoine St., Montreal, Can. fe3

WANTED—SALT WATER TAFFY CONCESSION, mounted, truck or trailer or otherwise. Send best cash price. Edward Felske, 5501 Military Dr., Dallas, Tex.

WANTED TO BUY—A LOOPER. CONTACT: E. G. Wood, General Delivery, Kinsley, Kansas. ja27

WANTED TO BUY—GRIND SHOW, complete with attraction. Send photos, description, price, condition. Howard Kumaee, 6144 Pierce St., W. Hollywood, Fla.

WANTED TO BUY

new, unusual household and specialty items. Under \$5.00. Light, mailable. Good margin. Reasonable lots. No jewelry. Resell to retailers.

allenCRAFTS Grand Rapids 4, Michigan

WANTED — PORTABLE GRANDSTANDS, seating, stage, ice rink freezing plant—120 tons and Zamboni ice machine, amplifier system. Must be in good condition. A. Carlson, Island Garden, West Hempstead, N. Y. Ivanhoe 9-7603. fe3

HELP WANTED

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 20c a word—Minimum \$4. CASH WITH COPY. Forms Close Wednesday for the Following Week's Issue

ALL GIRL BAND AND CRYSTAL BALL with all equipment for dine and dance. Happy Helen's, 708 Rawtucket Blvd., Lowell, Massachusetts.

CLEAN GOOD ACTS DOING TWO OR MORE own transportation. Also reliable Agent, write immediately. Rayle's Indoor Circus. General Delivery, Tompkinsville, Ky.

GIRL ORGANISTS—MUST HAVE OWN equipment. Several hotel locations now available. National Orchestra Service, 1611 City National Bank Bldg., Omaha, Neb. fe3

I'LL SEND YOU FREE STOCKING SAMPLE. Newest advancement in hosiery since discovery of nylon. Patented full-length, stays up without supporters, amazingly comfortable. Nationally advertised price \$1.95. Make money fast introducing to friends at \$1 pair. American Mills, Dept. 637, Indianapolis, Ind. mh24

WANTED—BRUNK'S COMEDIANS, 1958 season, May thru October, Ingenue, Leading and Juvenile Man. Other useful Repertoire People. Those doing vaudeville specialties preferred. Working Men needed. Address: Henry L. Brunk, 4413 Maple, Wichita, Kans.

AT LIBERTY

ADVERTISEMENTS 5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Wednesday for the Following Week's Issue

AGENTS & MANAGERS

GENERAL AGENT, CONTRACTING AGENT, Press, Adjuster, Manager, Secretary. Thoroughly experienced. Last 30 years circuses, carnivals, wild-west, mobile exhibits in summer. Magic, hypnotists, revues in theaters and schools in winter; railroad or truck. Have car. State your proposition, but if you want me to finance advance save your time. I am not broke. J. S. Ramsey, President Hotel, Beckley, W. Va.

CIRCUS & CARNIVAL

COUPLE WANT WORK WITH BINGO—Couple clean, honest, has had considerable experience working bingo; free to travel. G. W. Herrington, 2377 Penna. Ave., Hagerstown, Md.

HAL GRIFFIN—MAGIC CLOWN WORK, come-ins, walk arounds, etc. General clowning. Permanent address: 1814 Shenandoah Ave., St. Louis 4, Mo.

COLORED PEOPLE

4 TO 6 PIECE COLORED BAND, SINGS, plays Rock & Roll and Jazz. Orchestra Leader, 5727 La Salle, Chicago, Ill. Normal 7-4131. pp7

MISCELLANEOUS

FEMALE IMPERSONATION ACT—OPEN for night club bookings, expensive wardrobe, rumba and exotic routines. Can arrange music with local orchestra. Equity, S. L. Burgess Jr., 1402 Oak Hill Ave., Hagerstown, Md. fe10

HYPONOTIST—FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Nelsa F. Diehl, Route 3, Staunton Va. fe3

MAN—MATURE, SOBER, SEEKS 10 IN 1. Mgr. to frame fishy sensational act. Box C-268, c/o The Billboard, Cincinnati 22, Ohio. fe10

MUSICIANS

A-1 RINK ORGANIST AVAILABLE—FIFTEEN years' experience best rinks. Sober, dependable, references. Will locate anywhere. Box C-268, c/o The Billboard, Cincinnati 22, O. ja27

A-1 ORGANIST FOR LOUNGE, RINK, hotel restaurant, radio, T.V. Address: Organist, 601 W. 180th St., #45, New York 33, New York. fe17

ALL AROUND PIANIST, SEMI-NAME experience, good accompanist, wants location. Write: Musician, 276 Mayflower St., Spring Hill, Ala. fe3

BASS PLAYER—AVAILABLE JANUARY 20, seeks Florida or Eastern locations. Local 802, name, background, good personality. Musician, 48 Ashford St., E. New York 7, New York.

CARSON'S HILLBILLY JAMBOREE BOOKING for '58. Featuring Lee Webb and W. Va. Pals of one of nation's top Jamboree radio shows, and Nickie Green's Cumberland Mt. Boys, Decca Recording Stars. Radio & T.V. stations interested, write Carson's Jamboree Attractions, Gen. Del., Salem, O. ja27

DRUMMER AVAILABLE IMMEDIATELY—Age thirty, good appearance; read, play shows all styles, Latin; prefer locations. Dick Glerum, 1941 W. McNichols Road, Detroit 3, Mich.—University 4-4237. fe10

CARSON'S HILLBILLY JAMBOREE BOOKING for '58. Featuring Lee Webb and W. Va. Pals of one of nation's top Jamboree radio shows, and Nickie Green's Cumberland Mt. Boys, Decca Recording Stars. Radio & T.V. stations interested, write Carson's Jamboree Attractions, Gen. Del., Salem, O. ja27

DRUMMER—EXPERIENCED, GOOD BEAT, cut shows, neat appearance, good habits, union, will travel, prefer South. Bob England, 1209 Wisteria Ave., Warrington, Fla.

DRUMS, BALLAD VOCALS. SOBER, GOOD appearance, experienced, capable, dependable, photos, references. Lee Middleton, Lowell Trailer Park, Milan, Ill. Phone.

DRUMMER—ADAPTABLE TO ANY STYLE desires location with combo. Age 28, neat, dependable, single, travel anywhere. Double vocals. Write or wire: John Bonino, c/o General Delivery, Hot Springs, Ark. fe10

GIRL TENOR SAX, CLARINET FOR commercial group. Prefer location. Musician, 1031 W. Manchester, Inglewood, Calif. Lot 43, Orchard 7-5824. fe3

GIRL PIANIST—ATTRACTIVE, GOOD wardrobe, large repertoire. Appropriate for lounge or hotel. 623 Mill St., Lake Charles, La. fe3

LEAD GUITARIST, MODERN CHORDS, vocals, solos any parts. Ten years top trio. Double Bass. G. Erickson, Harmon Hotel, Minneapolis, Minn.

PIANIST—EXPERIENCED ALL-ROUND soloist for hotel or cocktail lounge; some singing. Also for combos; Shows, swing, Latin, concert. Location only: union. Write c/o Pianist, Town Hotel, Key West, Fla. ja27

SPANISH GUITARIST DESIRES LOCATION in organized Western Band. Play two and four beat. Double vocals. Excellent references. All replies considered. Write, wire or call: Dick Dinay, 403 West 17th St., Waterloo, Iowa. Phone: Ad 4-6433. fe3

STRING BASS DESIRES LOCATION IN organized combo after Jan. 15. Play two and four beat; concert; Latin; Dixie; shows, double vocals. Excellent references, car. All replies considered. Write, wire or call Musician, 520 Pines, Waterloo, Iowa. Phone: Ad 4-8383. fe3

TENOR, CLAR., MARTIN STYLE. AGE 35, sober, locations. Experienced, shows, fake, transpore. Ed Bolick, Phone 22501, Ext. 244, Columbus, Ind. ja27

THE MUSICAL WOODS, COMEDY MUSICAL act. Norman Wood, pianist, accompanist, arranger, union. Fifteen years' experience. Madeleine Wood, singer, parodies on opera. Was Madeleine "The Singing WAC" in Army Special Services. Travel an musical act or with unit. Conventions, fairs, lodges, also Agents, please answer. Available March. Norman Wood, General Delivery, Great Bend, Kan. fe3

TRUMPET MAN, PLAY SECTION AND some lead. Prefer commercial band. Will travel. John Fancolly, Atlantic, Iowa. Phone 1269.

TRUMPET—AVAILABLE IMMEDIATELY. All styles, shows. Buck Buckles, 418 W. Third, Garnett, Kans.

PARKS & FAIRS

ANIMAL ACT & ACROBATIC NOVELTY Act. Address: Lehmbucks Attractions, 2015 Oliver St., Ft. Wayne, Ind. Phone: H. 1195.

BALLOON ASCENSIONS, PARACHUTE Jumping for parks, fairs, celebrations. Claude I. Frazer, 1041 S. Denison, Indianapolis 21, Ind. fe3

"CRASH" BROWN, KING OF THE WORLD'S stunts. Dynamic Tower Act, Atomic Death Chair, Flaming Coffin Blast, Original Capt. Dynamite, smashing, crushing automobiles with all the glass, no brass, leaps automobile off 36 ft. ramp in leap of death bus jump; motorcycle manias, motorcycle ramp to ramp fire jump; Satan's Escape; ice block, brick and board wall crashes. One act or full show for any occasion. Acts as new as tomorrow, alive with death. If you want acts or a show that is not cut and dried, but definitely death defying, entirely new and different, contact: "Crash" Brown, Thrill-O-Rama, Westmoreland, Tenn. fe3

HIGH DIVING EXTRAORDINARY, FEATURED by Fox Movietone and the New York press. Presented here and abroad. Results impressive. Large, colored illustrated posters available. Capt. Mac Productions, 456 Lamplight Place, Warren, Ohio N. E. Phone 45337. mh3

NAAPPB Names

Continued from page 65

man; G. P. Price, vice-chairman; Robert Parr, C. K. MacDonald, John Allen and Edward J. Carroll. Executive—William B. Schmidt, chairman; William W. Muar, vice-chairman; John R. Singhiser, Harry Batt Jr. and John S. Bowman. Ladies' Social

Exhibit Awards—M. A. Rindin, chairman; Fred McFalls, vice-chairman; Dudley Humphrey, George K. Whitney Jr. and Fred W. Pearce Jr.

Ladies' Social Committee—Mrs. William B. Schmidt, chairman; Mrs. John L. Coleman, vice-chairman; Mrs. Henry C. Bowen, Mrs. Don Dazey, Mrs. Harry Batt Sr., Mrs. Paul H. Huedepohl, Mrs. J. R. Singhiser, Mrs. Robert Henninger, Mrs. J. W. Conklin, Mrs. John C. Allen, Mrs. Fred Mackley, Mrs. H. J. Terrill, Mrs. Edward J. Carroll, Mrs. George A. Hamid, Mrs. Carl Henninger and Miss Ida Cohen.

Kiddieland Program and Activities—Arthur Fritz, chairman; members to be named.

Beach and Pool—James H. Dickson, chairman; members to be named.

Mills Contracts

Continued from page 66

to be the strongest performance Mills Bros. has presented.

A few hours after returning to Cleveland, Mills flew on to Detroit, where he bought three auto transport trailers to be converted into retractable blues wagons.

At winter quarters Felix Brazon has about 50 working men refurbishing equipment. Howard Arhart, who was wintering in Florida, returned north and is contracting to fill open dates in the spring route. Larry Lawrence has been contracting all winter and now has extended his activities to regular Mills territory.

UNDER THE MARQUEE

Continued from page 73

tient at Hospital de Jesus. She was injured in 1955 and underwent an earlier operation in 1956.

The Charlie Webbs were off the road last season and may stay in Ann Arbor, Mich., again this year. Their son, Harry, is in college there.

Harry P. Coffee, formerly with circuses and more recently a salesman working out of Milwaukee, was admitted to Tallahassee (Fla.) Memorial Hospital more than a month ago and would enjoy mail.

Ruby and Naomi Haag have been preparing their dog act for the coming season. Charles Haag has returned to the Navy after an emergency leave and he is with his ship in the Philippines.

The Rawls Family came from Texas to Hot Springs to take part in shows for the Elks and Showmen's clubs. Mrs. Vivian Zimdars was chairman for the showmen's affair. The Rawls were guests of Bill and Jackie Wilcox while in Hot Springs.

Tent Number 87 in the CFA has been organized at Arcata-Eureka, Calif., and named for Mac and Peggy MacDonald, who have the Polack elephants. Officers are John C. Brott, Tom (Smoky) Rouse and Bob Madsen.

Charles B. Schuler is working press for the Grotto Circus at Cleveland and plans to be on Mills Bros' for the season. Clarence B. Auskins is wintering at Victorville, Calif., after routing the Capell Bros. Circus & Carnival.

R. M. Harvey is continuing his weekly series of circus stories in the Perry, Ia., Chief. The George Hanneford Family was subject of a feature article in the Sarasota News some weeks ago. Art Miller's K-M route book has gone to press. Kelly-Miller people took part in an Elks Club children's party recently, with Frank Ellis in charge.

Dan Dix, veteran Wild West performer and advance agent, has been ill but recovering okay. He was ahead of a carnival last season. Leonard Farley, Hertzberg Collection librarian at San Antonio, gave a talk recently about Tusko. Mrs. Jay Gould has been ill in Los Angeles, circus owner Jay Gould reports. Eddie Dullum and Shorty Hinkle played store dates in California.

Joe Candrea, advance promotion man for King, Clyde and "Grand Ole Opry" shows underwent further surgery at Veterans' Hospital, Buffalo, N. Y., and would like to hear from friends. A leg was amputated a year ago in Canada.

Among acts with the Bertram Mills Circus in London are Freya Josse, recently with American shows; the Cordons, who were with Ringling, and the Six Biers, Risely act from Hungary.

Bob Printy writes that Frank (Spider) Jones who was on baggage stock departments of Corporation shows, is at the Irene Byron Hospital, Kidder Building, Fort Wayne, Ind., and would enjoy mail from old timers.



Bagged in polyethylene... KEEP LONGER, SELL FASTER! Sprout in bag. No spoilage. Get your stock when you need it. We ship day order received. Choice of red or green. Excellent growing flash. Free promotional aids. Write for details.



LAVENDER SACHET BASKETS Tightly woven bleached rattan baskets with plastic stoppers: \$79.00 per 1000, \$48.00 per 500. Dried Lavender flowers 10 lbs. \$8.00. LOWEST PRICES ANYWHERE

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You see all the ink—Zip—Only one Full and It's Full. 10 Gross or more \$28.00 Gross \$26.00 Gross P.O.B. Waverley, Mass.

Guarantee Slips are supplied free. Newspaper Pen Mats \$2.20 each. 10% deposit on all orders. Balance C.O.D. Orders shipped same day.

Send \$1.00 for samples. EDWARD PAVONE Box 26, Waverley, Mass. Phone IV 4-5659

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Merchandise You Have Been Looking for Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hosiery, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Cans, Bull Gum. Special Bingo Merchandise. Catalog Now Ready—Write for Copy Today IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in. ACME PREMIUM SUPPLY CORP. 2201 Washington Ave., St. Louis 3, Mo.

Southeast States Tax Bulk Venders

CHICAGO — There are 11 States that impose licensing fees on bulk vending, and all are situated in the southeast part of the United States. The States are Alabama, Arkansas, Florida, Louisiana, Maryland, Mississippi, North Carolina, South Carolina, Tennessee, Virginia and West Virginia. Delaware and Idaho impose licensing fees under special conditions. (See The Billboard, January 20, and separate story, this issue.)

There are seven States that have ordinances which generally require little more than that bulk venders have identifying stickers or that an operator file with the appropriate State agency a list of the machines he has on location. In any case,

there is no taxation or payment involved. These States are California, Indiana, Massachusetts, Nevada, Rhode Island, Utah and Washington.

Ordinances

Thus there is a total number of 20 States which have some type of ordinance directly affecting bulk vending. Most States have a sales tax and general business license, but such regulations and taxes affecting any business in a particular State were not included in the survey.

It is impossible to determine which States have the highest tax on bulk venders unless arbitrary conditions are laid down. Going under the assumption that 90 per cent of bulk vending is conducted at the penny level and the rest at a nickel, the States having the highest per annum tax for an operator of 500 machines would be as follows: Mississippi, \$1,375; Virginia, \$620-\$1,720; West Virginia, \$725; Tennessee, \$630; Maryland, \$450, and Florida, \$325 or \$475. (Counties and municipalities in Mississippi have the option of adopting State ordinance, however. Estimate for Tennessee was arrived at under assumption that operator specified above grosses \$1,000 per month.)

Under special circumstances, the operator specified above could be taxed as much as \$900 in Delaware and \$500 in South Carolina. Fees in the remaining States having taxation ordinances are less than \$100 per annum for the same operator.

J. Schoenbach May Move to New Quarters

NEW YORK—Jack Schoenbach, local bulk vending distributor, is negotiating for new quarters and expects to sign a lease for a two-story building in Brooklyn within a month.

The new headquarters will occupy 4,000 square feet and will have enlarged facilities for machines, charms and supplies.

According to Schoenbach, 1958 should be a good year for 10-cent and 25-cent capsule vending in supermarkets and other high-traffic retail establishments.

Shorter Life For New Items, Says Texas Op

ABILENE, Tex.—The upsurge in the variety of bulk-vending merchandise over the past few years has been indirectly responsible for shortening the life of new items, thinks Paul Washburn, the Penny Merchant, large bulk operator here.

Since bulk merchandise has little if any utilitarian value, a prime way to increase sales is thru the appeal of new and unusual items, says Washburn. But as the operator takes advantage of the array of new merchandise put out by bulk manufacturers, the length of time that any item will pull sales rapidly diminishes.

He thinks that fuller understanding of this phenomenon is to be had by noting how dominant the factor of change is in so much of present-day advertising. The public is now convinced that the value of a product depends a great deal upon some type of change in the product, he believes. This generalized demand for change is all the more accentuated in bulk vending, he thinks, where a prime selling factor is nothing more than novelty or change itself.

In his own operation, he has found that the saturation point has been reached, and that he must use methods other than a flow of new merchandise to build up his route. Says Washburn, "With the different gimmicks having such a short life span we must integrate our machine stands and merchandise into a powerful merchandising display to create the sales impulse. I have found that it is no longer satisfactory to place a machine on a pipe stand and use only the front of the globe for display.

"The stand must be used to create an impulse to come near enough to see what is in the machines. It must be the center of attention until the customer has a good view of the merchandise."

BULK BANTER

By FRANK SHIRAS

D. F. Hyles, Penny Sales Company, Dallas, Tex., feels that 2-cent vending is a must for the bulk industry. Since a 2-cent coin isn't likely, he thinks that bulk manufacturers should begin putting 2-cent wheels on their machines. . . . Carl Everett, Oswego, Ill., says that the best way he has found to clean the outside of his vending machines is by using Bon-Ami jet spray. He reports that it can be easily wiped away. He has found that labels furnished by charm manufacturers help sales. To get them off he lets hot water run over them from the faucet.

William H. Bhek, bulk operator in Kansas City, Mo., was beaten in his home and robbed of \$512. He had just returned from servicing his route and was completing the count of the proceeds in his basement garage. He didn't hear his two assailants enter and fought them when attacked. They didn't carry weapons and it took some time to subdue Bhek. He didn't lose consciousness, however, and went upstairs and called the police after the robbery. . . . Harris Gaylord, distributor of the new Luck-e bulk vender, is planning to call on Cleveland distributors and make an extended sales trip to the West Coast.

A plea for a constant public (Continued on page 77)

News in Brief

NAMA Sets Sectional Meeting Dates . . .

Following are the dates and sites of the 1958 NAMA Sectional Meetings: March 13, Atlanta, Dinkler Plaza; March 29, Chicago, Sheraton; April 12, Pittsburgh, Penn Sheraton; April 26, Boston, Somerset; May 10, Atlantic City, Claridge; May 24, Los Angeles, Statler, and June 7, Dallas, Statler Hilton. Sectional Meeting chairman is Paul Selzer, the Vendo Company, Kansas City, Mo., and vice-chairman is Jack Hopson, Rowe Manufacturing Company, Inc., New York City.

FTC Cites Automatic Canteen Litigation . . .

Federal Trade Commission cited case charging Automatic Canteen Company with "unlawfully acquiring a major competitor" (Rowe) as one of "many significant actions in litigation" during 1957. FTC claimed effects of merger "are, or may be, adverse in several ways to the interests of several thousand small, local, non-integrated and non-diversified vending machine operators, and thus injurious to competition."

Ala. City Makes Test Case of '57 Ruling . . .

Montgomery, Ala., attorney general, John Patterson, ruled that vending machines dispensing candy bars, cakes and other confections containing peanuts cannot qualify for lower license fee established by 1957 Legislature. Said Patterson, new law applies to machines which dispense "only peanuts, peanut butter sandwiches and peanut products." Patterson's ruling came after request from revenue commissioner W. L. Horn for a decision.

NAMA Mails Out Annual Survey Forms to Ops . . .

NAMA mailed out its Cost-of-Doing-Business survey forms last week. Mailing was timed to coincide with work done on year-end statements, so that operator's accountant or auditor may complete both concurrently. Last year, participation by operator members of NAMA totaled 128, representing a 40 per cent increase over previous year's participation. Frank Ghinelli, chairman of NAMA Operator Accounting Committee, pointed out that information obtained is handled in a strictly confidential manner.

Prices of Instant Coffee Raised by Processors . . .

Major processors of instant coffee reinstated prices at levels that prevailed before drop in prices which occurred last October. Average increase was 35 cents per pound, bringing prices up to approximately \$2.75-\$2.84 per pound. Three companies raising prices 35 cents were Chase & Sanborn, McLaughlin and G. Washington. Nestle, General Foods, Borden, Tenco made similar adjustments.

Top Personnel Changes Made at Heide, Inc. . . .

Henry Heide, Inc., has made top-level personnel changes. Andrew H. Heide was elected president of New York firm, succeeding Herman L. Heide, who was named chairman of the board. New president joined the company in 1932. He is currently president of Association of Manufacturers of Confectionery and a director of National Confectioners' Association. Herman Heide has been associated with candy industry for past 51 years.

PROFILE OF THE WEEK

Keyed West's Bulk Growth

One day last summer, Leonard Quinn, president of National Vendors Association, called at the Chicago hotel of Sid Bloom and offered the West Coast bulk-vending man the job of board of directors member of NVA. Bloom quickly accepted, although he realized that his new duties would have to be wedged into a busy schedule as a co-partner in Operators Vending Machine Supply Company and secretary-treasurer of the Oak Manufacturing Company, makers of the Acorn bulk vender.

Bloom has a long history of association with bulk vending in all its phases to qualify him for the position. A native of New York, after a brief stop in Chicago, where he was in the

SID BLOOM



insurance business, he arrived with his wife in San Diego in 1929. They moved to Los Angeles late in the year, and Bloom entered bulk vending as an operator shortly thereafter. He soon found out that it was almost impossible to get parts and supplies from the manufacturers, who were all in the East. He began Operators Vending in a small store 15 by 30 feet.

Business quickly boomed, and after two-and-a-half years, Bloom sold his route and devoted himself to distribution. Thru the years the business grew, and now Bloom claims a mailing list of 1,200 bulk operators in the 11 Western States to which Operators Vending confines business activities. It is company policy, says Bloom, to refer orders received from outside its territory to distributors near the point of the order's origin.

Bloom went full circle in the bulk-vending industry when in 1947 he entered manufacturing with Sam Weitzman and Harold Probasco in the formation of Oak Manufacturing Company. Bloom is thus in the unique position of intimate acquaintance with bulk vending in all its phases, a knowledge which undoubtedly is of considerable service in refining equipment and making innovations. He says that Oak is now working out a new idea which "will give the kids a little more activity when they put in their coins."

(Continued on page 77)

State Bulk Vending Taxes and Licenses

Below is a summary of State fees and licensing regulations imposed upon bulk vending machines. General regulations and fees affecting any business enterprise in a State are not included. For example, the general sales tax in those States having one is not quoted.

The first 24 States, by alphabetical order, were summarized last week. The remaining 24 are summarized below. Responses were received directly from the appropriate State agency.

NEBRASKA—No licensing regulations.

NEVADA—Operators must file list of machines with State tax commission. No other licensing regulations.

NEW HAMPSHIRE—No licensing regulations.

NEW JERSEY — No licensing regulations.

NEW MEXICO — No licensing regulations.

NEW YORK—No licensing regulations.

NORTH CAROLINA — License required of operators having five or more machines. A \$25 license required when machines operate on nickel or less; \$150 license required for machines set at more

than a nickel. Counties, cities and towns may not impose additional license fees.

NORTH DAKOTA—No licensing regulations.

OHIO—No licensing regulations.

OREGON—No licensing regulations.

PENNSYLVANIA—No licensing regulations.

RHODE ISLAND — State requires operator to procure single permit covering all machines operated, and each machine must carry identifying sticker.

SOUTH CAROLINA—State regulations read that no tax is levied on "any machine vending food products." Gun, nuts and confections fall into that category. Venders of non-edible products are taxed at regular rate: \$10 per machine vending items for 5 cents or more. No tax on machines vending for less than 5 cents. Identifying sticker required on each machine.

SOUTH DAKOTA—No licensing regulations.

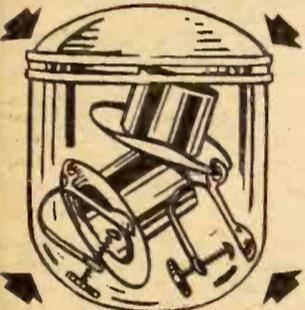
TENNESSEE — State has two separate regulations, either of which an operator may elect. Under first regulation, each penny machine is taxed \$1, and each machine vending at more than a cent is taxed \$7.50. Under this regula-

(Continued on page 77)



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10c and 25c Capsule Vending
Gives You Greater Profits.
Holds 200 of the New
1 1/2" x 1 1/2" V1 Capsules
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this tested and proven out-
standing Money-Maker.



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SKULL RING

WITH STONE EYES
Lots of 1,000 \$18.00 M
Lots of 5,000 15.00 M

WITHOUT STONE EYES
Lots of 1,000 \$13.00 M
Lots of 5,000 11.00 M

MILLER-NEWMARK DIST.
42 Fairbanks, N.W.
Grand Rapids, Mich.

INSIST ON
STAR BRITE BALL GUM

Save Money!

9 COLORS FLAVORS

PACKED IN SEALED WEATHER-PROTECTED BAGS
210-170-140 BALL GUM

Also Cramer's "KING"
7/8" SIZE SOLID BALL

Ask your distributor to stock Cramer's "Star-Brite" for you!
Beats All Others "ALL HOLLOW"

CRAMER GUM CO. INC.
150 Orleans Street
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Member of National Vendors' Assn.

YOUR NAME ADDRESS

CANCER % YOUR LOCAL POST OFFICE

Give to the AMERICAN CANCER SOCIETY

Keyed West's Bulk Growth

• Continued from page 76

Recalling his early days in the field, Bloom estimates that in 1932 there were only 20 to 25 operators in the area. He says that routes have grown from a minimum of 300 machines on the Western Coast in those days to a minimum of 700 at the present time, which earn the operator a gross income of \$800 a month. In the early days of Operators Vending, the big sellers were blanched peanuts, pine nuts and a very small amount of ball gum. The latter, Bloom remembers, picked up in the mid-thirties when toys were imported from Japan. Ball gum and charms hit their stride when American manufacturers took over and used their ingenuity.

While Bloom devotes most of his time to his business interests, he does work closely with the Chamber of Commerce, often advising unofficially upon vending matters. This gives the industry a voice in legislative matters. Bloom is also a Shriner and has been for many years. He participates in their projects, which include the support of a large, modern hospital for crippled children.

In 1950, he went to Europe to open Confiserie Brabo in Antwerp, Belgium, the first of several over-

seas branches to handle Acorn machines. Confiserie Brabo as well as the Paris branch, which Bloom but are part of Operators Vending, opened in 1952, handle Oak's lines Plans, says Bloom, are under way to sell Acorn units in Germany and Austria.

Bloom is quite articulate about National Vendors Association. "NVA hopes to bring harmony among operators," says this man of medium build and black hair streaked with gray. "NVA can also keep operators advised as to what is going on in the industry and show them products about which they would never have any knowledge unless they received mail from each and every manufacturer."

When he speaks of the future of bulk vending, he is not merely optimistic—his voice carries the ring of certainty. "If we were to make a graph of vending machines, it would prove that bulk vending has gone ahead regardless of times or conditions. We feel that as long as there are men who use their minds to give the kids and the public good value, there will be a demand for bulk vending as long as we exist." Of the battered penny he is unequivocal: "As long as there is merchandise that can be used to put into a penny machine, the demand will be there."

Taxes, Licenses

• Continued from page 76

tion operator also pays a 3 per cent sales tax.

In lieu of above, operator may elect to pay 1 1/2 per cent of gross receipts from his machines, and no sales tax. But he must also pay \$1 per machine for registration of individual machines. Each machine must carry identifying sticker.

(The general sales tax was mentioned in the case of Tennessee because of special nature of its law.)

TEXAS—No licensing regulations.

UTAH—each machine must carry identifying sticker.

VERMONT—No licensing regulations.

VIRGINIA—License of \$20 required. In addition, penny machines are taxed \$1, machines vending for more than 1 cent are taxed \$25. Regulations also incorporate a number of special taxes, depending upon location and type of merchandise vended. (See "Schedule of Cost of State Licenses," page 27 and 28.)

WASHINGTON—Each machine requires a "branch certificate number."

WEST VIRGINIA—Penny machines are taxed \$1 each, machines vending for more than 1 cent are taxed \$5 each. In addition, each machine must have an identifying sticker, supplied "... at a cost not to exceed 50 cents each ..."

WISCONSIN—No licensing regulations. Mixture of ball gum and charms prohibited under anti-gambling law.

WYOMING—No licensing regulations.

Colo. Considering Cigarette Taxation

DENVER, Colo.—One of the few States not taxing cigarettes, Colorado may shortly impose a tax in order to secure new revenue.

Some home rule cities like Denver are imposing from one to two cents a pack on cigarettes, from which the State derives no benefit.

Should cigarettes be taxed, all sales and excise taxes in Colorado are earmarked for the State's old age pension fund.

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Bubble Ball Gum, 140-170 & 210 ct. 37¢ lb.
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Cloro-Vend Ball Gum 40¢ lb.
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Tab (short stick), 100 ct. 38¢ box
S-Stick Gum, 100 packs \$1.90

F.O.B. Factory 150 Lb. Lots
AMERICAN CHEWING PRODUCTS
34 YEARS OF MANUFACTURING EXPERIENCE
4th & Mt. Pleasant - Newark 4, N. J.

Your Net Profit On Each Filling Is \$15.30 on VICTOR'S NEW BASKETBALL & FOOTBALL

BALL GUM VENDOR
Packaged and sold 2 per case.
\$19.75 Holds 12 lbs. ea. 210 ball gum

Write for Lowest Prices. Complete line of Charms, Ball Gum, Stands, Parts.

Order Now From Victor's South-eastern Distributor.
H. B. HUTCHINSON, JR.
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Atlanta 7, Ga.
Phone: DRake 7-4300

WASHINGTON—Each machine requires a "branch certificate number."

WEST VIRGINIA—Penny machines are taxed \$1 each, machines vending for more than 1 cent are taxed \$5 each. In addition, each machine must have an identifying sticker, supplied "... at a cost not to exceed 50 cents each ..."

WISCONSIN—No licensing regulations. Mixture of ball gum and charms prohibited under anti-gambling law.

WYOMING—No licensing regulations.

Bulk Banter

• Continued from page 76

relations program is made by Max Hurvich, Birmingham Vending Company, Birmingham, Ala. He believes that there is still a marked tendency on the part of the public to believe that the industry is dominated by racketeering elements, and that a public relations program utilizing key men thruout the country is needed... Mack Postel, Chicago distributor, was in The Billboard office last week. Having been in the business 29 years, he can remember many of the key developments that sparked the coin-machine industry during its growth.

the new **OAK'S "PREMIERE"**

vends Ball Gum and Picture Card both for 1c

Perfectly legal in every city in the U. S. A., the "Premiere" holds 800 cards and 1000 ball gum, features a separately locked cash box to permit location owner to refill cards and ball gum in your absence, and the same fool-proof coin mechanism proved best on the famous Acorn Vendors.

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oak's "GOLD MINE" tab gum selector
Vends all popular tab gum. One-piece plastic globe, merchandise can be seen from any angle and rotates automatically. Coin is refused when column is empty. One lock secures both money and merchandise. The "Gold Mine" is guaranteed mechanically perfect and is shipped complete, ready to operate.

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Experienced Operators Say:

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Northwestern

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PROVE IT TO YOURSELF



Just try a model 49 all-product vander on your route and see for yourself how you can make more money.

It's available in 1¢, 5¢ or 10¢ play.

Write for complete details of this and other Northwestern money makers today.

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MANDELL GUARANTEED USED MACHINES

Table listing various vending machine models and prices, such as N.W. Model 49, 1¢ or 5¢ for \$14.50.

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Table listing various merchandise items like Almonds, Pistachio Nuts, and Cashew Whole with prices.

Table listing various gum products like Rain-Blo Gum and Adams Gum with prices.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.

1/3 Deposit, Balance C.O.D.

STAMP FOLDERS, Lowest Prices. Write

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NORTHWESTERN SALES AND SERVICE CO.

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Coinmen You Know

Chicago

By NICK BIRO

Hal Gold, Capitol Records representative, and his wife, Vivian, were the proud parents of a baby girl, Karen Leigh, born January 2.

AMI sales head Ed Ratajack escaped the Chicago snow storm only to come in for more of the same during a recent trip to Grand Rapids.

Ben Coven, head of the Wurlitzer distributorship bearing his name, and his sales head, Sid Parris, were busy preparing for the showings of the new Wurlitzer line Sunday and Monday (26 & 27).

Earl Feddick, Valley Manufacturing Company president, Bay City, Mich., in town last week to make arrangements to exhibit his line of coin pool games at a Recreation Show at the Morrison Hotel early next month.

Little Rock

By ELTON WHISENHUNT

Chester Baker, long-time music operator, is back in town and back in the music business after a three-year lapse during which he tried his hand at the sundry store business in another State.

About 25 pieces of equipment, juke boxes and games, changed hands at a reported price of \$18,000.

Another route changed hands in Arkansas last week. Phil Marks, owner of Phil Marks' Amusement Company, second largest operator at Hot Springs, bought a small route from Jeff Chancellor.

Milwaukee

By BENN OLLMAN

Operators in the Cudahy section have been running afoul of the local rulings which ban bingo-type pinball games.

Flu bug has hit the Kendou, Inc., organization, keeping both the boss Doug Opitz and cigarette routeman Bob Gramz on the sick list.

Harry Jacobs Jr., and Reid Whipple, Wurlitzer field engineer, have just returned from a brief sales and service trip thru Central Wisconsin.

Bob Jones, Redd Distributors, busy getting things in shape for the Wurlitzer showing set for Sunday, January 26, at the Hotel Beaconsfield, Brookline.

"Dime play has been a big help to us in recent months," claims Clarence Smith, Milwaukee Amusement Company.

"About 60 per cent of our juke boxes are on dime play now. Results with 50-cent slots have been 'spotty.'"

Carl Millman, Automatic Merchandising Corporation, has been named one of the "captains" in the Jewish Community Center's Golden Key Fund Campaign.

Mel Goldman has been put in charge of the premium goods department at Paster Distributing Company, according to Sam Cooper.

Boston

By CAMERON DEWAR

Al Ravreby, music and games operator, back on the rounds again after a long illness.

Bob Jones, Redd Distributors, busy getting things in shape for the Wurlitzer showing set for Sunday, January 26, at the Hotel Beaconsfield, Brookline.

Salesman John Hawkins of Redd's took his 6-year-old daughter, Linda, to Children's Hospital for treatment.

Associated's general manager Dick Mandell is still bracing the elements in his plane.

Louis Blatt, of Atlas Distributors (AMI), has been making some weekend trips to

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Fully reconditioned complete with base, ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare.

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STONER 8-COLUMN CANDY, 160 cap., postwar changemaker	175.00
STONER 8-COLUMN CANDY, postwar, 5-10-20	165.00
NATIONAL CANDY, 9-column	90.00
ROWE CRUSADER CIGARETTE, 8-column, 25c & 30c comb.	85.00
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All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D.

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Ohio Vending Co. Uses False Ads, FTC Claim

WASHINGTON—The Federal Trade Commission has charged Mainline Sales Corporation, Euclid, O., with allegedly misrepresenting earnings to be made from operating the vending machines it sells and the assistance it gives purchasers.

The commission complaint alleges that Mainline makes false claims in its newspaper advertising and sales material and thru its salesmen who call on prospects responding to advertising.

Contrary to ads, FTC maintains, the firm's purpose is to get customers and not to offer employment. In the great majority of cases, the commission says, \$400 to \$500 a month for 8 to 19 hours a week greatly exceeds the actual profits, no matter how much time is spent servicing the machines.

Further, FTC claims, established routes are not available, and the company almost never helps a customer locate the machines. In fact, FTC says, "The few locations it does secure usually are unprofitable." Other claims by the firm alleged to be false are that the amount invested is secured by inventory, that the machines of dissatisfied customers will be repurchased, at a stated per cent less than the original price, and that the company manufactures the machine.

Named in the complaint are Louis and Alan M. Glezerman, the company's president and sales director, respectively. They have been granted 30 days to file an answer to the complaint. A hearing is scheduled March 7 in Cleveland before an FTC hearing examiner.

Continental Names Guye

NEW YORK—Raymond Guye, of Independence, Wis., has joined the sales staff of the Continental Vending Machines Corporation, manufacturer of the Corsair cigarette machine.

Guye, who has just completed his factory training at the Firm's Westbury, L. I. N. Y., plant, will cover Wisconsin, Minnesota and North Dakota.

Meanwhile, Dan Carr, Continental general sales manager, announced that the company has started production on the 30-column Corsair, with 120 units being shipped a day. A full production schedule of 1,000 machines a week is expected to be in effect soon.

ROLLAWORD

5/8" ALPHABET CUBES
IN 6 BRIGHT COLORS
(machine labels supplied)

\$10-50 per M F.O.B. FREEPORT

Jack Nelson of LOGAN DIST. CO., Chicago, Ill., says: *Placing 60 cubes in each machine really does the job! I'm happy to have had a part in putting this item over for—*

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Anchors Aweigh!

You're off to a career with a future... a Navy career! Become a seagoing specialist.

NAVY

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the Calendar weekly for new events in your area.

January 27—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

January 28—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

February 1-3—Nebraska Music Guild, music show, Omaha.

February 3—United Music Operators of Michigan, monthly meeting, Ft. Wayne Hotel, Detroit.

February 3—Springfield Phonograph Operators' Association, monthly meeting, association headquarters, Springfield, Ill.

February 4—Anthracite Music Operators' Association, monthly meeting, Wilkes-Barre, Pa.

February 4—Washington Music Merchants' Association, monthly meeting, Seattle, Wash.

February 5—Music Operators' Association of St. Joseph Valley, monthly meeting, offices of Carl Zimmer, Mishawaka, Ind.

February 5—Summit County Music Operators' Association, monthly meeting, Akron, O.

February 6—Cleveland Phonograph Merchants' Association, monthly meeting, Hotel Hollenden, Cleveland, O.

February 6—California Music Merchants' Association, Sacramento Division, monthly meeting, association headquarters, Sacramento.

February 10—Wisconsin Music Merchants' Association, Inc., Eagles Club, Milwaukee, Wis.

February 11—Automatic Phonograph Owners' Association, monthly meeting, 1011 Traction Building, Cincinnati.

February 11—California Music Merchants' Association, Los Angeles Division, monthly meeting, association headquarters, Los Angeles.

February 11—Western Massachusetts Music Guild, semi-monthly meeting, Ivy House, West Springfield, Mass.

February 12—Retail Amusement Association of Canton, O., monthly meeting office of Elum Music Company, Massillon, O.

February 13—Massachusetts Music Operators' Association, monthly meeting, Beaconsfield Hotel, Brookline.

COINMEN YOU KNOW

Continued from page 78

his summer camp in New Found Lake, N. H. Brother Barney is still confined to his home and would like some visitors.

David J. Baker, president of Music Operators' Association of Massachusetts and operator of Melo-Tone Vending Company, was the principal speaker at the Connecticut Music Operators' Association election and installation meeting this week. Dave gave them the history of the Boston battle against the \$150 fee and was cheered to the rafters. Others from Massachusetts were Bob Jones, Redd Distributors, and Ralph Ridgeway, president of Western Massachusetts Music Guild.

Operators are braving the snowstorm these days to shop for music and games. Among those seen around town this week were Tom Libby, Haverhill; Lawrence Bettincourt, Danvers; Hal March, Brattleboro, Vt.; Henry Levine, Milton; Leo Glosband, Lynn; Ed Ross, Dorchester, and Ray Racine, Woonsocket, R. I.

Denver

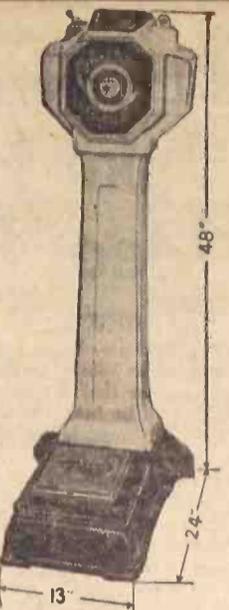
By BOB LATIMER

Harry Deckerhoff, who runs a string of phonographs and amusement machines in mountain hamlets thruout Northeastern New Mexico, is also an office machine dealer, proprietor of a gift shop, an electrical appliance dealer and a qualified service and repairman on many lines of appliances and business machines. Several years ago he leased an adobe store building on famed Taos Square, which draws something like 500,000 tourists every summer to visit nearby Indian pueblos.

Altho he rolls up around 50,000 miles per year in servicing his phonographs and amusement machines, Deckerhoff is on the job six days a week in his Taos store. It isn't unusual for Deckerhoff to use his phonographs to advertise his stationery business, with post-of-sale cards encouraging a visit to the Deckerhoff store.

"One thing led to another," is Deckerhoff's way of explaining his various interests. "Repairing phonographs..."

(Continued on page 86)



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Balance \$10 Monthly

ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.

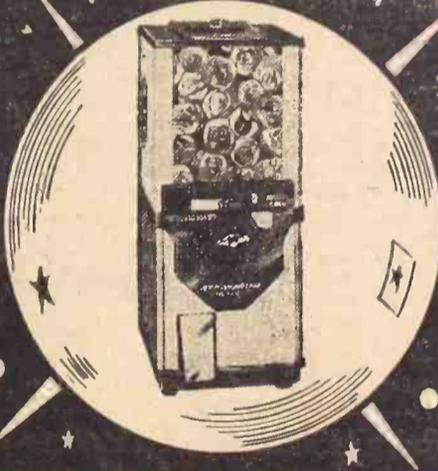
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710

DUAL SOUND IN '58?

Juke Mfrs. Like Stereo Idea, But Not This Year

By NICK BIRO

CHICAGO — Whatever 1958 presents to the juke box industry, it doesn't appear that a stereophonic juke box will be in the package.

Recent advances in stereophonic tape, and more recently stereophonic disks has raised speculation from many corners that the juke box will soon be playing the binaural sound. But manufacturers of coin-operated phonographs were quick to point out, last week, that stereophonic sound is a long way off for this industry—in either tape or record form.

And many obstacles, both from

the engineering and marketing standpoint, put the introduction of this type equipment in the commercial phonograph market at least a couple of years away—if then.

No Pop Hits

Possibly the biggest and most obvious drawback for juke box manufacturers is the absence of current pop hits in either stereophonic tape or disks.

As one leading juke box manufacturing spokesman pointed out, "five years ago the industry was alive with talk of pop singles being available on tape."

"People were speculating about a small thimble-sized tape cartridge that would slip into a player-mechanism receptacle and take the place of so-called cumbersome records."

No Cartridges

The cartridges, of course, didn't come, and even speculation has died down. While tape is available with both monaural and binaural reproduction, it is on large reels. Pop hits do not so come. And as for singles, such as the juke box industry needs — they are non-existent.

More recently, the talk has been of stereophonic records. At least one firm has already introduced a stereophonic disk that they claim is compatible for play by both binaural and monaural reproduction systems. However, while the binaural phase of sound reproduction has been judged excellent, there is question in many quarters of the disk's play-back quality on a standard monaural system.

The need for a stereophonic cartridge to pick up the sound is likewise a very real obstacle despite the apparent readiness of some cartridge manufacturing houses to enter the market.

Chicken to Egg

The problem could well be a chicken and egg dilemma. What will come first—a stereophonic disk or a stereophonic record-playing unit. Record manufacturers are willing to admit that the stereophonic disk is around the corner, but it's a long block with the corner pretty far away. And manufacturers of record players are equally optimistic of the eventual arrival of stereo disks, but they'd like to

(Continued on page 87)

STD. FINANCIAL ACQUIRES NEW FINANCE FIRM

NEW YORK — Standard Financial Corporation, a large finance house specializing in coin machine paper has acquired control of Factors Corporation of America, a Philadelphia commercial finance and factoring company.

Until now, Standard Financial has dealt primarily with paper furnished by distributors and manufacturers. Their purchase of FCA will bring the firm into the consumer installment financing field. (See separate story under Amusement Machines.)

AMI Holds Distrib Meet

CHICAGO—A nationwide distributor meeting was held by AMI, Inc., at their plant in Grand Rapids, Mich., last week.

There was no comment from the factory as to the purpose of the conclave. However it is known that such meetings are usually held to acquaint the firm's distributors with plans for a new model.

Wurlitzer Distribs Show Three New Juke Models Jan. 26-27

NORTH TONAWANDA, N. Y. — Showings of three new Wurlitzer phonographs and two new wall box models are scheduled to start in distributor showrooms thruout the country Sunday (26) and Monday (27) as the firm kicks off the introduction of its new line.

A new 200-selection and 104-selection model are being shown in Wurlitzer's new de luxe line, called the Console Model 2200 and Console Model 2204.

A third model, the 2250, is a 200-selection machine in a "standard" line.

Wall Boxes

The firm is also introducing two new wall boxes. The model 5250, with a 50-cent chute, is designed to operate with either 200-selection machine, the Console or standard model.

The Model 5207 wall box is for operation with the 104-selection model phonograph, and accepts nickels, dimes and quarters.

All three new Wurlitzer phonographs come equipped with the 50-cent chute and automatic volume control. Dual pricing is optional on all models.

Selection

Each model has Wurlitzer's conventional push-button selection system. The coin mechanism will accumulate up to 200 plays, but selection must be made following deposit of each coin. Carousel record changer is retained on all three models, as is Playrak coin registration, and Zenith Cobra stylus.

Both the 200-selection and 104-

selection Console models are similar in appearance with the number of title strips and the letter and number selection system being the only distinguishing features.

Both Consoles feature a new sound system with three 12-inch bass woofers and a four-inch treble tweeter and crossover networks.

Cabinet

Cabinet has been redesigned to conform to console-type angular lines. Title strips are all displayed at eye level behind a convex curved glass dome. Cabinet is blond mahogany wood grain with white and gold trim, black base and stainless steel trim. Dimensions are 53½ inches high, 35½ inches wide and 27½ inches deep. Weight: Model

(Continued on page 88)

MOA Names Committee For May 6-8 Conclave

OAKLAND — Music Operators of America kicked off preparations for their forthcoming convention with the appointment of a convention committee and the mailing of exhibit applications to all former exhibitors.

Named to the committee for the yearly conclave, which will be held at Chicago's Morrison Hotel, May 6, 7 and 8, were: George A. Miller, general chairman; and co-chairmen Clinton S. Pierce, Albert S. Denver, J. Harry Snodgrass, Larry Marvin, Martin Britz, Les Montooth, William Hullinger, James Tolisano, Howard Ellis and John Wallace.

Banquet

Miller announced that the traditional banquet and floor show will be held on Wednesday evening, May 7, in the Terrace Casino Room. Program for this, as well as for the rest of the convention has not as yet been finalized.

Exhibit booths will be approximately eight feet by 10 feet, and

U. S. Grand Jury Probes Chicago Jukes

Sessions Cloaked In Secrecy; RMSA Books Subpoenaed

CHICAGO — A new Federal Grand Jury investigation of the local juke box industry got underway here, last week. While completely cloaked in secrecy, the investigation was reportedly centered around possible labor racketeering.

There was no comment from the U. S. Attorney's office on either the purpose or the length of time the jury would be in session. Nor would the U. S. Attorney release names of any witnesses scheduled to appear or give any idea as to the nature of the testimony.

Bench Ruling

Assistant U. S. Attorney J. Quan, who is conducting the probe, stated the new policy of secrecy was dictated by a recent ruling by

(Continued on page 86)

Conn. Ops Elect James Tolisano To Fifth Term

HARTFORD, Conn.—Jim Tolisano was elected to his fifth consecutive term as president of the Music Operators of Connecticut in a combination election-installation meeting here recently.

Other officers elected were Paul Rechtshafer, vice-president; Glenn Klopemstein, secretary; John Colucci, treasurer, and Anthony Wilkas, sergeant at arms.

Joe Daniels and Jerry Lambert were elected directors at large, while Abe Fish, Pat Montana, Frank Marks, Anthony Degutis, Martin Rosa and Pete Huntington were elected directors.

Distinguished Guests

Guests were Irv Kempner, Runyon Sales; Meyer Parkoff, Atlantic-New York; Dave Baker, president of the Massachusetts Music Opera-

(Continued on page 88)

Chi Op Group To Elect New Officers Jan. 30

CHICAGO — Recorded Music Service Association, the Chicago operator group, will hold a general membership meeting primarily for the election of officers at the Bismarck Hotel January 30 at 8:30 p.m.

The group will also consider any action to be taken in the forthcoming ASCAP-Music Operators of America Senate copyright hearings in Washington, along with a discussion of local business conditions on the agenda.

Currently the group is headed by president pro-tem, Earl Kies, Apex Amusement Company, who took over following the recent resignation of Phil Levine, due to ill health. Levine is reportedly back on his feet after a brief hospital stay, and has resumed his duties at his operating firm, Caryl Music, Inc., but is not expected to resume any official post with the association.

N. Y. Ops Form New Juke, Game Group

Sign Pact With Local 19; Plan Recruitment of Gotham Operators

By AARON STERNFIELD

NEW YORK—Formation of a new coin machine association for the New York area was announced today (27) by Al Koondel of Empire Automatic Amusement Corporation.

The United Coin Machine Operators of New York has set up headquarters in the Great Northern Hotel and has begun an organizational drive. The new group comes into direct conflict with the two existing operator associations—the Music Operators of New York and the Associated Amusement Machine Operators of New York, the former covering juke boxes and the latter covering games.

Officers in the newly-formed group are Eugene Jacob, Nu-Way Vending, president; Al Koondel, vice-president; Morris Wurtzel, vice-president; Bert Jacob, secretary, and Max Cudlen, treasurer.

40 Members

Koondel and Bert Jacob are board members of AAMONY, and

Wurtzel is sergeant-at-arms of the group. According to Koondel, the organization has 40 members, most of whom are also members of either MONY or AAMONY. To date, the members of the new association have not severed their connections with the other two groups, but they are expected to do so shortly.

Koondel said that UCMONY has just signed a union contract with Local 266 of the International Brotherhood of Teamsters. Local 266 is headed by Joe DeGrandis, a juke box operator in the late 1940's and early 1950's and a former officer of a Retail Clerks International Association local.

Davis Markowitz, who represented the association in the negotiations, is the UCMONY counsel. A full-time executive director will be named.

"Better Service"

Koondel explained that the new group was formed "so that operators would not have to belong

(Continued on page 90)

Cite Seattle Juke Box Op For 'Threats'

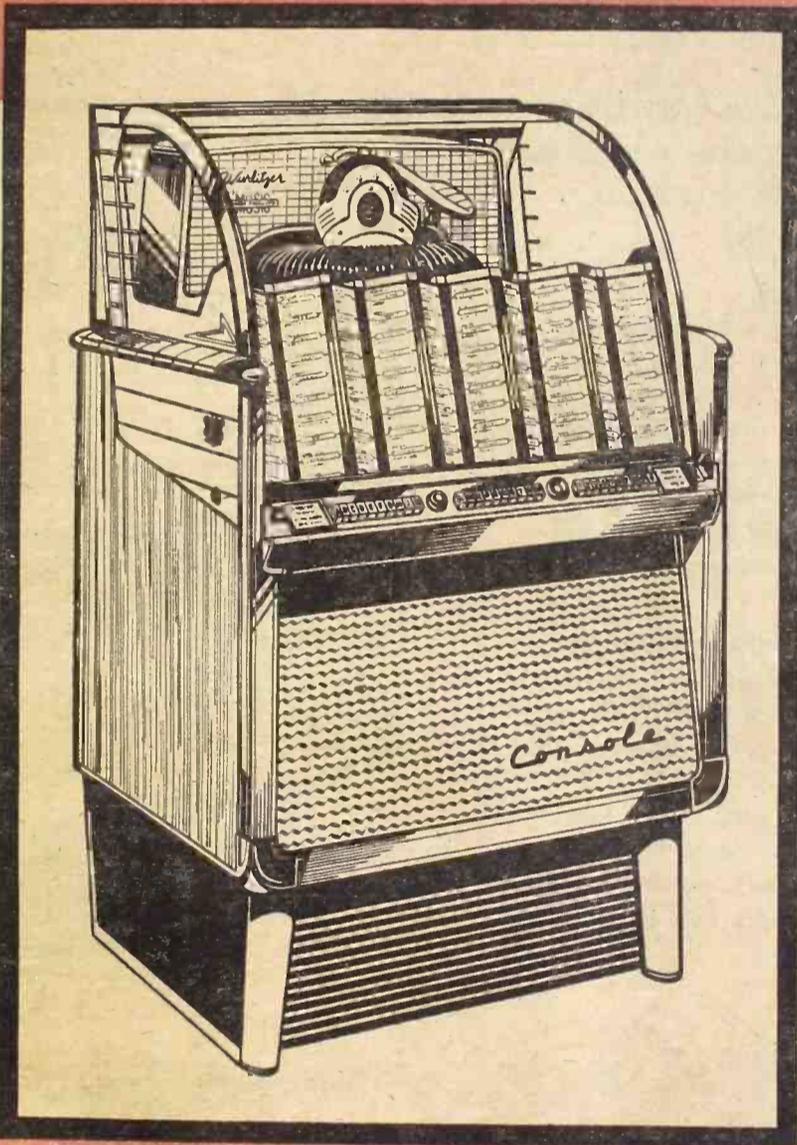
SEATTLE—A local juke box operator, charged with making threats against his competitors, was ordered to post a \$5,000 peace bond by a Seattle Justice of the Peace. However, the operator, Frank Colacurcio, immediately turned around and filed a \$300,000 civil suit against his accusers.

Colacurcio's suit named as defendants Howard Near, an amusement machine operator; Gladys Hiby, Near's partner; John Michael juke box operator; Ralph Alger, juke box operator; Harold Arnold,

(Continued on page 86)

WURLITZER

Announces



A NEW
ALL-LOCATION
LINE

featuring

A NEW DIMENSION
IN AUTOMATIC
MUSIC

and 50-CENT PLAY all THE WAY



**THEY'RE OFF
TO THE SHOWING.**



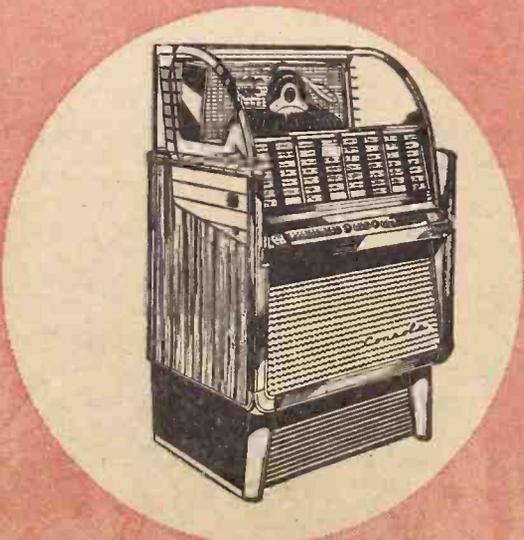
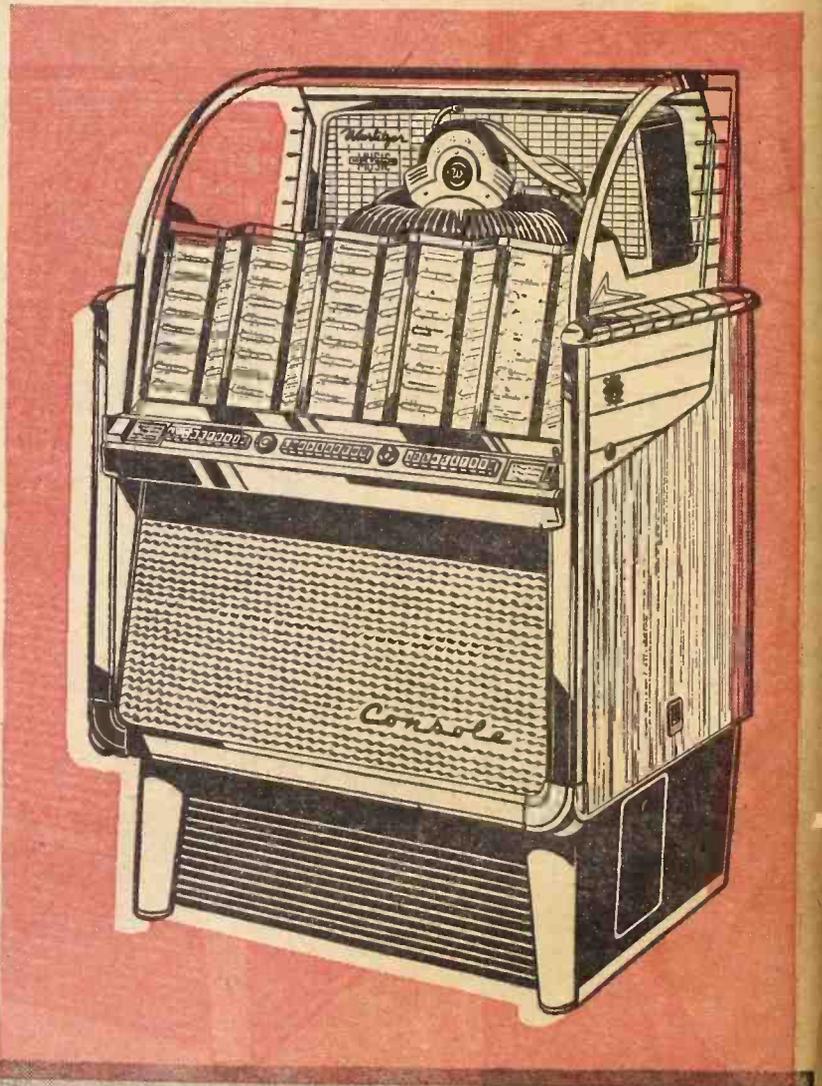
WURLITZER PRESENTS

DRAMATIC NEW DIMENSIONS IN CABINETRY -
EXCITING NEW DIMENSIONS IN SOUND
... ALL POINTED AT GREATER EARNING POWER

THE NEW WURLITZER *Console* MODEL 2200 MOST FASCINATING PHONOGRAPH EVER BUILT 200 SELECTIONS

Another Wurlitzer first! A new Wurlitzer Phonograph that brings you the shape of tomorrow today. Sensational console styling, breaking the barrier that has long fostered the monotony of similarity in automatic phonograph design. An amazing new sound system. Three 12-inch woofers incorporating regular, coaxial and curvilinear cones, plus a 4-inch tweeter — crossover-connected both mechanically and electrically. The result is another Wurlitzer first — new dimensions in hi-fi sound range comparable to the finest custom-built high fidelity units.

The appeal of this pace-setting Console is further enhanced by such styling features as a new, colorful record changer compartment indirectly lighted by a translucent chassis shelf . . . a color-washed silver metal main grille and a stainless steel base grille perforated for finer sound emission, and four tiny light beams that give it a footlighted effect . . . 50-cent play *all* the way. PLAYRAK coin registration, built-in stepper and volume level control. See it at your Wurlitzer Distributor and you'll see an instrument that will turn console-size measurements into king-size profits for you.



THE NEW WURLITZER CONSOLE MODEL 2204

104 SELECTIONS

Here is the new Wurlitzer Console silhouette cabinet adapted to 104 selections. Its "Jo-boy" styling permits it to be placed in areas where greater height would be prohibitive. Note that its side view is as attractively modern as the front. Blonde mahogany and white with gold trim. It is emblazoned with the Wurlitzer crest in full color.

The Model 2204 features 50-cent play — full high fidelity range. See and hear it at your Wurlitzer Distributor. You'll readily agree that, judged from any angle on its beauty, or by any discerning ear on its tone, this 104-selection Console will prove a top earner for you.

WURLITZER DISTRIBUTOR

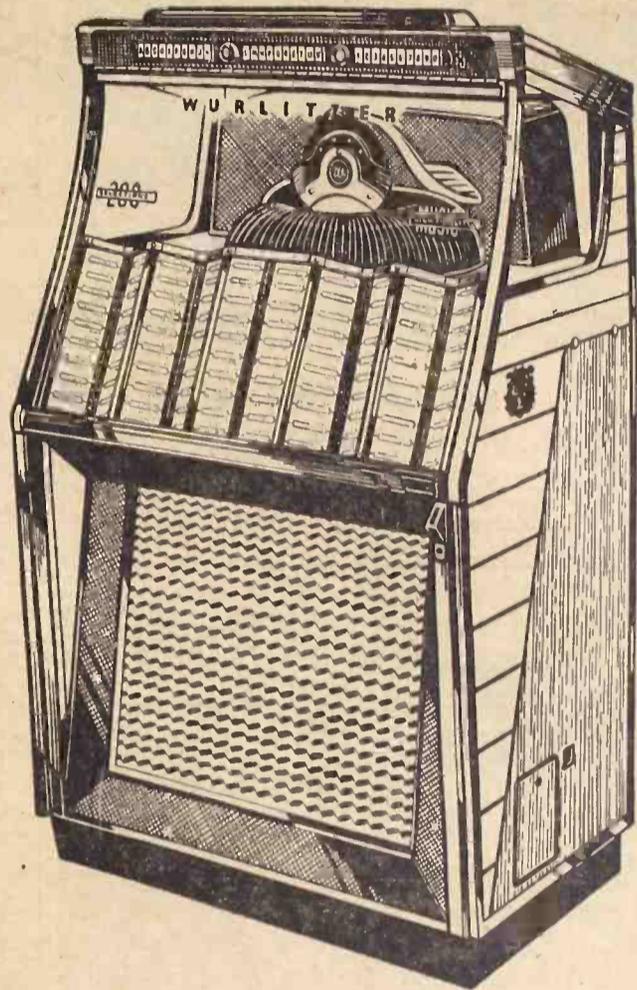


THE NEW ALL-FEATURE, ALL-TIME

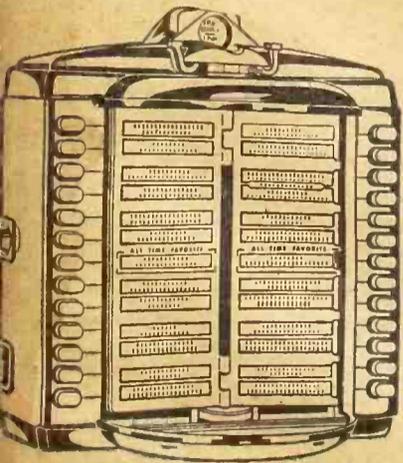
VALUE **Wurlitzer** MODEL 2250

200 SELECTIONS

Featuring brilliant new cabinet crafting, rich color-styling and a scintillating array of time-proven mechanical features, the 200-selection Wurlitzer Model 2250 is the finest standard phonograph ever offered. The record changer compartment combines blue and pebbled gold in complimenting colors. The silver metal grille is gorgeously framed with golden hued Mylar—the miracle plastic. Side cabinetry combines beautiful mahogany grain with contrasting white flared panels, highlighted by the famous Wurlitzer crest. The mechanical excellence of the Model 2250 has been proved by its predecessors. Carousel Record Changer, Zenith Cobra Stylus, 50c Play, PLAYRAK Coin Register, Single All-Coin Slug Rejector, Plated Wiring Circuits, True Hi-Fi Tone — they're all here — and altogether they place this new Wurlitzer 2250 among the top values in the annals of this industry.

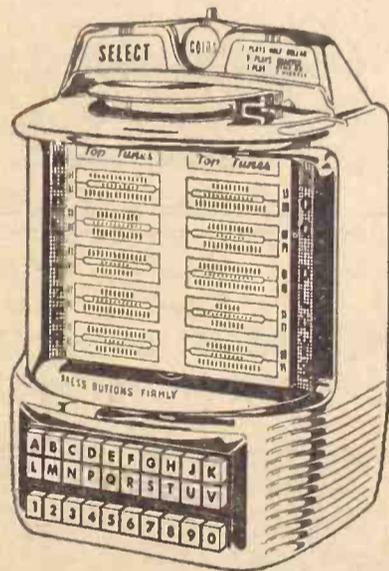


Play-Stimulating WURLITZER WALL BOXES



MODEL 5207
104 SELECTIONS
5-10-25c PLAY

A handsome, high eye-appeal wall box that will boost your earnings from the Wurlitzer 104-selection Model 2204 Console Phonograph. Chromed case. Easy title strip reading. Flip pages actuated by top levers. 5-10-25c coins accepted. Selection by single button opposite title strip. Ace lock with separate key for each box. Time-proven in thousands of locations to quickly pay for itself.



MODEL 5250
200 SELECTIONS
50-CENT PLAY

First wall box to make 50-cent play available from any spot in any location, this beauty will multiply your earnings from Wurlitzer Models 2200 and 2250 Phonographs. Single coin entry accepts nickels, dimes, quarters and halves. Pages and title strips are illuminated top and bottom. Four-in-one magnetic slug rejector permits 10c play with 5c coins. Chrome-plated, die-cast case retains beauty for years.

INTRODUCING A
NEW DIMENSION IN
AUTOMATIC
MUSIC



THE FABULOUS
WURLITZER

Console

MODELS 2200-2204

SEE
AND
HEAR IT
TODAY

**CLEVELAND COIN MACHINE
EXCHANGE, INC.**

2029 Prospect Ave.
Cleveland, Ohio

1827 Adams St.
Toledo, Ohio

THE SHAPE OF *Tomorrow*
HERE TODAY



WURLITZER

Console

Models 2200 and 2204

A NEW DIMENSION IN
AUTOMATIC MUSIC

NEW HIGH EARNINGS

200 AND 104 SELECTIONS

NOW ON
DISPLAY

O'CONNOR DISTRIBUTORS, INC.

2320 West Main Street
Richmond, Virginia

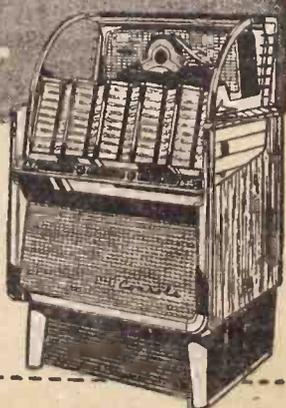
A *New* DIMENSION IN
AUTOMATIC MUSIC

Wurlitzer

CONSOLE MODELS
2200 AND 2204

offering

200 AND 104
SELECTIONS



ON
DISPLAY
NOW

COMMERCIAL MUSIC COMPANY, INC.

1550 Edison Street
Dallas, Texas

THE FAST METHODS: PART I

What Music Operators Need Know About Depreciation

This is the third in a series on the full scope of accounting, depreciation and taxes in music operating management. This article is the first of two on depreciation. Specific dollar analyses of depreciation methods will be detailed in the second article on the subject.

By LEO KANER

At one time depreciation was regarded as merely the exhaustion of a tangible asset due to constant physical wear, tear and the elements. However, as better record keeping developed and as our understanding of economics broadened, other important factors became evident, namely, obsolescence and inadequacy.

An asset does not have to be completely worn out to have lost its economic usefulness. When new and more efficient equipment appears on the market, it becomes unprofitable to operate older equipment, a factor that must be given cognizance in setting depreciation policies.

More Selections

In the case of the operator we can easily see its impact. Each year the industry introduces new models into the market, different in style and at times different in basic construction concepts. We all remember when coin-operated phonographs had only 20 selections and the drastic changes occasioned by the introduction of a greater number of selections per machine.

Each time the manufacturer changed the number of selections upward it meant that the older phonographs with lesser selections became inadequate and, in some cases, obsolete. The changes in this direction have continued and today we have phonographs with as many as 200 selections. This represents only one phase in the ever changing phonograph technology. A few of the others are:

1. Use of 45 r.p.m. speed, which requires new mechanism and record installation.
2. Use of high-fidelity phonographs.
3. Complete change in styling giving the phonograph a more modern appearance.
4. And now the difficulty of obtaining 78 r.p.m. records, causing a gradual abandonment of 78 r.p.m. phonographs.

The operator has to stay current with all these changes and constantly replace some of the older machines with newer ones. Everytime a change is made he finds his customers clamoring for action and if he doesn't comply with their wishes he knows a competitor operator will.

The older machines, tho still in good mechanical condition, having many years of remaining useful life, can no longer be used in the better locations. These locations demand and get the newest models when they appear on the market. The older machines are then down graded, i.e., transferred to locations which have less earning capacity. These transfers continue and the process of declining revenue per machine also continues until the machine is either sold, traded or scrapped.

From these observations we can readily conclude that depreciating phonographs over their physical life is not proper accounting. Experience with our clients indicates that after five years the machine's earning power has dropped to a point no longer satisfactory to the business as a whole, and tho it still may be used, this is generally in sub-marginal locations, in the hope that the location will subsequently warrant a later model.

Depreciation Reflects Revenue

Also notable in our observations is the fact that the earning power of the phonograph is not equal over the five years of its useful life. It is at its peak in the first year and gradually declines. Hence, why shouldn't the depreciation charge attempt to match revenue? A greater portion of the phonograph's cost should be charged off to expense in the years of its greatest productivity and the least amount charged to expense in the years of lean earning capacity.

It was for this reason that after many years of pleading before congressional committees by the business community that the new Internal Revenue Code of 1954 promulgated new rules allowing "accelerated" depreciation.

Principal Methods

The two principal methods now permitted are (1) The double declining balance method and (2) the sum-of-the-years-digits method. Other methods may be employed by the taxpayer and used provided that at no time during the first two-thirds of the useful life of the property being depreciated will the accumulated depreciation exceed what it would have been had the declining balance method been used.

These new methods of depreciation, however, can only be used on new property acquired after December 31, 1953, and used originally by the taxpayer. The property must also have a useful life of three years or more. Any property acquired prior to 1954 must continue to use the same depreciation method employed in the past. Therefore, an operator who depreciated his phonographs over a period of five years on a straight line basis would continue to depreciate all phonographs purchased before January 1, 1954 at this same rate. On any new phonographs purchased after December 31, 1953, he could compute depreciation on any one of the new accelerated methods, but if he buys used phonographs he must continue to depreciate them at the same rate employed for used phonographs prior to January 1, 1954.

Other Assets

These new methods of depreciation can be used by the operator on other tangible fixed assets as well as phonographs, such as new buildings or other structures purchased or constructed, new office or shop equipment, fixtures, vehicles, etc., as long as they were acquired after December 31, 1953.

In view of the fact that phonograph equipment represents the largest single capital investment item to the operator and, because of that, depreciation represents the most significant operating cost of doing business, it behooves the businessman to take advantage of the fast depreciation methods cited above as they afford a vital method of saving income tax dollars.

For as the depreciation charges are highest in the most productive years of the equipment, then the income subject to taxes is minimized, resulting in a heavy "cash inflow" into the business to be used either for paying off prior equipment purchase obligations or investing in the newer models entering the market annually.

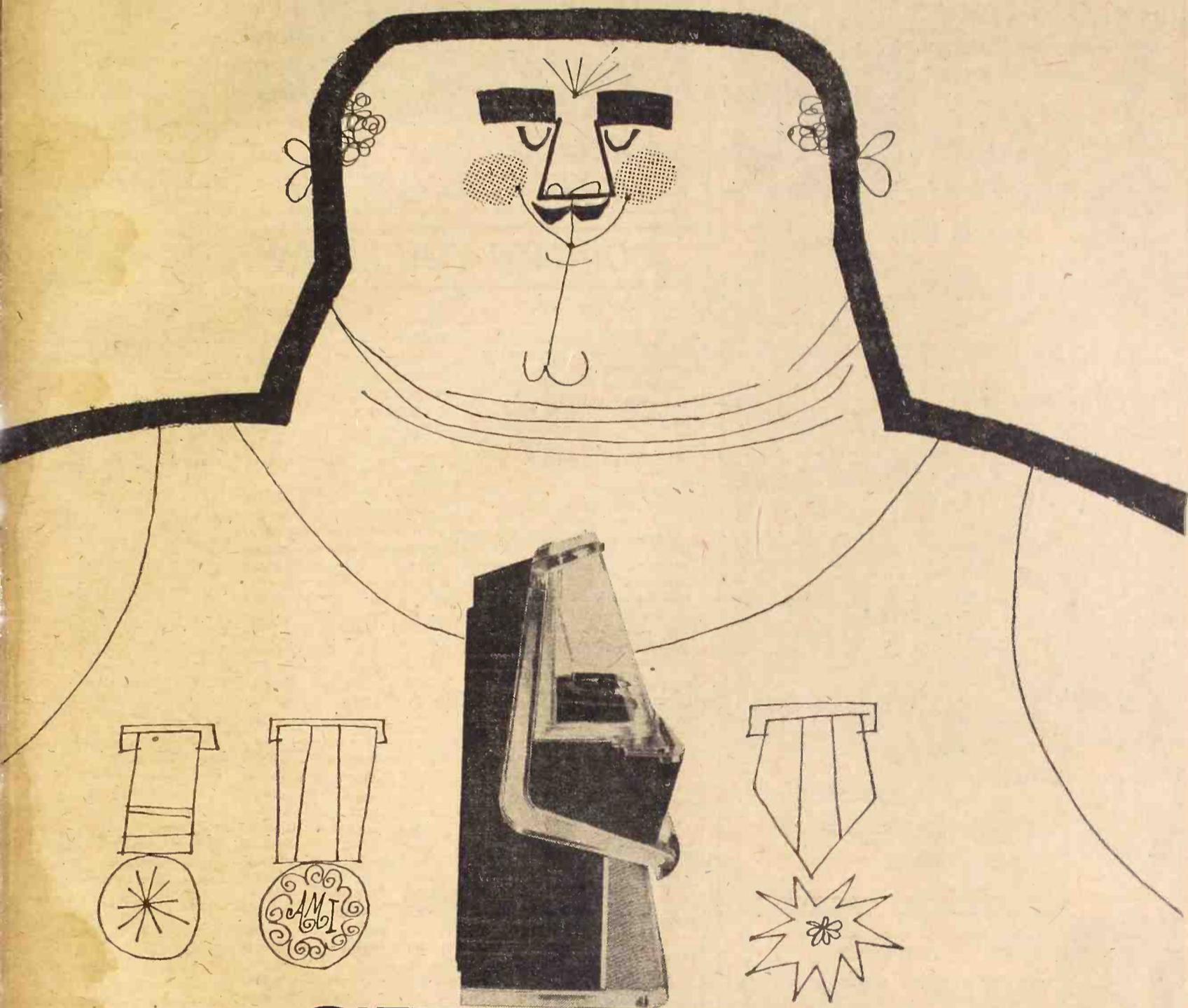
Specific dollar analyses of the various depreciation methods is the subject of our second article on depreciation. Here, the operator will be able to see how these will affect his checkbook and, thereby, be the forerunner of some enlightened business decisions.

when answering ads . . .

Say You Saw It in The Billboard



. . . means the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for . . . before they spend the money.



STURDY

The show goes on . . . and on . . . with the H-200. The sturdy performer that stands out in the crowd . . . stands up under abuse and neglect. Here's the juke box that keeps right on playing when the going is rough. Get the benefit of this rugged staying—and paying power. Get in touch with your AMI distributor now.



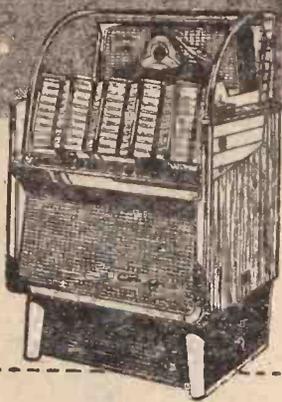
AMI *Incorporated*
 1500 Union Avenue, S. E.
 Grand Rapids 2, Michigan
 Chicago Zurich

Known by operators for coin-operated music instruments of unrivalled dependability since 1909. Ahead then . . . ahead now.

A **New** DIMENSION IN AUTOMATIC MUSIC

Wurlitzer

CONSOLE MODELS
2200 AND 2204
offering
200 AND 104
SELECTIONS

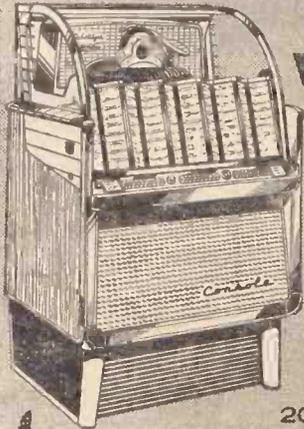


ON
DISPLAY
NOW

CRAVER DISTRIBUTING CORP.

3367 India Street
San Diego, California

THE SHAPE OF **Tomorrow**
HERE TODAY



WURLITZER
Console

Models 2200 and 2204

A NEW DIMENSION IN
AUTOMATIC MUSIC

NEW HIGH EARNINGS

200 AND 104 SELECTIONS

NOW ON
DISPLAY

FAR NORTH DISTRIBUTING CO.

1234 E. 7th Street
Anchorage, Alaska

**WE
HAVE
IT**

THE NEW
WURLITZER
Console

INTRODUCING
A NEW
DIMENSION
IN
AUTOMATIC
MUSIC
200 AND 104
SELECTION MODELS

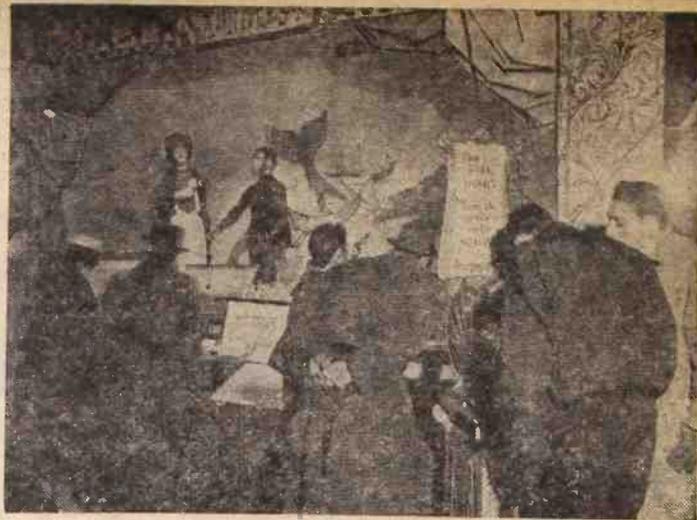


CENTRAL MUSIC DISTR. CO.

1209 DOUGLAS STREET

OMAHA, NEBRASKA

PHONE: WEBSTER 5200



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COINMEN YOU KNOW

Continued from page 79

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Continued from page 80

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Grand Jury

Continued from page 80

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JUKE BOX OPERATORS

Get The Billboard's
Music Record Programming
and Buying Guide

NOW!

Just Updated With Latest Information

Save time, effort and money. Send in coupon today.

Merchandising Division
The Billboard
2160 Patterson St.
Cincinnati 22, Ohio
Yes I want ()
copies of The Music-
Record Programming
and Buying Guide at
\$1 each. My remittance
is enclosed.
Please rush to

My Name.....

Company Name.....

Street Address.....

City..... State.....

708

when answering ads . . .

Say You Saw It in The Billboard

Juke Mfrs. Like Stereo Idea

Continued from page 80

some of them before they plunk they into stereophonic record phonographs.

One thing tho is certain. The stereo disk will have to make substantial entry on the consumer level before it is given serious consideration by the juke box trade.

No Records

Reason for this is simple. The juke box's main stock in trade is selling the public music they want to hear. Until such music is available on records, the juke box manufacturers will stick with a system that takes advantage of current pop hits on 45 r.p.m. singles. All when the consumer market develop the stereophonic disks as record players is anybody's guess.

Ed Ratajack, AMI sales director, summed up his firm's thinking when he said, "We at AMI do not believe in stereophonic disks in popular music which would apply to the juke box field in the foreseeable future." Ratajack defined the "foreseeable future" as at least a couple of years off.

"We've taken a look at this phase of recording," he added, "and while some thinking has been done, we have not researched the idea to any extent.

"When we're sure disks are available in quantity, covering the entire field of music in stereophonic sound, we'll go ahead."

Immediate Future

A spokesman at Seeburg echoed similar sentiments, completely vetoing any prospect of a stereophonic juke box for the immediate future.

At Wurlitzer, A. D. Palmer termed the idea of a stereo disk juke box "Wonderful, a new face for juke boxes—but practical application is still some time off. When records are available, we'll give it more serious thought."

At Rock-Ola, Kurt Kluever raised three points as serious objections for any immediate entry of such equipment.

"1. Stereophonic sound would need two sets of play-back equipment—raising the cost of the juke box substantially.

"2. Hit tunes, lifeblood of the juke box, are not available.

"3. Stereophonic disks, when they do appear, will probably be prohibitively priced for coin-operated phonograph operations."

A Record Trend

Kluever noted that Rock-Ola would probably enter the market if the stereophonic disks became available and they were established as a "record trend."

However, he termed stereo an even more "if and see proposition than hi-fi was at its inception."

"I, for one, would like to see the system developed more. We've not lost sight of developments and are always looking toward the future," he added, "but we have no immediate plans to incorporate stereo into our phonographs."

COME IN AND SEE THE SHAPE OF TOMORROW

Today

WURLITZER

CONSOLE PHONOGRAPH

200 AND 104 SELECTIONS



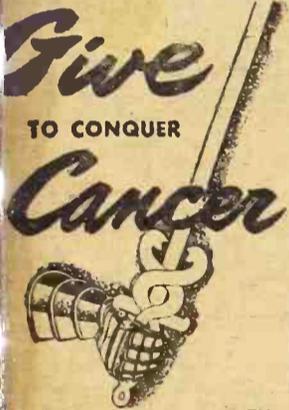
A New Dimension in Automatic Music

BUSH DISTRIBUTING COMPANY

286 N. W. 29th Street
Miami, Florida

60 Riverside Avenue
Jacksonville, Florida

... means the paid circulation of this business paper has been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for... before they spend the money.



AMERICAN CANCER SOCIETY

CEILING SPEAKER
8-inch Super Perma-Magnetic speaker easily recessed by removing standard ceiling tile.

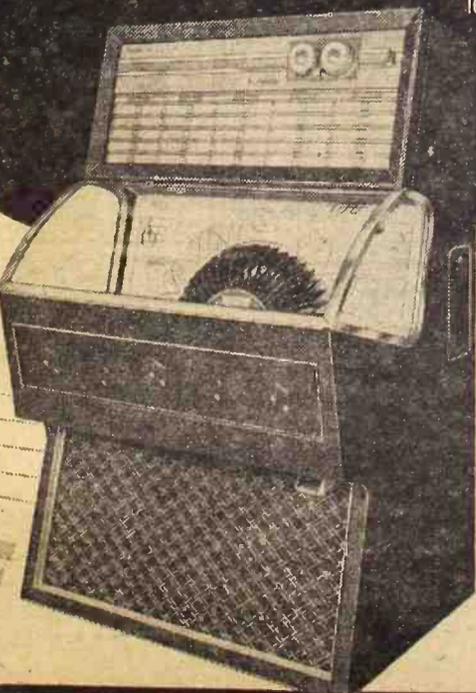
WALL SPEAKER
8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.

MORE MUSIC GOES ALL AROUND!
UNITED'S UPA 100 PHONOGRAPH

Finest Hi-Fidelity components in a beautiful, acoustically-perfect cabinet, masterfully engineered to attract greater play... provide more plays per hour... more profit per play. Simplicity of design assures least servicing, in least time.



CORNER SPEAKER
8-inch Super Perma-Magnetic speaker in bass-reflex enclosure with step-switch volume control.



5 ATTRACTIVE COLORS

MORE PROFITS TO YOU!



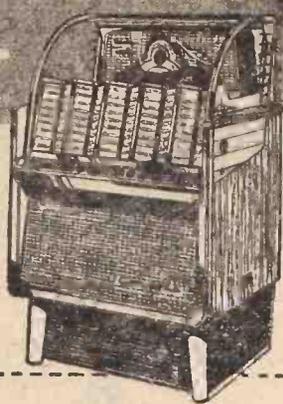
WRITE FOR DETAILS

UNITED MUSIC CORPORATION
3401 N. CALIFORNIA AVE.
CHICAGO 18, ILL.
CABLE ADDRESS: UMCORP

A **New** DIMENSION IN
AUTOMATIC MUSIC

Wurlitzer

CONSOLE MODELS
2200 AND 2204
offering
200 AND 104
SELECTIONS

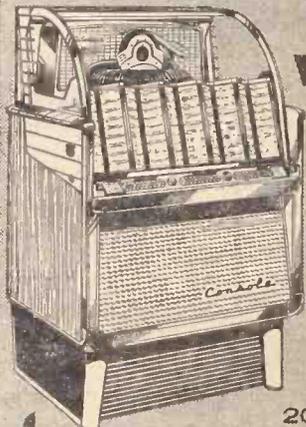


ON
DISPLAY
NOW

CRAYER DISTRIBUTING CORP.

3367 India Street
San Diego, California

THE SHAPE OF **Tomorrow**
HERE TODAY



WURLITZER
Console

Models 2200 and 2204

A NEW DIMENSION IN
AUTOMATIC MUSIC

NEW HIGH EARNINGS
200 AND 104 SELECTIONS

NOW ON
DISPLAY

FAR NORTH DISTRIBUTING CO.

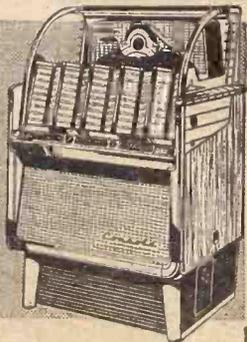
1234 E. 7th Street
Anchorage, Alaska

**WE
HAVE
IT**

THE NEW
WURLITZER
Console

INTRODUCING
A NEW
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IN
AUTOMATIC
MUSIC

200 AND 104
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CENTRAL MUSIC DISTR. CO.

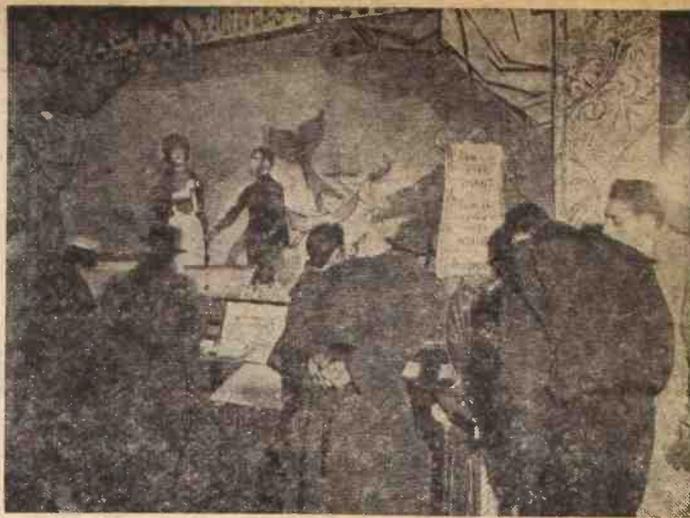
1209 DOUGLAS STREET

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PHONE: WEBSTER 5200

when answering ads . . .

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Get The Billboard's
Music Record Programming
and Buying Guide

NOW!

Just Updated With Latest Information

Save time, effort and money. Send in coupon today.

Merchandising Division
The Billboard
2160 Patterson St.
Cincinnati 22, Ohio
Yes I want ()
copies of The Music-
Record Programming
and Buying Guide at
\$1 each. My remittance
is enclosed.
Please rush to

708
My Name.....
Company Name.....
Street Address.....
City..... State.....

Lists 55 years of
Song Hits. Directory
of Top Record
Hits, Lists
1,567 Record
Manufacturers
and Labels and a
directory of distributors.

Juke Mfrs. Like Stereo Idea

Continued from page 80

Some of them before they plunk oney into stereophonic record phonographs.

One thing tho is certain. The stereo disk will have to make substantial entry on the consumer level before it is given serious consideration by the juke box trade.

No Records

Reason for this is simple. The juke box's main stock in trade is offering the public music they want to hear. Until such music is available on records, the juke box manufacturers will stick with a system that takes advantage of current pop hits on 45 r.p.m. singles. And when the consumer market will develop the stereophonic disks and record players is anybody's guess.

Ed Ratajack, AMI sales director, summed up his firm's thinking when he said, "We at AMI do not see stereophonic disks in popular music which would apply to the juke box field in the foreseeable future." Ratajack defined the "foreseeable future" as at least a couple of years off.

"We've taken a look at this phase of recording," he added, "and while some thinking has been done, we have not researched the idea to any extent."

"When we're sure disks are available in quantity, covering the entire field of music in stereophonic sound, we'll go ahead."

Immediate Future

A spokesman at Seeburg echoed similar sentiments, completely vetoing any prospect of a stereophonic juke box for the immediate future.

At Wurlitzer, A. D. Palmer termed the idea of a stereo disk juke box "Wonderful, a new face for juke boxes—but practical application is still some time off. When records are available, we'll give it more serious thought."

At Rock-Ola, Kurt Kluever raised three points as serious objections for any immediate entry of such equipment.

"1. Stereophonic sound would need two sets of play-back equipment—raising the cost of the juke box substantially.

"2. Hit tunes, lifeblood of the juke box, are not available.

"3. Stereophonic disks, when they do appear, will probably be prohibitively priced for coin-operated phonograph operations."

A Record Trend

Kluever noted that Rock-Ola would probably enter the market if the stereophonic disks became available and they were established as a "record trend."

However, he termed stereo an even more "if and see proposition than hi-fi was at its inception."

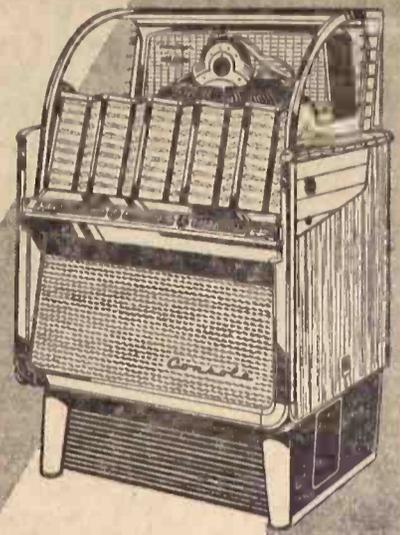
"I, for one, would like to see the system developed more. We've not lost sight of developments and are always looking toward the future," he added, "but we have no immediate plans to incorporate stereo into our phonographs."

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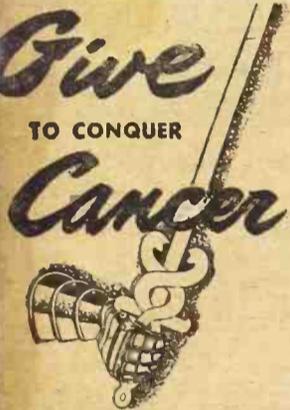
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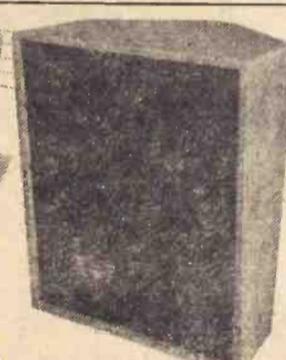
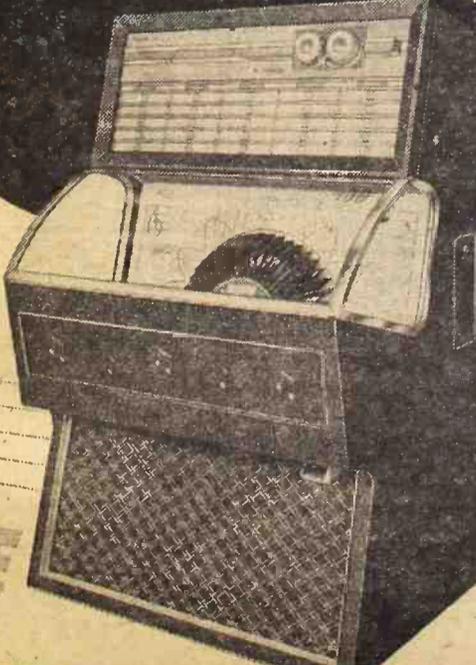
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Gotham Ops Watch Housing Projects

Slum Clearance Means Fewer, But More Profitable Stops; New Centers Aid Trade

NEW YORK—Gotham juke box and amusement machine operators are becoming more and more aware of the thousands of municipal housing projects springing up in the city.

For many, the thousands of apartment units going up each year mean lost locations; for others, new opportunities. On the whole, the city's residential building effort has worked to the operator's advantage; but in many specific instances, this effort has hit him hard.

One operator had eight locations in a square block in a Harlem slum area. Last year the city tore down the block and is replacing it with a modern apartment development. Six stores will replace the 30 retail outlets which were in business last year. Of these six stores, only two will be possible juke box or amusement machine locations. And the operator isn't sure that he can get these two locations.

Last year, some 7,500 apartment units were opened by the city. An-

other 4,530 will probably be opened this year. Since the city began its housing program in 1935, some 96,000 family units have been constructed.

All factors considered, the program has helped the coin machine industry. Many developments replaced shanty areas—particularly in Queens—where few locations existed and where the population was fairly low.

These sections now have shopping centers with restaurants, taverns and luncheonettes.

Fewer Locations

In other areas, particularly Manhattan and Brooklyn slums, the new housing developments are less populated than they were before. And the number of locations has decreased substantially.

But the machine averages on the new locations usually runs considerably higher than it did on the old stops. And most juke boxes on these new locations are going out at 10 cents, whereas 5 cent play

predominated in the old slum locations.

One of the heaviest areas of concentration for new housing development is slum-ridden East Harlem. This section has hundreds of juke box locations, but many of them are marginal stops, and most of them are on 5-cent play.

Average Up

When the development program is finished, there will be a lot fewer juke boxes in the area, but the averages will be increased considerably. Of course, that's little consolation to the operator who is pushed out of the picture.

On the other hand, a 1,500 apartment development in Brooklyn is scheduled to open this year. This project occupies land that has been undeveloped for years. At least one restaurant and one tavern will be part of the project. And some lucky operator will get two good stops.

Another development is going up in a shantytown section of Queens. There isn't a juke box or amusement machine in the entire section. But there will be by the end of the year.

Restaurant stops do relatively better than tavern locations in the new development. In the older slum areas, the tavern is the neighborhood club. The housing development is a somewhat colder institution than the slum block, and the restaurant gets a higher share of the local dollar than does the tavern.

Moore Sets Party At Town & Country

NEW YORK—The Sandy Moore Distributing Company celebrates its second anniversary with a party Sunday (26) at the Town and Country in Brooklyn. A cocktail party will be held from 3 to 6 p.m., with dinner and floor show from 6 to 10 p.m. All operators will be guests of Sandy Moore.

Gabe Forman, vice-president, said that the new Wurlitzer will be displayed at the affair and that A. D. Palmer, Wurlitzer executive, will attend the showing.

Moore has offices and showrooms in Freeport, L. I., and in New York. He just opened a 6,000-square-foot addition to the Freeport headquarters.

Conn. Ops Elect

Continued from page 80

tors' Association, and Ralph Ridgeway, president of the Western Massachusetts Music Operators' Association.

According to Tolisano, about 500 persons will attend the organization's annual dinner dance to be held at the Hotel Statler here February 27. Top recording talent is expected to appear.

Tolisano also disclosed that he has filed an action to show cause against the city of Middletown. The municipality has passed a \$100-per-machine annual license fee for coin-operated amusement devices. Tolisano claims that the law provides that these license fees only cover the cost of policing the games and that the \$100 fee is confiscatory.

Wurlitzer Shows

Continued from page 80

2200 - 346 pounds; 2204 - 324 pounds.

Standard Model

The standard 200-selection model (2250) is similar to the consoles except for simpler lines with glass dome concave instead of convex. Title strips are at eye level with selection at top of chassis instead of in middle, below strips as in consoles.

Sound system has three 12-inch speakers. Dimensions are 56 inches high, 34 inches wide and 27½ inches deep. Weight is 336 pounds. No price quoted on any models.

Paper Features Story of Davis Export Business

SYRACUSE—The story of the Davis Distributing Corporation, local Seeburg distributor, was told recently in the financial section of the Syracuse Post-Standard.

Most of the story was devoted to the World Export Corporation, Davis, export division, which sends juke boxes all over the world. About 2,000 rebuilt juke boxes are shipped annually, with the bulk of them going to Holland, West Germany and Belgium.

According to the story, 100 persons are employed in the export phase of the business, with the firm maintaining offices in Syracuse, Buffalo, Albany and Roches-

ter and a European office in Brussels, Belgium.

President Al Wertheimer attributes the demand for juke boxes in Europe to the influence of American soldiers stationed there during and after World War II.

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POKERING MACHINES—13 IN VERY GOOD condition; will sell cheap, make offer; cash and haul away yourself. Mrs. C. H. Good, 21 South White Horse Pike, Stratford, N. J.

SHIPMAN DUPLEX STAMP MACHINES: 10; Triplic, \$29.50 each, like new. Folders, direct factory prices. USP 100-Grand, Waterbury 5, Conn.

4 COLUMBUS BALL GUM; 1 PENNY M...; 10 penny Silver Kings; ten 5¢...; Nut; two 5¢ Almonds; one 1¢ Pellet; two...; Advance; seven 1¢ or 5¢ Northwestern...; tab gum; 5¢ candy bar vendors, \$4.95 each...; 20 U. S. postage stamp or fifteen 25¢...; machines, \$7.95 each; 10 Exhibit or 10...; card, \$9.95 each. Al Hoff, 1920 Ross B...; Baltimore 13, Md.

Wanted to Buy

ALL TYPES USED VENDING MACHINES...; wanted: 49¢ Acorns, Toppers, Silver...; Kings, Counter Games, send us your...; Rake, 609C Spring Garden St., Philadelphia...; 23, Pa.

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14 POKERINOS, STATE MAKE AND CO...; dition. Will pick up. W. B. Reynolds...; Mapleton Beach, Geneva On The Lake

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20-YEAR VET

Program Expert's Tip on Standards

By BOB LATIMER

DENVER—Keeping a full-time programming expert on the job along with a developed technique in using standards have combined to give one local operator a solid formula for increasing revenue in every one of his stops over the past year.

The operator: Bell Music Company, operated by Pat Ryan, with a string of 50 phonographs scattered thruout Denver and its suburbs, amounting to just about every type of location situation.

Tastes vary sharply, and the popularity of even a top-20 tune is likely to be sporadic. Consequently, Ryan takes the programming responsibility out of the hands of his three collectors, and prefers instead to have Mrs. Ryan handle this all-important job.

Storage

Probably the only woman to handle such a job in the Colorado phonograph industry, Mrs. Ryan is a veteran of 20 years in the field. She presides over a desk at the left side of Bell Music Company's showroom where two trunk telephone lines make it easy for a location owner to phone in, and where the three collectors report daily. In the rear, behind the desk, are a row of neat metal bins which tower seven feet high, 10 feet long, and place the entire record inventory within convenient reach. More than 75 per cent of the total holding capacity is given over to standards, which Mrs. Bell keeps constantly on the move thru 50 machine locations.

"We realized the importance of the right type of programming back in the early '30's," Mrs. Ryan said, "particularly in the case of standards and old favorites. We feel it is, of course, necessary to program the top 20 tunes on 100-record machines and the top 40 on 200's, but that it is actually the standards which show the best return. The top 20's play well for a short period of time, but very few of them become favorites which everyone likes to play. Standards, on the other hand, can show the same returns month after month in any season of the year, and they represent our chief programming problem."

Standards

At Bell Music Company, standards include old favorites, light classics, instrumentals, Broadway show scores and even some long-hair opera and operettas. From some 2,000 labels, Mrs. Ryan chooses the heavy end of each phonograph program, operating on a basis which calls for 20 top tunes, 20 westerns, and almost all of the remainder from the standard inventory.

Each collector is entitled to turn in a list of requests at every record change, averaging from three to

four numbers. Most of these are location-owner requests, and altho they seldom show enough play to make the effort worthwhile, the Denver operator consistently adds them to the machine as a goodwill builder. "We learned a long time ago that the tunes which a location owner requests usually are no criteria for what will be popular in his location," Mrs. Ryan said. "It's simply a nuisance which is part of the overall picture."

In judging what selections will go on each location, Mrs. Ryan regards each as an individual problem. There is no such thing as a pat menu which will pull play when rotated from one phonograph to another. She draws her knowledge from personal visits to the location, comments of the collector servicing it, close contact with popularity trends and Billboard listings.

Nostalgia

Where taverns and cocktail lounges are concerned, she chooses standards primarily from disks which were at their peak popularity from five to 10 years ago—and thus have a nostalgia appeal for older customers without being out of the memory range of younger patrons. "The most important requirement here is that the tune be smooth, soft and sentimental," she said, "such as love songs, instrumentals and even organ music. We will usually include at least a dozen show numbers which were peak hits in their prime. We stay away from novelties, marches, Spanish music and irritating loudness. In some locations, string music is most popular, in others, vocals. The orchestra involved is never as important as the number itself, and we choose our standards by comparison of different artist's versions of the same piece. The smooth, pleasant record will win out in each case."

Ledger Record

Nothing is left to chance. A master ledger on Mrs. Ryan's desk shows an alphabetical listing of every record, its play in each location and red lines any profitless experience. If the record doesn't get a play in one week at one point, it is tested at another, and if still unpopular, it is retired. "We have a few wrong guesses to contend with," Mrs. Ryan said. "Invariably it is the top 20 which bring up this situation. The standards stay just as popular this year as last year."

Mrs. Ryan makes it a point to know every location first-hand, and with her husband, she dines out almost nightly, always in a Bell location. Meeting location owners personally, observing the clientele, and most important, the sort of play which develops is valuable information when it comes to programming. One result of this op-



CONNECTICUT OPERATORS AND GUESTS at a banquet following their recent election and installation of officers, at which James Tolsano was elected to his fifth consecutive term as president of the association. (See separate story, this issue.)

eration has been a constant increase in the percentage of sweet tunes in every location, particularly those which fill up with teenagers and college students, and which at first glance seem ideally suited for rock and roll only. Younger patrons will play just as many old favorite and light classic standards as their parents, Mrs. Ryan has found. In some collegiate locations, there are no more jazz or rock records than are used in a sedate cocktail lounge frequented by State legislators across the street from the Colorado capitol building.

Record Package

Experience tells Mrs. Ryan that a record will go in one location and disappoint in another. She spends up to an hour in programming a single machine, making her decisions quickly after the basic 40 are listed. Because she makes up the typewritten menu list as she goes along, she can hand the collector a complete package ready for installation. When the Ryans first took over the firm, collectors had made some attempt to program the machines they serviced, but the central programming plan has worked out so well that outside of a few requests, the routemen simply service the machine with Mrs. Ryan's choice without question. All of the 50 machines have shown steady increases, even during the summer

Report Assessed Values For Equipment in L. A.

LOS ANGELES—Schedule of assessed values for coin-operated machines on locations in Los Angeles County has been released by John R. Quinn, county assessor.

The valuations will form the basis for taxes on the rate applicable to the tax district in which the machine is located. With some 9,000 divisions, the ad valorem tax will range from the rate of \$4.77 per \$100 assessed valuation in Beverly Hills to \$9.40 approximately in Redondo Beach. In the Los Angeles tax district, the rate is approximately \$7.15. Assessed

values are based upon worths the first Monday in March.

The assessed value schedule for phonograph consoles is: 1958, \$350; 1957, \$290; 1956, \$220; 1955, \$160; 1954, \$130; 1953, \$80; 1952, \$60; 1951, \$60, and 1950 and prior models, \$40. Phonographs without adapters for 1950 and prior models are valued at \$30, and hideaways, depending on age, range from \$40 to \$200. To each assessed valuation is to be added \$5 to \$15 for each coin bar or wall box.

Bowling games are assessed dependent upon age and type from \$50 to \$150 with additional for cash in the machines.

The schedule for assessed values for vending equipment notes that it is for the most commonly used machines. All other types of vending and Arcade equipment are assessed on a Cost-Less-Normal-Depreciation basis.

Values of candy machines with additional assessments for cash, merchandise and attachments are: Cigarette type, 1953 and prior, 5-column, \$15; 6 or 7, \$20 and 8 or (Continued on page 98)

A NEW DIMENSION IN AUTOMATIC MUSIC

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New Gotham Coin Group Formed; UCMO Signs Pact With Local 19

Jacob, Koondel, Wurtzel, Gulden Officers; Conflict With MONY, AAMONY Seen

• Continued from page 80

to two operator associations, and so they would be able to deal with one legitimate union." He added that UCMONY would be able to provide "better service" Officials of MONY and AAMONY said they would withhold comment on the new group for the time being.

Meanwhile, the union picture here grew more complicated when it was learned that negotiations between AAMONY and Local 202 of the Teamsters have been suspended.

Talks Suspended

The game association had voted to negotiate with Local 202 and talks were scheduled to be held this week. However, it was learned that the Teamster organization had ruled that Local 266 had

jurisdiction in the coin machine field.

Local 266 representatives attempted to gain admittance to an AAMONY meeting a couple weeks ago, but were turned away. It was at this meeting that the coinmen voted to begin negotiations with Local 202.

The union picture has been complicated further with the debut of a union called Local 14-552, Oil, Chemical and Atomic Workers, AFL-CIO. At last reports, this union was picketing a Bronx tavern which had a juke box and game.

No Contract

However, the picketing was confined to the amusement machine, which is not serviced by a union man. Actually, the game association has no contract with any

union, and virtually all the games in the area are not serviced by members of any game union.

In fact, the only union which covers any substantial number of employees here is Local 1690, AFL CIO, which has a contract with MONY.

All that is known of Local 14-552 is that it is headed by a Morris Kettler and has headquarters at East 149th Street, Bronx.

Local 19 Trail

Monday (3) the case of the Music Operators of New York

(Continued on page 97)

Seattle Holds Op Licenses; Ordinance Due

SEATTLE — The City Council here has deferred action on applications for renewal of operators' amusement game base license, pending passage of an ordinance regulating the business.

Representatives of 49 establishments where coin games are located in the city attended a recent session of the License Committee.

Councilman Charles M. Carroll, committee chairman, announced that the committee, the prosecuting attorney and the police department is determining to keep "racketeering" out of the local amusement game industry.

Carroll said that A. C. Van

(Continued on page 94)

State Court Refuses Plea Of Toledo Ops

TOLEDO — City officials here were notified last week of the Ohio Supreme Court's refusal to consider appeals by Toledo pinball operators. The city is now determining how to move against the pinballs on location here.

Enforcement of a Toledo ban on pinballs had been held up pending action of the State Court. Pinball operators had contended that the machines could not be prohibited

(Continued on page 94)

EDITORIAL

Gambling Gimmicks

How long will it take before the amusement game business realizes incorporating gambling gimmicks into games of skill is bound to hurt the industry?

It should be clear to all that the federal government is determined to provide the fullest aid possible to law enforcement agencies on gambling devices thru a co-ordinated effort of the Justice and Internal Revenue Departments.

The effects of this combined action are being felt by the industry as result of the Supreme Court decision to require a \$250 federal gambling tax stamp on coin-operated machines of chance that pay off. Pinball machines that pay off are in the same category as slot machines for federal tax purposes.

Actually, this same ruling can be construed to include any kind of game in which chance plays an important role in the outcome and on which payoffs are made. In short, it could include bowling games equipped with gimmicks such as match play or free play devices in which prizes are awarded.

Some bowling games are equipped with such devices. By continuing to manufacture, buy and operate this equipment, the industry is playing footloose and fancy free with an attractive consumer item with a strong basic appeal and a solid future.

Bowling games are amusement devices. The games industry — from a purely economic standpoint alone — should not change them into equipment which could become classified as gambling devices for federal tax purposes.

The future of the coin-operated games business lies in amusement games, not gambling equipment. It is time all people in the business woke up to that basic fact.

Games Lead Export Surge in October

Amusement Machines Notch Second-Highest Mark of '57 Year; Month Tops \$2,400,000

WASHINGTON — Game exports posted their second highest monthly run of 1957 in October, hitting \$766,032 in value, while total U. S. game, juke and vending machine shipments made \$2,401,928.

It was the eighth consecutive month that U. S. coin machine exports broke the \$2,000,000 barrier in one month, and the fourth fastest month in history.

It marked a sizable rise from September's \$2,052,083 total, but a slight drop from August.

According to U. S. Department of Commerce figures, 2,417 juke boxes were shipped at a value of \$1,483,525 (about average for 1957); 3,725 games, at \$766,032 (a big hike), and 2,438 vendors at \$152,371 (below average). The

\$2,410,928 total was made on 8,580 units shipped. (See chart this section.)

Belgium Tops Market

Belgium retained its perch atop the world markets for U. S. coin machines in October, taking 2,760 units valued at \$546,878. Other leading markets, under \$400,000, but over \$200,000, were West Germany, Canada, Venezuela and Cuba.

Surprise market of the month was Cuba, taking in units valued at \$209,526. Of this, \$124,119 was credited to games, the rest to music machines. Cuba has been a consistent, but seldom a heavy customer, and has been mainly a music market in the past.

(Continued on page 97)

Abe Witsen to Operate Arcades at World Fair

PHILADELPHIA — The International Scott-Crosse Company had been granted the Arcade concession for the 1958 Brussels World's Fair, which begins its six-month run in the Belgian capital on April 17.

According to Abe Witsen, ISC president, the firm will operate two Arcades of 5,000 to 6,000 square feet each, with a total of 200 coin-operated amusement devices.

Witsen said that Bally, Genco and Williams will each fly in models of new games, to be shown for the first time at the fair. These games, he explained, will be of radical design.

Top Location

The Arcades will feature all types of games and rides from all American and many European manufacturers. The Arcades are located next to the major amusement center, with one situated right at the fair entrance.

Witsen and at least one other member of the Philadelphia firm will be at the opening. They will be joined there by Armand Timmerman, head of Kentiver Auto-

matique, ISC's representative in Antwerp.

The contract for the Arcade concession was negotiated between Witsen and the Belgian government. An estimated 50 to 60 million persons are expected to visit the fair.

COIN MACHINE EXPORTS

OCTOBER, 1957

Country	Phonographs		Amusement Games		Vendors		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	576	\$ 300,679	1,684	\$242,449	500	\$ 3,750	2,760	\$ 546,878
West Germany	393	296,078	547	97,017	—	—	940	393,095
Canada	352	141,380	181	33,635	1,095	97,244	1,628	272,259
Venezuela	259	209,665	31	10,613	6	1,961	296	222,239
Cuba	136	85,407	306	124,119	—	—	442	209,526
Italy	113	86,782	269	36,704	—	—	382	123,486
Switzerland	104	68,874	149	45,254	27	7,381	280	121,509
Netherlands	15	9,435	138	38,400	130	20,140	283	67,975
Austria	79	58,040	10	940	—	—	89	58,980
Peru	59	41,508	—	—	—	—	59	41,508
British Mayala	39	12,363	81	12,150	—	—	120	24,513
U. of So. Africa	—	—	—	—	300	4,636	300	4,636
Other Countries	292	173,314	329	124,751	380	17,259	1,001	315,324
Totals	2,417	\$1,483,525	3,725	\$766,032	2,428	\$152,371	8,580	\$2,401,928

Standard Financial Buys Factors Corp.

SF Pays \$2.5 Million for Philly Concern; Total Resources Expanded to \$41 Million

NEW YORK — The Standard Financial Corporation, a factoring house which specializes in coin machine paper, has acquired control of the Factors Corporation of America from the Bankers Securities Corporation and other stockholders.

FCA is a Philadelphia commercial finance and factoring company. No shares of Standard Financial, whose common stock is listed on the American Stock Exchange, were issued in the transaction. Cash purchase price was about \$2,500,000.

The move brings Standard Financial into the installment financing field. Until now, the company's effort in the coin machine field has been confined to agreements with manufacturers and distributors whereby the equipment seller assigned paper to Standard.

Expanded Volume

The purchase will increase Standard Financial's total resources to \$41,450,000 and expand the company's annual financing volume to \$202,000,000. FCA earned \$154,000 after taxes last year. Standard Financial earned \$690,000 after taxes—or 57 cents a share in the same period.

FCA has two wholly owned subsidiaries, Factors Credit Corporation and Factors Credit Corporation of New Jersey, both of which are engaged in business financing.

Standard, which was founded in 1932, is a diversified commercial finance company. The firm deals in accounts receivable, installment financing and factoring.

According to Theodore H. Silbert, Standard president, FCA and

(Continued on page 95)

Georgia Bill Sees Pin Legality Up to Counties

ATLANTA — A bill before the Georgia House would give the individual counties the right to decide legality of pinballs.

Cobb County Rep. Raymond M. Reed, sponsor of the bill, said that

he and fellow representatives feel that pinballs should be the responsibility of the individual counties. The counties, under the bill, would be granted power to prohibit, regulate or license pinball operations and play.

A bill introduced by Rep. William O. Carter, of Hart, would require two successive recommendations by grand juries in the individual counties to prohibit pinballs.

Bally Ships Match Model, Super Bowler

CHICAGO — Super Bowler, a match play version of All-Star Bowler, was shipped to distributors last week by Bally Manufacturing Company.

Design and play features are identical to the All-Star model.

(Continued on page 97)

THE BILLBOARD WEEKLY

Coin Machine Price Index

How to Use the Index

HIGHS AND LOWS Equipment and prices listed below are taken from advertisements in The Billboard for the period shown. Listings are based on the highest and lowest prices on all equipment which have been advertised either at least 10 times for the period shown or at least 5 times together with a computation based on annual average.

(For 10-week period ending with issue of January 20, 1958)

PRICES given in the Index are in no way intended to be "standard," "national," "set," or offer an authoritative reflection of what prices should be on used equipment. Prices in the Index are designed, however, to be a handy guide for price ranges. Any price obviously depends on the condition of the equipment, age, time on location, the territory and other related factors.

MEAN AVERAGE. The mean average is a computation based on all prices of which a machine has been advertised for the period indicated and reflects the dominant advertised price level. It is not a simple average between the "high" and "low." High and low indicate price range; mean average indicates the price level at which most of the machines are advertised for. Therefore, when the mean average is nearer the "high," it indicates the "low" is a unique price probably for "as is" or "distressed" equipment.

MUSIC MACHINES

	High	Low	Mean Avg.
AMI			
Model C-40	\$ 95.00	\$ 95.00	\$ 95.00
Model D-80 (51) 40 sel., 78 RPM	225.00	225.00	225.00
Model E-40 (53) 40 sel., 78 RPM	275.00	225.00	225.00
Model E-80 (53) 80 sel., 45 RPM	350.00	325.00	325.00
Model E-120 (53) 120 sel., 45 RPM	425.00	275.00	350.00
Model F-80 (54) 80 sel., 45 RPM	485.00	485.00	485.00
Model F-120 (54) 120 sel., 45 RPM	595.00	150.00	525.00

	High	Low	Mean Avg.
ROCK-OLA			
1428 (48) 20 sel., 78 RPM	\$ 75.00	\$ 30.00	\$ 75.00
1432 (50-51) 50 sel., 78 RPM	95.00	95.00	95.00
1432 Rocket	100.00	95.00	100.00
1434 (50-51) 50 sel., 78 RPM	150.00	95.00	145.00
1434 Fireball	139.00	139.00	139.00
1434 Rocket	145.00	145.00	145.00
1436 A- (53) 120 sel., 45 RPM	229.00	229.00	229.00
1438 (54) 120 sel., 45 RPM	395.00	389.00	395.00
1442 (54) 50 sel., 45 RPM	395.00	395.00	395.00
1446 Hi-Fi 120 sel., 45 RPM	445.00	445.00	445.00

	High	Low	Mean Avg.
SEEBURG			
M-100-Hideaway (9/49)	\$149.50	149.50	149.50
M-100-A (9/49) 100 sel., 78 RPM	275.00	69.00	189.00
M-100-B (10/50) 100 sel., 45 RPM	425.00	300.00	385.00
M-100-C (5/52) 100 sel., 45 RPM	525.00	65.00	485.00
HF-100-G (9/53) 100 sel., 45 RPM	575.00	575.00	575.00
HF-100-R	675.00	650.00	665.00
00-W (9/53)	575.00	575.00	575.00

	High	Low	Mean Avg.
WURLITZER			
015 (46) 24 sel., 78 RPM	\$ 35.00	\$ 35.00	\$ 35.00
017 (46) 24 sel., 78 RPM	35.00	35.00	35.00
100 (47) 24 sel., 78 RPM	50.00	50.00	50.00
1217 Hideaway (50) 48 sel., 45 or 78 RPM	95.00	89.00	89.00
250 (50) 48 sel., 45 or 78 RPM	115.00	54.00	99.00
400 (51) 48 sel., 45 or 78 RPM	195.00	149.00	155.00
450 (51) 48 sel., 45 or 78 RPM	175.00	150.00	150.00
500 (52) 104 sel., 45-78 RPM Mix	495.00	149.00	180.00
550-A (53) 104 sel., 45-78 RPM Mix	225.00	175.00	175.00
600 (53) 48 sel., 45 or 78 RPM	275.00	239.00	239.00
600-A (54) 48 sel., 45 or 78 RPM	275.00	239.00	239.00
650 (53) 48 sel., 45 RPM	325.00	239.00	325.00
650-A (54) 48 sel., 45 RPM	325.00	225.00	239.00
700 (54) 104 sel., 45 RPM	625.00	445.00	495.00
800 (2/55) (W)	825.00	65.00	595.00

PINBALL GAMES

	High	Low	Mean Avg.
ATLANTIC			
Atlantic City (5/52)	\$ 65.00	\$ 55.00	\$ 55.00
each Beauty (1/55)	195.00	30.00	175.00
each Club (2/53)	75.00	45.00	55.00
each Beauty (11/52)	75.00	55.00	65.00
Big Time (1/55)	245.00	95.00	125.00
Right Lights (5/51)	55.00	45.00	45.00
Right Spot (11/51)	65.00	45.00	45.00
roadway (12/55)	270.00	175.00	225.00
oney Island (9/52)	55.00	45.00	45.00
ude Ranch (9/51)	75.00	45.00	55.00
olle (10/52)	80.00	65.00	65.00
ayety (3/55)	85.00	55.00	65.00
aytime (6/55)	145.00	65.00	120.00
i-Fi (6/54)	75.00	60.00	65.00
e Frolics (1/54)	65.00	45.00	65.00
iami Beach (9/55)	145.00	120.00	125.00
ite Club (3/56)	425.00	205.00	245.00

	High	Low	Mean Avg.
Palm Beach (7/52)	\$ 85.00	\$ 40.00	\$ 40.00
Palm Springs (11/52)	65.00	55.00	60.00
Spot Lite (1/52)	65.00	45.00	45.00
Surf Club (3/54)	65.00	40.00	60.00
Variety (9/54)	95.00	65.00	75.00
Yacht Club (6/53)	55.00	30.00	55.00

	High	Low	Mean Avg.
CHICAGO COIN			
Basket Ball Champ (10/49)	\$195.00	\$195.00	\$195.00
Tahiti (10/49)	75.00	75.00	75.00

	High	Low	Mean Avg.
EVANS			
Saddle & Turf Club Model (10/53)	\$ 85.00	\$ 85.00	\$ 85.00

	High	Low	Mean Avg.
GENCO			
Golden Nugget (2/53)	\$ 35.00	\$ 35.00	\$ 35.00

	High	Low	Mean Avg.
GOTTlieb			
Arabian Knights (11/53)	\$125.00	\$ 95.00	\$100.00
Auto Race (9/56)	270.00	235.00	245.00
Basketball (10/49)	200.00	200.00	200.00
Chinatown (10/52)	65.00	35.00	50.00
Cinderella (3/48)	25.00	25.00	25.00
Classy Bowler (7/56)	245.00	215.00	225.00
College Daze (8/49)	135.00	135.00	135.00
Coronation (11/52)	45.00	35.00	35.00
Crossroads (5/52)	65.00	45.00	65.00
Cyclone (4/51)	25.00	25.00	25.00
Daisy Mae (7/54)	145.00	125.00	125.00
Derby Day (4/56)	210.00	145.00	195.00
Diamond Lill (12/54)	140.00	110.00	125.00
Dragonette (6/54)	175.00	135.00	150.00
Duette (3/55)	195.00	150.00	175.00
Flying High (2/53)	65.00	45.00	45.00
Four Belles (10/54)	125.00	125.00	125.00
Four Stars (6/52)	65.00	50.00	65.00
Frontiersman (11/55)	185.00	115.00	165.00
Gold Star (8/54)	150.00	125.00	140.00
Grand Slam (4/53)	60.00	35.00	50.00
Green Pastures (1/54)	100.00	75.00	75.00
Guys & Dolls (5/53)	80.00	45.00	65.00
Gypsy Queen (2/55)	175.00	125.00	150.00
Happy Days (7/52)	65.00	65.00	65.00
Harbor Lites (2/56)	195.00	175.00	185.00
Hawaiian Beauty (5/54)	125.00	120.00	125.00
Hit 'n' Run (3/52)	65.00	45.00	65.00
Jockey Club (4/54)	130.00	85.00	110.00
Jubilee (5/55)	275.00	210.00	210.00
Jumbo (10/54)	235.00	225.00	225.00
Marathon (10/55)	245.00	215.00	245.00
Lady Luck (9/54)	150.00	105.00	145.00
Lovely Lucy (2/54)	110.00	60.00	110.00
Marble Queen (6/53)	85.00	55.00	55.00
Mystic Marvel (3/54)	255.00	95.00	120.00
Niagara (12/51)	35.00	35.00	35.00
Pin Wheel (10/53)	100.00	60.00	100.00
Poker Face (8/53)	85.00	60.00	75.00
Quartette (2/52)	95.00	95.00	95.00
Queen of Hearts (12/52)	65.00	60.00	60.00
Quinette (3/53)	75.00	65.00	75.00
Rose Bowl (10/51)	50.00	35.00	50.00
Score-Board (3/56)	275.00	185.00	195.00
Sea-Belles (8/56)	295.00	275.00	295.00
Shindig (9/53)	110.00	60.00	100.00
Skill Pool (8/52)	70.00	35.00	65.00
Sluggin' Champ (4/55)	180.00	125.00	165.00
Sluggin' Champ Deluxe (4/55)	180.00	180.00	180.00
Southern Belle (6/55)	170.00	165.00	170.00
Spot Bowler (10/50)	30.00	30.00	30.00
Stage Coach (11/54)	150.00	120.00	150.00
Sweet Add-A-Line (7/55)	175.00	135.00	155.00
Toreador (6/56)	386.00	275.00	275.00
Tournament (8/55)	225.00	210.00	225.00
Twin Bill (1/55)	150.00	145.00	150.00
Wishing Well (9/55)	185.00	115.00	165.00

	High	Low	Mean Avg.
UNITED			
ABC (2/52)	\$545.00	\$545.00	\$545.00
Caravan (1/56)	225.00	50.00	135.00
Circus (8/52)	35.00	25.00	25.00
Havana (2/54)	80.00	80.00	80.00
Hawaii (6/54)	120.00	120.00	120.00
Manhattan (4/55)	80.00	55.00	60.00
Nevada (8/54)	55.00	55.00	55.00
Pixie (9/55)	145.00	70.00	70.00
Rio (11/53)	55.00	25.00	25.00
Singapore (10/54)	65.00	65.00	65.00
Stardust (4/56)	225.00	125.00	155.00
Starlet (11/55)	225.00	50.00	125.00
Triple Play (8/55)	85.00	65.00	75.00
Tropicana (1/55)	75.00	75.00	75.00
Tropics (7/55)	145.00	55.00	55.00
Army & Navy (10/55)	35.00	35.00	35.00
Big Ben (9/54)	125.00	55.00	85.00
WILLIAMS			
C. O. D. (9/53)	75.00	75.00	75.00

	High	Low	Mean Avg.
Colors (11/54)	\$ 95.00	\$ 95.00	\$ 95.00
Dealer '21' (2/54)	55.00	35.00	55.00
Deluxe Baseball	195.00	49.00	125.00
Disk Jockey (11/52)	40.00	40.00	40.00
Eight Ball (1/52)	35.00	35.00	35.00
Fairway (6/53)	40.00	40.00	40.00
Grand Champion (8/53)	80.00	35.00	80.00
Gun Club (11/53)	40.00	40.00	40.00
Hayburner (6/51)	75.00	50.00	50.00
Hong Kong (10/52)	55.00	50.00	50.00
Jalopy (8/51)	55.00	40.00	40.00
King of Swat	225.00	215.00	225.00
Lazy Q (2/54)	35.00	35.00	35.00
Lu Lu (12/54)	135.00	55.00	135.00
Nifty (12/50)	20.00	20.00	20.00
Nine Sisters (1/54)	50.00	50.00	50.00
Peter Pan (4/55)	150.00	135.00	135.00
Quarterback (10/49)	195.00	195.00	195.00
Race the Clock (1/55)	200.00	100.00	190.00
Rainbow 5 Ball (11/48)	275.00	245.00	265.00
Regatta (10/55)	135.00	110.00	125.00
Screamo (4/54)	75.00	75.00	75.00
Silver Skates (2/53)	50.00	50.00	50.00
Sky Way (9/54)	85.00	60.00	65.00
Spark Plug (10/51)	30.00	30.00	30.00
Spiffire (2/55)	110.00	75.00	110.00
Star Pool (10/54)	110.00	75.00	75.00
Struggle Buggie (12/53)	55.00	45.00	45.00
Slugfest (3/52)	45.00	45.00	45.00
Twenty Grand (12/52)	50.00	50.00	50.00
Times Square (4/53)	70.00	35.00	70.00
Thunderbird (5/54)	125.00	115.00	115.00
Three Deuces (8/55)	180.00	145.00	180.00
Super World Series (4/51)	60.00	60.00	60.00
Wonderland (5/55)	135.00	110.00	130.00

SHUFF

Continued from page 91

	High	Low	Mean Avg.
Leader Shuffle Alley (U) (11/53)	\$195.00	\$125.00	\$165.00
League Bowler (U) (1/54)	250.00	95.00	165.00
League Bowler Deluxe (U) (4/54)	195.00	100.00	145.00
Lightning (U) (2/55)	155.00	150.00	155.00
Lightning Deluxe (U) (2/55)	295.00	275.00	275.00
Magic (B) (12/54)	155.00	155.00	155.00
Mars (U) (1/55)	295.00	225.00	275.00
Mars Deluxe (U)	395.00	185.00	245.00
Match Bowl-A-Ball (CC) (8/52)	70.00	45.00	45.00
Match Pool (Ge) (2/54)	99.50	75.00	80.00
Mercury (U) (12/54)	175.00	150.00	165.00
Mystic Bowler (B) (12/54)	355.00	325.00	355.00
Mercury Deluxe 11th Frame (U)	295.00	235.00	245.00
Name Bowler (CC) (1/54)	50.00	50.00	50.00
Official (U) (5/52)	85.00	60.00	75.00
Olympic (U) (8/54)	135.00	70.00	75.00
Original	95.00	50.00	70.00
Pacemaker (K) (9/53)	149.50	50.00	85.00
Palisade (K)	55.00	55.00	55.00
Playtime Bowler (CC) (10/54)	295.00	175.00	275.00
Rainbow Shuffle Alley (U) (8/54)	255.00	125.00	125.00
Rocket (B) (8/54)	95.00	95.00	95.00
Royal (U) (8/54)	190.00	75.00	110.00
Score-A-Line (CC) (9/55)	225.00	225.00	225.00
Shuffle Alley Deluxe 6 Player (U) (10/51)	85.00	30.00	60.00
Shuffle Alley 6 Player (K)	85.00	45.00	55.00
Shuffle Alley 10 Player (K)	95.00	50.00	60.00
Shuffle Alley 11th Frame	335.00	150.00	195.00
Shuffle Alley Deluxe 11th Frame (U)	325.00	175.00	255.00
Shuffle Pool (Ge) (11/53)	99.50	39.50	85.00
Six Player (CC)	50.00	45.00	45.00
Six Player Deluxe (K)	65.00	40.00	45.00
Six Player Deluxe (U)	65.00	40.00	45.00
Six Player 10th Frame (U)	75.00	55.00	70.00
Speedlane Bowler (K)	275.00	275.00	275.00
Speedy (U) (8/54)	135.00	135.00	135.00
Star, 5 Player (U) (7/52)	95.00	34.50	45.00
Star, 10th Frame (U) (9/52)	110.00	29.50	60.00
Starlite (CC) (5/54)	295.00	145.00	195.00
Super Bonus Deluxe (U)	425.00	345.00	275.00
Super Frame (CC) (5/54)	295.00	95.00	165.00
Super Match Bowler (CC) (10/52)	75.00	50.00	55.00
Super Six (U) (3/52)	100.00	29.50	75.00
Targett (U)	100.00	100.00	100.00
Targett Deluxe (U) (8/54)	320.00	95.00	195.00
Team Bowler (U) (1/54)	295.00	100.00	165.00
Team Bowler (K) (10/52)	75.00	49.50	50.00
Tenth Frame (K)	75.00	35.00	60.00
Tenth Frame Bowler (CC)	95.00	40.00	60.00
Thunderbolt (CC)	395.00	265.00	295.00
Triple Score Bowler (CC) (6/53)	65.00	65.00	65.00
Triple Strike Bowler (CC)	175.00	175.00	175.00
Venus Deluxe (U) (3/55)	350.00	225.00	275.00
Victory Bowler (B) (5/54)	295.00	145.00	195.00
Venus Bowler	285.00	225.00	325.00

ARCADE EQUIPMENT

Code: AP—Auto Photo; B—Bally; CC—Chicago Coin; Ev—Evans; Ex—Exhibit; G—Genco; Gb—Gottlieb; K—Keeney; M—Int'l; Muto—Mutoscope; R—Roovers; S—Seeburg; Sc—Scientific; Sh—Shipman; T—Telecoin; U—United; W—Williams; Wa—Walling.

	High	Low	Mean Avg.
AA Gun (K) ('48)	\$ 99.50	\$ 99.50	\$ 99.50
ABT Challenger (5/46)	30.00	25.00	25.00
Advance Shockers	22.50	22.50	22.50
Air Football	225.00	195.00	225.00
Air Hockey	325.00	250.00	325.00
Air Raider (K) ('48)	125.00	125.00	125.00
All Star Baseball (W)	195.00	100.00	175.00
Anti Aircraft	99.50	99.50	99.50
Atomic Bombers (M)	125.00	100.00	125.00
Auto Photo (AP)	1995.00	1995.00	1995.00
Balloonamat Capitol P (1/55)	295.00	295.00	295.00
Baseball (Sc)	79.50	79.50	79.50
Baseball, 2 Player (G)	175.00	125.00	145.00
Basketball (G)	195.00	195.00	195.00
Basketball (CC)	195.00	195.00	195.00
Basketball Champ (CC)	195.00	195.00	195.00
Bat-A-Score (Ev) (8/48)	150.00	95.00	125.00
Bat-A-Score, Sr. (Ev) (8/48)	145.00	145.00	145.00
Bert Lane Merry-Go-Round	275.00	275.00	275.00
Big Broncho (1/51)	345.00	325.00	325.00
Big Inning (B) (47)	125.00	125.00	125.00
Big League Baseball (3/51) (W)	145.00	145.00	145.00
Big League Baseball (W) (2/54)	145.00	145.00	145.00
Big Top (G) (6/54)	250.00	250.00	250.00
Bingo Roll	150.00	125.00	150.00
Bonus Deluxe (U)	350.00	300.00	325.00
Bonus Gun (U) (1/55)	210.00	210.00	210.00
Broncho Horse (Ex) (10/47)	375.00	375.00	375.00
Card Vender (Ex)	50.00	45.00	50.00
Carnival Deluxe (U)	295.00	150.00	245.00
Carnival Gun (U) (10/54)	175.00	135.00	150.00
Champion Baseball (G)	215.00	175.00	185.00
Champion Hockey ('46)	100.00	100.00	100.00
Coon Gun (S)	85.00	85.00	85.00
Coon Hunt (S) (2/54)	150.00	95.00	150.00
Dale Gun (Ex)	65.00	50.00	65.00
Defender (B) ('40)	150.00	125.00	125.00
Derby, 4 Player (CC) (3/52)	195.00	95.00	135.00
Drivemobile (M) (7/54)	195.00	150.00	150.00
500-Shooting Gallery (Ex) (3/55)	175.00	85.00	95.00
Flash Hockey (Coinex) (9/46)	99.50	75.00	99.50
Flying Saucer (M) (6/50)	350.00	95.00	125.00
Football (M)	275.00	275.00	275.00
Goatee (CC) (1/46)	95.00	95.00	95.00
Gun Patrol (Ex) (5/51)	150.00	62.00	95.00
Gypsy Fortune Teller	10.00	10.00	10.00
Harvard Metal Typer	125.00	125.00	125.00
Heavy Hitter (B)	65.00	50.00	65.00
Hi-Ball (Ex) (2/38)	95.00	75.00	75.00
Hockey (CC)	75.00	75.00	75.00
Home Run, 6 Player (CC) (3/54)	200.00	175.00	195.00
Jet (B)	110.00	110.00	110.00
Jet Fighter (W) (10/54)	225.00	110.00	225.00
Jet Gun (Ex) (12/51)	75.00	75.00	75.00
Jumping Jack (G) (11/52)	85.00	35.00	75.00
Jungle Gun (U) (7/54)	325.00	325.00	325.00
Kicker & Catchers	52.50	52.50	52.50
K O Fighter	395.00	345.00	350.00
Lite League (W) (2/54)	95.00	75.00	75.00

	High	Low	Mean Avg.
Lord's Prayer (M) (6/56)	\$395.00	\$395.00	\$395.00
Lovometer (Ex)	25.00	25.00	25.00
Mauser Pistol (Ex)	89.50	89.50	89.50
Mercury Counter Gripper	25.00	25.00	25.00
Midget Movies (CC)	145.00	125.00	125.00
Midget Skeeball (CC)	175.00	145.00	145.00
Mill Scales	65.00	35.00	50.00
Panoram (Mills)	395.00	325.00	395.00
Pennant Baseball (W)	100.00	95.00	95.00
Periscope (CC)	100.00	95.00	95.00
Photomatic (M) (1/50)	395.00	245.00	275.00
Photomatic Deluxe (M) (2/36)	245.00	245.00	245.00
Pistol (CC) (1/49)	75.00	75.00	75.00
Pistol Pete (CC)	99.50	45.00	75.00
Pistol Target Skill	15.00	15.00	15.00
Pitch'm & Bat'm (S)	195.00	125.00	195.00
Polar Hunt (W)	395.00	325.00	345.00
Pop Up	20.00	20.00	20.00
Quarterbacks (G) (9/55)	195.00	145.00	195.00
Ranger (K)	295.00	250.00	295.00
Rapid Fire (B)	125.00	110.00	110.00
Rifle Gallery (G) (6/54)	175.00	150.00	165.00
Round the World Trainer (CC) (10/53)	375.00	325.00	325.00
Royal Mustang Horse	375.00	375.00	375.00
Safari (W) (2/54)	365.00	224.00	313.00
Set Shot Basketball (Munves) (6/52)	295.00	225.00	275.00
Shoe Brush Up	95.00	95.00	95.00
Shoot the Bear (S)	195.00	65.00	125.00
Shooting Gallery (Ex) (6/54)	225.00	95.00	150.00
Sidewalk Engineer (W) (5/55)	195.00	99.00	150.00
Silver Bullets (Ex) (11/49)	125.00	125.00	125.00
Silver Gloves (M)	195.00	125.00	175.00
Six Shooter (Ex)	75.00	75.00	75.00
S K Grip Vue	30.00	20.00	20.00
Sky Fighter (M) (9/53)	125.00	125.00	125.00
Sky Gunner (G) (9/53)	125.00	125.00	125.00
Sky Gunner (CC)	125.00	125.00	125.00
Sky Rocket (G) (5/55)	195.00	175.00	185.00
Smiley (Pioneer) (8/46)	525.00	495.00	495.00
Space Gun (Ex)	125.00	85.00	95.00
Space Ranger (Deco)	295.00	224.50	295.00
Space Ship	275.00	125.00	135.00
Speed Boat (B) (7/53)	325.00	275.00	325.00
Sportland (Ex) (11/51)	140.00	140.00	140.00
Sportsman (K) (11/54)	185.00	175.00	175.00
Standard Metal Typer F S	275.00	275.00	275.00
Star Series (W) (4/49)	85.00	85.00	85.00
Star Shooting Gallery (Ex) (9/54)	120.00	100.00	110.00
Steeple Chase	395.00	395.00	395.00
Submarine (K) (1/42)	125.00	125.00	125.00
Super Home Run (CC) (3/54)	125.00	125.00	125.00
Super Jet (CC) (4/53)	175.00	175.00	175.00
Super Jet (CC) (8/53)	295.00	295.00	295.00
Super Pennant (W)	175.00	145.00	175.00
Super Slugger (U) (7/55)	395.00	295.00	350.00
Telequiz (1/49) (T)	65.00	65.00	65.00
Ten Strike (E) (46)	85.00	75.00	85.00
3-D Theater (M) (12/53)	150.00	150.00	150.00
Three-of-a-Kind	20.00	18.00	18.00
Three Way Gripper (Gb)	25.00	25.00	25.00
Treasure Cove (Ex) (6/55)	225.00	225.00	225.00
Trigger Horse (E) (7/53)	395.00	395.00	395.00
Undersea Raider (2/46)	125.00	125.00	125.00
Voice-O-Graph (M) (4/46)	395.00	295.00	325.00
Wild West (G) (2/55)	65.00	65.00	65.00
Wizard 5c	20.00	19.50	19.50
Wizzard Whiz	25.00	18.00	20.00
World Series (W) (4/51)	50.00	50.00	50.00
Zingo (1/51) (U)	65.00	65.00	65.00

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THE NEW WURLITZER Console

INTRODUCING A NEW DIMENSION IN AUTOMATIC MUSIC

200 AND 104 SELECTION MODELS



T & L DISTRIBUTING CO.
1663 Central Parkway
Cincinnati, Ohio

JUKE BOX MUST FOR NIGHT OWLS, TRUCK DRIVERS

BOSTON—A juke box is a must for truck drivers and other night workers, it was argued this week in Suffolk Superior Court during hearing of a suit brought by a couple who claimed such music was keeping them awake.

The attorney for Mr. and Mrs. Herbert Silver told Judge Jesse Morton that night workers "after the cares of hard work need a little soft music with their coffee and hamburgers." Judge Morton replied: "I always welcome the chance to stop a juke box, but I don't think I can in this case."

He refused to issue an injunction against Margie's Ice Cream Parlor, located on the first floor beneath the Silver apartment, to have the juke box stopped at 10 p.m.

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when answering ads . . .

Say You Saw It in The Billboard

FOLK TALENT & TUNES

Continued from page 56

On behalf of "Mademoiselle," . . . Uncle Phil Philley and His Big Western Jamboree Band recently entertained the inmates of San Quentin Prison. The band, fronted by vocalist Cal Smith, featured miley Davis, steel guitar; Norma McCall, Dale Owens and Louis Weeks, vocalists; Johnny Cash, the

Tennessee Two, Don Deal, Hank Cockran, Willis and Linda, and Pete Harrison.

Starday has released a new Andy Doll record, "You Can't Stop Me From Dreaming," with "That's Life, Ho, Ho!" on the flip. Doll's seven-man

band is currently playing dates thru the Midwest. . . . Gene Ray has an EP out on the Cowtown label, with "Rock 'n' Roll Fever" and "If I'd Been Asked" getting the most play from deejays, according to John W. Stephenson, who is back in Avery, Tex., after cutting a session at WIS, Columbia, S. C.

Bill Clifton is due in Nashville Tuesday (28) with the Dixie Mountain Boys for another session for Mercury. Ralph Stanley will handle the banjo chores in the absence of Johnny Clark, who is keeping busy with Clark Bros. Traders, new gun shop in Warrenton, Va. . . . "Grand Ole Opry's" bossman, Walter "D." Kilpatrick, and WSM execs, Bob Cooper and Irving Vaughn, spent the fore part of last week in New York, mixing business with pleasure. . . . George Jones, "Grand Ole Opry" regular, has been signed for 12 appearances a month with the new Ernest Tubbs package show. Jones' new Mercury Starday release, "Eskimo Pie," coupled with "Color of the Blues," is due out this week.

Abbie Neal, of Abbie Neal and Her Ranch Girls, made a guest appearance Sunday (26) on Marty Krauss' "Country Carnival" over WAMO, Pittsburgh. . . . February 1 guestar on "Country America," KABC, Los Angeles, Saturday night feature, will be Marty Robbins. Hank Locklin is inked for the following week. Regulars on the show are Debby Kay, Ginny Jackson, Freddy Hart, Lefty Frizzell and emcee Joe Allison. Nat Nigberg produces. . . . Dub Dickerson has inked a pact with Imperial Records and will etch his first session in Hollywood February 4. He left Dallas January 27, accompanied by his protege, Dennis Herrold, new Imperial find, whose first release is "Make With the Lovin'," b/w "Hip, Hip, Baby." The pair will plug Herrold's record and a new one by Ricky Nelson, "Stood Up," during visits with d.j.'s en route west. "Stood Up" was penned by (Continued on page 96)

COIN MACHINE SALESMAN

One of the oldest and largest distributors in the East, with several important franchises in games and music, has a real opportunity for an aggressive salesman who knows the coin machine business.

Substantial, densely populated territory, lucrative and active market. We offer every co-operation and incentive, company car, real compensation with an unexcelled opportunity to build your own future, to a salesman who can deliver.

We have a good share of the total volume now and need a thoroughly experienced man who can increase and expand our coverage.

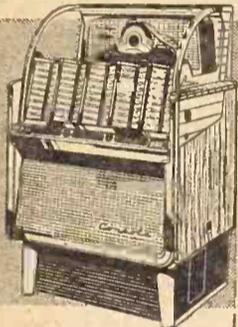
Write in detail. We guarantee full and strict confidence. Our employees know of this ad. If promising, we will pay expenses for interview or come to you.

BOX 136 The Billboard, 1564 Broadway, New York 36, N. Y.

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V200 Rebuilt w/ VL Sel. Rec.	\$850.00
HF100R	669.00
HF100C	569.00
HHF100R (Hideaway)	550.00
HH100W (Hideaway)	425.00
M100C	469.00
M100A	189.00
3W1 Wallboxes, Chrome (100 Selections)	54.50
3W1 Wallboxes, Hammerloid (100 Selections)	46.50

WURLITZER

2150 (200 Selections) Write 1650	\$239
2000 (200 Selections) \$699 1600	239
1900 (104 Selections) 649 1400	149
800	569 1250 99
700	469 1217 (Hideaway) 89

AMI

1100 (like new)	\$649
1200 (like new)	649
1120 (like new)	495

ROCK-OLA

1442 (50 Selections)	\$395
1436 (45 rpm)	229
1434 (45 rpm)	139

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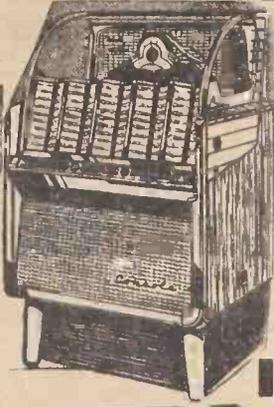
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1958 BRUSSELS WORLD'S FAIR BRUSSELS, BELGIUM
We cordially invite operators from all over the world to visit our arcade during their stay at the World's Fair.
The latest and most advanced designs in American Coin Operated equipment will be flown to the 1958 Brussels World's Fair for display in our arcade, featuring the latest models from:
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Mr. Armand Timmermans of Kentiver Automatic, Antwerp, Belgium, and sales representatives from International Scott Crosse Co., U.S.A., will be on hand during the entire show to afford you hospitality.
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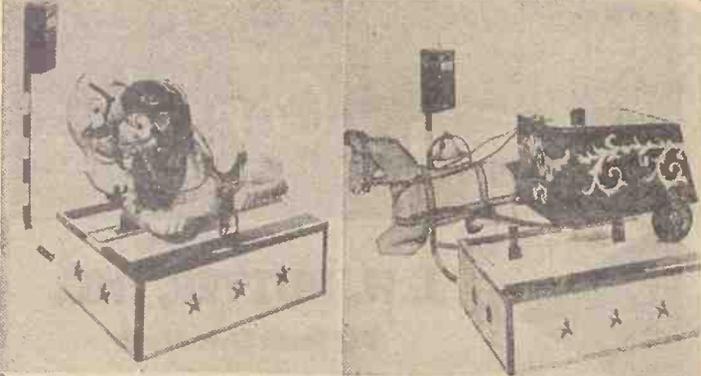
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FIRE ENGINE • KIDDIE TRAIN • TUGBOAT AUTO

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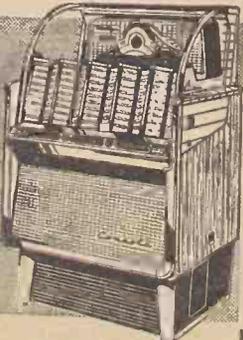
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ROTH NOVELTY COMPANY

54 North Pennsylvania Avenue
Wilkes-Barre, Pennsylvania

**Will U. S. High Ct.
Study Pinball Code?**

Here is a copy of a Columbus, O., anti-pinball ordinance of December 11, 1954, which is likely to go under scrutiny of the U. S. Supreme Court. The ordinance was recently upheld by the Ohio Supreme Court, but operators decided to file for a hearing in the U. S. High Court, after a petition for a rehearing in the State Court was denied. Note that the ordinance groups all types of pinballs into the prohibited class.

COLUMBUS, O. — Ordinance No. 1615-54—To prohibit the possessions of pinball and certain other similar machines; to supplement the Code of the City of Columbus, 1952, by the enactment of Section 29.69-1 thereof, and to declare an emergency.

Whereas, the operation of pinball machines and similar machines involving chance or skill or reward encourages gaming and the general disorder incident thereto, and is a threat or menace to the peace and morals of the community; and,

Whereas, even the so-called amusement-only pinball machines are so constructed to be almost identical in appearance, and operation to certain gambling devices, per se; and,

Whereas, even the vast majority of such so-called amusement-only devices are readily convertible to gambling devices; and,

Whereas, the operation of even amusement-only pinball machines has become and now constitutes a nuisance in that it encourages a false sense of values, idling, and loitering; and;

Whereas, an emergency exists in that such pinball machines are now generally absent from the city,

State Court

• Continued from page 90

unless it was proved they had been used for gambling.

The Supreme Court, on December 18, ruled in favor of a Columbus anti-pinball ordinance (see copy this section), similar to Toledo's.

The State Court, at the same time, dismissed an attempt to bring before it an appeal from a decision of the Sixth District Court of Appeals which last May backed the Toledo ordinance.

Seattle Holds

• Continued from page 90

Soelen, corporation counsel, is drafting a regulatory ordinance and when ready it will be introduced in the council and a public hearing held.

Chairman Carroll tempered his remarks with the assurance to the applicants that they weren't being accused and that the License Committee realized that with possibly a few exceptions, they are conducting a clean business and observing the ordinance requirements.

more than



NAVY

but will return unless immediately prohibited; and for the immediate preservation of the public peace and safety; now, therefore,

Be it ordained by the council of the City of Columbus:

Section 1. That the Code of the City of Columbus, 1952, be and the same is hereby supplemented by the enactment of new Section 29.69-1 thereof, which said section shall read as follows:

"Section 29.69-1. Pinball machines, prohibited. Whoever shall within the city have in his possession, or in his custody or under his control any table game or device commonly known as a 'pin game,' or 'marble game,' the operation, use or play of which is controlled by placing therein any coin, plate, disk, plug, key or other token, or by the payment of a fee, shall be guilty of a misdemeanor and upon conviction shall be fined not more than \$500, or imprisoned not more than six months, or both."

Sec. 2. That for the reasons stated in the preamble hereto, this ordinance is hereby declared to be an emergency measure and shall take effect and be in force from and after its passage and approval by the major.

Passed December 6, 1954, O. J. Fillingier, President of Council. Approved December 7, 1954, M. E. Sensenbrenner, Mayor.

**PINBALL CULTURE
ON TV QUIZZER**

NEW YORK—A contestant on a television quiz show boosted his winnings to \$4,500 last week by being able to identify a play about "... a pinball player who succeeds in beating the machine" the cast including a bartender, longshoreman and a wealthy alcoholic.

The contestant was Joe Spigelman on Jack Barry's 21 Quiz, on NBC. He successfully answered this and two other questions to beat out rival Ed Bailey.

For those less erudite than contestant Spigelman, the play is "Time of Your Life" by William Saroyan.

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ARCADES
577 TENTH AVE., N.Y. 36, N.Y.

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- Star Slugger, Chi Coin 225.00
- Bat-A-Score, Evans 125.00
- Heavy Hitter, Bally 50.00
- Pitch 'Em & Bat 'Em, Scientific 125.00

FOOTBALL

- Quarterback, Genco \$150.00
- Field Goal, Scientific 95.00

NOVELTY MACHINES

- Sidewalk Engineer, Wms. \$100.00
- Relaxator (New) 240.00
- Foot Vibrator, Exhibit 95.00
- Love-Tester, Mutoscope 125.00
- Midget Movies 145.00
- Rock 'N' Roll, Mutoscope 75.00
- Hydra-Duck 250.00
- Art Show, Shipman 49.50
- Lord's Prayer Mach., Mutoscope (New) 390.00
- Midget Skee Ball, Chi Coin 125.00

BASKETBALL

- Basketball, Chi Coin \$125.00

GUNS

- Atomic Bomber, Mutoscope .. \$100.00
- Air Raider, Keeney 125.00
- Jet Fighter, Wms. 150.00
- Sky Fighter, Mutoscope 125.00
- Ace Bomber, Mutoscope 125.00

NEW MACHINES!

- "Squirts," Water Polo \$495.00
- "Tusco," Elephant Ride 995.00
- "Burr Gun," Cops 'N' Robbers 595.00

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x	Joy Merry-Go-Round	125.00
x	Texas Merry-Go-Round	225.00
x	"Miss America" Boat	225.00
x	Exhibit Sea Skates	225.00
x	Bally Boat	175.00
x	Meteor P.T. Boat	175.00
x	Bally Space Ship	150.00
x	Space Ranser	200.00
x	Atomic Jet	100.00
x	Exhibit Space Patrol	100.00
x	Super Jet	175.00
x	Royal Rocket	100.00
x	Flying Saucer	150.00
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JERSEY CUTS LICENSE FEES TO UP REVENUE

JERSEY CITY, N. J.—This may be the first time that a city is actually cutting down on license fees on coin machines in order to boost city coffers.

Jersey City decided that its old \$100 per machine license fee was a wee bit too stiff . . . so stiff, in fact, that city authorities hadn't bothered to enforce it.

The new plan, now in the works, would adjust the ordinance to provide a \$50 fee for skill games, \$10 for juke, and \$10 for cigarette machines. But it would continue the seemingly exorbitant fee of \$2,500 for an operator's license.

Bernard J. Sweeney, Public Safety spokesman, said that many of the taverns where machines are located did not earn enough to pay the original machine fee. He said that the city wanted a uniform rate "which everyone can pay without hardship." He did not comment on whether the \$2,500 operator's license fee constituted a hardship.

The new ordinance was also designed to bring into the fee category, coin pool games previously excepted from the license fees.

Detroit Ops Get Schooling In Ball Bowler

DETROIT — The first of a series of projected schools or clinics for operators of amusement games was sponsored here last week by the King Pin Equipment Company, leading games distributors. It was conducted by Bally Manufacturing Company, and devoted to the new Strike Bowler. Paul Calamari, engineer for Bally, came from Chicago to conduct the program.

Two solid days of sessions were held at the Hotel Tuller, with two sessions of about four hours daily—a total of about 16 hours of intensive education. This was strictly a working school, with no social aspects involved.

About 60 men attended—servicemen and some operators themselves as well. Virtually all prominent games operators of the area were represented by their staffs. This was planned primarily for local operators, in view of the sudden and notable resurgence of interest in bowling games in the city itself, but a number of upstate operators were also welcomed.

Games Work Complicated

"Everybody said when they went away that they had been learning something," said Joseph Auton, manager for King Pin in Detroit. "Most of the operators are not too familiar with the new games we are using now. The new games are a little more complicated than the shuffleboards or skeeballs or that type of game (which have been predominant in Detroit locations for years). We felt the schooling would be very good for them."

"I feel it was very successful," he said in summarizing results. Auton himself attended some of the sessions as did members of his staff.

This is the start of a continuing project of education in the operation, service, and maintenance of bowling games. It is planned to have similar clinics periodically—perhaps at 30-day intervals. Auton noted that there was a large percentage of operators and servicemen inexperienced in the handling of the bowlers at this first clinic, and is confident that, after 30 days' more experience, they will be prepared to come up with problems to which they want a solution, and that the next course will definitely be on a more technical level.

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UNITED DERBY ROLL
\$125 Ea.

SPECIAL
36" x 54" 6-POCKET
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Complete \$99.50

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MUSIC

AMI-E120	\$375
AMI-G200	695
SEEBURG-C	465
SEEBURG-B	360
SEEBURG-R	675
WURLITZER, 104 Selection WALL BOX	50

GAMES

GOTTLIEB FLAGSHIP	\$310
EASY ACES	190
REGISTER	295
MUTOSCOPE BOXER	275
GENCO 2-PLAYER BASKETBALL	175

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THE FABULOUS WURLITZER Console
MODELS 2200-2204

MUSIC DISTRIBUTING COMPANY
1945 Fifth Avenue
Pittsburgh, Pennsylvania

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Std. Financial

Continued from page 90

its subsidiaries will become a subsidiary of Financial and will expand its financial operations in the Philadelphia, Pittsburgh, Delaware, Maryland, Ohio and West Virginia areas.

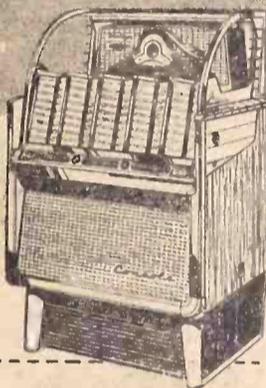
Services of FCA include loaning working capital to manufacturers and distributors, financing time sales, factoring accounts receivable and installment financing of equipment.

Karl G. Seelaus, FCA treasurer, becomes executive vice-president and will be in charge of the Philadelphia and Pittsburgh offices. Theodore H. Silbert is president of the new subsidiary. Other SFA executives and employees continue in their present positions. Silbert and seven other Standard officers were elected to the FCA board.

Standard's gross operating revenue last year was \$2,800,000, with \$690,000 net profit after taxes and earning of 57 cents a share. The firm has its main office here, with branches in Chicago, Los Angeles, Dallas, Philadelphia, Pittsburgh and Elmira, N. Y.

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#M-117-BB \$13.75	#M-122-BB \$69.50
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#M-118-BB \$13.75	#M-123-BB \$24.50
Rock-Ola 1422-26-28	Seeburg 146-47-48
#M-119-BB \$16.95	#M-227-BB \$16.95
Rock-Ola 1432-1434	AMI A-B-C-D
#M-120-BB \$15.00	#M-121-BB \$32.50
with 78 RPM turntable motor	

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Cigarette	Big Show \$295.00	ABT & Gun Rifle Range \$575.00
12 brand new, 4 slightly used, Electros, 12 col. Sweepstyle. Ea. \$175.00	Beach Beauty 175.00	Boomerang 100.00
25 Keeney Electric, 9 col. Ea. 95.00	Big Time 135.00	Big Inning 125.00
Eastern, 22 col. new 320.00	Goyety 75.00	Heavy Hitter 65.00
Mercury, 11 col. 306 175.00	Key West 345.00	Undersea Raider 125.00
National 930 150.00	Nite Club 245.00	Midget Movies 125.00
National 930 110.00		Champion Hockey 100.00
National 950 125.00		Basketball Champ 195.00
Lehigh, 12 col. 200.00		Goatee 95.00
Lehigh, 8 col. 85.00		Pistol 75.00
Lehigh, 10 col. 125.00		Twin Hockey 225.00
		Stream Shovel 195.00
		Ball-A-Score 95.00
		Date Gun 55.00
		Silver Bullet 125.00
		Ex. Vitalizers 75.00
		Genco Basketball 195.00
		Genco Champion B. Ball 195.00
		Genco Quarterback 195.00
		Mi-Fly B. Ball 225.00
		Keeney Air Raider 125.00
		Life-A-League 75.00
		Cap. Panorams 395.00
		Atomic Bomber 125.00
		Drive Mobile 150.00
		Flying Saucer 95.00
		Photomatic 350.00
		Silver Gloves 175.00
		Vatceograph 325.00
		Drive Yourself 425.00
		Rock 'n' Roll 95.00
		Pitchem & Battlem 195.00
		Bear Gun 150.00
		Coon Hunt 150.00
		Jet Filter 225.00
		Sidewalk Engineer 195.00
		Love Tester 125.00
		Three O 150.00
		Shoe Shine 150.00
		Zodiac Vendors 95.00

150 BALLY HOLLY CRANES LATE BINGOS
Write, wire or call for special prices.

WURLITZER DISTRIBUTOR

CLEVELAND COIN MACHINE EXCHANGE Inc
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All Phones: Tower 1-6715



BARGAINS!
AMI PHONOS F120\$495
 G120 595
14-Foot Bowlers 475

PURVEYOR Better Buys
 DISTRIBUTING CO.

4322-24 N. WESTERN AVE.
 CHICAGO, ILLINOIS
 JUNIPER 8-1814

FOLK TALENT & TUNES

Continued from page 93

Dickerson and Herrold, who are under the direction of Charles Wright, Dallas agent.

Linda Brannon, of "Louisiana Hayride," Shreveport, guested recently on "Reilly Springs Jamboree," Sulphur Springs, Tex., sponsored by Station KSST and produced by Lou Erick and Joe Shelton, and "Big T Jamboree," Texarkana, Tex., produced by Walt Richardson. Miss Brannon's "I'll Be Lonesome When You're Gone," which she cut for the Ram label, has been covered by RCA Victor. She continues to work under the personal management of Mira Ann Smith, of Shreveport.

Lawton Williams, writer of "Fraulein" and "Geisha Girl" and whose latest waxing on the RCA Victor label is "Foreign Love" b.w. "Don't Burn the Bridge Behind You," is set for a February 1 guest shot on "Louisiana Hayride," Shreveport. Deejays who don't have Williams' latest may obtain a copy by writing to Hank Craig at Station KCUL, Fort Worth, Tex.

With the Jockeys

Veteran platter spinner Uncle Jim Christie pipes from his Des Plaines, Ill., home that his ulcers are playing a return engagement, with the result that he's back on the old milk diet. . . Jimmy Simpson continues to pour out the c.&w. tunes via a Palmer, Alaska, station.

Jim Risner and Cousin Ted, both formerly of KSYD, Wichita Falls, Tex., are looking for new c.&w. wax to round out brand-new country and western programming on KTXC, Big Springs, Tex. The lads are part of a group of four who recently purchased the station and are planning changes of call letters and a power increase.

Station KWFT, Wichita Falls, Tex., which changed ownership November 1 last, has extended its country and western programming time. Under the new arrangement, Bill Mack is now doing four hours of c.&w. music daily. This is in addition to the daily broadcast of the Miller brothers' Band and Mack's own combo. On Saturdays, Bill will be running about seven hours of country music. Last Saturday (18), Homer Cunningham, new KWFT program director and a vet at the country show business, inaugurated a new c.&w. seg beginning at 11 a.m. KWFT, on 620 k.c. and power of 5,000 watts, day and night, blankets the Texas, Oklahoma and Kansas area. Mack plans to use the beep telephone on his 8-9 a.m. portion of his program for interviews with c.&w. personalities. He'd appreciate hearing from artists who'd liketo get on.

Ray Odom, KMOP, Tucson, Ariz., reports that Pee Wee King's "Prelude to a Broken Heart" has hit 12th slot on the station's popularity list. . . Jimmy Simpson, spinning 'em at KBYR, Anchorage, Alaska, writes that anyone wanting a copy of his latest escape, "Blue As I Can Be," may obtain one by writing to him. Simpson reports that Buck Owen's Capitol release, "I Know What It Means," is doing well on the "Far North

Jamboree," as is Hank Herral's "Fabulous Oklahoma," Capitol rock 'n' roller. . . Joseph (Little Joe) Ferré Jr., is spinning them on "New England Hayride," a Saturday evening show on WSAR, Fall

River, Mass., new music and news station. Joe welcomes promotional records. . . DeeJay Joe Hite has moved from WFKN, Franklin, Ky., to WLCK, Scottsville, Ky., and says he needs records.

INTRODUCING A NEW DIMENSION IN AUTOMATIC MUSIC

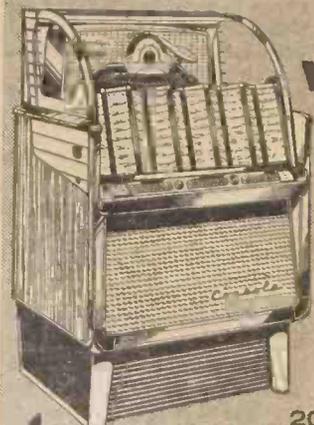


THE FABULOUS WURLITZER Console
 MODELS 2200-2204

SEE AND HEAR IT TODAY

SANDLER DISTRIBUTING COMPANY
 110 Eleventh St., Des Moines, Iowa
 405 Plymouth Ave., N., Minneapolis, Minn.

THE SHAPE OF Tomorrow HERE TODAY



WURLITZER Console
 Models 2200 and 2204

A NEW DIMENSION IN AUTOMATIC MUSIC
NEW HIGH EARNINGS
 200 AND 104 SELECTIONS

NOW ON DISPLAY

CONSOLIDATED AMUSEMENTS COMPANY, INC.
 1269 Madison Avenue
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JUKES. JUKES JUKES!
LARGEST STOCK AND SELECTION IN U. S. A.

Steam Cleaned—Unconditionally Guaranteed

UNITED UPA-100	H100G\$550	E-120\$375	AMI
Typical Values	M100W 550	F-120 550	
	V200 695	G-120 650	
		G-200 (New) .. 725	
SEEBURG	WURLITZER	H-100 750	
M100A\$145	1800\$595	ROCK-OLA	
M100C 475	1900 675	Comet 120\$435	
	1700 545		

ROYAL
 DISTRIBUTING INC.



3 BIG SHOW ..\$275.00	1 PLAYTIME ..\$475.00
7 NIGHT CLUBS 205.00	2 CARAVANS .. 105.00
2 BROADWAYS ..175.00	4 DOUBLE-HEADERS .. 195.00
3 STAR DUST .. 150.00	2 GAYTIME .. 105.00
2 PIXIES 75.00	

ATLANTIC CITY FROLICS AND BEAUTIES AVAILABLE

ASK FOR BEN MACKIE or HAROLD HOFFMAN
 3726 Kessen Ave., Cincinnati, O., MONTANA 1-5004

GENCO'S NEW GUN... GUN CLUB

NEW DESIGN—NEW TARGETS

Williams TEN STRIKE	Williams JIG SAW	Genco SHOWBOAT
Bally ALL STAR BOWLER	United ROYAL BOWLING ALLEY	Genco MOTORAMA

REJUVENATE those shuffle alley locations with 9' BOWLING ALLEYS!

(Converted from 14' Models) **\$475.00**
 • TRIED • TESTED • TERRIFIC

USED EQUIPMENT SPECIALS

United 11' Bowling Alleys \$475.00	Genco 6-PI Skill Ball\$199.50
United 14' Bowling Alleys. 445.00	Wms. 6-PI Roll-A-Ball 199.50
Chicoin 6-PI Skl Bowl.....\$199.50	

BINGOS

Bally Miss America	Double Header. 245
Nite Club ..\$245	Broadway 195
Big Show 295	Key West 365

SUPER SPECIAL AUTO PHOTO, \$1,795.00
 Model 9—Reconditioned

1/2 Deposit, Balance Sight Draft or C.O.D.

Empire COIN MACHINE EXCHANGE
 1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600
 DETROIT BRANCH—14344 Fenkell, Detroit, Mich. Tel.: BROADWAY 3-2150

JOE ASH says:

Our Showing of the **1958 WURLITZER PHONOGRAPH LINE** will be held **Monday to Friday, Jan. 27 to 31**

Exclusive Distributors for Wurlitzer, D. Gottlieb and Exhibit In So. Jersey, Del. and E. Penna.
 Cable Address: COMAC, Philadelphia, Penna.

ACTIVE AMUSEMENT MACHINES CO.
 666 N. Broad St., Phila. 30, Pa. • POPLAR 9-4495
 You can ALWAYS depend on ACTIVE ALL WAYS Write or wire for prices

REMEMBER THE DATE!

SATURDAY - FEB. 1
 THE TIME — 12 NOON.
 AT 851-53-55 NORTH BROAD ST., PHILA., PA.

ROSEN'S first WAREHOUSE AUCTION SALE

Be Sure to Attend **DAVID ROSEN** Or Mail Your Sealed Bids

Exclusive A.M.I. Dist. Ea. Pa.
 855 N. BROAD STREET PHILADELPHIA, 23, PA.
 PHONE: STEVENSON 2-2903

Write for Complete Lists of Machines To Be Auctioned

ABC PAID CIRCULATION PROVES READER INTEREST

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

when answering ads . . . Say You Saw It in The Billboard

SHAFFER SPECIALS

- SHAFFER GUARANTEED
- SHAFFER RECONDITIONED

SEEBURG V-200
\$849.50

AMI G-200
\$695.00

WURLITZER

Model "2000" \$695.00

SEEBURG

HF100R \$695.00
 HF100G 595.00
 M100C 495.00
 M100B 400.00

WURLITZER

Model 1900 \$675.00
 Model 1800 595.00
 Model 1700 495.00

Write for Illustrated Catalog

SHAFFER MUSIC COMPANY

In the Coin Machine Business
Over 25 Years

COLUMBUS, OHIO, 849 N. High St.
AXminster 4-4614

CINCINNATI, OHIO, 1889 Central Pkwy.
MA 1-6310

INDIANAPOLIS, IND., 1327 Capitol Av.
ME 4-3571

Bilotta Launches Bowling Leagues

NEWARK, N. J.—John Bilotta, head of the Bilotta Distributing Company, has organized 18 bowling leagues in Central New York. Winners of tournament play in the coin-operated long bowlers will be awarded trips to Yankee Stadium this spring, with Bilotta picking up the tab.

Bilotta also reports that sales of Wurlitzer pianos and organs are going well. He will show a full line of these instruments at his open house (27) thru Friday (31) when the company displays the 1958 Wurlitzer juke box.

Extend Cig Excise Urges Treasury Sec.

WASHINGTON—Treasury department has served notice that it is "necessary to recommend a continuation" of the excise rates on cigarettes.

In a statement before the House Ways and Means Committee last week (16) Treasury Secretary Anderson said that increased requirements "for expenditures for security" will bring total estimated federal spending to a high level and make it necessary to extend the excise. Levy will be reduced July 1, unless Congress acts on Anderson's suggestion for an extension.

The Secretary pointed out that a reduction in the excise tax rate on liquor, cigarettes and automobiles would involve a revenue loss of over \$900 million.

New Gotham Org

• Continued from page 90

against Local 10 comes to court in Manhattan. The operator group had charged that Local 19 is not a bona fide union, but was created to harass Local 1690 and to push MONY members from their locations. It seeks to enjoin Local 19 from interfering with locations serviced by Local 1690.

A temporary injunction has been granted by Justice Owen McGivern. The trial will be on a permanent injunction.

On the calendar for the County Court of Kings County Wednesday (29) is the case of the state against Ernest Filicomo, Art Tuzio and Charles Panarella.

Charges

The trio has been indicted for second degree assault, attempted extortion and coercion against Sid Saul, a juke box operator. The alleged incident took place in Wagon Wheels, a Brooklyn luncheonette owned by Pail Presto.

According to charges made at Felony Court, the three men used force and threats to convince the juke box operator that he had better give up the location.

One of the indicted men carried a card identifying him as a member of Local 19.

Export Surge

• Continued from page 90

Belgium led both game and juke box markets with totals of \$242,449 and \$300,679, respectively. Canada took the lion's share of the vending machines shipped during October—\$97,244 worth.

Peru made an infrequent appearance among the top 10 of the export markets in October, notching \$41,508 in the juke box category. The Union of South Africa entered the line-up with \$4,636 in vending machine values.

Total exports for 1957 thru October are valued at \$22,518,258, a new high for a 10-month period. There have been over 82,000 machines shipped in this period. Figures for November and December are not yet available from the U. S. Department of Commerce.

Match Model

• Continued from page 90

with the exception that Super Bowler offers match play.

The game is a compact bowling game that has players shooting balls at pins by lining up a "gun" at the front of cabinet and "firing" a ball by pressing a button.

Three-inch, hard-plastic balls are fed into the "gun" one at a time. Mounted at the player's end of the game, the "gun" continually pivots from side to side, covering the 10-pin target field from end to end. Timing is important in scoring. One or two can play.

"CONSOLETTA"

Replaces from 4 to 8 Wallboxes!



CALL HARRISON 2-8255
REX COIN MACHINE DIST. CORP.
 821 So. Salina St.
 Syracuse, N. Y.

THE NEW

WURLITZER Console

INTRODUCING
A NEW
DIMENSION
IN
AUTOMATIC
MUSIC

200 AND 104
SELECTION MODELS



United Distributors, Inc. Mid-West Distributors

902 W. Second Street
Wichita 12, Kansas

709 Linwood Blvd.
Kansas City, Mo.



YOU CAN PUT A PUNCH
IN YOUR OPERATING with
HARD-HITTING GAMES
from **WORLD WIDE!**

BINGO GAMES

BIG SHOW	\$295	BRAZIL	\$225
NITE CLUB	235	MONACO	225
BROADWAY	195	SOUTH SEAS	185
BEACH BEAUTY	175	STARDUST	155
BIG TIME	125	STARLET	125
VARIETY	75	PIXIES	85
GAYETY	65	SINGAPORE	65
HI-FI	55	TROPICS	55
ICE FROLICS	55	RIO	55

5-BALL GAMES—Multiple Players

4-PI. MAJESTIC	\$410	2-PI. FLAGSHIP	\$310
4-PI. REGISTER	310	2-PI. SEA BELLES	285
4-PI. SCOREBOARD	195	2-PI. FAIR LADY	295
2-PI. CONTINENTAL CAFE	345	2-PI. TOREADOR	265
		2-PI. GLADIATOR	\$225

5-BALL GAMES

STAGE COACH	\$135	WORLD CHAMP	\$295
HAWAIIAN BEAUTY	115	ROYAL FLUSH	285
DIAMOND LILL	125	ACE HIGH	245
DRAGONETTE	115	AUTO RACES	235
SNAFU	135	CLASSY BOWLER	215
REGATTA	110	DERBY DAY	195
PETER PAN	95	EASY ACES	165
CAPRI	135	FRONTIERSMAN	165
BLONDIE	175	SOUTHERN BELLE	145

SHUFFLE GAMES

Bally CONGRESS	\$325	C.C. 11' SKI BOWL	\$275
C.C. CHAMPIONSHIP	325	Wms. ROLL-A-BALL	225
United REGULATION	325	Genco SKILL BALL	185
United CAPITOL	225	United DELUXE VENUS	115
United 11TH FRAME	135	United CHIEF	110
United ACE	125	C.C. ADVANCE	95

FISCHER'S

6-POCKET POOL \$155
 4-POCKET POOL 195

A-1 CONDITION! IMMEDIATE SHIPMENT

All Reconditioned Equipment in Stock—Prompt Shipment!

Cable Address
"GAMES."
Chicago

Terms: 1/2 Deposit, Balance
Sight Draft

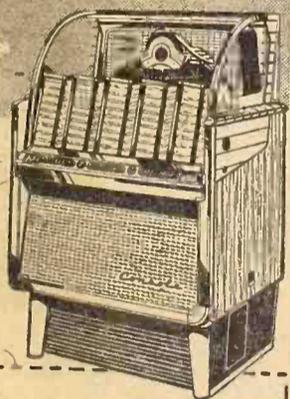


Chicago 47

2330 N. Western Ave.

Phone: EVerglade 4-2300

A New DIMENSION IN AUTOMATIC MUSIC



CONSOLE MODELS
2200 AND 2204

offering

200 AND 104
SELECTIONS

CULP DISTRIBUTING COMPANY

614 West Grand Avenue
Oklahoma City, Oklahoma

GIVE TO DAMON RUNYON CANCER FUND

Your key to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!



**THE
Air Force Thor
IS SENSATIONAL!!
BUT WAIT 'TIL YOU SEE
chicago coin's
"ROCKET"!!**

Assessed Values
• Continued from page 89

9, \$30. Machines 1954 and subsequent, 6 or 7-column, \$45; 8 or 9, \$60; 10 or 11, \$80, and 16, \$130. Five-cent gum-mint machines are valued at \$5; double, column or bowl, \$5, and single, \$2.50.

Cigarette vending machines, plus value for cash and merchandise, are scheduled 6, 7, or 8-column, \$20; 9, 10, 11, or 12, \$35; 13, 14, 15, 16, or 17, \$80; 18 or more, \$90; new 7, \$45, and new 11, \$70.

Peanut and gum venders are plus cash, merchandise, stands and attachments. The value of a double column or bowl unit is \$5, and single \$2.50.

Scales are assessed at the rate of \$10 each for those of 1951 and prior. Later models are valued on the basis of cost less normal depreciation.

**INTRODUCING A
NEW DIMENSION IN
AUTOMATIC
MUSIC**



**THE FABULOUS
WURLITZER
Console**

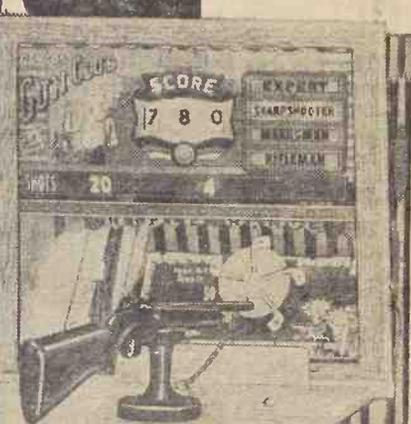
MODELS 2200-2204

**SEE
AND
HEAR IT
TODAY**

F. A. B. DISTRIBUTING COMPANY, Inc.
1019 Baronne Street
New Orleans, Louisiana

**NEW! Running
RABBITS**
on Endless Chain —
Disappear when Hit!

**NEW!
CLAY
PIPES**
on Revolving Wheel
"Shatter" and disappear
when Hit!

**GENCO'S
GUN
CLUB
RIFLE GALLERY**

NEW Glittering, Gleaming
GOLD
PLASTIC CABINET FRONT
MAKES CABINET LOOK ENTIRELY DIFFERENT

- ELECTRIC MOTOR Resets Targets — Eliminates Target Breakage
- ADJUSTABLE REPLAY and 'Bonus Shots' Features
- 2 LIGHTED CANDLES snuff out when hit — plus other new action targets
- COMPACT, COLORFUL CABINET — only 50" x 29" x 70" high

**MATCH FEATURE
AVAILABLE**

NOW DELIVERING

- ★ BALLY STRIKE BOWLING LANES—ALL STAR BOWLERS—
- ★ TARGET ROLL—MISS AMERICA
- ★ BALLY CIRCUS, THE BIKE, THE CHAMPION, MODEL T and TOONERVILLE TROLLEY
- ★ ROCK-OLA PHONOS—50-120-200 SELECTION

WRITE OR CALL FOR PRICES

★ ★ SPECIAL ★ ★	BINGO GAMES
1438 Rock-Ola, 120 Selection . . . \$395.00	Sun Valley . . . Write
Seeburg C, 100 Selection . . . 475.00	Showtime . . . Write
1432 Rock-Ola, 50 Selection, 78 or 45 R.P.M. . . . 95.00	Beach Beauty . . . \$195.00
1434 Rock-Ola, 50 Selection, 45 R.P.M. . . . 145.00	Beauty . . . 65.00
Like new A.B.C. Bally Bowling Lanes, 11 ft. . . . 495.00	Beach Club . . . 65.00
14 ft. . . . 545.00	Gayety . . . 75.00
ChiCoin Ske Bowl . . . 245.00	Daytime . . . 125.00
All machines have been checked, cleaned and ready for location.	Yacht Club . . . 30.00
	Palm Beach . . . 40.00
	Variety . . . 85.00
	Miami Beach . . . 125.00
	Dude Ranch . . . 45.00
	Big Time . . . 125.00
	Hi Fi . . . 65.00
	Ice Frolics . . . 65.00
	Palm Springs . . . 65.00
	Surf Club . . . 65.00
	United Manhattan . . . 75.00
	United Pixie . . . 95.00

5 BALLS

Snafu \$125.00
Capri 125.00
Blondie 145.00
Balls-a-Poppin' 245.00
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Genco Showboat Write
Bally Carnival Write
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ARCADE

Genco Motorama \$495.00

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AUTOMATIC MUSIC**

Wurlitzer



**CONSOLE MODELS
2200 AND 2204**
offering
**200 AND 104
SELECTIONS**

**ON
DISPLAY
NOW**

ANGOTT DISTRIBUTING COMPANY, Inc.
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GENCO MANUFACTURING
Div. of Chicago Dynamic Industries Inc.
2621 N. ASHLAND AVE. • CHICAGO 14, ILL.

Your ticket to
SALES RESULTS—
the advertising columns of
THE BILLBOARD!

FOR SALE

SHOOTING GALLERY

Excellent condition 4-gun Art. T. Shooting Gallery complete. Includes 4 guns plus one spare, tent, compressor, signs, targets, loading equipment, B.B.'s, cartridges, spare hoses, spare parts, etc. Can be seen in operation.

\$550 takes the complete set-up

ARCADE BUYS

- Midget Movies w/ extra film . . . \$ 75
- Wms. Jet Fighter 100
- Wms. Sidewalk Engineer 100
- Exhibit "500" Rifle 100
- Silver Bullets 75
- Basketball Champ 125
- Six Shooter 75

Can use 4 or 5 Philadelphia Skee-Ball Alleys, new or near-new condition.

WALTER GREEN

2108 Davidson Ave., Bronx 53, N. Y. CYPRESS 5-6553

Chi Coin Gun To Operate at Fla. State Fair

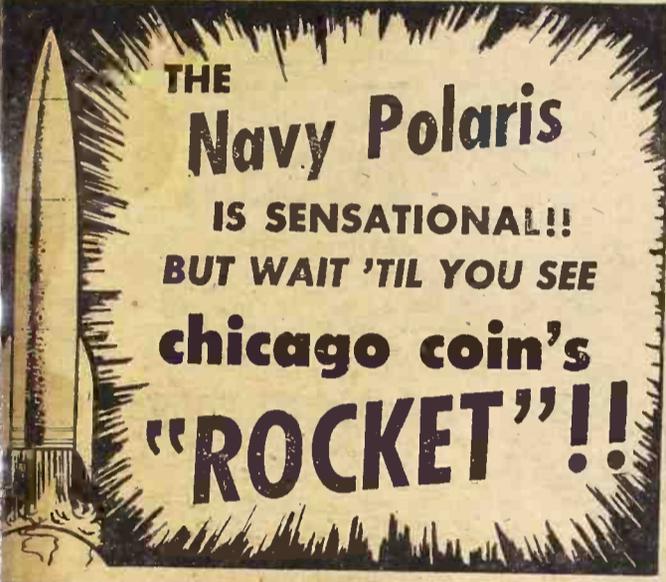
TAMPA, Fla. — Chicago Coin Machine, Chicago, will exhibit its Super Commando Machine Gun gallery at the Tampa State Fair here February 4-15.

The gallery will be operated by one of the concessions at the Fair, and will be under the supervision of Chicago Coin representatives Harry Glick, Mort Secore, Al and Bill Karski.

According to Secore, the fair locale will give people a chance to not only see the guns in operation, but to patronize it themselves, via coin play.

The Commando is being marketed thru direct sales and thru lease arrangements.

When answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!



THE Navy Polaris
IS SENSATIONAL!!
BUT WAIT 'TIL YOU SEE
chicago coin's
"ROCKET"!!



TO BAG THE BIG GAMES, LET YOUR GUIDE BE **FIRST!**

We're Shipping Chicago Coin's **LUCKY STRIKE**
LATEST and GREATEST MONEY MAKER IN BOWLERS!
Exclusive RE-PLAY Flash-O-Matic Star Feature for More Excitement—More Multiple Play! Giant Balls! Giant Pins! Realistic Action! No Roll-Over Switches on Playfield! ABC Scoring! Super Quiet!

Now Delivering **NEW GAMES**

Wms. JIG SAW	Genco MOTORAMA
Wms. TEN STRIKE	Genco GUN CLUB
Wms. TEN PIN	Genco SHOW BOAT
Bally ALL STAR BOWLER	Gottlieb STRAIGHT FLUSH

FIRST-Conditioned 14-FT. BOWLERS
Chi Coin BOWLING LEAGUES
United BOWLING ALLEYS
Bally BOWLING LANES
Keeney TRUE-SCORE BOWLER
Exh. TRU-BOWLERS
Write, Phone for SPECIAL PRICES!

ARCADE
FIRST-Conditioned

Genco CHAMPION BASE BALL	\$175
Keeney CROSS COUNTRY	210
Genco HI-FLY BASEBALL	195
United DERBY ROLL	145
Wms. BIG LEAGUE BASE BALL	145
Capital-MIDGET MOVIES	125
Wms. STAR SERIES	85
Mutos. ROCK 'N' ROLL	75
Chgo. Coin MIAMI SHUFFLE	65

WE NEED ALL TYPES ARCADE EQUIPMENT
Rush Your List for Best Deal

FIRST
COIN MACHINE EXCHANGE
Coble: "FIRSTCOIN"—Chicago
Joe Kline & Wally Finke
1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

POOL GAMES
A Brand New Model!
KAYE'S "COMPETITOR" 6-POCKET POOL
Greatest Value in the Industry!
NEW VALLEY 6-POCKET POOL TABLES
Slate or Regular Tops
Write for Price

GUNS
FIRST-Conditioned

Genco CIRCUS	Write
Exh. JUNGLE HUNT	\$335
Wms. JET FIGHTER	150
Exh. SPOTLAND GUN	140
Exh. STAR SHOOTING GALLERY	120
Exh. SHOOTING GALLERY	110
Seeburg COON HUNT	150

56-PAGE CATALOG for IMPORTERS
Fully Illustrated
Send for FREE Copy Today!


LOW PRICE **BIG APPEAL** SMALL SIZE **HIGH PROFITS**
NOW YOU CAN EQUIP EVERY LOCATION
ONLY 59" LONG X 22" WIDE

Williams TEN STRIKE
REPLAY AND SINGLE NUMBER MATCH FEATURE
Twin National Slug Rejectors with adjustment to 3-4-5 or 6 plays for 25¢

Williams TEN PINS
NOVELTY
No Match • No Replays
Single National Rejector Adjustable to 5¢ or 10¢ play or 2 players for 25¢.

Williams BRAND NEW WINNER

BALL ACTUALLY HITS PINS! NO ROLLOVERS

TURN TO AIM

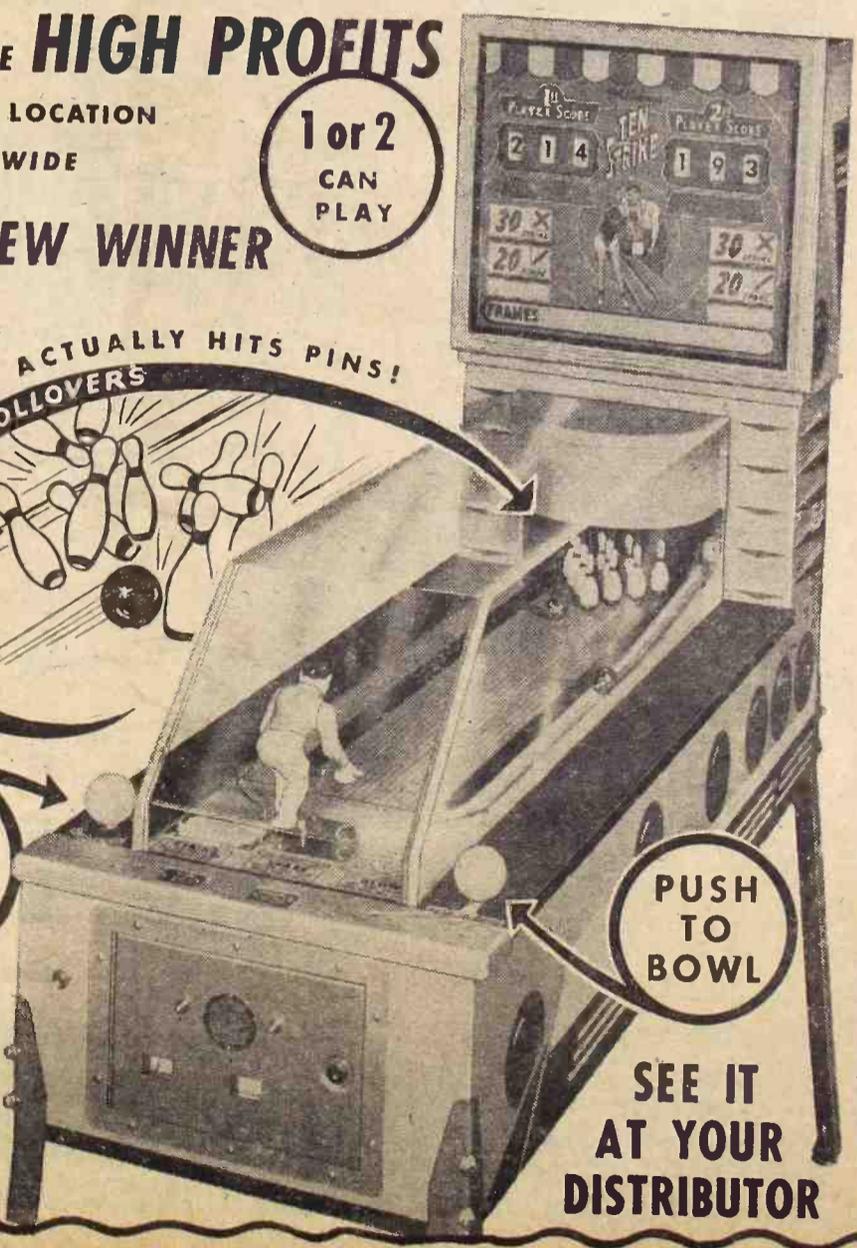
PUSH TO BOWL

AUTOMATIC PIN RESET

"KLEER-VUE" 1-piece HOOD "STRONGER THAN GLASS"
FORMICA Playfield and Rails

SEE IT AT YOUR DISTRIBUTOR

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.



MUSIC		GAMES	
M-100A, Converted to 43 RPM \$275	SEEBURG 100R 650	Bally ALL STAR BOWLER	Bally STRIKE BOWLER
A.M.I. D-80 595	WURLITZER 1800 595	Chicago TV BOWLING LEAGUE	Williams TEN STRIKE and TEN PIN
ROCK-OLA "FIREBALL" 120 (78) 180	A.M.I. "B" 295	Gottlieb STRAIGHT FLUSH	Valley 6-POCKET POOL
A.M.I. D-80 295	SEEBURG 100-C 595	45 RPM CONVERSION FOR M-100A \$69.50	
SEEBURG 100-W 578	SEEBURG 100-W 578		
All phonographs reconditioned and refinished.		45 RPM CONVERSIONS for Other Models WRITE	

Exclusive Seeburg Distributors



ATLAS MUSIC COMPANY
A Quarter Century of Service
2120 N. WESTERN AVE., CHICAGO 47, ILL., U. S. A. ARmitage 6-5005

Buddy Fox Joins Irving Kaye Co.

NEW YORK—Buddy Fox has joined the Irving Kaye Company as advertising and sales promotion manager. Fox had been with Runyon Sales for eight years, serving as export and sales promotion manager for the local AMI distributor.

In his new post, Fox will be in charge of the Activaire hand drier sales program and will assist Kaye in the sales of the firm's coin-operated games.

BINGO SPECIALS

CLEAN GAMES—READY FOR LOCATION

MIAMI BEACH	\$120.00	BEAUTY	\$60.00
VARIETY	85.00	DUDE RANCH	55.00
GAYETY	75.00	SURF CLUB	50.00
ICE FROLICS	65.00	BEACH CLUB	45.00

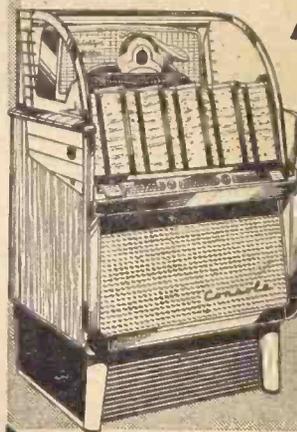
Immediate Delivery. 1/2 Deposit.

FRANK MILLS, Mgr., Dept. R-6

SUPERIOR SALES CO.

7855 Stony Island Ave. Chicago Bayport 1-1616

INTRODUCING A NEW DIMENSION IN AUTOMATIC MUSIC



THE FABULOUS WURLITZER

Console
MODELS 2200-2204

LEW JONES DISTRIBUTING CO., INC.

1301 North Capitol Avenue
Indianapolis, Indiana

SEE AND HEAR IT TODAY

(3) WILLIAMS HI HANDS \$175.00

ALLEYS

14' BOWLING ALLEYS	\$425.00
(United—Chicago Coin)	
Genco 6 PL. SKILL BALL	195.00
Chi Coin 6 PL. SKI BOWL	195.00
Chi Coin BONUS SCORE S. A.	195.00
United CAPITOL S. A.	225.00

PINS

Gottlieb WORLD CHAMP	\$250.00
Gottlieb HARBOR LITES	175.00
Gottlieb DUETT	175.00
Gottlieb LADY LUCK	145.00
Gottlieb GYPSY QUEEN	150.00
Williams REGATTA	125.00

(6) UNITED COUNTY FAIR \$95.00

UNIVERSITY Coin Machine Exchange
858 No. High St. Columbus 8, OHIO
Tel: AXminster 4 3529

GIVE TO DAMON RUNYON CANCER FUND



THE Army Jupiter
IS SENSATIONAL!!
BUT WAIT 'TIL YOU SEE
chicago coin's
"ROCKET"!!

when answering ads . . .

Say You Saw It in The Billboard

Now! Gottlieb's

STRAIGHT FLUSH

combines new wide-open roto-targets with the universal appeal of playing cards



- ♥ Wide-Open Roto-Targets Bring 3 Targets Up to Scoring Position at All Times, Allowing One Skill Shot to Lite 2 Cards with A Single Hit
- ♥ Special Score For:
 - Lighting Any Five Cards in a Row
 - Hitting Red and Green Targets After Row is Made
 - Making Special Rollover on 5th Ball After Straight is Lit
- ♥ Red and Green Targets Light Pop Bumpers and Cyclonic Kickers for Added High Score
- ♥ Total of 18 Ways to Score Specials Including Match Feature and High Score to 7,000,000
- ♥ Four Places to Spin Roto-Targets

See your distributor today!

D. Gottlieb & Co.

1140-50 NORTH KOSTNER AVENUE • CHICAGO 51, ILL.

ALL GOTTLIEB MACHINES ARE EQUIPPED WITH NATIONAL SLUG REJECTORS

Amusement Pinballs
as American as Baseball and Hot Dogs!

Now!!
GET EVEN BIGGER PROFITS WITH
chicago coin's SENSATIONAL NEW BOWLER...

LUCKY STRIKE

with its **EXCLUSIVE**

RE-PLAY
Flash-O-Matic
Star Feature

**NO ROLL-OVER SWITCHES
 ON PLAYFIELD!**

REGULATION
 ABC SCORING

CREATES
 MORE
 MULTIPLE
 PLAY!

CREATES
 MORE
 EXCITEMENT!



NEW!

- ① Score Glass Guard!
- ② Hood Guard!
- ③ Pin Guard!

Quietest Bowler Ever!!

- Entire Ball Return Runway is Rubber Lined!
- Playfield Sound-Proofed with Cork Backing!
- Back stop is Sound-Proofed with Cork!

GIANT BALLS

4½ in. DIAMETER
 2½ POUNDS

GIANT PINS

REALISTIC SIZE
 Larger Than Ever Before!

NEW! Larger Cash Box!

**NEW PROFIT
 MAKING FEATURE!**
2 Games for 25c

Also available as
 One Game for 25c
 Easily convertible
 to regular 10c play!

chicago coin machine

1725 W. DIVERSEY BLVD., CHICAGO 14, ILLINOIS

Division of
**Chicago Dynamic
 Industries, Inc.**

Pep up play and profits with new

Bally.

MISS AMERICA



2 Cards
10 Magic Lines

... plus 4 sets of Advancing Scores
 ... Corner Scores ... 2 Extra Time Rollovers ... up to 3 Extra Balls
 ... all add up to profit-packed play-appeal that boosts collections quick.

Get MISS AMERICA at your Bally Distributor now.

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 4½ INCH BALL

EXTRA QUIET . . . EXTRA FAST

1 TO 6 CAN PLAY

**BIG, DURABLE
PINS**

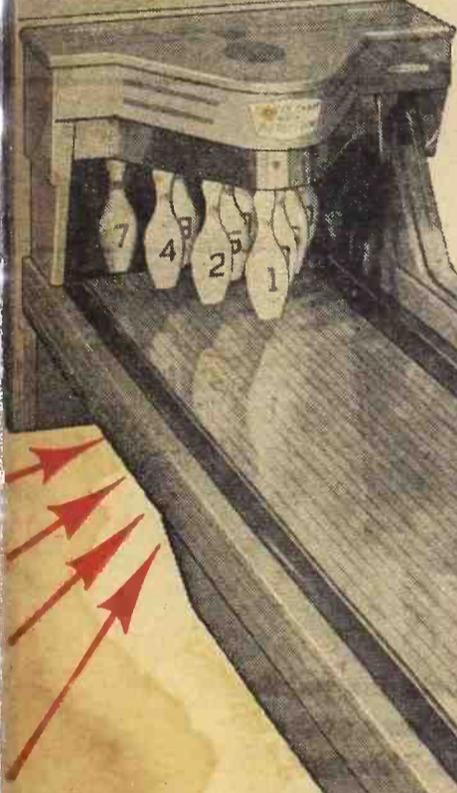
2 GAMES FOR 25¢

CREDIT UNIT

ACCEPTS UP TO 20 QUARTERS
AT ONE TIME FOR FUTURE PLAY

ALSO AVAILABLE IN ONE PLAY FOR 25¢

CONVERTS EASILY TO 10¢ PLAY



**New
DROP CHUTE
MECHANISM**
with NATIONAL REJECTOR
on Pull-Out Drawer for Easier Servicing

UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

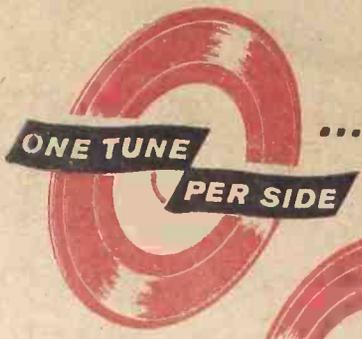
**ALL MECHANISM
LOCATED IN BACK-BOX**
with Hinged Insert for Easier Servicing

★
**EXTRA STURDY CONSTRUCTION
THROUGHOUT**

SEE YOUR DISTRIBUTOR NOW!

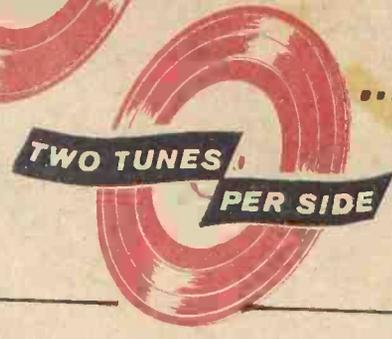
4 ALL-LOCATION SIZES
13 FT. LONG . . . 16 FT. LONG
EXPANDABLE WITH 4 FT. SECTIONS TO
17 FT. LONG . . . 20 FT. LONG





**ONE TUNE
PER SIDE**

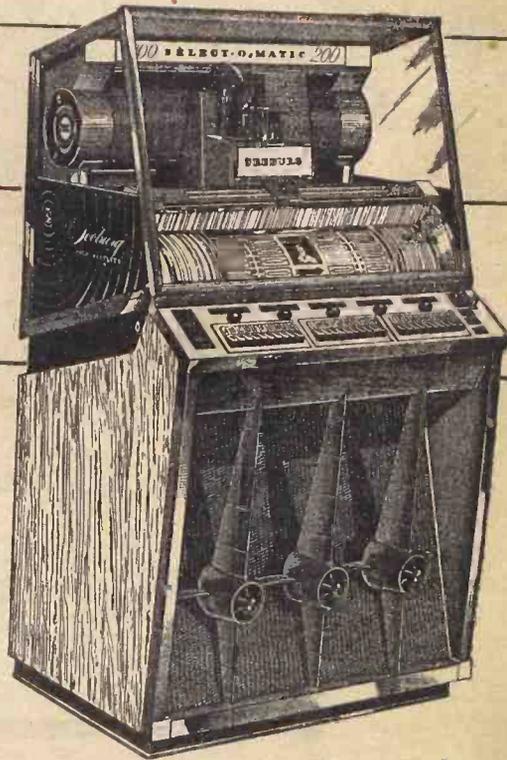
...PROGRAM SINGLES AT ONE PRICE



**TWO TUNES
PER SIDE**

**...PROGRAM ALBUMS AT A
PROPORTIONATELY HIGHER PRICE**

album record programming
with Seeburg
dual pricing
is the
surest way
to increase
earnings



● Today, much of the fine music the public wants to hear—standards, show tunes, jazz and classics—is available principally on albums. This type of music is as essential to proper programming as current hit tunes on singles.

● Dual pricing permits taking full advantage of album music because the operator is compensated for the additional playing time required.



DUAL PRICING UNITS

Both the phonograph and the Wall-O-Matic 200 are equipped with dual pricing units that program singles at one price and album records (two tunes per side) at a proportionately higher price.



America's Finest and Most Complete Music Systems

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG
Chicago 22, Illinois

Division of Fort Pitt Industries, Incorporated